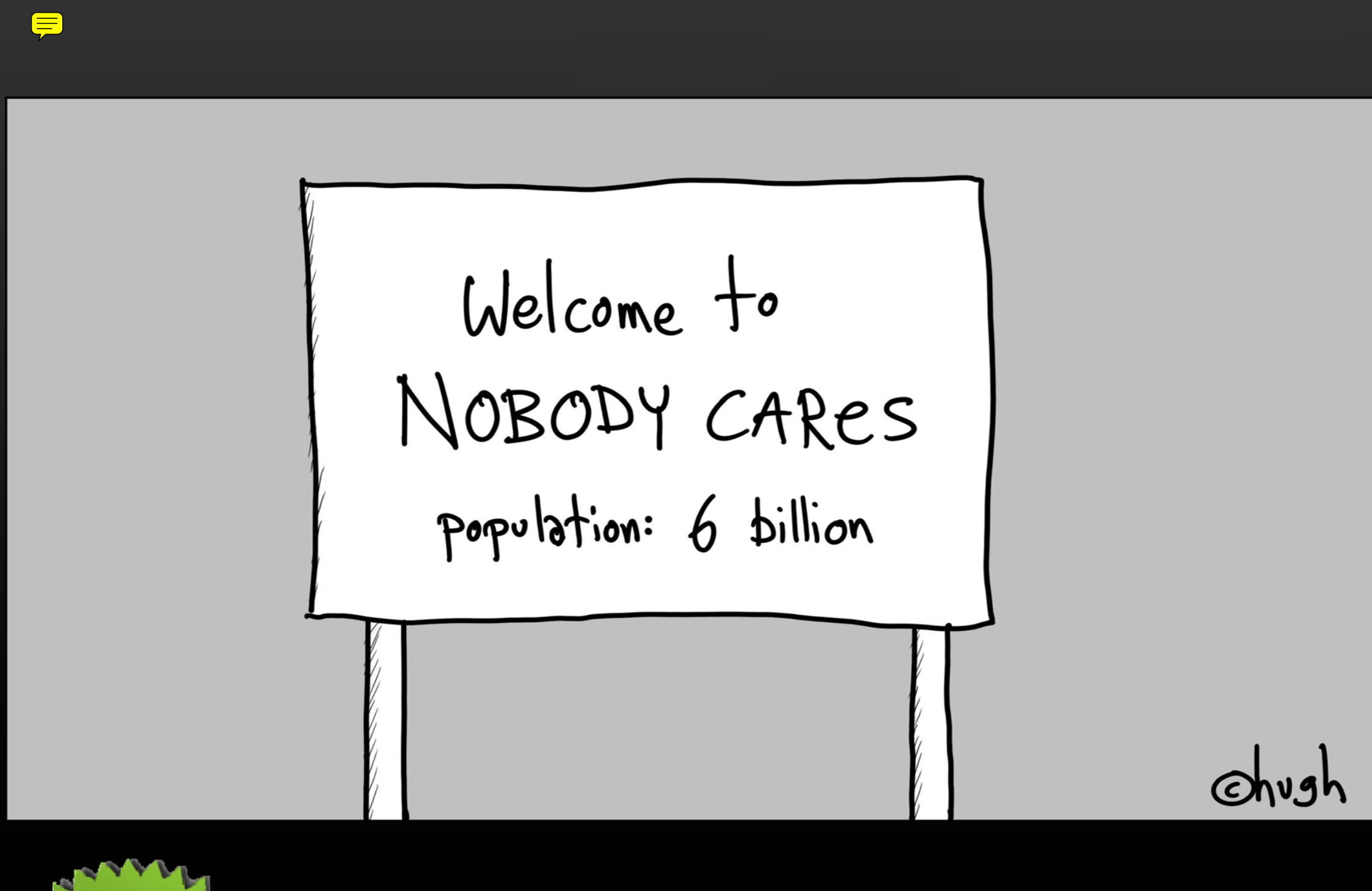
Publicidade 2.0

Armando Alves

Head of Interactive, DraftFCB

asourceofinspiration.com



Publicidade 2.0
Imunidade publicitária
take off

Propriedade

Meio



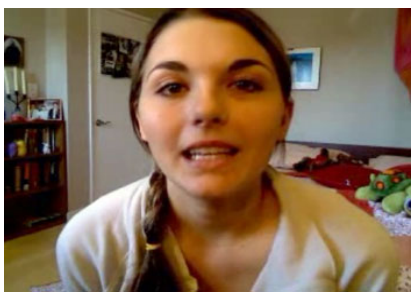




















"Não há razão para que não surja bom conteúdo de pessoas normais (...) algumas das coisas que vemos no YouTube são realmente brilhantes."

— Jeff Goodby
Co-chairman da
Goodby, Silverstein & Partners

AdvertisingAge®

MARKETING 50 AWARDS Featuring Marketer of the Year, Toyota Meet these ROI stars for cocktails and lunch. Click here to register.

