

SKUPNOST KOT DEL GLOBALNE BLAGOVNE ZNAMKE

Primer Elan Snowboards

©

Primož Plestenjak, Elan d.o.o.

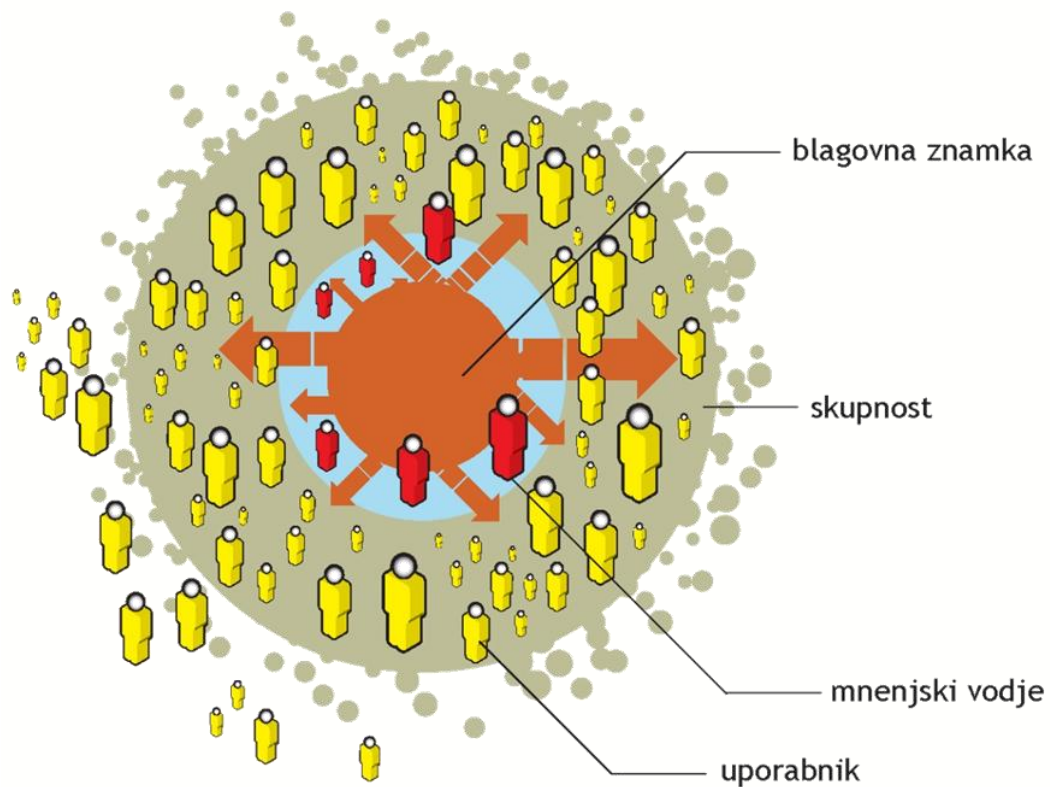
Grega Žakelj, VBG d.o.o.



