Appendix:
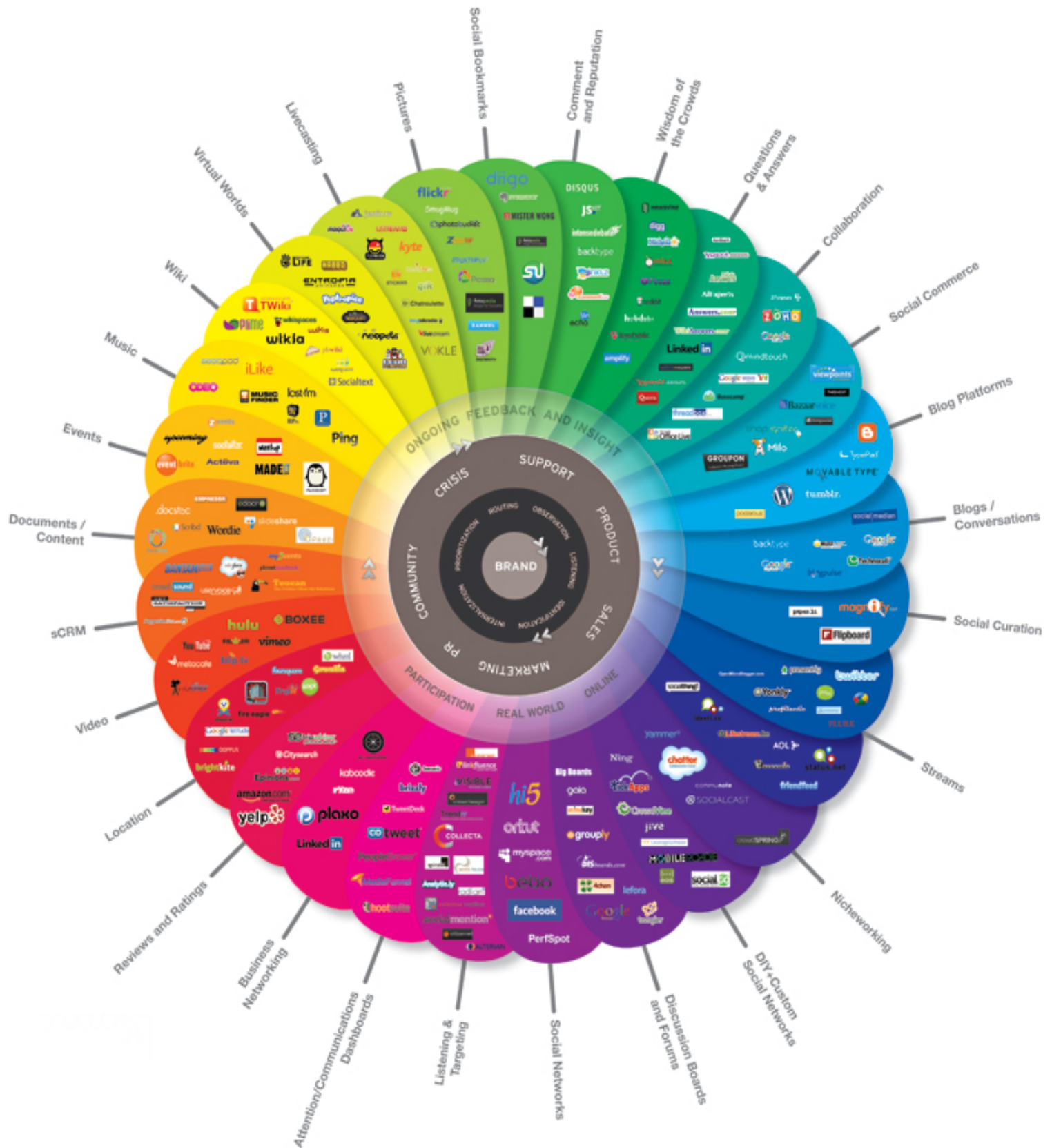
Appendix 1: Conversation Prism by Brian Solis and JESS3

Appendix 2: Case Studies

Case Study 1: Naprogesic

About:
Naprogesic is a product manufactured by Bayer Consumer Health. It is a non-steroidal anti-inflammatory. It is a medicine that is specifically designed for women to treat the cause of period pain.

