

A young girl with dark hair, wearing a light blue sweater, is shown in profile, blowing a dandelion seed head. The background is a bright green field with many dandelion seeds floating in the air under a clear blue sky. The text is overlaid on the right side of the image.

Web 2.0 and beyond Trends in Gaining a Digital Advantage

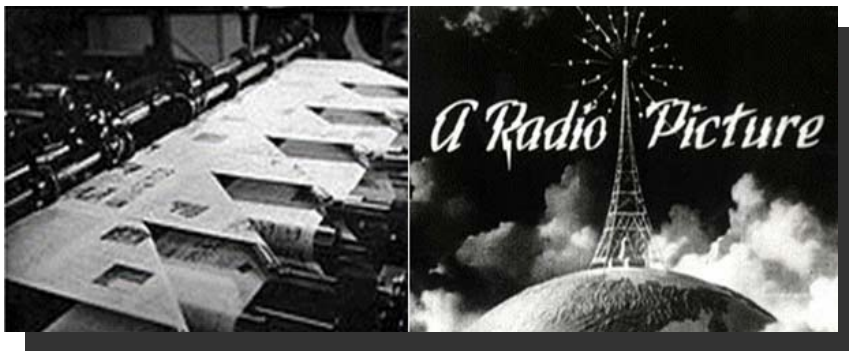
Dean Harvey, Director Client Services
Spannerworks/iCrossing Europe

Brief: future of brands in digital media

- How is the web changing the way that marketing works?
- Understanding the role brands play in networks
- Learning from the success of search and social media
- Developing new thinking and models

The shift to open networks

Channel Media



- Content **limited** by space, bandwidth and distribution network,
- Power and influence lies with **owners of distribution infrastructure.**
- Brands **buy attention.**

Open Networks



- **Superabundance of content.**
- Networks become marketplaces where **attention** is competed for.
- **Search** engines and social media are the arbiters of success.
- Brands **earn** attention.



Speed of media has accelerated

Scale of available content is vast

Geography of communities is global

Interaction is preferred to one-way

Stability has given way to **complexity**

All metrics point to evidence of a

revolution

in media and (therefore) marketing

Questions we need to ask...

What does success look like in network?

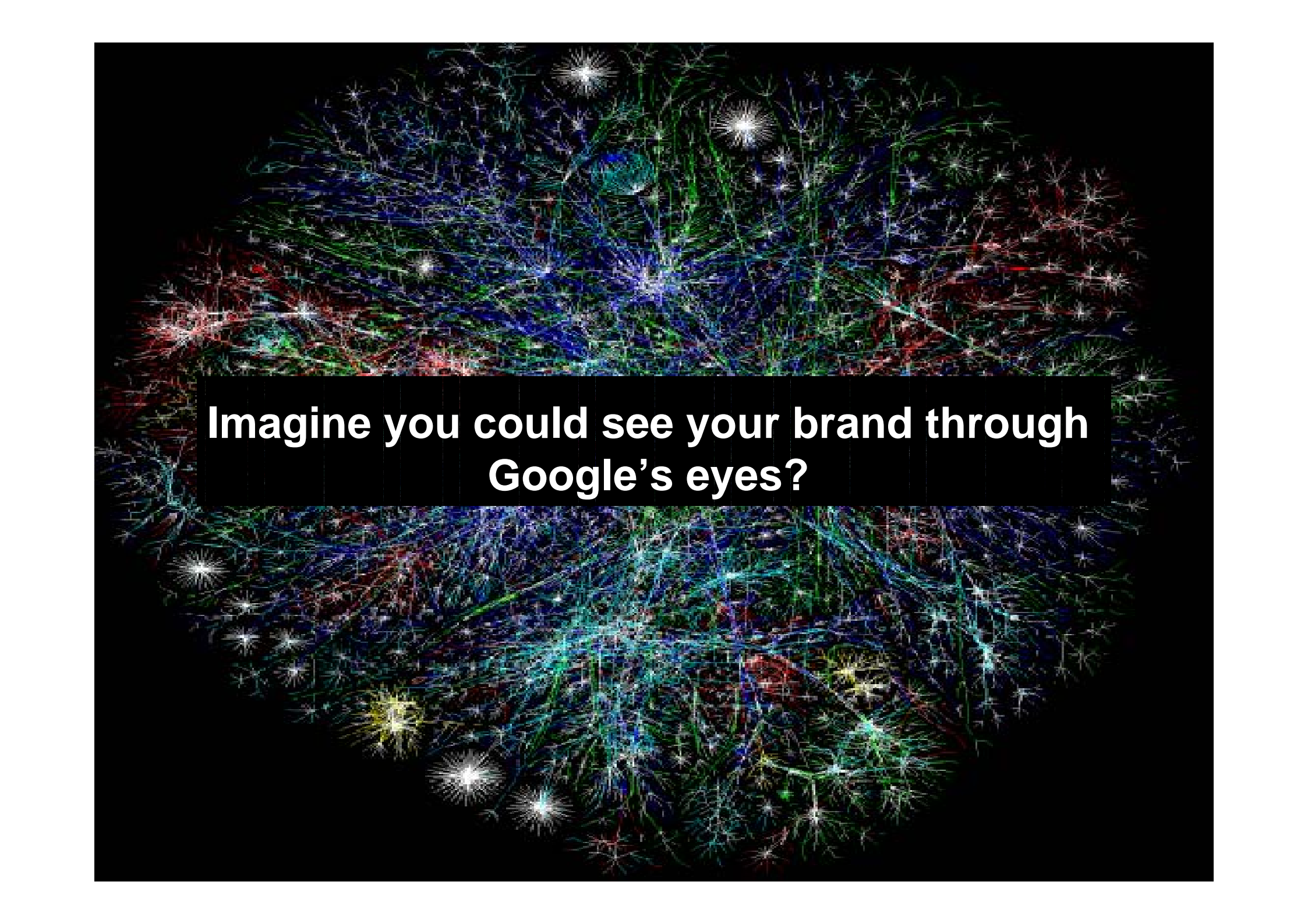
Where are our networks?

