

**This power point presentation is a PRIVATE communication. If you are not the intended recipient, please do not copy, or use it, and do not disclose it to others. Please notify the sender of the delivery error by replying to this message, and then delete it from your system. Thank**

e m o t i o n a l  
b . r . a . n . d . i . n . g  
A L L I A N C E

From Social media to Social branding

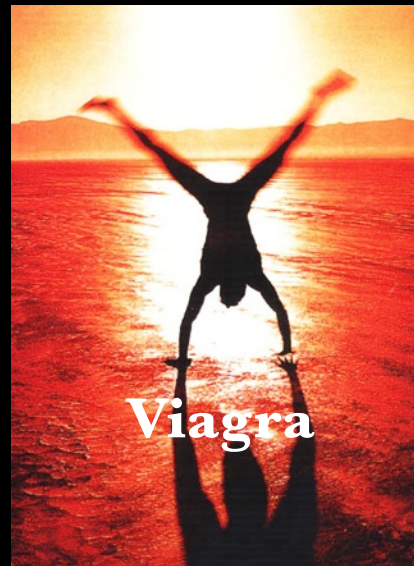
**Marc Gobé**

[mgobe@emotionalbranding.com](mailto:mgobe@emotionalbranding.com)

Twitter: @mgobe

**Emotional Branding Alliance**  
**Is the new paradigm for connecting brands with**  
**People in social media**

# Emotional Branding: The Work

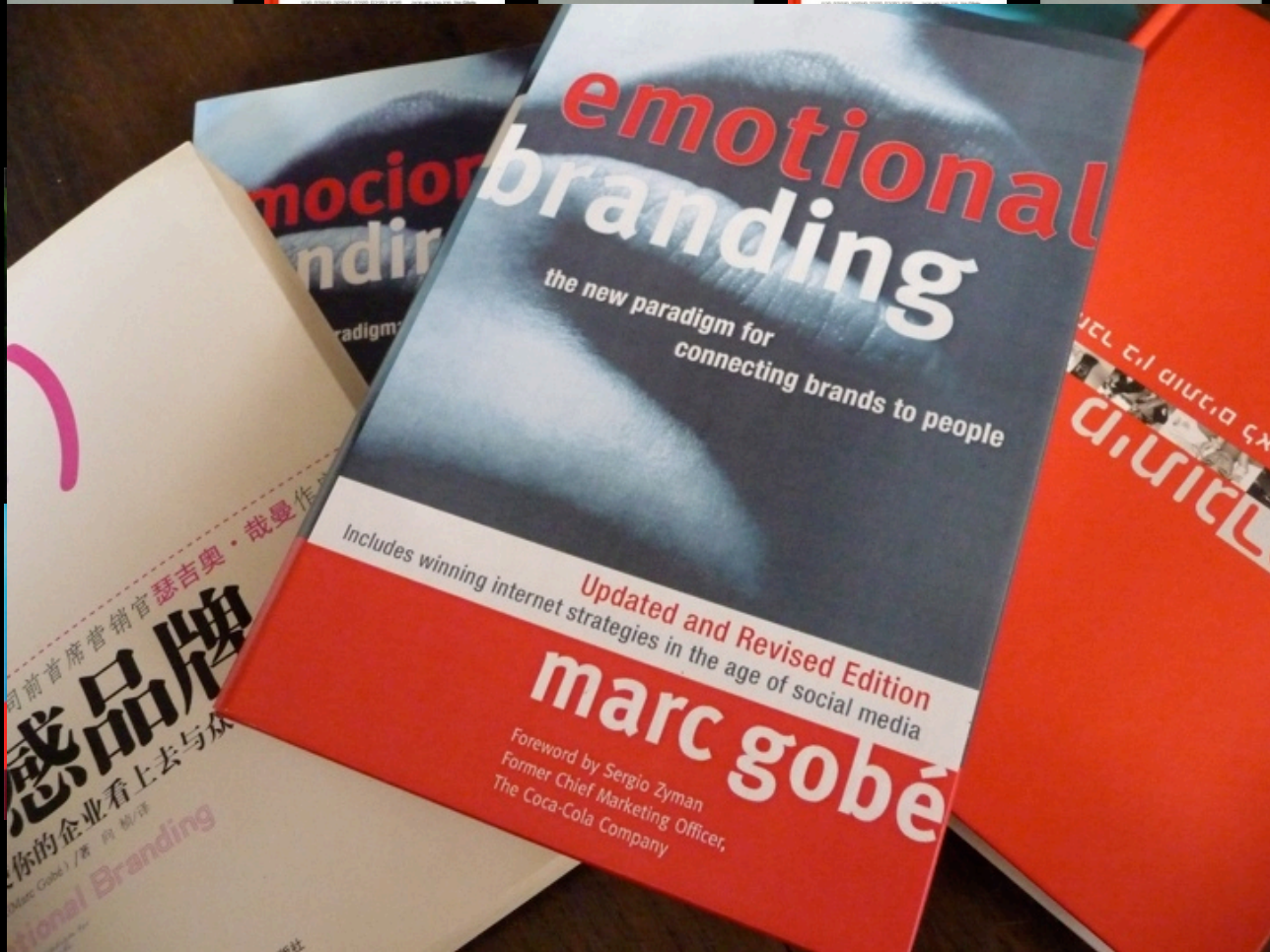
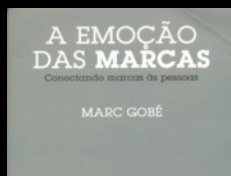


# Great brands become cultural icons



**“Over the next 3 years, the aid that Marc gave me was instrumental in helping us take the volume of The Coca Cola company from nine billion to fifteen billion cases a year”**

***Sergio Zyman. Former CMO Coca Cola***



## **Emotional Branding 2001**

**“The web is the idea of unhindered communication between the brand and the consumer and among the consumers themselves.”**

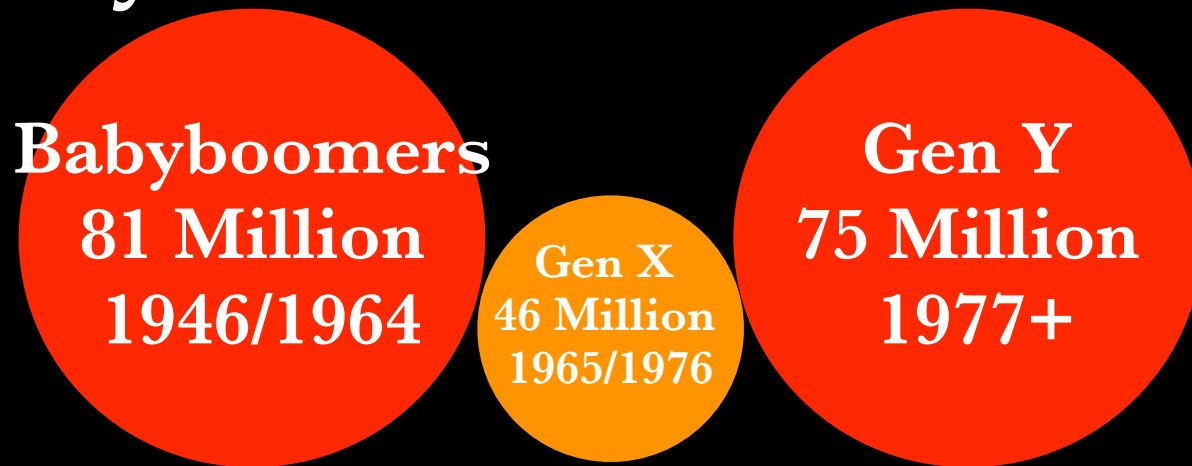
## **Three topics i want to cover**

- 1) A generational gap**
- 2) A new media**
- 3) A business revolution**

# **Emotional Branding**

## **1) A generational gap**

# 1) ~~“Xy”~~: Brandbarians at the gate



As the result of Gen X's lower demographic the Babyboomer's generation ( and it's values ) spawned it's influence over two generations.

The emergence of “xY”

# From “ Boomers” utopia to “ xY” reality

**Babyboomers**



**Gen X/Y**



*From the movie Wall-E*

# Babyboomers : The “US” generation Own the world!



# “X” The “I” generation Fix the World!



Larry Page.  
Google



Gxogl

**“Y”**: The **“all”** generation  
**Connect the world!**



**Ashton Kutcher**



**Mark Zuckerberg**



# “Xy”: How do they define themselves?



Gen X  
46 Million  
1965/1976

Gen Y  
75 Million  
1977+

**“xY”: Their values**  
**From Making the planet a wasted land**  
**to making the world a better brand**



**“Xy” a generation that wants it’s voice heard**



# A generation cynical of brands & looking for purpose

> INDEPTH

Share

Email

Print

Comments (2)

Retweet

FRI 5 SEP 2008

## Brand Trust and Consumer Cynicism

UK

Consumers aren't stupid (well, some are) but most can spot brand bullshit a mile off. If your brand doesn't meet consumer expectation then you probably won't be around for long as recent research has shown.