Request Naprogesic:
Tick Yes was asked to come up with a strategy that would improve the online identity of Naprogesic to gain exposure from its target audience and to further cement the brand as a market leader in period pain relief.

Strategy:
Tick Yes created an online branded community A Pampered Life for Australian women in the age group 18 to 25. The site would allow Naprogesic to organically build relationships with consumers, increase brand loyalty and improve sales. A combination of online promotions, email marketing and media relations would attract new members and encourage existing members to be actively involved. The website was constantly updated with new, relevant content to maintain traffic to the website.

Point for improvement:
The problem with the strategy is that it is only focussed on a small age group of women that are suffering from period pain. Most girls with the age of 18 already have their period for several years and the same counts for women older that 25. By only focussing on women with the age 18 till 25 a large group of women is left behind. Next to that there is not much room for interaction between brand and consumer, and consumer to consumer. This strategy still sees the consumer as a passive receiver of the information.

Case study 2: Bayer Animal Health

About:
Bayer Animal Health manufactures niche pet-health products that are only sold at veterinary clinics. Their main target group are cat and dog owners. Tick Yes was asked to connect and build an intimate relationship with the broader community of dog and cat owners to increase sales and broaden the brand exposure of their product range for the brands they manufacture.

Strategy:
Tick Yes developed two online communities one for cat owners and one for dog owners with a great love for pets. The name of the community is Cat Diaries and Dog Diaries. Tick Yes has developed a community website, a twitter account and a Facebook page. The interactive website allows users to share videos and photos of their pets respond on articles and communicate using the online forum. The Facebook page and Twitter account posted articles from the website. To support the interaction several competitions are held via the website and social platforms.

Obstacles:
For this marketing program it is a great advantage that people who use the product for their pets all have a shared emotion; they love their pets and want to take good care of them. However, the interaction on the website is limited. Visitors did post a photo of their pet and some visitors use the forum but for some reason the website does not grab the attention from the visitor in the long term.
Next to this the brand is not well represented on the website. The website is powered by the brands Advocate, Advantage and Profender, but this is not very notable on the website. Therefor it is hard to raise awareness for the brands.

Case study 3: Landcom

About:
Landcom is a masterplanner of living communities and has developed residential commercial and industrial properties for close to 30 years in New South Wales. Landcom is at the forefront of innovative thinking and practice concerning sustainable living. To raise awareness for the existing living communities and new projects Landcom created an online community platform where residents can come together to share tweets, photos and videos, promote their favourite cause, or simply post about the latest-best-place they have discovered. The name of this online community is People Places.

Tick Yes was asked to maintain this community website by adding new content like news articles, best-places and events. Next to that Landcom wanted to have social media platforms to support the community website People Places.

Strategy:
Tick Yes has created a Facebook page, a Twitter account and a YouTube page for People Places. On the social platforms residents can come together and start a conversation with other residents about their neighbourhoods. Next to that People Places posts the latest news from the communicate website on the social platforms to drive traffic to the website and connect the social platforms with the community website.

Obstacles:
The concept of People Places is strong; bring living communities online to create strong bound between the residents of those communities. However there is not much interaction on the website and on the social platforms. People Places is the one who posts the most on for example the Facebook page and it is mainly focussed on releases of new projects. There is no real interaction between the residents as supposed to be. The marketing program does not create a natural situation where consumers feel like they help each other by sharing their favourite places and events.