How can I attract attention from our networks?

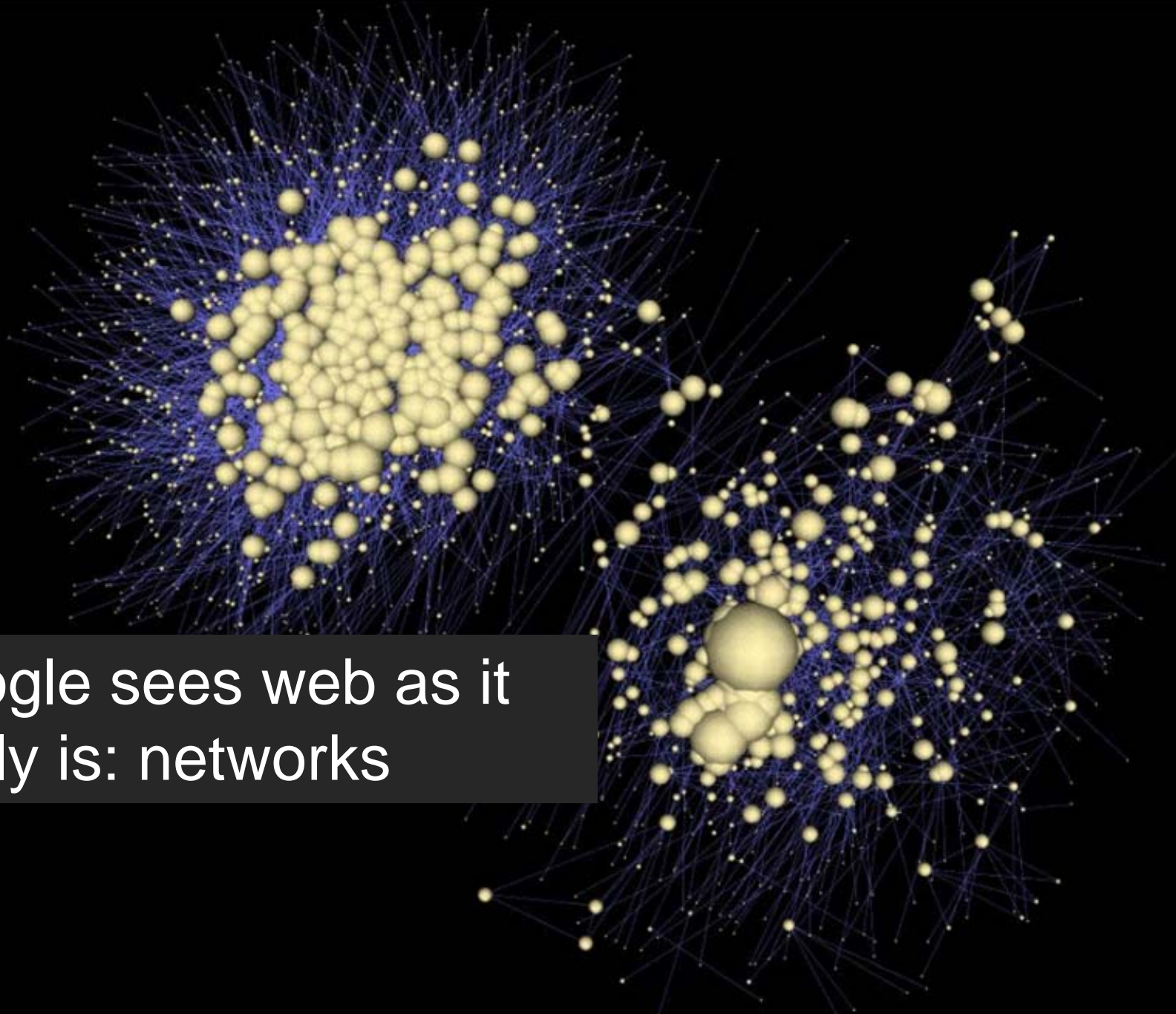
How can I be useful to our networks?

