



**II FORUM  
STRATEGII  
I KOMUNIKACJI  
MARKETINGOWEJ**

**22-23 PAŹDZIERNIKA 2006**



# **Olgierd Cygan**

**Prezes zarządu**

**Digital One  
(Grupa Euro RSCG)**



0.

**Marketing  
interaktywny  
2007+**



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REKLAMA

**INNOWACJA**

**WEB2.0**

**PROSUMENT**

ZMIANA

INTERNET

**MARKETING 3D**

**BROADBAND**

**MARKA**

**EXPERIENCE ECONOMY**

**INTERACTIVE**

Marketing 360°

**KONSUMENT**



**1.**

**Zmiany po stronie  
konsumentów**





**Cross-aging:  
the intersecting of generation**





prosumers



**2.**

**Web 2.0**





**Web2.0 is here**

Źródło: <http://www.youtube.com/watch?v=RoWKkl5nA08>

A decorative footer bar consisting of three rectangular segments of different shades of gray: light gray, medium gray, and light gray.

DECEMBER 25, 2000 / JANUARY 1, 2001

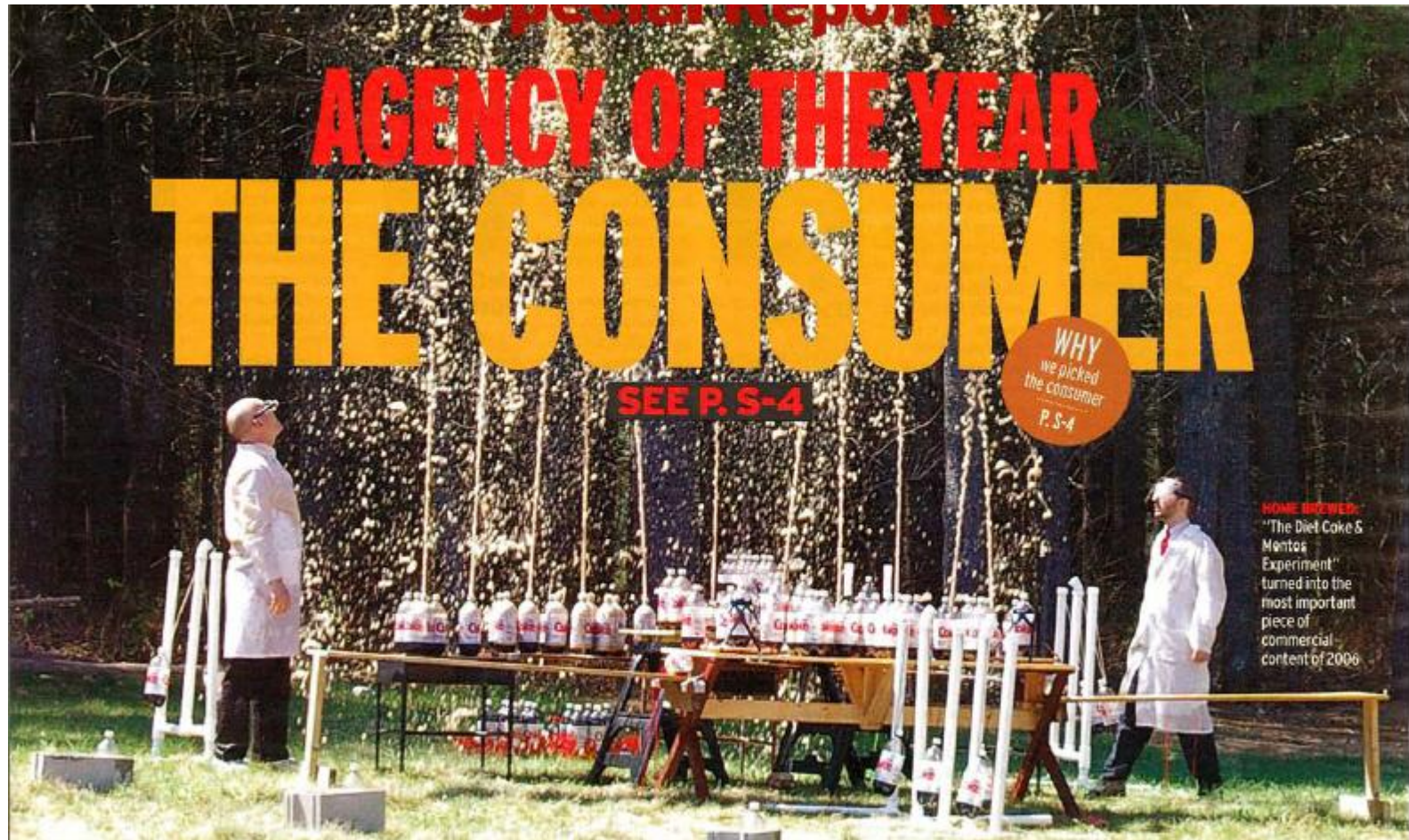
www.time.com

# TIME

PERSON OF THE YEAR



Yes, you.  
You control the Information Age.  
Welcome to your world.



SPECIAL REPORT

# AGENCY OF THE YEAR

# THE CONSUMER

SEE P. S-4

WHY  
we picked  
the consumer  
P. S-4

**HOME BREWER:**  
"The Diet Coke &  
Mentos  
Experiment"  
turned into the  
most important  
piece of  
commercial  
content of 2006





# **Mentos vs Coca-Cola [original]**

Źródło: <http://pl.youtube.com/watch?v=hKoB0MHVBvM>

A decorative footer bar consisting of three horizontal rectangular segments of varying shades of gray.



# **Mentos\_and\_WATER- NOT\_COKE\_STUNNING\_RESULTS**

Źródło: <http://www.youtube.com/watch?v=v8Xh-JccjUc&NR=1>



**3.**

**Web 2.0,  
a marketing**



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1.

# **NIECHĘĆ DO MAREK**

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**2.**

# **SZABLONOWOŚĆ KONCEPCJI**



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**3.**

# **UTRATA KONTROLI**



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4.

## **NISKA JAKOŚĆ TREŚCI**



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**5.**

**CONTENT & COMMUNITY  
MANAGEMENT**



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**WEB2.0 TO NIE JEDYNY  
SKŁADNIK E-MARKETINGU  
2007+**



**4.**

**E-MARKETING  
2007+**



**4.1**

**BROADBAND**



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W wiodących krajach OECD  
**20-30%** konsumentów  
korzysta z łączy  
szerokopasmowych.

