



**THE DIRECT LINE TO SUCCESS IN
CENTRAL AND EASTERN EUROPE**

LINEA DIRECTA COMMUNICATIONS





PRILOŽNOSTI DIREKTNEGA MARKETINGA

LINEA DIRECTA COMMUNICATIONS. THE DIRECT LINE TO SUCCESS IN CENTRAL AND EASTERN EUROPE



DUŠKO KOS

Ljubljana, November 2007





Napovednik

- Generacija Z
- Trendi v industriji
- Razvojni potencial vzhodne in srednje Evrope
- Studio Moderna/Linea Directa izkušnja
- Ključnost topološke spremembe





Generacija Z

- Najprej Madison Avenue





Generacija Z

- Rojeni po 1.4.2006
- beta@foops.be – prva stran za socialno mreženje generacije Z z 12.000 člani v nekaj mesecih
- Atypyk – vzgojni brand puzzle za osem mesečne otroke





Generacija Z

- Deloitte: " 2007 State of the Media Democracy" generacija Y komunicira v povprečju s 37 osebami, povprečje ostalih je 17
- BzzAgent: zagotavlja 60 stikov na agenta
- WoM – od 1,3 mrd usd prometa letos do skoraj 4 mrd 2001
- From Many to Many – Second Life





Industrijski trendi

**P&G, Major Marketers Crowd Into
Direct Response TV**





Industrijski trendi

of the show beside the program...

"Two uber-trends are crashing into each other: Retail is trying to turn itself into entertainment at the same time that entertainment is trying to turn itself into retail," said David Card, senior analyst with Jupiter Research. "What's unique about the Internet as a medium is it's an opportunity to blend the retail experience with the entertainment experience and the discovery of..."

The Seattle-based e-tailer joins the crowd of Internet companies hearing Hollywood's siren song. Amazon hired experienced show business agents and producers to develop the half-hour show, and the company is creating a wholly owned subsidiary in Los Angeles to create more original programming.





Industrijski trendi

AdAge.com

As it moves more broadly into "targeted scale" relationship marketing, Procter & Gamble, which currently estimates it has a "decent relationship" with 10 million U.S. households, aims to increase that number to between 40 million and 60 million households.

1to1 Magazine

Joey Schultz, AT&T vice president of consumer marketing had service representatives call loyalty club members to remind them when there was an opportunity to earn rewards.

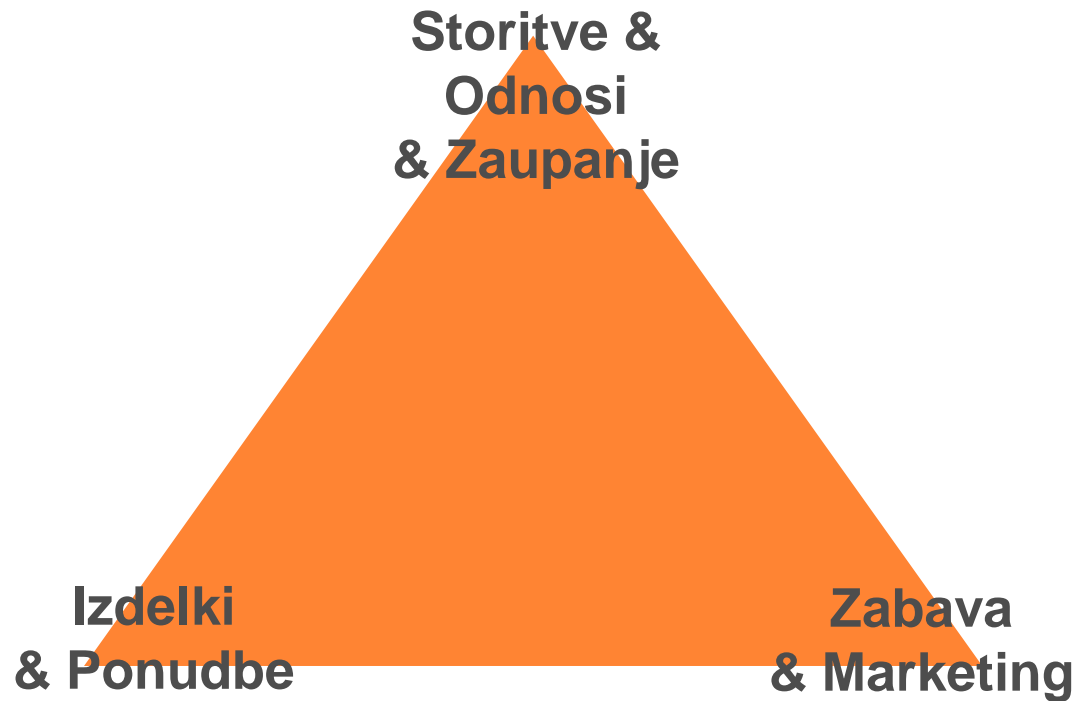
Forrester report

It may sound odd, but the future of the direct marketing agency isn't direct marketing. Unless direct marketing agencies begin to acquire or adopt database marketing capabilities and advanced analytics expertise, they will start to see serious erosion in their business, as database marketing service providers that successfully marry customer insight, creative, and program management discipline will quite simply eat their lunch.





