

the community.



Matt and Rob's Research Poster

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# **Central Proposition**

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Infomation **Online Workbook** http://createtheconversation. wordpress.com/

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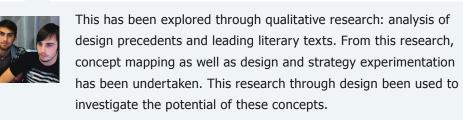
Wiley & Sons.

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Cambridge University Press.

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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 lead 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.

The Internet has enabled people to act as individuals; however the "urgent

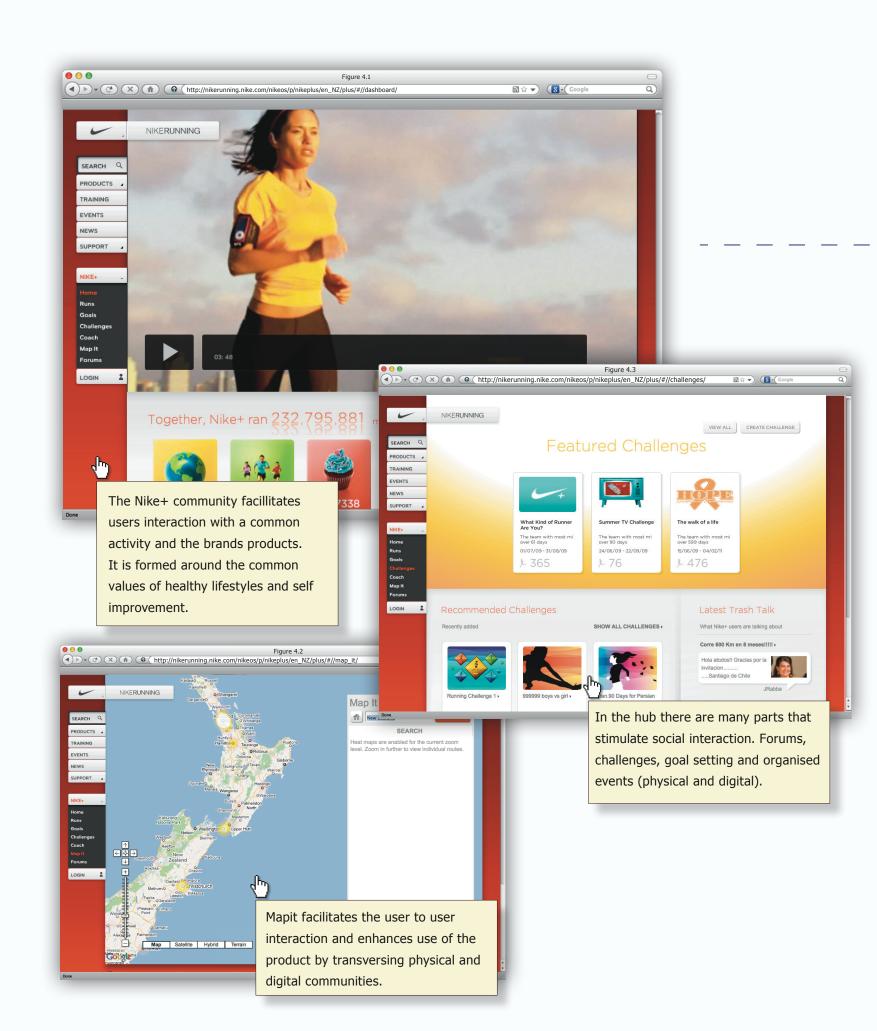
Therefore, there is now a growing desire among individuals for relationships

to help define ourselves, as a result we are now "searching for alternative

social issue is not to celebrate freedom from social restraints, but to

re-establish communal embededness" (B. Cova & V. Cova, 2002, p. 595).





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www.venturerepublic.com/resources/ Brand\_community\_brand\_differentiation\_ forms of belonging and support" (Aarts & Marzano, 2003, p. 219). Cova & Cova (2002, p. 595)

The future of marketing is offering and supporting a renewed sense of community as "social and proximate communities are more affective and influential on peoples behavior than either marketing institutions or other formal cultural authorities".

