

Unreasonable People Determine Our Future

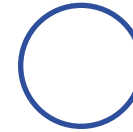
Looking out for trends which will influence our marketing practice
PIM Marketing Trend Report



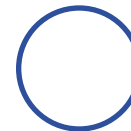
2011

15 Trends + 1 Action

- Trend 1 Unreasonable People
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- Trend 3 The Employee And Social Media
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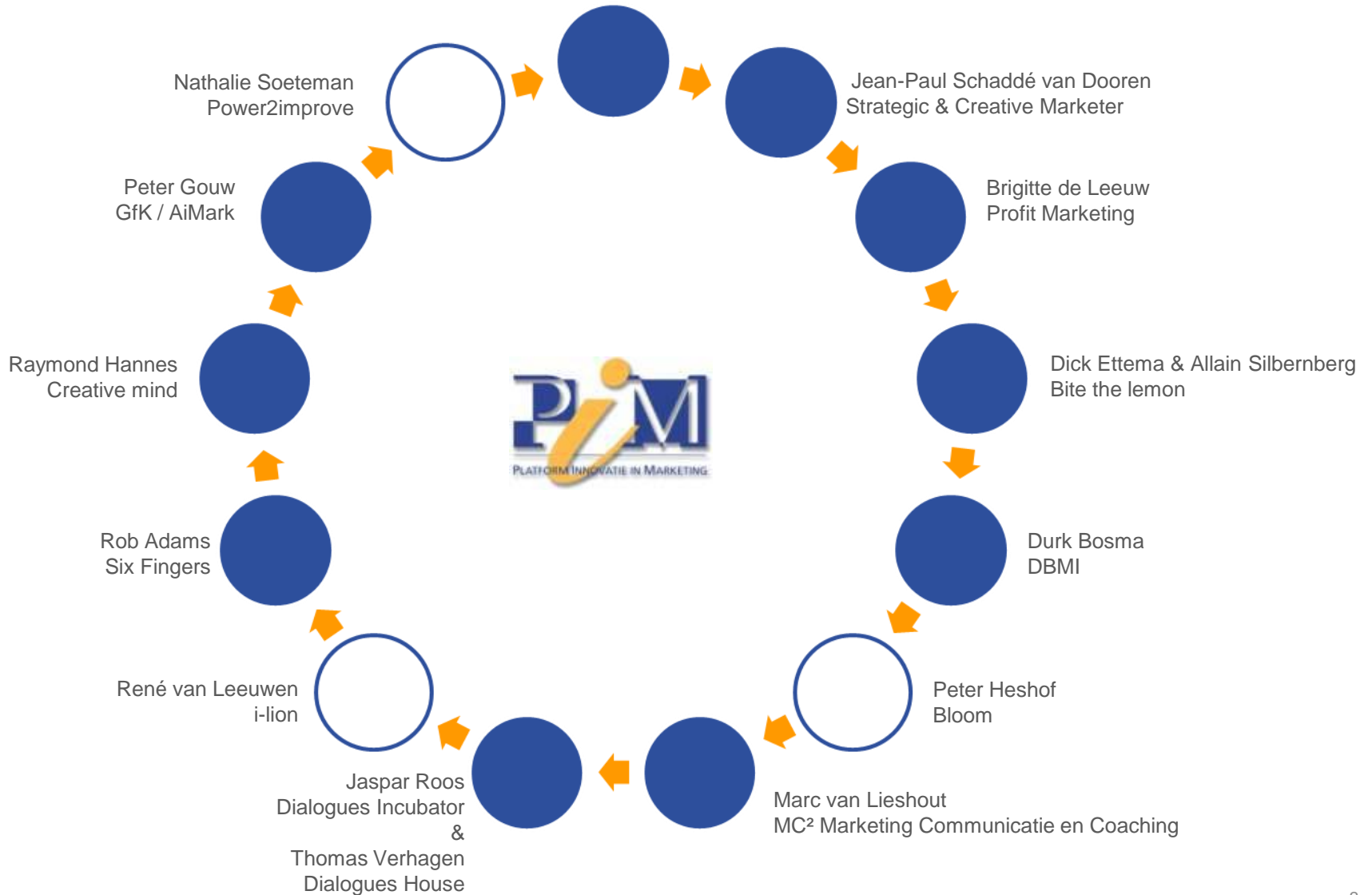


