

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

Gør dine kunder til ambassadører for dit brand

Simon Torp
Brand Base & Erhvervsklub Fyn

november 2009 SIMON TORP 1

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

UDFORDRINGER

Finanskrise
Støj og overkommunikation
Fragmenteret mediebillende
Reduceret reklameeffekt
Målgruppe-overlap
Og...

november 2009 SIMON TORP 2

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

UDFORDRINGER

Kunderne er:

- UKontrollable
- Kloge
- Kritiske
- Kreative
- Kollektive

november 2009 SIMON TORP 3

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK


UKONTROLLABLE

Kunderne (med)bestemmer meningen

november 2009 SIMON TORP 4

University of Southern Denmark


UNIVERSITY OF SOUTHERN DENMARK



november 2009 SIMON TORP 5

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK



november 2009 SIMON TORP 6

UNIVERSITY OF SOUTHERN DENMARK University of Southern Denmark

KLOGE

Kunderne kender produkterne og tricks'ene

november 2009 SIMON TORP 7

UNIVERSITY OF SOUTHERN DENMARK University of Southern Denmark

november 2009 SIMON TORP 8

UNIVERSITY OF SOUTHERN DENMARK University of Southern Denmark

How to Avoid Scams and Rip-offs that Cost You Time and Money

THE SAVVY CONSUMER

ELISABETH LEAMY
Emmy Award-Winning Television Consumer Reporter
Foreword by Edward Johnson, Better Business Bureau

Consumer Savvy Tips
 Find cutting-edge consumer advice and tips to help you save money.

<http://www.consumersavvytips.org/>

november 2009 SIMON TORP 9

UNIVERSITY OF SOUTHERN DENMARK University of Southern Denmark

KRITISKE

Kunderne er kritiske (især over for de store)

november 2009 SIMON TORP 10

UNIVERSITY OF SOUTHERN DENMARK University of Southern Denmark

NIKE

november 2009 SIMON TORP 11

UNIVERSITY OF SOUTHERN DENMARK University of Southern Denmark

McDonald's

november 2009 SIMON TORP 12

UNIVERSITY OF SOUTHERN DENMARK University of Southern Denmark

Coca-Cola

november 2009 SIMON TORP 13

UNIVERSITY OF SOUTHERN DENMARK University of Southern Denmark

november 2009 SIMON TORP 14

UNIVERSITY OF SOUTHERN DENMARK University of Southern Denmark

LITTERATUREN

november 2009 SIMON TORP 15

UNIVERSITY OF SOUTHERN DENMARK University of Southern Denmark

KREATIVE

Kunderne er (med)skabende

november 2009 SIMON TORP 16

UNIVERSITY OF SOUTHERN DENMARK University of Southern Denmark

Anti-brand spoofs fra adbusters.org

november 2009 SIMON TORP 17

UNIVERSITY OF SOUTHERN DENMARK University of Southern Denmark

[YouTube - Danske Sædbank HD eller close](#)

november 2009 SIMON TORP 18

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

KOLLEKTIVE

facebook

msn Hotmail

IRL

november 2009 SIMON TORP 19

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

november 2009 SIMON TORP 20

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

Øhh...Hvad gør vi så?

"We live in a world where consumers actively resist marketing. So it's imperative to stop marketing *at* people. The idea is to create an environment where consumers will market to each other."

(Godin, 2001)

november 2009 SIMON TORP 21

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

Let them talk together

"Consumers are not waiting around to be passively targeted. In today's world, markets are conversations and consumers need to be thought of as communication partners. Clever marketers don't just talk at consumers, they let them talk together, play, share and have an active role in communication."

(Eddie D'Sa/ GoViral)

**Få kunderne i tale
Få kunderne til at tale
...sammen**

november 2009 SIMON TORP 22

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

Marketing-driven vs Customer-driven

Marketing-generated vs Customer-generated

Customer-generated

Positiv vs negativ
On-brand vs off-brand

november 2009 SIMON TORP 23

University of Southern Denmark

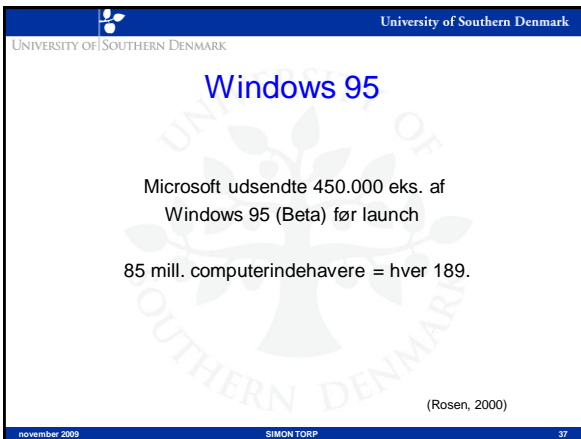
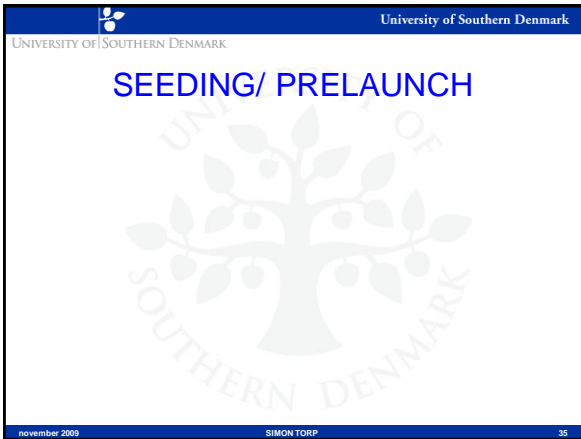
UNIVERSITY OF SOUTHERN DENMARK