Ad Age Agency of the Year: The Consumer

John Doe Edges Out Jeff Goodby

By Matthew Creamer

Published: January 08, 2007

NEW YORK (AdAge.com) -- Stop me if you've heard this one before. A pair of Maine theater geeks decide to film an experimer in which a certain mint is dropped into a bottle of a certain no-calorie soft drink, unleashing a foamy geyser. Flavoring this bit of schoolyard-chemistry lore with Vegas showmanship, they produc a cola version of the Bellagio fountain and put the clip on the web, where it goes viral.



How and Why We Picked the Consumer as Agency of the Year

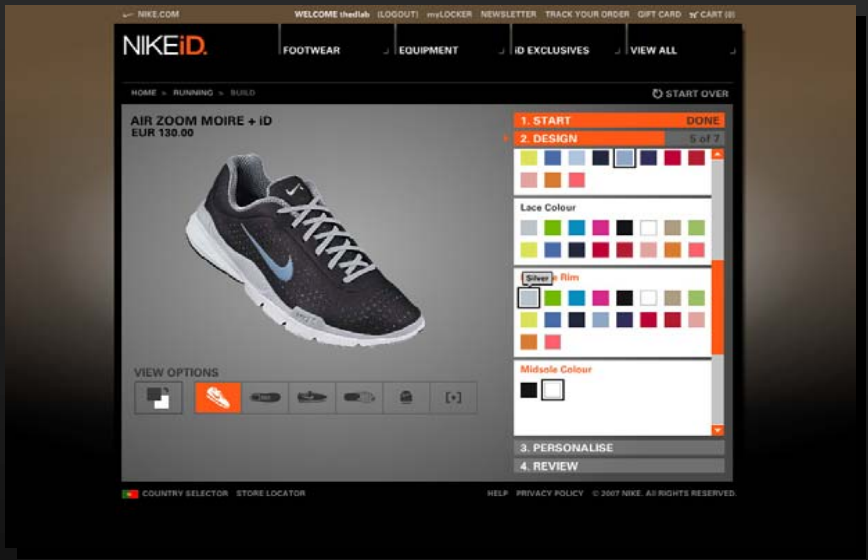




