



6 9 M A R K E T I N G



T H E D O C U M E N T

**GIVE IT TO THE
CONSUMER
AND THE CONSUMER
WILL GIVE IT
BACK TO YOU**

FOREPLAY

The following paper elucidates the enormous benefits of an alternative marketing plan in online brand building. The Internet has enabled a whole new dimension of interactivity, which generates innovative ways to influence the prospects mentality.



69 MARKETING

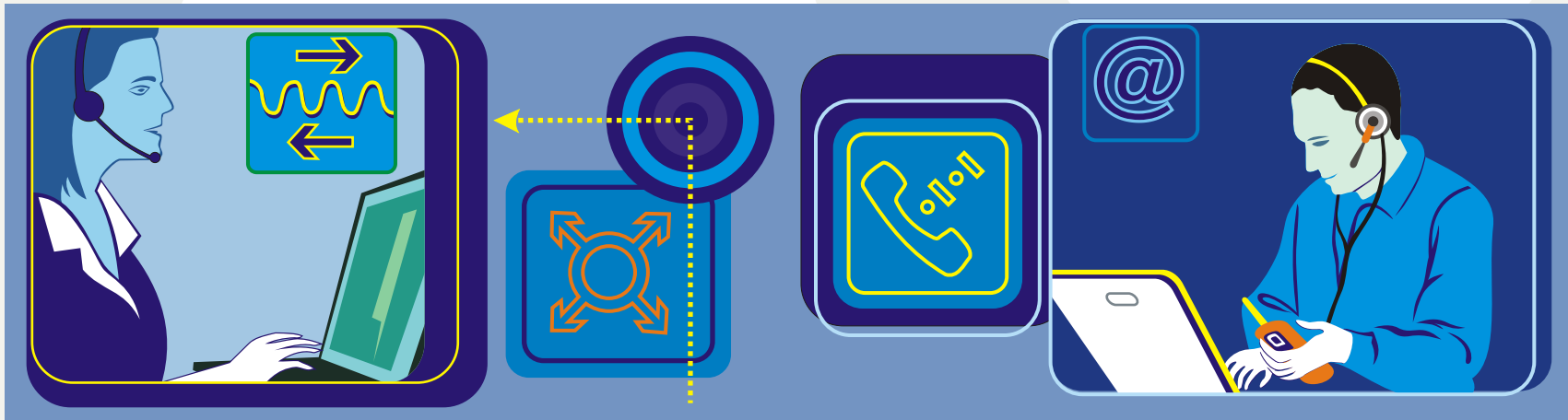
**REFERS TO THE NEW AGE
“COLLABORATIVE COMMERCE”,
WHERE CORPORATE
COMMUNICATION IS HIGHLY
CONSUMER CENTRIC**

The company has to make more of an effort to appease the customer with value and entertainment, who furthers the cause of the company. A central feature is the idea of building communities that generate user interest, built passion and a sense of belonging to the brand. It creates an active marketplace with an enthusiastic culture of dissent. Nick Swinmurn, Founder and chairman of Zappos.com Inc. (a fast growing shoe retailer) says,

**All employees are trained on our
WOW PHILOSOPHY**

**We aim to WOW three groups:
customers, employees and vendors.
Our customers and the positive word of
mouth they spread are the primary
reason for our rapid growth.**

That's what the internet has done to businesses, interactivity brings transparency in customer relationships, no longer can a firm survive on the hysteresis of its brand value. They need to reinvent frequently. Consumers are talking amongst themselves like never before; a misreputation spreads like a virus.



Skype technologies, Niklas Zennstroem's second venture after Kazaa, is a great example. The impact of Skype on the online world and telecommunications industry has been astounding. The repercussions of Skype's launch have been far-reaching and have included, social and behavioral change and active online community involvement (blogs and online communities dedicated to Skype have emerged - <http://share.skype.com/>).

Similarly, Starbucks has created a community “starbucksgossip” through its blog www.starbucksgossip.typepad.com. Such examples are countless and are testimony to the new stream of marketing to not just customers but entire communities. We strive to go beyond traditional advertising. Interactive demands a new strategy, 'blind spot to banner' campaigns and pop up blockers are what consumers have to say about online advertising.



New ways of expression on the internet, blogging, weblogs, forums, chats and now VoIP cover an entire spectrum interacting with people. No wonder corporates are not missing out on the opportunity to make it big in this emerging market place

General Motors Vice-Chairman Robert A. Lutz and Sun Microsystems President Jonathan I. Schwartz have earned praise for opening new channels of communication through their blogs. For a company that's slipping in the auto biz, GM is showing a surprisingly nimble touch with blogs. GM uses them on occasion to steer past its own PR department and the mainstream press. There are some 9 million blogs in the world, with 40,000 new ones popping up each day. Discussing anorexia to xenophobia, even if 0.1% of them relate to your area of business there lies the potential to connect to 40 blogs associated with your business.

Broadly, 69 marketing refers to this whole new approach to marketing where the perspective is not we (the corporate) versus the market, but rather we as a part of it. In fact, corporations would now just be active players in community creation, giving a choice to the informed and conversant consumer. How companies leverage this new revolution, falls in the ambit of 69 marketing.

