

# NewMediaBrains

*\* Faciliteert practica trainingen voor doeltreffend gebruik van new media*

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**8 december 2010**

## World of mobile natives



# Next Generation Brains



Operationeel sinds juni '09  
> 120 deelnemers getraind  
van > 60 bedrijven / instellingen  
5 x strategie InCompany training



A high-angle view of Earth from space, showing the planet's curvature and the blue oceans. The entire scene is filled with a massive number of small, blue and gold satellite models, representing a dense constellation of satellites in orbit. The background is the blackness of space with some distant stars.

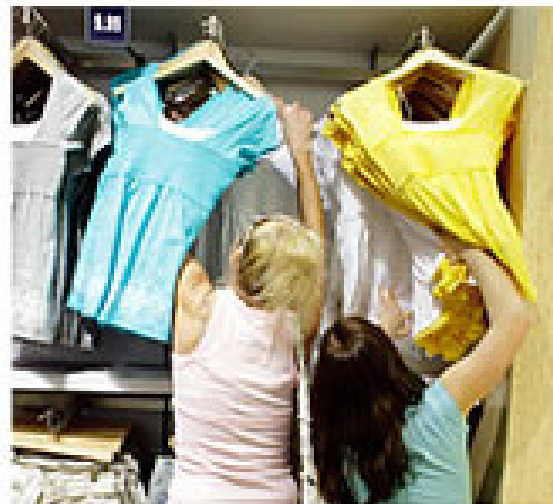
**STOP MET ZENDEN !!**

5

Percentage of teenage girls surveyed who alert friends to sales via Facebook

78

Percentage who do so by phone or text message



**Begrijp  
welke  
media  
jouw  
klant  
gebruikt  
!!**

# Zoek de dialoog!!

twitter

Select Language ...

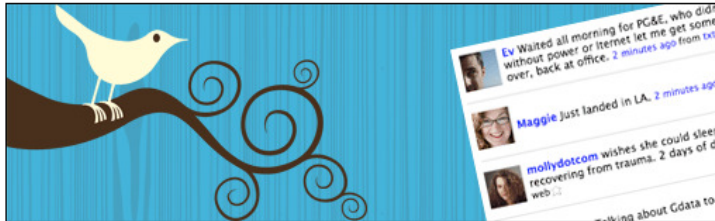
## What is Twitter?

What?

Why?

How?

▶ Watch a video!



Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**

Get Started—Join!

### Please sign in

user name or email address:

password:

☐ Remember me

Sign In »

Forgot password? [Click here.](#)

Already using Twitter from your phone? [Click here.](#)

I really like Twitter.

Jeff Barr, Amazon.com, Senior Manager

If you aren't familiar with Twitter, it is one of those things, like MySpace, that sounds totally ridiculous and stupid when you first hear about it. But once you start using it, you realize how much fun it is.

Eric Nuzum, Author of The Dead Travel Fast

When I first started doing it, I thought, 'geez, not another website to worry about updating and checking', but now I'm glad I did it.

point\_chevalier, livejournaler

© 2009 Twitter [About Us](#) [Contact](#) [Blog](#) [Status](#) [Apps](#) [API](#) [Search](#) [Help](#) [Jobs](#) [Terms](#) [Privacy](#)





