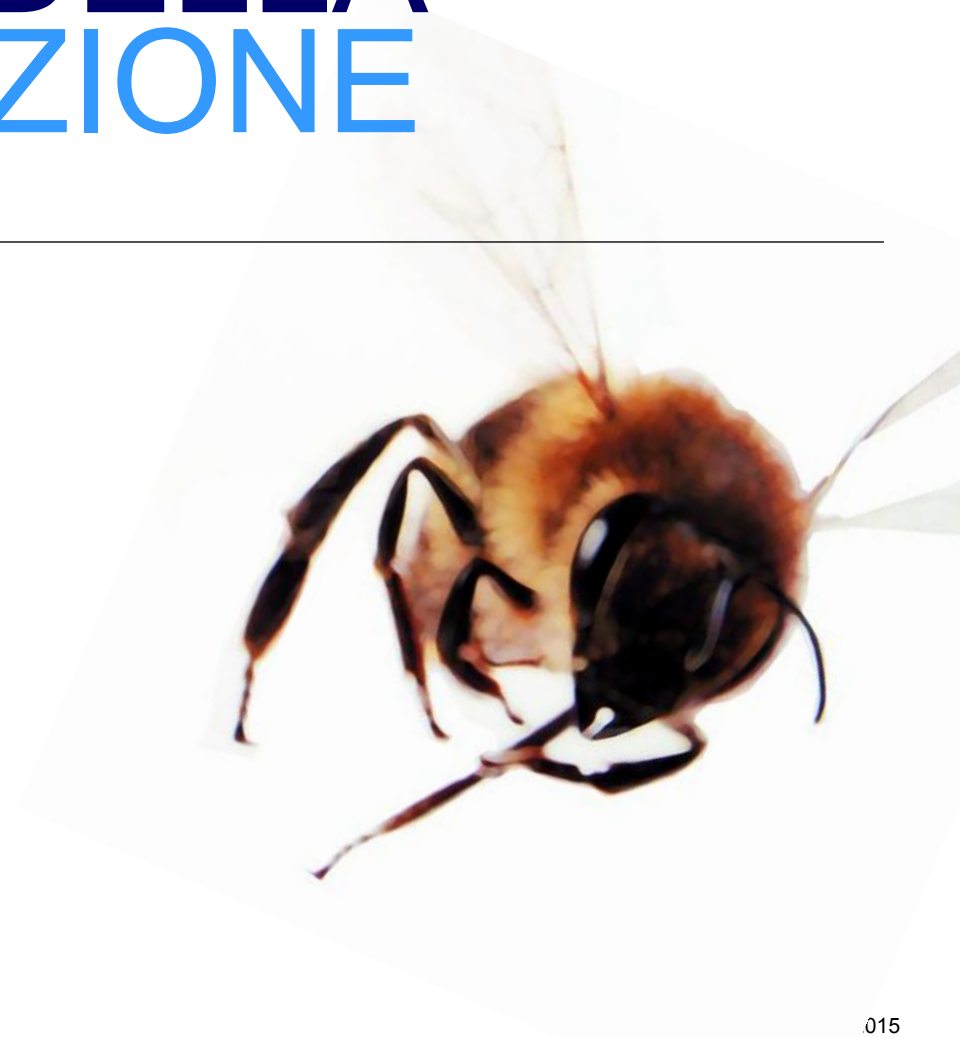


GLOBALIZZAZIONE & SOCIETA' DELLA COMUNICAZIONE

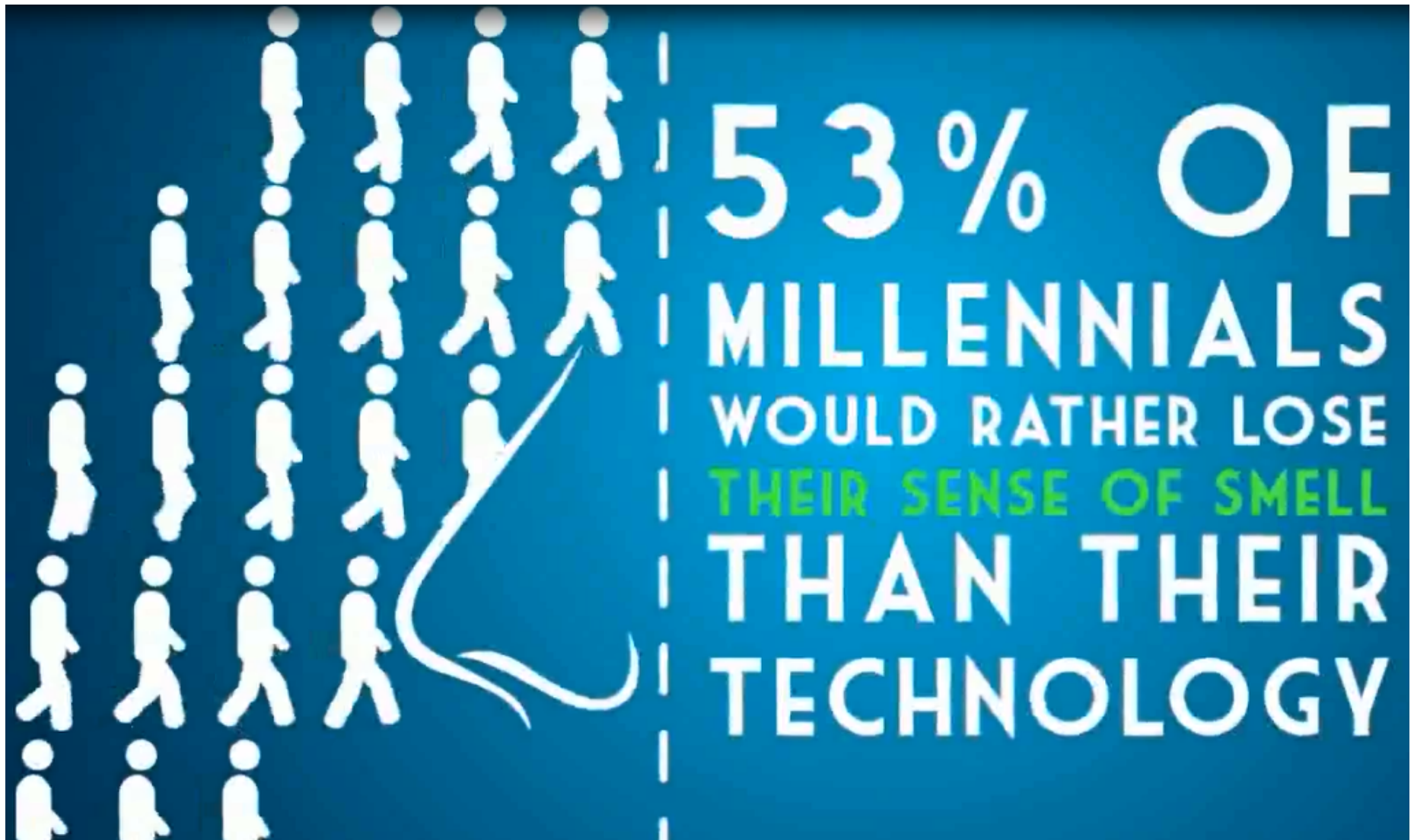
Nicola Palmarini
#SISUS / 12/02/2015



Warning: per ottenere il massimo da questa presentazione, per favore **non:**

- > Spegnerne il tuo device
- > Non smettere di twittare
- > Non smettere di smanettare





