

# New Media Channels

*Where is Volvo?*



by [Ben Heine](#)

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# New Media Channels

## What and why?

It used to be so easy. Back then there were just a handful of television stations, one local newspaper and some radio stations. People knew where to get their content and advertisers knew how to reach them.

IT changed everything:

Public blogs

YouTube and other video channels

Podcasts

2nd Life and other virtual worlds

Social Networks (such as Facebook)

The Mobile world



# New Media Channels

## Examples

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**David Neelman**, CEO of JetBlue, post videos directly to YouTube. He gets several comments – some very tough.

**GM's executives** communicate directly to customers and other stakeholders through (public) blogs. Anyone can comment on the blogs.

**IBM** arranges showcases and public meetings in Second Life

Several companies are monitoring and participating in the large blog sites, sometimes without even revealing who they are.

Our promise to you



jetBlue - an American airline company

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## A catch 22

The ultimate brand image is one of authenticity. The harder the companies try to manufacture an aura of authenticity, the more likely it is exposed as disingenuous

We now have **less control** over how our products and services are perceived in the market. The same channels are used in a multi-directional way.



All in the same media...

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They are talking about us!

"Volvo" is mentioned:

120 million times on the web (Google)

37 million times in a truck context

21 million times in the main public blogs

In 17000 videos at YouTube



Only a fraction of these are from Volvo sources

Should we **monitor** what is going on?  
Should we **participate**?

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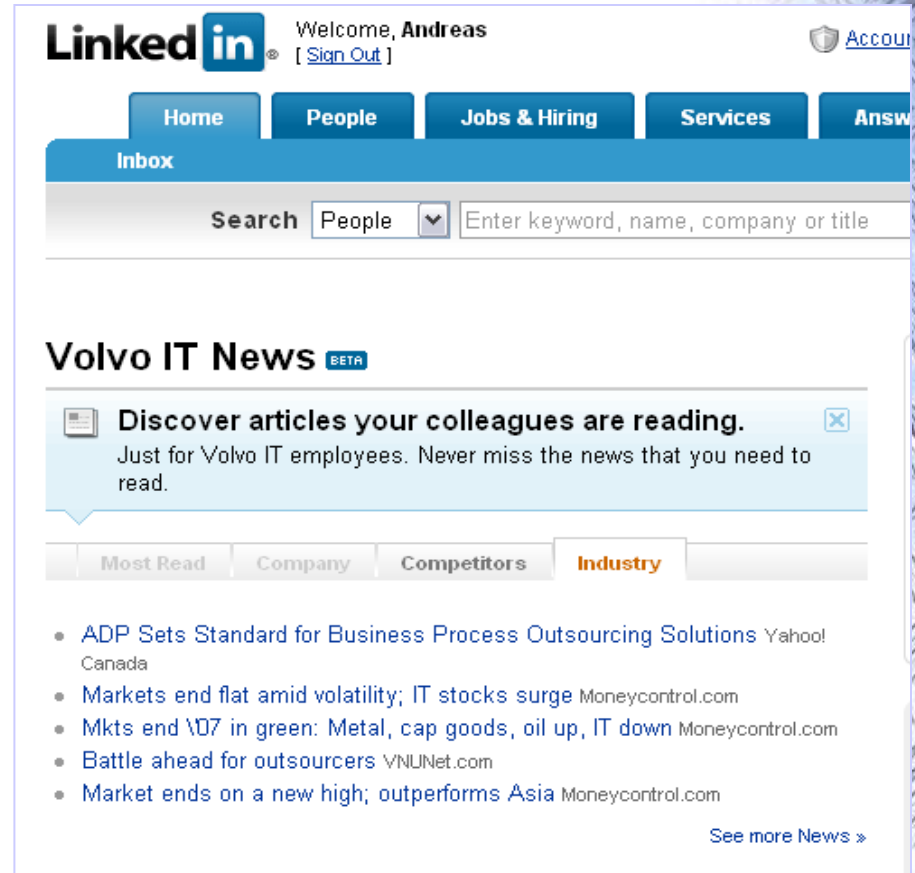
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## They are talking about us!

We are used to one way communications such as homepage, advertisement in newspapers and other media and our own printed material.

The most common recruitment source today is internet. Internet sites specialised on recruitment.

They are evaluating us, promoting us or maybe not



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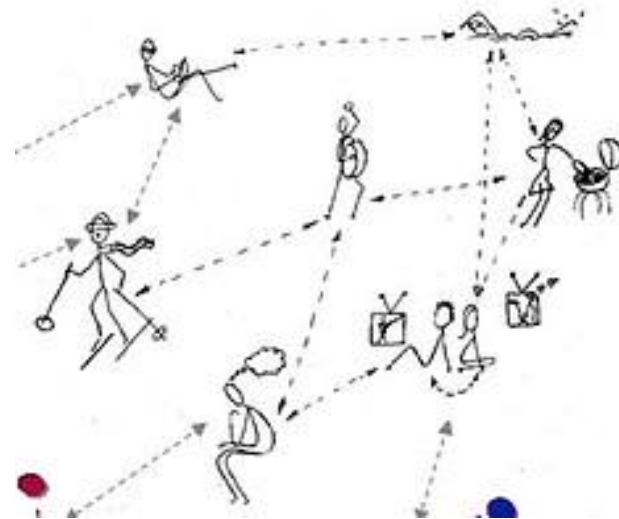
## Viral marketing and Viral anti-marketing

It is claimed that a satisfied customer tells an average of three people about a product or service he/she likes, and eleven people about a product or service which he/she did not like. **Viral marketing is based on this natural human behavior.**

**Social Networks** have been successfully used for viral marketing

Brands get hijacked. It is called **Viral anti-marketing.**

By participating in **social networks** we can use **viral marketing**. We also get higher risk of Viral anti-marketing but get better tools to handle it



By [skampy](#)

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## A possible future scenario

Large **Friendly networks** is the best vaccination against hostile rumours and brand hijacking.

All our employees can participate in creating **friendly networks**

**Participating** voluntarily in Social Network sites

**A code of conduct** is needed – it can even be public

**Backoffice** assisting with facts and arguments when needed



I AM TRYING TO  
ADD MORE FRIENDS

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## Going Mobile

Another channel that is already here but its impact is wating around the corner



By Nimbuzz

Mobiles are soon to be the major device for accessing the internet

Mobiles are also accessing specialized mobile content

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## Summary

Multidirectional media channels are introducing a need of new ways of acting

**Participation**

**Monitoring**

**Immediate respons**

**Openess**

**Friendly Networks**



by Binkiexxx

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