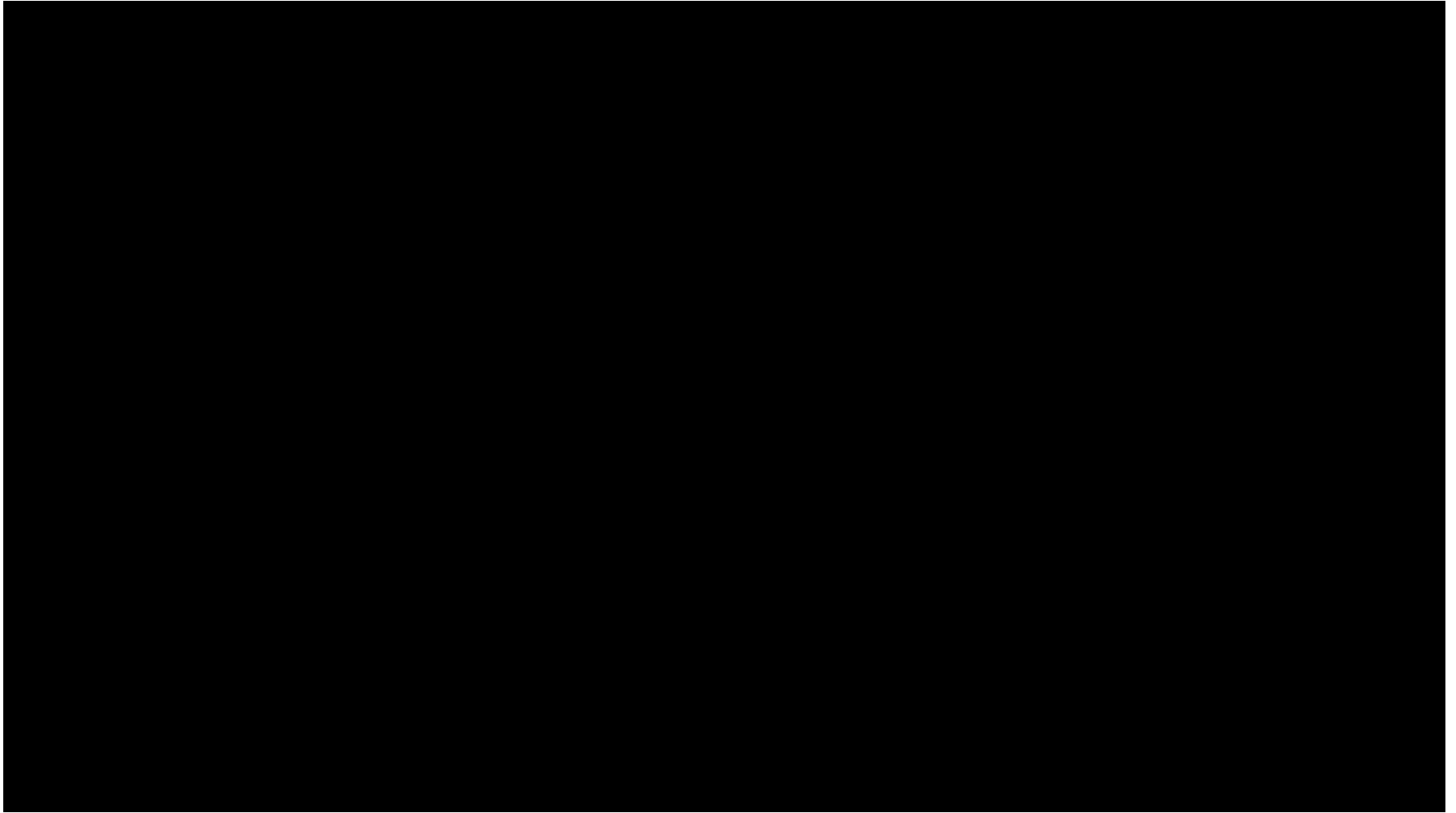
Consumers are demonstrating greater cynicism towards brands as they become increasingly brand literate. And now, more than ever before, they are better able to deconstruct brand strategy, identifying values that have been simply 'stuck on' ("environmentally friendly" or "consumer champion"), but on which they don't actually deliver.

Add to this the ambassadorial powers that consumers are finding from the internet and, if your brand is not genuine, you are likely to be found out quickly... and often ridiculed. So, what does this mean for marketers foraging in a saturated marketplace, looking for space for their brand to fill?

Well, firstly, it means that brand strategy should be based on something your product or service can deliver, says Karen Perry, deputy managing director of Manchester-based WRG.



# **The “xY” Mayor of Sao Paulo bans visual pollution**



**“Children recognize logos better than trees”**

**Gilberto Kassab  
Mayor of Sao Paulo**

# **Emotional Branding**

## **2) A new media**

## **The power of new media**

**“According to Harold A. Innis, author of “Empire and communications 1950”**

**“The medium available for communications accelerates the success or demise of civilizations and ultimately transforms them”**

# From Couch potatoes to a transformed media consumption



# Walking away from the commercial media





## Is Old Media about Pushed messaging and New Media about trust and connections?



**Cell:** My Trusted friend, my instant connection, my fashion item.



**Laptop:** The new TV: Information center, entertainment hub and my social network all in one.

# A transformed user experience . Hulu is TV Online

hulu™ TV Movies Login | Forgot Password? | Sign Up

Channels ▾ Most Popular Recently Added Trailers Spotlight Labs

search

TUESDAY WEDNESDAY THURS

HOUSE OF CARDS THE DAILY SHOW 30 ROCK

FRINGE Lie to Me the office

30 ROCK

hulu LABS

Introducing Hulu Labs, a place to try out experimental projects and share your feedback with the Hulu team.

watch now ▶

## Popular Episodes



The Tonight Show: Thu, May 21 2009  
Season 17 : Ep. 3769 (42:01)

## Popular Clips



Saturday Night Live: Digital Short: Iran ...  
Excerpt (03:01)

## Featured Videos



The Tonight Show: Fri, May 29 2009  
Season 17 : Ep. 3775 (43:29)

## Hulu's Pick



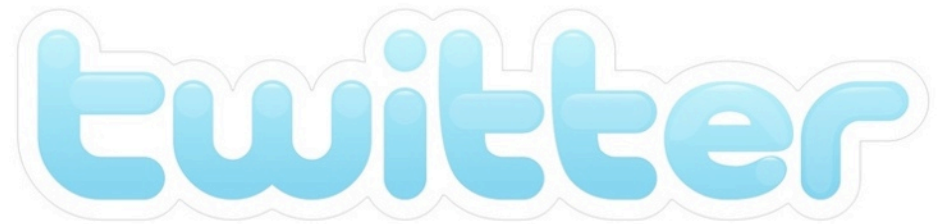
Alan Alda explores science, medicine, technology and the environment in this



