The New Creativity

Reach more customers faster, at a lower cost, with greater credibility.

Use the new media channels to strengthen customer relationships.

Until a few years ago, good advertising was mostly about creating an interesting, eye-catching message that could be published in one or more of the established media channels (preferably as a full-page ad or broadcast commercial).

This reality has altered dramatically in the past few years, thanks particularly to the rapid improvement of the Internet. Certainly, a strong communication platform and message remain the alpha and omega of effective advertising, but the choice of 'delivery' alternatives to best reaching the target audience has expanded radically. The Internet is NOT a media channel, but a dynamic interchange for a growing range of channels and methods of communication.

Many of these offer excellent alternatives to reach your market more effectively and at lower cost, but also place new demands on marketers and communicators, especially if the target is younger audiences. This calls for The New Creativity.

To be clear right from the start: full-page ads, commercials, direct mailings and other so-called traditional media still hold valuable places in the marketing mix (this brochure is one example).

However, several new and very effective ways to reach the target audience have also appeared. The new media place new demands on knowledge, understanding, skills and - not least - the creativity of both B2B marketers and their marketing and advertising partners.

In this publication, we review several of the channels we believe will have the strongest impact on B2B marketing. You are very welcome to contact Pyramid Communication to discuss their potential for you, or to put our creativity to the test.

But isn't this just another passing fad?

What's this?
How does it work?
Why is it important?

Care for your customers, around the clock, all year long.

Once upon a time, the only way for a B2B marketer to anchor his or her brand in the customer's awareness was to use a series of well-placed, attractive ads, or with a lavish stand at the right trade fair – preferably with 'catchy' give-aways to remind visitors of the brand's benefits.

Broadsheets, commercials and other traditional media still have an obvious place in the media mix. But today there are often better, more attention-getting, more cost-effective ways to get your message to the right people at the right time. Either as the main media channel, or as a supplement to traditional media.

Together, these are called the new media channels, and they all involve using the Internet's communication potential in the right way. By this, we mean far more than as a place to publish a website.'

The new media, e.g. blogs, podcasts, online video, multimedia, social networking and online communities, create completely new opportunities for marketers to reach their desired target audience. Because many customers and prospects already use these channels for other reasons – to read a blog post on the latest CRM trends, to download the latest episode of their favorite TV program, or to network with peers – they are already positively receptive at the moment of contact.

What makes it interesting is that, today, each of these channels is more accessible and offers a much higher level of direct involvement than traditional media. And used correctly, they can offer a real boost for your brand, because the recipient is even ready to engage with your brand and your message at an emotional level.

Market communication becomes market conversation

But success requires a new kind of creativity – a creativity that focuses more on where and how your message is conveyed, and less on how it is transmitted.

To a much greater degree, The New Creativity uses the recipient himself (or herself) to spread the desired message. The New Creativity increasingly questions the value of expensive spread ads and commercials as the best medium to communicate the message, questioning automatically what is the smartest channel to spread messages rapidly, to more people, with higher credibility and at lower cost.

In it purest form, successful communication is a simple feedback loop: Listen – Change – Speak – Listen – Change – Speak – and so on. This loop underscores the importance of the company's ongoing dialogue with its target markets.

Seen from this perspective, the new channels offer perfect tools for successful communication: you listen for trends and opinions where you can, participate in dialogue where you can, and communicate your offering where it is most acceptable to do so.

In this way, market communication becomes market conversation. Your offering's content doesn't change, but your prospective customer can retrieve an increasing range of information from sources which you cannot control. This makes your presence essential in all those locations, virtual as well as physical, where your industry's opinion trends are defined and affected.

Put simply: "Content is king. Conversation is King Kong."

The blog

What makes blogs and blogging so attractive and interesting is their accessibility. You read an opinion. You write a comment. You get an answer. Everything happens quickly, and often at a personal level. You create a one-to-one relationship with the person you are communicating with.