Case Study 4: AllSaints uses music to connect people on Facebook

AllSaints Spitalfields is a clothing brand that acclaimed for its unique brand of sharp edge, directional clothing. AllSaints has a complete collection of menswear and womenswear offering printed tees and jersey, denim, casual wear, tailoring and accessories. AllSaints collections mix Culture, Fashion and Music into a potent formula of desirable clothing that expresses individuality.

AllSaints wanted to bring people together with the same passion for something that goes beyond fashion. The target group that AllSaints want to reach are artistic people who are a great fan of fashion and music, in particular festivals and live performances.

To reach this group AllSaints came up with the Basement Sessions, which are weekly recorded sessions of live performances, insightful interviews and upfront podcasts for a global audience featuring new artists, pioneers and bastions within the industry.

AllSaints decided to share these sessions via YouTube and syndicate these videos on their YouTube account. The brand created a large group of fans on Facebook and the number is increasing by the day. At the moment the fashion brand has 210.330 likes. A more interesting number to take a look at is the 'People Talking About This', this number shows the actual interaction that took place in the past week. Last week 2.797 people actually talked about the brand, by liking, commenting or sharing the updates that AllSaints posted.
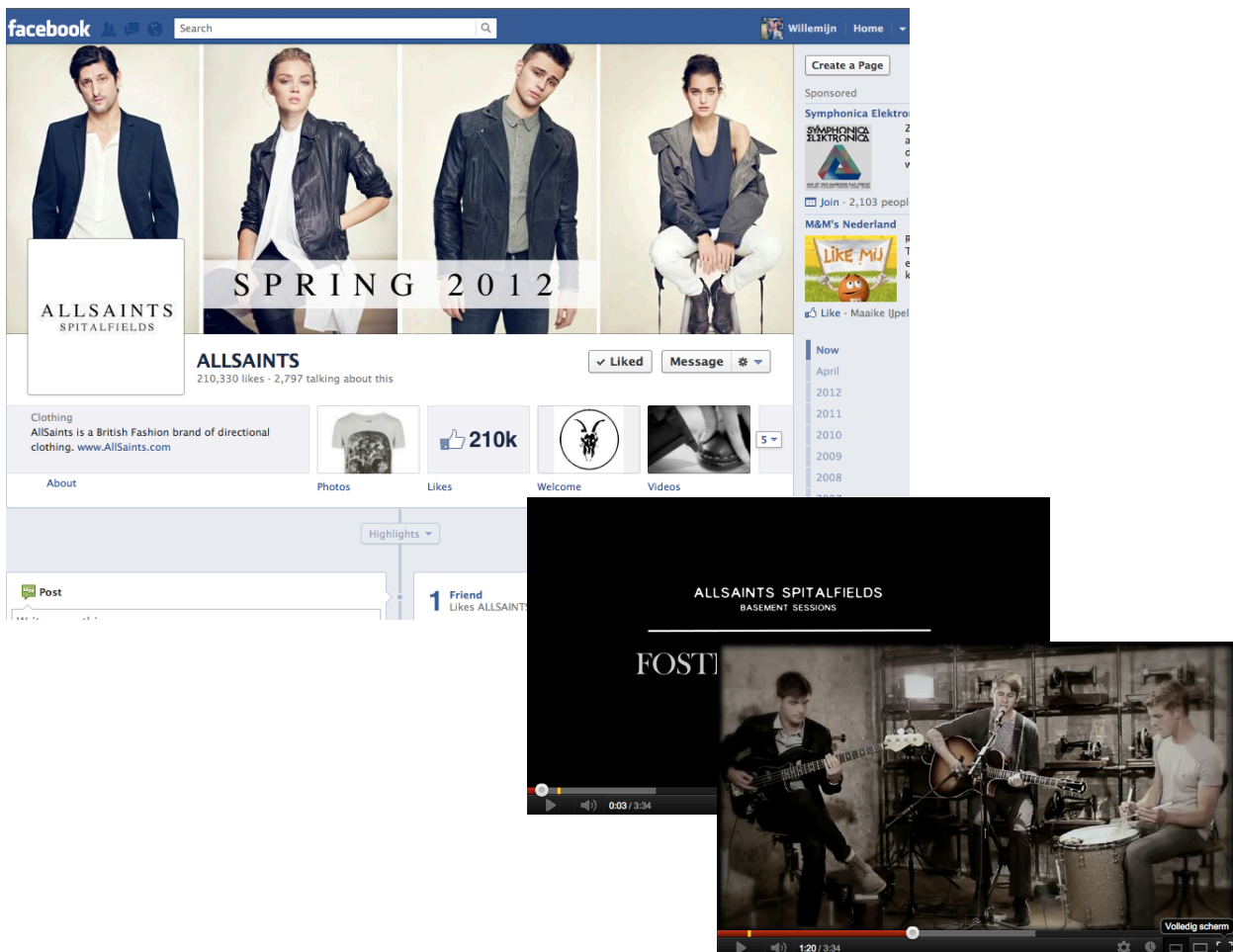
Case Study 5: Vodafone Australia's Customer Service on Twitter