How do I maximise visibility?

**Looking for sources of
inspiration and
understanding**



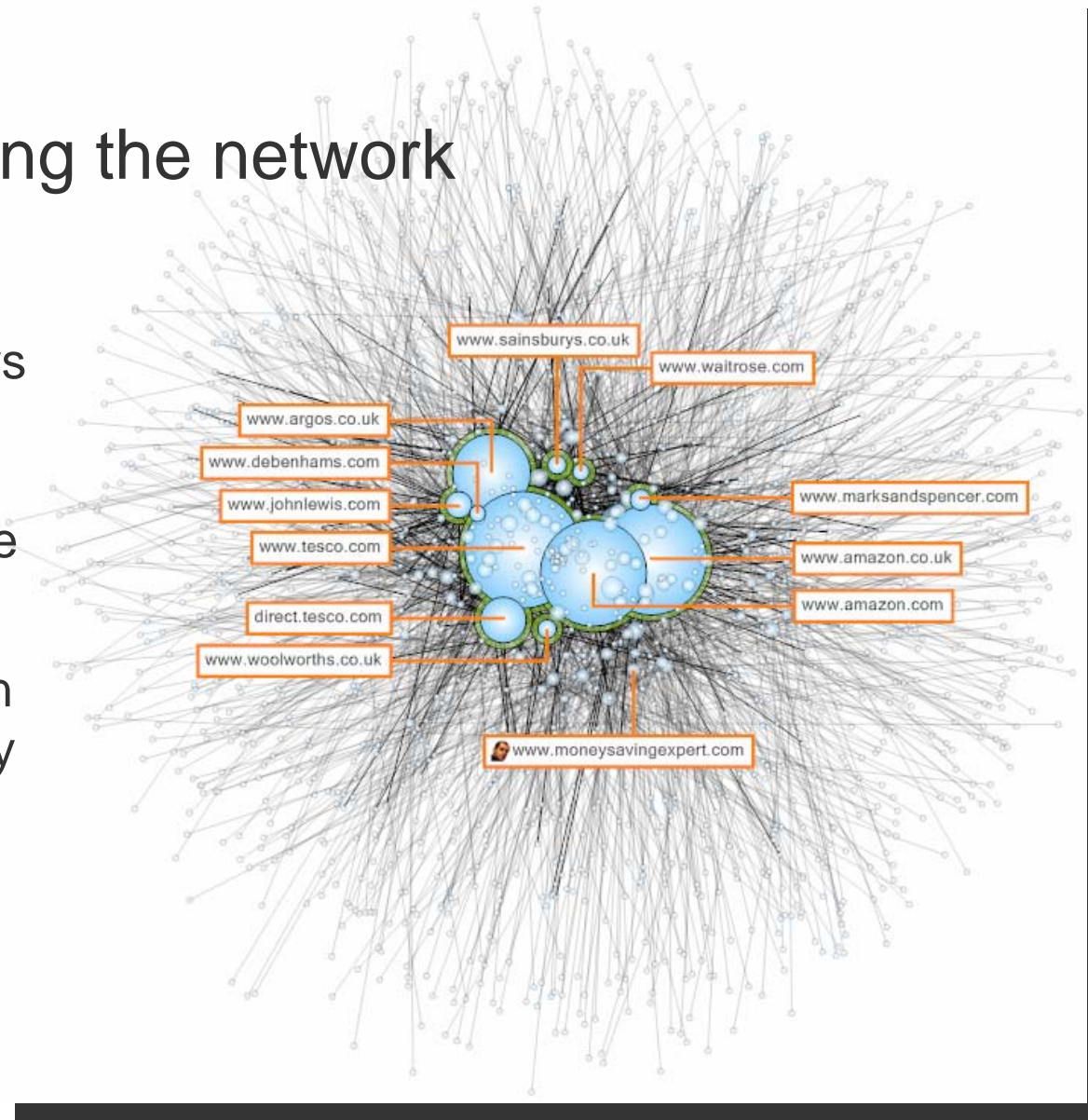
**Imagine you could see your brand through
Google's eyes?**