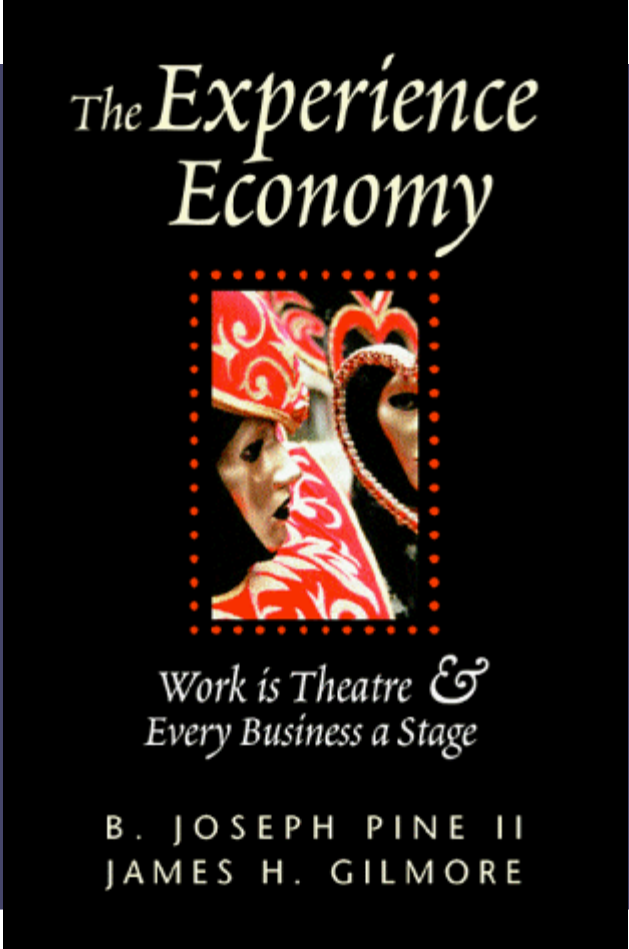


**4.2**

**Experience  
Economy**







**4.3**

**Experience  
on-line**



BRUNETTE POINTS  
**3,689,501**  
THREAT LEVEL: **LOW**

HOW TO PLAY | KEEP ME POSTED | PASS IT ON!

BRUNETTES WIN 600 POINTS FOR SECRET EXPERIMENT #4!

EXPAND

BRUNETTE TEAM BOOST | RECRUIT A BRUNETTE

BLONDE TEAM BOOST | RECRUIT A BLONDE

QUICK NAV

**COLOR SHOWDOWN**  
BOOST YOUR COLOR

FREE  
ENTER  
BRUNETTE  
VIP LOUNGE

FREE  
ENTER  
BLONDE  
VIP LOUNGE

WHAT'S MY ? BOOST?

SUNILK  
SUNILK

*Coca-Cola* Change Country

**coke music**  
PART OF THE *Coca-Cola* MUSIC NETWORK

- Home
- What's it all about?
- Add your act
- Podcasts & albums
- Get the music player
- FAQs
- coca-cola.co.uk

**ARTIST LOG-IN**  
Email address  
  
Password  
  
  
[Forgot Password?](#)

**HEAR IT HERE FIRST:**  
EUROPE'S FRESHEST MUSIC, YOUR WAY.

Get Player

Marvel Hill

**Paper Tiger**  
Marvel Hill

More info

Marvel Hill : Paper Tiger 02:22

MENU

**KEEP LISTENING: OPEN PLAYER IN NEW WINDOW**

**The Magic Numbers Live**  
Frikirkjan, Reykjavik - 21st October  
Find out more details and win a chance to see The Magic Numbers at this special Coke Music Discovery Session event  
[More Information](#)

**PODCASTS & ALBUMS**  
Our experts' selection of the best of the best.  
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**MUSIC MAKERS: GET HEARD**  
[Upload your tracks](#)

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Sound On / Off



Video Controller

Vodafone.com





The Career of Lewis Hamilton

Tanja Bülter

Weekly Show

Lifestyle

Vehicles

Motor & Sports

History & Legends

Innovation

Film Overview

Deutsch

English

Mercedes-Benz in your Country/Region

Film quality

Newsletter

Legal Notice

**4.4**

**Na co należy  
zwrócić uwagę?**



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1.

**POZNAJ I ZROZUM SWOICH  
KONSUMENTÓW**

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2.

**ODPOWIEDZ NA ICH POTRZEBY  
NIE ZAPOMINAJĄC O  
WŁASNYCH**

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**3.**

**OPRACUJ INNOWACYJNĄ  
KONCEPCJĘ**



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4.

**ZAPEWNIJ ATRAKCYJNĄ I  
PROFESJONALNĄ TREŚĆ**

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**5.**

**WYKORZYSTUJ, A NIE POLEGAJ  
NA NARZĘDZIACH WEB2.0**

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**6.**

**ANGAŻUJ INTERNAUTÓW NA  
RÓZNE SPOSOBY**



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**7.**

**DBAJ O PROSTOTĘ**

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**8.**

**MĄDRZE ZARZĄDZAJ  
ZASOBAMI**



**5.**

**Na zakończenie**



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**Marketing 360°**

**VS**

**Marketing 3D**





**Dziękuję za  
uwagę.**

[www.digitalone.pl](http://www.digitalone.pl)  
[o.cygan@digitalone.pl](mailto:o.cygan@digitalone.pl)

[www.experience-economy.pl](http://www.experience-economy.pl)