MODEL 1.0

MONOLOG BLAGOVNE ZNAMKE

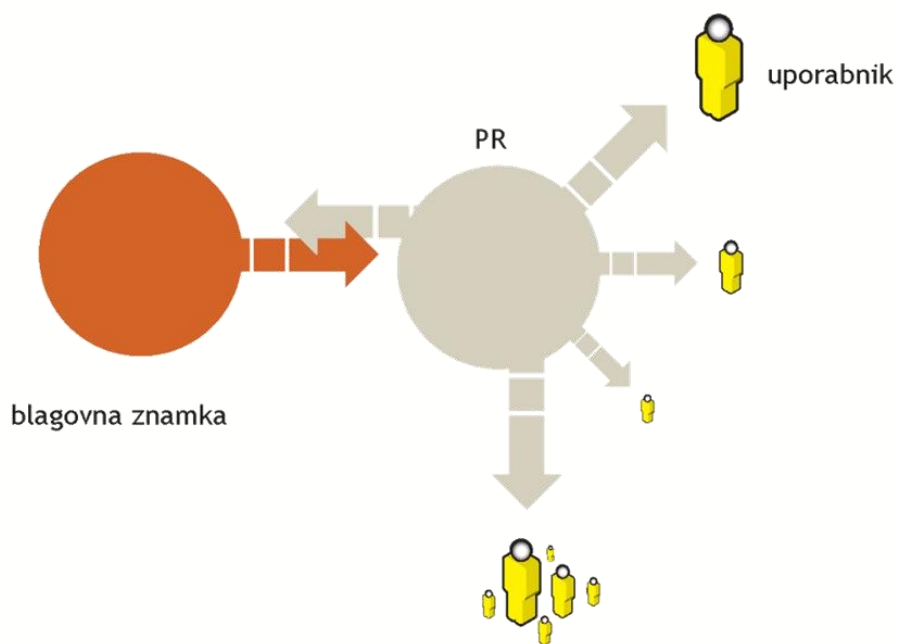




Monolog blagovne znamke

- vsebino kontrolira blagovna znamka
- masovna komunikacija
- časovno zamuden





Enosmerna komunikacija

- Netočnost informacij
- Nepovratnost informacij
- PR kot filter



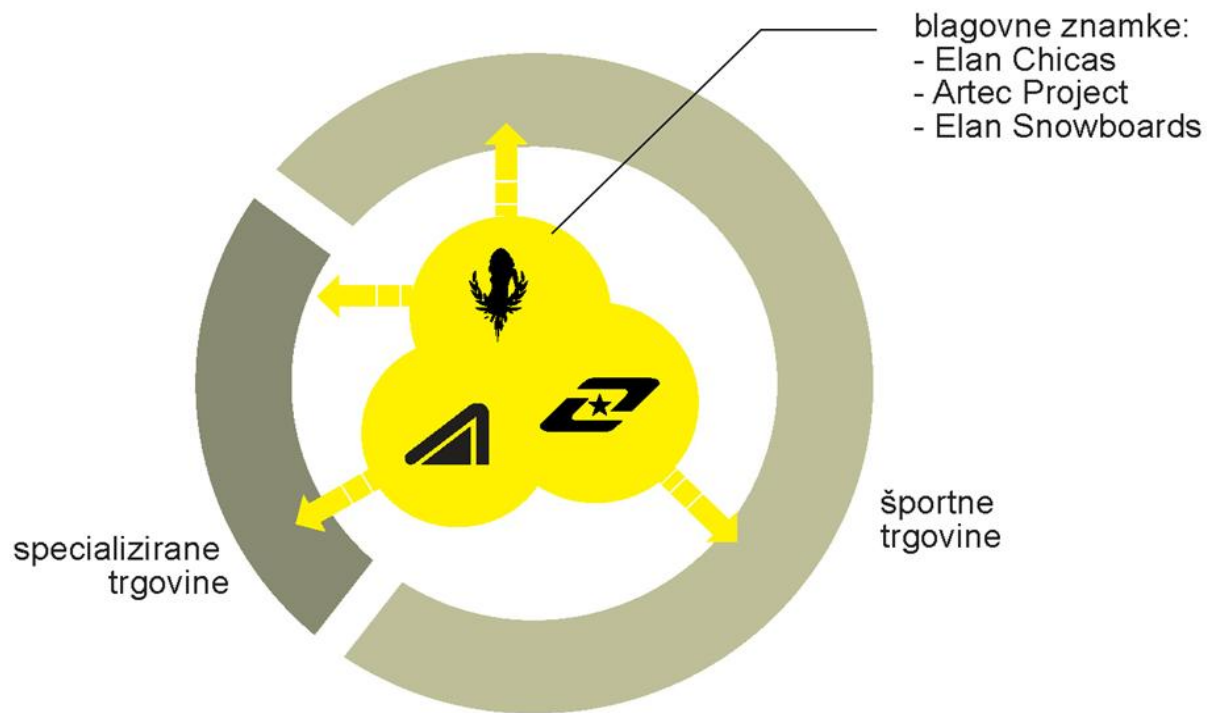
MODEL 1.0

PROBLEMI KOMUNIKACIJE



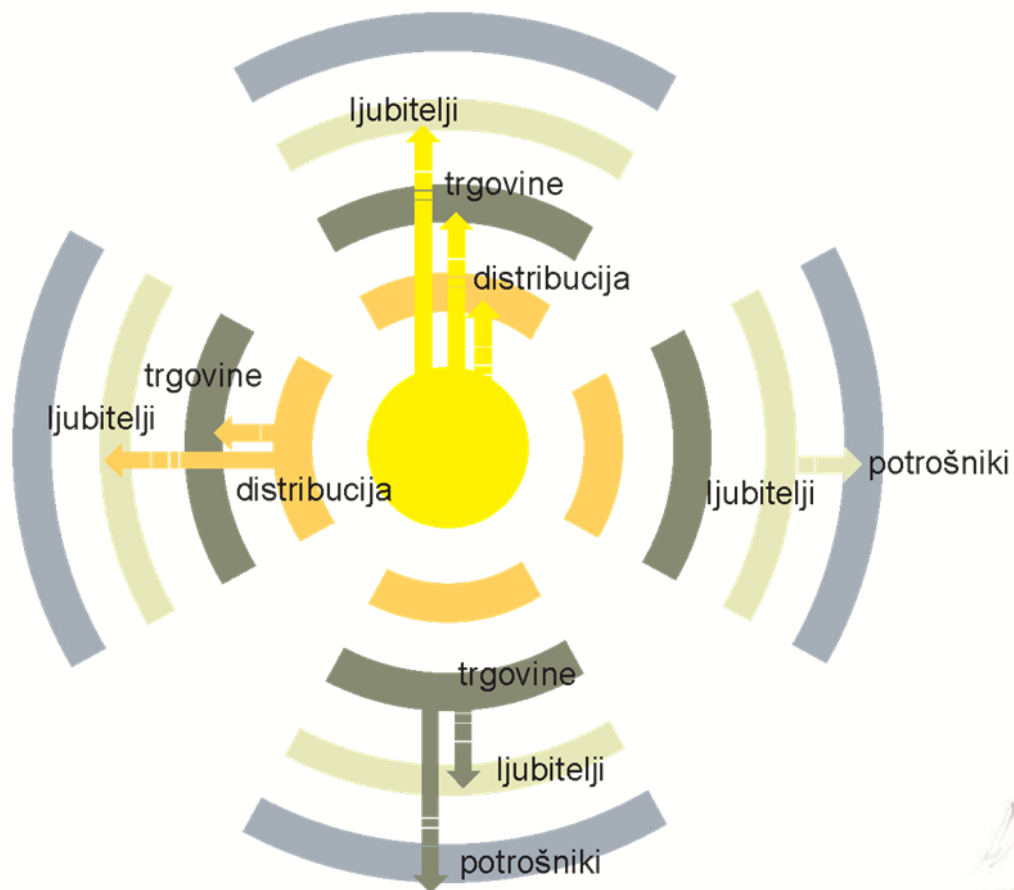
B2B komunikacija

Močna polarizacija trga



Pretok informacij blagovna znamka - potrošnik

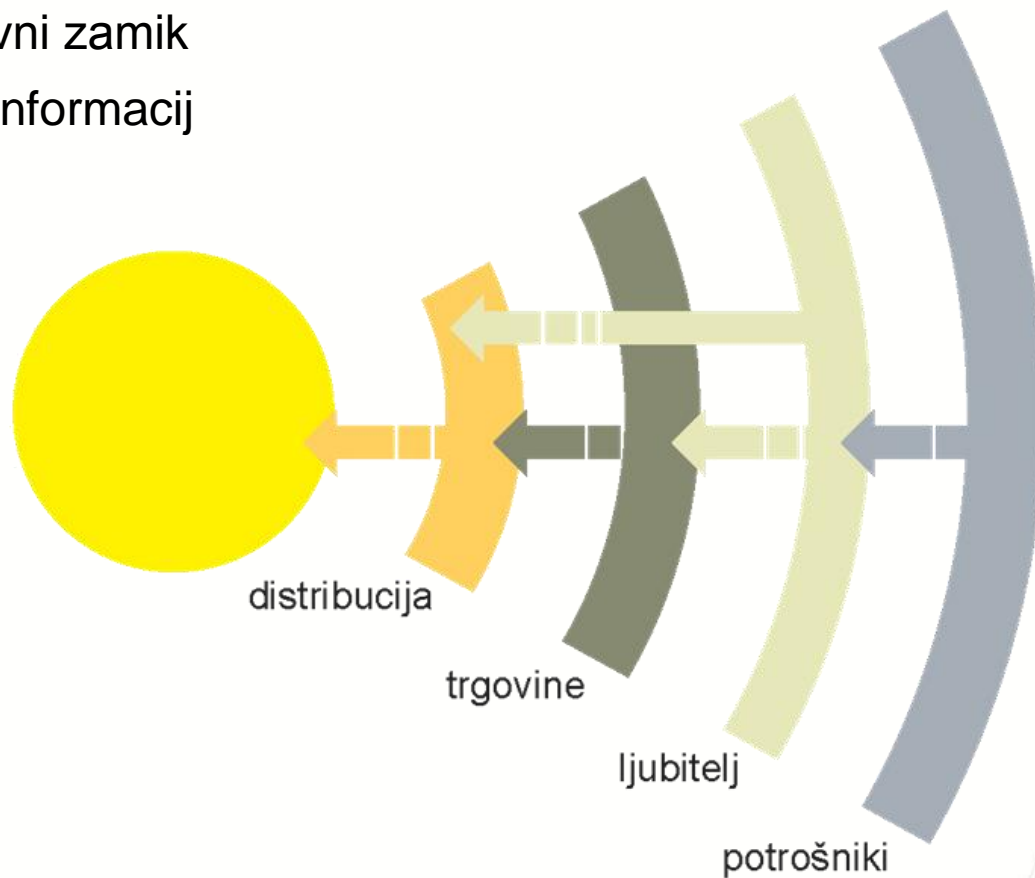
Klasični distributorski poslovni model