IT'S AN IDEA WARFARE, WHERE WIT CAN EASILY CONQUER WEALTH

Companies around the world are looking for newer ways to respond to this changing market environment.

An interesting example is of Pure Profile, an Australian company, debuting a new idea in the UK , it's what they call 'reverse search engine'. www.pureprofile.co.uk, is a website where consumers can advertise their needs, marketers then contact them by logging into the relevant consumer category.

All this has changed the way organisations now need to deal with their 'customers,' the core of any marketing strategy.

A whole new field called eCRM (Electronic Customer Relationship Management) has emerged. Companies fear losing customer loyalty as they can now choose better options on the internet. This has made organizations extremely consumer conscious.



**I DON'T HAVE A STRATEGY
TO MOVE OUT OF TV.
I DON'T HAVE A STRATEGY TO
MOVE TO THE INTERNET.
WE HAVE A STRATEGY TO
BE WITH THE CONSUMER
AND HOW SHE'S
CHANGING**

Jim Stengel, Global Marketing Chief, Procter & Gamble

A N D H O W I S T H E **CONSUMER CHANGING?**

The Wanadoo Fishbowl II study on media consumption habits in the United Kingdom found that consumers spent 6.1 'entertainment hours' on the web - second only behind TV - and that the slip in TV consumption was directly proportional to the rise in web use. And that was in June 2004. Since then, internet penetration, particularly broadband, has soared and users' comfort on the web has risen along with it; with Broadband eroding time spent watching TV. The nationwide survey by AOL of 500 10-year-olds also found that nearly a quarter of those with access to broadband went online every day. 10-year-olds enjoy going online more than playing with their pets, shopping and texting friends according to a new study. They are more likely to go online at school (80%) than at home (70%), while 73% go online at their friends' houses and 16% use the web in their local library. And well it's just not kids, though the youth has been most

proactive in adopting new technology, the middle aged are also finding themselves enslaved to the utility of this new medium. Datamonitor, a research company, forecasts that there will be 84 million Internet banking customers in Europe by 2007.

A survey from Forrester research, indicates that the number of consumers older than 55 that are online has increased by 50 percent in two and a half years, up from almost 10 million in 2000 to more than 15 million at the end of 2002



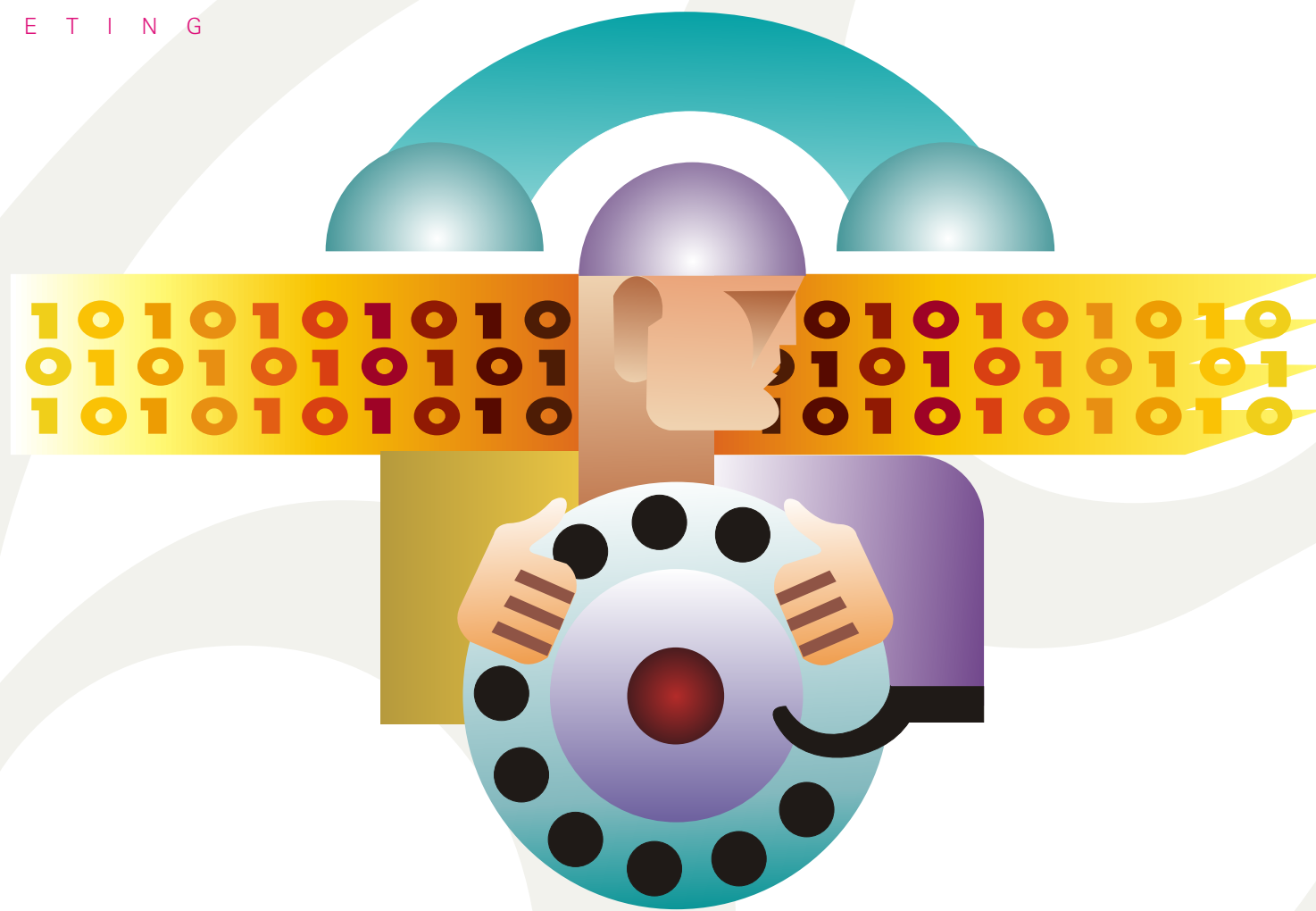
**CLOSE TO A BILLION PEOPLE
ON EARTH NOW GO ONLINE!
AND IT IS GROWING AT
AN AVERAGE GLOBAL
RATE OF 165.3%**

