

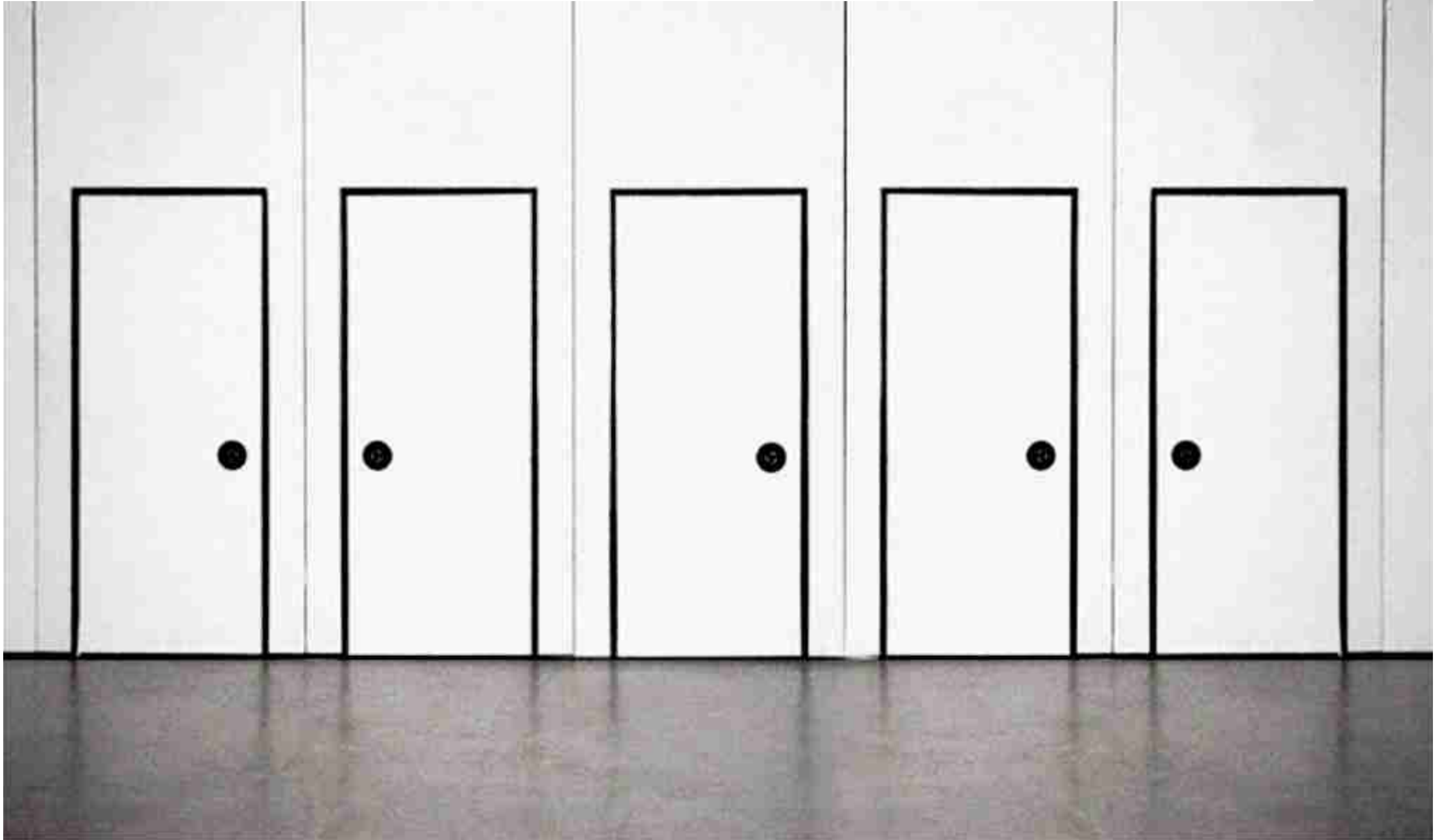


# BRANDING 2.0

O FUTURO DAS MARCAS

CARLOS COELHO

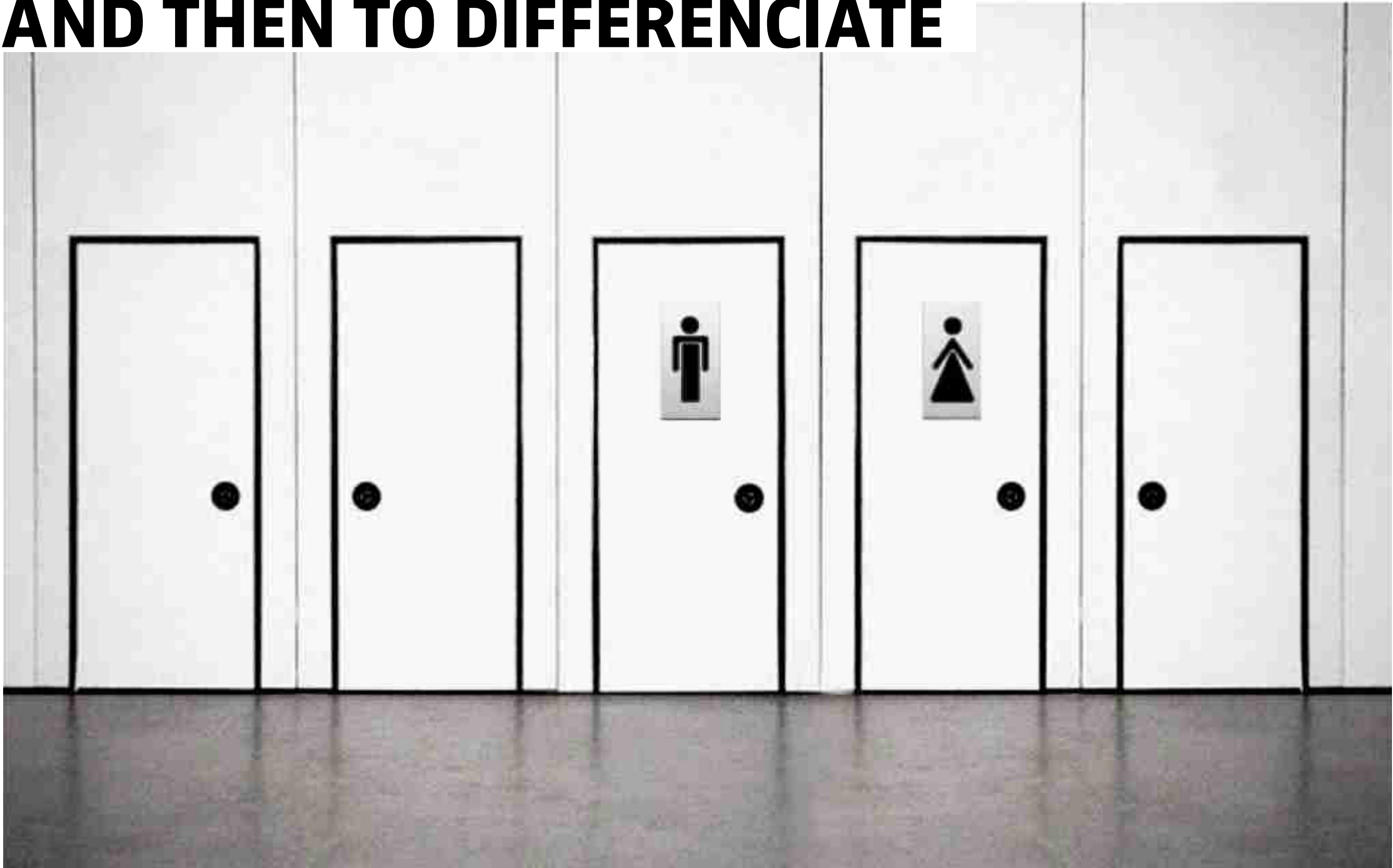
# FIRST IT WAS AN UNBRANDED MARKET



# THEN BRANDS CAME TO IDENTIFY



# AND THEN TO DIFFERENCIATE



# WHEN COMPETITION CAME BRANDS STARTED TO COMMUNICATE



# BRANDING 1.0

## CONTROL. EXPLICIT MESSAGES. ON-THE-FACE. BRAND TALKS-CONSUMERS