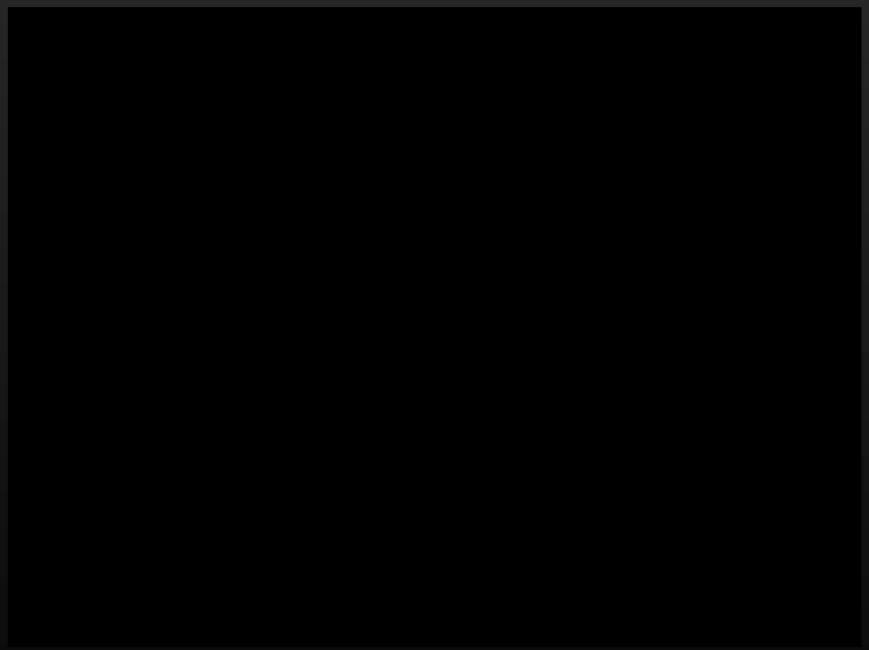

Experiment #214



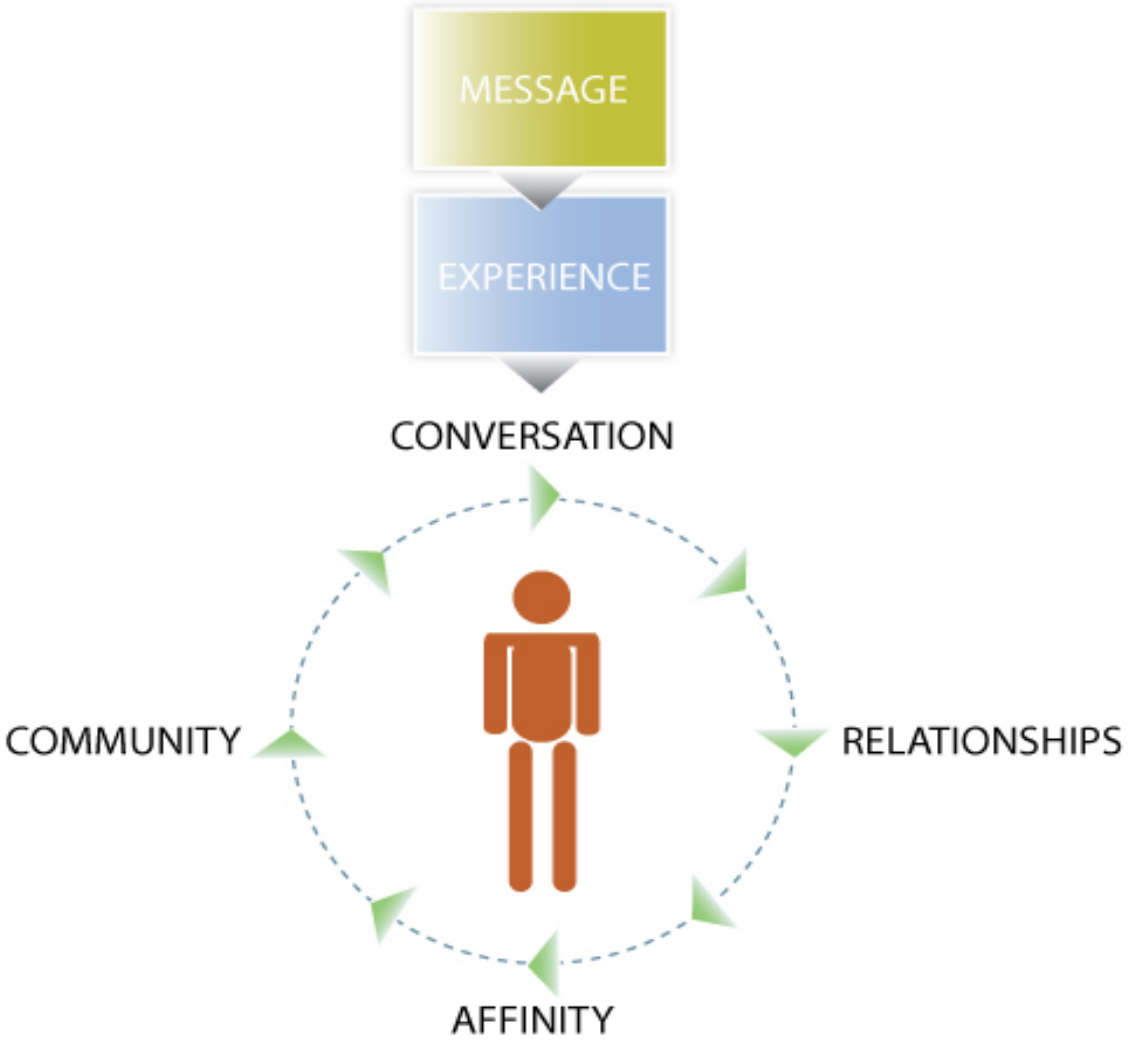

With consumers shaping brand perception online, the only way forward is to become part of the conversation


NIKE.COM
WELCOME thedlab (LOGOUT) myLOCKER NEWSLETTER TRACK YOUR ORDER GIFT CARD CART (0)
NIKEiD.
FOOTWEAR
EQUIPMENT
iD EXCLUSIVES
VIEW ALL
HOME RUNNING BUILD
START OVER
AIR ZOOM MOIRE + iD
EUR 130.00
1. START
DONE
2. DESIGN
5 of 7
Lace Colour
Silver Rim
Midsole Colour
VIEW OPTIONS
3. PERSONALISE
4. REVIEW
COUNTRY SELECTOR STORE LOCATOR
HELP PRIVACY POLICY © 2007 NIKE. All RIGHTS RESERVED.