(<http://www.internetworldstats.com/stats.htm>)

DOES BUSINESS MEASURE UP?

THE VIEW THAT
DIGITAL SUBSTANTIATES TV,
NO LONGER HOLDS

Digital channels are more often becoming the first point of contact for consumers. Various companies host in house interactive departments. The media industry has been largely mature towards the internet boom. However, the challenge is imminent with people increasingly choosing the internet for news and entertainment.



Rupert Murdoch's News Corp just ended the year spending more than \$1 billion in web-based acquisitions, the company plans to hold onto the media landscape as the advertising dollars move away from television toward new media like mobile, internet and gaming.

THE MARKET IS HEATING UP

WPP'S SIR MARTIN SORELL BOUGHT DYNAMIC LOGIC EUROPE, AN INTERNET RESEARCH FIRM NEWS CORP'S 'MY SPACE' AND EBAY'S SKYPE HAVE BEEN THE PROMINENT ACQUISITIONS YAHOO'S STAKE IN ALIBABA, THE CHINESE ANSWER TO EBAY AND

NOW MICROSOFT'S INTEREST IN AOL ILLUSTRATES THE PARADIGM SHIFT IN THE MARKET

**PROFITABILITY
DRIVES ACQUISITION
AND CUSTOMERS
DRIVE PROFITABILITY.**

CHINA IS WILDLY RACING AHEAD IN BECOMING THE TECHNOLOGICAL POWERHOUSE OF THE WORLD.

Microsoft has increased its activity in China. In July 2005, the company agreed to invest \$25 million in Lang Chao International, an IT products reseller. In May, Microsoft announced a joint venture with Shanghai Alliance Investment Limited to launch MSN China and now it plans to invest \$35 million (along with IFC) in Chinasoft International, an IT company specializing in outsourcing and e-governance services.

BUSINESSES ARE GEARING UP FOR THE NEXT BIG THING!

AN EASILY SEGMENTED PIE OF CONSUMERS WITH A HIGH PURCHASING POWER IS THE CYNOSURE OF ALL EYES. UMPTEEN MESSAGES, ADVERTISEMENTS AND COMMUNITIES ARE BEING CREATED TO GET THEM IN THE LOOP.

Sweden, Hong Kong, the Netherlands and Australia appear to be the most mature internet markets, producing the best innovative work ; Just the things to be soon seen in other emerging economies.

Though the United States and Europe lead the camp; Markets in Africa, Middle East and Asia are growing at a tremendous rate.

We are observing massive amount of activity in the internet domain, though the American market remains the most vibrant. It's home to most of the biggest internet companies and brands. The other half of the world, or the better half (If I might say, basing on the growth rates of the East) is yet to see its share of new businesses and expansion of the existing ones. There certainly remains a huge market For more businesses to grapple up.

TOP TEN PARENT COMPANIES IN INTERNET

according to Nielsen NetRatings
(PARENT COMPANIES OWNING MULTIPLE DOMAINS OR URLs)

Company or Parent	Unique Audience May 2005	Time per Person (hh:mm:ss)
Microsoft	107,450,000	2:01:06
Yahoo!	97,499,000	3:00:30
Time Warner	96,911,000	5:24:41
Google	77,327,000	0:41:18
U.S. Government	53,881,000	0:26:34
eBay	53,416,000	2:07:10
InterActiveCorp	40,949,000	0:22:31
Amazon	38,694,000	0:22:12
RealNetworks	32,906,000	0:42:54
Walt Disney Internet Group	32,332,000	0:33:14