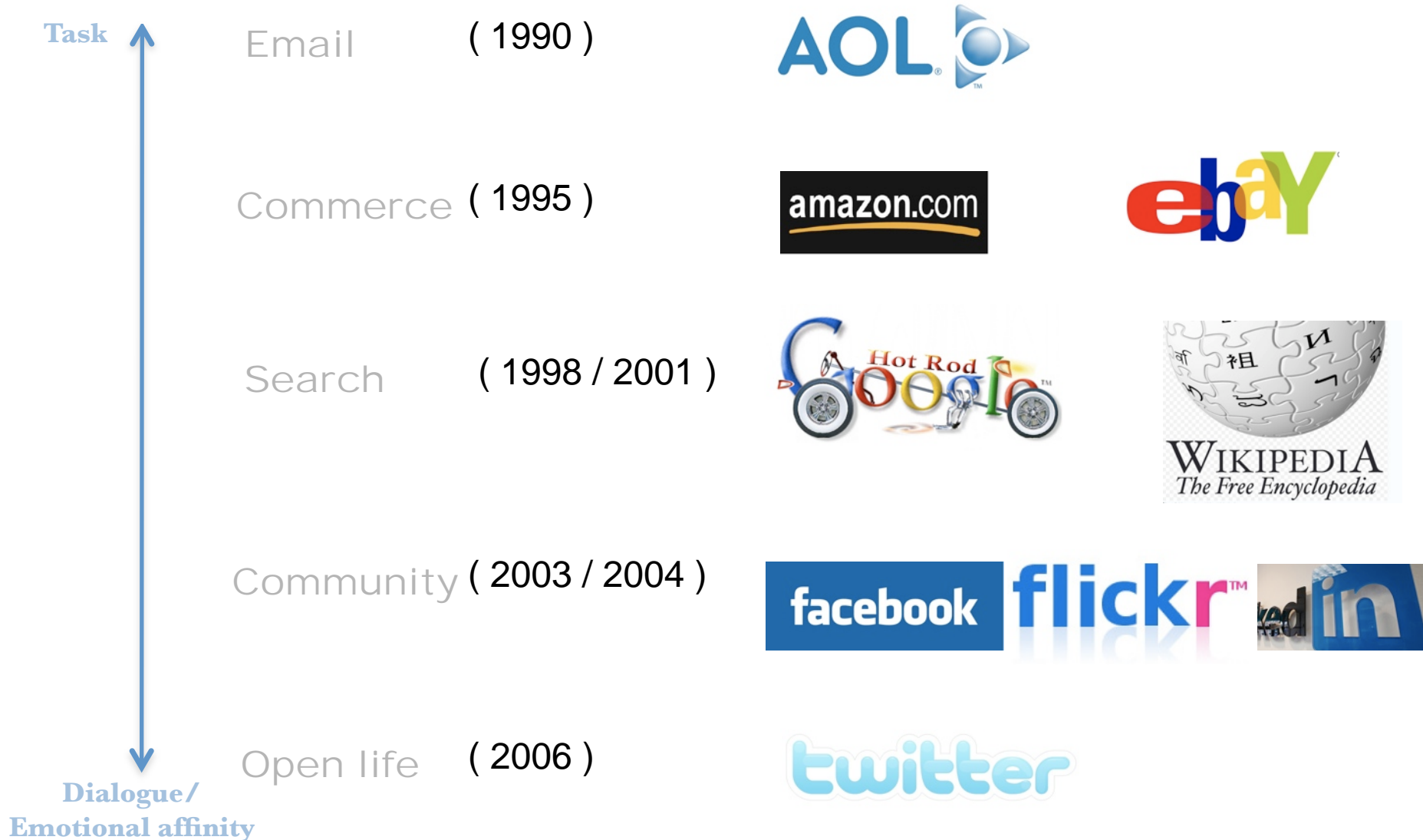
Broadcast revolution



Social connection



# In less than 20 years, a new communication model



60%

Under 40 watch News online

300 Million

Facebook users.

500

Millions raised by the Obama campaign online from 3 millions donors.

One

Cell phone has more computing power than NASA when it started in 1958.

4 Million

Coca cola's followers on Facebook.

1 Million

Ashton kutchner beats CNN on the number of followers on Twitter.

1 Billion

Aps downloaded in the last 9 months.

220 Million

Use the internet in the USA

20%

% of Teenagers showing themselves naked online.

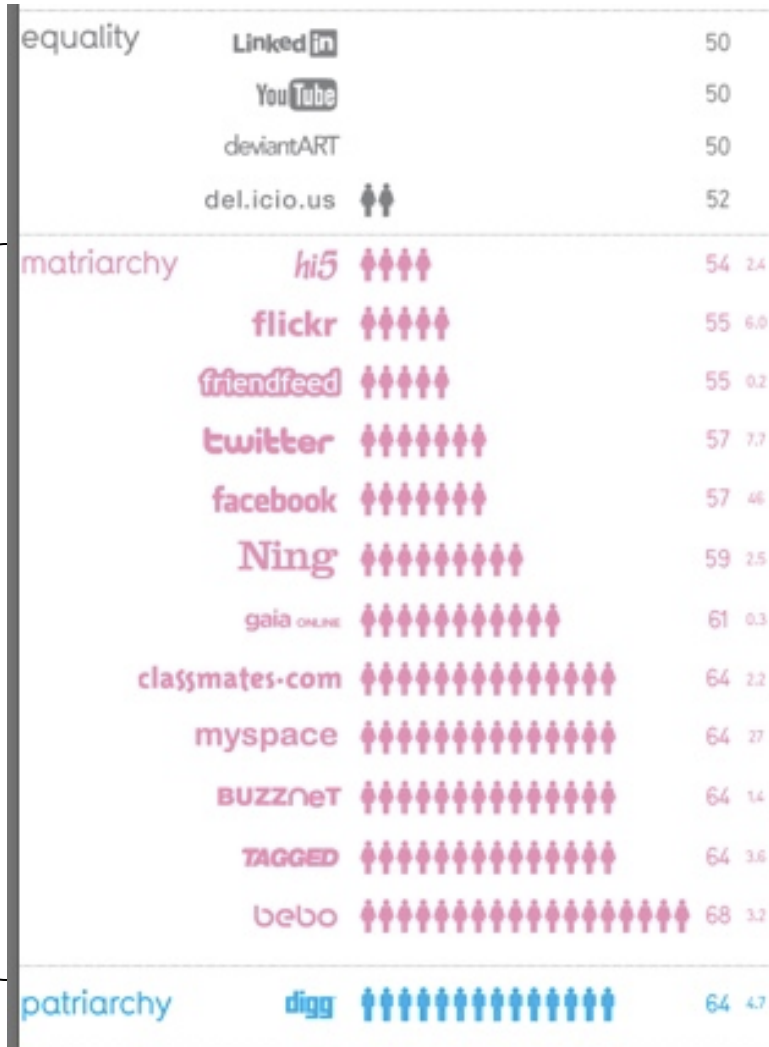
4 Times

More effective. Online vs traditional advertising ( P&G )