In a recent survey by Knowledge Storm* about how new media affects B2B business, 80% of respondents answered that they have read blogs, and over 50% said they read at least one blog each week.

Even more interesting is that most of those who regularly visit blogs consider the information in the so-called expert blogs to be more credible than the information delivered in traditional media. The most frequent criticism of the blogosphere, however, is that too few blogs deliver expert content.

The Knowledge Storm study highlights both the pros and cons of new media channels. Everyone is invited to say something, and there is no quality filter on content. But the very fact that the blog's credibility in certain cases is deemed higher than traditional media opens very interesting possibilities for marketers who are willing to 'think different'.

From a brand perspective, this is 'worth its weight in gold'. The

* Emerging Media Series, KnowledgeStorm/Universal McCann, 2007.

creates dialogue.

mere thought of having a large and loyal readership amongst employees, customers and potential customers – all eager to consume every thought you convey, and potentially to form a so-called 'community' – is a marketer's nirvana. Views can be exchanged quickly and freely, and the contact between the sender and receiver is characterized by participation, instead of passive (and often skeptical) reception.

Blogs gain popularity by word-of-mouth, and through referrals from other blogs. One possible way into the blogosphere may therefore be to identify an already influential blogger, whose opinions and ideas are in line with your brand's purpose and values, and who can be sponsored to periodically present favorable reviews of the brand.

However, this path is dangerous, with obvious risks of failure. It's not just that the credibility of bloggers can be questioned (your sponsorship can never stay secret for long), but also that you put your entire brand presence in the blogosphere in the hands of someone outside your own organization. The best, but also most demanding, route is to yourself assume the role of expert blogger in your category or industry. Done right – i.e. not as a marketing gimmick but as a way to build credibility as the industry spokesperson and leading thinker – the brand you represent will also be regarded as the 'industry leader'.

A well thought-out blog, which does not carry hidden agendas or pretend to be something it isn't, often gets the respect of the blogosphere. A poorly implemented blog can damage the brand for a long time. Rumors in the blogosphere travel much faster and farther than in the 'real' world, and are essentially impossible to stop, so negative views of your blog (and brand) can reach millions of people in a matter of hours.

In summary: if there is room in your industry for an expert in your area, put your money on the blog. But make sure you have a solid strategy and a passionate commitment. You will soon see that it is well worth the effort.

Pyramid recommends:

B2B Blog
www.pyramid.se/sv/Knowledge/Blog

Online video

As a media channel, online video and multimedia are more used and better known by both B2B and B2C marketers than blogging. According to the 2007 Knowledge Storm survey, online video is the most influential medium (57%) influencing procurement of technology products and services.

What primarily distinguishes online video and multimedia from web advertising and website video-streaming is the visitor's power to decide how and when the information is to be consumed. Unlike banners, TV commercials and

gives

website video-streaming, online video gives the visitor full control over whether she or he really wants to share the information or not. This might be considered a major drawback, but is actually a major advantage for the media channel, because once the visitor makes an active choice to receive the information, there is a much greater likelihood that he or she will be open to your message.

Today, online video and multimedia are relatively simple and cost-effective, both to produce and to consume. Many important variables affect

* Emerging Media Series, KnowledgeStorm/Universal McCann, 2007.

Podcasts: coming on strong

Podcasting is still in its infancy in terms of both acceptance and use as a media channel in B2B. Almost half of respondents in Knowledge Storm's survey indicated that they had never listened to a podcast. The main reasons stated were that they did not understand what podcasting was, they did not know how to listen to podcasts or where they could find them.

However, for the minority who did listen to podcasts, the media channel offered three very strong advantages from a marketing perspective: portability, flexibility and choice. A podcast is, after all, easy to download and then to carry around, to be received exactly when and where the listener (or viewer) feels most receptive.