MORE PEOPLE OWN A
MOBILE DEVICE



THAN A
TOOTHBRUSH



**1 IN 5
COUPLES
MEET ONLINE**

**1 IN 5
DIVORCES
INVOLVE
SOCIAL MEDIA**



EVERY SECOND
2
NEW MEMBERS
JOIN **Linked** 

THE **LinkedIn** AGE LIMIT
HAS BEEN LOWERED TO

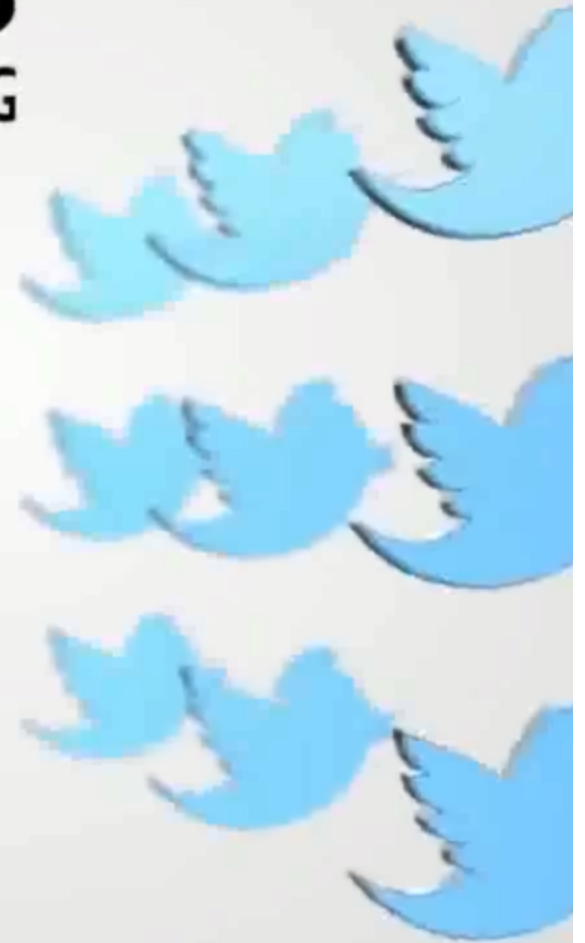
13

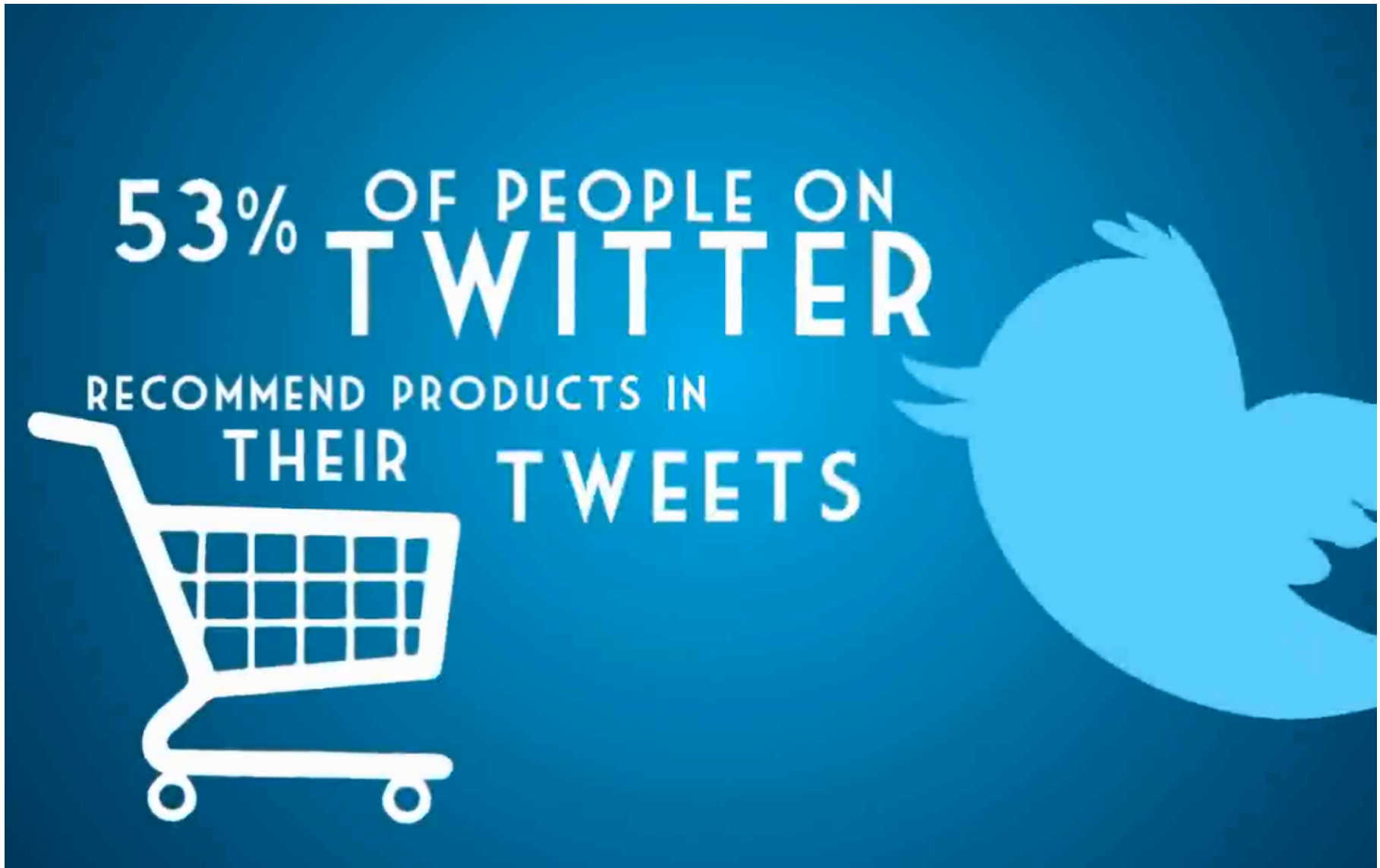


GRANDPARENTS
ARE THE FASTEST GROWING
DEMOGRAPHIC
ON TWITTER

#SENIOR

#A





93% OF SHOPPERS' BUYING
DECISIONS ARE INFLUENCED BY SOCIAL MEDIA



like

like

like

like

like

90% OF CONSUMERS
TRUST PEER
RECOMMENDATIONS



THUMBS UP



THUMBS UP



THUMBS UP



ONLY 14%
TRUST ADVERTISEMENTS

THE :06 VINE
:30 IS THE NEW
COMMERCIAL



GOODBYE 4 P'S OF MARKETING



PRODUCT
PLACE
PRICE
PROMOTION

HELLO 4 C'S OF DIGITAL:



CREATING
CURATING
CONNECTING
CULTURE



DO YOU LIKE
WHAT THEY ARE SAYING
ABOUT YOUR
BRAND?

Ogni collaboratore
in qualsiasi divisione
o ruolo rappresenta
il tuo brand.

Ci hai mai
(davvero)
pensato?



...e non solo (dicono)

“How you are is who you are”
“Ultimate transparency”
