

# Contribución de la comunicación digital a la estrategia global de la compañía

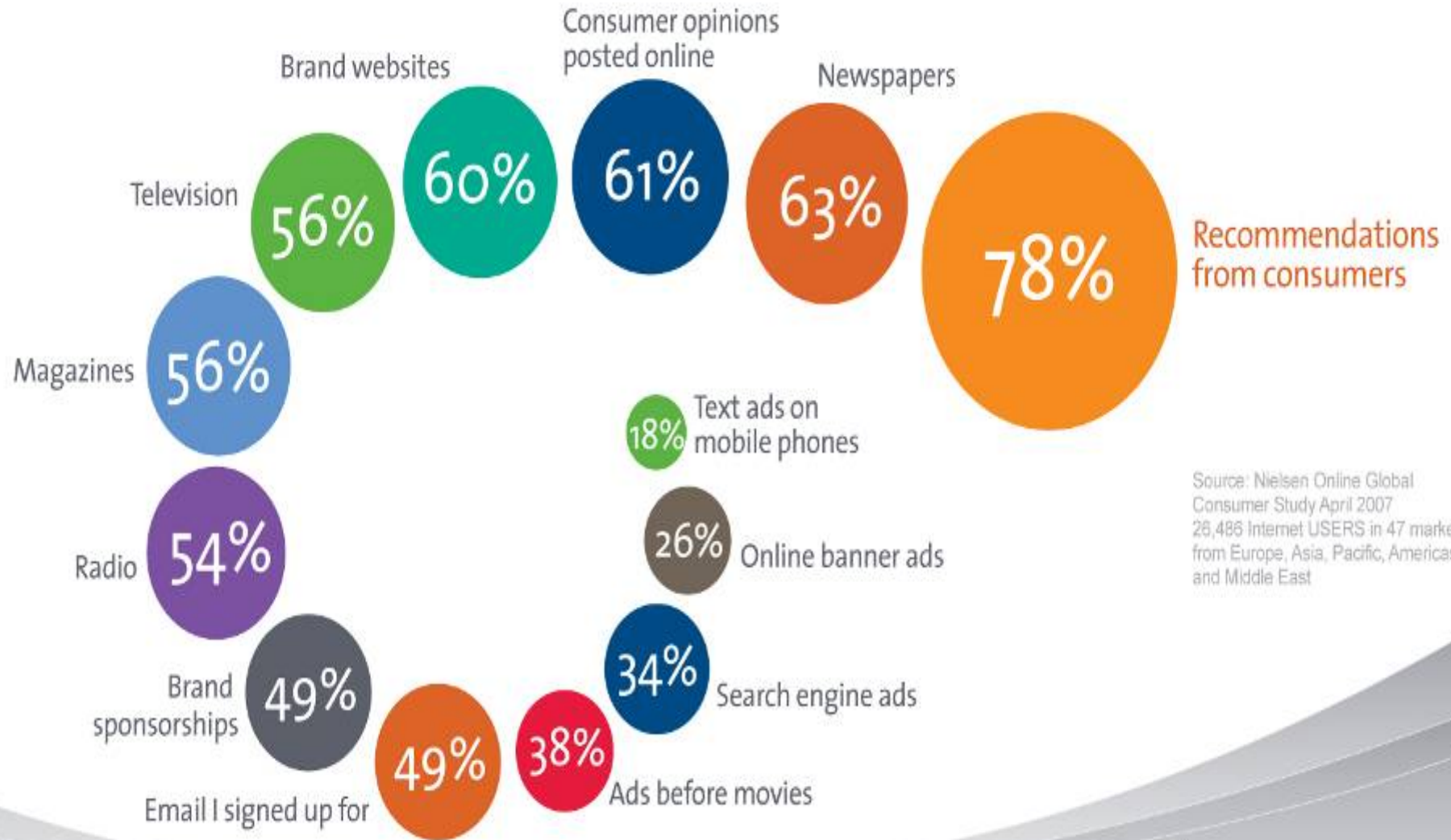
Madrid 18 Noviembre, 2008

# 3 numbers

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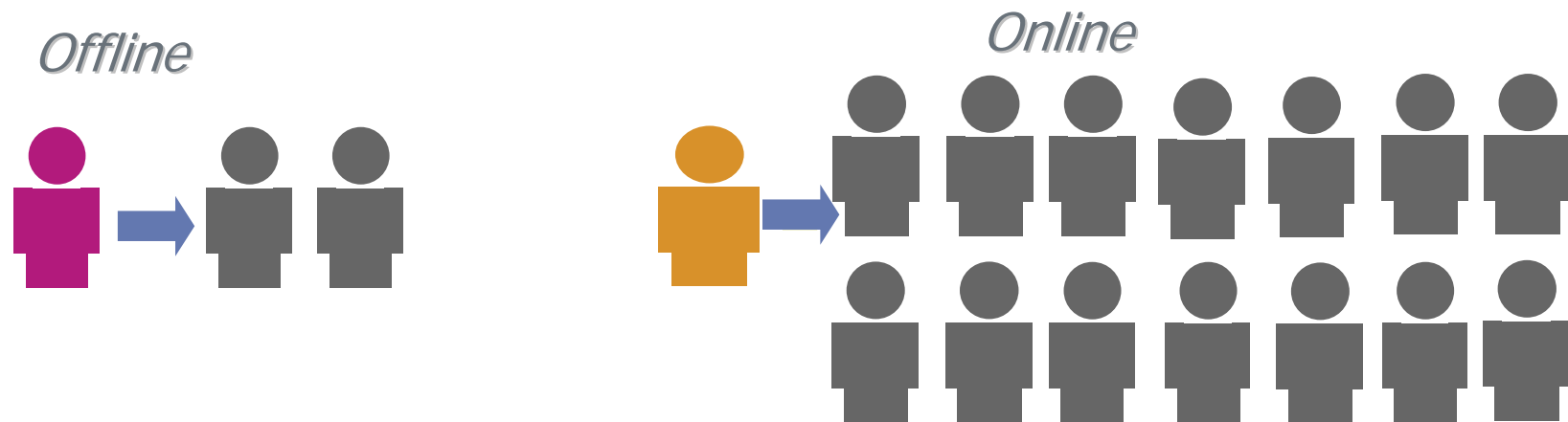