**1 billion people see a google page everyday.**



# It's a revolution: that empowers women



\* M = million more monthly female or male visitors

Source: information is beautiful.net

Summary Traffic Geographic **Demographics** Business Lifestyle



Female



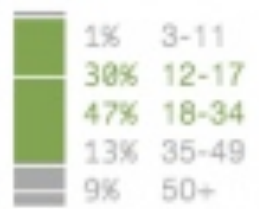
Index

Embed

drag to share



Teens



Index

Embed

**Female: 55%**

**Male: 45%**

**Hispanics: Highest % online**

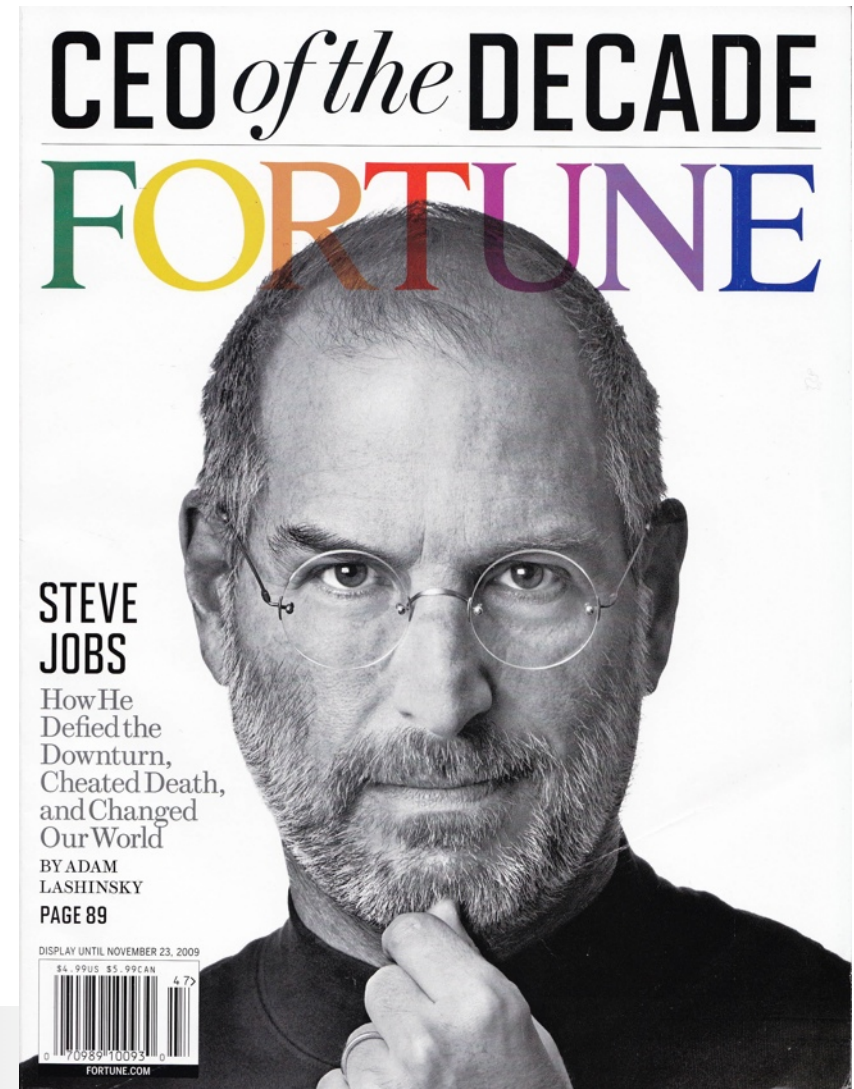
# **Emotional Branding**

## **3) A business revolution**

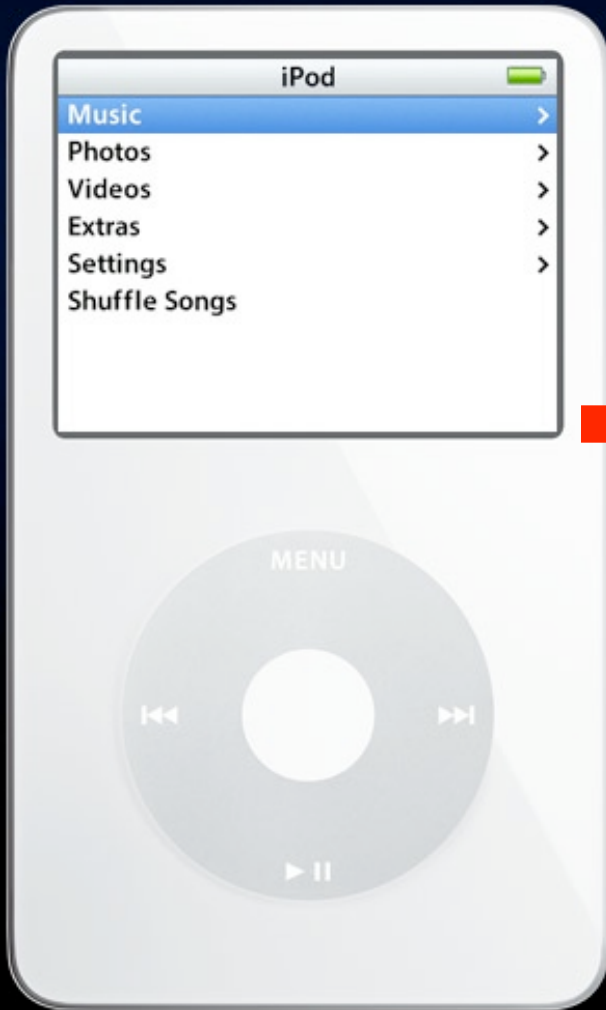
## A new business model

**Apple:** Steve Jobs- Technology + design = magic

- Changed the way we buy music
- Changed the way we access information
- Elevated design function
- Empowered the masses by providing a better way of approaching “engaged living”



# The speed of change



# **An idea that changed the experience**



**It's a revolution:**  
**Powered by an evolved role for cell phones**



**APPS - have become a new form  
of media**




**Cell phones - have become  
distribution vehicles**

**A social media revolution with it's own language**


**RT # @ #FF bit.ly TY :)**

# Are you part of the # conversation?


Search: #Glaucoma

 RT @visionaware: It's World Glaucoma Day. Read our terrific "My Story" interview with Tom, who is living well with #glaucoma: <http://bit.ly/xrpEZ>


o LovatShort, [+] Fri 12 Mar 12:55 via bit.ly

 RT @visionaware: It's World #Glaucoma Day. Find international orgs and resources for people with #vision loss: <http://bit.ly/L7doU>


o mpaciello, [+] Fri 12 Mar 12:46 via UberTwitter

 Today is World #Glaucoma Day. Have u scheduled an annual eye exam? If caught early, it's very treatable & vision loss can be prevented!


o keywhitman, [+] Fri 12 Mar 12:44 via CoTweet

 Laser #Surgery for #Glaucoma <http://ow.ly/1gJxu> (#video)


o DMC\_Heals, [+] Fri 12 Mar 12:30 via HootSuite

 RT @visionaware: It's World #Glaucoma Day. I learn about the difference btw a vision


Search: #badvisiondecision

 Finding an old contact that is dried up and trying to re-wet it and use it again not only doesn't work, it is a #badvisiondecision


o BrightEyesTampa, [+] Fri 12 Mar 15:00 via Twitter

 RT @visionseaside: here are some really #badvisiondecision s: [http://www.revoptom.com/blogs/john\\_murphy/entryid/52/here-s-mud-in-your-eye/](http://www.revoptom.com/blogs/john_murphy/entryid/52/here-s-mud-in-your-eye/)


o Clrvue, [+] Fri 12 Mar 12:15 via TweetDeck

 here are some really #badvisiondecision s: [http://www.revoptom.com/blogs/john\\_murphy/entryid/52/here-s-mud-in-your-eye/](http://www.revoptom.com/blogs/john_murphy/entryid/52/here-s-mud-in-your-eye/) @revoptom


o visionseaside, [+] Fri 12 Mar 12:03 via web

 RT @illuminate7: RT @todayshow Meredith <http://bit.ly/bEYrTm> #badvisiondecision to overwear contacts #goodvisiondecision to always have backup glasses


o BrightEyesTampa, [+] Fri 12 Mar 06:36 via web

 RT @todayshow Meredith <http://bit.ly/bEYrTm> #badvisiondecision to


Search: #Eyes

 RT @EMPOWERURPOWER: My #eyes have to be focused not in my #circumstances but in my #passion and #dreams


o oxXCarlyXxo, [+] Fri 12 Mar 13:43 via web

 My #eyes have to be focused not in my #circumstances but in my #passion and #dreams


o EMPOWERURPOWER, [+] Fri 12 Mar 13:24 via web

 [cont'd]...The only place to have the light, when using #computer or #Blackberry, is to SIDE of you. (Not in front, nor behind.) #eyes #Tip

o AakashRaut, [+] Fri 12 Mar 11:23 via UberTwitter

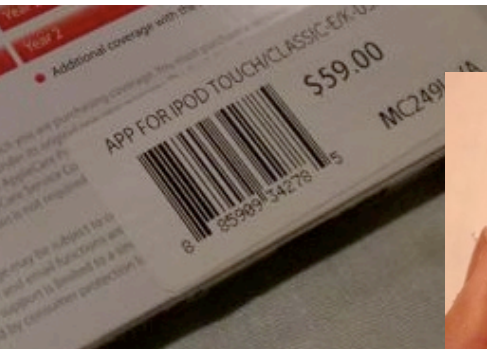
 #Tip: When using #computer or #Blackberry, don't have light behind u, as it'll reflect off your screen. Don't have it in front either. #eyes

o AakashRaut, [+] Fri 12 Mar 11:20 via UberTwitter

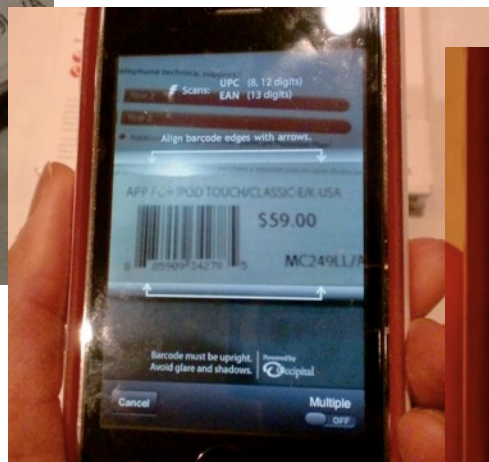
 #Rhinestone #Eyes - #Gorillaz - #Plastic #Beachawesome song

# Connecting real world with online commerce

## Apps: **Red Laser**



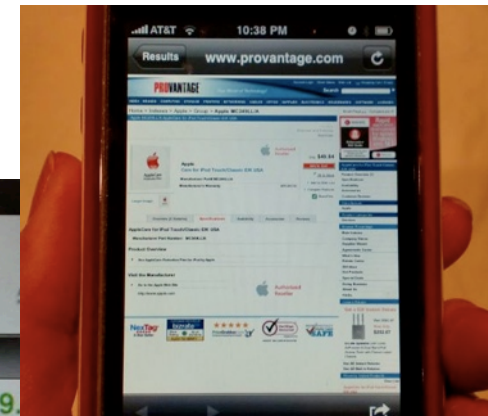
**1. Bar Code**



**2. Capture**



**3) Listing of places near by and price comparison**



**4)order on the spot**

**A revolution driven by Invention**

**Science and Technology is SEXY**

*( digital surfacing might be sexy too )*

**Dassault  
Systèmes**



Welcome to Under Armour®

[Sign In](#) | [Register](#) | [Track Order](#)

[Gear Finder](#)

[Gift Cards](#)

[0 Items](#)

[VIEW CART](#)

[CHECKOUT](#)

SHOP:

[MEN](#)

[WOMEN](#)

[BOYS](#)

[GIRLS](#)

[SPORTS](#)

[FOOTWEAR](#)

[OUTLET](#)

[GIFTS](#)

[EXPLORE](#)

SEARCH

TRAINING

## SHOP COMBINE GEAR

GET WHAT TOMORROW'S PROS WEAR ON THE MOST IMPORTANT JOB INTERVIEW OF THEIR LIVES.