# BucklerLul

\* 1989

\* 0 kijkers online



# Fietsslot gehacked met Bic-Balpen

\* 2004

\* 900.000 online reacties binnen 2 dagen

## Kryptonite Evolution 2000 U- Lock gehacked door een Bic balpen

Marco Derksen (Upstream), Social media marketing

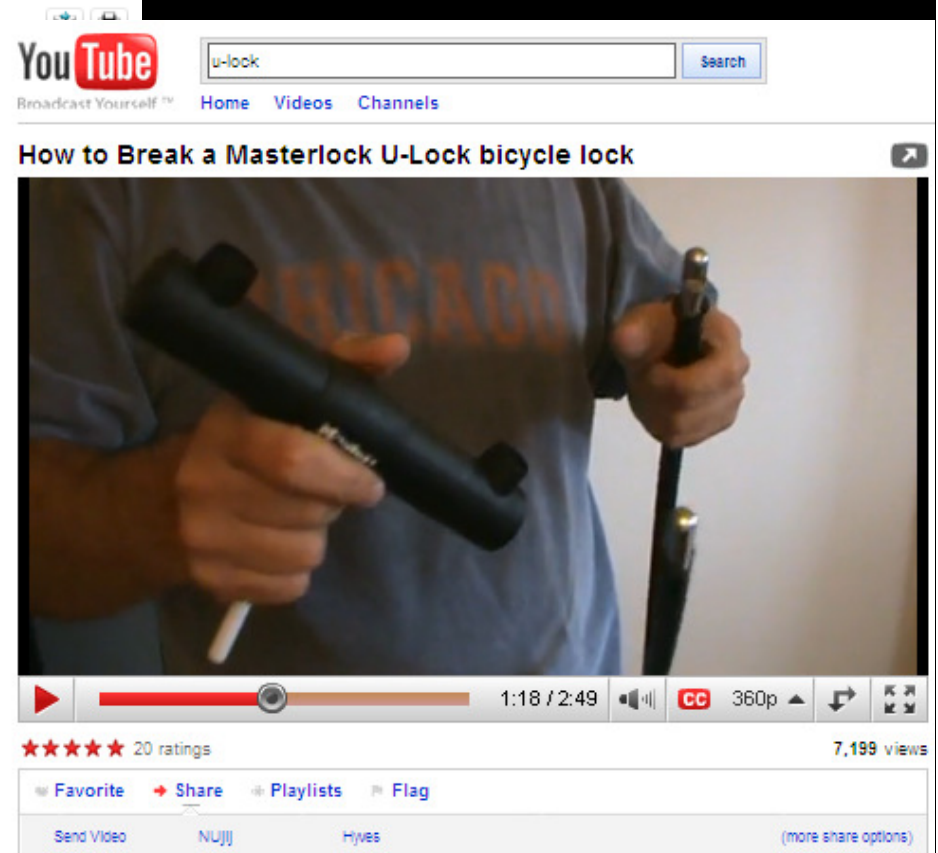
De met veel bombarie geïntroduceerde **Kryptonite Evolution 2000 U- Lock** (fietsslot met een eenvoudige Bic balpen te openen (zie video op [Engadget](#)). Dit nieuws dat door de **blogosfeer** is opgepakt zal Kryptonite nog lang heugen!

### Update 9-nov 2004:

The Kryptonite Bike Lock Company is one who should have listened. Consider the following events. On September 12, 2004, a forum poster at [bikeforums.net](#) noted that he can open Kryptonite lock with a Bic pen. One day later, one of his fellow bikeforums.net forum members posted a video of lock being picked, verifying the salacious claim. Before I go on with the story, think about what might have happened had the company been listening and using monitoring. They might have been able to prevent what happened next.

On September 14, Metafilter, a group edited site - picked up the trail. This was quickly followed by [Engadget](#) and [dozens of other bloggers](#). Still, Kryptonite remained silent, probably unaware of the tsunami that was at their doorstep.

Finally, just a few days after the initial forum post, the story leaped into the mainstream media on September 23 in The New York Times. "The Pen is Mightier Than the Lock," the