Sharing Knowledge Together
PIM Marketing Trend Watchers 2011 – Topics / Contact
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PIM Marketing Trend Watchers 2011

Egbert Jan van Bel
Beeckestijn Business School



Trend 1 Unreasonable People

Are you one of them?

1. Experiment with new business models
2. Adopt a can-do attitude
3. Track down, study and work alongside can-do innovators and entrepreneurs.



Trend 2 It Is Not The Media Who Are Social People Are!

Serious business

Jennifer Ewbank (43% feel less inhibited online).

Content and conversation marketing.

Twitter to inform its clients.

People expect social relevance.

Making it easy for the customer.

People don't just play. It's a social game.

People want to feel special and look for customised offerings.

Twitter taking over eBay? Will Hyves/Telegraaf become a bank?



Trend 3 The Employee And Social Media

Look before you leap

What can or cannot be published through social media?

Rules? Three letter rule:
GBV (“Gezond Boeren Verstand”)

USB stick

Social media engagement:

1. Responsibility
2. Respect
3. Representation

Everyone can communicate with everyone and everything.



Trend 4 Total Commitment

The Heart of Business 3.0

2011 start using customer engagement for their own benefit through increased use of employee empowerment.

By using the power of people's hearts. Get back their confidence.

Social media cannot be managed.

Less than 30 percent of European workers feel really involved with their company.

Companies which do well on both customer and employee commitment show the best results.
PERFORM: 240 percent better.

Fans & Word-of-mouth advertising.

Remember: you get what you ask for.



Trend 5 Total Transparency

Information available to everyone

WikiLeaks is only a sign of what is coming

Transparency makes it harder or even impossible for brands to make profits in a dishonest way.

Transparency of facts, figures and opinions
(www.recensiekoning.nl)

Solve unhappiness

The end of advertising?

Recommendations by personal acquaintances

The only correct reply: total openness



Trend 6 The Theory Of The Commons

Greed is good

The individual advantage of exploiting shared or pooled resources is often perceived as being greater than the potential long-term shared losses.

Hold on to each other.

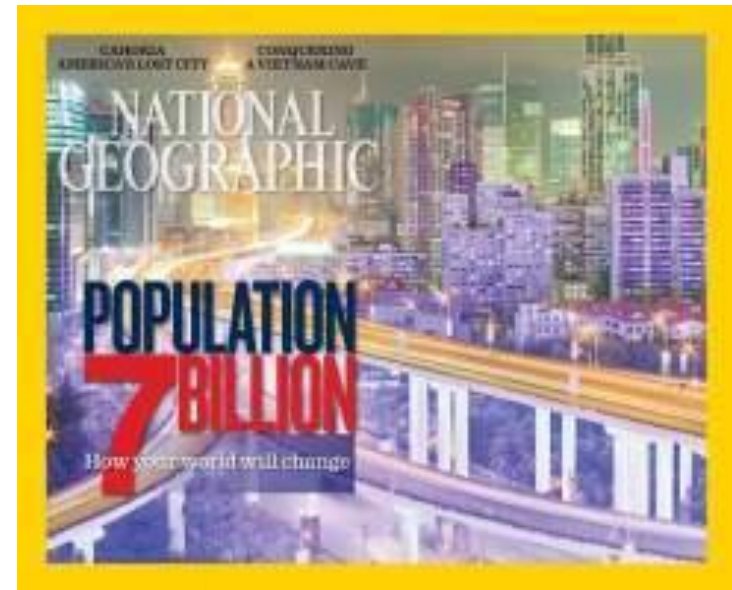
Pooling of resources.