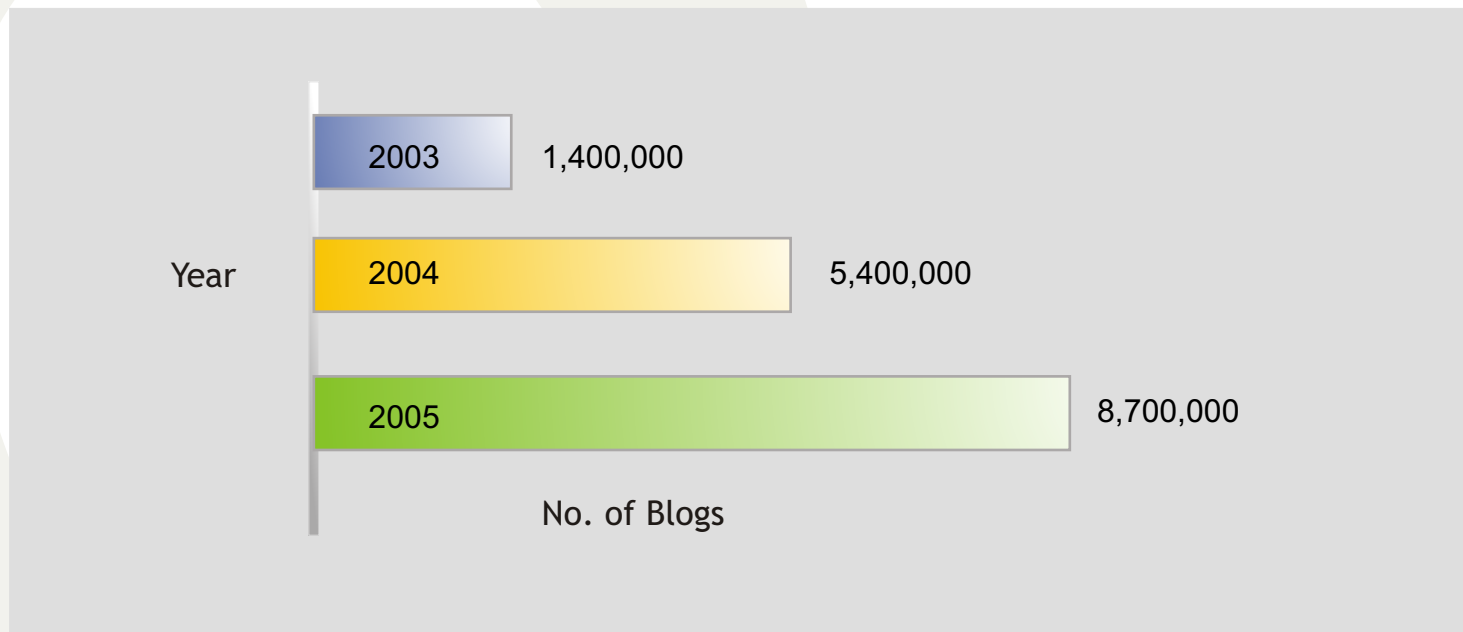
THE TOP TEN BRANDS IN INTERNET

according to Nielsen NetRatings

Company or Parent	Unique Audience May 2005	Time per Person (hh:mm:ss)
Yahoo!	96,930,000	3:00:53
Microsoft	90,822,000	0:42:13
MSN	88,631,000	1:43:21
Google	75,796,000	0:40:32
AOL	174,000	6:45:06
eBay	50,963,000	2:05:45
MapQuest	36,580,000	0:12:19
Amazon	34,294,000	0:19:49
Real	32,300,000	0:41:13
Weather Channel	28,610,000	0:25:59

BLOGS

The blog population is exploding around the world, resembling the growth of e-mail users in the 1990s. Blogs that covered the U.S. Presidential race last year drove the phenomenon's growth in America. But blogs are also taking off as chat boards and alternative newspapers in countries like Iran, Egypt, and China. What's the key to the continued growth? A wave of interest in public expression combined with rapid development and ease of use of blogging software has been instrumental in the blog explosion.



REACHING THE CONSUMER

The following are the various tools that are used in a comprehensive alternative marketing plan:

V I R A L M A R K E T I N G

L I N K I N G S T R A T E G Y

C O M M U N I T Y C E N T R I C M A R K E T I N G

C O R P O R A T E B L O G G I N G

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VIRAL MARKETING



VIRAL MARKETING

Viral marketing is a great tool that helps create a conversation around a specific brand or idea.

VIRALS ARE COMPELLING.

THEY ARE INFORMATIVE AND ENTERTAINING ENOUGH FOR THE INDIVIDUAL TO CONSCIOUSLY, AND BY CHOICE, PASS THEM ON TO OTHERS.

Viral ads largely spread via email. There are umpteen instances where ‘virals’ have been very effective in creating buzz and hence unparalleled brand awareness.

**VIRAL MARKETING IS
GETTING
BIGGER**



RENAULT IN FRANCE LAUNCHED IT'S NEW BRAND OF CAR, CLIO, PRIMARILY THROUGH A VIRAL LAUNCH. Publicis Net, the French interactive agency, created three short clips, which will only appear online, supported with an online campaign and word-of-mouth. A wonderfully designed website (<http://nouvelle-clio.renault.fr/>) substantiates the campaign.

SOME CASE STUDIES

BURGER KING CAME UP WITH AN INTERESTING IDEA,

to generate user interest and communicate their servility to the customer, with their new customization **"HAVE IT YOUR WAY"** brand message. A website called <http://www.subservientchicken.com/> was launched showing a human sized chicken who would respond to your command. The campaign saw

15 MILLION HITS THE FIRST 5 DAYS.

Word spread solely through viral.

Today, fast food chains have to deal with increasing health consciousness. Facing this issue, Burger King carried on with another extension. They played around with idea of a motivational speaker/famed doctor, a spoof called "Dr. Angus diet". Angus Diet was about being able to eat all you want. However, eating well was communicated as an expression of free thought .