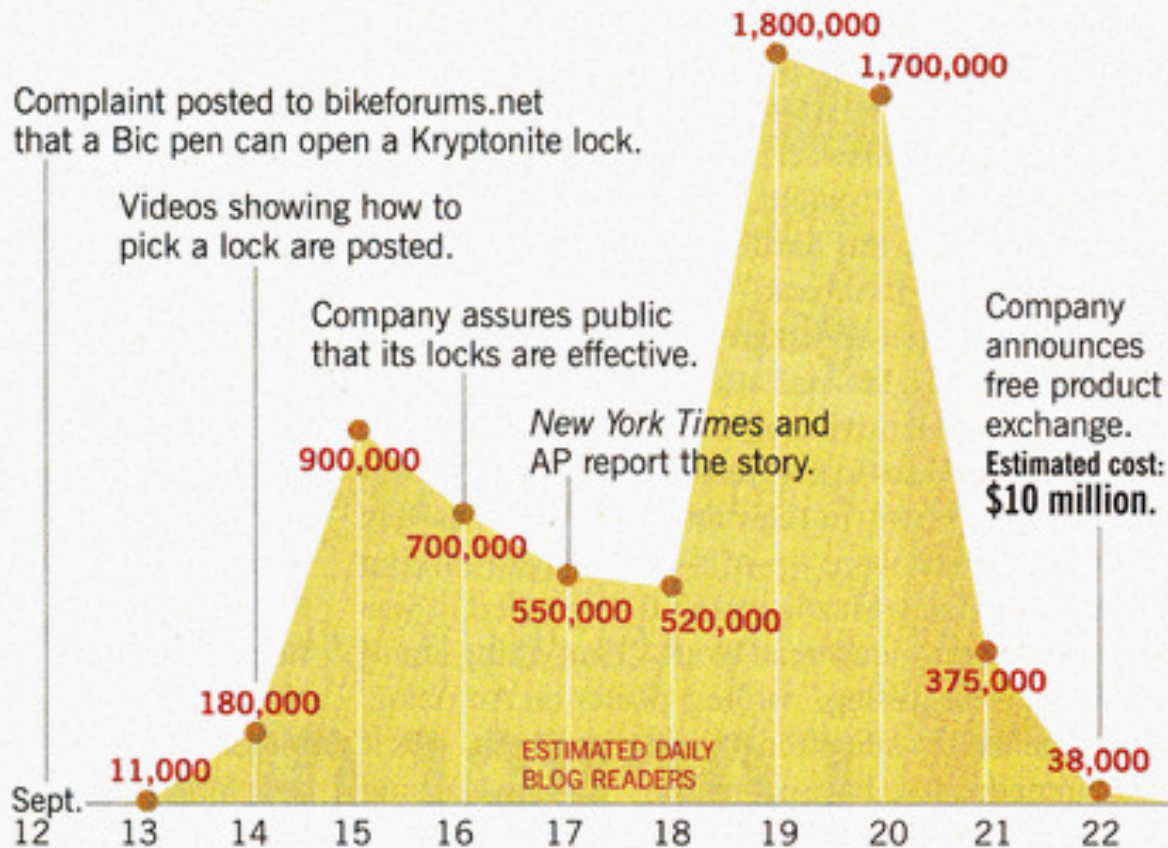


The image shows a screenshot of a YouTube video player. The video title is "How to Break a Masterlock U-Lock bicycle lock". The video shows a person's hands using a Bic pen to pick a Masterlock U-Lock bicycle lock. The video player interface includes a search bar with "u-lock" entered, a play button, a progress bar showing 1:18 / 2:49, and a rating of 5 stars with 20 ratings. The video has 7,199 views. Below the video player, there are links for Favorite, Share, Playlists, and Flag. The share button is highlighted, and the text "Send Video NUJJ Hives" is visible.

# Wat bereikt boze klant?

## KRYPTONITE'S BLOGSTORM

How ten days of Internet chatter crippled a company's reputation.





## Internet

1995/1996

1997

1998

1999

2000

## Social Media

2008/2009

2009

2010

2011

2012

Early adaptors

Early mass

Later adaptors

Later mass

The rest

A close-up photograph of a young boy with light brown hair and blue eyes, wearing a blue sweater. He is pointing his right index finger directly at the camera. The background is a red wooden cabinet with shelves containing various items. The image is framed by black bars on the left and right sides.

**DIT BENT U!!**

**Wie en wat is een mobile native?**

# Een smartphone kent meer functies dan een desktop PC



Navigatie (GPS)



Kompas



E-mail



Internet



Foto's / video's  
TV / Radio



Apps



MP3 speler



Games



E-reader



Helicopters  
besturen





# Mobile is de gadgetfase voorbij





# Genereer makkelijker sales met mobile



# Hype uw mobiele campagnes





# Meer traffic en sales met Foursquare

iPad 8:10 AM 46%

foursquare

foursquare.com/user/theblackfin/badges/1... Google

Tom Find Friends Add Things Help Settings Logout

foursquare™ Find places, people, tags SEARCH

ME HISTORY STATS FRIENDS Currently in San Carlos, CA



## Barista

Congrats - you've checked in at 5 different Starbucks! Be sure to pick up a double tall latte for your friend - I'm sure they'd do the same for you.