LISTEN





# BUT NOW THE GAME IS CHANGING AGAIN





# WORLD IS CHANGING - F.U.D. FEAR-UNCERTAINTY-DOUBT





FOOD  
IS CHANGING



HOMARO CANTU



CHINA  
IS GETTING  
LUXURY

# GUCCI Killer?

Shanghai Tang's  
**Joanne Ooi**  
Is Building the Next  
Great Luxury



# MESSAGES ARE CHANGING CHANNELS

**1996** **YELLOW PAGES/NET**

**2000** **RADIO/NAPSTER**

**2006** **TV/YOU TUBE**



# THE WORLD BECAME A BIG NET





# **BRANDS ARE NO LONGER IN CONTROL OF BRAND MESSAGES**



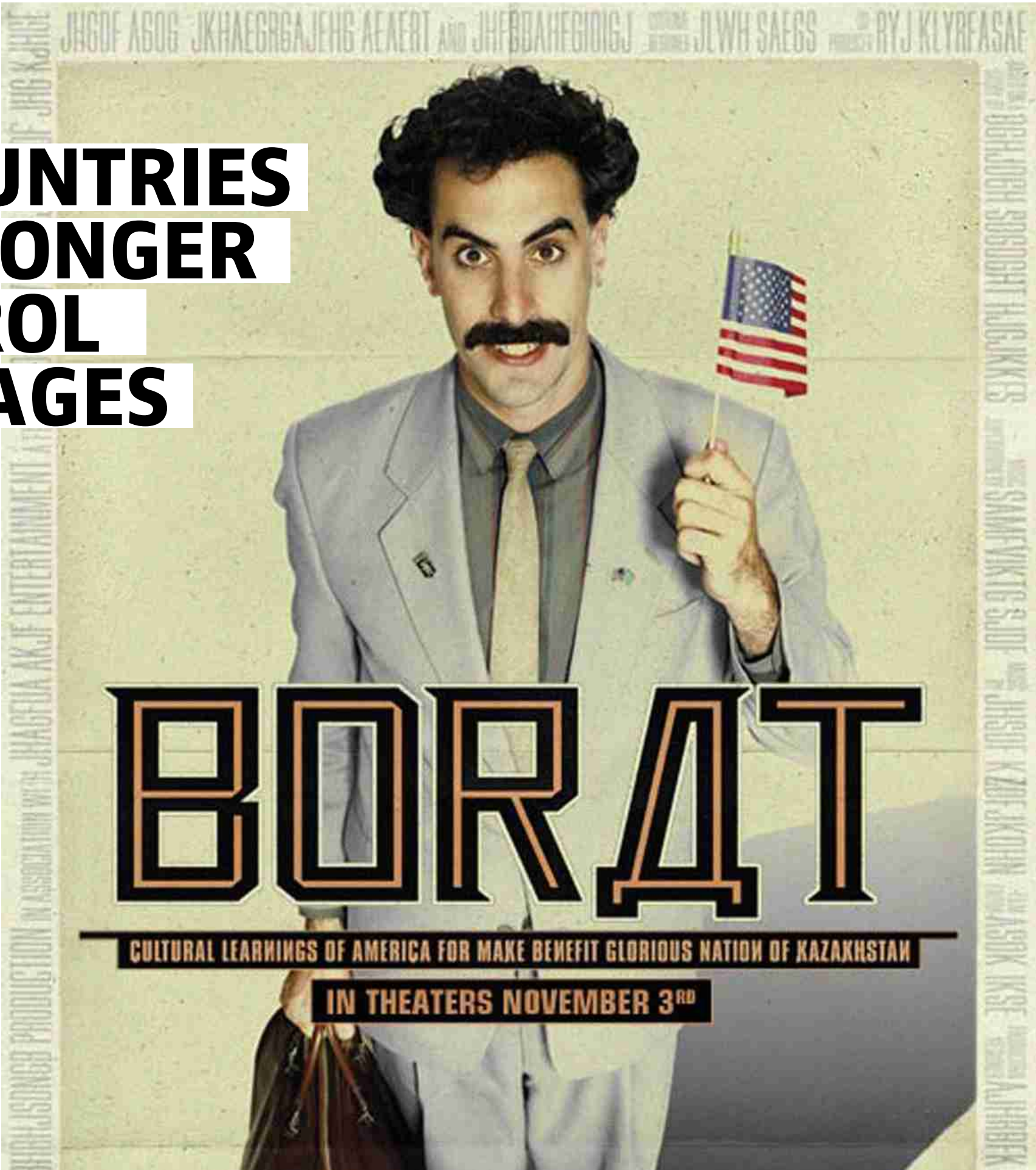
# A NEW WORLD DEMOCRACY

**CONTENT. TALENT. DISTRIBUTION.**



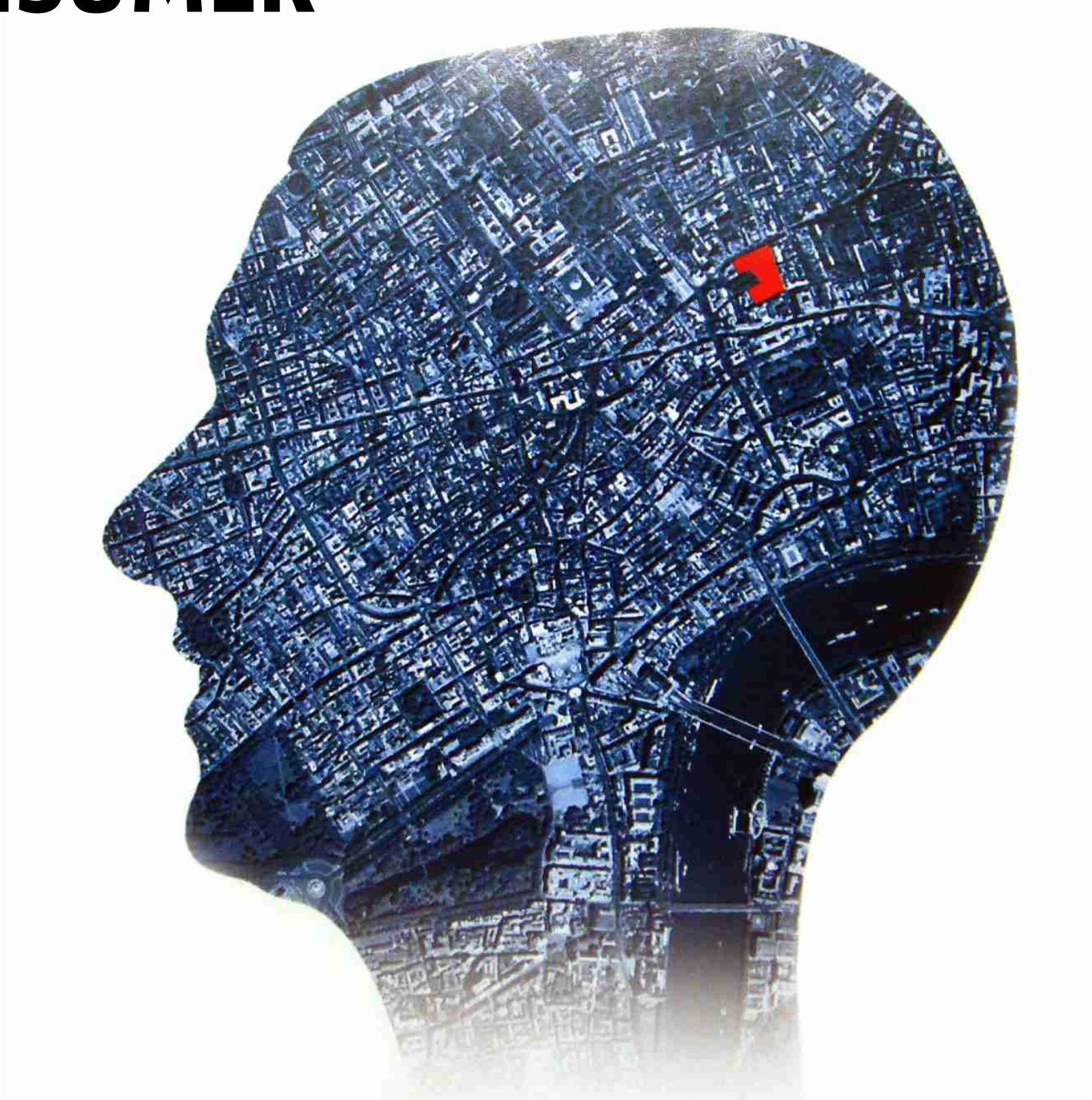


EVEN COUNTRIES  
ARE NO LONGER  
IN CONTROL  
OF MESSAGES



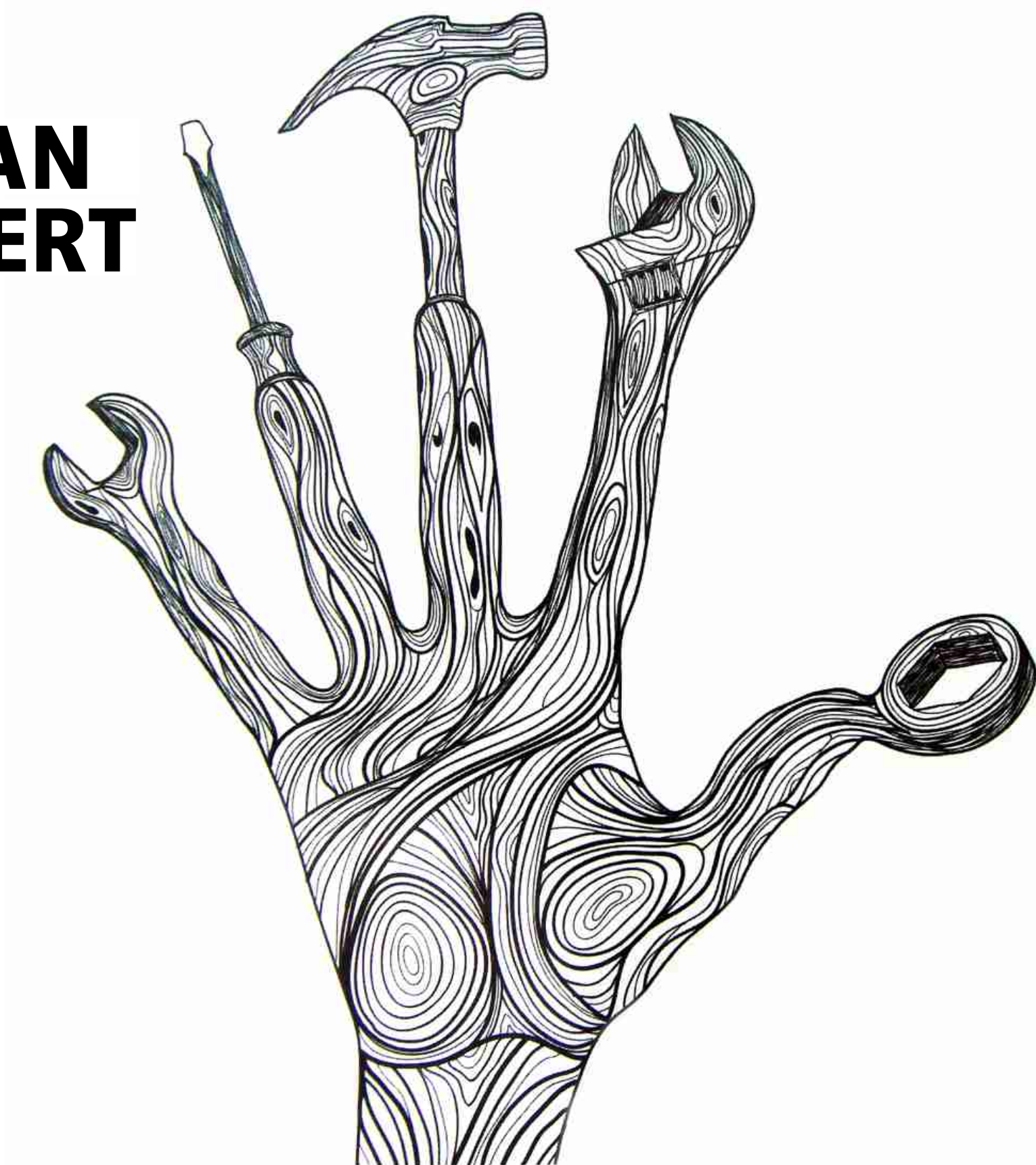


# A NEW CONSUMER





NOW  
ANYONE CAN  
BE AN EXPERT





# IT'S SOCIAL MEDIA TIME

A large collection of Pez dispensers arranged on a white shelf, representing a diverse community. The dispensers are of various colors and designs, including characters from popular culture like Santa Claus, Batman, and various cartoon animals. They are arranged in rows, with some standing upright and others slightly tilted.

**FROM END USER  
TO INFORMATION PROVIDER**

**FROM EXPLICIT  
TO IMPLICIT**

**FROM ONE BIG COMMUNITY  
TO SEGMENTATION**

**FROM WEB PAGES  
TO PEOPLE**

# SOCIAL NETWORKS



**100% PARTICIPATION**  
**NOT ONLY LIKE/DISLIKE FEEDBACK**  
**CONTENT AND USER**  
**LIKE MINDED**  
**NATURAL STRUCTURED COMMUNITIES**  
**COLATERAL EXPERTISE**