7

Focusing on the happiness.

Free plastic bags.

Sharing is a long-term strategy.



Trend 7 Sustainability

Society is making its voice heard.

Consumers are behaving differently.

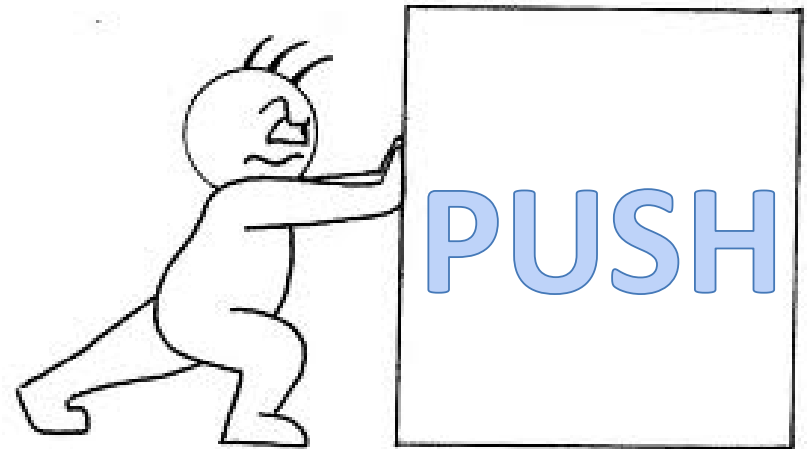
Pressure on these resources.

Green washing.

NGOs are taking over.

From pull to push.

Sustainable business starts at and finishes with personal and social values.



Trend 8 From Sustainable To Meaningful Business

Doing meaningful business. Sustainable.

Distinguish.

From an I- era to a We- era

What role should my company be serving in society?

More result for people, society and stakeholders.

Create real fans, real ambassadors and long-term profits.

What is the role of marketing?

- Passion
- Ideal
- Realisation

Freedom / Change



Nineties



Years 2011

I From an I to a We era We



Eighties



Years 2000

Case The New Zeitgeist Will Also Redefine The Role Of Marketing

Old Marketing



Adding shareholder value
 Brand to increase sales / consumption
 Brand imposes itself
 Producer role
 Customers can take it or leave it
 Money to buy head space
 Push & Pull
 Sending
 Marketer as manager
 Closed model

New Marketing



Adding customer & societal value
 Brand to increase relevance
 Brand as part of people's lives
 Enabler role
 Customers can participate / co-create
 Passion to earn heart space
 Magnetism
 Conversation / Dialogue
 Marketer as facilitator, community manager
 Open model

Trend 9 The Social Supply Chain: Profiting From Collaborative Anarchy

#OMG what happened! T-Mobile

What's new is the speed and the spread of their reach.

What can a company do to profit from the collaborative anarchy that is the new media?

Consumer-centric view.

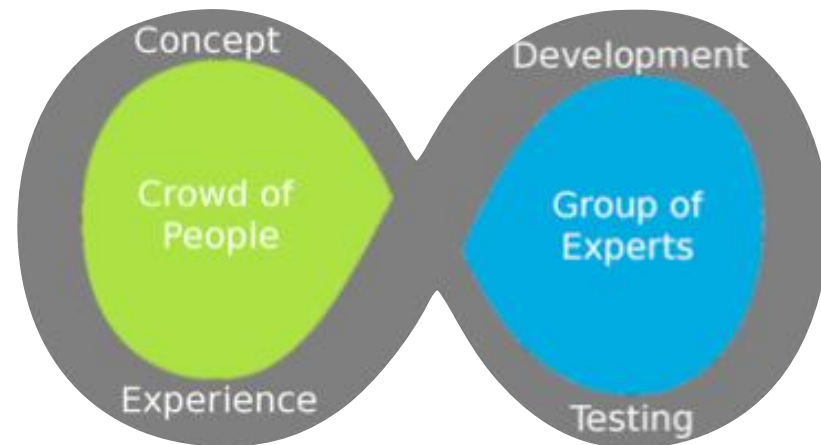
Improve customer value via lean thinking.