Pretok povratnih informacij

Velik časovni zamik

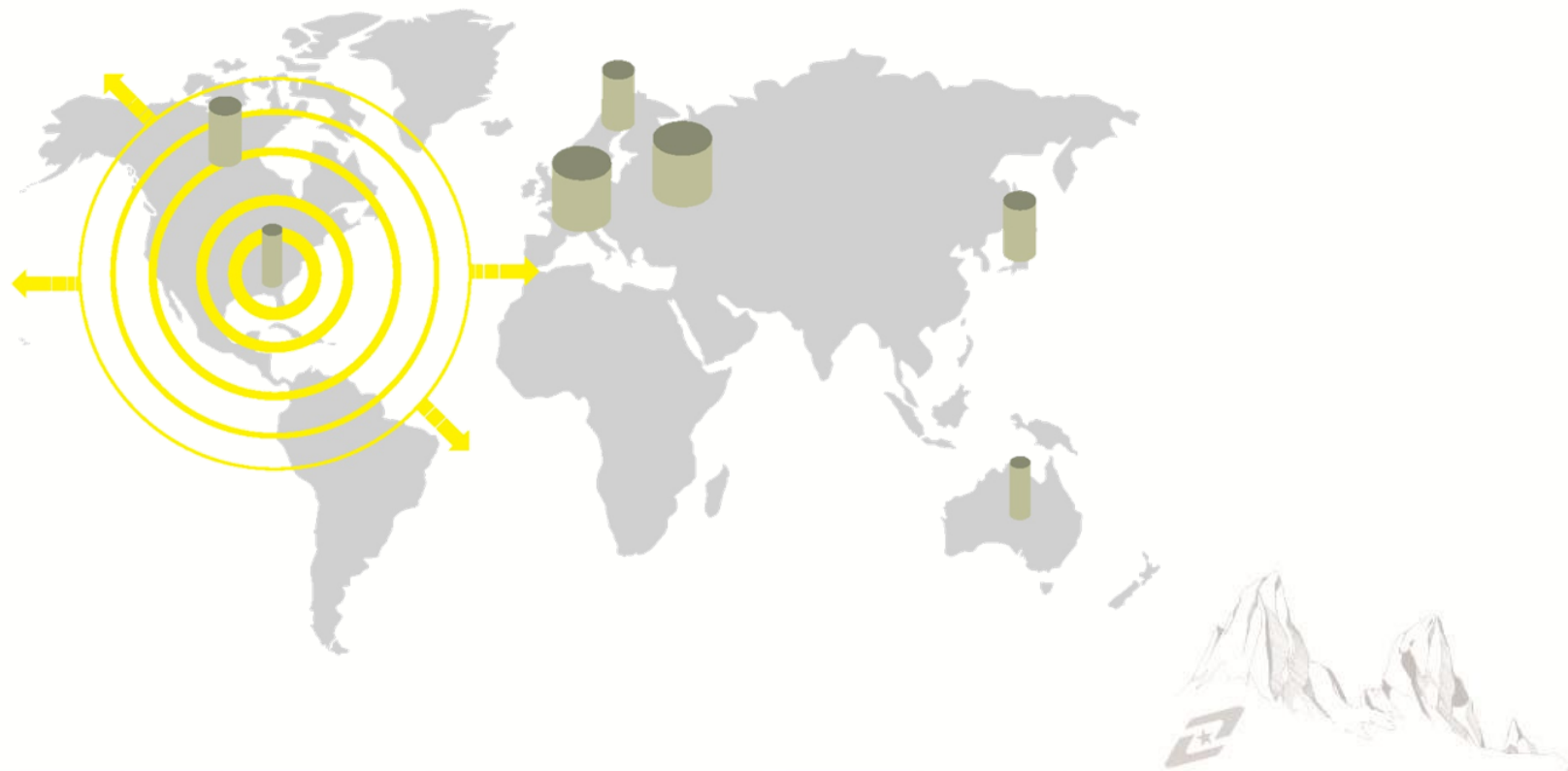
Prيرهjanje informacij



Teritorialna omejenost

ZDA (Kalifornija) postavlja trende

Medsebojni vpliv ostalih trgov je zanemarljiv





NEWS AND EVENTS

GEAR

TECHNOLOGY

TEAM

DOWNLOAD

WIN STUFF

MEDIA



DO YOU DROP IN WITH CONFIDENCE?

VANNINEN DOES. RIDING AN ARTEC 2.3 WITH AN OMEGA SIDECUT. PATENTED.

GEAR.

CHOOSE YOUR GEAR AND ENJOY RIDING IT.



ARTEC
PROJECT
BY ELAN

TEAM BLOG.

23.09.2005. | Patrick's summer report

Hey dudes, I spent my summer holidays in Greece and in Italy on the...

▶ more

- ▶ 20.09.2005. | Matti's summer
- ▶ 19.09.2005. | Martin...
- ▶ [more blogs](#)

NEWS.

14.09.2005. | Check out Anssi Manninen in Shrediquette



Our International team rider Anssi Manninen is one of the top...

▶ more

- ▶ All news
- ▶ Apply for newsletter



WIN ARTEC 2.3.
WIN AN ARTEC 2.3 TUNED WITH OMEGA SIDECUT TECHNOLOGY...

▶ [More...](#)

WELCOME.

Welcome, [Gregor](#).

What happend since your last visit, 75 minutes ago?

- ▶ Blogs (0)
- ▶ News (0)
- ▶ Users (0)
- ▶ Posts (0)