“We are extending our culture beyond the firewall”

Che significa?

- ▶ Digital networks have made **corporate culture and corporate reputation indivisible**. Customers, investors, and communities see the corporation's actual behavior, and their opinion and actions are strongly influenced by that reality.

“The consumer owns your brand”
“The tweet that can kill my company”
“The end of the fantasy of control”

- ▶ While the “few who influence the many” remains important, **“the many” can now influence many more**. Corporations must create ways of directly engaging with “masses of communicators.”

“We are all becoming technologists and publishers”

- ▶ Corporations have access to the **same low-to no-cost digital capabilities as individuals** to publish, broadcast and network.

“1:1 Relationships”

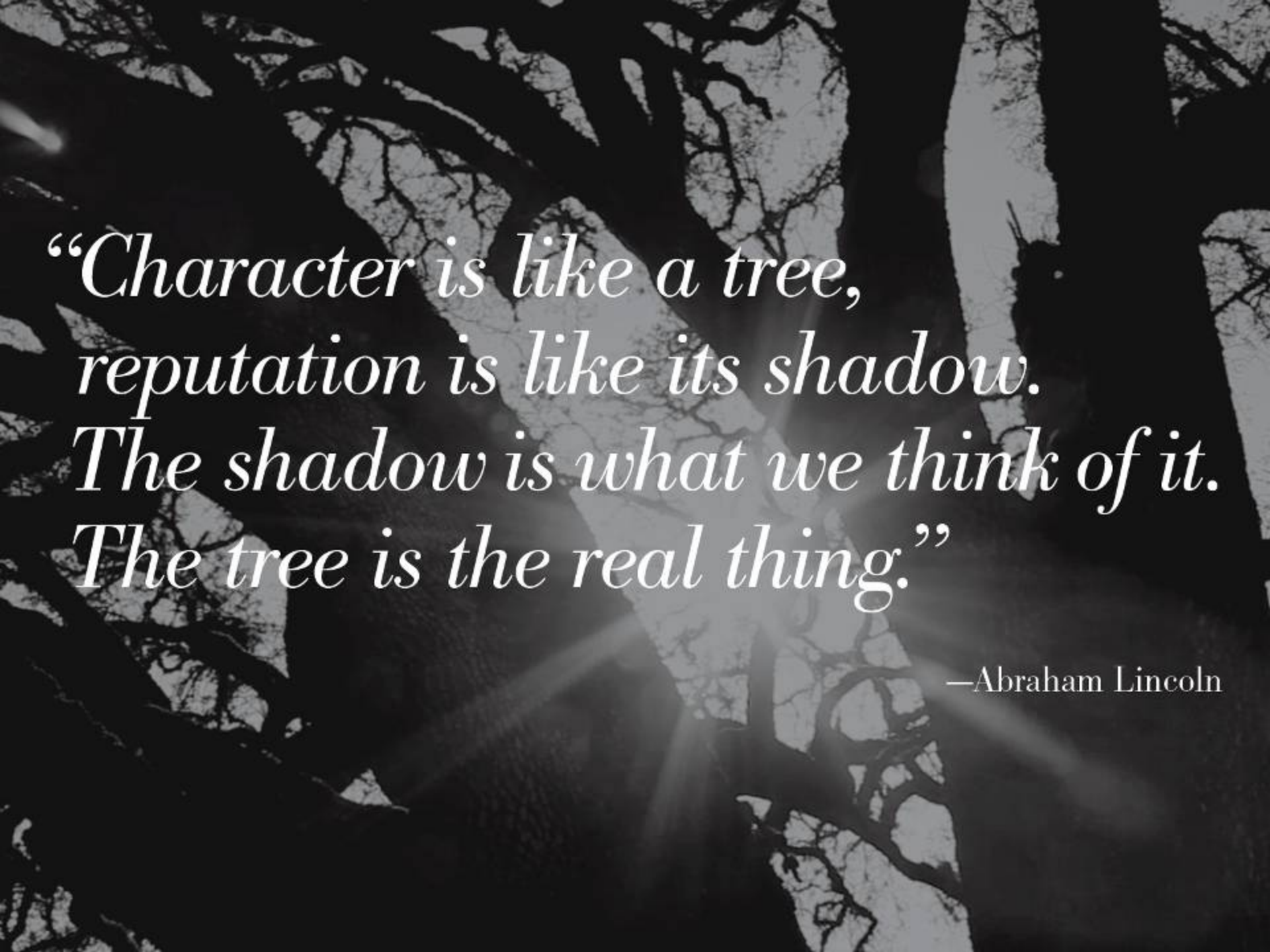
- ▶ **People are implicitly and explicitly sharing their identities, desires, and preferences**. They expect corporations to engage with them as individuals.

