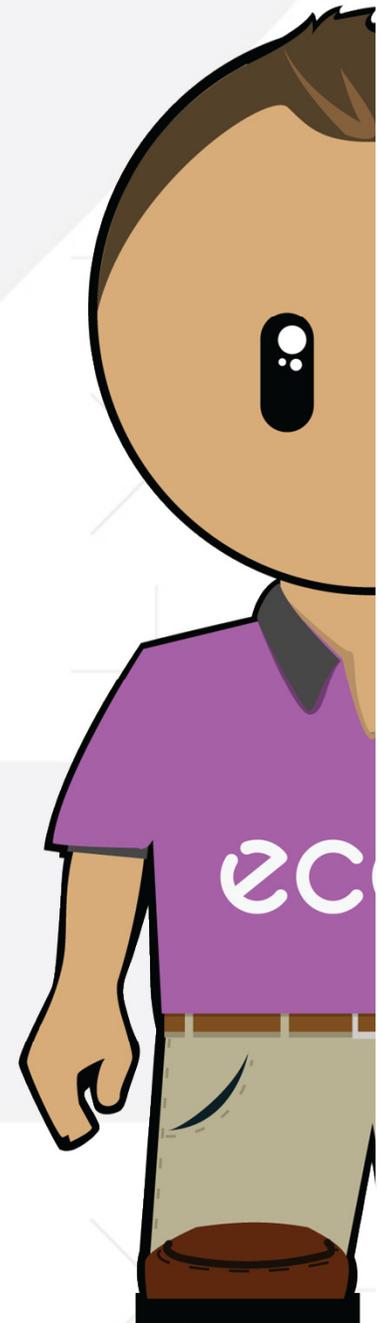




inspired UM  
universal  
mccent

# The Socialization of Brands

Kārlis Gedrovics, Inspired

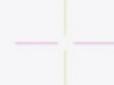


# AMARA'S LAW

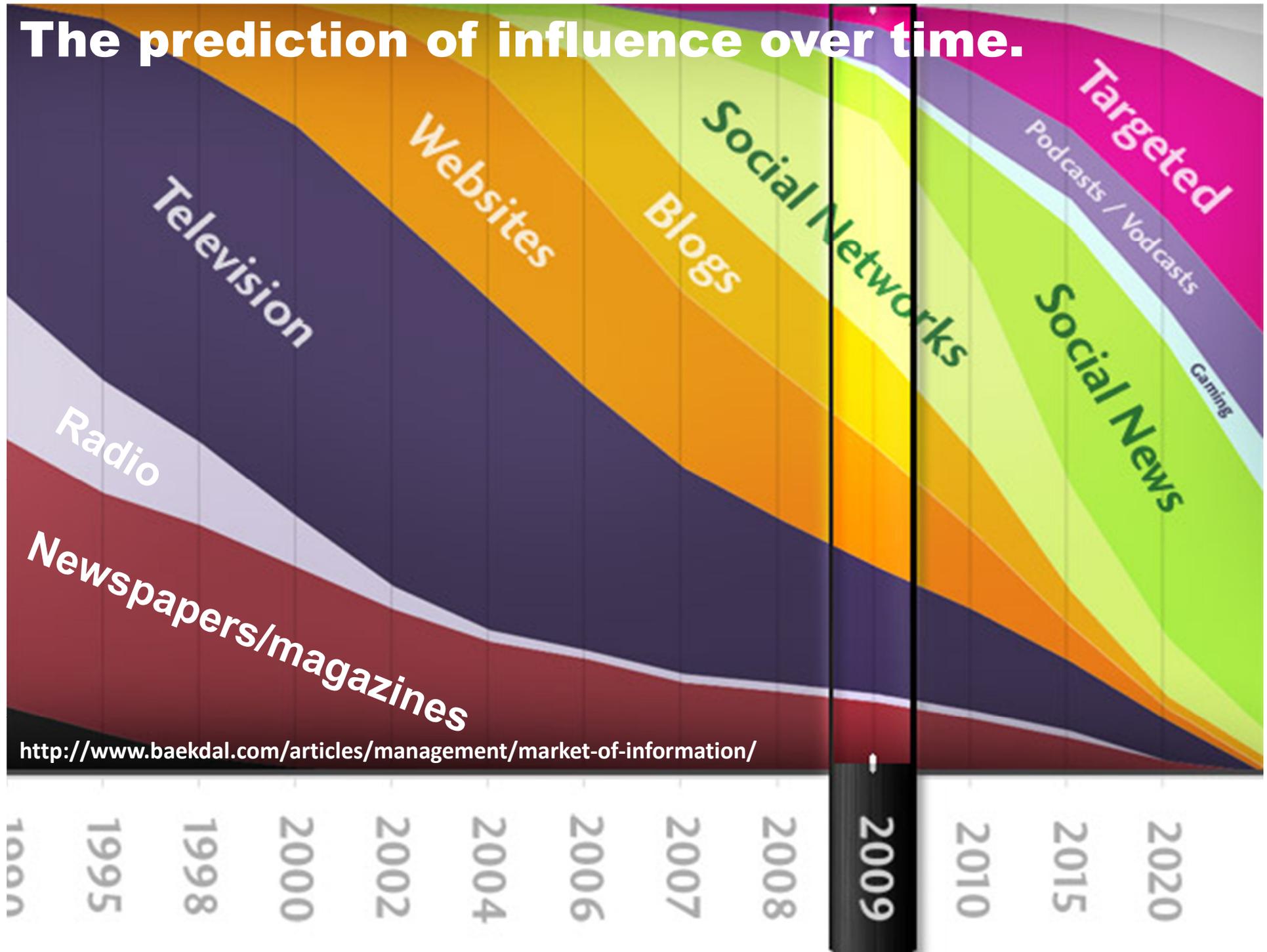
We tend to **overestimate** the effect of a technology in the short run and **underestimate** the effect in the long run.

*Roy Amara, past president of The Institute for the Future.*

*Roy Amara was a researcher, scientist and past president of the Institute for the Future. Born in Boston 1925, he has also worked at Stanford Research Institute. He held a BS in Management, an MS in the Arts and Sciences, and a Ph.D. in Systems Engineering. He died in 2007. He is possibly best known for the quotation "We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run.", which was paraphrased by Robert X. Cringely, and is sometimes known as Amara's Law.*

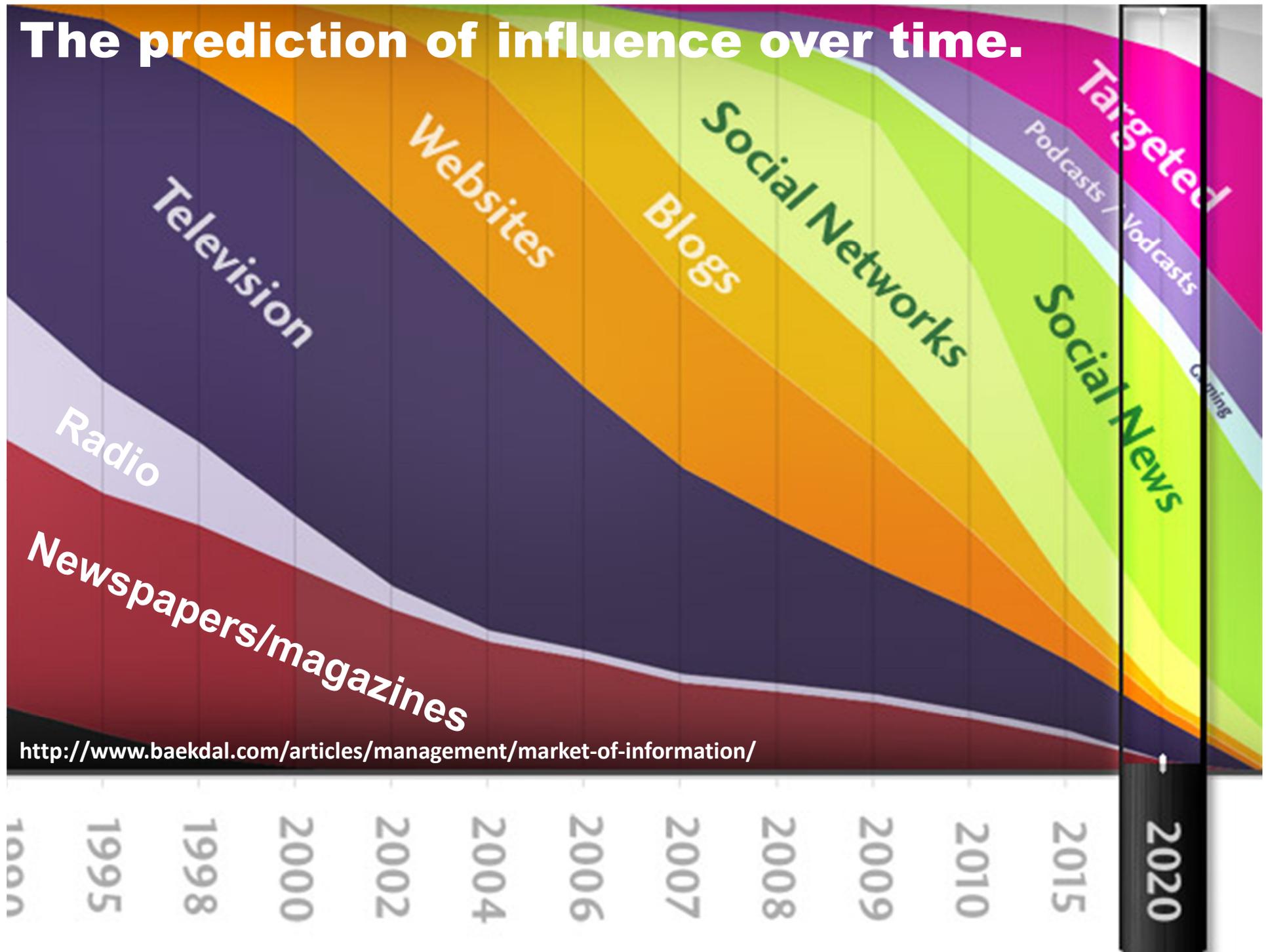


# The prediction of influence over time.



<http://www.baekdal.com/articles/management/market-of-information/>

# The prediction of influence over time.



<http://www.baekdal.com/articles/management/market-of-information/>



**Social media train  
is up and running.  
Fast.**



**Social media ARE  
measured globally.**

**by Universal McCann WorldWide.**

# wave 5



## The Socialisation of Brands

Social media tracker - 2010

**UM**

**Social media ARE tracked.**

**5 years, since 2006**

# The expanding Wave universe



**37,600**  
respondents

**54**  
countries

## Wave 1

Australia  
Brazil  
China  
France  
Germany  
Italy  
India  
Japan  
Korea  
Mexico  
Philippines  
Russia  
Spain  
UK  
US

## Wave 2

Australia  
Brazil  
China  
France  
Germany  
Greece  
Hong Kong  
Hungary  
India  
Italy  
Japan  
Korea  
Mexico  
Netherlands  
Pakistan  
Philippines  
Poland  
Romania  
Russia  
Spain  
Switzerland  
Taiwan  
Turkey  
UK  
US