# PEOPLE KNOW THEY ARE BEING MARKED AND LOVE TO HATE BRANDS





# MARKETING IS NOW 1.5



# MIND THE GAP



**THERE IS A GAP BETWEEN  
WHAT BRANDS DO AND SHOULD DO**

**INTERNET-THE LEADING MEDIA- IS NOT  
WHERE BRANDS ARE INVESTING  
(6%)**



# MIND THE GAP

**WORLDWIDE MARKETEERS SAY  
THEY DON'T KNOW, IT'S A NEW  
MEDIA FOR BRANDS**



**BUT IT'S NO MORE A NEW MEDIA  
FOR CONSUMERS SPECIALLY  
YOUNGSTERS**

# SO WHAT'S BRANDING 2.0?

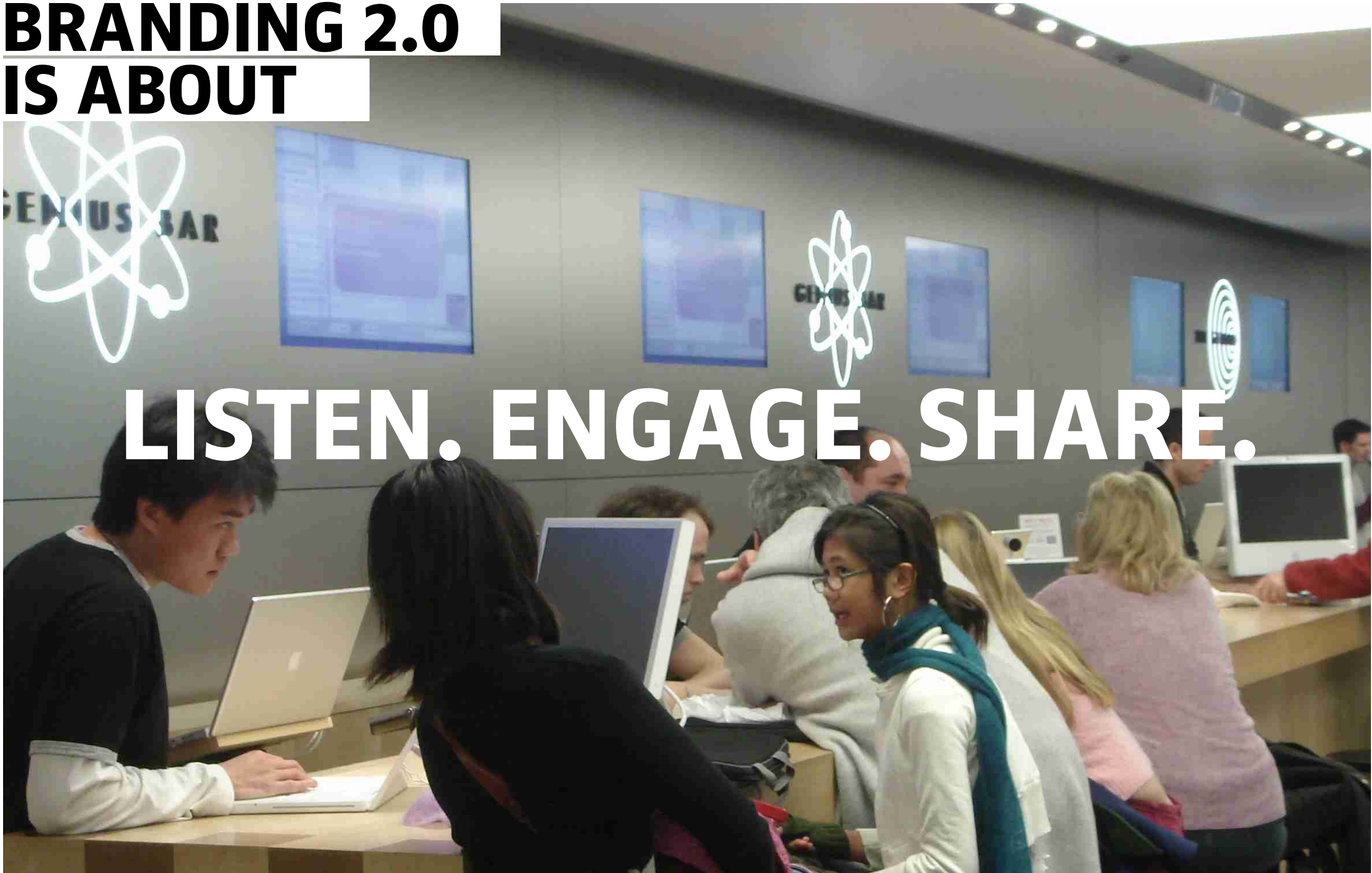


iPOD BAR



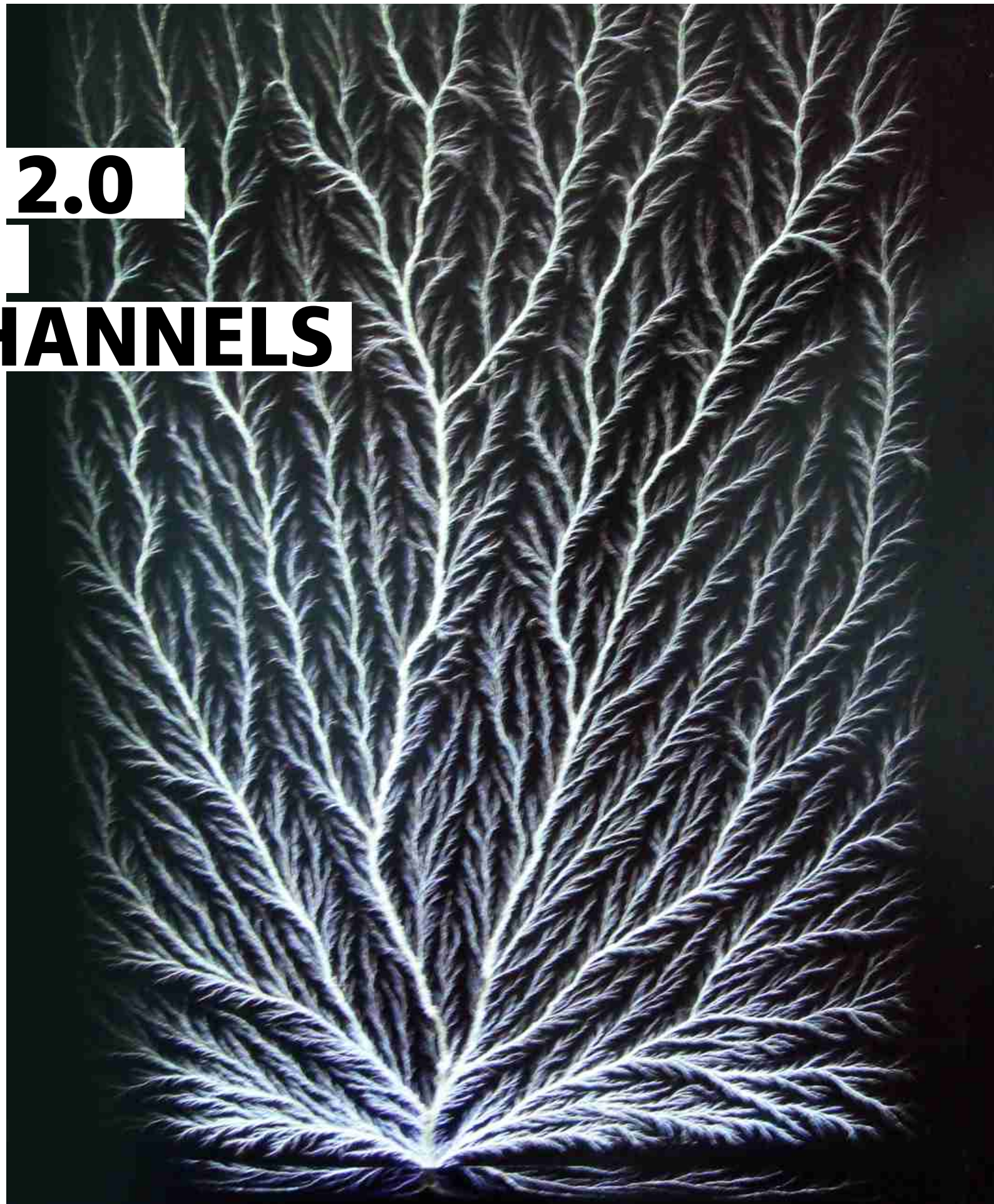
# BRANDING 2.0 IS ABOUT

LISTEN. ENGAGE. SHARE.





# BRANDING 2.0 IS ABOUT MILLION CHANNELS





# BRANDING 2.0 TV EVERYWHERE

**EPIISODES. WEBISODES.  
MOBISODES. BLOGUISODES.  
MUPISODES. PRINTYSODES.**



# BRANDING 2.0

## TUNNEL OF LOVE

### Customers Write Better Copy

annuals is anthurus



"These plants made it through Hurricane Katrina, Hurricane Rita and the hot weather that followed. We were asked to conserve water so no sprinklers. These plants were troopers with no watering at all - they bloomed their hearts out when everything else was crispy brown. I'm putting in my order for twice the number this year."