### 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).

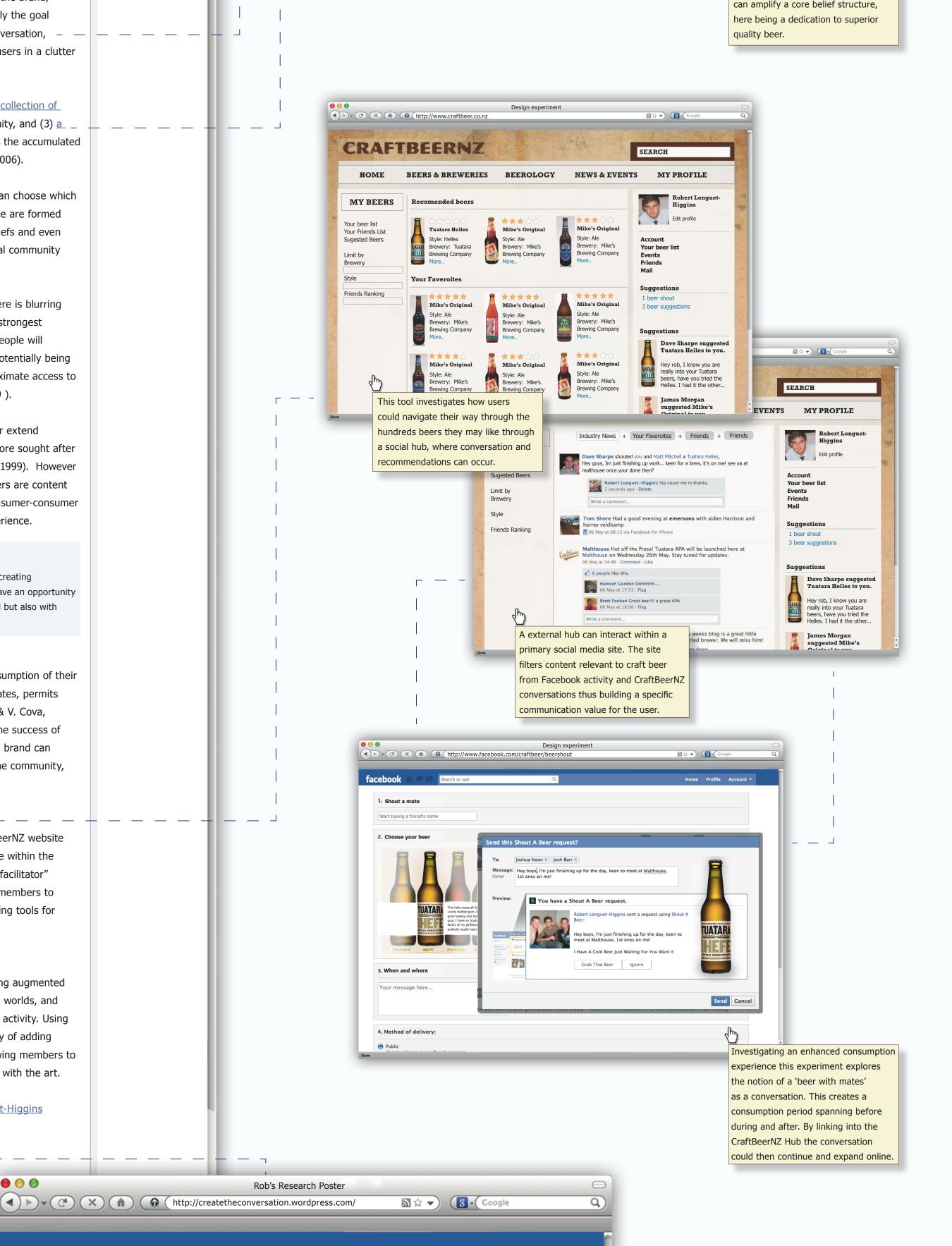
> The potential for brands is to become centres for communities to form around. Wiki-Brand theory suggests instead of 'controlling the brand', it should authentically present shared ownership between the brand, employees and customers (Moffit, 2007, p. 3). Consequently the goal should be to develop a media hub where real content, conversation, entertainment and information can be actively sought by users in a clutter free environment" (2007, p. 19).

There are three key elements to Community; (1) a shared collection of rituals, beliefs (2) sense of belonging or imagined community, and (3) a commitment or duty towards the community, this becomes the accumulated knowledge of the community (Roll, 2002), (Cova & Pace, 2006).

In the networked society diversely motivated individuals can choose which communities they belong to. These communities of practice are formed through mutual engagements, shared interests, value, beliefs and even brand consumptions, (Wenger, 1999) rather than traditional community restricted by physical limitations.

From an increased interaction with these communities, there is blurring between the digital and physical self, suggesting that the strongest relationships between people, and therefore brands and people will transverse the digital and physical environments. This is potentially being accelerated by the increasing trend towards mobile or proximate access to communities and brand consumption (Safko & Brake, 2009).