## Wave 3

Australia  
Austria  
Brazil  
Canada  
China  
Czech Republic  
Denmark  
Ecuador  
Finland  
France  
Germany  
Hong Kong  
Hungary  
India  
Italy  
Japan  
Korea  
KSA  
Kuwait  
Latvia  
Lebanon  
Lithuania  
Malaysia  
Mexico  
Netherlands  
Norway  
Oman  
Philippines  
Poland  
Portugal  
Qatar  
Romania  
Russia  
Serbia  
Singapore  
Slovakia  
South Africa  
Spain  
Sweden  
Switzerland  
Taiwan  
Thailand  
Tunisia  
Turkey  
UAE  
UK  
US

## Wave 4

Australia  
Austria  
Belgium  
Brazil  
Canada  
China  
Colombia  
Czech Republic  
Denmark  
Ecuador  
Egypt  
Estonia  
France  
Germany  
Hong Kong  
Hungary  
India  
Italy  
Ireland (ROI)  
Japan  
Korea  
KSA  
Kuwait  
Latvia  
Lebanon  
Lithuania  
Malaysia  
Mexico  
Netherlands  
Norway  
Oman  
Philippines  
Poland  
Portugal  
Qatar  
Romania  
Russia  
Serbia  
Singapore  
Slovakia  
South Africa  
Spain  
Sweden  
Switzerland  
Taiwan  
Thailand  
Tunisia  
Turkey  
UAE  
UK  
US

## Wave 5

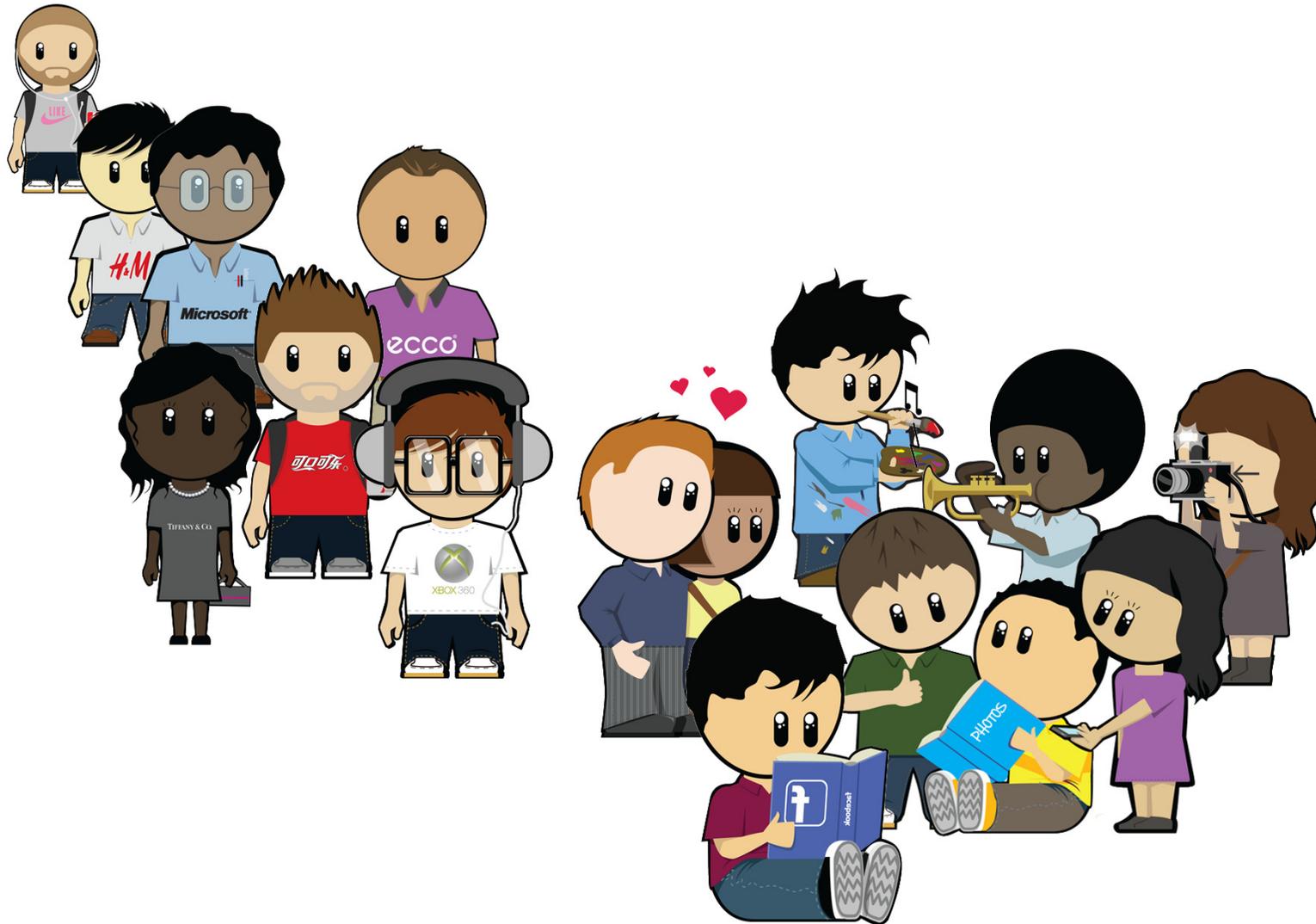
Algeria  
Argentina  
Australia  
Austria  
Bahrain  
Belgium  
Brazil  
Canada  
Chile  
China  
Colombia  
Czech Republic  
Denmark  
Ecuador  
Egypt  
Estonia  
France  
Germany  
Hong Kong  
Hungary  
India  
Italy  
Ireland (ROI)  
Japan  
Korea  
KSA  
Kuwait  
Latvia  
Lebanon  
Lithuania  
Malaysia  
Mexico  
Netherlands  
Norway  
Oman  
Philippines  
Poland  
Portugal  
Qatar  
Romania  
Russia  
Serbia  
Singapore  
Slovakia  
South Africa  
Spain  
Sweden  
Switzerland  
Taiwan  
Thailand  
Tunisia  
Turkey  
UAE  
UK  
US

**wave 5**

The Socialisation of Brands



# The social challenge for brands





# The new social landscape

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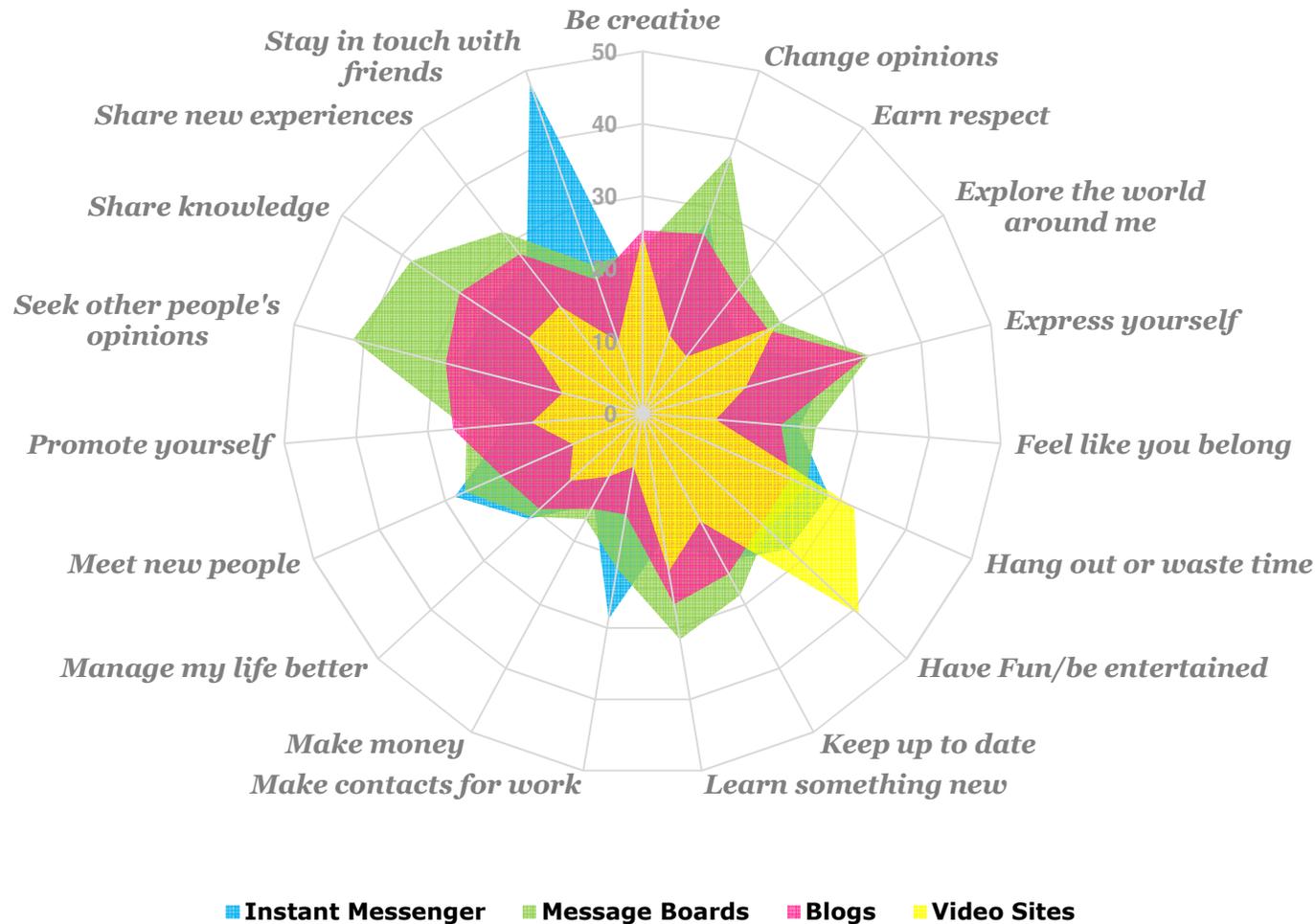
Means and motives