From the sender's perspective, podcasts are easy to produce at a relatively low cost. They can be deployed very quickly, which means that news and other information that is a 'best-before' fresh product can quickly reach its addressee. Podcasts can be used to great advantage within your own organization, but also to address external recipients who for one reason or another have strong ties to your company or brand.

Beyond the knowledge gap surrounding the podcasting phenomenon, the greatest challenge is to fill the podcast with relevant, interesting information – you cannot bore your podcast public more than once.

Today, listeners find their podcasts primarily through the digital 'jungle telegraph', but venues like

power

this choice, not least the fact that changes in markets, products, promotions, etc. occur at such an ever-increasing rate, and new or revised messages must be communicated with growing frequency. Online video and multimedia is thus a rewarding and relatively easy way to engage your audience and, ultimately, to strengthen your brand preference.

The same credibility principles apply to online video as to blogs: Don't hide who you are. Don't try to manipulate. Dare to be personal, and dedi-

to the viewer.

cate yourself to the quality of your content. Although this area is much more developed in B2B than blogging, there is still room for leading thinkers and experts in many categories and industries. Just make sure to position your brand consistently – with the same accuracy and detailed review of both message and quality that you've made in all your communication, including both advertising and print production.

iTunes also promote podcasting. In addition, sites like Yahoo! have created podcast search engines to help users find video content that matches their interests.

Thanks to the relatively low production cost, short production time and simple distribution channel, podcasts may very well soon be one of the most widely used new media channels in B2B. The 'earlybirds', with relevant content and a good feel for quality, will gain a lead that competitors will find difficult to recover.

Pyramid recommends:

SAS Cargo News Center www.sascargo.com, Cick on "News Center"

PriceWaterhouseCoopers podcast channel: pwc.podcast.com

What is viral marketing?

The term 'viral' marketing was coined in 1996 in an article by Harvard professor Jeffrey Rayport. But other thinkers, including media critic Douglas Rushkoff, had already reflected a few years earlier on the enormous marketing power of 'infecting' a message recipient in a way that leads him or her to choose to infect others.

However, compared to consumer marketing, the benefits of B2B viral marketing are far from obvious. As B2B companies typically have fewer and more easily identified audiences than consumer companies, other media channels (like those presented previously here) often are more effective than viral marketing.

For B2B companies that want to enter new markets or new market segments, or who want to broaden their customer base, viral marketing may be the right solution.

If the aim is to spread a message quickly, with minimal budget and maximal effect, viral marketing is close to unbeatable. A virus, whether biological or computer, has great impact on its victims. And a marketing virus has a significant impact on how the recipient thinks and acts in relation to the brand the virus carries.

The problem is that success is difficult. Many have tried, but few have succeeded. Our three benchmarks for successful viral marketing are:

1. Creativity: People are not idiots. If you want them to spread your message, you must give them something they want to spread.
2. Implementation: An interesting idea is not enough. There must be some form of deliberate 'twist' that firmly anchors the implementation.
3. Strategy: The key is to sow as many seeds as possible, as widely as possible, and then continuously track the spread of the virus.

Last but not least: to succeed, it is important to ensure that viral marketing is used as a as part of the marketing mix, not as a stand-alone effort. To just attract attention only rarely leads to lucrative results. Attention must be focused somewhere if views and behavior are to change.

Bluetooth, an early viral

In the mid-1990s – even before the term 'viral marketing' existed – Pyramid was mandated by Ericsson, IBM, Intel, Nokia and Toshiba to help launch a new technology.

The unlikely coalition's aim was to establish a de facto communication standard within two years.

Instead of betting on traditional media, Pyramid chose to invest in new ways to reach a large number of unidentified technology and electronics developers worldwide. The goal was make them 'heroes' in their respective workplaces, by allowing them to 'discover' the revolutionary new technology that could improve their products on many different levels.

The technology, called Bluetooth, is the fastest growing technology brand ever, with over 3 billion shipped products to date.