“Conversation”
“Co-creation”
“Listening”

- ▶ The one-way, broadcast, message-centric model must evolve to **include feedback, response and iteration**.

Sembra proprio ci sia
bisogno di un nuovo
modello basato su:
autenticità
& coinvolgimento

Stabilire l'autenticità: il Corporate Character.



*“Character is like a tree,
reputation is like its shadow.
The shadow is what we think of it.
The tree is the real thing.”*

—Abraham Lincoln

Cos'è il Corporate Character?

The integrated management of corporate **reputation** and corporate **culture**.

It begins with a clear definition of your company's unique beliefs and values — its **enduring and differentiating characteristics** — that compel individuals to buy from you, invest in you, work for you, welcome you into their communities.

It includes your company's purpose — **the value it uniquely creates** in the world.

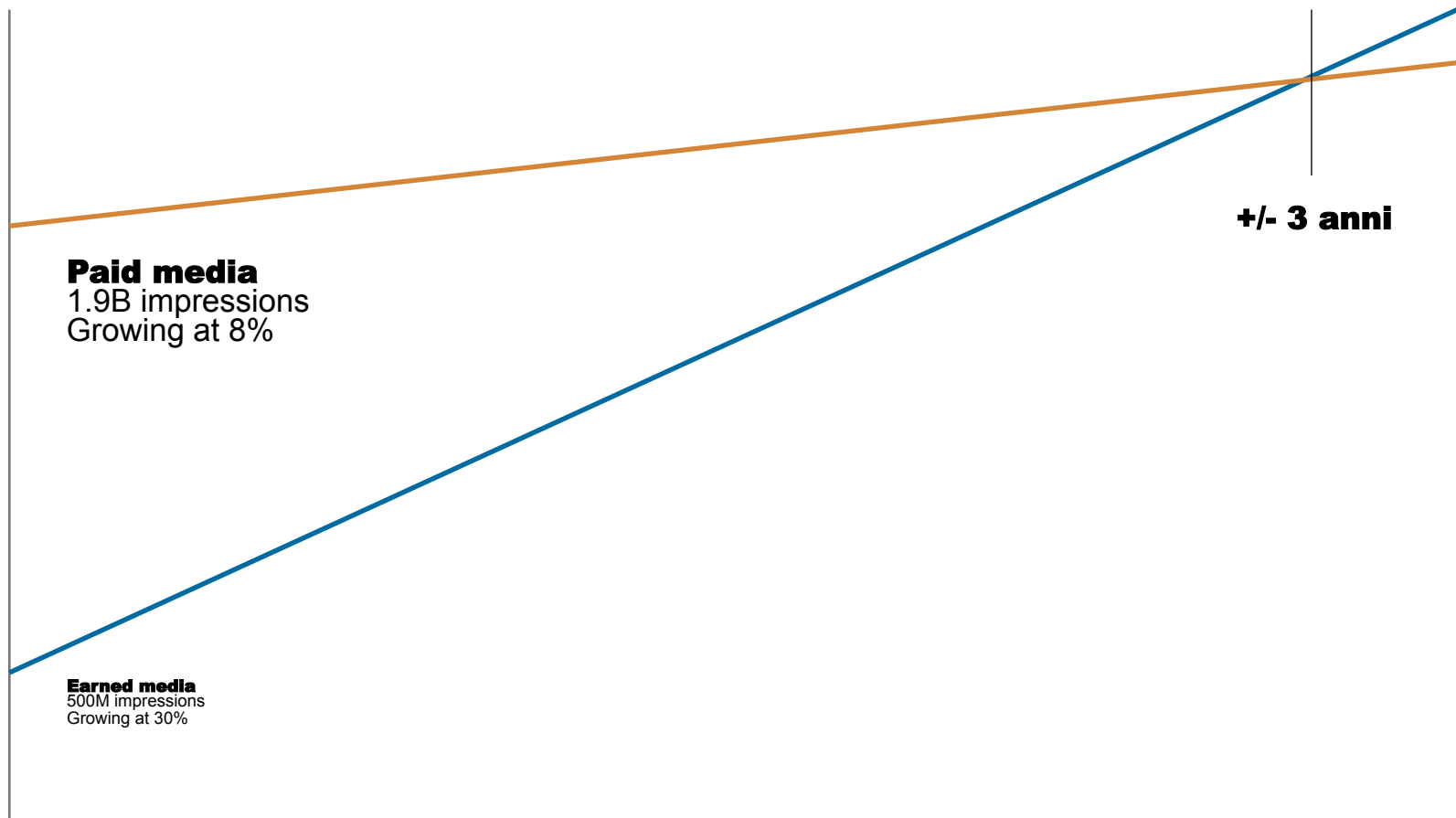
L'integrità ripaga



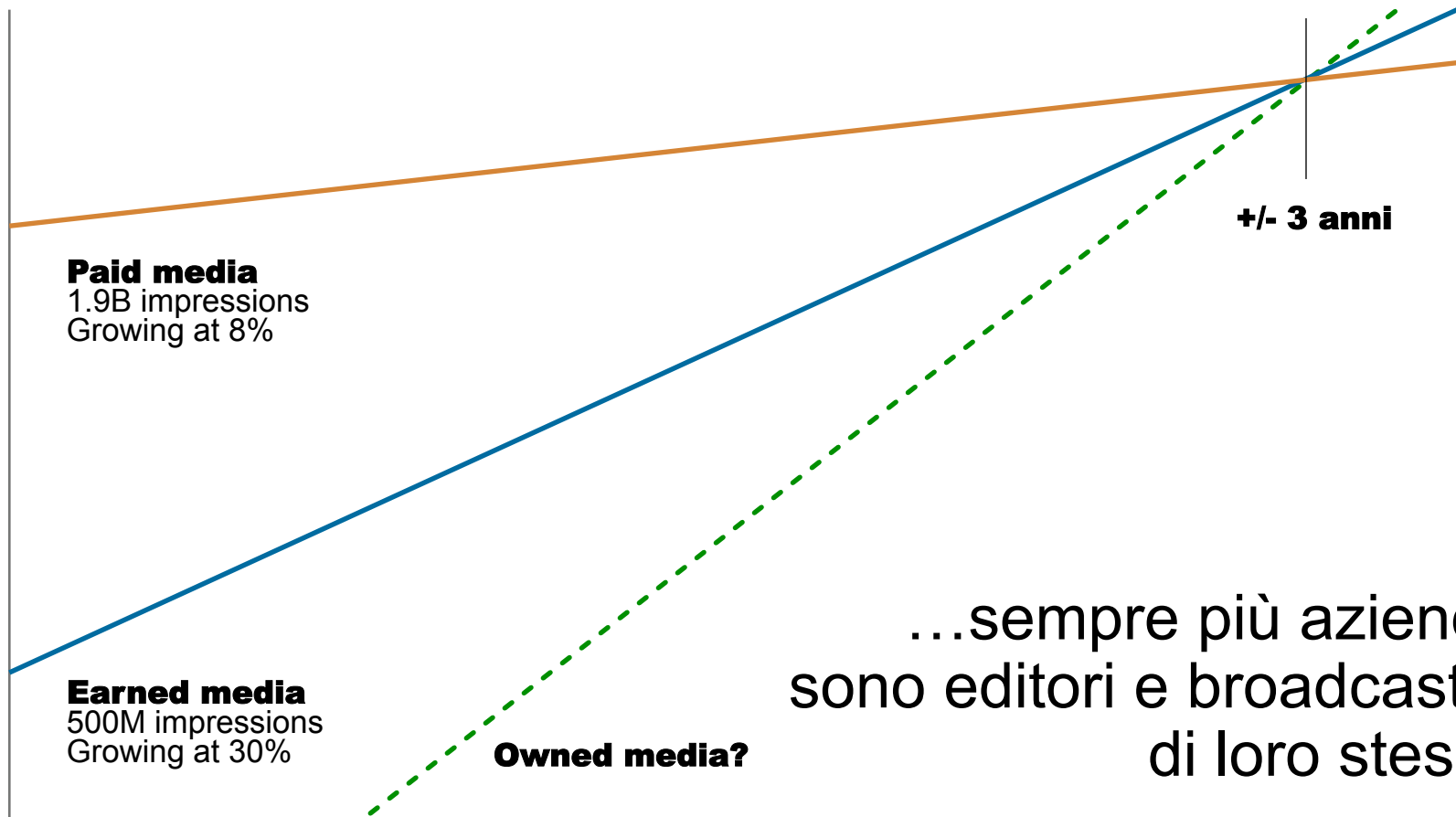
Source: COMPLIANCE AND ETHICS LEADERSHIP COUNCIL™ of the LEGAL AND COMPLIANCE PRACTICE ©2010 The Corporate Executive Board.

L'“*effetto supporto*”:
un coinvolgimento
autentico.

Paid media vs. earned media



Paid media vs. earned media vs. owned



...sempre più aziende
sono editori e broadcaster
di loro stesse

Earned media, ovvero “guadagnato”

Un supporto autentico si conquista quando le persone – genuinamente – percepiscono il beneficio di

- >comprare da

- >lavorare per

- >investire in

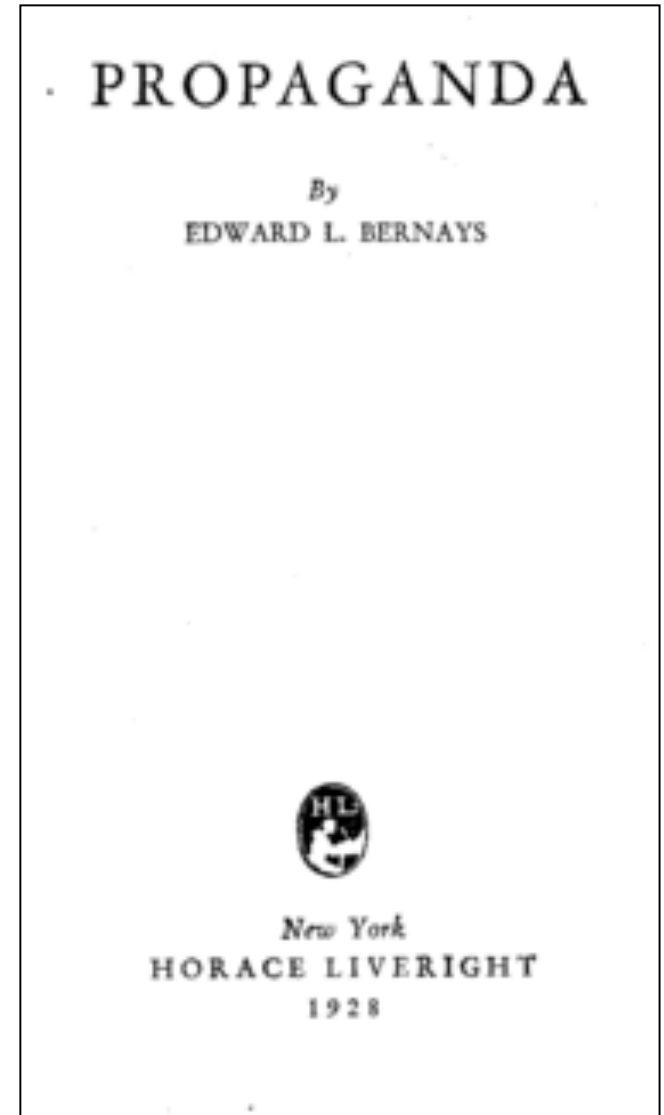
o comunque decidere in favore di un brand.