Open your value chain.

Sourcing of your requirements to stay competitive.

Implement lean thinking to improve the customer focus, reduce waste and add value.

Social supply chain – letting go the old principles



ACTION

Try it out for yourself – step out of your box

Assignment: 10 minutes!

1. Gather 5-6 attendees.
2. Write down your favourite company or organisation.
3. Create a new product that the companies chosen can benefit from.

Be creative and open!

Plenary: What is the result? Your concept?

WINNER = HAPPIE concept for Albert Heijn.

Bianca Taapken (Taapken Communicatie & Onderzoek), Carolien Boers Bisschop (Abnamro verzekeringen), Helga van den Oord (Abnamro verzekeringen), Meriek Everts (Abnamro verzekeringen), Peter Heshof (Bloom) en Jan Willem van der Grijp (ING).

Trend 10 Mind Shift

Design thinking, service thinking, leadership

Distinctiveness is becoming increasingly difficult and important.

Marketers have to descend from their (declining) ivory towers.

The required change ask for leadership.

Service thinking	≠	consultant
Design thinking	≠	development
Leadership	≠	management



mind

Roles and responsibilities are no longer fixed.

A knock on the door on the door of our younger generations.

Trend 11 Trans-sectoral Learning

Do you ever cheat?

2 simple questions:

- How do we make money?
- How do we make sure we make money tomorrow?

Theory of Inventive Problem-Solving TRIZ

- Patterns of problems
- Somebody somewhere has already solved this problem.

Marketing needs to develop as a fact-based profession.

Adopting successes from other branches you can not only generate competitive ideas, but you can also be fact based

The whole world is a bookcase filled with ideas; you only need to find the right one.



Trend 12 The Customer Marketing Machine

Event-Driven Marketing (EDM)

Commercial and communications activities are based on observed, relevant changes in the individual needs of the customer (© E.J. van Bel).

Customer's favour.

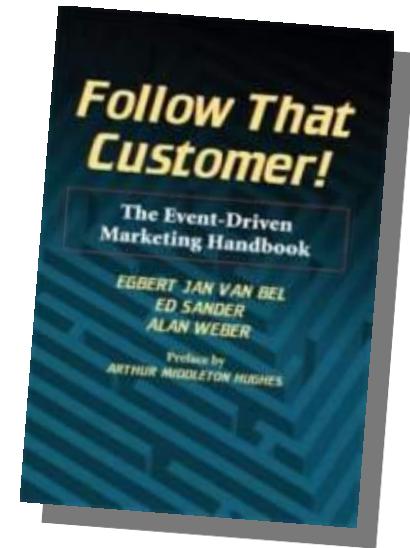
Invest constantly in knowledge and innovation.

B2C and B2B.

Database marketing not enough any more.

Challenge of 2011:

- Right message
- Right place
- Right person
- Right time



Predictability	low	<u>Interactive</u> <ul style="list-style-type: none"> • Increased claims • Change of address • More staff (large company) • Switching behaviour • Certain questions about products and services • New beneficiary on policy (birth) 	<u>Anticipative</u> <ul style="list-style-type: none"> • Political developments in respect of legislation, deregulation or "open borders" • Social and financial developments • Population growth and composition • Ageing 	
	high	<u>Singular</u> <ul style="list-style-type: none"> • Expiring contract • Opportunity to end insurance • Life insurance 	<u>Recurring</u> <ul style="list-style-type: none"> • Beneficiary's birthday • Purchase date of car • Interval X after policy is taken out • Development/growth of child 	
		Short-term	Long-term	
	Time			

Trend 13 Cross-Customer Contact

Cross-Customer Contact refers to the more saturated moments of contact when your customers would love to be in touch with you.