Mobile phone provides seems to be the target on twitter when it comes to tweeting negative reactions. When the mobile network is down for only a couple of minutes people are already placing negative reaction on Twitter. Vodafone Australia is a good example of facing the negative comments and respond on these comments.

Vodafone Australia has two different Twitter accounts, @Vodafone_AU and @VodafoneAU_help. According to Vodafone the account @Vodafone_AU is there to talk, share and laugh with others. From Monday to Friday 9am till 5pm the crew is there to answer any Tweet that comes in.

VodafoneAU_help is the help and support channel. Here people can ask questions to the crew when there is any problem. The team is there to answer any queries from Monday to Friday from 8am till midnight and even in the weekends from 9am till 5.30pm.

Because Vodafone is there to help their customers within a short time customers are satisfied about the brand. Many mobile network brands have long waiting times for callings, but a Twitter reaction gives a respond quickly without having to wait on the phone.

Vodafone made a smart distinction between the 'help' and the normal account, this separates roughly the negative and positive comments from each other with some expectations of course. Another reason way this Social Media strategy is a success is because tweets from Vodafone are personalized with initials and on the homepage you can see who answered your query. This makes the contact with the brand more personal.

Case Study 6: Case Study: Old Spice makes comeback on YouTube

Their target audience for the campaign were not only the men who uses the products, but the women around them. They chose for a male actor as main character of the commercials. To reach as well men as women two slogans supported the campaign: 'Smell like a man, man!' and 'The man your man could smell like'.

By just posted the videos on YouTube the conversation around the brand already started. People tweeted about the brand and tweeted messages for the main character Mustafa.

Old Spice was looking for even more engagement and started the Social Response campaign. 3 days long the creatives and producers produced 180 personalised videos. In these videos the Old Spice Guy spoke directly to their fans and celebrities, which made this campaign to one of the most viewed campaigns ever.

How the brand is continuing their social media success is unsure. This brand does not have a long-term strategy for engaging with their consumers, but it does shows the power and the viral nature of YouTube videos.

Case Study 7: How the Michaels Stores uses Pinterest

Michaels Stores is the largest specialty retailer that sells a selection of arts, crafts, framing, floral, wall décor, bakeware, beads, scrapbooking and seasonal merchandise for hobbyists and do-it-yourself home decorators. There are 49 stores located in the United States and Canada.

Pinterest is a great platform to use for Michaels because it is place where people want to get inspired and where a lot of inspirational craft projects are shared. Michaels offers a number of crafting pinboards targeted to a wide variety of audience segments. Whether you like to knit, make things from recycled materials, or bake, there are pinboards for many types of people and hobbies. The people do have on thing in common which is their passion for craft and DIY projects.

Michaels Stores wants to inspire other people via the Social Platform. Next to that the brand wants to create engagement with their followers. The brand has a pinboard where it shares projects from their followers. In this way consumers inspire each other with their craft projects.