The Burger King logo, featuring the words "BURGER KING" in a bold, red, sans-serif font. The text is arranged in two lines, with "BURGER" on top and "KING" below it. The logo is set against a yellow circular background with a blue border. This logo is centered on a dark blue horizontal bar that spans the width of the slide.

**BURGER
KING**

NOKIA CREATED 'SNAKE OUTBREAK'

at its gaming site, N-Gage to create buzz around its mobile game Snake's new colorful, fast paced 3-D avatar. The site (<http://www.n-gage.com/snakes/main.jsp>) envisions a world plagued by snakes and every television channel is carrying scenes of snake induced hysteria. Visitors can manipulate the reptile and save the world thus generating renewed interest in the game. There are free downloads, SMS and email links to spread the game. The creatively designed program had a decent pull, and helped Nokia advertise both the Game and its N-gage series of phones.



Twix chocolate bars, which are quite a rage in the European market, came up with an interesting idea. As a spoof on alcoholics anonymous, Twix launched TWIX EATERS ANONYMOUS. The site claims to be a respite for those addicted to Twix, who refuse to part with their habit or share it with people. The company's official website, though links to the viral but takes no onus for it. It runs a section on online consultation and refers to "Twix lovers" as 'patients.'



The Co. refuses to take the ownership though, and mentions it on its official site but runs a link on its website while Still holding that it has anything to do with it.

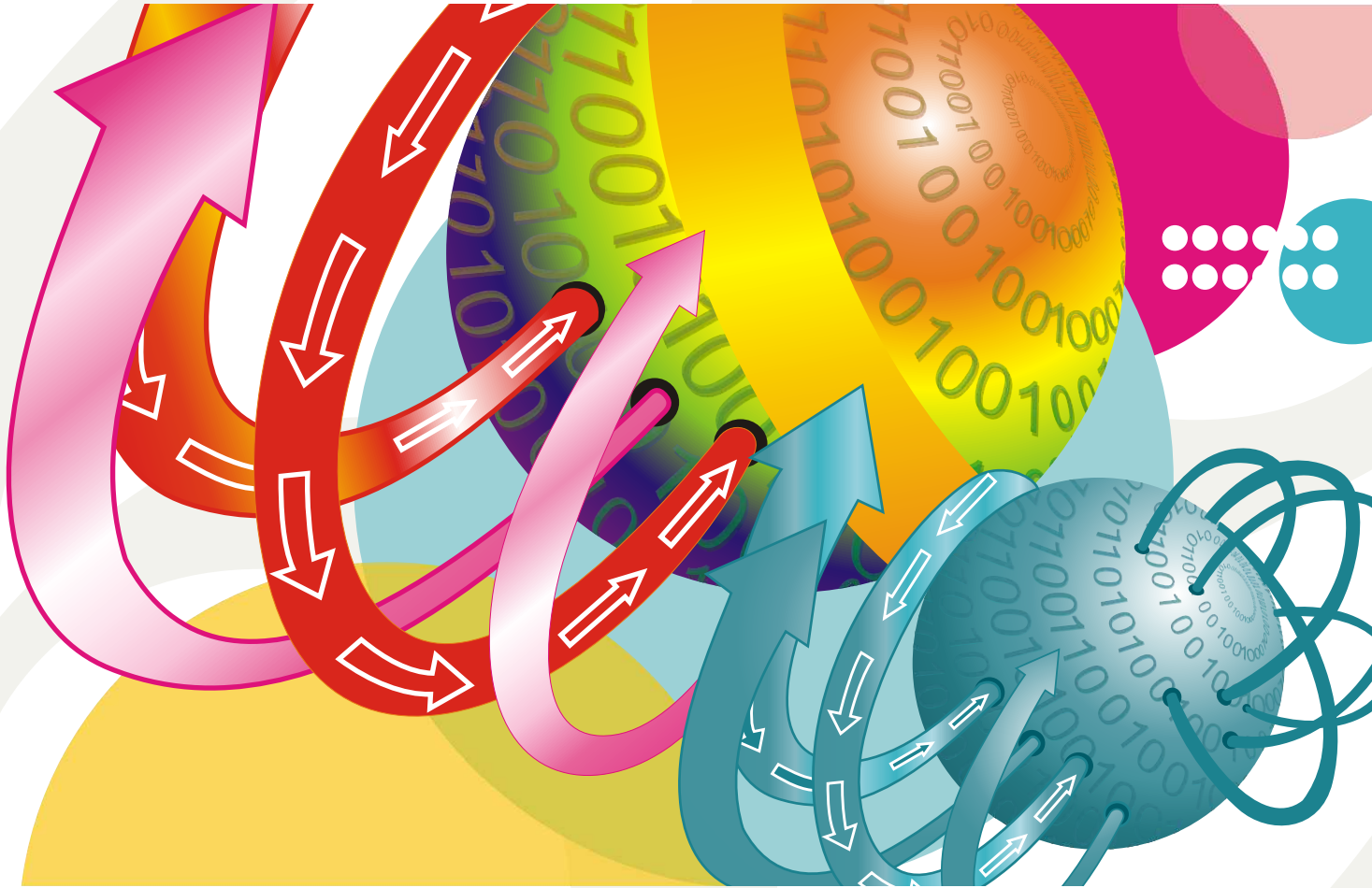
A VIRAL ANSWERS

one of the biggest marketing challenges faced by organizations today, drawing attention of an **ADVERTISING SATURATED MIND.**

An arresting viral experience creates interest and excites one to **s h a r e i t w i t h p e e r s .**

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LINKING STRATEGY



Linking strategy is a highly effective tool in establishing a respectable position in the web community and gaining useful presence. Linking creates sound organic results just by virtue of the connectivity that the internet generates.