[MEN'S](#)

[WOMEN'S](#)

[BOYS'](#)

[GIRLS'](#)



DEZ BRYANT



FREE STANDARD SHIPPING ON ALL ORDERS OVER \$99 [CLICK FOR DETAILS](#)

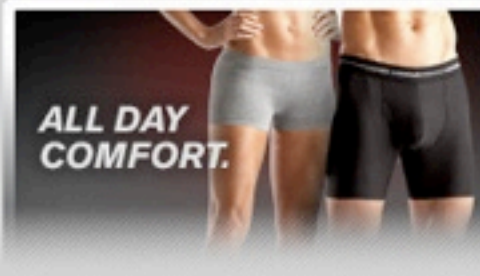
USA GEAR: **ENGINEERED FOR CHAMPIONS**



[SHOP THE SUN COLLECTION](#)



[SHOP UA RUNNING SHOES](#)



[SHOP UA UNDERWEAR](#)



[UA CORESHORTS: AVAILABLE NOW](#)

# Revolution: From consumer to Pro-sumer

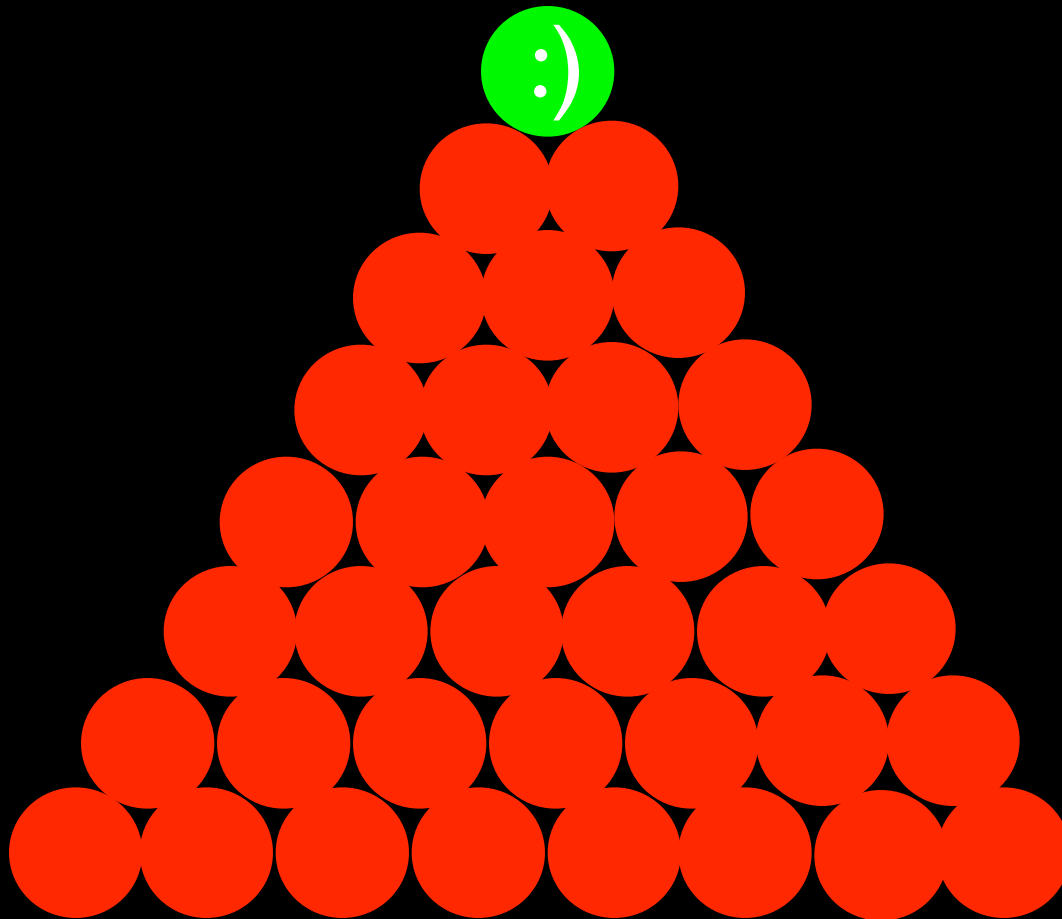


## **Emotional Branding ideas in the age of social media**

- 1. Leadership requires real time insight**
- 2. Build a community inside/outside**
- 3. Build an eco- system that enables the dialogue**
- 4. Content is your new social currency**
- 5. Leverage criticism as an opportunity**

**1. Leadership requires real time insight**

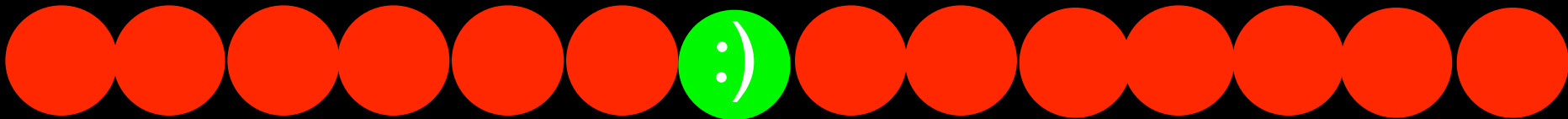
**The pyramidal model is over**



**One person can't access all informations**



**The social economy is horizontal**





















“The feedback you can get in a virtual environment can be richer, more detailed. Online, people will share.”

— Joe Jimenez

## Standing Firm

By encouraging the use of new technology, Joe Jimenez is driving change at Novartis

# I know what people are saying about my brand

Mentions	Direct Messages	New Followers	Search: # Emotional Branding
 <p>RT @mgobe: "It takes a week or two for employees to start treating customers the same way the employer is treating the employee" Sam Walton</p> <p>2439</p> <p>Luizmarinho, [+] Fri 12 Mar 12:31 via TweetDeck</p>	 <p>thats good reason!</p> <p>152</p> <p>anagoelzer, [+] Fri 12 Mar 02:02 via Direct Message</p>	 <p><b>vanessa fried:</b> Somos viciados em detectar novidades e tendências em qualquer parte da cidade. Somos uma tribo de pesquisadores curiosos.</p> <p>175</p> <p>vanessa fried (Newyorklab) [+] Block   Follow</p>	 <p>In # Emotional Branding P. 227: "I still some marketers buying their media..when they could earn it le expensively."</p> <p>mgobe, [+] Fri 12 Mar 14:21 via TweetDeck</p>
 <p>RT @mgobe "takes a week to two weeks for employees to start treating customers the same way the employer is treating the employee" S. Walton</p> <p>478</p> <p>hubbtweet, [+] Fri 12 Mar 12:25 via web</p>	 <p>anagoelzer: Busy crazy, will be back soon, thanks</p> <p>1201</p> <p>mgobe, [+] Thu 11 Mar 14:56 via Direct Message</p>	 <p><b>J Walker Smith:</b> Executive Vice Chairman, The Futures Company and President, Yankelovich MONITOR. Speaker, writer, synthesizer and enthusiast of ideas, diversity</p> <p>510</p> <p>J Walker Smith (jwalkersmith) [+] Block   Follow</p>	 <p>The hashtag #Emotional Branding hacked by cartoons?</p> <p>mgobe, [+] Fri 12 Mar 12:54 via TweetDeck</p>
 <p>[...] as marcas não pertencem mais às empresas, mas sim às pessoas. Marc Gobé (@mgobe)</p> <p>48</p> <p>batarrdrogues, [+] Fri 12 Mar 11:22 via HootSuite</p>	 <p>hi where are you? missing your posts</p> <p>154</p> <p>anagoelzer, [+] Thu 11 Mar 08:57 via Direct Message</p>	 <p><b>Zoom Cartões:</b> Empresa capixaba especializada em cartões de visita com acabamentos especiais. Como: Verniz Localizado, Cortes Especiais, Hot-</p> <p>44</p> <p>Zoom Cartões (zoom_cartoes) [+] Block   Follow</p>	 <p>... #shiren4</p> <p>kazami3, [+] Fri 12 Mar 11:46 via Tween</p>
 <p>[...] as marcas não pertencem mais às empresas, mas sim às pessoas. Marc Gobé (@mgobe)</p> <p>253</p> <p>agcomunicacao, [+] Fri 12 Mar 11:22 via HootSuite</p>	 <p>Thanks so much for the follow back! Just started Emotional Branding, and I'm really enjoying it.</p> <p>169</p> <p>VBoynton, [+] Tue 09 Mar 08:56 via Direct Message</p>	 <p><b>Luis Guilherme:</b></p> <p>46</p> <p>Luis Guilherme (luisguilhermebf) [+] Block   Follow</p>	 <p>#shiren4</p> <p>winbee, [+] Fri 12 Mar 11:39 via Tween</p>