Magični trikotnik



- Najprej je bil kralj izdelek
- Danes je kralj show
- Jutri pa bo kupec kraljeval v kraljestvu storitev, odnosov in zaupanja!





Upravljanje izkušnje

- Apple has initiated a worldwide battery exchange program for certain rechargeable batteries that were sold for use with 15-inch MacBook Pro computer systems from February 2006 through May 2006.
- We recently discovered that some 15-inch MacBook Pro batteries supplied to Apple do not meet our high standards for battery performance. To give our users ***the best experience possible***, we will replace these batteries for customers free of charge.
- **Note: *The affected batteries do not pose a safety risk.*** You may continue to use your current battery until a replacement arrives.



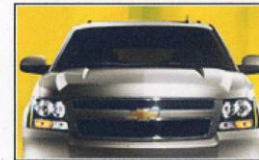
Komuniciranje izkušnje



GM ASKS CONSUMERS TO MAKE VEHICLE ADS 'Apprentice' Task Turns Creation of Commercials into Popular Entertainment

March 14, 2006
QwikFIND ID: AAR50V
By Jean Halliday

DETROIT (AdAge.com) -- General Motors Corp.'s Chevrolet is following up last night's appearance on NBC's "The Apprentice" with a Web contest inviting consumers to create their own spots for Chevy Tahoe.



Visitors to chevyapprentice.com can win trips and cash for creating the winning 30-second online spot for the Tahoe. Those participating can add their own copy and add it to a variety of video clips and sound tracks on the site through April 10.

Joining the new trend of consumer-created advertising, GM is asking viewers to make and submit a 30-second spot for its Tahoe truck.

GM's best-selling brand
GM's best-selling brand said it will evaluate the submissions based on how well they communicate Tahoe's brand promise of "more capable,

more responsible and more refined."

During last night's TV program, contestants had to create an entertaining, three-hour training event for 25 Chevrolet dealers for the 2007 Tahoe.

Sibling Pontiac also had a branded entertainment deal with "The Apprentice" in 2005. Pontiac asked the show's contestant teams to design a product brochure for its new Solstice roadster. Pontiac then advertised a limited pre-sale of the first 1,000 models at the end of the show and was pleased with the results.

Brisk sales

Chevrolet's new Tahoe is selling briskly. GM said it sold 6,391 of the 2007-model SUVs last month, double what it sold in January. The automaker, which is trying to return to profitability, said combined 2006 and 2007 Tahoe sales in the first two months of 2006 jumped by 47% to 28,524 units from the same period a year ago.



Sokreiranje izkušnje



Dear Mr,

I would like to thank you for your support of Four Seasons. As one of our frequent guests and an experienced traveler, we would like to request your assistance in joining the Four Seasons Guest Advisory Board.

As a member of our Guest Advisory Board, we will ask for your opinions and feedback concerning travel related topics that we believe will be of interest to you. This will provide us with insights to continue to make the guest experience more enjoyable for you and all Four Seasons guests. We will email you surveys, with the assistance of Delvinia Interactive, a company that specializes in customer research. You will receive surveys only as often as you would like to receive them from us, and of course, you will have the opportunity to decline participation at any time.

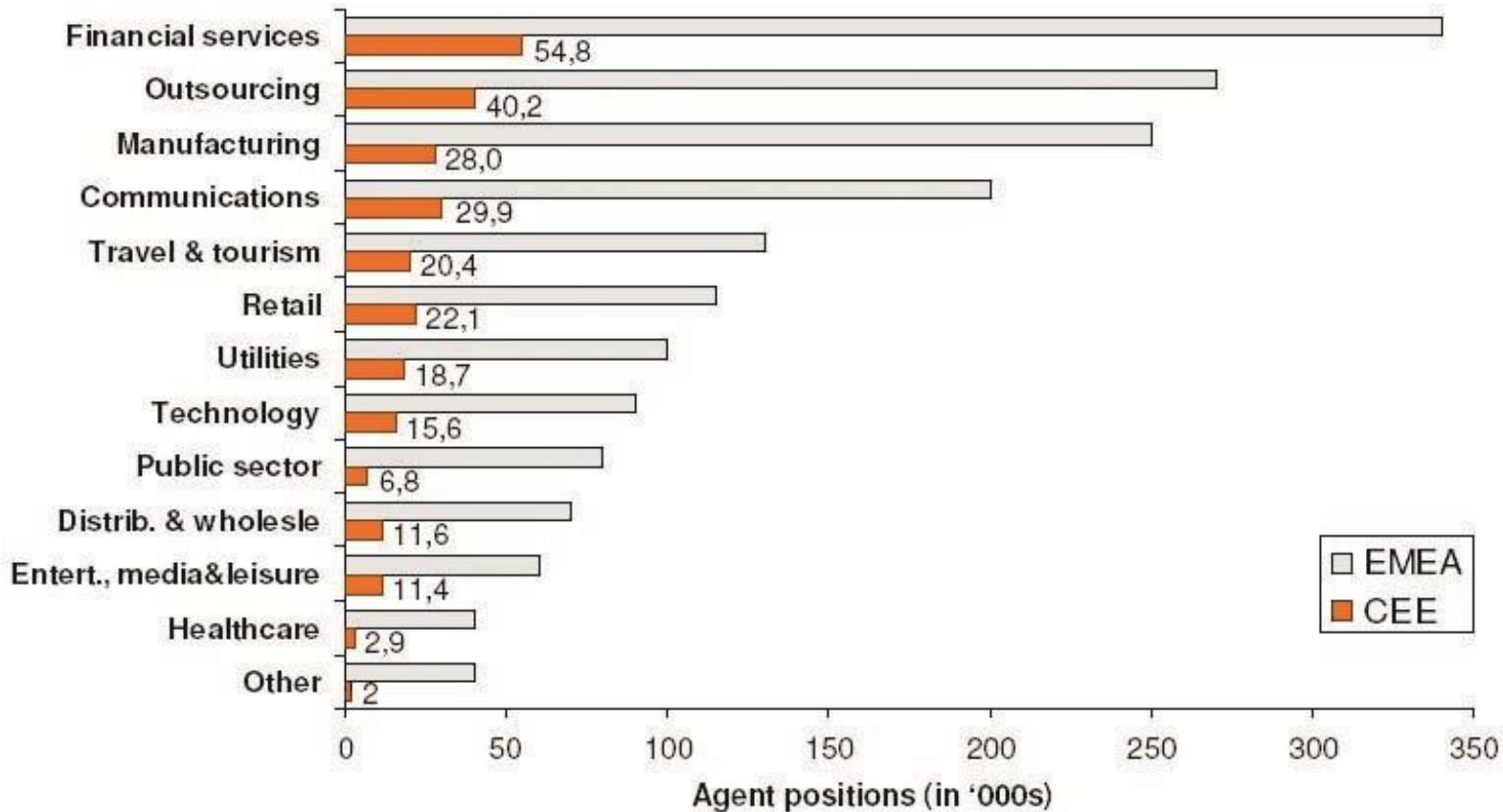
To accept our invitation to participate on the Guest Advisory Board, please [click here](#).