# Where consumers get their information on brands

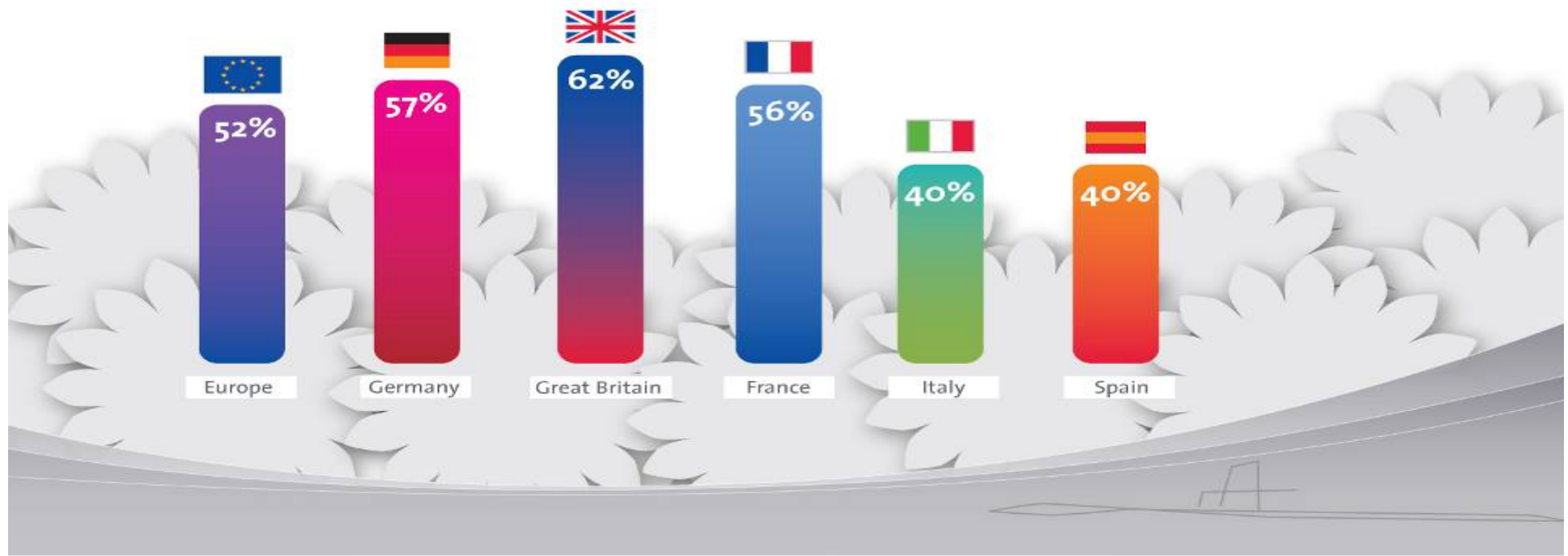


Source: Nielsen Online Global Consumer Study April 2007  
26,486 Internet USERS in 47 markets from Europe, Asia, Pacific, Americas and Middle East

# The exponential power of online influencers



Percentage who would be swayed to purchase when reading a positive review from a consumer or private individual on the internet