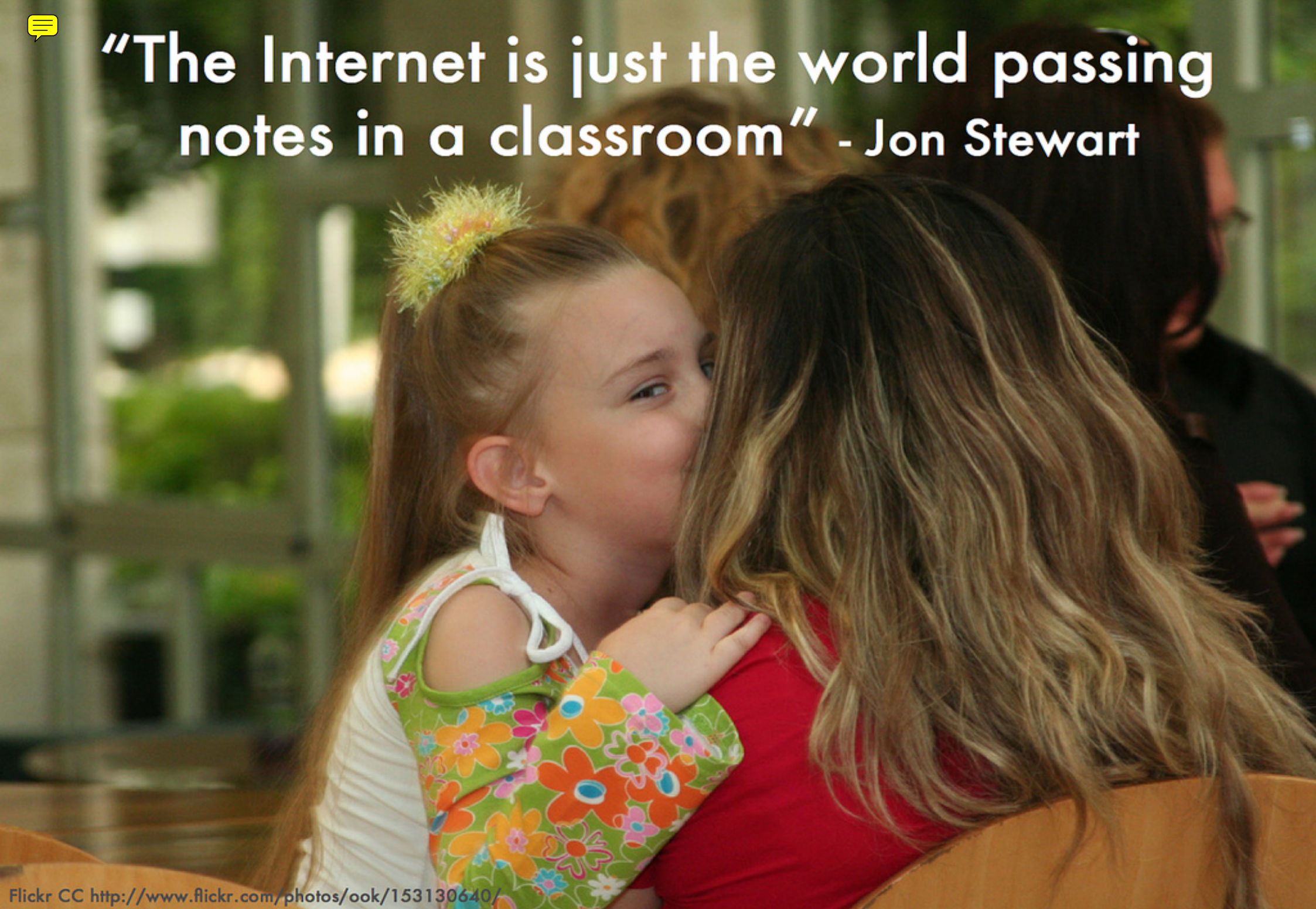

Doritos
CRASH THE SUPER BOWL
A SNACK STRONG PRODUCTION
Home
How it Works
Watch Videos
Cast Your Vote
YOU MAKE IT. WE AIR IT.
VOTE TO DECIDE WHICH FAN'S DORITOS BRAND COMMERCIAL WILL AIR DURING THE SUPER BOWL XLI BROADCAST.
CAST YOUR VOTE for one of these five finalists now through January 19, 2007.
Watch Super Bowl XLI on February 4, 2007 to see which DORITOS commercial wins.
Click each finalist's name to read their story.
PLAYOFFS
TELL A FRIEND
OFFICIAL RULES
POWERED BY YAHOO! VIDEO
Doritos



Conversation Architecture



Fonte: David Armano, Logic+Emotion



Flickr CC http://www.flickr.com/photos/ook/1531306401/


Blogs
Redes Sociais
Video Online



"YouTube has built an online destination for the masses to watch some really cool stuff, plus just endless tons of crap. You know, like a TV network"

- Bob Garfield, Ad Age, October 8 2006


Each snippet of TV audio has a unique pattern…
By regularly analysing 5 second chunks, Google's system can identify the programme being watched and look for related content - including ads - in real-time
- Google Research via BBC, June 15 2006



Google™

"We're in the advertising business"

— Eric Schmidt, Google CEO

"Internet audiences are more fragmented, but online viewers leave a more visible footprint about their interests, dreams and desires"

– Financial Times, May 23 2006



“Novas tecnologias
com comportamentos antigos
podem ser muito perigosas”