Not one single ad or commercial was used. Instead, the central communication unit was what today would be called a 'development community' on the Internet, where the growing number of participants could meet and exchange ideas and knowledge.

To use viral marketing correctly, it is important to understand its 'why' and 'how'.

'Why' is fairly simple: the 'Internet'. Online viral marketing can cost-effectively reach many people extremely quickly.

Describing 'how' is far from easy. There are far more tips about what *not* to do than about what to focus on in order to succeed. However, it can be said with certainty that a viable viral communications concept must add value to the recipient's experience.

In practical terms this means that viral message must in some way offer a) entertainment, or b) education, or c) a reward that interests and motivates the recipient.

Successful viral marketing is like a successful film: you need a strong idea, you must communicate it effectively, and you need a certain amount of luck in your timing.

Just get started, and never stop.

There is no universal rule of thumb for how to (or if you even should) 'take the plunge' into the new media arena.

The best advice we can give is to find out where your target groups are active today, and make an educated guess about where they will be tomorrow. Once you have a clear picture of which alternative (or alternatives) best suit your company, you will have the bearings to find your starting point. Bear in mind that none of these media are suitable for isolated 'one-off' actions. Each is evolving rapidly, and successful involvement requires an active and sustained presence.

A complement, not a miracle cure

The new media will never completely replace the traditional. However they offer unprecedented opportunity to reach out with the company's message, and a new way to speak with its target groups. In many cases, the targets may be able to opt out, but they can never completely ignore you. The B2B companies and their marketing partners who best utilize these tools will come furthest with them.

This is what we call The New Creativity. If you think it sounds interesting, then please contact us for an open-ended conversation about the potential that new media channels offer you, and to learn how we can help you to fine-tune your new media efforts.

A little social media le

Wikipedia

Wikipedia is a knowledge/information community – probably the most famous community on the Internet.

The original idea, and the whole point of Wikipedia, is that everyone can contribute. Wikipedia can be used to advantage as a media to disseminate information about a company, product, service or idea. However, it is important to bear in mind that Wikipedia – i.e. the volunteers worldwide who moderate the Wikipedia – are dedicated opponents of any information that breathes 'manipulative marketing'.

The key word for success at Wikipedia is 'sharing'. Delete anything that may be interpreted as a sales argument, positioning statement or marketing distinction. Write instead as objectively as possible about your company or your product, feel free to talk about its background and even to provide unusual anecdotal information that people might find interesting. It should really feel like you are 'sharing', and the more the information is 'for the initiated' or 'secret', the better.

An alternative approach to providing information about the company or product is to think about the problems you can solve. Done right, this comes across as both objective and interesting. In that context, you can advantageously write something like " …a known supplier of X is the company Y, which...", a style of formulation that is likely to place high in search engine results.

If you can consistently project a serious and knowledgeable tone, and show a sincere interest in participating in the subsequent editorial dialogues about what you write, it will benefit both you and your company.

Keep in mind, therefore, that there is a specific culture among wikipedi-ists and on Wikipedia. If you are unwilling to commit to it, and adjust the company's communications to it, you will undoubtedly be treated as an intruder and thrown out the door.

exicon

Expert blogs

So-called expert blogs are something that professional purchasers both want and appreciate. Moreover, surveys show that the statements of expert bloggers are often regarded as more credible than information delivered through the traditional media.

A good expert blog should feel objective and comprehensive – and it must be kept alive. (See also Twitter and Jaiku.)

Micro blogs

Twitter and Jaiku are examples of popular micro-blog services. Their role has recently come to be an increasingly important cog in many organizations. You can reach many people quickly, but you have only 170 characters at your disposal. People can subscribe via their mobile phones to the information you publish, and thus constantly be updated on your work. Everything is possible to comment on and share with others in different ways.

Recently, micro blogs attracted attention for being first out with spectacular news, for example the plane crash in the Hudson River and the earthquake in Skåne.