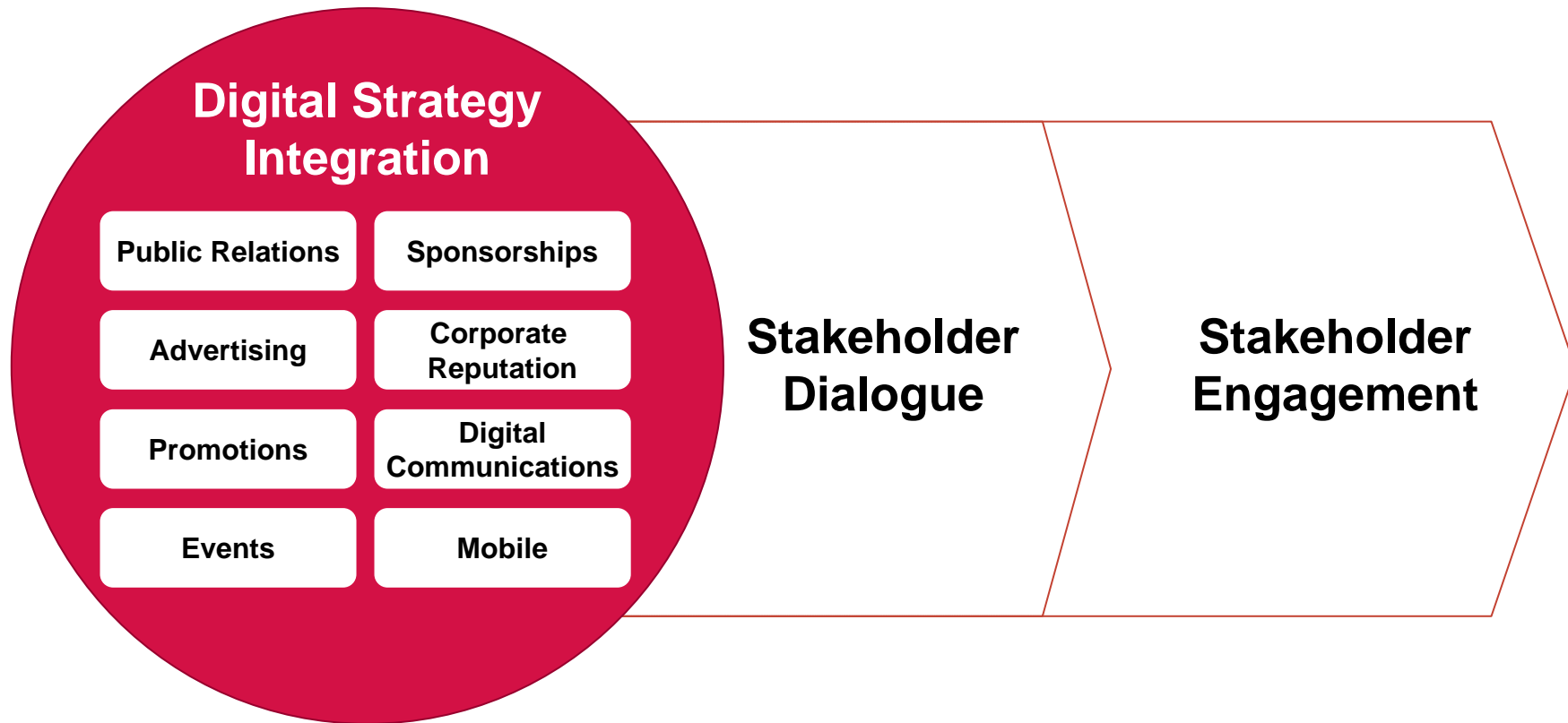
# The many faces of your online user