**2) Build an eco-system that enables dialogue**

# The interweb: A new emotional idea.

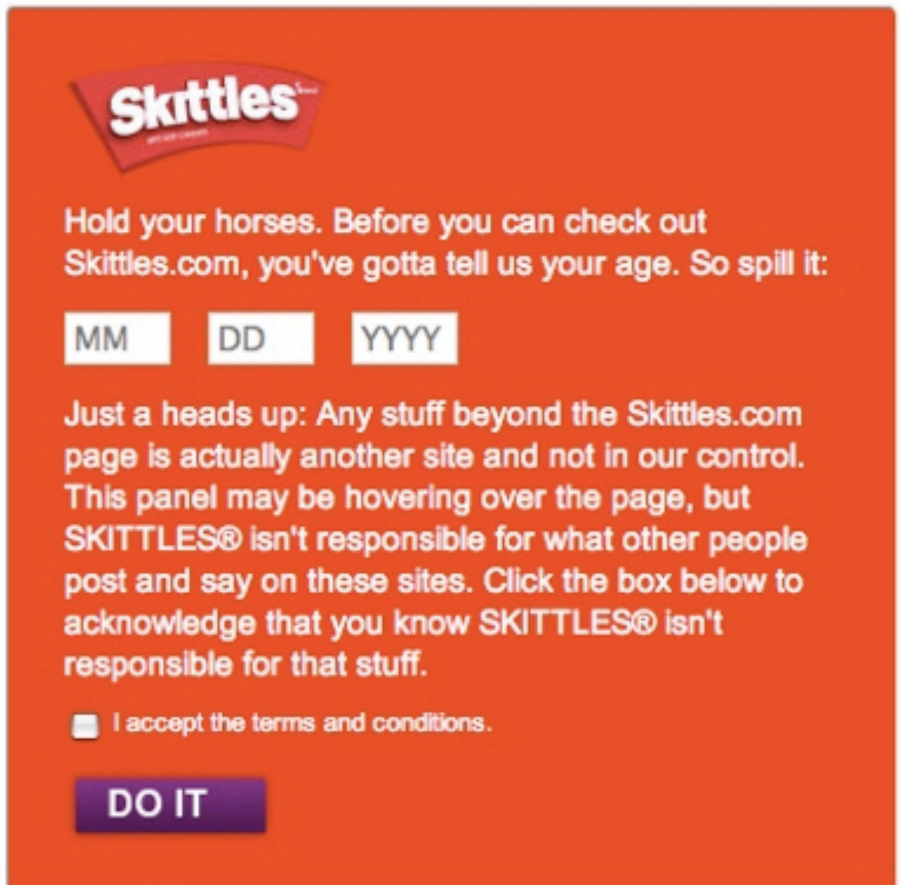


A screenshot of a website navigation menu with a purple header and a red pop-up window. The navigation menu has buttons for HOME, PRODUCTS, MEDIA, CHATTER, FRIENDS, and CONTACT. The pop-up window has a close button (X) in the top right corner and contains the following text:

**Interweb the Rainbow**

Don't sweat it, this is still Skittles.com. It just has a new twist. Use this as your guide to find anything and everything Skittles that's online. Have fun.

At the bottom of the pop-up window, there is a Skittles logo and a red button labeled "OTHER GOBBLEDYGOOK".



A screenshot of a Skittles.com age verification form. The form has a red background and a Skittles logo at the top. The text reads:

Hold your horses. Before you can check out Skittles.com, you've gotta tell us your age. So spill it:

MM DD YYYY

Just a heads up: Any stuff beyond the Skittles.com page is actually another site and not in our control. This panel may be hovering over the page, but SKITTLES® isn't responsible for what other people post and say on these sites. Click the box below to acknowledge that you know SKITTLES® isn't responsible for that stuff.

I accept the terms and conditions.

**DO IT**

Instead of eating them you can always use SKITTLES to get exercise in a maraca aerobics class.



Get more healthy

**Skittles**

The Official Video page

OTHER GOBBLEDYGOOK

City: Rainbow, USA

Hometown: Rainbow, USA

Country: United States

Website: <http://www.skittles.com>

[Report profile image violation](#)

### Connect with SKITTLESbrand

Send Message

Add Comment

Share Channel

Add to iGoogle

<http://www.youtube.com/SKITTLESbrand>

Embed This Channel:

`<script src="http://www.gmodules.com/ig/if?url=http://www.google.com/ig/module`

### Recent Activity

SKITTLESbrand uploaded a new video (2 months ago)



### Transplant the Rainbow

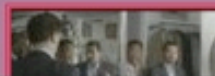
From: SKITTLESbrand

Views: 22,552

Comments: 53

### Videos (4)

Subscribe to SKITTLESbrand's videos







**Leverage your corporate culture as an asset**

# Zappos: Empowering their culture to thrive

## Blogs

Search for:

Search

A-Z

Newest

Most Active

Blog Title	Total Posts	Last Post	Created
<a href="#">Inside Zappos</a>	1,139	Dec 19, 2009	Jan 25, 2008
<b>Blog Authors:</b> Administrator, Millie C., Brian K., Stephanie S., Tony H. (CEO), MeWong, Pawel S., Graham M., Rowena D., Jesse C, Brett H., Ryan S, Michelle T., Kelly G., Maggie M., Terri A., Sean K, Nikki W, Alfred L. (COO-CFO), Darrin S, Chris T, Michael V, Drew K., Chris M, Rico N, Christina Y, Laura S, Angela T, Becky C., Dustin C., Jim G., Matt P., Julie V., Andy K., Laura M., Morbid T., Crystal W., Nick V., Hannah E., Neato-Guy007, William B., Jamie N., John H., Administrator, Millie C., John H., Brian K., Stephanie S., Tony H.			



## Birthday Nachos!

Dec 17, 2009 by Rowena D.

Today we celebrate Andy H.'s Birthday. Can you believe this guy doesn't like cake? Well, he can't be Crazy, but we love him anyway :) In place of a birthday cake, he was presented with Birthday Nachos, one of Andy's guilty pleasures :) Happy Birthday! We hope you have the best day ever, you deserve it!

**Devotion to streaming video: Any Zappos employee at almost any time can become a star. The frame of fame is now less than five minutes.**

Online Video Resources: A five-person video team makes micro stars of members of Zappos staff, chronicling when they take a fitness walk (to Starbucks, across the street) or just showing off the things. **The video club represents the only staff devoted full-time to thinking about, coming up with, blogging about, shooting and editing what goes on at Zappos, at work and play.**

**Note: They have also built 10 in house video production studios to film online video product reviews, with the goal of having 50,000 online video reviews of their website by the end of 2010.**



Tony H. (CEO), Stephanie Sims, Alfred L. (COO-CFO), Savin Mavren, 2636039, 2636034, Joanne Eglash, J P W, Stephanie Sims, Stephanie Sims, Stephanie Sims, Jonathan H.,

# Zappos: The culture is the brand



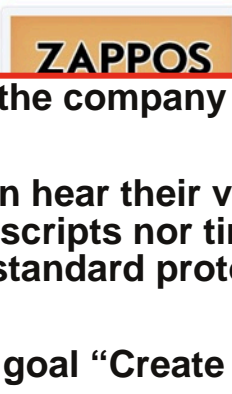
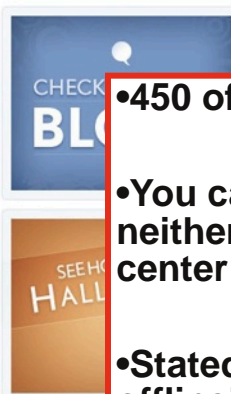
Twenty-four hours a day, they're boxed up and shipped out to shoe shoppers sitting in the comfort of home.