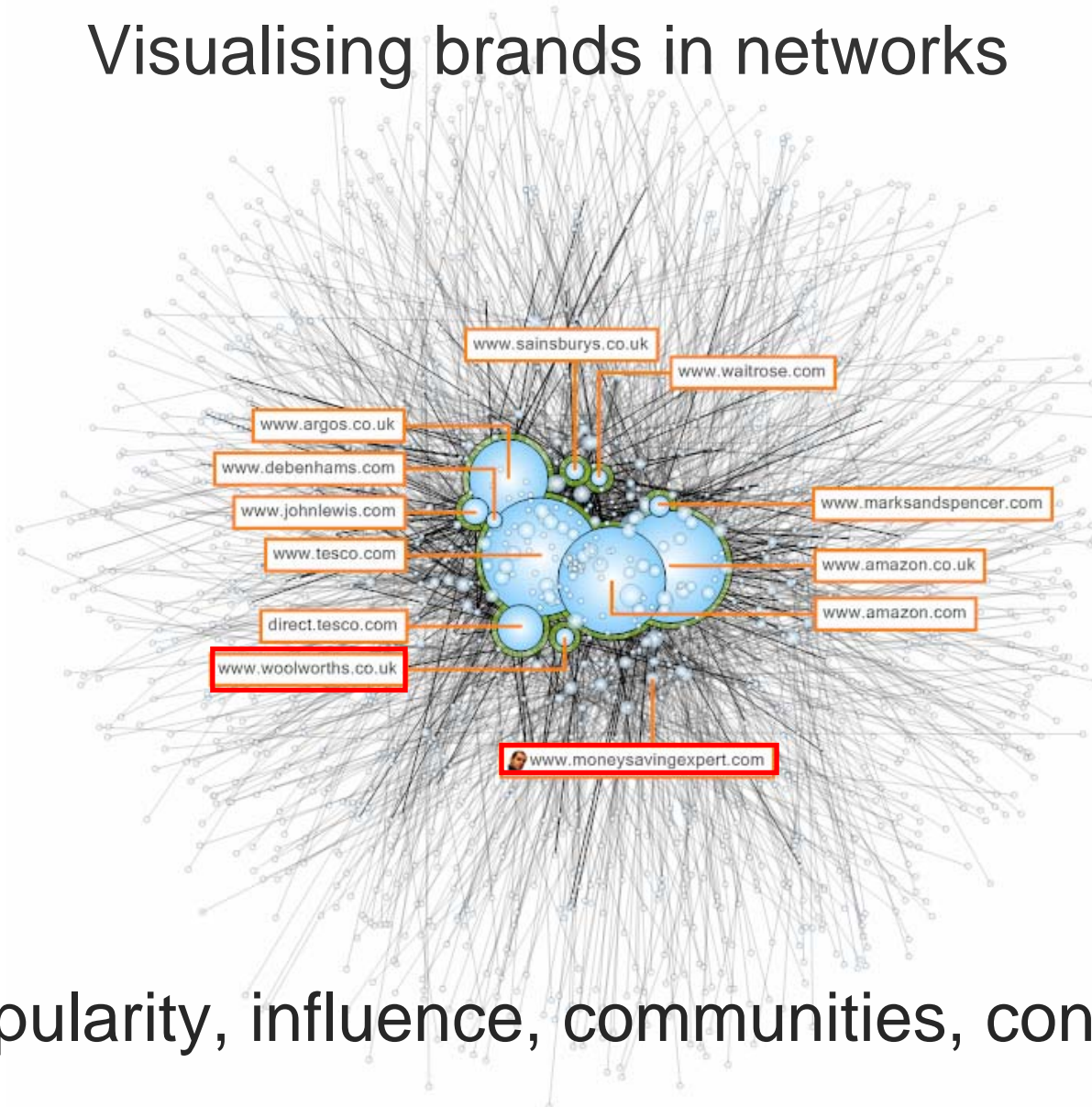
Google sees web as it really is: networks