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	17,359 people like this Jon Piro Tony Tony Keith Escobedo	585 people like this.     View all 23 comments      HopDevil Grill Thats AMERICAN craft beer, Ty.     growing community. I want those tickets to the     Haven't been for a couple of years. I miss the patterne the Falling Rock.	Teacher that these are historic times for beer, with today's beer lover having inalienable rights, among these life, liberty, and the pursuit of hops and malt fermented from the finest of U.S. small and independent craft brewers with more than 1,400 of them brewing today, and, I declare the beer I choose to enjoy is not a commodity, but more importantly an artistic creation of living liquid history made from passionate innovators. The beer I drink furthers our culture and teaches us geography and helps to nurture a sense of community, and helps to make the world a better piace, and,	
	Jr Keeney Jeff BigYoung Sta Streng	Yesterday at 23:30 - Flag Jason Hatziliadis http://TheteerFoot.com 10 hours ago - Flag Write a comment	I declare to practice the concept of "Informed Consumption," seeking and deserving to know if my beer comes from a small and independent brewer or if it is owned by a mass production brewing company. I want to know why so many of my local beer brands are not available in many of my favor- ite restaurants, bars and beer stores, and I encourage beer sellers to offer a wide selection of beer styles and beer brands that includes beer from my local and regional breweries, and, I declare American craft brewers provide flavorful and diverse American-made beers in more than	
	Favourite Pages 6 of 11 Pathone See all	American Craft Beer Week Happy National Hou brewing the Big Brew Recipe: American Craft Beer American Craft Beer What www.americancraftbeerweik.org American Bier Bier What www.americancraftbeerweik.org american Bier Bier What www.americancraftbeerweik.org american Bier Bier Bier Bier Bier Bier Bier Bier	<ul> <li>100 distinct styles that have made the United States the envy of every beer-drinking nation for the quality and variety of beers brewed. I declare that beer made by American craft brewers helps to reduce dependence on imported products and therefore contributes to balanced trade, and,</li> <li>I declare to champion the message of responsible enjoyment of craft beer, the beverage of moderation, as the makers of these beers produce libations of substance and soul that are sincere and authentic, and the enjoyment of them is about savoring the gastronomic qualities including flavor,</li> </ul>	
	the result w	nd in a physical space, as to connect people who he consumption craft beer.	aroma, body and mouthfeel, while practicing responsible appreciation. I therefore declare to support America's small and independent craft brewers during American Craft Beer Week, May 17-23, 2010, and beyond Signed:	
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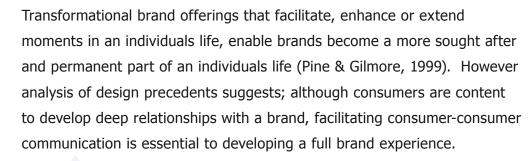




Users can view a map of artworks in their area, distinguishing between those they have and haven't viewed. They can also choose to receive pings when new work is uploaded in their area.



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





"Enhancing consumer experience ... is possible by creating communities around brands whereby consumers have an opportunity to experience consumption not only with the brand but also with other users of the brand in a community setting"

#### **Design Precedent – Nike+**



The success of Nike+ lies in its ability to enhance the consumption of their product by developing a brand experience that can stimulates, permits and supports social interaction (Himpe, 2008) & (B. Cova & V. Cova, 2002). Nike+ has influenced this project by exemplifying the success of a community hub. It has demonstrated the way in which a brand can connect its users and offer them tools to interact within the community, forming mutually beneficial relationships.



**Design Experiments – CraftBeerNZ** In addressing the potential of community hubs the CraftBeerNZ website explores how a social and personal offering could integrate within the users "online social fabric is by adopting the role of social facilitator" (Himpe, 2008, p. 323) . It connects drinkers and industry members to enhance the experience of consuming craft beers by offering tools for personal and social empowerment.

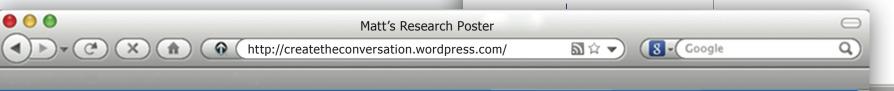
#### Design Experiments – Digital Graffiti

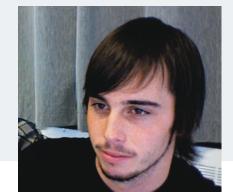


This experiment was approached as an exercise in exploring augmented reality as a means for transversing the digital and physical worlds, and creating a community and conversation around a common activity. Using Smartphone technology to create a socially acceptable way of adding beauty and artistic expression to the environment by allowing members to

paint their landscape, visible to those who wish to engage with the art.

Design Directions, Matthew Mitchell & Robert Longuet-Higgins





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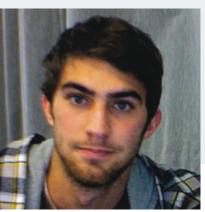
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# **Matthew Mitchell Design Direction**

#### 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 transversing 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 transversing the users physical and digital communities.

Write a comment.



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# Members Robert Longuet-**Higgins** 06207499



# **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.

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