— Al Gore

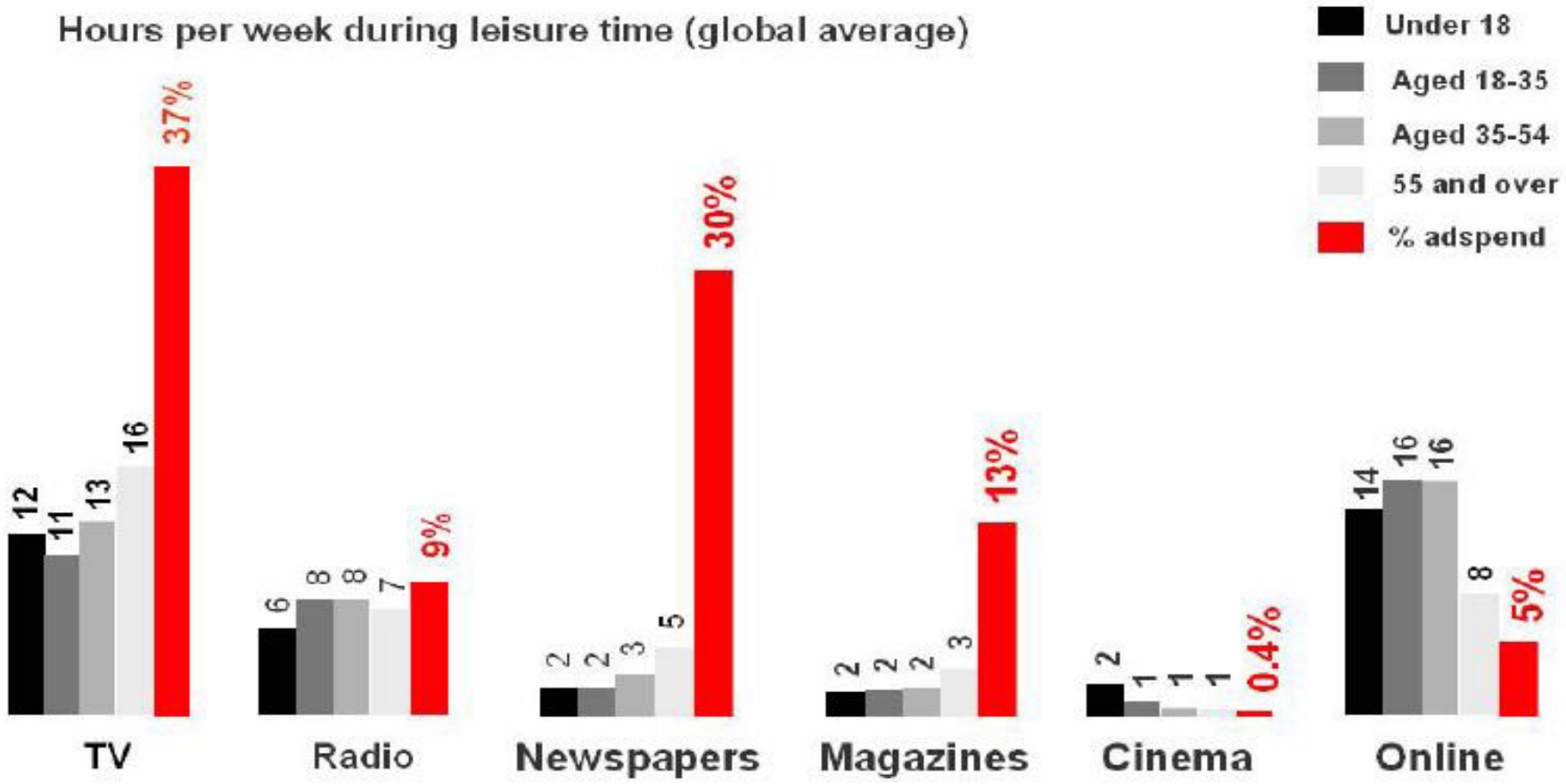
GRPs

Gross Rating Points

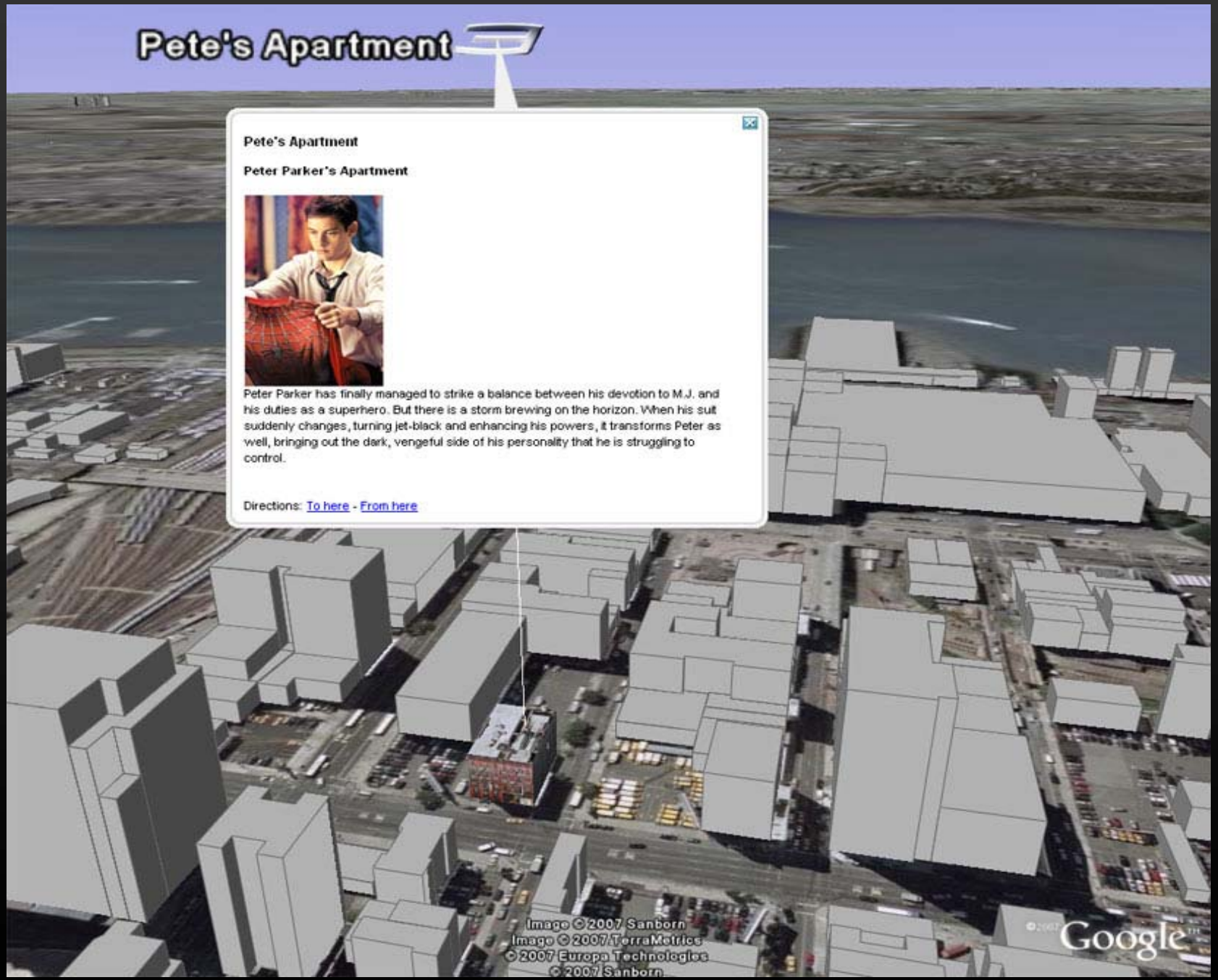
NPS

Net Promoter Scores

There is a clear imbalance in marketing spend



Source: "Surveying the Digital Future", Jeffrey Cole, 28 countries, 2005 ; Isobar


Pete's Apartment
Pete's Apartment
Peter Parker's Apartment
Peter Parker has finally managed to strike a balance between his devotion to M.J. and his duties as a superhero. But there is a storm brewing on the horizon. When his