Research: Mapping the network

- Our technology allows us to visualise the networks around the themes and topics we are interested in.
- Relationship between sites becomes readily apparent



Visualising brands in networks



Popularity, influence, communities, context

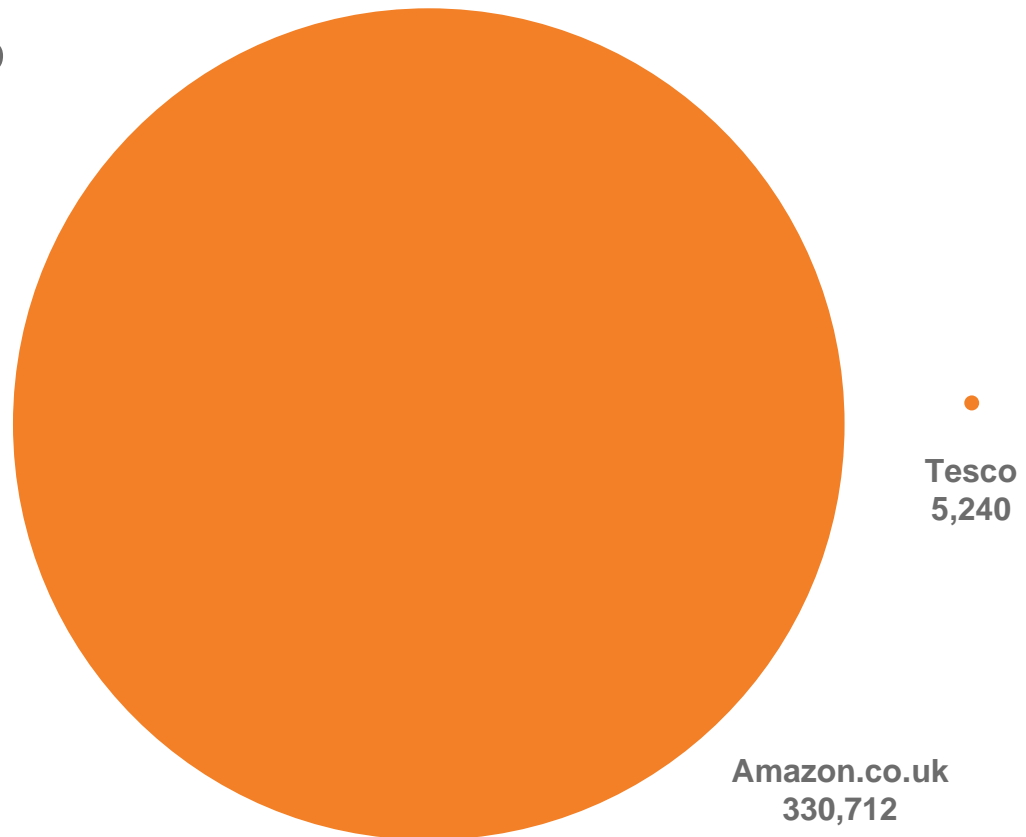
How popular are these sites in Social Media?