Photo blogs

On the Flickr photo community, millions of new images are published every day, year round. There are many functions related to Flickr. For example interest groups –an owner of an interest group can invite others to publish their photos in the group, resulting in personal dialogues and relationships. Correctly used, Flickr offers the same opportunities as YouTube, although solely for the distribution of still images.

Social networks

LinkedIn and Facebook are social networks. These network sites work well as open idea generators. Companies can create pages to which they invite all visitors to offer ideas and suggestions. Ideas are published and are thus available for others to comment on. In addition to the opportunity to get unfiltered feedback, these networks also offer an unbeatable channel to create discussion and debate on, for example, vital issues within your industry.

YouTube

YouTube is the world's largest community for online video. This is where everyone watches videos – and we do mean everyone. To publish videos on YouTube makes them accessible globally, pushes you higher in search engine rankings, enables others to link to your videos, and to blog about them. You get an instant opportunity to create a dialogue with both supporters as critics.

Interest sites

An interest site enables a person, company or organization to post information about a particular topic. This information is accurate, factual and objective. The point for the company or organization is to control the information in such a way that its offer appears to be the answer to the problem presented. The pharmaceutical industry is good at managing this method both to convey a market offer and to defend an interest.

A good example of the former is www.drynites.com, which highlights the issue of bedwetting by children. A good example of the latter is the web site www.crimemedicine.com which focuses on the problem of the counterfeit medicines that are sold cheaply online.

In Pyramid, you'll find a partner who:

- Sounds out your business strategy
- Focuses your organization
- Adjusts your offer to the market
- Positions your company
- Differentiates your products and services
- Builds strong brands
- Stimulates your sales force
- Attracts the right customers
- Makes your business grow globally
- Enhances your use of the Internet

… to lift your growth and profitability.

Some companies who choose to work with us:

AAK
AGA/Linde
Arjo
ARM
Atlas Copco
ATLAS Logistik
AudioDev
Axis Communications
BB Electronics
Bluetooth SIG
BOSS Media
Bostik
Bring
Establish
FORIA
FOSS
Höganäs
Höganäs Bjuf
JBT Foodtech
Kockums
LFV
MCT Brattberg
Moving
Munkfors
Posten Norge
Orwak
Perstorp
Rapid Granulator
SAS Cargo
Sicon Semiconductor
Sörmlast
Tetra Pak
Volvo Aero

Pyramid

Pyramid Communication AB
Box 1026 (Bergaliden 11)

SE-251 10 Helsingborg
Sweden

Phone: +46 42 38 68 00
Fax: +46 42 38 68 68

E-mail: info@pyramid.se
www.pyramid.se

I think The New Creativity sounds interesting.

◯ Contact me about your free seminar on The New Creativity's potential

◯ Contact me to book a date for an open discussion

Send me more info:

◯ I want your poster that highlights the potential of The New Creativity.

◯ I want the 'CEO's 10 questions of conscience' : thought-provoking points for manufacturing company managers.

◯ Send me Pyramid's company presentation.

Framework for...

"Framework for..." summarizes questions worth considering in your development of international B2B market communication.

Yes, please. Send me "Framework for..."

- ○ Market study
- ○ Branding strategy
- ○ CRM strategy
- ○ Editorial publicity
- ○ Global communication coordination
- ○ Strategic market analysis
- ○ Identity coordination
- ○ International product launches
- ○ Technical communication
- ○ Following up results

Name

Company

Title

Address

E-mail

Telephone

Fax

Post this card today, or fax it to +46 42 38 68 68. Welcome!

Pyramid

Pyramid Communication AB, Box 1026 (Bergaliden 11), SE-251 10 Helsingborg, Telephone: +46 42 38 68 00, Fax: + 46 42 38 68 68, www.pyramid.se

Postage
prepaid

Port
payé

Pyramid Communication AB

SVARSPOST
201 876 300
258 00 Helsingborg