LINKING STRATEGY

BROADLY, LINKING HELPS IN::

Optimizing the website, making it search engine friendly

Word of mouth promotion, the same principle on which viral advertising works



Here's how it works,

THE BOTTOM LINE TO AN EFFECTIVE LINK BUILDING CAMPAIGN IS TO CREATE GOOD CONTENT.

It's only good content that motivates others to collaborate with you. Identifying partners or competitors across your domain and hence forging business relationships with them helps. A link building campaign, makes use of the many free articles, newsletters and links that we publish. Once you've collaborated with other players where content syndication is possible. Linking is quite creative in the right that the whole exercise rests on

FINDING THE RIGHT PARTNER

to give your user a great experience.

A WELL LINKED WEBSITE TURNS OUT TO BE MUCH MORE USEFUL FOR THE VISITOR, AND AN UNMATCHED USER EXPERIENCE IS WHAT FINALLY ESTABLISHES THE BRAND.

SOME CASE STUDIES

ROCOCO CHOCOLATES

Was set up by Chantal Coady on London's King's Road just over 20 years ago. The chocolates are considered a luxury and have strong branding.

BRITISH AIRWAYS NOW HAND THEM OUT TO FIRST CLASS PASSENGERS ON THEIR TRANSATLANTIC FLIGHTS.

Despite a great quality product and an excellent website, enhancing the Rococo brand on the web was a completely different challenge. Online sales were low - less than 3% of annual turnover while quality inbound links were virtually non-existent. Concerns included who to link and what content to create. Content was revamped and a monthly newsletter was initiated to drive people to the website. To boost sales, the site was supplemented with Rococo relevant dates like Valentine's day, Easter, Mother's Day, Christmas, Special offers, Chocolate recipes, editorial tit-bit, confessional fun stuff among other things.

PLAYERS IN THE MARKET WERE IDENTIFIED; QUALITY CONTENT AND RELATED LINKING SHOWED CONSIDERABLE RESULTS IN SALES AND AWARENESS.

The idea was to play around things that a chocolate patron would be interested in!

More often than not they would go beyond chocolates but still keep the basic essence.

Mortgage101.com is a website that connects mortgage brokers with lenders and consumers. COO Chuck Aikens, wanted to provide something useful to customers and gain business from the goodwill generated. He created a content rich platform whereby realtor could co-brand with Mortgage101, and provide their customers with over 170 pages of mortgage information and 16 interactive calculators. They can power their site with current interest rates, live market updates, calculators and documents. The content collection is impressive and would cost a small fortune for any realtor to start creating themselves.

MORTGAGE101 NOW HAS AN IMPRESSIVE COLLECTION OF INBOUND LINKS, AROUND 300,000. OVER 26,000 REALTORS AND 6,000 MORTGAGE BROKERS LINK TO THEIR TOOLS. THAT NETWORK BRINGS OVER 8,000,000 PAGE VIEWS OR 1,000,000 UNIQUE VISITORS PER MONTH.

Mortgage101.com also pays website developers when they place links to the tools on realtors sites.

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COMMUNITY CENTRIC MARKETING

CREATING VIBRANT COMMUNITIES ON THE INTERNET IS BY FAR THE BEST WAY TO GAIN TRACTION AND VISIBILITY IN THE INTERACTIVE WORLD.

Interestingly it becomes important to such an extent that corporations would love to be a part of an active community even if it meant no branding for them.



The potency of a group of passionate people is a force to reckon with, creating such spaces gives companies leeway in the long run to express themselves and gain much larger user attention. In a world where explicit advertising only gets the consumer wrath, it is important to innovate newer ways to communicate, where

**TRANSPARENT CUSTOMER
RELATIONSHIP
MANAGEMENT AND GENUINE
UTILITY WINS THE RACE.**

SOME CASE STUDIES

KELLOGG'S in the UK <http://www.kelloggs.co.uk/>, has launched a colorful site that revolves around a healthy and active lifestyle. There are various prizes, offers, food guide, weight consultation and kids stuff. The site promotes a **COMMUNITY THAT INVOLVES ITSELF IN VARIOUS CHARITABLE ACTIVITIES.**

The Kellogg's logo is displayed in a red, cursive script font. It is centered within a bright yellow rectangular background. The background of the entire slide features large, light gray, abstract circular shapes that overlap and create a sense of movement and depth.

In **AUSTRALIA, PEPSI** tried a new approach by launching <http://www.heapspoor.com.au/>, it's a spoof on Pepsi itself. The site offers no fake gifts and a “you don't need to buy a Pepsi to enter” catch line. Although the branding appears, it is subdued.