NETVÆRKCENTRE

Network hubs:
Mennesker der kommunikerer mere med andre om bestemte produkter eller services end gennemsnittet
(Opinion leaders, influencers, lead users power users)

	ALMINDELIGE	MEGA
EKSPERT	Nørder	Medieeksperter
SOCIALE	Ekstroverte	Stjerner

november 2009 SIMON TORP 24



University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

Siemens SL55

Arbejdsløse tyske skuespillere som 'agent provocateurs' i skikkelse af turister



november 2009 SIMON TORP 39

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

De 7 ingredienser

1. Outstanding story
2. Stickyness
3. Relevance
4. Portability
5. Shareability
6. Timing/ Actuality
7. Seeding hook

(GoViral)

november 2009 SIMON TORP 40

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

Customer evangelism

"They purchase and *believe* in your product and or service.

They are loyal and passionately recommend you to friends, neighbors, and colleagues.

They purchase your products as gifts for others.

They provide unsolicited feedback or praise.

They forgive occasional dips in service and quality but let you know when quality slips.

They are not bought; customer evangelists extol your virtues freely.

As your evangelist, they feel connected to something bigger than themselves"

(McConnell & Huba, 2003)

november 2009 SIMON TORP 41

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

Apple evangelists

Guy Kawasaki, "software evangelist" in Apple in 1983

Kawasaki succeeded in convincing software programmers. They convinced other people to buy Mac's. They became evangelists themselves.

Today Apple has thousands of user groups

"Those are truly the evangelists. They're not paid. They are not employees. They tell people to use Macintosh solely for the other person's benefit. That is the difference between evangelism and sales. Sales is rooted in what's good for me. Evangelism is rooted in what's good for you"

(McConnell & Huba, 2003)

november 2009 SIMON TORP 42

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

iPOD [YouTube - Viral iPod Movie](#)

George Masters: "I did it for fun," he said. "I love motion graphics. I like creating visuals."

"It's off-brand but that's the point. That's the fun of being one guy. You're not limited by a style guide or a creative director. You can branch out and think different."

Steve Rubel, a vice president at New York PR agency CooperKatz:

"It's a sign that consumers want to have a role in promoting a product they love. There's a real trend toward consumer-generated media. People are creating news, they're blogging. People will create marketing as well. This guy is a great example."

"It's customer evangelism. It's not going to happen for every company, only those with a passion. The Mac platform, and the iPod, have created a core following, a customer passion. People want to spread the love."

"The question is, what will the marketers do? Some will embrace it but some will shun it.... I hope (Masters) gets a job in Apple's marketing department. He certainly deserves it. But I'm surprised Apple hasn't shut it down. They can be very persnickety about their brand and trademarks."

november 2009 SIMON TORP 43

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK


CULT

Vil du have en tattoo? Så betaler CULT... og du kan endda tjene penge på det.

Vælger du at få CULT's nye RAW logo tatoveret på din krop betaler vi for følgende placeringer + selvfølgelig prisen for tatoveringen:

- Overarm 5.000 KR.
- Skulder 4.000 KR.
- Underarm 6.000 KR.
- Ben 3.000 KR.
- Ryg 3.000 KR.
- Mave 3.000 KR.

Send et vellignende billede af dig selv + en kort tekst om hvorfor netop du skal have en CULT RAW tatovering og hvor den skal være.



november 2009 SIMON TORP 44

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

LOGO TATTOOS

november 2009 SIMON TORP 45

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

FASHION TATTOOS

november 2009 SIMON TORP 46

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

LACOSTE

november 2009 SIMON TORP 47

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

CONVERSE

november 2009 SIMON TORP 48

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

AMAGERNUMMERPLADE?

november 2009 SIMON TORP 49

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

Kjeldgaard & Bengtsson, 2005s

november 2009 SIMON TORP 50

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

Kommunikationsmodeller

november 2009 SIMON TORP 51

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

One-step model of communication. T = member of the target audience

november 2009 SIMON TORP 52

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

Two-step model of communication. OL = opinion leader

Message prevented from reaching T₅ and T₆ (e.g. noise)

november 2009 SIMON TORP 53

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

Multi-step model of communication

november 2009 SIMON TORP 54

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

Og hvad så...?

FORSTÅELSE:	Enstemmig – Flerstemmig
MANAGEMENT:	Afsender – Modtager
PRODUKTION:	Afsender – Modtager
ROLLE:	Producer – Facilitator

november 2009 SIMON TORP 55

University of Southern Denmark

UNIVERSITY OF SOUTHERN DENMARK

MARKEDSKOMMUNIKATION

Udvikling

1. Fase: Envejs (TIL)
2. Fase: Dialog (MED)
3. Fase: IC/Branding (IGENNEM)

november 2009 SIMON TORP 56