# BRANDING 2.0

# UNBORING



# BRANDING 2.0

## IT'S ABOUT A NEW GENERATION

**CONSUMERS PRODUCING,  
CONTRIBUTING, ADDING,  
SUGGESTING FOR  
NON-MONETARY REASONS, LEAVING  
ECONOMISTS  
(AND WELL-KNOWN BRANDS)  
IN SHOCK.**



BRANDING 2.0  
IS NOT ABOUT  
CONTROL



# BRANDING 2.0 IS NOT ABOUT MASS MARKET





# OR CONSUMER JAM



# OR TO CARVE FOR A TERRITORY

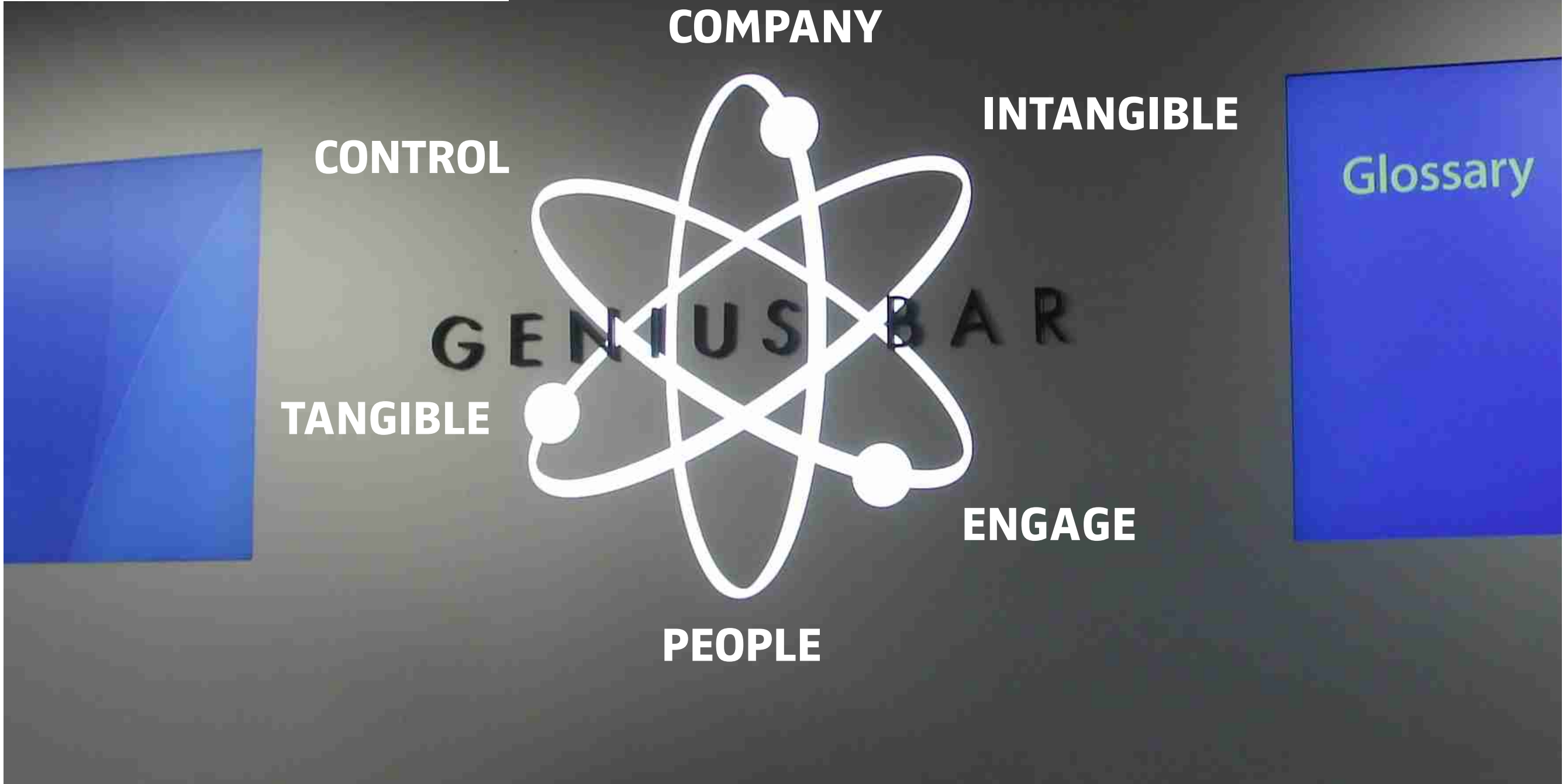




# THE FUTURE IS ABOUT HIGH HEELS BRANDING



# THE FUTURE IS ABOUT 'GLOBAL PHYSICALITY' BRANDING





# BRANDING 2.0



**IT'S HI-TECH  
BUT STILL HI-TOUCH**

# BRANDING 2.0



**for more info about Branding 2.0**  
**[askivity@ivity-corp.com](mailto:askivity@ivity-corp.com)**