**Unprecedented diversity.**

**1 to 1 communication.**

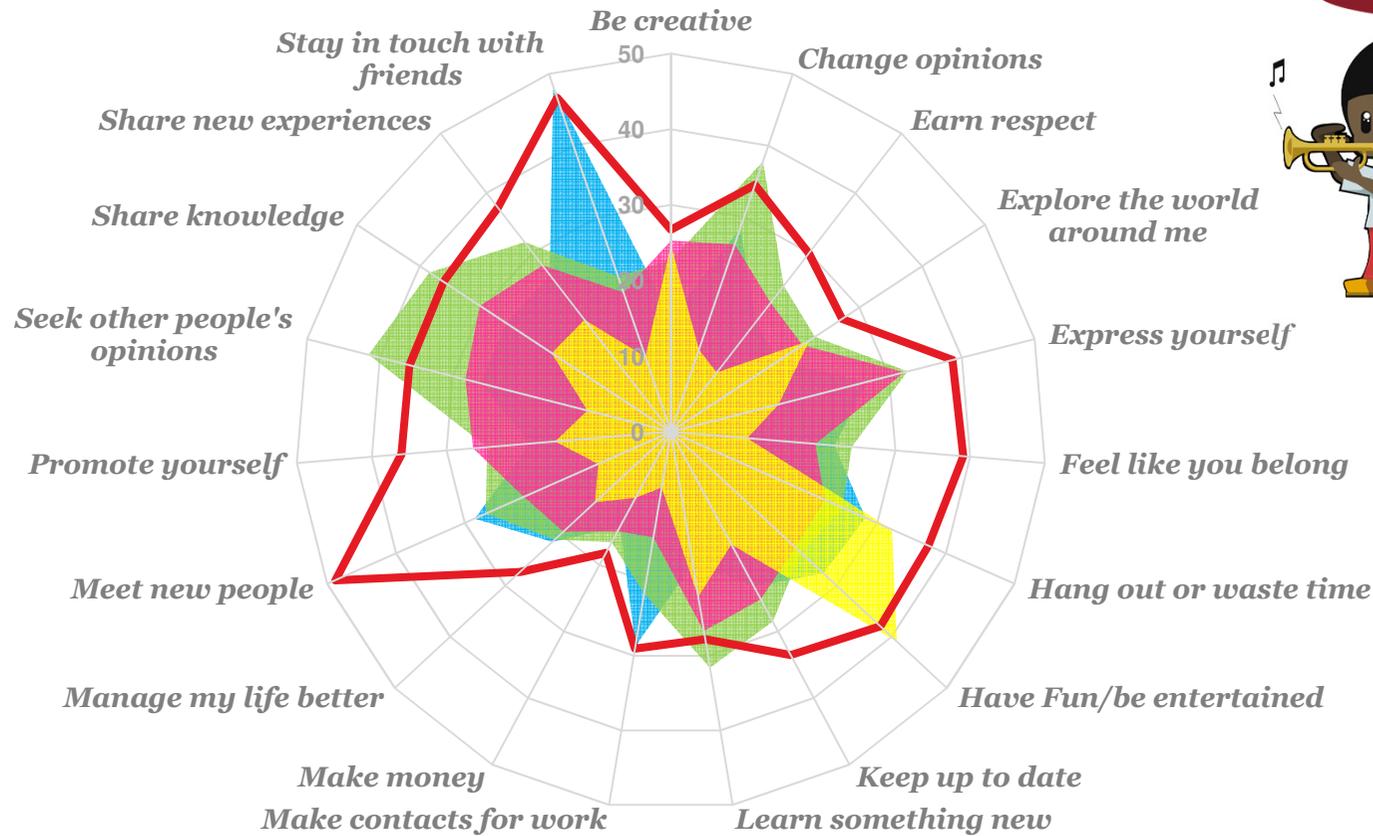
# Understanding means and motives

Q: "Which of the following do a good job when you want to..."

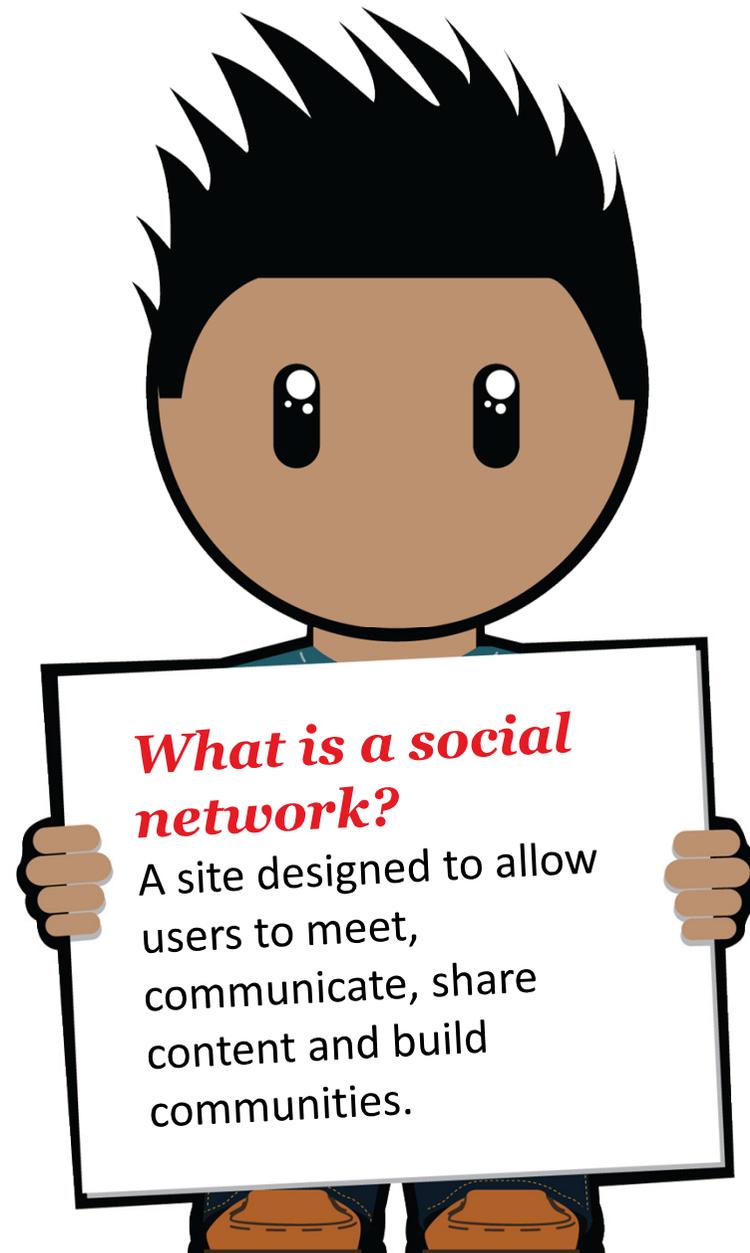


# Multi-faceted social networks

Q: "Which of the following do a good job when you want to..."



■ Instant Messenger ■ Message Boards ■ Blogs ■ Video Sites ■ Social Networks



***What is a social network?***

A site designed to allow users to meet, communicate, share content and build communities.

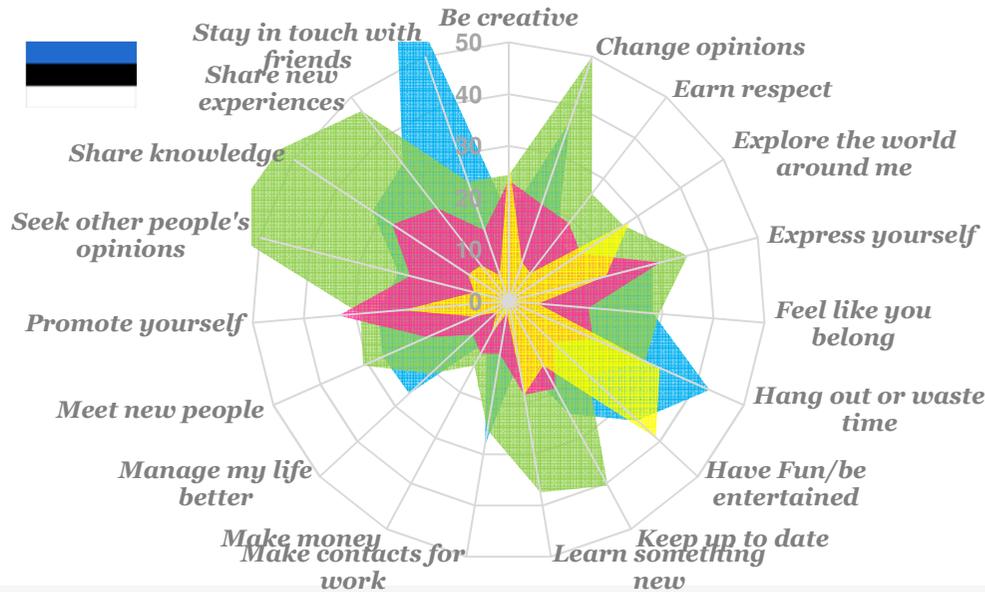


**Are LV, EE, LT much alike?**

Q: "Which of the following do a good job when you want to..."