Any time. Anywhere.

Why customers demand #CCC

Honesty, loyalty, integrity and transparency

What will #CCC bring you in B2B?

Word of mouth is the best and cheapest way of advertising your company.

Customer contact moments

- Human touch points – all contact with people.
- Functional touch points – points of contact arising from (using) the product or service.
- Mechanical touch points – points of contact resulting from the environment.



Case NIU - Leader-Chip-The-Game

Researchers have proven that games like “World of Warcraft” improve leadership skills in an efficient manner.

The first generation games go back to the '70s and were often developed by institutions for management and strategy.

The second generation games were developed in the year 2000 and contain futuristic interfaces (e.g. Avatars and 3D) intended to increase the knowledge of employees. Employees that have just graduated understand the company they work for better or develop their knowhow of processes and management techniques through numerous repeats.

An example of what the third generation can do:

Third generation games, of which NIU – Leader-Chip-The-Game- is an example, contain multiple innovations comparable with the level of newness of the big online games. It offers a 360° universe where employees can choose freely their discussion and meeting partners to exchange their ideas instead of being limited to one conversation with a specific person. Each visit to the game provides new scenarios for the players, the contestants, which is similar to their exchange of behaviour in real life. This leads to a higher and faster level of learning new skills and understanding how you act in different situations, which results in a change in behaviour.



Case Please Give Me Brazil

LBS Local / Apontador



LBS Local is the market leader in Brazil in the field of location-based software. It's a very interesting topic and they deal with it properly.

What is particularly interesting is that they have been smart enough to have a truly inspirational leader. It is rare when a CEO speaks from his heart. They have a bold vision, strong leadership and the courage to go the extra mile to make you see where the success comes from. They excel at *start at the front of the business*. Visit www.lbslocal.com for a closer look and feel of this company.



What a company!

From the outside it seems as if you are at a small post office. The reception desk is situated in a small room and following tradition has a lot of goodies on the table. But the impressive part is the fact that Boo-Box is the first technology-based advertising and social media company that connects. If you would like to bring this innovation to Europe, you'll have a problem. In the words of the Boo-Box manager, Europe doesn't exist. Europe is just not interesting enough for them. Need a clearer sign that we are lagging behind?



Sharing Knowledge Together

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If you have any comments please send them to peter.gouw@pimonline.nl. We highly appreciate this.

Knowledge shared is knowledge multiplied!

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PIM Marketing Trend Watchers 2011 – Topics / Contact

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Trend 4	Total Commitment Nathalie Soeteman	Power2improve	nathalie.soeteman@power2improve.nl	www.power2improve.nl
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Trend 9	The Social Supply Chain: Profiting From Collaborative Anarchy Raymond Hannes	Creative mind	raymond@mydivvi.com	
Trend 10	Mind Shift Brigitte de Leeuw	Profit Marketing	brigitte@profit-marketing.nl	www.profit-marketing.nl
Trend 11	Trans-sectoral Learning Rob Adams	Six Fingers	rob@sixfingers.nl	www.sixfingers.nl
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Trend 13	Cross-Customer Contact Jean-Paul Schaddé van Dooren		ipschadde@gmail.com	
Trend 14	Third Generation Serious Gaming Rene van Leeuwen	i-lion	info@i-lion.nl	www.i-lion.nl
Trend 15	BRIC Countries Beyond Development Brigitte de Leeuw	Profit Marketing	brigitte@profit-marketing.nl	www.profit-marketing.nl

* work in progress

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Hans Molenaar
Chairman Platform Innovatie in Marketing

On behalf of the whole PIM board.

Watch our trend video:

PIM 2011 Trendvideo

<http://vimeo.com/19112492>

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