As a frequent Four Seasons guest, we greatly value your feedback and appreciate your continuing support of Four Seasons Hotels and Resorts.

Yours sincerely,



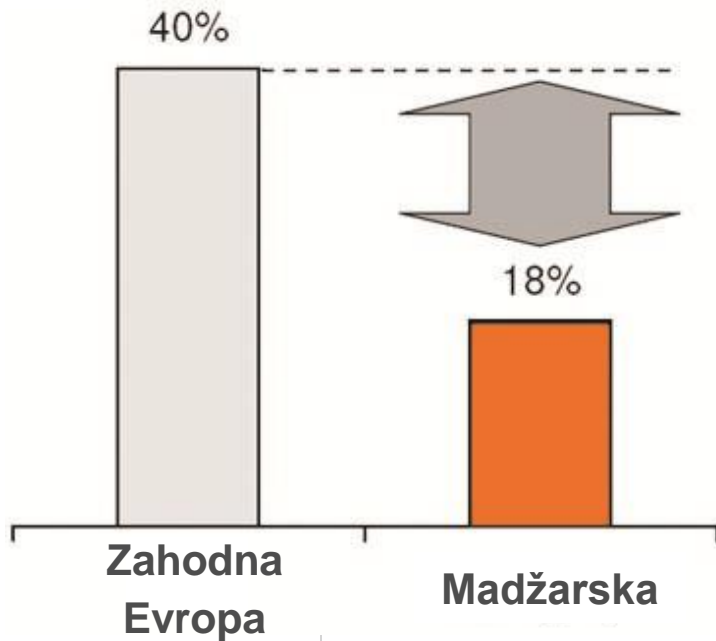
Industrijska dinamika za klicne centre v EMEA in CEE v letu 2007



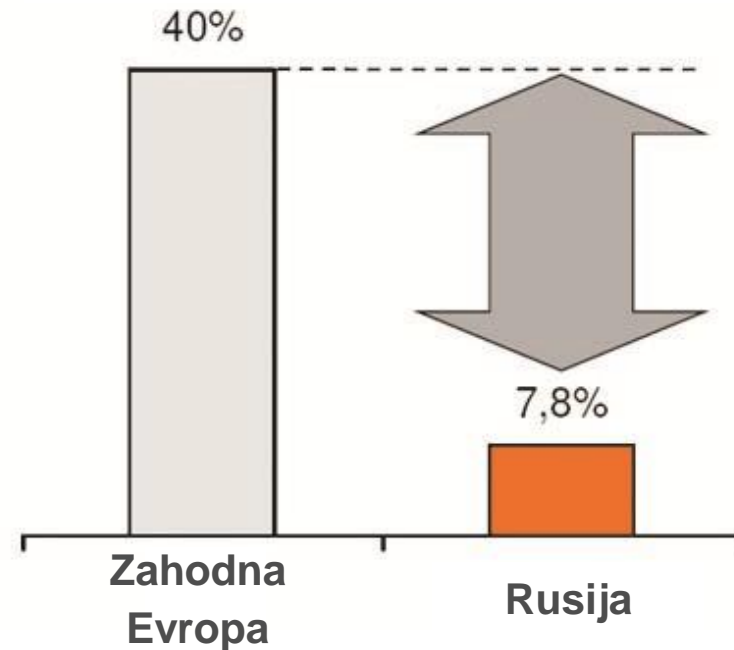


Razvojni potencial CEE

Delež DM v totalu marketinških stroškov v 2006 (v %)