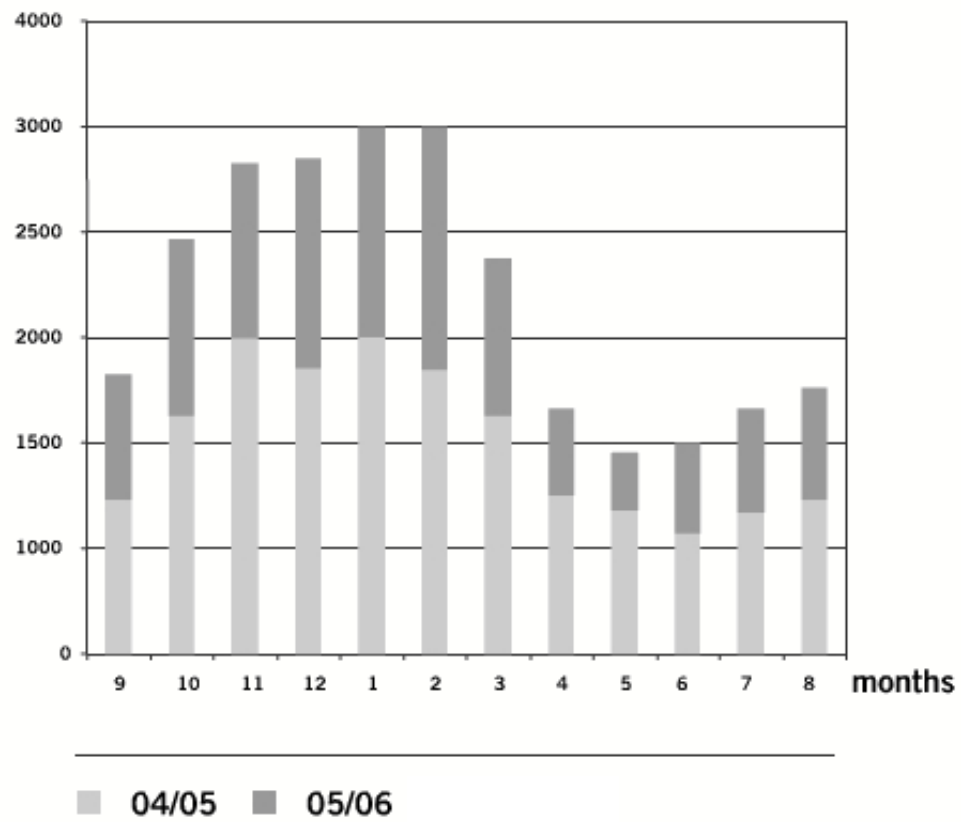
- ▶ [More about community](#)
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05/06

