

weconverse  
MARKETING

tweens (8-14 years)



powerful and smart consumer group  
influence USD 1 880 000 000 / year  
"brand image" experts  
connected


source: www.brandchild.com

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tween media preferences

1. online
2. school
3. field
4. mass media

Source: Martin Lindstrom



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the value of the brand



"linking value"  
(as opposed to "use value") is  
what the brand provides to support  
the social links in the tribe

Bernard Cova, 1993

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marketing and value formation

"For the post modern generation, the modern structure of education [schools] is aimless, if not redundant."

"[Images] that define the goals of the post modern generation are not acquired in [schools] but through the marketing systems. Therefore, the more fundamental education, one of goals, values, meanings, and desires already takes place through exposure to marketing culture."

Source: Venkatesh, A., Sherry, J. F., Firsirot, A.F. (1993) Postmodernism and the marketing imaginary. *International Journal of research in Marketing*, vol. 10, pp 215-223.

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re-minding (of) the consumer

modern:  
end use of goods

postmodern:  
brand exploitation for identity management

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onda goda saker



Think sleeper curve  
Pop culture makes us smarter  
Games force us to make decisions  
Social networks & multiple threads

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social networks in tv

Source: Steven Johnson (2006), Everything Bad is Good for You

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multiple threadings

Source: Steven Johnson (2006), Everything Bad is Good for You

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a tiny machine

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melody's breakup

vi kunder / medborgare / konsumenter är

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utgångspunkt

vi

vet mer än jag!

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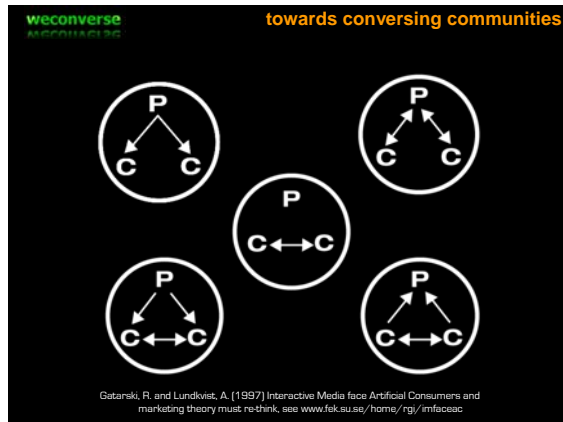
poängen

JOURNAL OF MARKETING COMMUNICATIONS 4 45-59 (1998)

Interactive media face artificial consumers and marketing theory must re-think

RICHARD GATARSKI AND ANDERS LUNDKVIST  
School of Business, Stockholm University, Sweden

tänk om



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insamlare 1.5

September, 2007

The Overbrook

- Most grantees are not taking advantage of easy-to-use social media tools effectively. For instance, only half of them have blogs, and only half of these groups allow comments on their blogs.

WEB 2.0 ASSESSMENT OF THE OVERBROOK FOUNDATION'S HUMAN RIGHTS GRANTEES

[www.overbrook.org](http://www.overbrook.org)

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trendometer

blogging      podcasting

wiki            widget

**citizen generated content**

tagging        social media release

twitter        rss

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terminology

www.railonwave.com/railonwave/2007/12/web-2-0-map

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volunteer generated content

Press Room

American Cancer Society

Press Room

Drop Releases

Media Relations Contacts

Online Press Kit

Rumors, Myths, and Truths

Sign In

Not registered yet? Register now or see [networks.aacr.org](http://networks.aacr.org)

Atlanta 2007/08/02 - The American Cancer Society today announced that its recently concluded Relay For Life® event in the Second Life virtual world raised nearly \$115,000 (or \$32 million Linden dollars, the official Second Life currency) to support cancer research and programs. This year's tally eclipsed the goal of raising \$75,000 set earlier this year by volunteer organizers.

With support provided by the Society's Future and Innovation Center, this year's event, which ran from July 28 through 29, drew nearly 1,700 global participants (represented by avatars) willing to fight cancer by donating money and walking on a custom-built virtual track. Using the theme "Quest for a Cure," volunteers used action adventure movies as inspiration for the games, scenes and activities that greeted participants during this year's Relay. The Society's virtual Relay For Life began in 2005 when Society volunteers in the Second Life community contacted Society staff to discuss the idea of creating a Relay event in the virtual world. In 2006, the event raised more than \$41,000 and attracted more than 1,100 participants to a track that included real-world representations of New York City, Paris, Mexico, Sweden and South Africa.

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vetenskap

Leger uten grenser ?