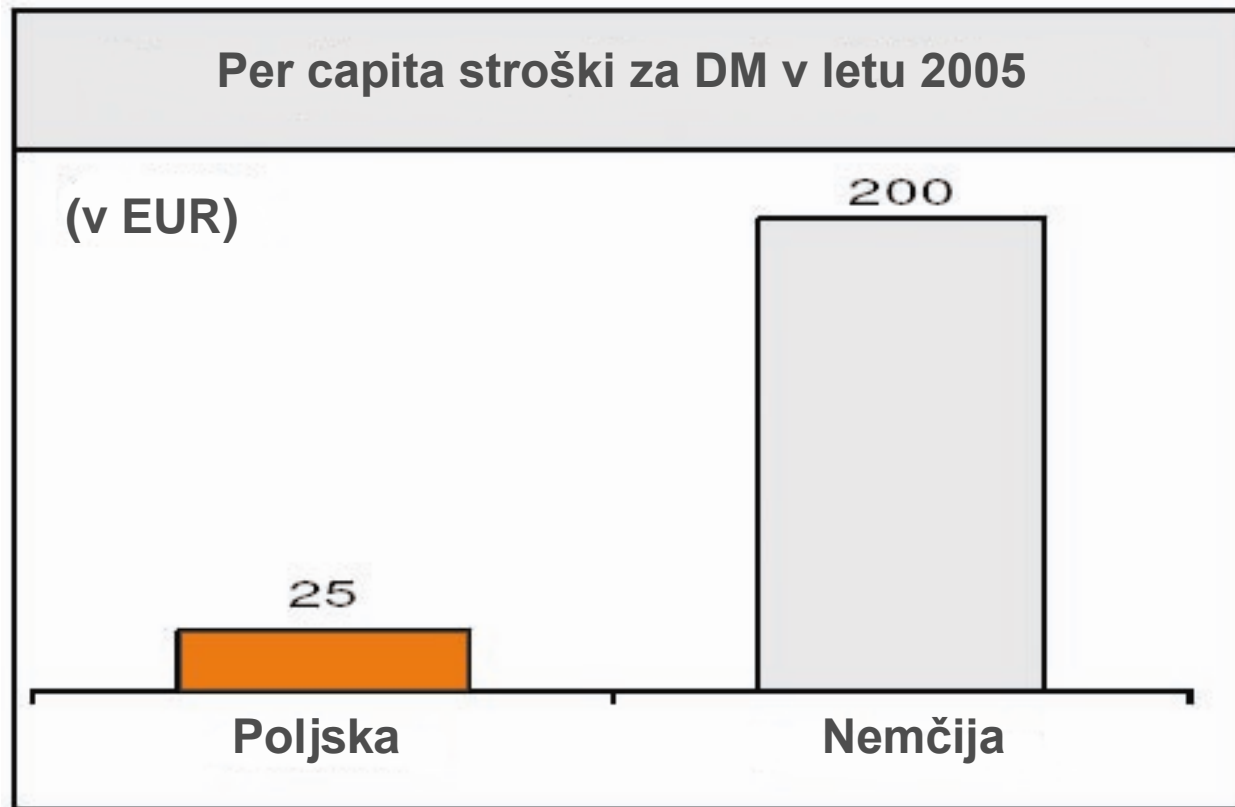


Delež DM v totalu marketinških stroškov v 2005 (v %)