These are weighted scores based on the presence these websites have on the top social media websites

Reality check! Tesco v's Amazon

- Here we compare Tesco to Amazon.co.uk on the same scale
- Amazon's social media score is over **60x** higher than that of Tesco's



Amazon.com: The hardwiring was already in place

“... businesses have the opportunity to **develop very deep relationships with customers**, both through accepting preferences and then observing their purchase behavior over time, so that you can get that individualised knowledge of the customer and use that ... to **accelerate *their* discovery process**.

...they are going to be able to get a **personalised service**, a customised website that takes into account the years of relationship we’ve built with them.”

Jeff Bezos, founder of Amazon (1998)

Other examples

Competing in attention markets



Platforms, process and being live

> LIVING

SEARCH

Top searches: biofuel
None
floods


HOME YOUR CAR **AT HOME** FLOOD ADVICE

Flood defence cash 'not enough'

Tagged as: [flood insurance](#) [flood prevention](#) [floods](#)

by [charlie](#) in [At home](#) on 10.10.07

The [floods of summer 2007](#) may have receded, but the fallout continues.



Yesterday, the [government announced](#) an extra £200 million annual spending on flood prevention, bringing it up to £800 million within four years.

The Environment Agency called it a "good start" - but the [Association of British Insurers \(ABI\)](#) said that government had "completely failed to grasp the importance of improving Britain's flood defences".

ABI director general Stephen Hadrill:

Popular tags

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Recent posts

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- > The appliance of science
- > Green home for sale - £865,000
- > 10 alternatives to telly
- > Watt is the big idea
- > Bringing local foods a bit closer to home

...links we like

Inhabitat
Tasteful, green home design ideas - ideal for you tasteful greens out there


Treehugger's Green Index
Wonder which green topics the media is talking about? The grndx charts common keywords and sees how often they're used from week to week

Energy Saving Trust
Information, ideas and links, including what you can do right now to save energy

...from the blog tracker

Dell's journey

Hell Computers



3 ratings

Views: 612 | Comments: 2 | Favorited: 2 times

Honors: 0 | Links: 1

Direct 2 Dell

one-2-one communications with Dell

Home >

Latest on the XPS M1330 Notebook Sun, Jul 29, 2007

Alex Gruzen, Sr. VP—Consumer Product Group

I know that many of you have been waiting for an update on the status of the XPS M1330 notebook, and I wanted to take a few minutes to share where we are. While we have begun shipping on a limited basis, we expect to begin large-scale production and to ship systems in all regions beginning this week.

As Lionel mentioned in a [previous update](#), there are some components like the LED display that may add time to an estimated ship date.

Dell provides estimated ship dates using many factors, including the time it takes to ramp production on a new product in our factories worldwide. We use that time to rigorously test our global sales, manufacturing and quality processes and to deal with issues that inevitably come up when we start to build new products in large quantities in our factories. What do I mean by issues? Things like part shortages, technical glitches, simple cosmetic issues, and other unanticipated issues that can arise when you start mass production.

other conversations: [Direct 2 Dell](#) [Dell](#) [Dell](#)

Dell IdeaStorm

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Jump into the eye of the storm

post → promote → discuss → see

Post your idea for a new Dell product or service. | Promote interesting ideas you want to see. | Discuss with Dell and other users. | See what we are planning to deliver.

The Dell Community has contributed: **6673** Ideas | promoted **467008** times | **34936** comments

- Second Life (1)
- Servers (8)
- Services (13)
- Small Business (12)
- Solution Providers (3)
- Storage (7)



Being useful

spannerworks 

What is social media?
An e-book from Spannerworks

Updated on January 22nd, 2007



Results 1 - 10 of about 576,000,000

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social media

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Web

[Brands in Networks](#)

www.spannerworks.com Our **social media** strategies will enhance your online presence.

[Social media](#)

www.AndiamoSystems.com People are talking about your brand Discover what they're saying now!