Il “nuovo” modello di coinvolgimento



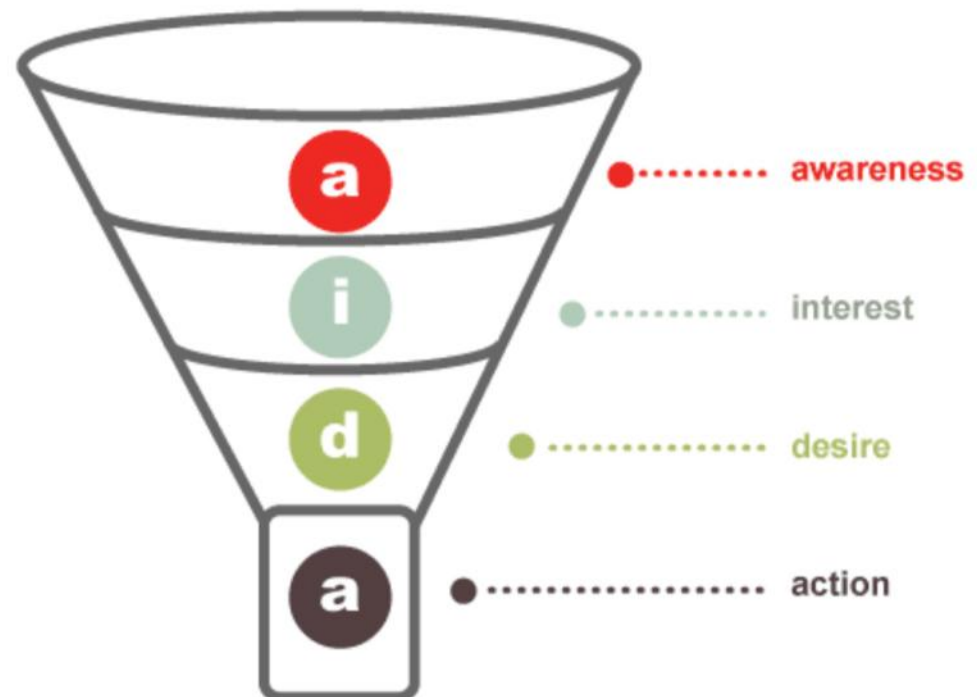
A foundational tenet of **public relations**, articulated by Edward L. Bernays in 1928, is that a small number of influencers shape the public's opinion and action:

“Only through the active energy of the intelligent few can the public at large become aware of and act upon new ideas.”



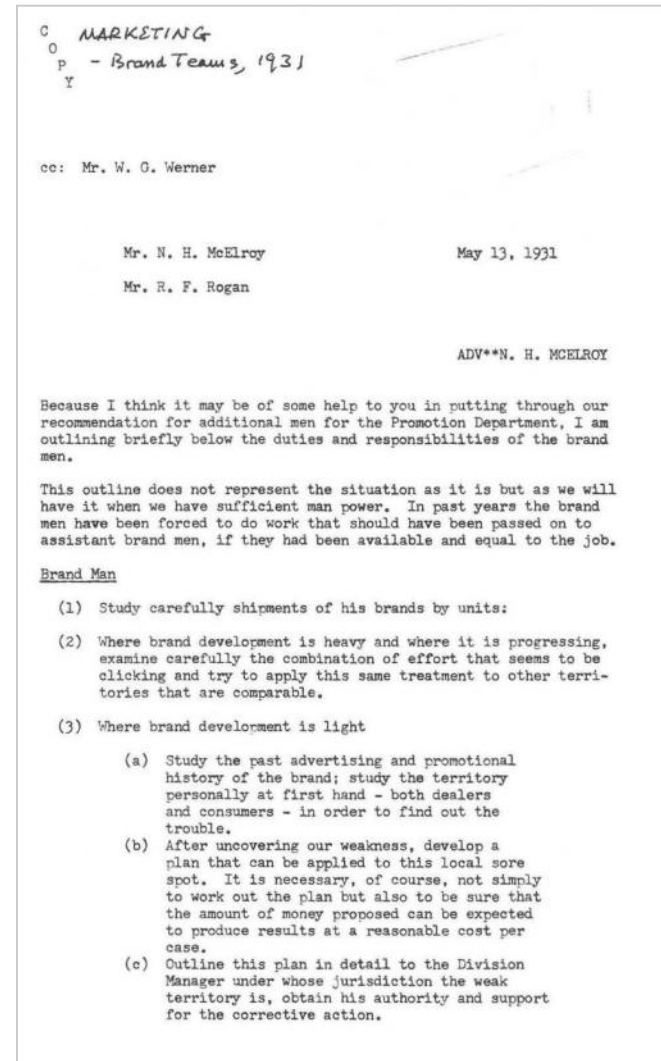
The **marketing funnel**, created by Lewis St. Elmo in 1898, is a model based on:

- Mass communications*
- One-way flow*
- Purchase as the ultimate goal*



Brand management, created by P&G's Neil McElroy in 1931, is a model that assumes:

- Populations can be segmented
- by income, gender, age, etc.
- Value propositions/messages can be discretely targeted to segments
- The corporation behind the product/service can be virtually invisible



Crederci, conta

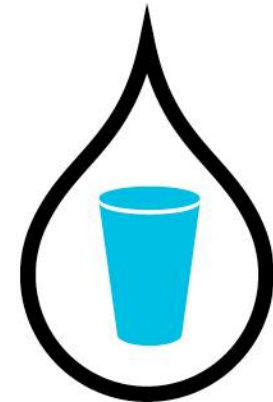
*“I believe
bottled water is
healthier than
tap water.”*



*“I believe
bottled water
is bad for the
environment.”*



*“I believe
tap water is
healthier than
bottled water.”*



Cosa ci fa credere?



