

INTERNET

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from the screens to the streets: *smart mobs*

it has taken 10 years of talk about "new media" for a critical mass to understand that every computer desktop, and now every pocket, is a worldwide printing press, broadcasting station, place of assembly, and organizing tool—and to learn how to use that infrastructure to affect change.

previous technologies allowed users only to communicate one-to-one (telephones) or few-to-many (broadcast and print media). mobile and deskbound media such as blogs, listservs and social networking sites allow for many-to-many communication. this provides opportunities and problems for progressive political activists in three key areas: gathering and disseminating alternative and more democratic news; creating virtual public spheres where citizens debate the issues that concern democratic societies; and organizing collective political action.

howard rheingold communications expert

which kind of population seems more likely to become actively engaged in civic affairs — a population of passive consumers, sitting slackjawed..., or a world of creators...actively engaged in producing as well as consuming cultural products?

howard rheingold, 2006

all is for the best in the best of all possible worlds.

candide by voltaire, 1759

open source allows users to create user-generated software content through either incremental individual effort, or collaboration. this is balanced autonomy.

wikipedia, 2006

early ideal places such as the garden of eden, heaven, the city of ladies, and prester john's kingdom were inhabited by a select population of the just, the blessed, or the exceptionally virtuous, and to arrive at any of them required a metaphysical transformation from one's flawed, human self into a being worthy of inclusion in these special places. for many reasons when entering cyberspace, internet users may choose to transform themselves into alternate personalities by inventing new names and identities for themselves.

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during the 1960s and 70s, the previous generation's blind faith in progress became subject to intense examination and reevaluation. people looked back at the promises of the revolutions of the eighteenth century and asked themselves whether the guarantees of equal rights for all had indeed been fulfilled. this critique continues to this day. the internet offers a forum for the expression of all types of belief, regardless of how distasteful they might appear to some groups.

New York Public Library Survey, 2006

we call this *engagement marketing*

we believe this new model of marketing is much more effective than the present interruptive model at being able to increase sales cycles, build customer loyalty and increase customer advocacy.

where interruptive marketing attempted to change belief through image building, engagement marketing changes behaviour through involvement.

engagement marketing will involve the customer way beyond the short term cycles of current interruptive marketing campaigns.

if the 20th century was about interruptive marketing, the 21st century will be about engagement marketing.

if the 20th century was about building shareholder value through corporate continuity, the 21st century will be about building shareholder value through new disruptive business models and customer advocacy.

in five years time all current superbrands will be using engagement marketing.

allan moore, smlxl marketing agency

consumers have changed beyond recognition. their behaviour is more complex...and they are more outspoken. they have a different relationship with brands these days, and are less tolerant, less obedient.

smlxl, marketing agency