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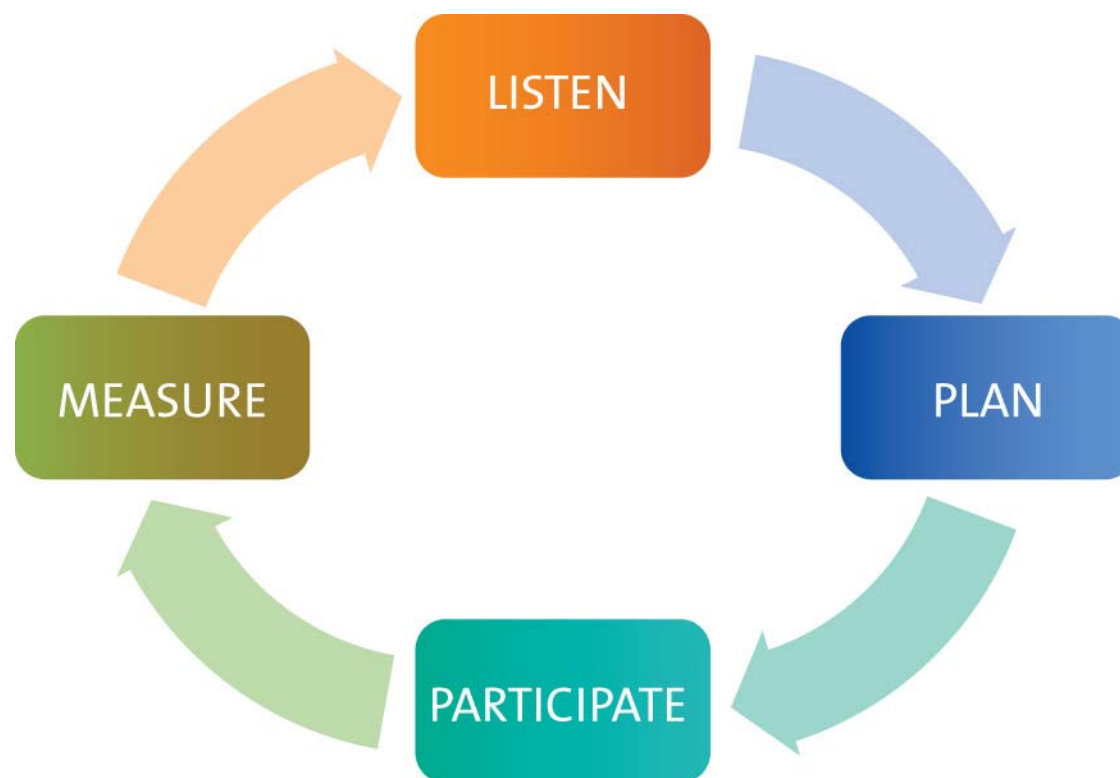


