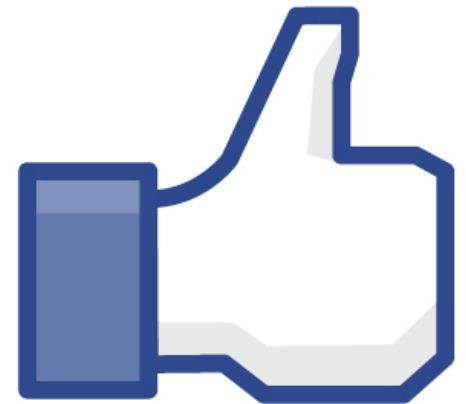


Hello,

How do consumers engage with brands in an increasing digital world?

Digital brand experiences are not just about 'awareness', now we are fighting for engagement, as consumers can 'friend' brands.



The changing digital landscape is fundamentally altering the evolving the relationship between brands and consumers.



What does this
mean?

We need to consider these
digital /social mediums when
developing communications

Give your audience content they want

The screenshot shows the homepage of the Kleenex Mums website. At the top left is the 'Mums' logo with a house icon. To the right are 'Join' and 'Sign in' links. Below the logo is a search bar with 'Search here' and a 'GO' button. Social media icons for Facebook, Twitter, YouTube, and RSS are also present. A navigation menu includes 'New here?', 'Photos', 'eBooks', 'Videos', 'Tools', 'Contribute', and 'Promotions'. A secondary menu lists categories: 'me time', 'my family', 'kids health', 'my house', 'sustainability', 'back to school', 'family fun', and 'meal ideas'. The main banner features a white dog in a living room. A callout box says: 'Rediscover what it means to be you. From beauty tips, to advice for working mums visit this section whenever you need some time for yourself.' To the right, a large black box advertises a 'Chance to win a Samsung 46" 3D Smart TV' with an 'ENTER NOW' button. Below the banner, the text 'Sharing advice, tips and parenting tricks' is displayed. On the left, a sidebar lists 'Articles', 'Promotions', 'Photos', 'Community', and 'Our Bloggers'. Below this are buttons for 'Latest Articles' and 'All articles'. A featured article titled 'How to spend your 'me time' wisely' is shown with a small profile picture of a woman. On the right, there is an orange button that says 'Click to join the Kleenex Mums Community' and a 'Recommended' section with a row of small article thumbnails.



True Blood ▶ Immortalize

TV Show



Wall



Info



Immortalize



Blood Line



Profile Layout



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**IMMORTALIZE
YOURSELF**

WATCH AN EXCLUSIVE SEASON 4 INTERACTIVE
VIDEO STARRING YOU, YOUR FRIENDS AND YOUR
FAVORITE TRUE BLOOD CHARACTERS

MAKE YOUR VIDEO

THE NEW SEASON
TRUE BLOOD
SUNDAYS 9PM

Ensure that there is a way for people to participate and engage – make it easy!



<http://thenextweb.com/socialmedia/2011/06/30/40000-oranges-squeezed-a-facebook-campaign-to-smile-about/>

Give the reason and tools, people will market for you

JamieOliver.com



videos daily video rss new video rss

recipes | how to's | tv | more...

home cooking skills (43)

▶ See all videos

- Principles of superb salads
- Top fish buying tips
- Stir-frying tips

general (15)

▶ See all videos

- How to chop butternut squash
- How to prepare asparagus
- Carving a turkey

30 minute meals (9)

▶ See all videos

- How to assemble the Banoffee pie from Fish tray-bake, 30-Minute Meals
- How to prepare the butternut squash from Curry rogan josh, 30-Minute Meals
- How to assemble the pie from Spinach & feta filo pie, 30-Minute Meals

jamie does (9)