Razvojni potencial CEE

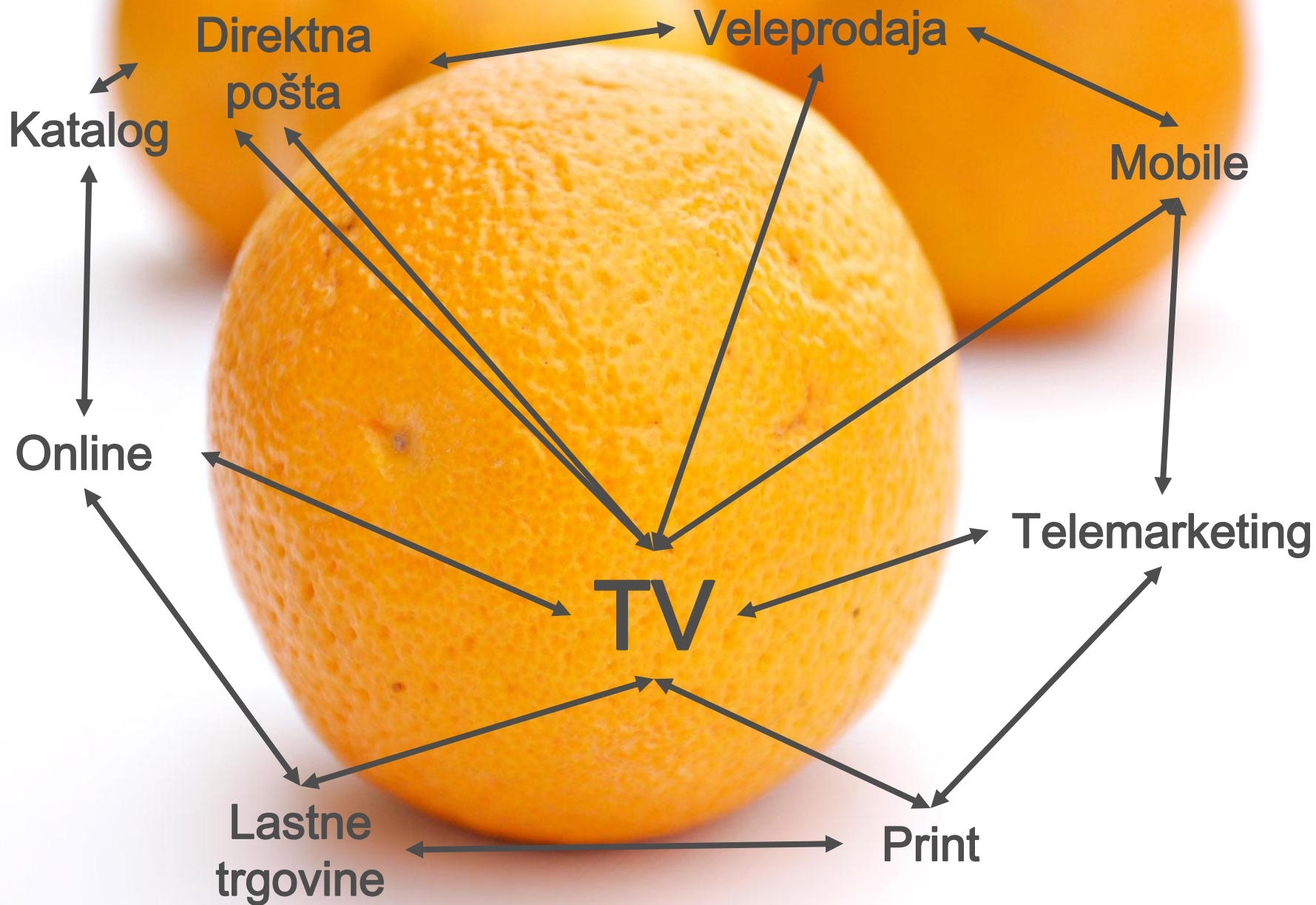




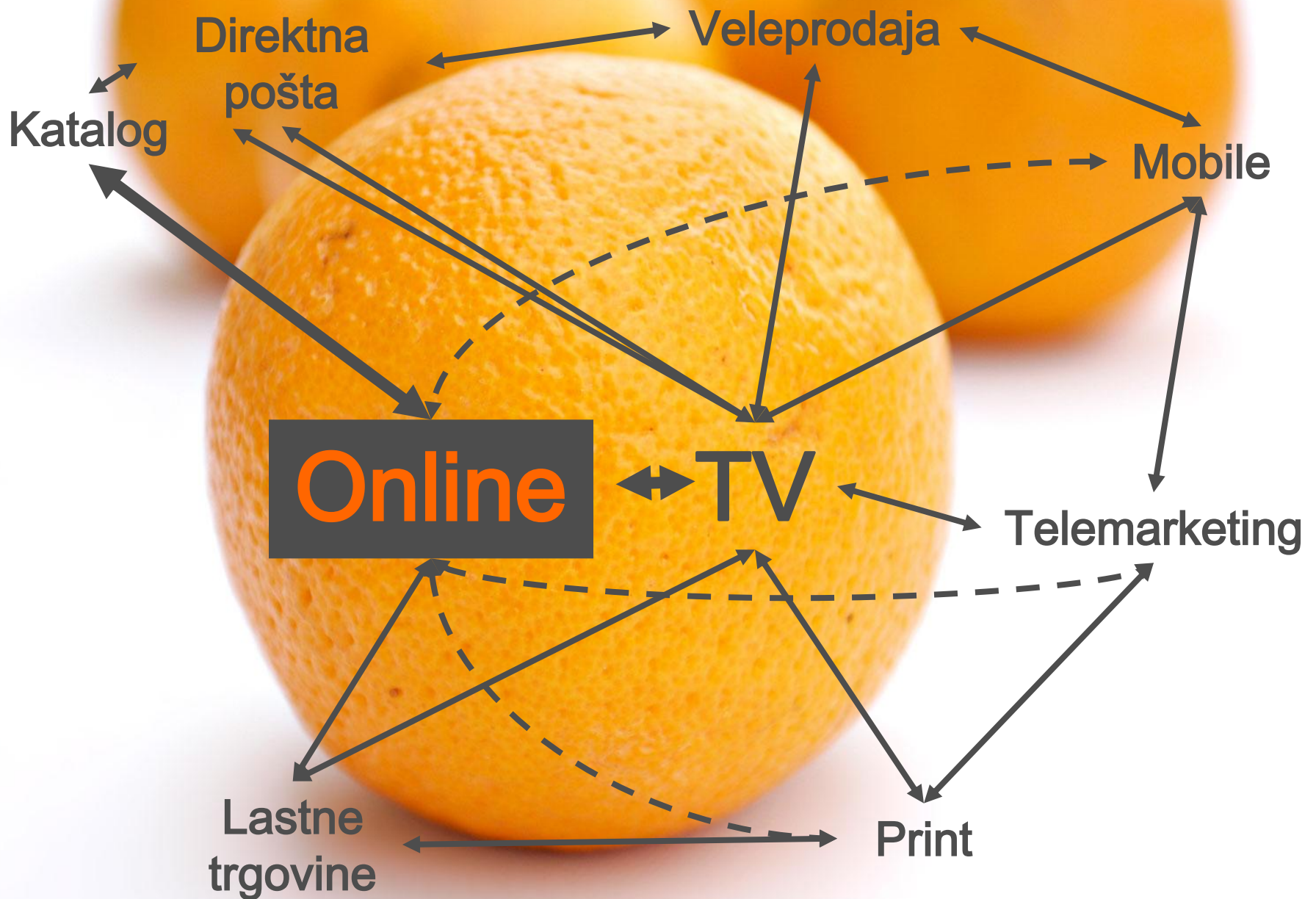
Studio Moderna/Linea directa izkušnja

Integriran model direktnega marketinga





Integracija kanalov je ključna



Vendar pa se razmerja spreminjajo

Novi model internetne prodaje

Iskalniki

Vse "oglaševanje"

Brand
DRTV
Direct Mail
Online
Etc.



Vaša spletna trgovina



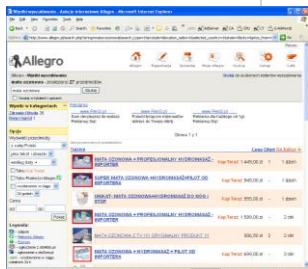
Vse "oglaševanje"

Internetni "outbound"