**weconverse** AKTORIACT 3G who says what?

Google Nätet Bilder Gruppen Nyheter Debatter

leger uten grenser

Sök: @ webben  sidor på svenska  sidor från Sverige [Nytt! Visa och hantera webblistor](#)

Personligt Resultat 1 - 10 av ungefär 511 000 sidor sökning efter leger uten grenser. (0,13 sekunder)

**Leger Uten Grenser**  
Internasjonal organisasjon som driver medisinsk nødhjelp og bærer vitne om overgrep og urettferdighet. Med nyheter, rapporter, kampanjer og historikk.  
[www.leger-uten-grenser.no](#) - 31k - [Sjåbach](#) - [Lånende sider](#) - [Notera detta](#)

**Leger Uten Grenser**  
42 personlige og internasjonale hjelpearbeidere fra Leger Uten Grenser er på plass i Peru etter jordskjelvet 15. august. ...  
[www.leger-uten-grenser.no/mefinternational/moke.cfm?objectId=DF395FE3-15C5-F00A-2536C0216FF6099358ca...](#) - 15k - [Sjåbach](#) - [Lånende sider](#) - [Notera detta](#)  
[ [Fler resultat från www.leger-uten-grenser.no](#) ]

**Leger Uten Grenser** - Wikipedia 2 besök - 02:06  
Leger Uten Grenser ble opprettet i 1971 av en liten gruppe franske leger i kjennt av de humanitære idealene i Bluffalogen. Organisasjonen er i store ...  
[no.wikipedia.org/wiki/Leger\\_Uten\\_Grenser](#) - 79k - [Sjåbach](#) - [Lånende sider](#) - [Notera detta](#)

**Leger Uten Grenser**  
På grunn av dårlig sikkerhet trakk Leger Uten Grenser seg ut av Irak i 2004. Men et nytt prosjekt i nabolandet Jordan gir håp til krigsrammede rakere ...  
[www.legerutenegrenser.no/?module=Articles.action&ArticlePublicShowID=1203-121k](#) - [Sjåbach](#) - [Lånende sider](#) - [Notera detta](#)

**weconverse** AKTORIACT 3G citizen generated content

artiklar diskussion rediger historik

**Leger Uten Grenser**  
Fra Wikibooks, den fri encyklopedi

**WIKIPEDIA**  
Den frie encyklopedi

**Leger Uten Grenser**  
Leger Uten Grenser ble opprettet i 1971 av en liten gruppe franske leger i kjennt av de humanitære idealene i Bluffalogen. Organisasjonen er i store deler av verden kjent under sitt franske navn, eller ganske enkelt som MSF, men blant annet i Skandinavia og USA brukes vanligvis direkte oversettelser.

Leger Uten Grenser ledes sentralt av et internasjonalt styre i Genève, og er videre delt opp i 120 nasjonale seksjoner. Hvert år rekrutteres rundt 3000 leger, sykepleiere, jordmødre og organisatorer for å delta på de forskjellige internasjonale prosjekter. Hvert år rekrutteres rundt 1000 personer arbeider fulltid med rekrutteringsarbeid, finansiering og PR. Leger Uten Grenser er fullstendig uavhengig av private og statlige støtteordninger, og har med hell knyttet seg til en rekke donorer. Rundt 80 % av organisasjonens midler kommer fra private givere, mens resten er tilskudd fra statlige myndigheter eller større selskaper. Takket være slike bidragsytere og sin sterke internasjonale posisjon har Leger Uten Grenser dermed et årlig budsjett på rundt 2,7 mrd. kroner (400 mill \$).

**Leger Uten Grenser**

Data
Internasjonal Helseomsorg Sans Frontières
Stiftelse
Hovedkontor
Distriktstid
Lokale ledd
Antall medlemmer
Organisasjon
Stiftet
Styreleder
Frivillige
Ansatte
Nettside

**weconverse** AKTORIACT 3G ett didaktisk poddrama

28 februar 2006

**Room 208**  
2005 - 2006

John Seigenthaler Sr. in a joint appearance on CNN with Jimmy Wales, 5 December 2005.

**skolsmart skolmarknad.info**

ETT DIDAKTISKT PODDRAMA, 2006-02-28 (27:30)  
En markedsføring av undervisningsmateriale i skole sammenheng. Ett poddrama med tre hovedaktører: Klassen Buss 208, 16. Desember 2005  
David Warke, Carole Learning, skole1111  
Rob Sprengle, 02.28.06, skole1111  
Klassen Buss 208, 5. Februar 2006

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what is a blog ?

**weconverse** AKTORIACT 3G modeblogging

**Annas blog feat. Mei E**  
Om mode, skjønnhet og kunst i vid bemerkelse.

8 juni, 2007

**VITA PLASTISAR**

Sommernes skønneste skjønnhetsplastiikk fra Marc by Marc Jacobs - [Til og med plastisar](#) vil vi si storleik. Du kan jo kanskje se meg på en anledning til værfor man behøver 2 par markesko i plast så skulle jeg så til. Men nu har jeg for mange andre håll å fylla tyvint.

Bild från Traders

Anna | 11:41 | Anna: Skar  
kath | Kommentarer (2) | Trackback (0)

**weconverse** AKTORIACT 3G kjendisblog

**MobilBlogg**  
POWERED BY **blogloft**

Send SMS og MMS direkte fra mobilen til bloggen!