▶ See all videos

- Cut a cake in half
- How to - Tarte
- How to - Pvt I

'Humanise' your brand



Like Comment

 **Sunny The Egg**
Like - Comment - Share

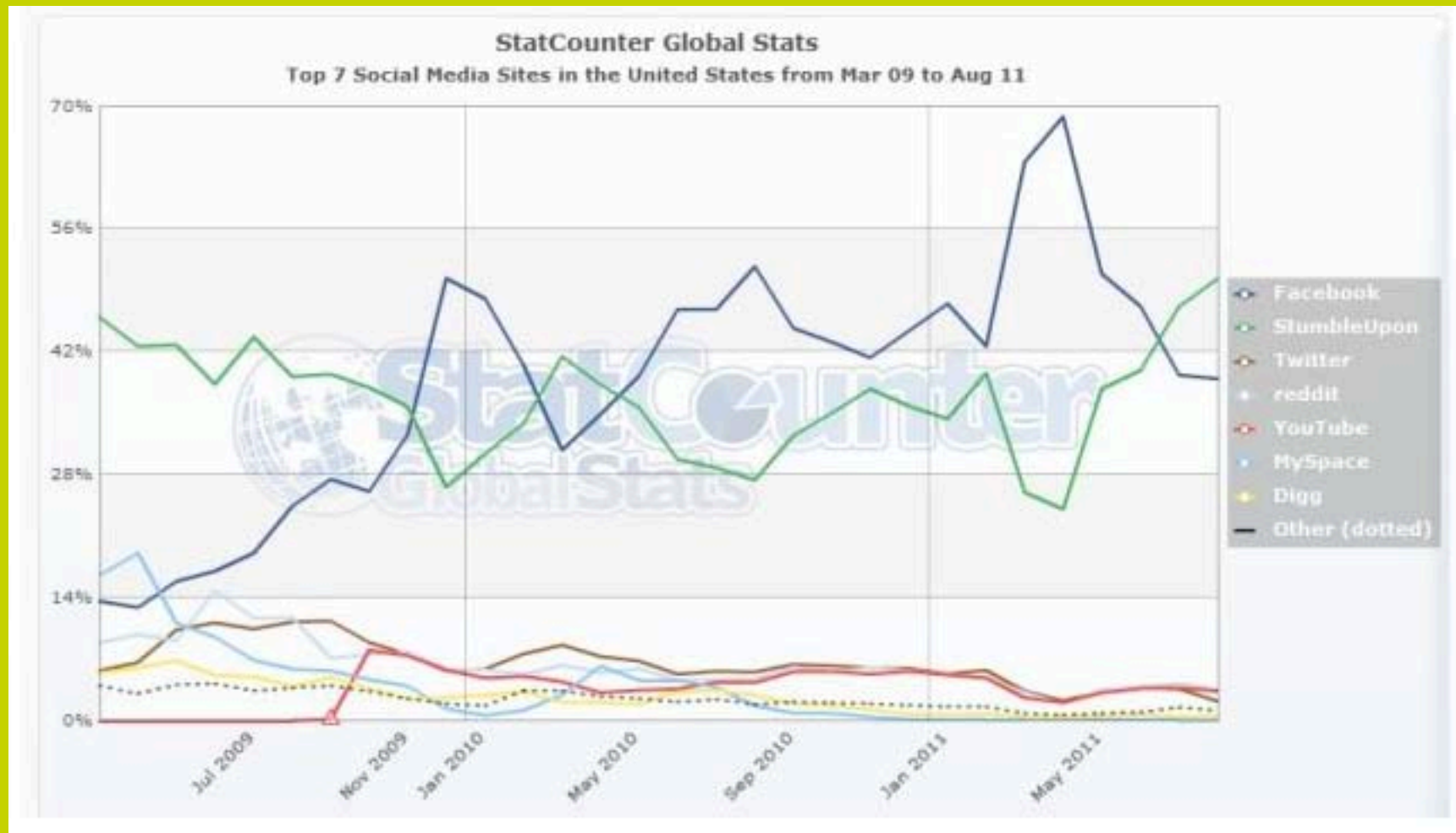
3 people like this.

Album: Profile Pictures - 1 of 9
Posted: August 11

Download

The image shows a man in a dark suit and light shirt smiling and hugging a large, white, egg-shaped character with a simple face and a wide smile. The character is holding a white envelope. They are standing outdoors near a chain-link fence. In the background, other people in suits and hats are visible, suggesting a formal event. The image is presented as a Facebook post, with interaction buttons and metadata visible below it.

For some brands, social now drives more traffic than search



Primary Reasons for 'friending' a brand on Facebook

1. Loyal customer of that brand
2. Because a friend did
3. I want to get info from that brand

Our **Social Methodology** is based on five key areas:

1. Selecting appropriate social technologies
2. Reputation management
3. Audience engagement
4. Destination traffic generation
5. Measurement to inform improvement



LIQUID
INTERACTIVE