# How digital contributes to the global strategy

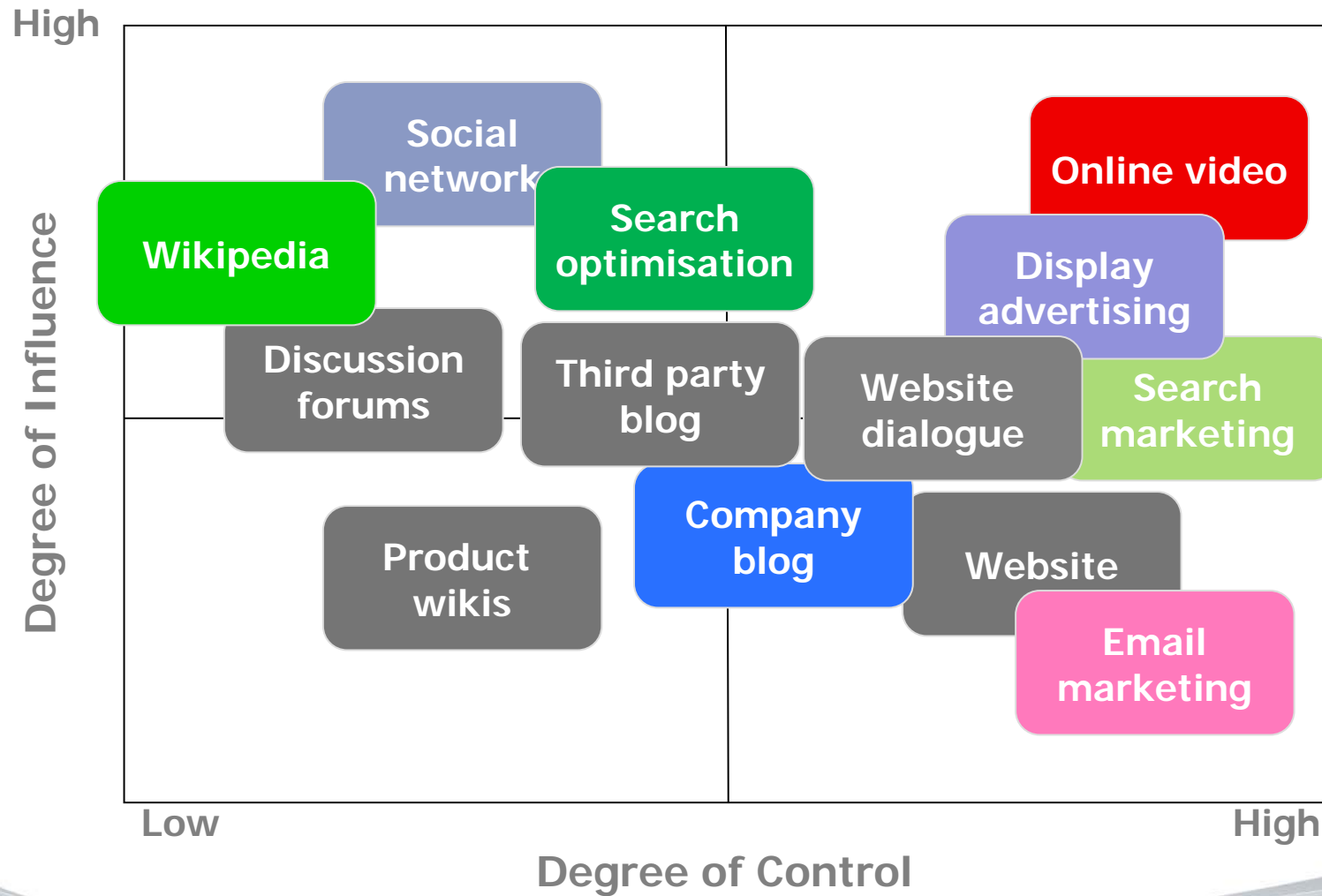
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# How do you do it ?