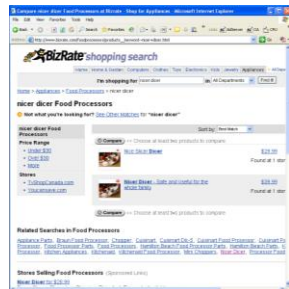
Nakup

Mnenje se ustvari

Drugi spletni mediji



Avkcije



Primerjalno nakupovanje



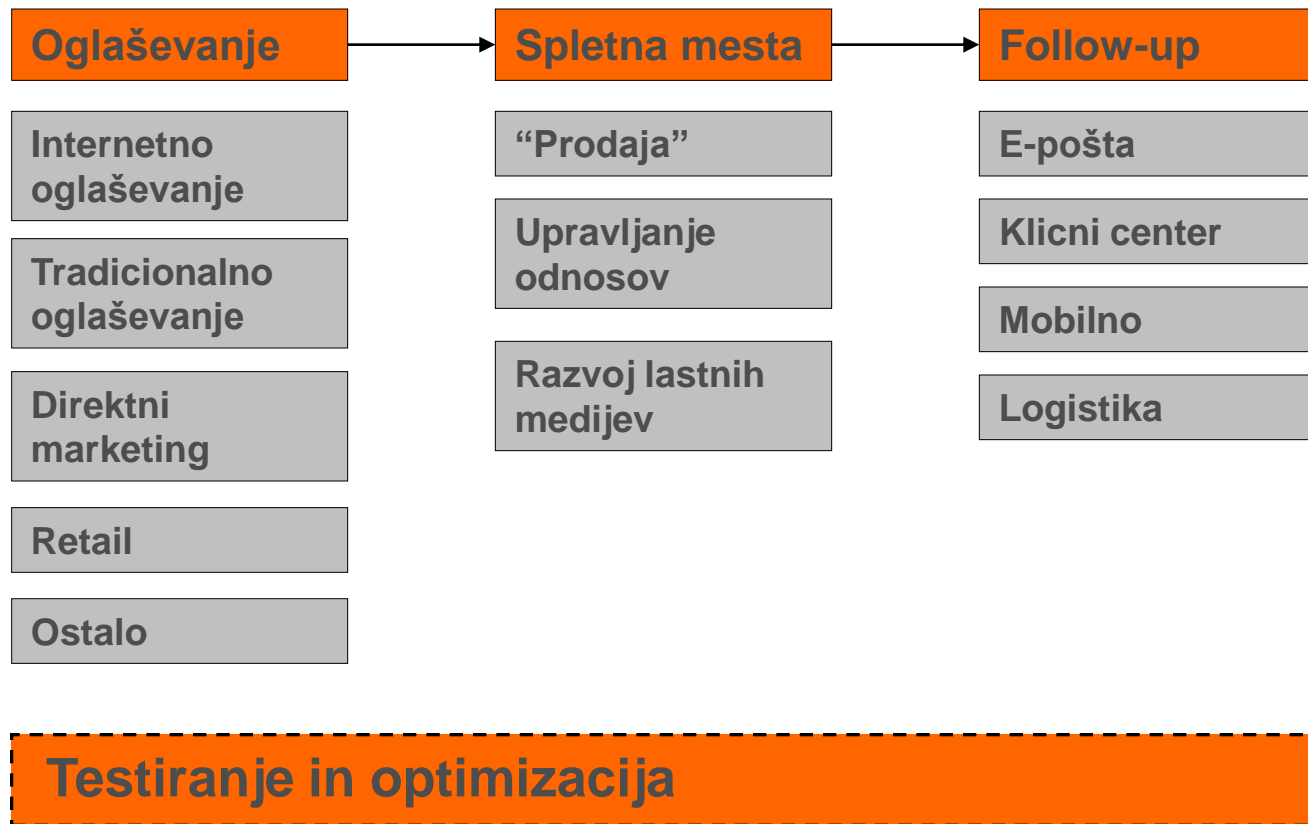
Spletne skupnosti / blogi

Mnenje se deli



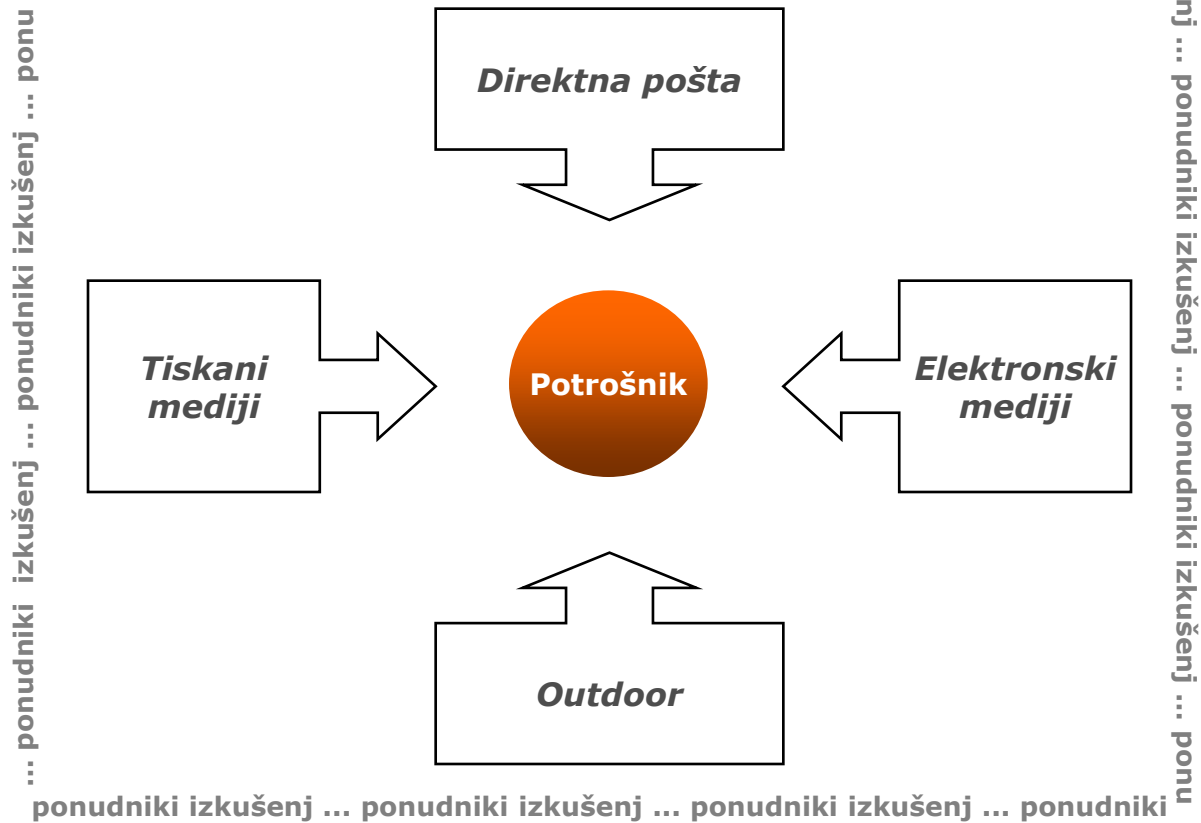


Strateška integracija trženjskih kanalov