●Zametek skupnosti



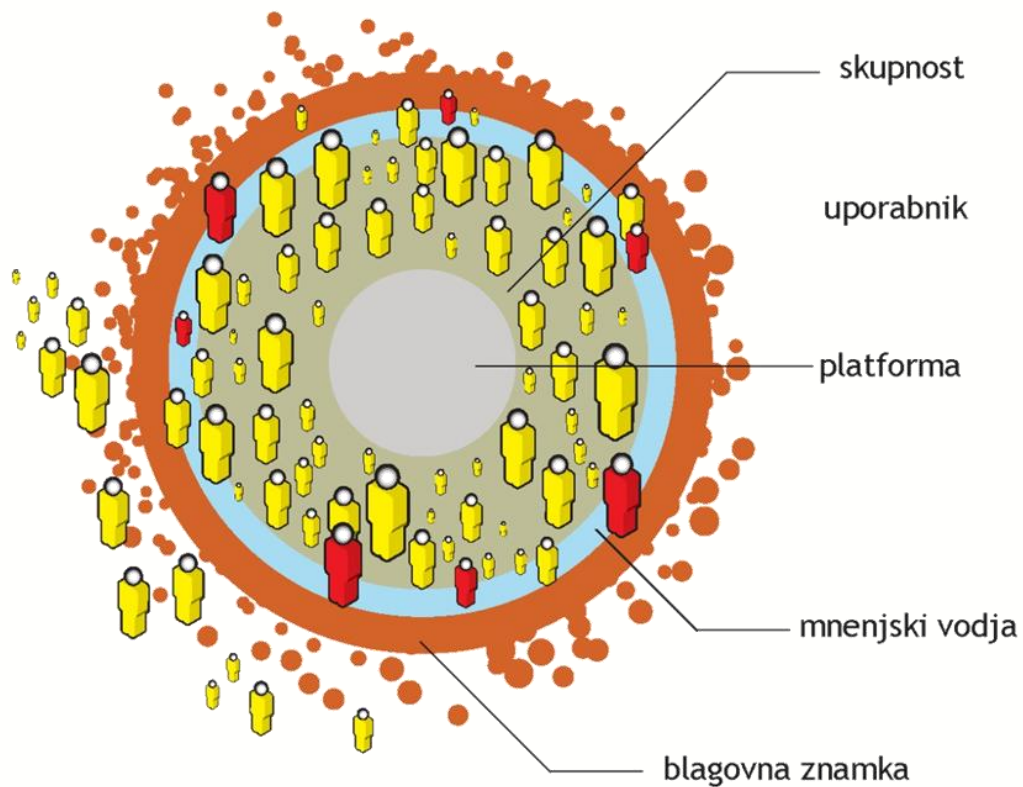
visitors



MODEL 2.0

READ-WRITE WEB

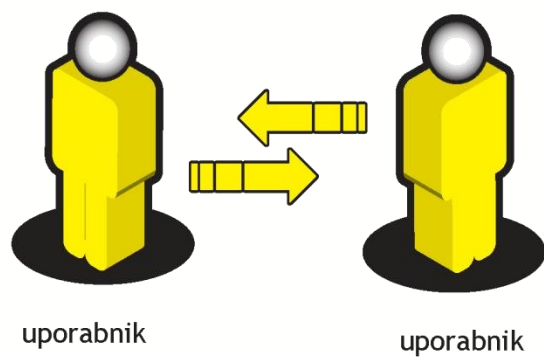




RWW

- Dvosmerna komunikacija
- U2U
- Vsi so del skupnosti





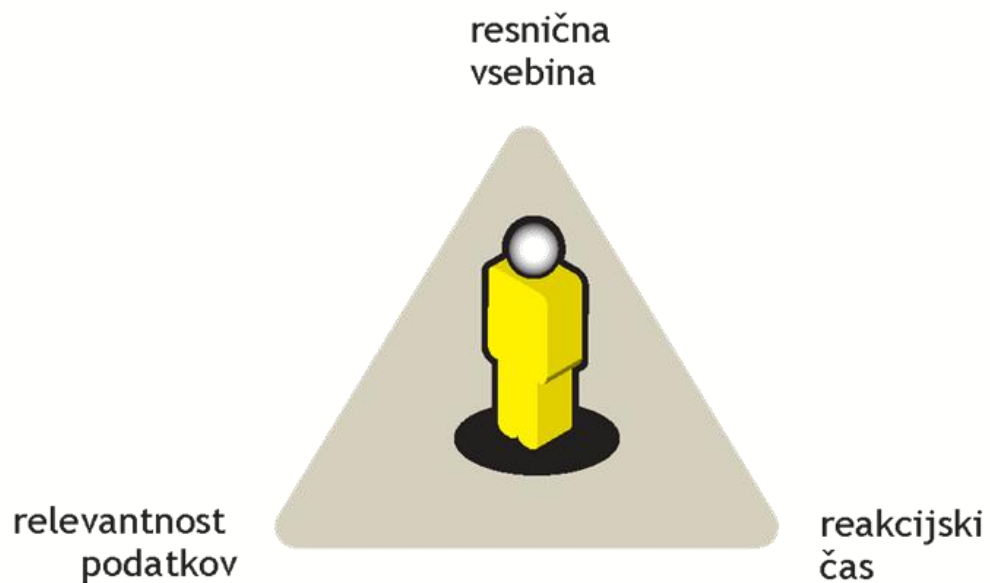
U2U (User to User)

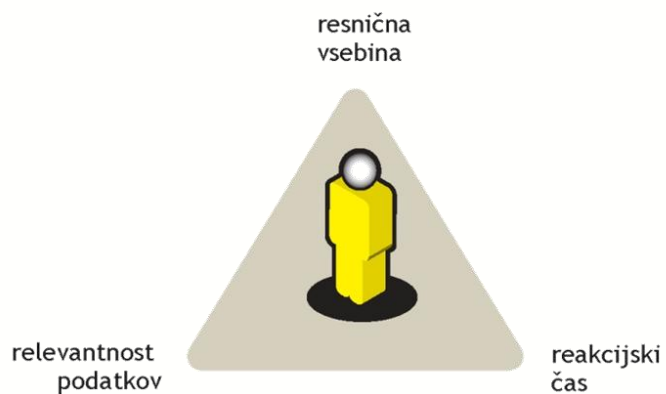
- .blagovna znamka je uporabnik
- .interakcija
- .soustvarjanje
- .ustvari se dialog



Vsebinsko polje

- Trije stebri U2U komunikacije

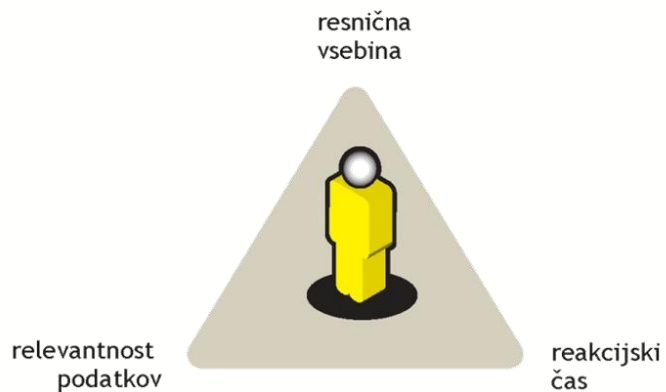




Resnično

- Preverljivost informacij
- Kontrola informacij
 - Vsi zaposleni
 - Moderatorji imajo dostop do informacij
 - Natančnost in točnost informacij