160,000 PEOPLE HAVE VIEWED THE SITE SINCE ITS LAUNCH ON SEPTEMBER 26TH 2005. PEPSI'S COMMUNITY, PEPSI TOWN, NOW HAS NEARLY 100,000 MEMBERS

That's not just it, in fact beverage companies are one of the better ones in interactive. Tiger beer launched itself in Australia as a company dedicated to the promotion of Asian art and culture. Here is a lowdown on how beverage makers fair on the web globally:

COKE

Brands: Coke, Fanta, Sprite, Maid Minute, Nestea, Powerade

Sites: Coke-cola-france.fr, Coke-cola.fr, mynrjcoke.com, fanta.fr, sprite.com

PEPSI

Brands: Pepsi, Pepsi Max, 7 Up, Kas, Tropicana

Sites: pepsi.fr, pepsi-town.com, sevenup.fr, pepsimusicplay.com

UNILEVER

Brands: Lipton Ice Tea, Lipton Ice Tea Red, Lipton Aquaé

Sites: Lipton.fr, areyoured-y.fr

ORANGINA-SCHWEPPE

Brands: Orangina, Schweppes, Gini, Canada Dry, Champomy, Pampryl, Oasis

Sites: oranginaschweppes.com, orangina.fr, musee-orangina.com, toussecoues.com, secouetoi.com, schweppeseuro.com, champomy.com

**BEVERAGES ARE HARDLY
WHAT YOU'D BUY ON THE
I N T E R N E T ,
EFFECTIVE COMMUNITY
BUILDING IS A LONG
T E R M S T R A T E G Y .**

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CORPORATE BLOGGING

CORPORATE BLOGGING

is a whole new area, which we believe is one of

**THE FASTEST
GROWING
PHENOMENON TO
HAPPEN IN THE
VIRTUAL SPACE.**

Blogs are spaces of expression, a shared online journal where people can post diary entries about their personal experiences and hobbies. There are also community blogs/weblogs where people passionate about a certain theme, congregate virtually. Blogs, as a mode of corporate communication are fairly exciting.



When **GM** thought of an alternative to press conferences, they thought blogs. In January,

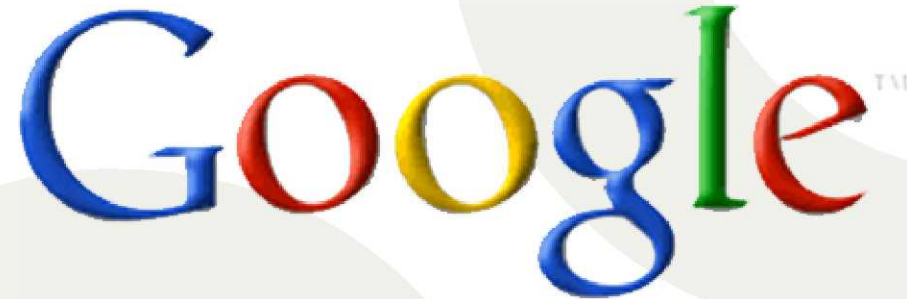
VICE-CHAIRMAN BOB LUTZ LAUNCHED HIS OWN FASTLANE BLOG.

Bloggers applauded, and car buffs flooded Lutz with suggestions and complaints. Lutz posted lots of barbs from outsiders and won points.

IT WAS A WHOLE NEW WAY OF ADDRESSING, NOT ONLY EMPLOYEE AND CUSTOMER GRIEVANCES, BUT ALSO TO UPDATE THE WORLD ON WHAT WAS UP WITH THE WORLD'S LARGEST AUTOMAKER.

IT'S CONTROVERSIAL AS WELL

When a young Google programmer named Mark Jen started blogging about his first days in the Googleplex, folks in the 'sphere instantly linked to him. He griped that



GOOGLE'S HEALTH PLAN WAS LESS GENEROUS THAN HIS FORMER EMPLOYER MICROSOFT'S and he argued, indignantly, that Google's free food was an enticement for employees to work past dinner. Two weeks later, Google fired Jen. And that's when **THE 22-YEAR-OLD BECAME A BIG STORY. HE WAS LATER EMPLOYED BY A COMPANY JUST TO DO WHAT HE DID BEST, BLOG.**

Employees who are fired as a result of comments made on their blog--also known as "dooxed" in blog speak are not uncommon. Delta Air Lines and social network portal Friendster, have dismissed workers over contentious blog postings

THE WHOLE NEW PHENOMENON OF CORPORATE BLOGGING HAS INITIATED ISSUES OF LEGALITY OF SUCH BLOGS.

WHAT IS THE EXTENT TO WHICH BLOGGERS CAN SHARE INFORMATION?

SUN AND IBM HAVE GOTTEN DOWN TO CLEARLY STATING THEIR POLICIES ON THIS

SUN

"As of now, you are encouraged to tell the world about your work, without asking permission first (but please do read and follow the advice in this note). Blogging is a good way to do this."

IBM

"The core principles -- written by IBM bloggers over a period of ten days using an internal wiki -- are designed to guide IBMers as they figure out what they're going to blog about so they don't end up like certain notable ex-employees of certain notable other companies. This isn't a policy that IBM is imposing upon us. It is a commitment that we all have entered into together."