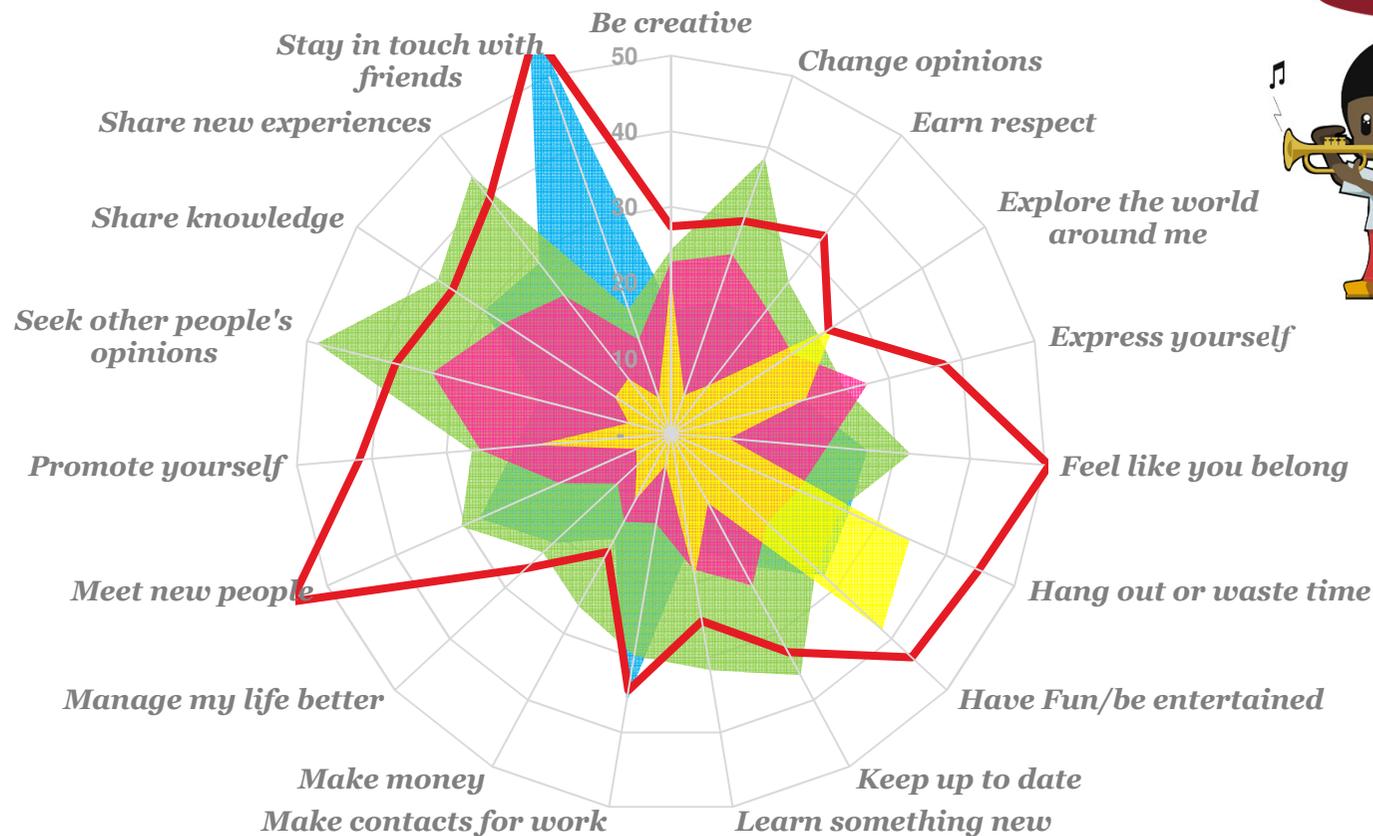


- Instant Messenger
- Message Boards
- Blogs
- Video Sites



# Multi-faceted social networks (Latvia)

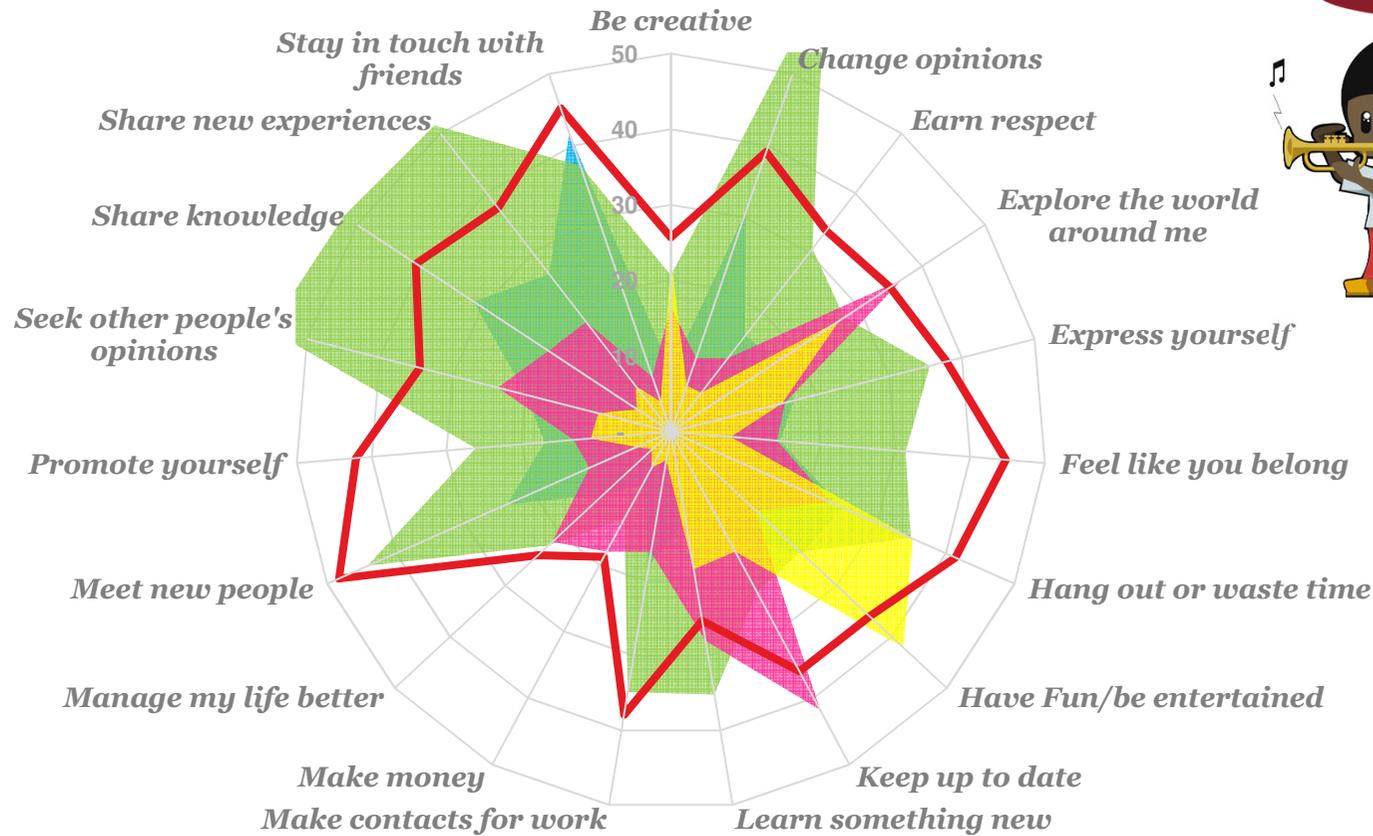
Q: "Which of the following do a good job when you want to..."



■ Tērzēšana tiešsaistē ■ Ziņojumu dēļi ■ Blogi ■ Video mājas lapas ■ Sociālie tīkli

# Multi-faceted social networks (Lithuania)

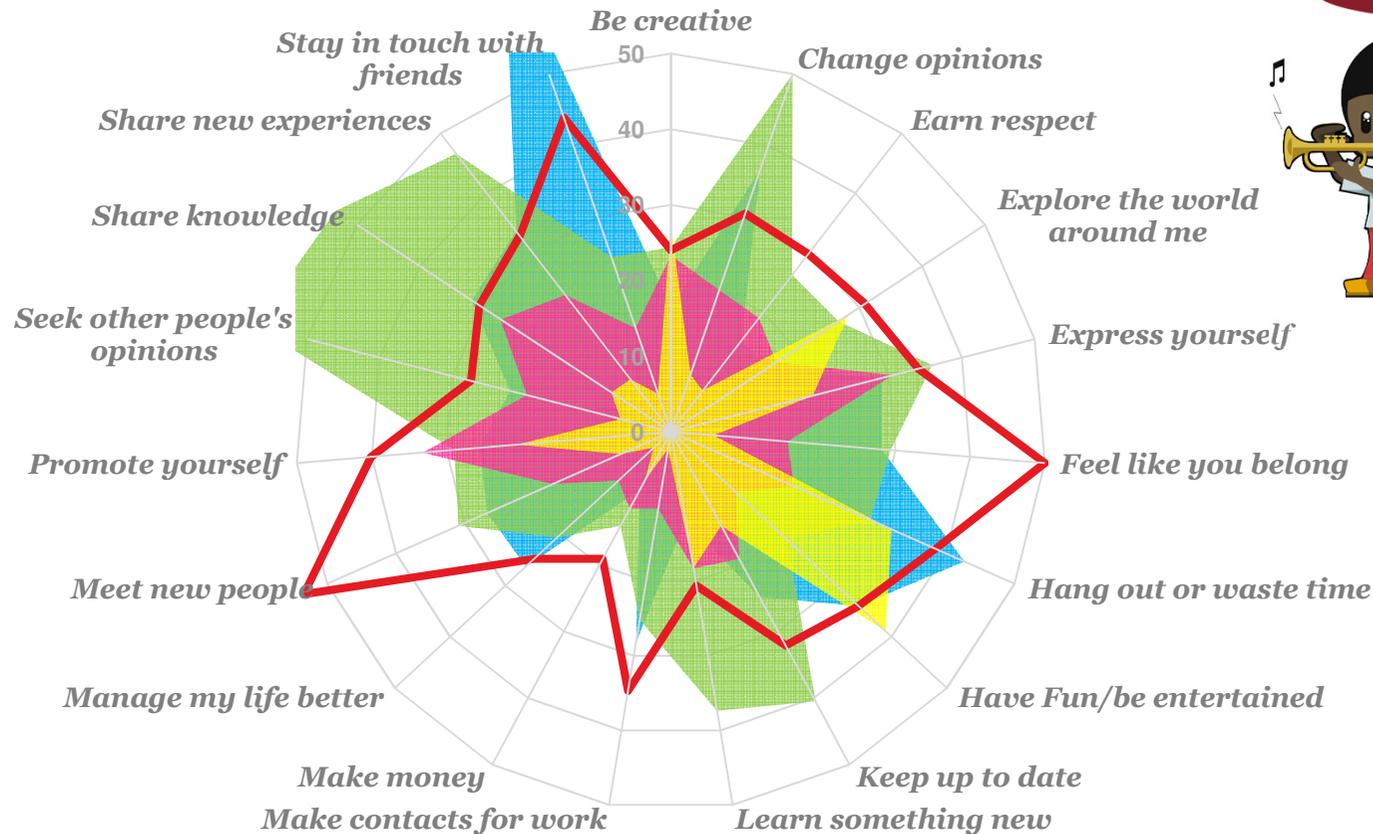
Q: "Which of the following do a good job when you want to..."



■ Instant Messenger ■ Message Boards ■ Blogs ■ Video Sites ■ Social Networks

# Multi-faceted social networks (Estonia)

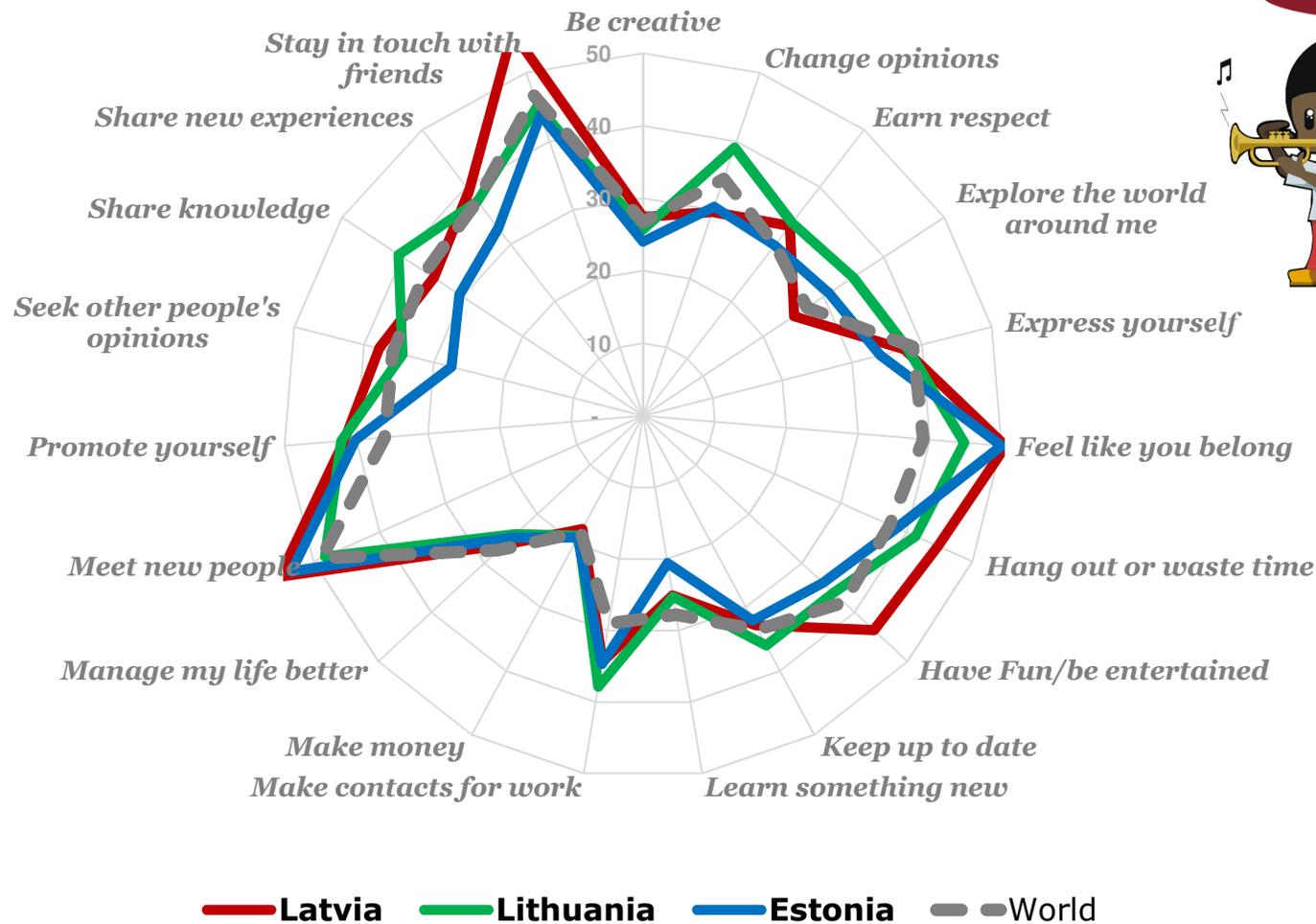
Q: "Which of the following do a good job when you want to..."