Online shopping Web site Zappos is doing for shoes what Amazon did for books: trying to revolutionize not only how business is done but how people work.

The name is an adaptation of the Spanish word for "shoe." This year, nine years after going into business, Zappos is on track to sell \$1 billion worth of shoes.

## At Zappos.com, Customer Service Is Everything. In Fact, It's The Entire Company.

We've been asked by a lot of people how we've grown so quickly, and the answer is actually really simple... We've aligned the entire organization around one mission: to provide the best customer service possible. Internally, we call this our WOW philosophy.



how business gets done -- with

and in Las Vegas, where the company has office carrels similar to almost

## 'The Absolute Best Company Culture'

- 450 of the company of 1,400 employees are on Twitter
- You can hear their voices all day long, over the telephone. There are neither scripts nor time limits on conversations (goes against call center standard protocol)
- Stated goal "Create 1,400 spokespeople for the company, online and offline"

# Zappos: Harnessing the power of being socially engaged

The screenshot shows the Twitter profile of Tony Hsieh, CEO of Zappos.com. The profile includes a header with the Zappos logo and the name 'zappos CEO'. A bio section contains contact information for customer service and interviews. A recent tweet reads: 'Yay! Dentist said my teeth & gums passed w/ flying colors, which is great because I really don't like the crawling colors.' Below the tweet, it says 'about 2 hours ago from txt' and 'Tony Robbins invited me to speak at his Business Mastery event yesterday. My slides are here - http://bit.ly/5HFUnv'. The right sidebar shows statistics: 393,603 following, 1,679,407 followers, and 5,471 listed. It also lists actions like 'message zappos', 'block zappos', and 'report for spam'. A 'Following' list is visible at the bottom right.

- 35 year old CEO Tony Hsieh built a \$1.2 billion company in 10 years
- Supported by a team of 6 people to sift through 1,000 tweets and 2,000 e-mails p/day
- Although he has become synonymous with twitter. He prefers Email and Telephone as his preferred modes of staying “socially engaged”



**Emotional Branding Alliance  
creates a multi-media webcast to align  
the culture of Samsung  
behind social media**

**Proprietary  
Platform**

**Filmed  
interviews**

**Workshop**

**Metrics**

**Insight Video**

# SAMSUNG



Links

## ED SPOTLIGHT

will forever be  
s a time when the global  
an painful restructuring  
e of systemic failures --  
tock market crash, and  
down and business  
ut some smart and able  
n decision-makers stand to  
y can catch the right  
[webcast](#), we examine five  
issues that are creating  
new opportunities for the accounting  
profession and nine key strategies for  
aining competitive advantage.

**This one hour Worldwide Webinar  
production brought global  
executives together to embrace  
social media as a cultural advantage**



**Kris Narayanan**  
Director Integrated Marketing North America

### **3.Leverage the power of communities**

**Start a community not a pep talk.**



**Corporate  
Websites  
are  
Self-  
serving**



**Social Networks**

**Customer Videos**

**Rating Sites**

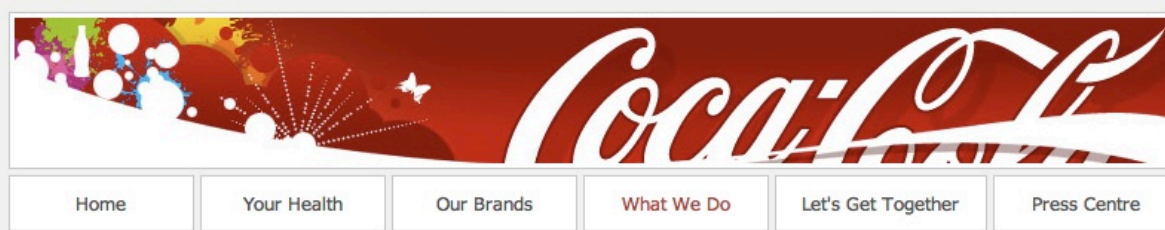
**Blogs**

**Instant messaging**

**Podcasts**

**Community Forums**

# Coke: Moving investments away from website into social forums



## What We Do

We may be best known for the shape of our bottle, but we are also part of a global community at a time.

Each of us leaves a mark on the planet and on one another. At Coca-Cola Great Britain, we are making a positive mark on communities and minimising our impact on the planet. Together with other businesses, community leaders, governments and nongovernmental organisations, we are working to improve local economies and protect the environment. That is the mark we want to make.

To find out more, please click on one of the links below.



Recent announcements from Coke indicate a shift in spending from dedicated campaign websites to consumer social forums like YouTube or Facebook.

**“We would like to place our activities and brands where people are, rather than dragging them to our platform” Pinakatt , Coca Cola Europe**

We've incorporated social and environmental thinking into our decision making processes.  
Read more

We're working hard to minimise our environmental impact and reduce our carbon footprint.  
Read more

# Coca Cola: Corp giant learns to become human

top 50 facebook pages.

2009

*A company did not qualify for this list unless its Facebook page(s) had a minimum of 200,000 fans. Within that universe, we rated the companies using a variety of criteria: how often they update their Facebook offerings; the level of engagement demonstrated by their fans; how quickly they have grown; and how creatively the companies are using their pages.*

facebook

#1. coca cola.

**What's on the page:** "Coke took my teeth. No regrets!", a fan wrote on the company's wall.

**What's cool:** This page was created by a fan and his buddy. The page grew exponentially and caught Coca Cola's attention. The soft drink giant made this page official while keeping the creators in control of the page. Like what TBM said, the result is an organic fan-centric page without a corporate feel.

- **Coca-Cola fans Dusty Sorg and Michael Jedrzejewski wanted to make their love of Coke official on Facebook. Only problem was that Coke didn't have an official Facebook page but 250+ random ones all over the world.**
- Today the page has over 4.1 million fans. Despite Facebook's new rule that only those authorized by, or associated with the brand could create branded Facebook pages. Coke chose to endorse their efforts, choosing fans over legal rights.

**4. Content is your new social currency**

# Martha Stewart: The power of social media “Living”



twitter Login Join Twitter!

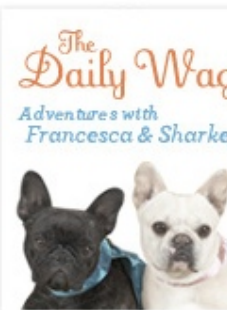
Hey there! MarthaStewart is using Twitter.

Join today!

Already using Twitter from your phone? Click here.

Verified Account

Name Martha Stewart  
Location Katonah, NY  
Web <http://www.themar...>  
Bio curious, inquisitive, experimental entrepreneur who cares about the world we live in

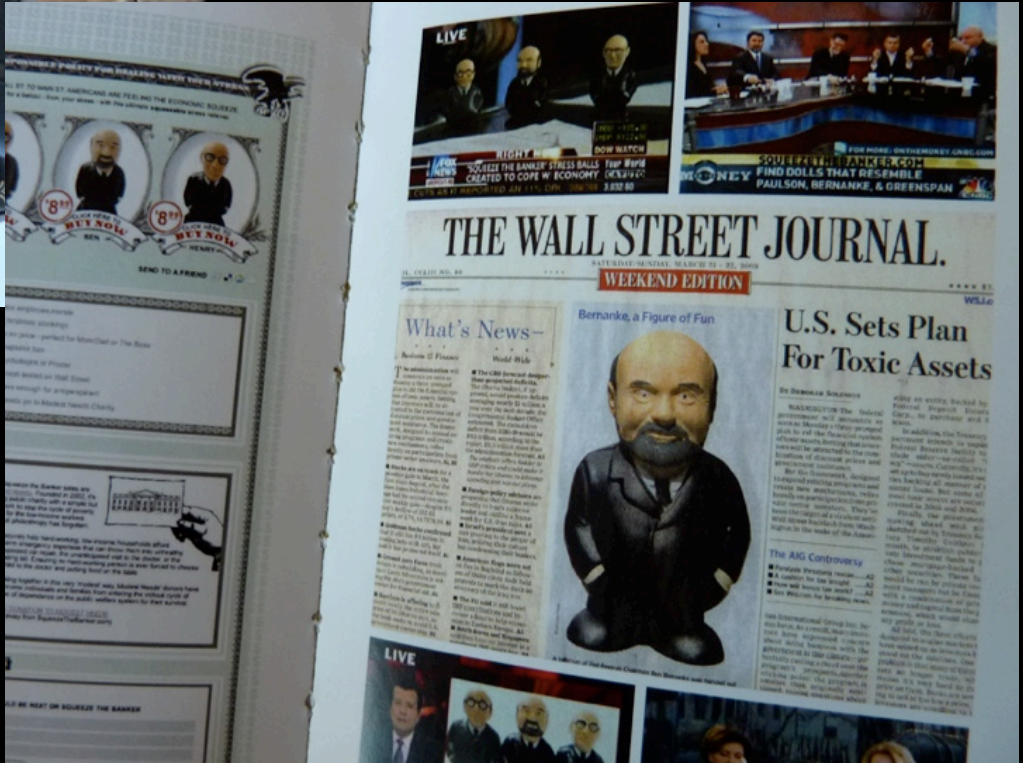


**Launched social initiative in 2007 with the goal of “allowing users to share information like scrapbooks and recipes”**