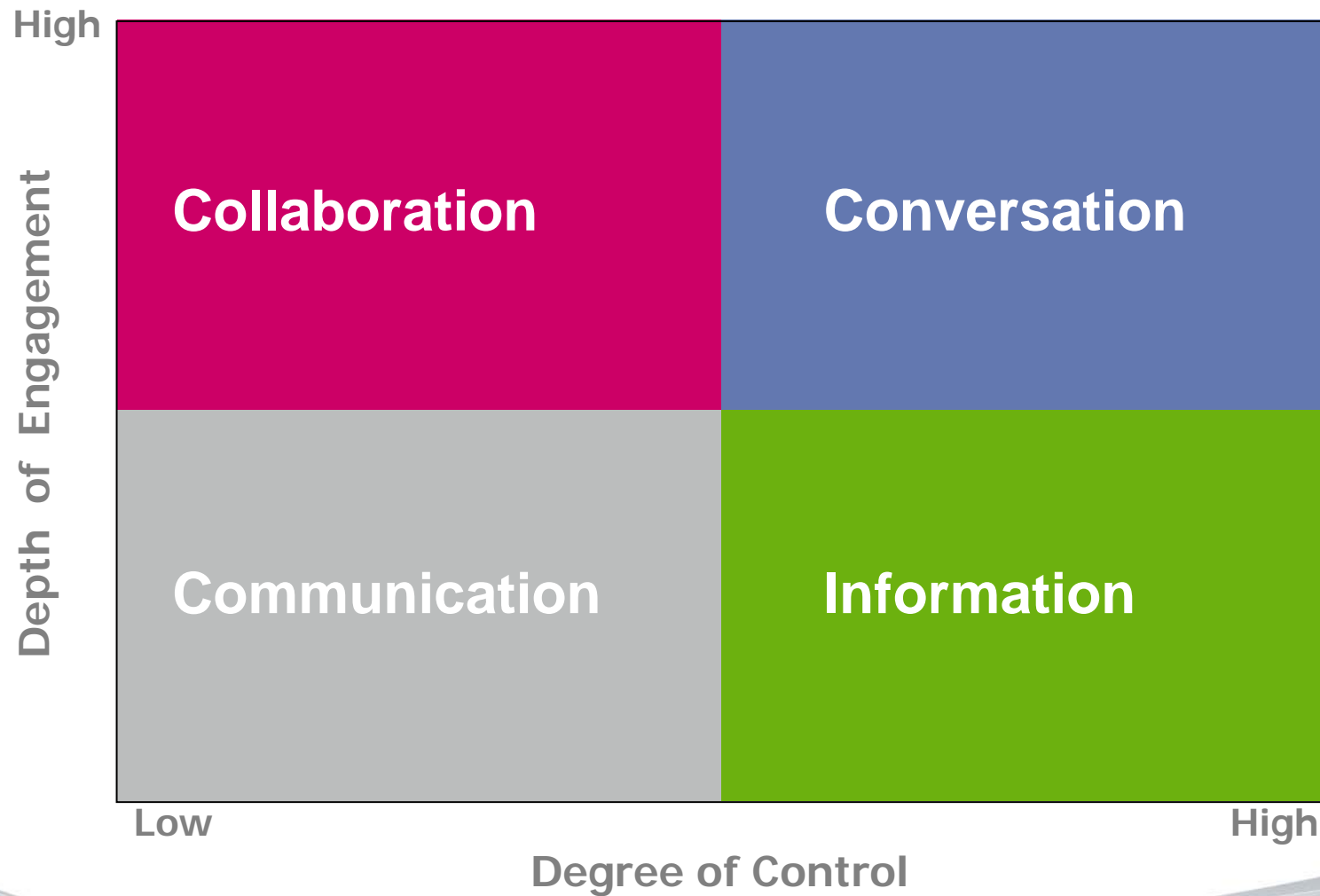


# You can engage progressively

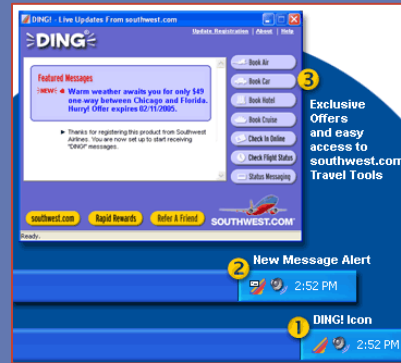


# The new playing field

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# Ding, you are now free to be social



**SOUTHWEST AIRLINES EXTENDS ITS DISCOUNT AIR FARES**  
**Cheap Air Fares Systemwide are Extended**  
DALLAS—Jan. 30, 2004—Customers of Southwest Airlines can still take advantage of **discount air fares**. The airline is extending its **cheap air fares** systemwide. Customers now can purchase cheap airline tickets through February 26, 2004, for travel beginning February 13, 2004, through the end of the published schedule (currently June 11, 2004).  
"Our customers have overwhelmingly responded to the **discount air fares**," said Joyce Pappas, senior vice president marketing for Southwest Airlines. "With this extension of our **cheap air fares**, customers will be able to keep enjoying travel for as little as \$39 each way."  
As shown in the breakdowns below, there are three different **discount air fares** available.

2 million downloads  
\$150 mm  
in ticket sales

260 posts  
6200 comments  
Company decisions

4 optimized releases  
\$2.5 mm in sales



# Key thoughts

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## INFLUENCE Instead of Control

Audiences do not want or respond to marketing messages, but they are open to conversations

Unstructured nature of digital media creates new participation opportunities

Identify what messages you want to **amplify** or **minimize** versus where you can **influence** versus **control**

## Real time Reputation Mgt

Uncontrolled messages are trusted more than controlled

Focus group of thousands

Companies must create trust between their brands and stakeholders

Allows you to be more influential in controlled media

## Invest in RELATIONSHIPS Not Transactions

Push messages may drive a one-time action, whereas dialogue can build advocacy

Invest in building relationships to generate self-propagating conversations and brand loyalty

## Risk is in NOT Participating

Conversations are happening with or without you

Companies who do not participate risk being seen as irrelevant and out of touch