[Social media - Wikipedia, the free encyclopedia](#)

Social media is an umbrella term, defining all of the activities that come together in a utility that uses multiple communication mediums' of words, ...

en.wikipedia.org/wiki/Social_media - 23k - [Cached](#) - [Similar pages](#)

[What is social media? An e-book from Spannerworks](#)

File Format: PDF/Adobe Acrobat - [View as HTML](#)

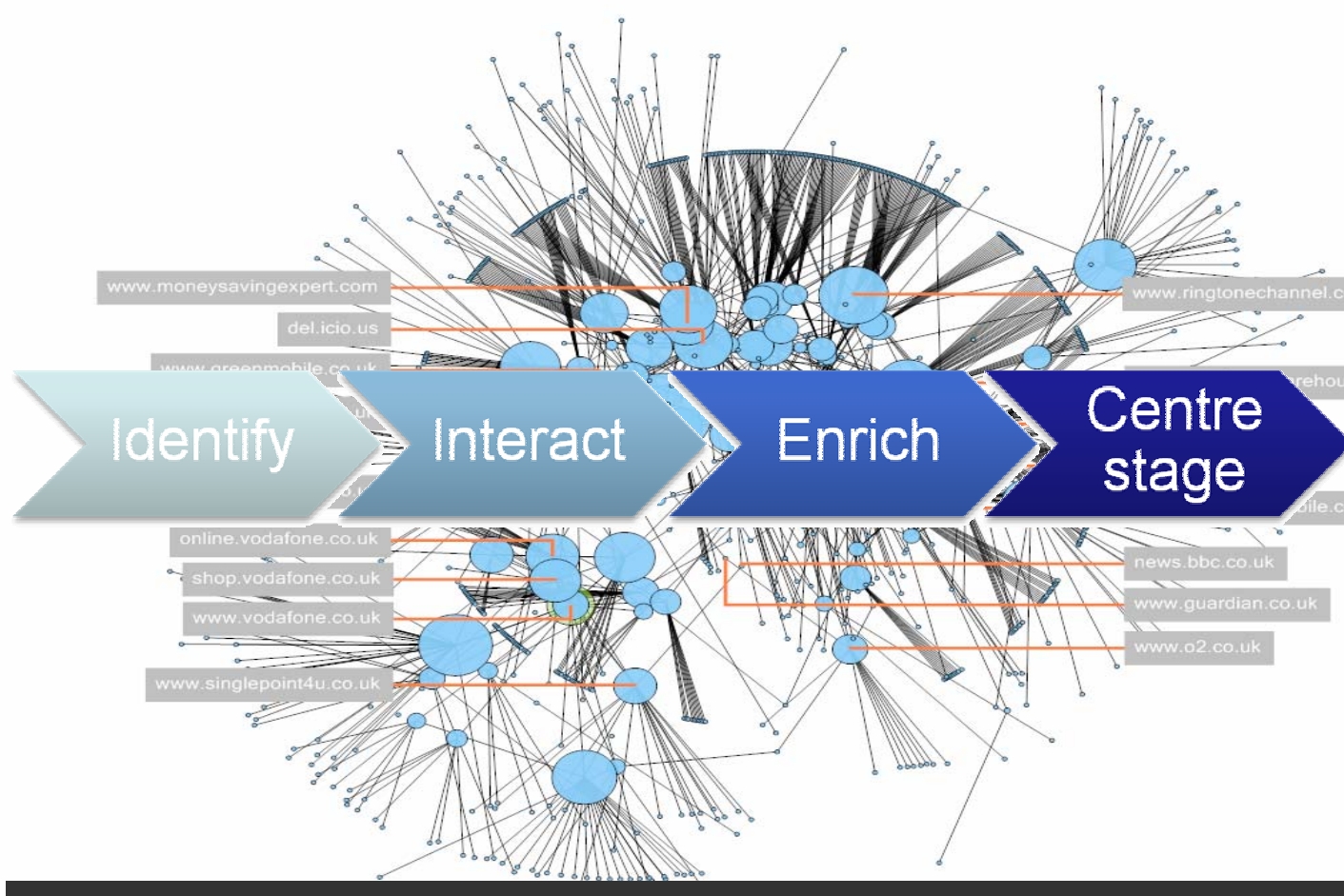
This is the first edition of What is **social media**? Things move ... Another good way to think about **social media** is that all of ...]

www.spannerworks.com/fileadmin/uploads/eBooks/What_is_Social_Media.pdf -

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Take centre stage in your network



If we were only allowed to say three things

1. Understand our networks
2. Be useful to our networks
3. If in doubt, pull don't push

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AN ICROSSING COMPANY

What is social media?
An e-book from Spannerworks

Updated on January 22nd, 2007



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Thank You

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