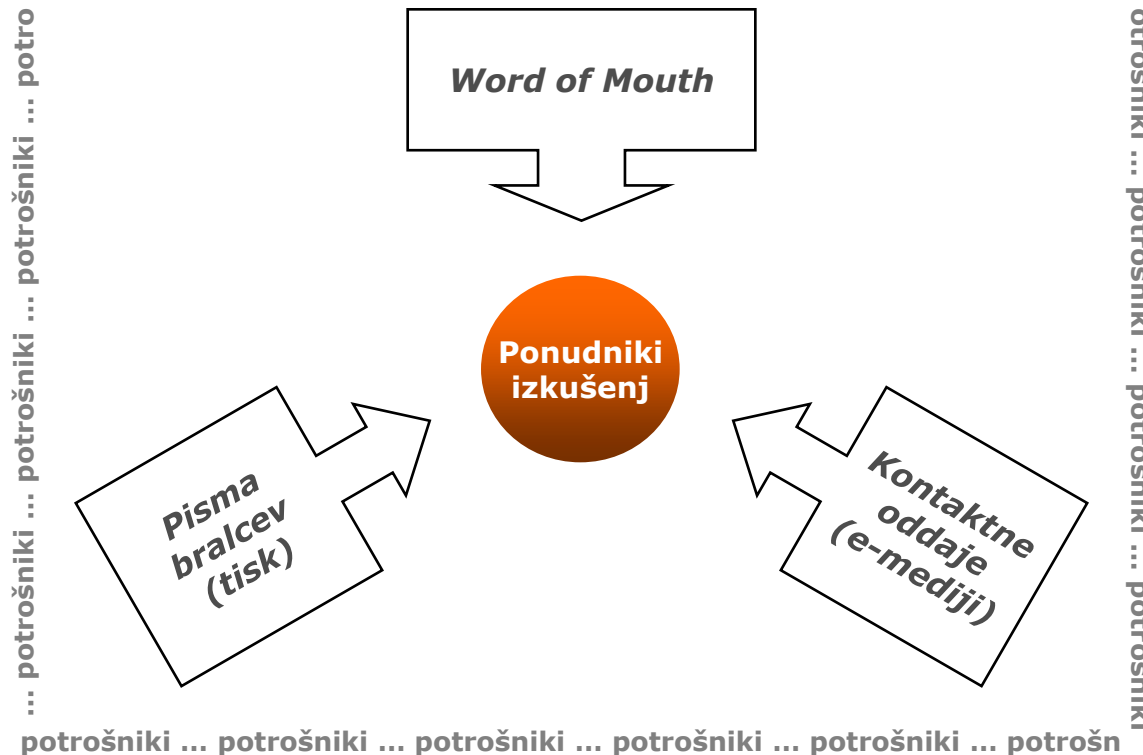
Topološka sprememba

dniki izkušenj ... ponudniki izkušenj ... ponudniki izkušenj ... ponudniki izkušē



Od obvladovanja potrošnikov

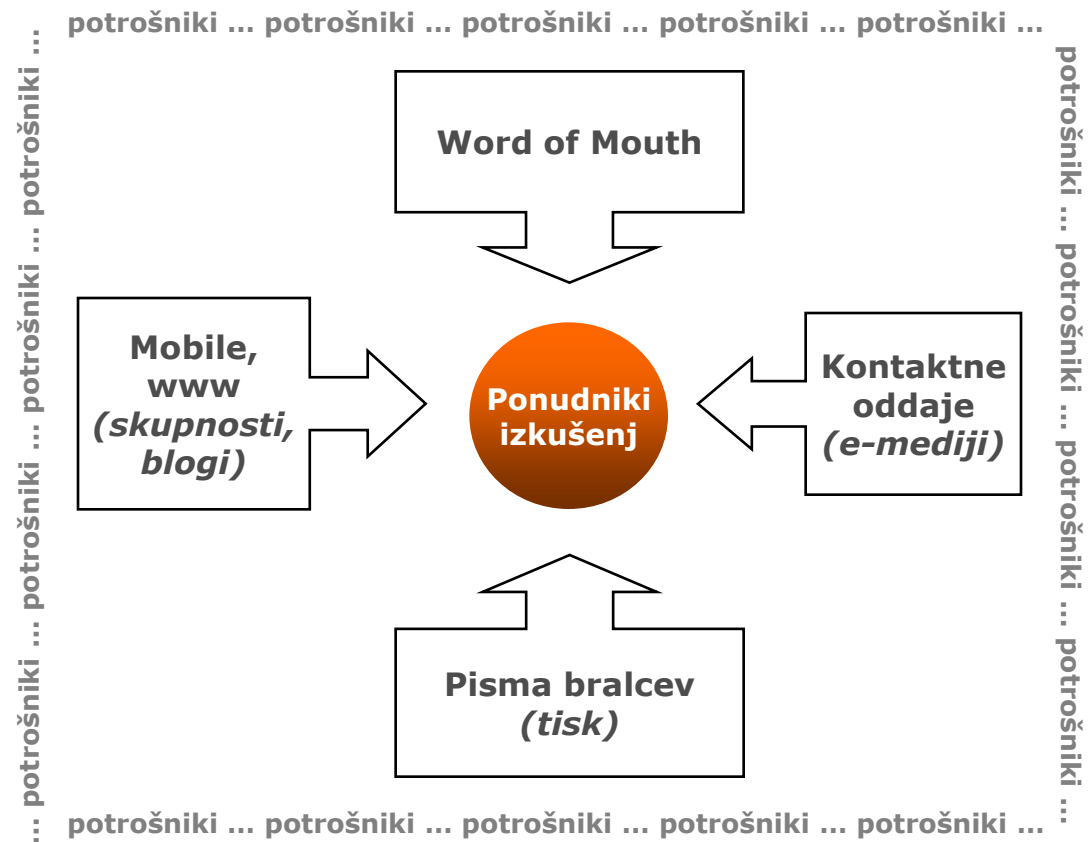
šniki ... potrošniki ... potrošniki ... potrošniki ... potrošniki ... potrošniki ... p



- Včeraj omejeno in kontrolirano komuniciranje nezadovoljstva



Do vzpostavitve njihove kontrole





Prihodnost direktnega marketinga?

...je v odkritosti, zaupanju in interakciji!

What helps People, Helps Business!

- *Leo Burnett*





Goli bomo uspeli!





Hvala za pozornost!

dusko.kos@linea-directa.eu

LINEA DIRECTA COMMUNICATIONS

