

"I had enough trouble with my first life" Aedhmar Hynes- CEO, Text 100 PR

The big picture. Changes in:

1- society- public/private info redefined

more flexibility

distrust in public institutions

audience in change

erosion of trust for public institutions (gov't, corporations, church)

where trust comes from is changing

more trust in PEERS rather than packaged info

ex:talk to someone who has the same illness as you

use technology to find your "community" or peer group

2. technology:

Distributed computing virtualism

Open systems- exchange of info across platforms

P2p

Biotech

Technology as a lifestyle

3. business

Globalization- centers emerge all over the world

Aggressive sourcing

Unreliable customer

Super fragmented markets

"flat earth"

Fragmentation- attention

Little commonality (ex: where do you get your news?.
Numerous options)

Shift from primetime to "my time"

Now have to change to get your audience

Empowerment- a voice, a way to reply. Customer has a
voice.

Peer-to-peer platforms

Social networks

RSS (bloglines, feedburner, yahoo)

Open source software

Blogs

File sharing (bit torrent)

Photo sharing (flicker)

e-commerce (ebay, amazon)

podcast

comparison shopping (froogle)

wiki

Age of awareness

Brand (what to project) -> media (to get audience) -> audience

Age of authenticity

Media is just one influence among many

Inside corporation: what is being said? Must understand.

Internal communication- assume internal is talking to external (stake
holders)

1. Listen- understand perception of your brand
2. prepare
3. engage

wikipedia- the community defining who you are

community decides who your brand is. Not you and your company.

Treos/PDAs- community develops around those who use them

Treonauts blog- users w/common interest of PDAs

Great authenticity about product (both good AND bad)

Palm engages w/treonauts but stays separate to keep the authenticity of the stie

Video sharing sites- "viral video" online video

Ex) Ford Evil Twin

Sharing of video moves so quickly, either positive or negative impact happens immediately

Dynamics

Technology platforms- real vs virtual world

Virtual:

"Second Life"

Trade, avatars (virtual self in Second Life)

Virtual meeting in 3D replica of a meeting room

Customers can take part

Remove time and space, can customize your environment

Company MUST have a clear strategy and understanding of why they are involved in Second Life

Social Dynamics

Changing social contracts

Peer to peer dynamics catalyze shift

Formal Contract- laws for your company, industry norms

Semi-formal contract- expectations traditionally for a person are now shifted to the company

Ex) Obesity: McDonalds now offers options and takes a responsibility to create change