- In eight months she has enlisted 1.67 million followers on twitter
- 3 website w/6 million unique visitors
- 37 million engaged viewers, readers, listeners and consumers in more than 5,000 retail stores



# Squeeze the banker.com



## **5. Leverage criticism as an opportunity**

# Best Buy introduces new models of service

**HOLIDAYS AT YOUR LOCAL STORE** Hours, events and news for your local store this season. [Check it out >](#)

**HOLIDAY HELP**  
CUSTOMER SERVICE

**Community Forum**  
Join online discussions to

**Twelforce**  
Get expert advice on Twitter from a collective force of Best Buy tech pros.  
[Go to Twelforce now >](#)

**Geek Squad** ady  
erators Send Us Feedback y calling our

**E-mail**  
If it's more convenient for you to e-mail us, send us your question. We'll reply

**Community**  
Best Buy Forum  
Register · Sign In · Help

**Twelforce = 911**

**Complaints are posted on a community board  
From other consumers**

**Welcome to Best Buy Unboxed**  
Join our conversation about technology and life integration. Here's where you can talk to us — and to each other — about how you're using today's technology. It's a place to ask questions and to exchange ideas, information, opinions and tips with other technology users. We want to hear from you!  
To take part in the forums, you'll need to [register here](#). When posting messages, please follow our [Forum Guidelines](#).  
This site is best viewed using Internet Explorer or Firefox, but does not display properly in IEB.

Community Search

Community Information (1 Item)	
Title	Posts
Welcome & News Here's how to get started	9

Product Discussions (16 Items)	
Title	Posts
Computers Join the chat about laptops, desktops, Macs and more.	12568

# Apple: Accepting comments even if negative?

## Mac OS X Snow Leopard.

The world's most advanced operating system. Finely tuned.



### Ratings & Reviews

Write a Review

★★★★☆ Based on 262 reviews

#### Most Useful Reviews

#### Most Recent Reviews

★★★★★

#### Two steps forward, one step back

Written by ML from Montreal | Sep 30, 2009

The speed increases are significant, and probably worthwhile in the long run, but applications – Apple and non-Apple Intel applica...[More](#)

1035 of 1153 people found this useful

Was this useful?  Yes  No

★★★★★

#### Not pleased

Written by MM from Alexandria | Dec 17, 2009

Upgraded to Snow Leopard and my browser has trouble retrieving and keeping a connection. Is a patch available for this OS??

5 of 10 people found this useful

Was this useful?  Yes  No

★★★★★

#### Too many issues to bother with now

Written by AK from Kansas City | Oct 1, 2009

Luckily I had only had my computer for two months before I attempted this, because it was utter \_\_\_\_\_. I've lost a couple of things...[More](#)

744 of 889 people found this useful

Was this useful?  Yes  No

★★★★★

#### Great Purchase!!

Written by CC from Tunkhannock | Dec 17, 2009

I just installed this today. It works great. My mac is a lot faster now and the new backgrounds are great. I'm sure I will find ne...[More](#)

8 of 12 people found this useful

Was this useful?  Yes  No

# Conclusion:

## We are witness to a “Perfect Storm” in branding

### 1. Empowered consumers

Have heightened expectation levels, and the ability to leverage a collective and influential voice

### 2. New level of reality

Branding needs to understand the new concept of Design, Science and Planet

### 3. New Media “Eco System”

New media implies a shift in mindset. Brands need to stop pushing or selectively listening to be part of the conversation.

### 4. Size does not matter

“ It allows the little guy to get scale almost instantaneously ”

*P&G Mc Donald*

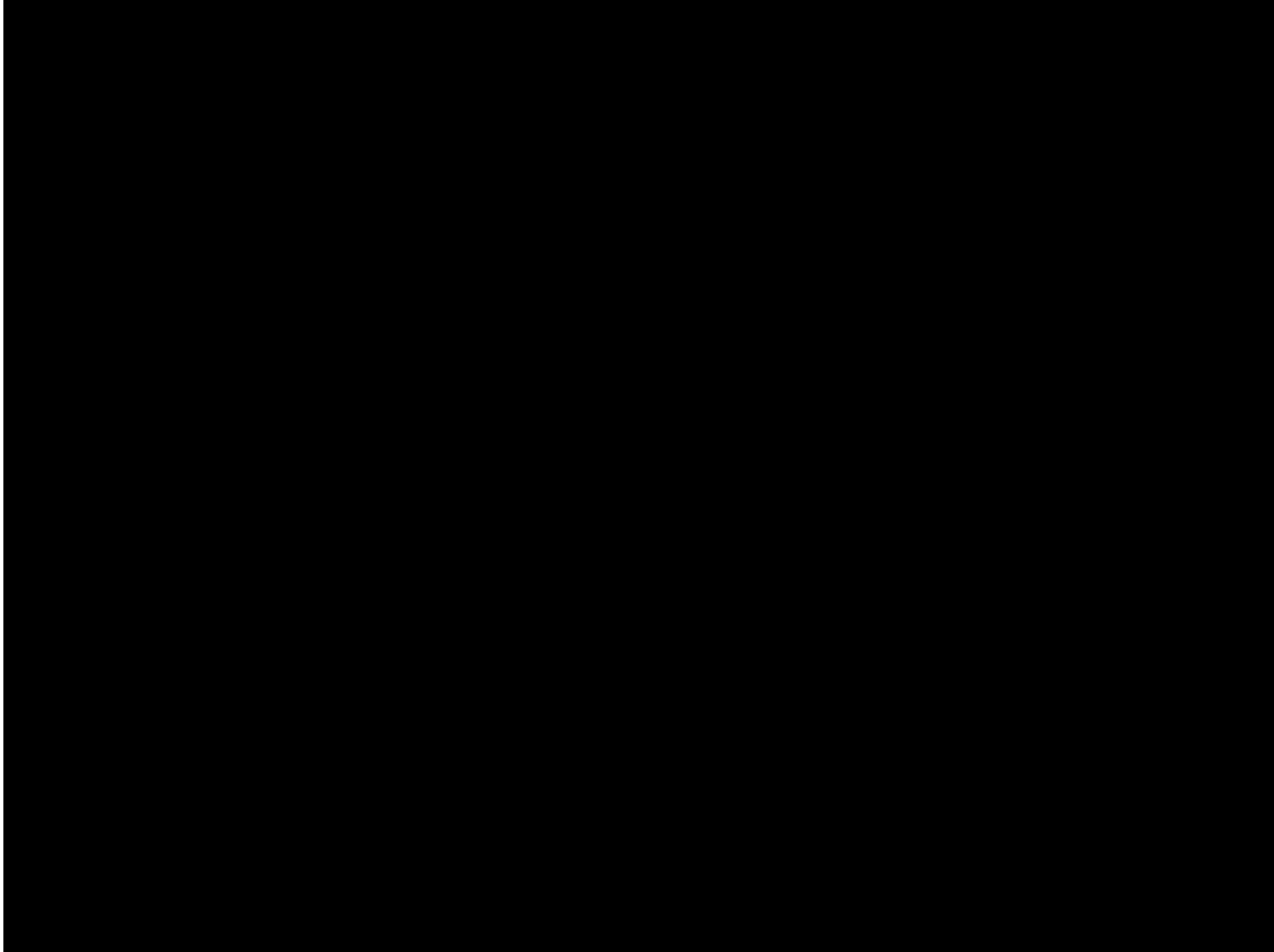
### 5. Leadership redefined

Power through influence is proving to be the new success criteria



**Conclusion:  
Your message has to be Tweetable**

**The concept of speed is changing don't get run over**



e m o t i o n a l  
b . r . a . n . d . i . n . g  
A L L I A N C E

From Social media to Social branding

**Marc Gobé**

[mgobe@emotionalbranding.com](mailto:mgobe@emotionalbranding.com)

Twitter: @mgobe