suit suddenly changes, turning jet-black and enhancing his powers, it transforms Peter as well, bringing out the dark, vengeful side of his personality that he is struggling to control.
Directions: To here - From here
Image © 2007 Sanborn
Image © 2007 TerraMetrics
© 2007 Europa Technologies
© 2007 Sanborn
Google



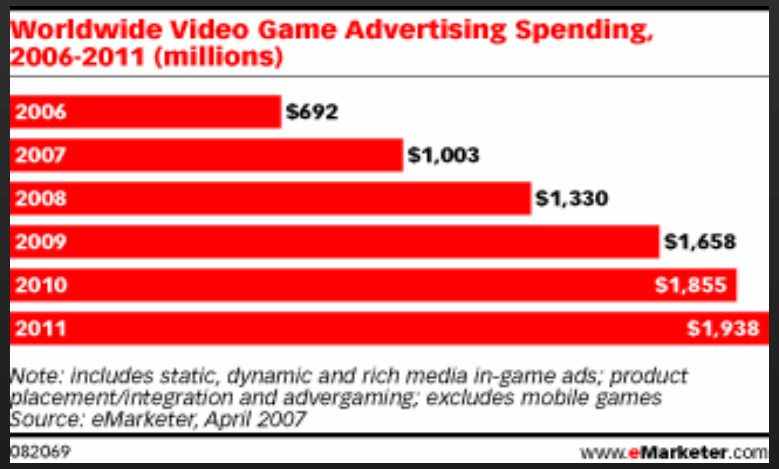
Publicidade 2.0

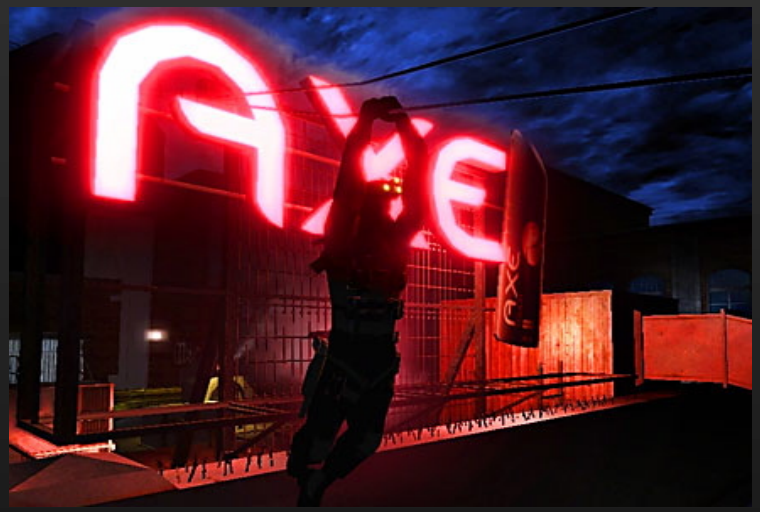
Peer-To-Peer

take off


HOW REFRESHING
humanlocator


LOOKING GOOD TODAY, SCOOTER.