■ Instant Messenger ■ Message Boards ■ Blogs ■ Video Sites ■ Social Networks

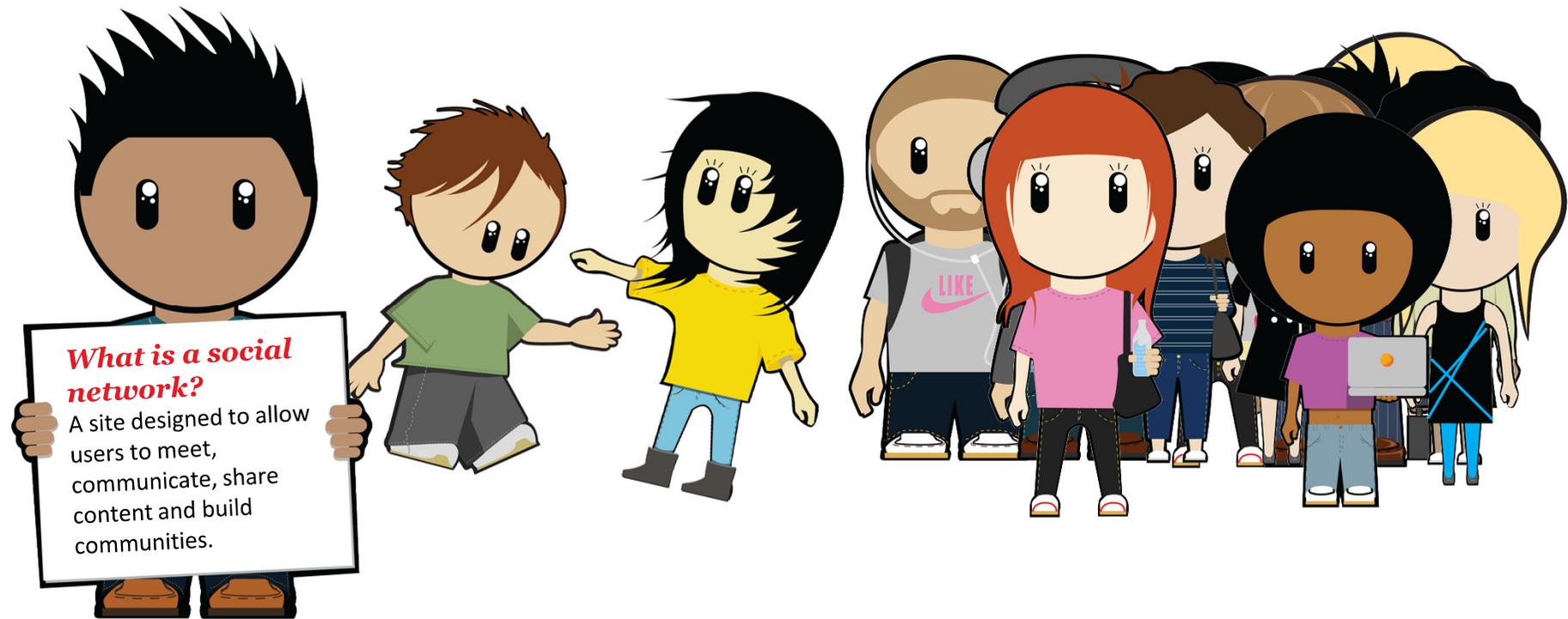
# Social networks in Baltics

Q: "Which of the following do a good job when you want to..."

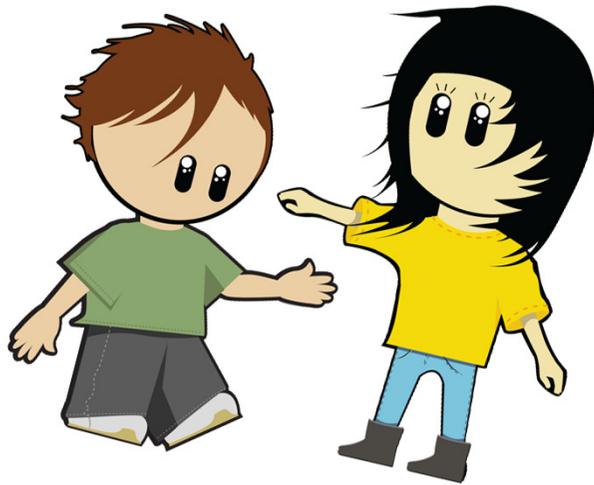


**Baltics. The history path of social networks differs.**

# The gravitational pull of social networks



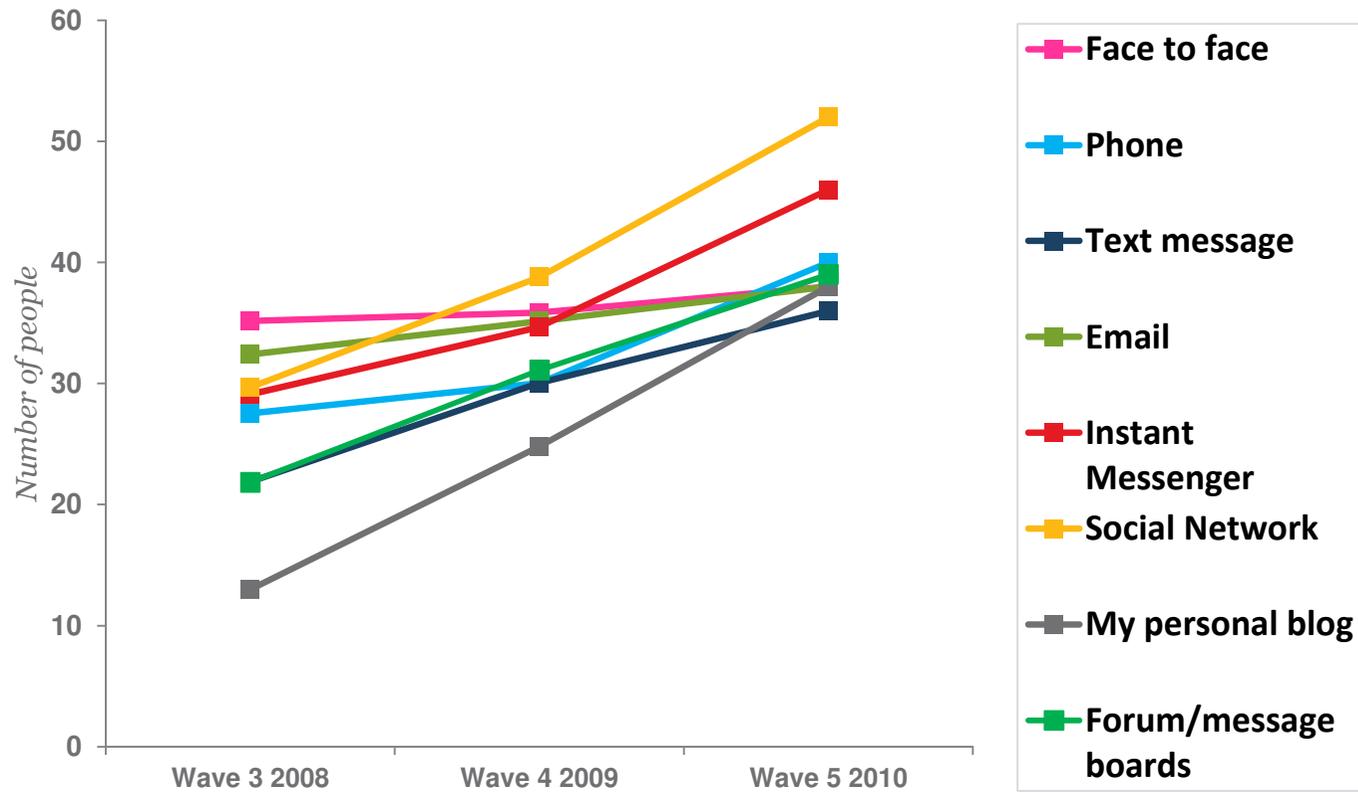
# Growing fast



Q: "Thinking about the internet, which of the following have you

**Are we moving to parallel,  
yet connected dimension?**

# A pull of people...

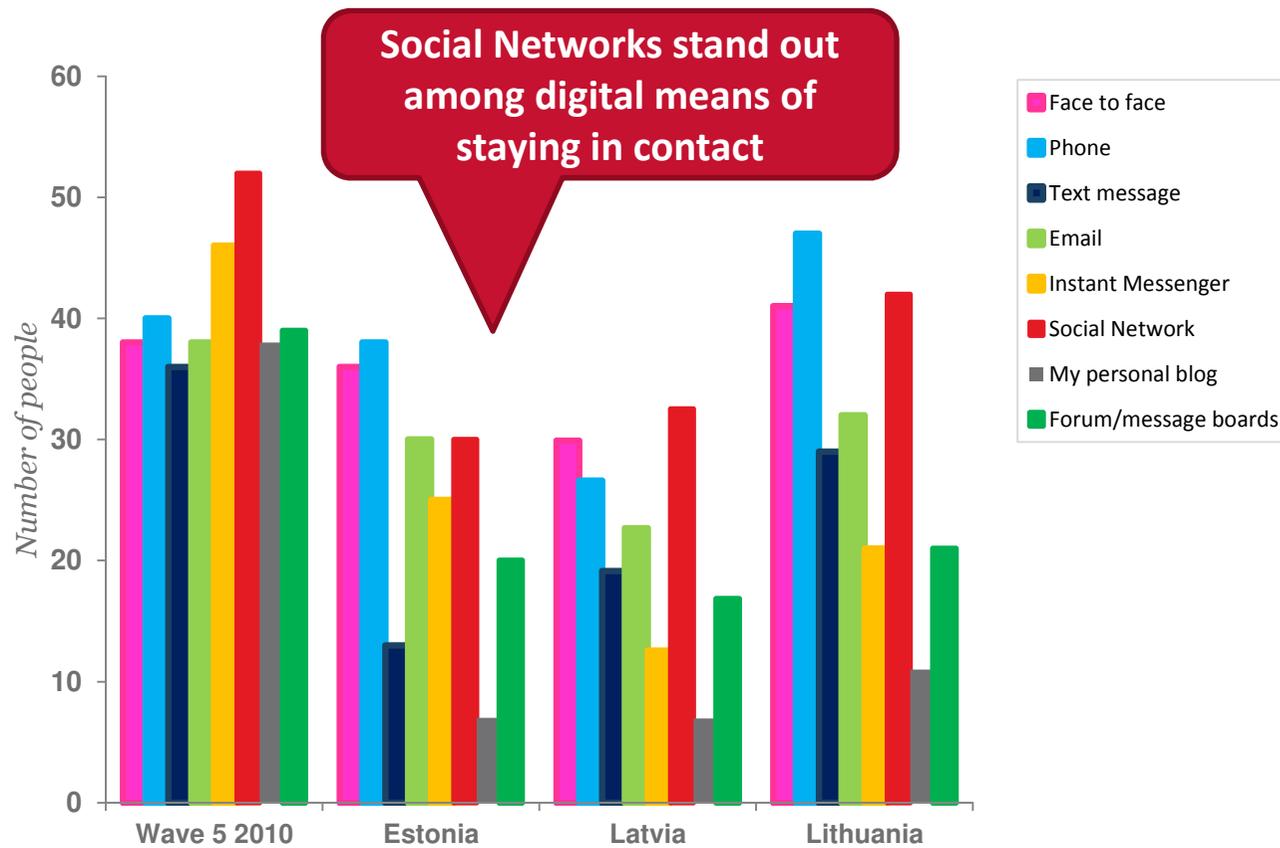


Q: "Approximately how many people do you stay in contact with in your personal life through the following means?"