The advantage for a brand like Michaels Stores is that when people are inspired by the projects they can get the products at Michaels Stores to get started with the craft projects.
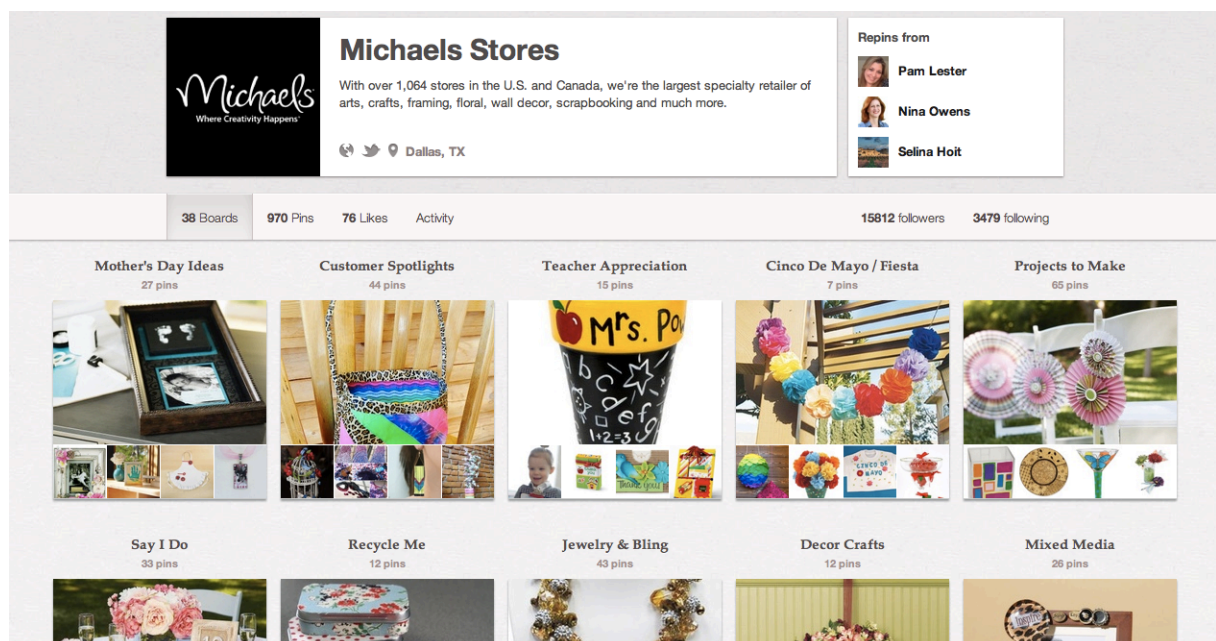
Appendix 3: Presentation Tribal Marketing Elia

Hi, my name is Elia Morling and I run a company named Tribaling. Tribaling lives at the crossing between marketing and anthropology. This is an adaption of a presentation that I held at the Next Event in Stockholm in October 2009.