Worldwide Video Game Advertising Spending, 2006-2011 (millions)
2006 $692
2007 $1,003
2008 $1,330
2009 $1,658
2010 $1,855
2011 $1,938
Note: includes static, dynamic and rich media in-game ads; product placement/integration and advergaming; excludes mobile games
Source: eMarketer, April 2007
082069
www.eMarketer.com




MINICLIP
Animal Crossing
CLUB PENGUIN
Start


Touareg
Official Vehicle Partner
England Cricket Team

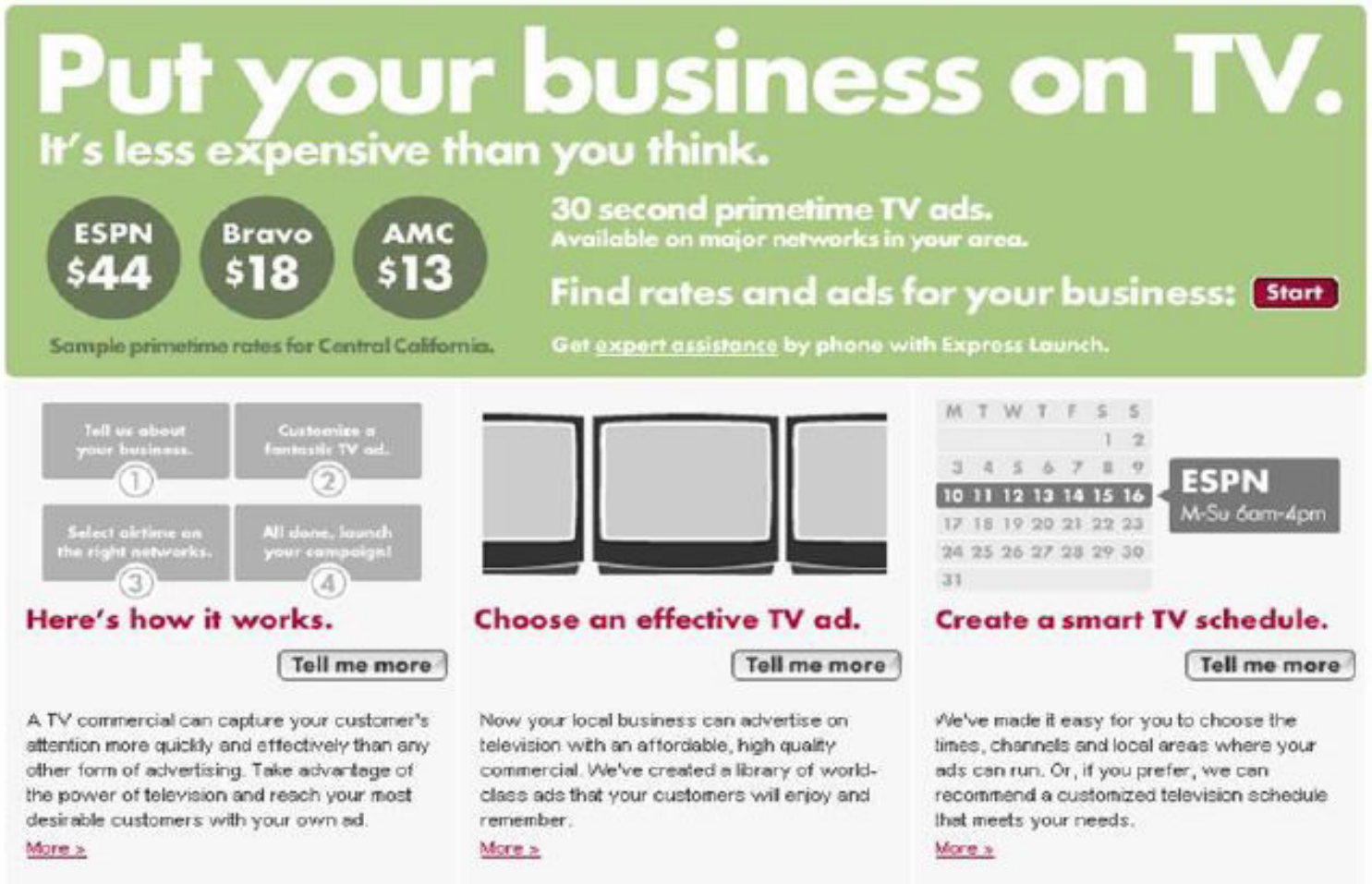


"By the end of 2011, **80 percent** of active Internet users (and Fortune 500 enterprises) will have a "second life," but not necessarily in Second Life"

— Gartner, Inc.