**Here in Baltics travel  
distances are little.**

**It's easy and affordable to see each  
other in real life.**

# A pull of people...

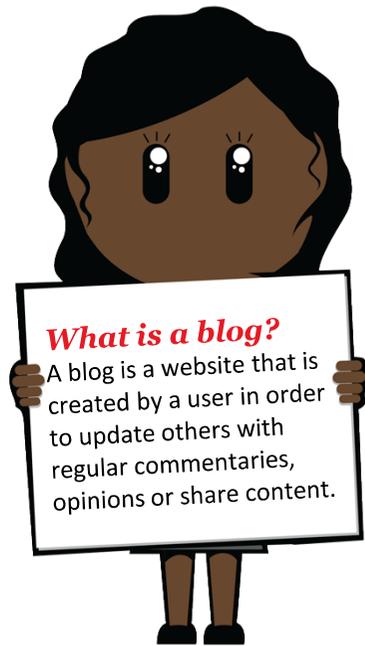


Q: "Approximately how many people do you stay in contact with in your personal life through the following means?"

**Are social networks taking  
it all?**

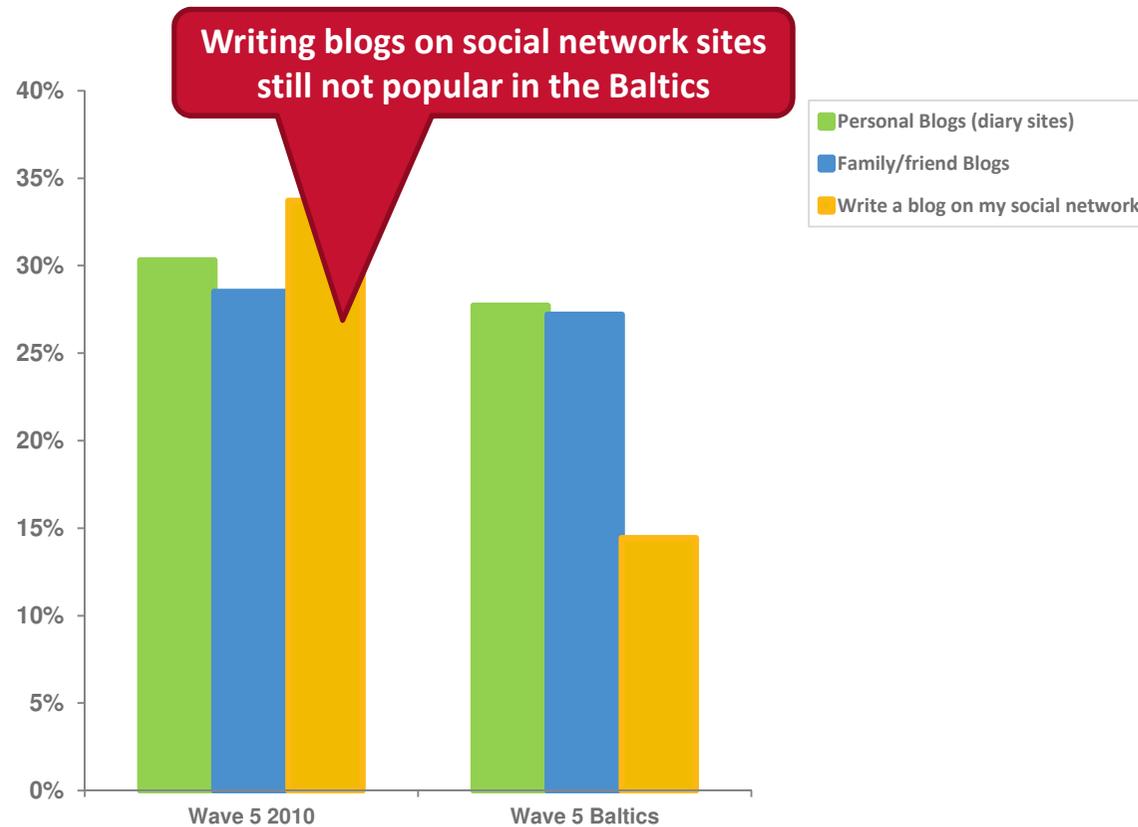
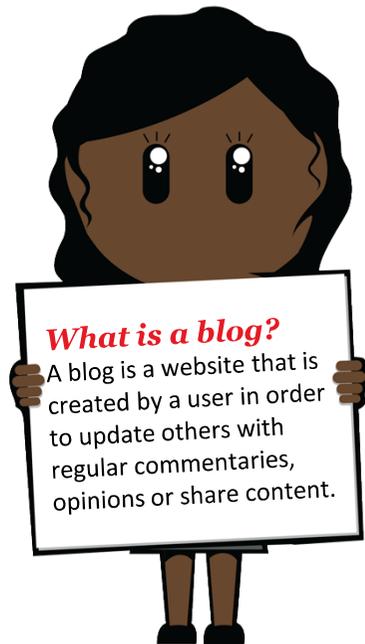
# Blogs & forums move away from personal topics

Q: "When you read blogs, which of the following types of blogs do you read most often?" - Amongst those who have read a blog in the last 6 months, "Which of the following have you done with your social networking profile?" - Amongst those who have used a social network in the last 6 months



# Blogs & forums move away from personal topics

Q: "When you read blogs, which of the following types of blogs do you read most often?" - Amongst those who have read a blog in the last 6 months, "Which of the following have you done with your social networking profile?" - Amongst those who have used a social network in the last 6 months

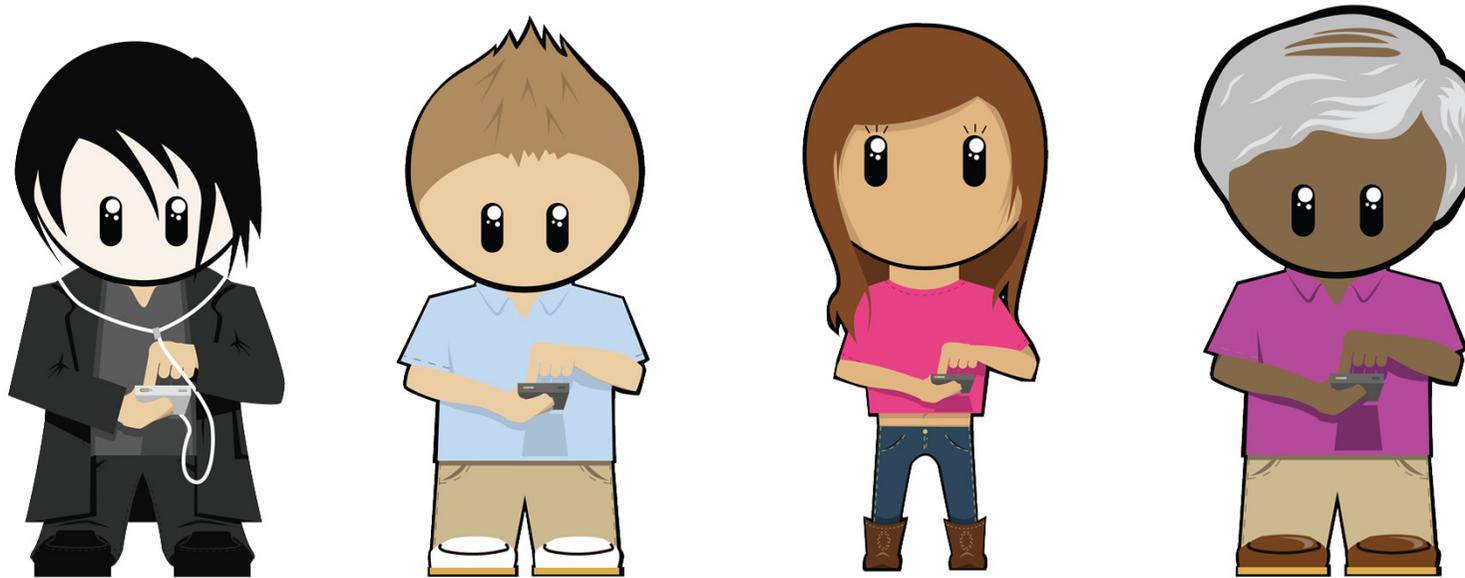




# The future face of social media

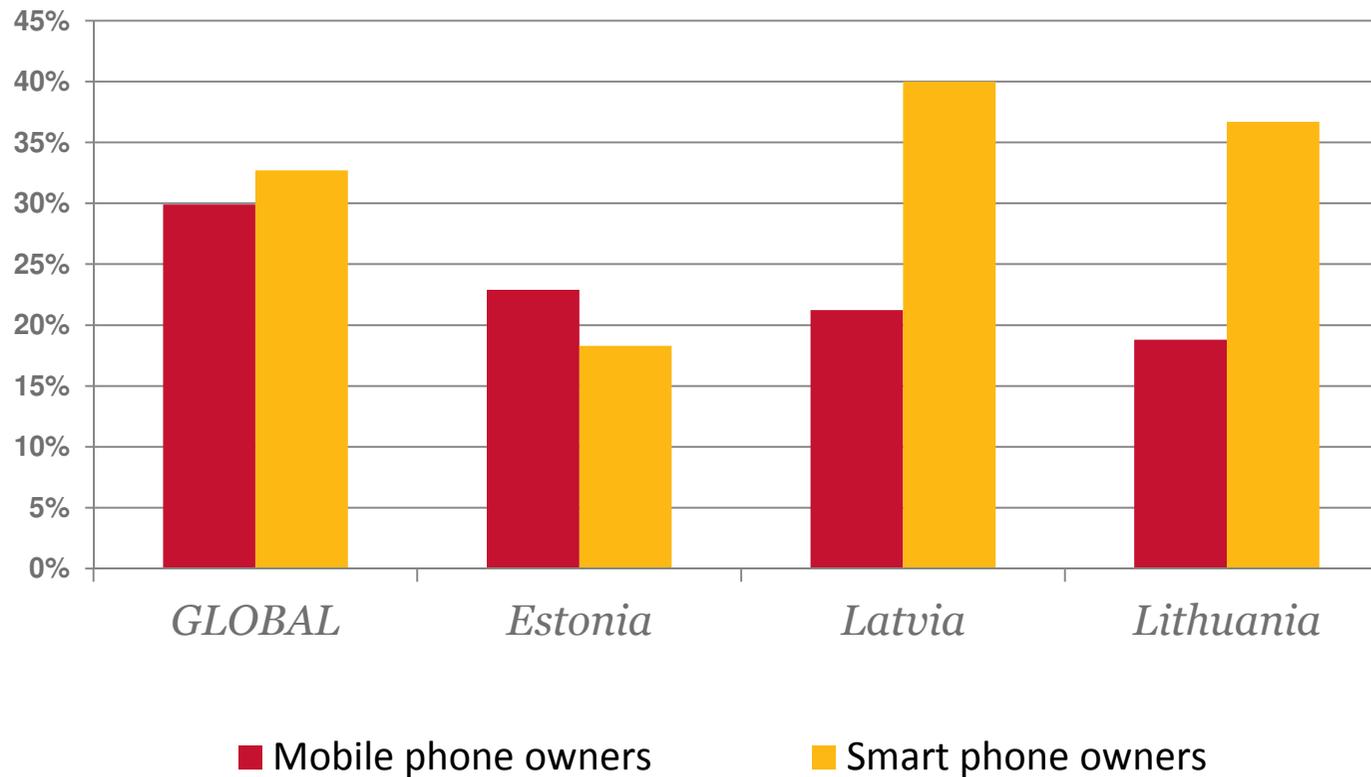
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# The new engine of social media