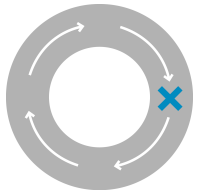
**I must hear it from
people I trust**

**I must
see evidence**

**I must experience
it myself**



Cosa ci fa agire?



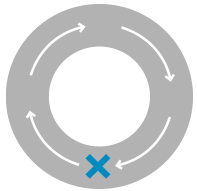
**I need to know
what do to and how**

I emulate role models

**I need skills, tools
and resources**



Cosa ci fa fidare?



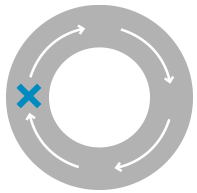
I see others like me succeed

I am deriving value and benefit from the decision I've made

I get positive reinforcement from my peer network



Cosa ci fa supportare?



It enhances my identity and reputation

It is easy for me to share my opinion and experiences with my personal network

I have adopted a new social norm and joined a new peer group

The screenshot shows the Facebook page for 'charity: water'. The page header includes the Facebook logo, a search bar, and the organization's name 'charity: water' with its location 'Non-Profit Organization - New York, New York'. Below the header is a row of photos showing people and water-related activities. The main content area features a post from 'charity: water' with a yellow water filter icon and the text: 'Dan's donating 25% of his bar tab to fund clean water for people in need: "We all know that there comes a point in the night where you shouldn't have had that last beer or to have another beer wouldn't do you any good... I want to try and turn that wasted money into something more meaningful." He's starting small and simple; a great idea.' Below this is a post from 'Turn Beer Clear' with a photo of a person holding a beer and the text: 'Yesterday at 10:46am - Like - Comment - Share' and '143 people like this.' At the bottom, there is a post from 'charity: water' with the text: 'Our friends The Macallan are auctioning off one last taste of their oldest scotch to fund their 100th water project! Take a look >' and a photo of people with the text: 'Last chance for a sample of The Macallan 64 years old to help charity: water'. On the left side of the page, there is a navigation menu with options: Wall, Info, Job Openings, Photos, Video, Causes, Notes, and Events. At the bottom left, it says '185,253 people like this'.





ok hails Apple Watch has
s: 'Sitting is the new cano
e talks up his smartwatch's activity reminders as v
privacy policy in conference appearance



up for... standing up, ahead of Apple Watch launch. Photograph: Justin

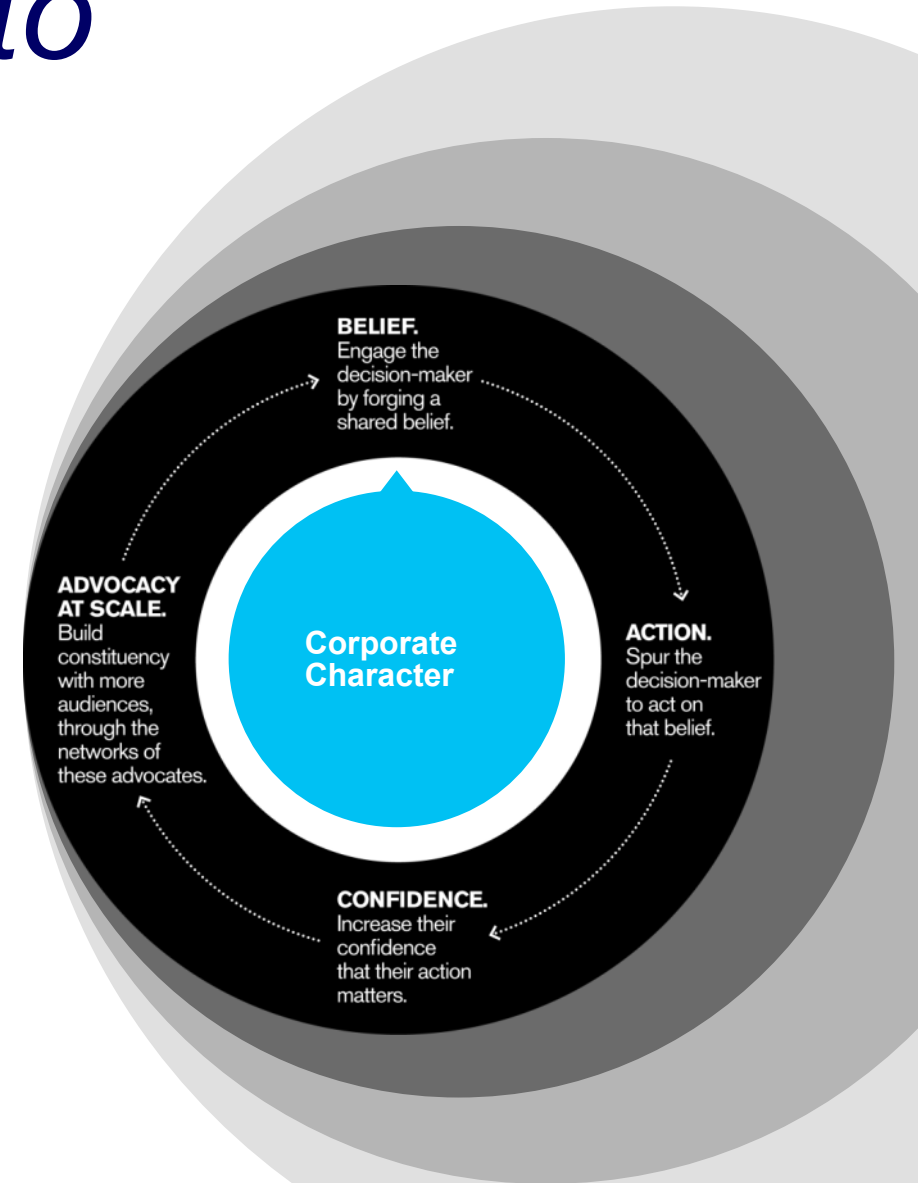
“Effetto Supporto” impatto sulla reputazione

Siamo sempre stati concentrati nel costruire la reputazione del nostro brand.