What if it were as easy and inexpensive to buy cable TV spots as to put ads on the Internet?

Spot Runner BETA




RUS 2K 759.59 7.25 NYSE 8743.09 31.89 DJ UTIL 452.67 4.38
innovations
Northrop Grumman (NOC)
Ford (F)
Cisco Systems (CSCO)
Cognizant Tech.
CNBC

Search Engine Marketing

Email Marketing

Instant Messaging

Social Networking

RSS

Podcasting

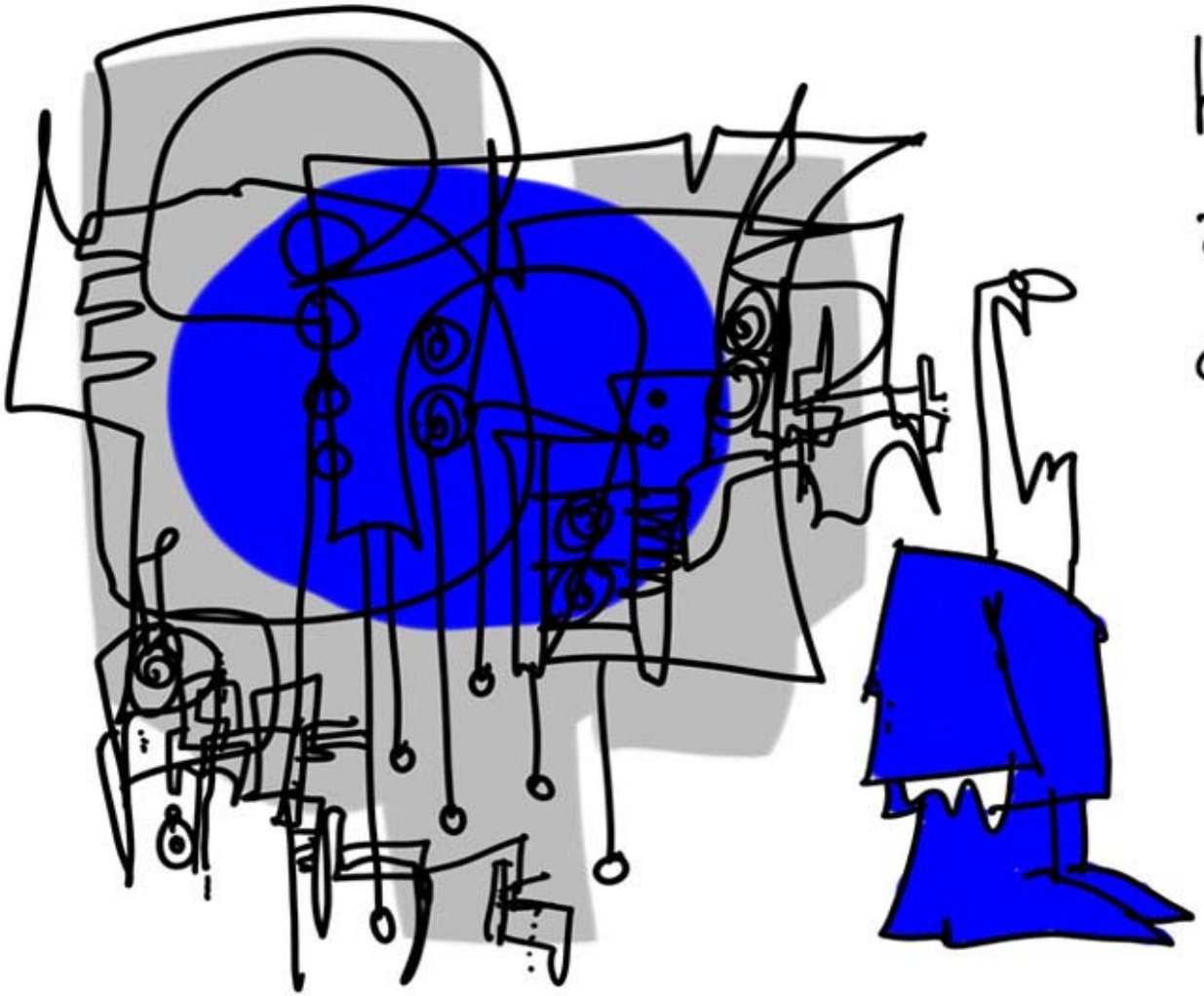
"A tecnologia cria oportunidades para o marketing"

—Seth Godin

Autenticidade

Partilha

Experiências



hi! let's have an interesting conversation about Me!!!

@hugh



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email: armandoalves@asourceofinspiration.com