# Smartphone ownership drives mobile internet use

*Q: % of people who access the internet via a mobile device and the % of smartphone owners who access the internet via a mobile device*



**Mobile internet is the next  
king.**

# A connected generation





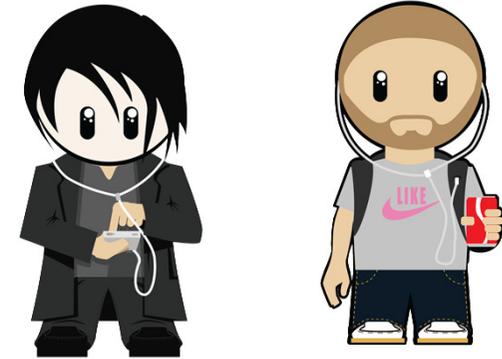
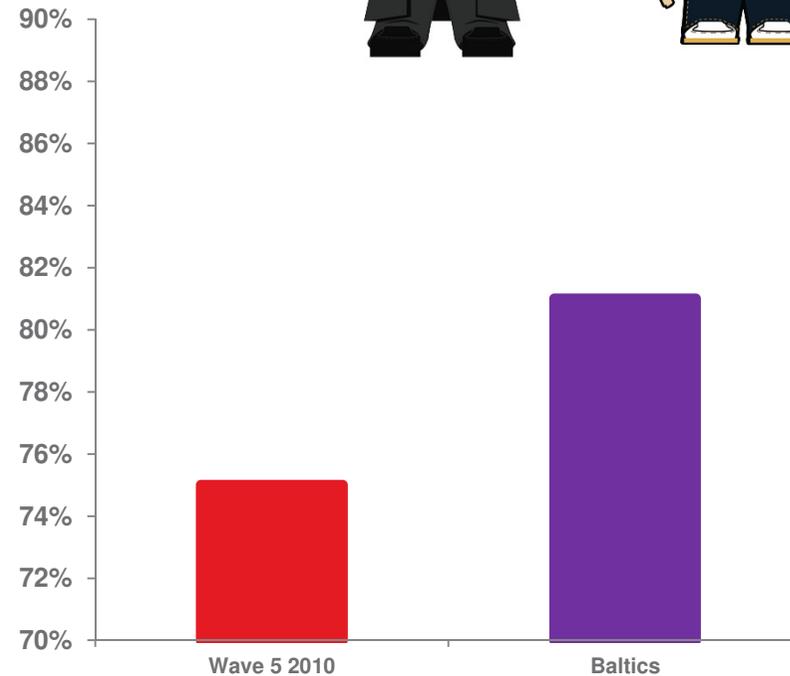
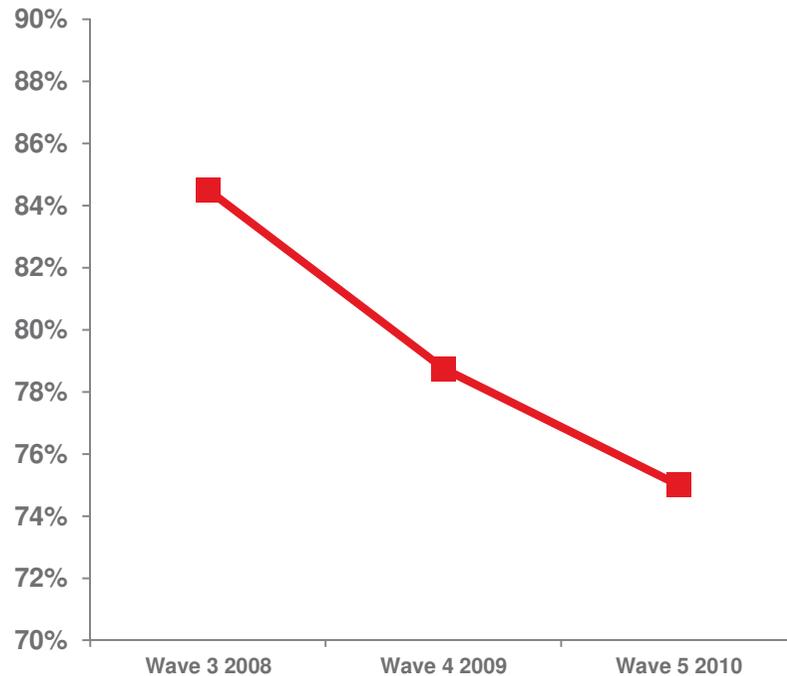
# The Socialisation of Brands

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**Alarming trend?**

# Are people moving away from traditional brand spaces online?

Q: "Thinking about using the internet, have you visited an official brand/company website in the last 6 months?"



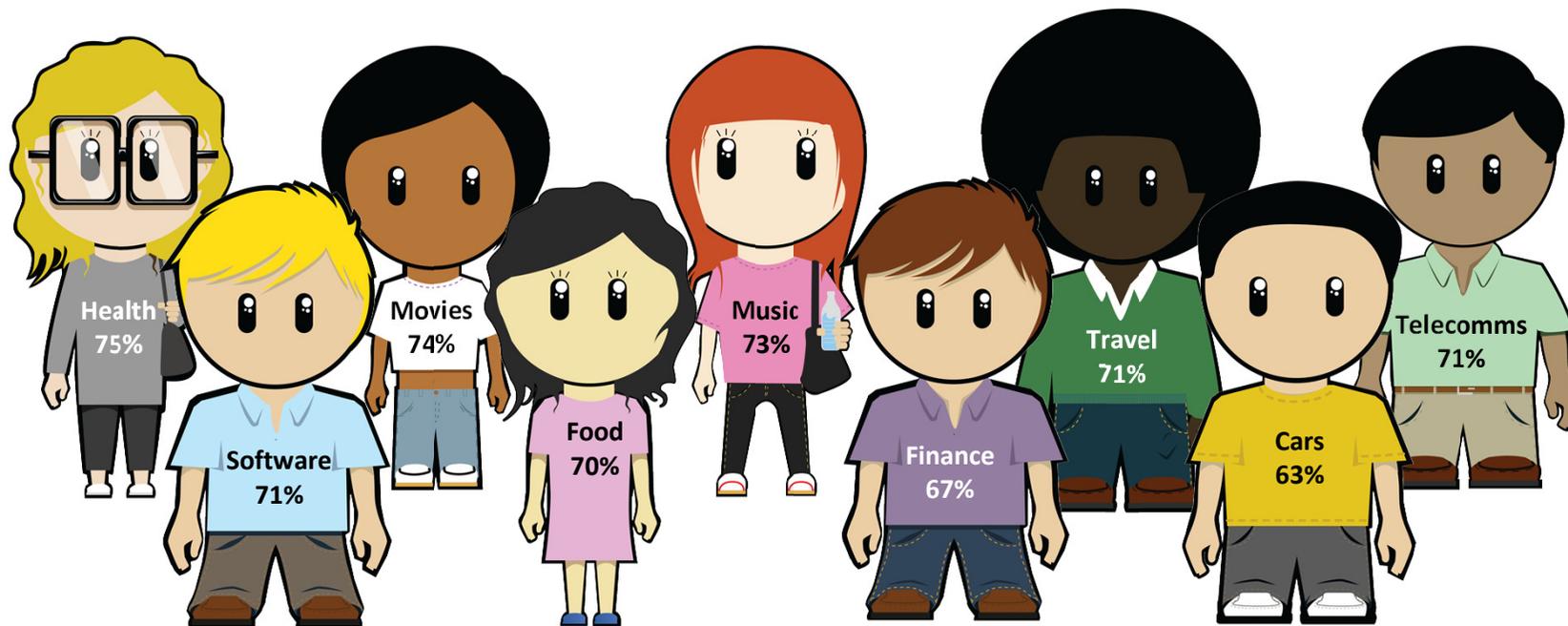
**Are marketers following  
consumers?**





**Is this true for all  
categories?**

## All categories come close.

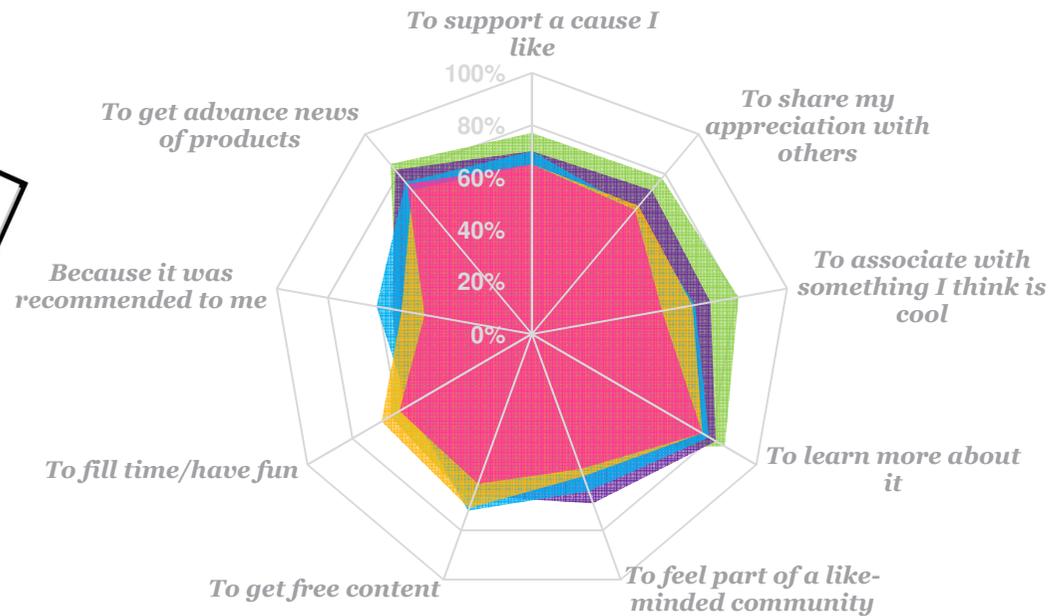


*Q: Amongst those who show an interest in an category, how many want an interaction with companies in that category (i.e. At least one or more interaction). These included a range of interactions from getting access to advance news of products to being able to access decision makers and influence product development*

**So why are people joining  
brand communities?**

# Wast variety of reasons to join.

Q: Agreement with the descriptions of why they joined a brand community amongst those have ever joined a brand community online by region.