Nel passato la reputazione era generata da quello che dicevamo al nostro pubblico.

Oggi, la reputazione si forma sulla base di quello che gli **altri dicono in vece nostra.**

Il risultato è un circolo virtuoso nel quale sempre più decision-maker partecipano alla rappresentazione del brand.



Il ruolo della comunicazione *nelle* aziende: stabilire l'autenticità



Come si fa: qualche tip

+ Abilita!

Usa i social media per abilitare i collaboratori a gestire i valori del brand

+ Supporta!

Permetti ai collaboratori di essere i sostenitori del brand e creatori di relazione attraverso i social media

+ Policy!

Coinvolgi i CxO per costruire delle social media policy in&out.

+ Diffondi!

Costruisci delle pratiche social nei tuoi uffici coinvolgendo le diverse business unit

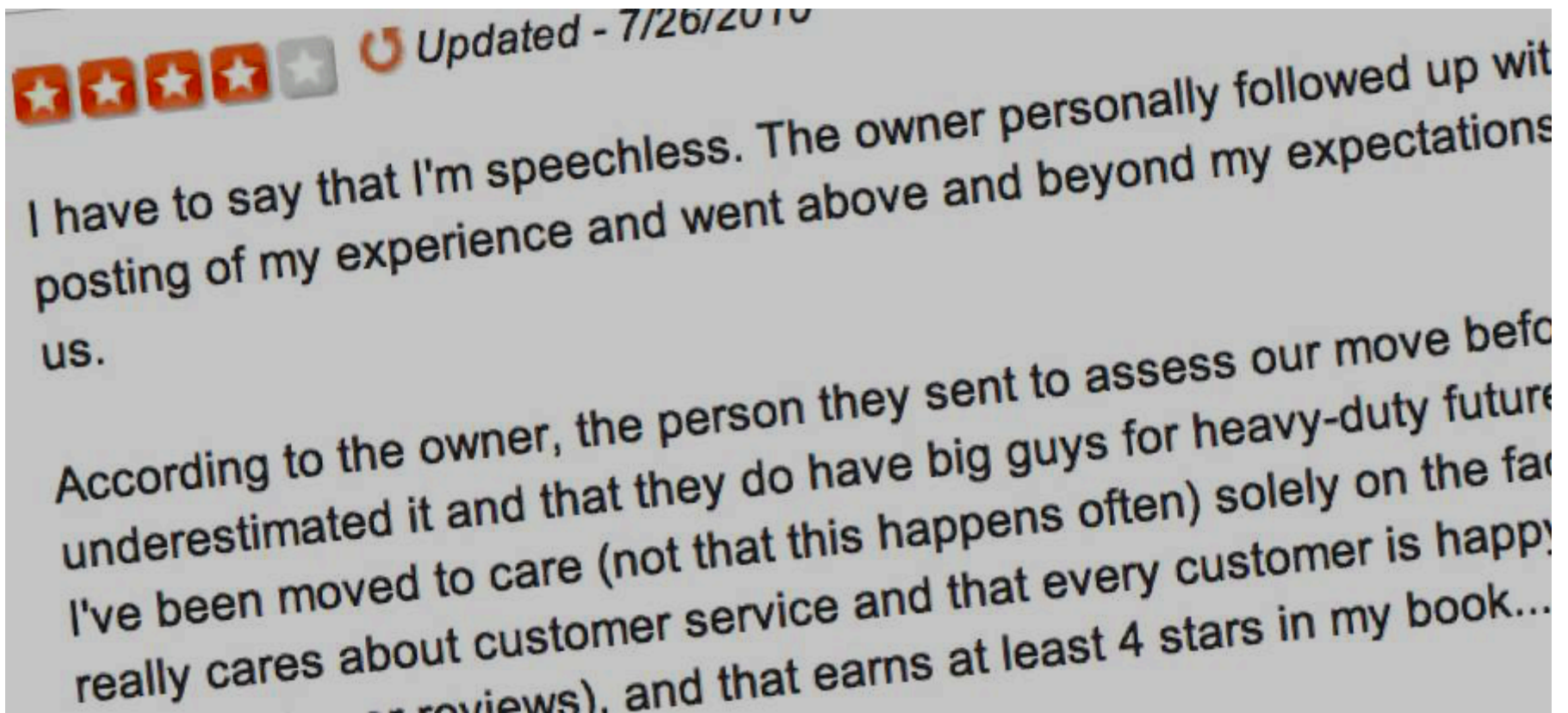
+ Misura!

Stabilisci delle metriche che misurino il gap tra il carattere del tuo brand e quello che l'audience percepisce

+ Leadership!

Fatti supportare dai livelli CxO e falli diventare sponsor

Il ruolo della comunicazione *fuori* le aziende: creare un “effetto supporto” autentico



Come si fa: qualche tip

+ Ascolta!

Mettiti in contatto con i key stakeholders esterni alla tua azienda per capire in cosa credono

+ Sostieni!

Sponsorizza partnerships con gli stakeholders più importanti per esplorare interessi comuni

+ Condividi!

Abilita una rete di influencer che interagiscano tra loro e con la tua organizzazione

+ Aggiorna!

Ripensa i tuoi contenuti così che possano essere disegnati e scoperti attraverso i social media

+ Educa!

Forma e equipaggia i collaboratori per essere esperti (responsabili) utilizzatori dei social media.

+ Innova!

Crea una capacità di creazione dei contenuti che va oltre la disseminazione di informazioni, ma che propone anche tool che siano utili a collaboratori, clienti e stakeholder

+ Valuta!

Adotta dei tool che ti dicano informazioni in tempo reale sui mercati (opinioni, trend, sentiment) e su cosa stanno cercando

+ Destabilizzati!





Continua a “regolare” i tuoi tool per misurare in che cosa la tua audience “crede” davvero piuttosto quello di cui è “informata”

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grazie! (domande?)

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-  www.palmarini.org



AND WEARABLE
TECHNOLOGIES
ALLOW EVERYTHING
TO BE SHARED
TO THE WORLD