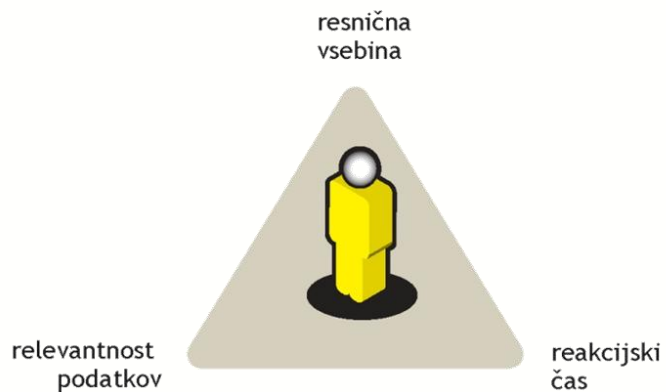




Relevantno

- Relevantni podatki
- Ciljna skupina





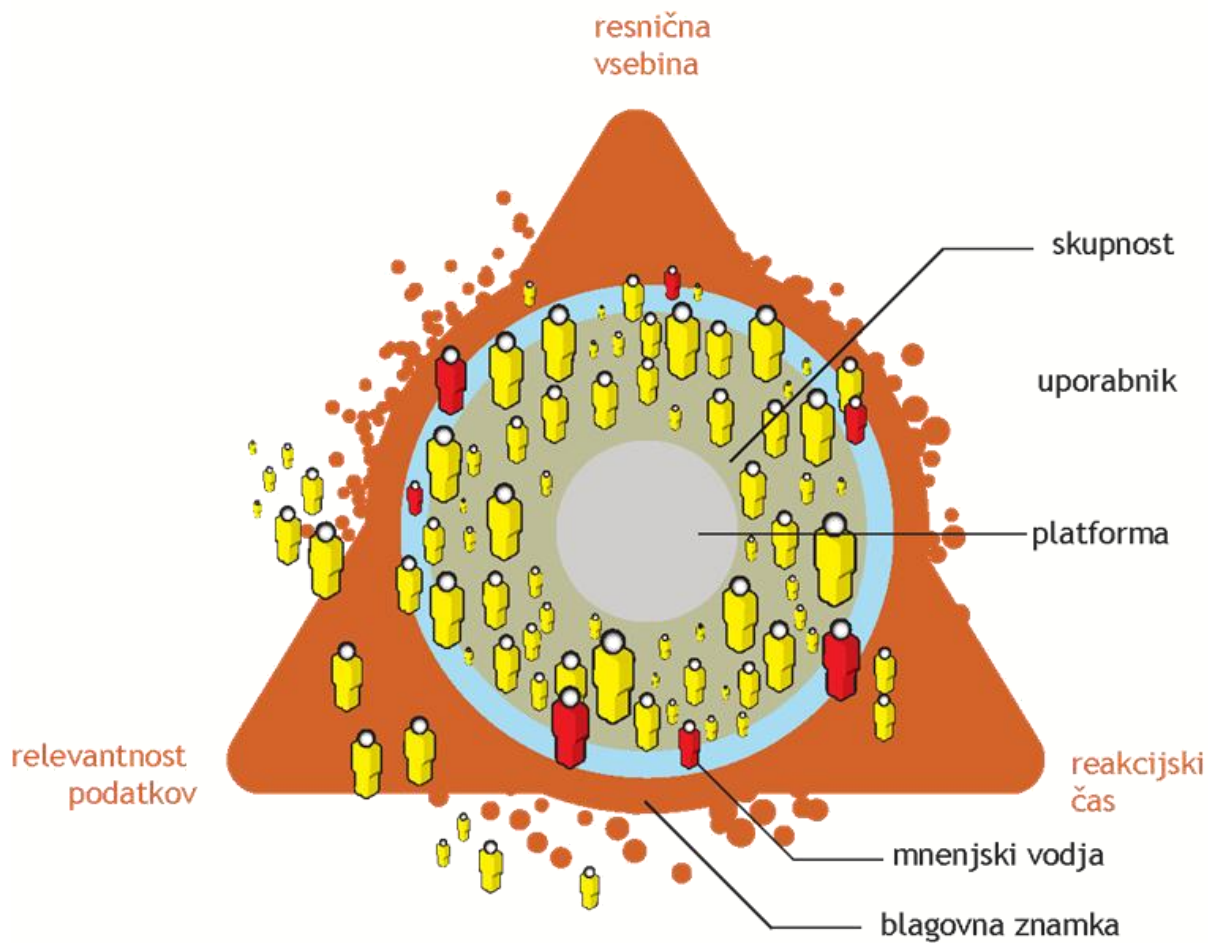
Reaktivno

- Reakcijski čas
- Zaupanje v podjetje
- Ažurnost podatkov



Končni model

- Skupnost
- Vsebinsko polje

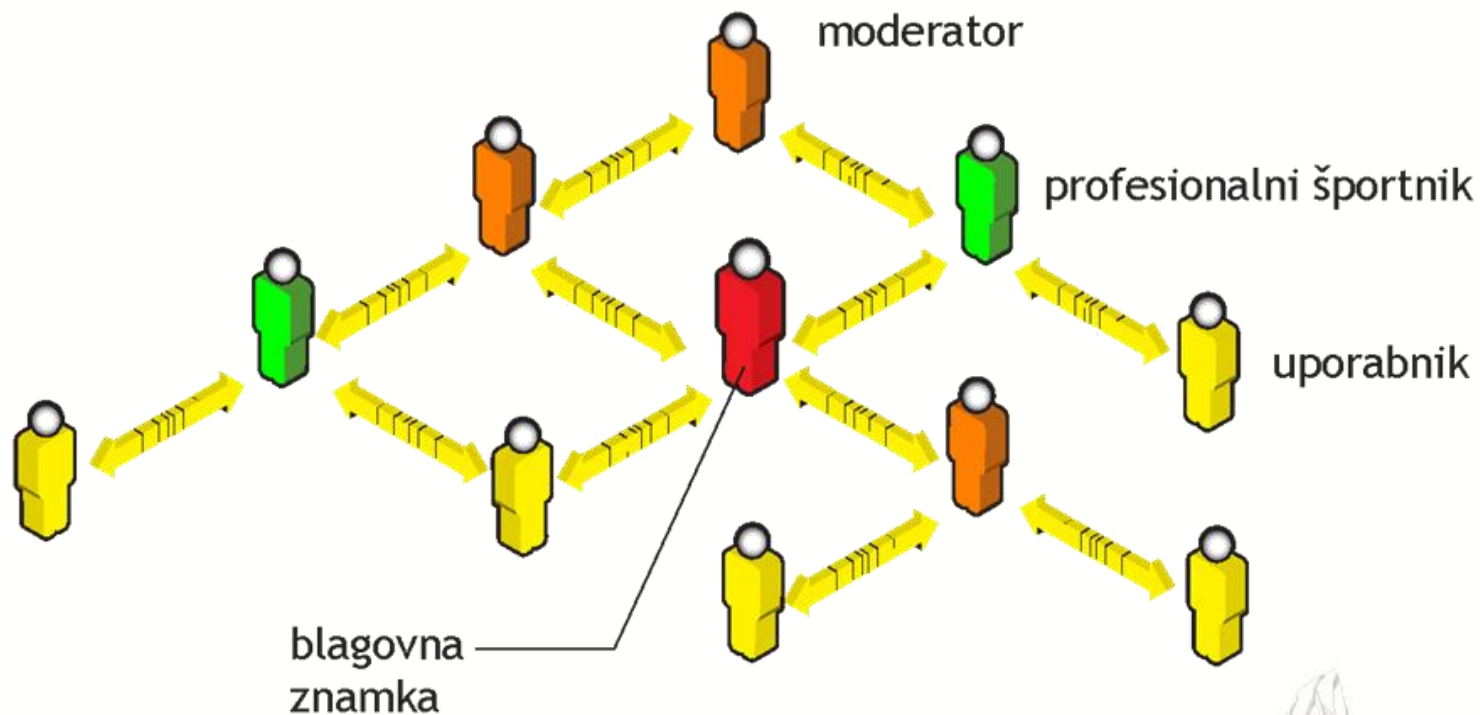


MODEL 2.0

PRINCIP DELOVANJA



Struktura skupnosti



Reguliranje skupnosti

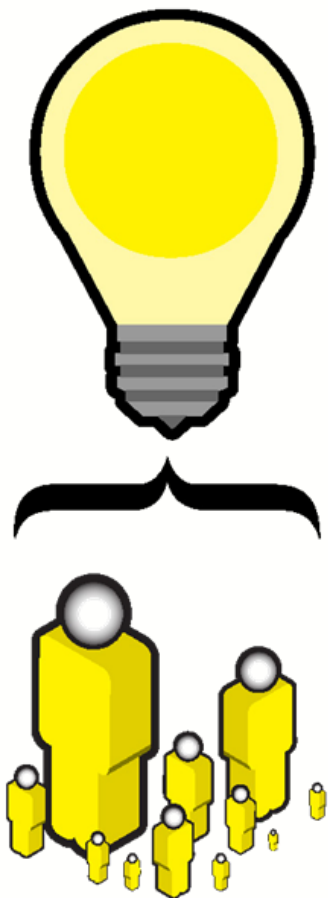
- na prvem mestu je vsebina, blagovna znamka ji sledi
- blagovna znamka je mnenjski vodja
- vsebino je potrebno usmerjati, ne regulirati
- prevzemanje odgovornosti za vsebino in uporabnike
- vsak posameznik je pomemben

PR => UR (User Relationship)

- soustvarjanje glavne vsebine
- skrb za relevantnost podatkov
- koordinacija mnenjskih voditeljev / moderatorjev



Kolektivna inteligenca



Uporabniške inovacije = odpravljanje pomanjkljivosti
Podpora uporabnikom = izmenjava izkušenj
Samoregulativa





team-tested!

The Prodigy snowboard features a true twin-tip shape for the best freestyle performance in all conditions.

Team Blog. Ask the Pro.



European Open 2007 - Laax

30 Jan | 0 comments

I just came back from the BEO in Laax. Unfortunately they had to cancel the slopestyle cause the wind was blowing too strong to...

▶ [continue reading](#) ▶ [all team blogs](#)

News.

Events.



Lisa Filzmoser is filming for the new all girls movie "FLOAT"

The project is a rider driven and produced film that will focus upon the level of women's riding today as well as documen...

▶ [continue reading](#) ▶ [all news](#)



New chunkyknit teaser online!

Check out Lisa Filzmoser in the new all girls movie "Last Winter"

gear.

Just choose your gear and enjoy riding it



Forum. Blog. Users. Galleries.



European Open 2007 - Laax posted by: Conny Bleicher about 5 hours ago, no comments yet





if anyone knows posted by: Jay76 about 14 hours ago, no comments yet




A few questions posted by: Jay76 about 17 hours ago, no comments yet

[All Blogs](#) | [Team Blog](#)

 Login

 Register now! It's free and easy.

 More about community

06/07



visitors