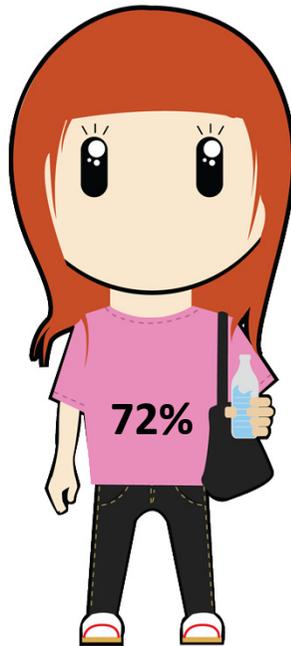


■ LatAm ■ Middle East & Africa ■ Asia & Oceania ■ North America ■ Europe

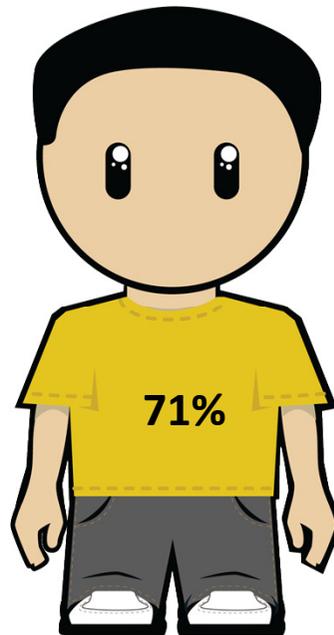
**What is the benefit to  
brands?**

# Benefits clearly are there!

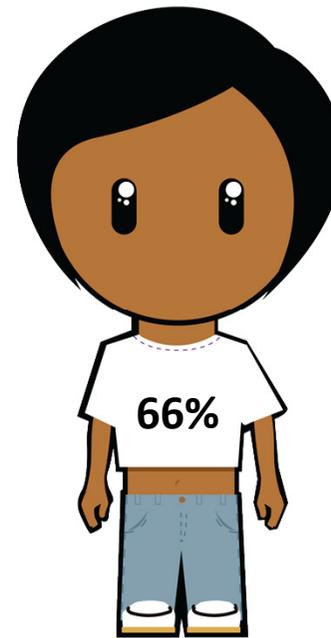
Q: "As a result of joining a brand community, please indicate how much you agree with the following statements?"



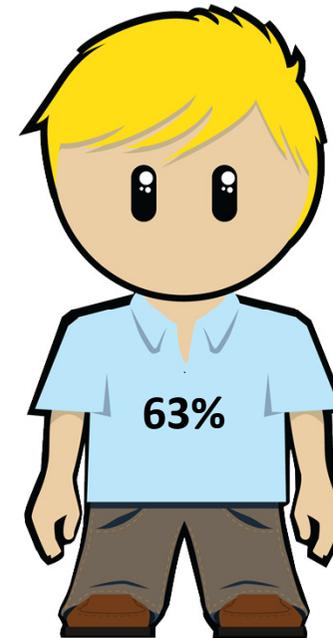
"I thought more positively of the brand"



"I am more likely to buy the brand"

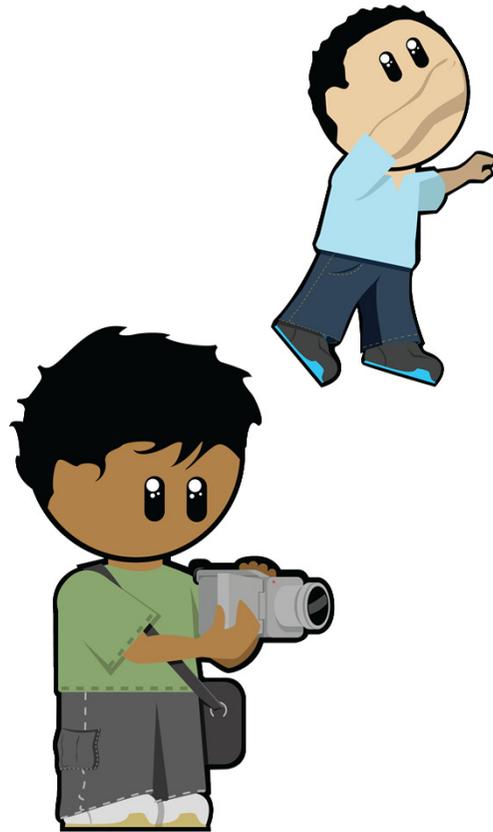


"I felt more loyal towards the brand"

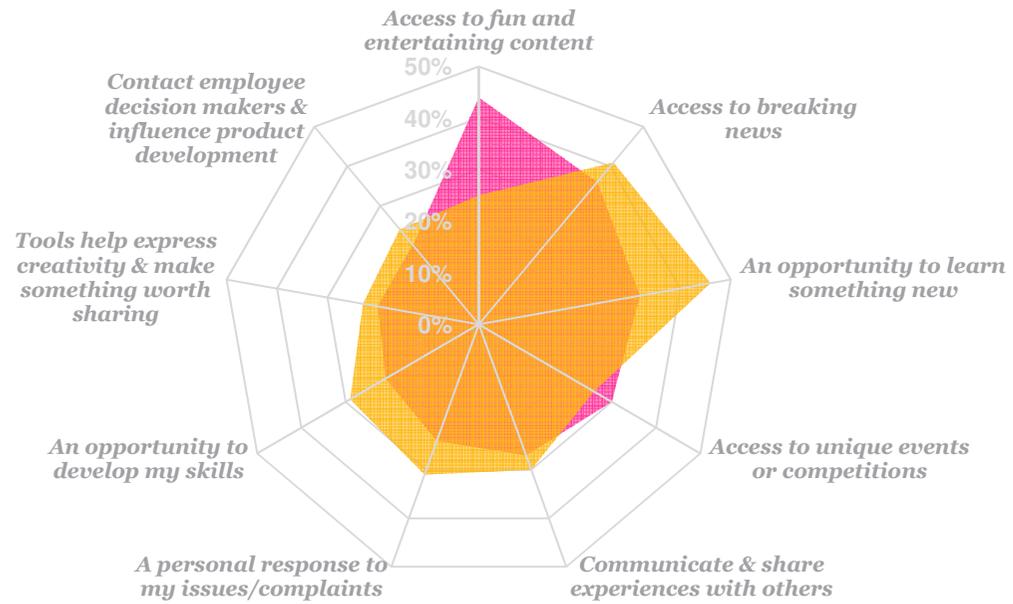


"I recommended others to join"

# Different categories, different needs



Q: "Thinking about companies in the following categories, which of following statements describes the kind of interaction you would like to have with these companies?" amongst those who show an interest in the category.



■ Movies

■ Health & well being

# The impact

*Social media is an incredibly dynamic environment.*

Terms like “friend” and “influencer” are no longer adequate to describe the array of social activity and interaction that is occurring amongst the vast communities now being built online.

*A deeper understanding of consumer needs and motivations is the key to unlocking a real understanding of social media and its users.*

Social networks are becoming powerful hubs of interconnected communities but it's not just people that are connecting in the social media space. There is huge demand for a more social and interactive relationships with brands and companies. There is more possibilities for consumers to interact and effect products, delivery and here social meda plays important role.

*Almost half of the Active Internet Universe has already joined a brand community.*

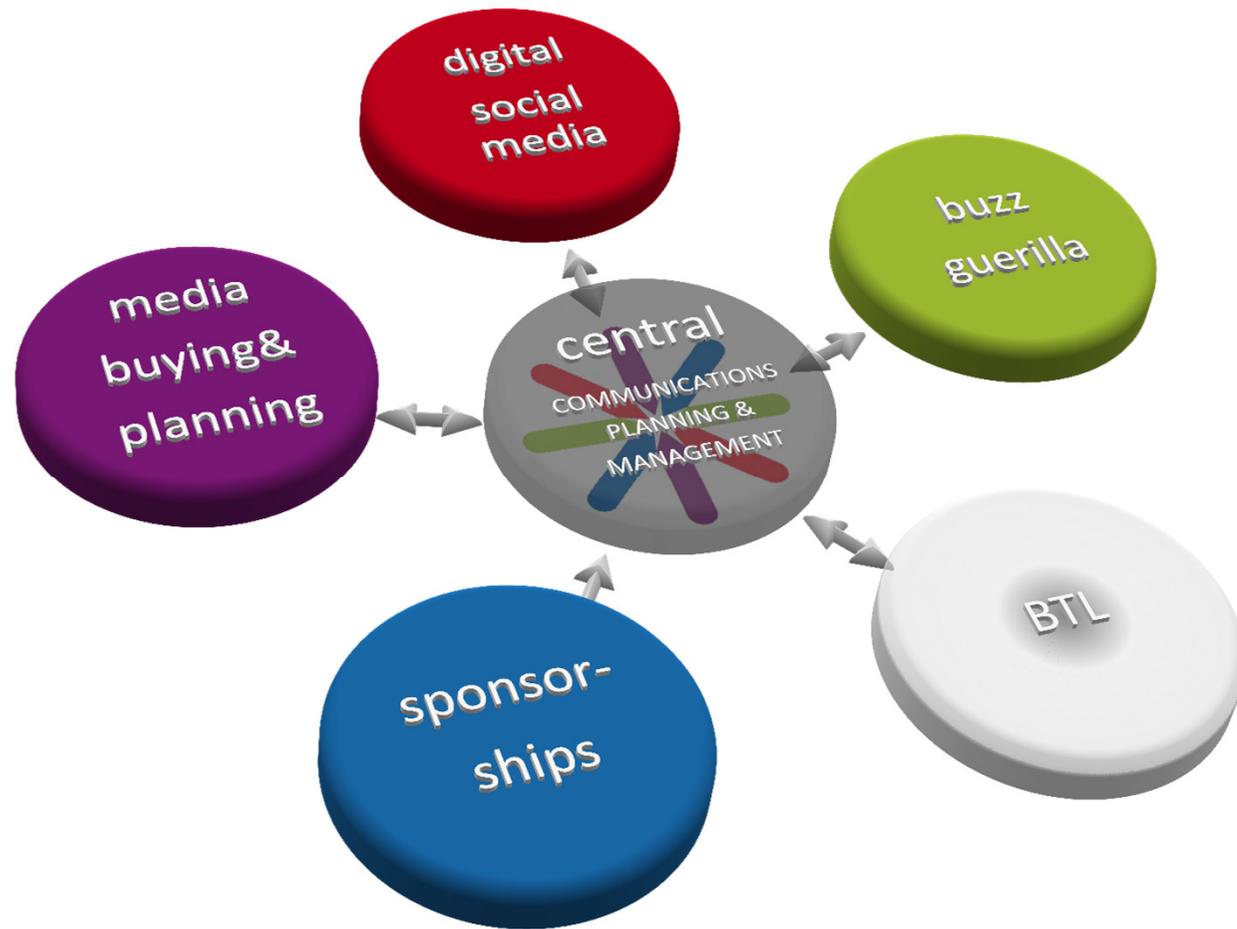
These communities are also clearly having a huge benefit to the brands involved, driving brand loyalty, endorsement and sales.

However, understanding the nature of social demand for each consumer, category and market is the key to creating a successful social media experience.

If you're not on that train just yet, catch it while you can!  
There's a seat reserved for you...



## PS. Inspired – short facts



## Inspired – short facts

- Young media agency (y2005), that is transforming to multi-discipline communications agency.
- No2 media agency in 2009 by turnover and No3 media agency in reputation top in 2010.
- Affiliated to media agency to Universal McCann (IPG), yet operating fully independently;
- 38 employees (including all units);
- Strategic punks and rebels.

Thank you!

[www.inspired.lv](http://www.inspired.lv)  
[www.inspired.lv/blog/](http://www.inspired.lv/blog/)  
[www.facebook.com/Inspired.lv](https://www.facebook.com/Inspired.lv)  
<http://twitter.com/inspiredlatvija>

