

What is the role of a brand within the networked society?

Members

- Robert Longuet-Higgins 06207499
- Matthew Mitchell 07012322

Information

Online Workbook
<http://createconversation.wordpress.com/>

Groups

- 222,453 VCD Research & Development
- Alternative Narrative Gerbrand van Melle
- Major: Advertising

References

Aarts, H. L., & Marzano, S. (2003). The New Everyday. OUP Publishers.

Cova, B., & Cova, V. (2002). Total Marketing. European Journal of Marketing, 36(5), 595-620.

Cova, B., & Pace, S. (2006). Brand Community of convenience products: new forms of customer engagement. European Journal of Marketing, 40(10), 1287-1305.

Hinpa, T. (2008). Advertising Next. Chronicle Books.

Huff, S. (2007). Wiki Brands: Reinventing the Brand in a Consumer-Centric Marketplace. McGraw Hill. New Research. Retrieved from www.newresearch.com

Pine, B. J., & Gilmore, J. H. (1999). The Experience Economy. Harvard Business Press.

Ries, A., & Trout, J. (2002). Positioning: The Battle for Your Mind. McGraw Hill Publishers.

Roll, M. (2002). Brand Community - Creating differentiation through consumption. Venturepreneur. Brand consulting. Retrieved February 26, 2010, from http://www.venturepreneur.com/resources/Brand_community_brand_differentiation_leadership.asp

Safko, L., & Brink, D. K. (2009). The Social Media Bible. Hoboken, New Jersey: John Wiley & Sons.

Springer, S. (2007). Ads to icons. Kogan Page Publishers.

Wenger, E. (1999). Communities of practice. Cambridge University Press.

Central Proposition

This project aims to explore how a brand can find its place in today's networked society, through facilitating conversations and enhancing brand consumption experiences to satisfy the individuals need for belonging. It will investigate how long-term designed initiatives can unite communities and develop self-perpetuating relationships between the brand and brand users. The exploration of how emerging technology and social structures can be harnessed to make these offerings transverse the users physical and digital selves in order to foster deeper relationships.

Social Context

Over recent years there has been a paradigm shift in the communication industry directed by social media structures. This has led to a transfer from an attention economy to a conversation or participatory culture. Consumers are no longer manipulated by what brands say but rather tactfully choose what messages to receive and participate with - this can be seen as a transition from consumer to brand user.

What this means for brands

Brands no longer just trade tangible products or services, but can offer personal and socially transformative experiences. They are now more than a collection of perceptions in the minds of consumers (Ries & Trout, 2001), but a participatory culture where brand users increasingly see it as a collection of shared cultural property (B. Cova & Pace, 2006).

Design Directions, Matthew Mitchell & Robert Longuet-Higgins

Figure 2.1

The First & Second circles of the Marmite XO have now been appointed and their very first tasting and reactions to Marmite XO can be viewed here.

Figure 2.2

In the buildup to the ceration and launch of Marmite XO, Marmite sought out their most passionate consumers and enabled them to become brand advocates.

Through pre-existing social networks they asked for submissions, to prove a passion for Marmite.

From the submissions 40 people were selected for the First Circle of the Marmite XO to create the new product. This participation created a sense of belonging and duty to the community.

Figure 3.1

Together, Nike+ ran 232,795,881 miles.

The Nike+ community facilitates users interaction with a common activity and the brands products. It is formed around the common values of healthy lifestyles and self improvement.

Figure 3.2

In the hub there are many parts that stimulate social interaction. Forums, challenges, goal setting and organised events (physical and digital).

Figure 3.3

MapIt facilitates the user to user interaction and enhances use of the product by transverseing physical and digital communities.

Users can view a map of artworks in their area, distinguishing between those they have and haven't viewed. They can also choose to receive pings when new work is uploaded in their area.

When making artwork, users first define their canvas, aligned to a physical space. From here they can use their smartphone as a digital spraycan.

Users can view artworks through augmented reality as if the work is in the physical space. The work can then be rated, commented on or photographed. Users can also receive notifications of new work by favourite artists.

Figure 1.1

Brand hives are a form of 'marketing without fingerprints' (Moffit, 2007, p. 19), they don't invade peoples space until they are invited to. A brand hub can exist on social media sites (i.e.) Facebook or custom-built brand community websites.

From the hub multiple conversations, narratives and participations can be played out. The drive Around the World campaign grounds this notion, as the rich participatory application is only one facet of Volvos hub.

Figure 3.1

This initiative ran for three months on Facebook and in a physical space, the result was to connect people who appreciate the consumption craft beer.

The goal was to unite a community of practice and develop a sense of duty towards and an intrinsic connection between members of that community. This proves how a designed process can amplify a core belief structure, here being a dedication to superior quality beer.

Figure 4.1

This tool investigates how users could navigate their way through the hundreds beers they may like through a social hub, where conversation and recommendations can occur.

An external hub can interact within a primary social media site. The site filters content relevant to craft beer from Facebook activity and CraftBeerNZ conversations thus building a specific communication value for the user.

Figure 5.1

Investigating an enhanced consumption experience this experiment explores the notion of a 'beer with mates' as a conversation. This creates a consumption period spanning before during and after. By linking into the CraftBeerNZ Hub the conversation could then continue and expand online.

Matt's Research Poster

Matthew Mitchell Design Direction

Matthew Mitchell, Design Intention

The outcomes of the project therefore need to be brand specific focused, facilitating moments and conversations in users lives, and engaging in these conversations. The outcomes need to unite/create a community transverseing the users physical and digital selves, to foster deeper, mutually beneficial relationships between community members. The communication should also have a method of enabling the creation of brand ambassadors, encouraging positive conversations about the brand to occur in the users other communities. The execution will address adding digital layers to the physical world around brand users, assisting their interaction with the brands products or services to enhance brand experience. Augmented reality will be explored as an appropriate means to engage with this enhancement and digital overlaying, and as a means for transverseing the users physical and digital communities.

Members

- Matthew Mitchell 07012322

Write a comment...

Rob's Research Poster

Robert Longuet-Higgins Design Direction

Robert Longuet-Higgins, Design Intention

The intended outcome of this project will reflect that designed initiatives have become the most powerful tool in an advertising saturated era (Springer, 2007). Through the synthesis of three elements; the brand hub; activating an intrinsic sense of belonging; and developing specific transformational offerings, the end product should be an extended brand offering that locates the brand both socially and personally in the brand users' digital and physical lives; and hence the networked society. Emphasis will be given to offering more than a personal transformation by developing a socially transformative structure that offers a relevant communication value to the brand user. The most crucial component is that it should enhance the consumption of the brand through enabling consumption of other brand users as well as the brand (Roll, 2002). From the communicators perspective the desired result of this will be to gain meaningful, self-perpetuating relationships brand and user.

Members

- Robert Longuet-Higgins 06207499

Write a comment...