Markenführung in der digitalen Welt

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Levin v. Bothmer
Google’s big bets

Search  Mobile  Local  Video  Social
fueling innovation in a digital world

Levin v. Bothmer
organize the world’s information and make it universally accessible & useful
digital revolution

everything has changed
what are you going to do about it?
5 principles
knowledge for the digital age

1. put users first
2. innovation, not perfection
3. fast is better than slow
4. bet on the future
5. do stuff that matters
put users first
innovation, not perfection
Google instant search for "lady gaga"
content is liquid.
communication is always on and everywhere.
advertising is about orchestration. not just integration.
fast is better than slow
Case:

EA Sports and Tiger Woods
Case: Old Spice
an orchestration of multiple mediums and platforms including television, social media (Facebook, Twitter, Google+, Orkut), mobile devices, laptops, and online platforms.
audience behavior has changed and...

traditional advertising no longer works
to be entertained
to be informed
to be provided utility
bet on the future
remember the mobile phone?

it used to be about convenient communication.
but users won’t stop they want more...
and it’s not just annotating
do stuff that matters
tap into the zeitgeist.
Case: Tipp-Ex
things you can’t do on tv

Tipp-Ex
47 million channel views since 8/25/10
16 million uploaded video views
cost effective use promoted video and YouTube annotations
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