My presentation is about tribes, identity and community and how that affects your brand and offers new ways to define and reach your customers. We help companies adjust to the new world of tribalism because companies of today are build for individuals. Individuals that make desicions on their own and mostly buy to satisfy their own needs. But hé, let's face it; people are more social and more complex than we have given them credit for. To understand them we have to learn about their culture an society. Everything a company does begins and ends in culture. Companies no longer operate in a market, they operate in society. Some people prefer marketing, but i prefer to say societing. In the new world of tribalism we buy things to belong, we use brands as role material to build and reinforce identity. People do not only buy things to live and to fulfill needs, but to exist and belong to others. Consumption is existential. What does your brand add to the existential projects of your customers? In the new world of tribalism we value brands with a linking value. The linking value is your brand's ability to link people together. How does your brand connect people? I want you to think of your brand as a bridge because it will help you aid the journey of your customers. What you are offering them is transformation and helping them get to a better place. Identity transformation is achieved through ritual experiences and stories. When your customers are buying your product they are crossing your bridge and when they use your product they are taking part in your story. Now ask yourself: Where does that bridge lead to and where does it leave from? Remember that people seldom cross this bridge alone, they do it with the help of others and to join others. In the new world of tribalism people are more active than ever before. They are more participative, recreational, social an community minded. All our tribes are booming thanks to new internet platforms and the consumer wants to be stimulated, entertained and challenged. Many companies are encouraged to get involved. Listen, ask questions and join the discussion. This is commonly known as relationship marketing. But it still focuses on individuals and one-to-one relationships. After all this is where a lot of interesting stuff is going on. And this is where critical decisions are being made to buying your product. It is also where the stuff they buy are being used. Our identity has changed too. Our jobs are no longer the primary vehicle for identity. The largest impact on our identities is tribes. A tribe is a group of people held together by a common passion or emotion. This all boils down to a hunger for community, expression and being real. As members of a tribe we are part of something, we fit into the whole, we participate, or more trivially we're in. We all belong to a lot of different tribes and we move in and out of them with ease. It is as simple as logging on to a website and at once we're at home. We assume temporary roles and identity as we join our tribes to celebrate community, sharing experiences and stories. The tribes we belong to define us. Classic marketing segmentation defines the consumer's world using common characteristics like age, sex or income. In this definition consumers are

simple, they are incapable of collective action and they are not connected. The reality is different right? We belong to lots of different tribes and they affect the things we buy. Tribes offer a different perspective, an alternative way of breaking up your consumer's world. It focuses on shared passions that cut across traditional marketers. In the new world of tribalism a 25 year old woman living in the city has less common with her peers, she may have more in common with a 65-year old guy living in the suburbs of Seattle. Sharing a common passion skiing. That is why traditional marketing segmentation is going old in the new world of tribalism.

Why tribes are good for your business. Tribes are a better reflection of the world we live in; the world of tribalism. The more precisely we can define our consumers, the less money we throw away. We come closer to our customers when we share their passions and that means more loyal clients. Keep in mind that a tribe is larger than its practitioners. Because the largest group of a tribe is always it's sympathizers.

View tribes as an extension of your organization. They are co-producers of value, which enrich your brand. Tribe members make your brand more authentic, because they are a living promise that you can deliver. Tribe members talk, and advocate your brand to potential members, it is all about word-of-mouth. Let all communication begin and end with your customers.
A good way of getting started is to think of your brand as social glue. How does your brand glue your customers together? How does your brand help your customers forge meaningful social relationships?

People are looking for products and services that can link them to a community or a tribe. The more powerful your glue is the more likely you will succeed in the new world of tribalism.
My name is Elia Morling, thanks for listening to this presentation, check out our website, blog and YouTube channel. We help companies adjust to the new world of tribalism.

Guide for implementing elements

How to define the right target group:

Element 1: Define reason for existence of the brand

Reason for Existence:

Transparency towards consumers:

Socially involvement:

Element 2: Define consumer tribes

Glue Value:

Consumer tribes:

Emo-Worlds:

How to reach the right target group:

Element 3: Define the communicator of the messages

Master of Emotions / Personality:

	Facebook	Twitter	YouTube	Pinterest
Purpose Platform				

How to create engagement and finally brand loyalty:

	Facebook	Twitter	YouTube	Pinterest
Communication – Right Tone of Voice – Appealing content – Engaging				

Co-Creation:

Appendix 5: Source List

Literature:

The following literature is consulted throughout the whole thesis.

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Event:

Ad:Tech ANZ
Event for Digital Marketing and advertising community in Australia and New Zealand
9-10 March 2011, Sydney, Convention and Exhibition Centre

Seminar:

Online Marketing Seminar – Tonny Lonbach
Tuesday May 2, 2012. 19.30 – 21.00 Amsterdam, Park Plaza Hotel