- courtesy, B.L.Ochman {whats next blog}

SOME CASE STUDIES

HP ASIA PACIFIC AND THE NATIONAL GEOGRAPHIC CHANNEL

are "On the trail of Zheng He" with Ong Boon Kiat, a tech journalist, blogging on the travel and the making of the documentary. The idea is to target online users interested in travel, geography and photography, with an application grabbing live feeds when Ong posts new entries on his blog. The screensaver also allows users to enjoy the pictures captured with HP Digital Photography products, used by the documentary staff. The blog runs with HP branding and a link to National Geographic. The blog seems to be an interesting ground for travelers and also promotes digital photography.



Insurance company **EUROPASSISTANCE** has just launched a blog in Italy where it discusses travel related issues. Also, there is a corporate post explaining **E u r o p A s s i s t a n c e ' s a c t i v i t i e s .**

"MSN FILTER IS YOUR ONE-STOP SHOP FOR THE INSIDE SCOOP ON WHAT'S HAPPENING ACROSS THE WEB", GOES THE BLOG.

Filter blog topics include technology, music, lifestyle and sports. They've been hiring paid bloggers for weeks, but none of the blogs show the writers' names. The blog doesn't get too many positive reviews though.

THE ROAD AHEAD

We are in exciting times; the advent of the Internet has brought us to the tipping point of a new age. The above composition is just a response to this new wave. A parallel world seems to be emerging wherein expression has taken an entirely new form. Some people believe otherwise as well. They believe that the Internet has brought back text in communication, in a society highly obsessed with visual imagery.

**WHETHER ITS RETRO, NEW FANGLED OR
WHAT YOU MAY LIKE TO CALL IT,
THE CHANGE IS QUITE PERCEPTIBLE.**

Digital film cultures and advertising festivals are emerging as Cannes, Golden Globe and Oscars once did.

The Seoul Net and Film festival also featuring the mobile and Digital multimedia broadcast fest, Video Brazil Cultural Association promoting electronic art, Thailand's New media art festival, and people like Melinda Rackham, a Sydney based curator working in the field of 'networked art'- are all a part of this new world of expression. And it is not just 'The Corporate' that's reacting; subcultures of social organization on every aspect of life are being expressed on the Internet. In Chennai, India, open space forum-a forum for people who stand against globalization and social injustice is teeming with energy. The Internet carries with it a promise of such openness: open source, open access, blogs, discussion forums, peer-to-peer networking. Ongoing conflicts over file sharing bear testimony to that. All this is setting new paradigms in the interface of information and society in the contemporary world.

INSIGHTS

Business imperatives like the new wave of offshoring has brought countries like India, China, Philippines, Vietnam, Mexico and even South Africa back to the global business map since the days of the silk route trade. Asia with a third of the global population is now poised to spearhead world business both as a back office operator and a respectable consumer. This has also brought great net awareness to the urban youth employed with these service agencies.

The emergence of successful entrepreneurial dotcoms around marriages, shopping and jobs are a testimony to their vibrance in the emerging economies.

HOW ACTIVE IS THIS COMMUNITY, IS IT HERE TO STAY OR IS IT JUST A FAD?

THE DOTCOM BUST OF 2000 HAS NO DOUBT GIVEN WAY TO SOME SKEPTICISM.

HOW MUCH WOULD PEOPLE ADOPT NEW MEDIA TECHNOLOGIES?

HOW LONG WILL IT TAKE US TO OVERCOME THE DIGITAL DIVIDE?

|

The world is conscious of this digital divide, computerization in villages, government institutions and public services is making technology an imperative. On October 3, 2005, AMD, (Advanced Micro Devices) announced its partnering with RadioShack to bring low-priced computers to the developing world. The device, called the Personal Internet Communicator, was originally developed for markets under served by the computer industry.

AMD says it's all part of Chief Executive Hector Ruiz's "50x15" initiative, which aims to get 50% of the world connected to the Internet by 2015.

AMD is also among companies backing an effort by the Massachusetts Institute of Technology to provide underprivileged children around the world with laptops for \$100 a piece.

Alan Kay, who led the group at Xerox's Palo Alto center that invented the first personal computer, is also working with MIT on the project.

REAL GROWTH WILL COME THROUGH REACHING THE NEXT BILLION

**IT TOOK OVER 150 YEARS FOR THE
FULL IMPACT OF THE PRINTING
PRESS TO TAKE HOLD, IT
SPARKED A SOCIAL REVOLUTION
AND DEMOCRATIZED
INFORMATION.
THE INTERNET HAS TAKEN
THIS TO THE NEXT LEVEL.**

ARE WE AGILE ENOUGH
TO SPEARHEAD THIS REVOLUTION?

WRITER'S PROFILE

Deepak Goel is a traveler, marketer, business enthusiast and communicator. His quest to reach people in a globalized world brings him to explore 69 marketing. An Economics graduate, he often tries to make real world linkages to human behavior.

The astounding changes brought by the internet inspired him to explore this new medium of marketing.

You can contact him at deepak.goel@webchutney.net

ACKNOWLEDGMENTS

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**E-Leader: Reinventing Leadership in a
Connected
Economy, Robert Hargrove**

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webchutney

Delhi

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