**Haroline Nakken**  
MISS NORWAY 2005

silje og guro :)

FORBODEN

KATEGORIER

- Overne
- Mobillogg
- ARKIV
- oktober 2005
- september 2005

Send SMS og MMS direkte fra mobilen til

**weconverse** ACRONYM LAB blogs have impact

**RANDY'S JOURNAL**

2007

Home | who am I | my team | what do I do | press corner | my blog | contact me

Speeches and Statements | Press releases | Interviews | Key Documents | Fundraiser Reports | Meetings | Press

**my blog**

**JOHN EDWARDS** JOIN THE CAMPAIGN TO CHANGE AMERICA

About | News Room | Events | Multimedia | Issues | Blog

**Social Networking**  
© 2007 BMLTAS G GARSKI, LLC. ALL RIGHTS RESERVED

43 things, delicious, assembly, facebook, flickr, gather, myspace, partybuilder, syndicate, orkut, ring, myspace, yahoo! 360°, hq, hq, tv, CNN, MySocial, tapworld, collectives, bebo, care2, hq, vanga, livejournal

John Edwards has a presence on all of the following online networks. Most of them will allow you to add images, badges and banners from our downloads page. So feel free to spruce up your profile with some of our stuff by clicking here for downloads.

**weconverse** ACRONYM LAB american red cross

**FIR For Immediate Release**

**The Hobson & Holtz REPORT** Twice weekly commentary on public relations and technology by Shel Holtz & Neville Holtz

For Immediate Release.biz

**FIR Interview- Ike Pigott, American Red Cross: June 2, 2007**

FIR Interview- Ike Pigott, American Red Cross: June 2, 2007

The media call it the "MySpace for Communicators"

Communicating with residents of areas struck by natural disasters is a challenge, but **Ike Pigott**—communications director for the American Red Cross's Southeast region—has found that blogs can play a significant role in improving the flow of information.

**weconverse** ACRONYM LAB why ?

TRANSLATED BY W. D. HEALY • FOREWORD BY MARY DOUGLAS

**MARCEL MAUSS**

*"A profound and original book..." from the foreword*

**THE GIFT**

*[ The Form and Reason for Exchange in Archaic Societies ]*

**weconverse** ACRONYM LAB motives

**Motives in Customer and User Groups**

Anders Lundkvist  
 School of Business, Stockholm University

drivers:

- (1) Reciprocity as the expectation of future exchange.
- (2) Identity based on prestige, status and past actions.
- (3) Efficacy as the experienced effect on the environment.

**weconverse** ACRONYM LAB start a fundrase

**PayPal DONATE**

**fundable** start a collection | examples |faq| resources | my fundable | contact

We Help You Collect Money Online for

fundraising | dog vet bills | anniversary gifts | short films | soccer uniforms | birthday gifts | group purchases | trips abroad | class repairs | getting your ebook | anything...

Powered on: **WORLD SERVICE**

I want to start a web page to collect \$1000 for

My Short Film

If my goal isn't met, no one pays anything.

Start Collection

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facebook Profile edit Friends Networks Inbox home account privacy logout

Search

Causes Home Browse Causes Friends' Causes Create a New Cause

Application

Displaying the top 5 causes by total members.

**Support Breast Cancer Research** Join

1,617,550 members - \$31,570 donated

Type: Health  
 Geography: Global

**Stop Global Warming** Join

711,262 members - \$9,781 donated

Type: Environment  
 Geography: Global

Requests

- 1 friend request
- 1 friend detail request
- 5 cause invitations
- 2 illness quiz requests

Notifications

- 1 new notification

Status Updates see all

Richard is arriving Oslo 11:45 by air and leaves by sea around 16 (go for DRB NOR). 48 recent updates show friend updates

Birthdays see all

No upcoming birthdays.

Invite Your Friends

weconverse  
MESSAGE

causes analyzed

**frogloop** powered by Care2  
catalyzing expertise in nonprofit online communications

Live From New York, 2007 DMA Nonprofit Federation Conference | Main  
Is It Worth It? An ROI Calculator for Social Network Campaigns

The Long, Long Tail of Facebook Causes  
Post co-authored by James O'Malley and Justin Perkins.

If you've missed the launch of Facebook Sign Platform almost two months ago, you're already way behind the times. This technology "enables anyone to build any application that... Facebook could build." The result has been innumerable neat applications that allow you to give free gifts to your friends, watch videos on Facebook, and even manage an imaginary stock portfolio. A couple of Care2 staff favorites, of course, include the Care2 Stickers and Petitions.



www.frogloop.com/care2blog

Newsletter and Contact Me

Sign up for our Email Newsletter

Upcoming Events

NetSquared DC  
Meetup  
Tuesday, Oct 16  
Washington, DC  
Type: Open  
Affinity Labs  
More info...


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några råd

börja blogga

1. lyssna varsamt
2. bjud in att konversera
3. stöd andras konversationer
4. skapa egna sociala medier

tänk om?!



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tack!

[www.weconverse.com](http://www.weconverse.com)