Unlocked by **Tom E.** on Fri Mar 19, 2010 at 8:47 AM @ **Starbucks** in Frisco.

Feedback

10 25 50 100 150 200 300 400 500 600 700 800 900 1000

# Zo moet het dus niet



RESERVEER NU UW ELEKTRISCHE  
OP [WWW.RENAULT-ZE.NL](http://WWW.RENAULT-ZE.NL)

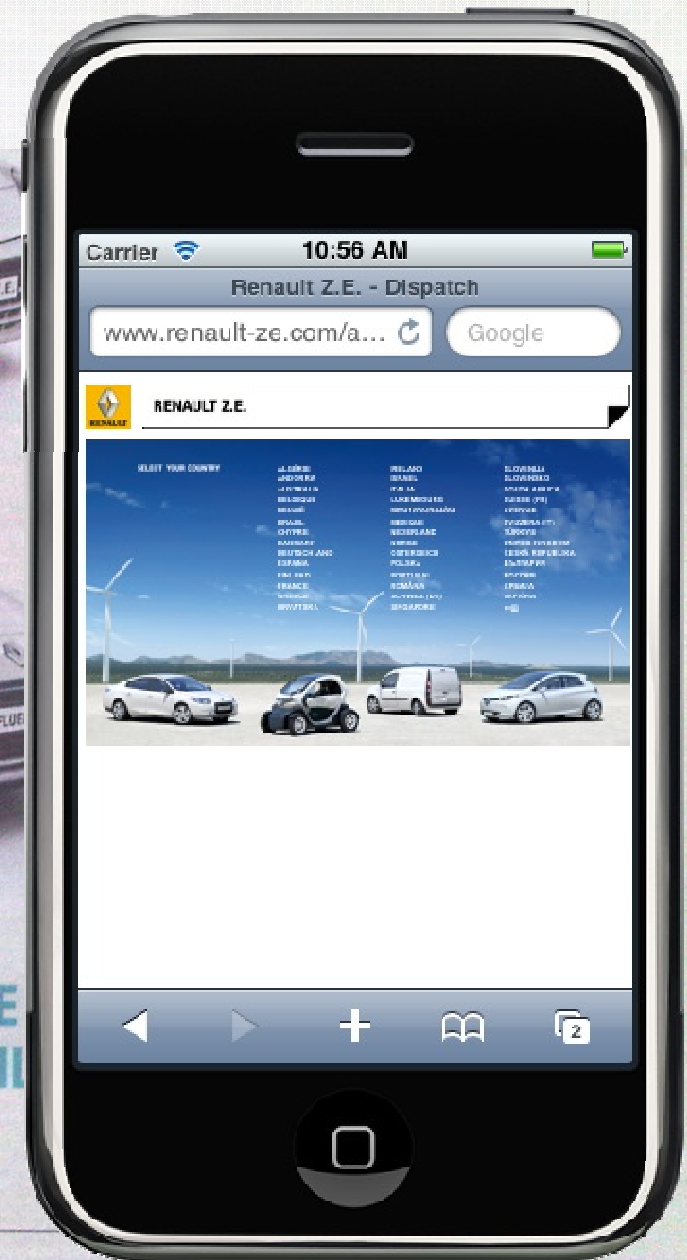


RENAULT

Z.E.

CO<sub>2</sub> uitstoot van de gehele productiecyclus en voertuig gebruik (gemeten in een cyclus gereguleerd door de Europese NEDC), "oil well-to-wheel" (Frankrijk / Europa) Fluence Z.E.: 12 g/km / 62 g/km in vergelijking met Fluence dCi 90hp FAP: 132 g/km / 133 g/km; ZOE: 12 g/km / 62 g/km in vergelijking met Clio dCi 75hp: 123 g/km / 133 g/km; Kangoo Express Z.E.: 16 g/km / 81 g/km in vergelijking met Kangoo Express dCi 70hp: 159 g/km / 160 g/km; Twizy: 7 g/km / 32 g/km in vergelijking met Clio dCi 75hp: 123 g/km / 133 g/km. RENAULT ZOE, te reserveren in 2011.

DRIVE THE CHANGE





# Doe het goed

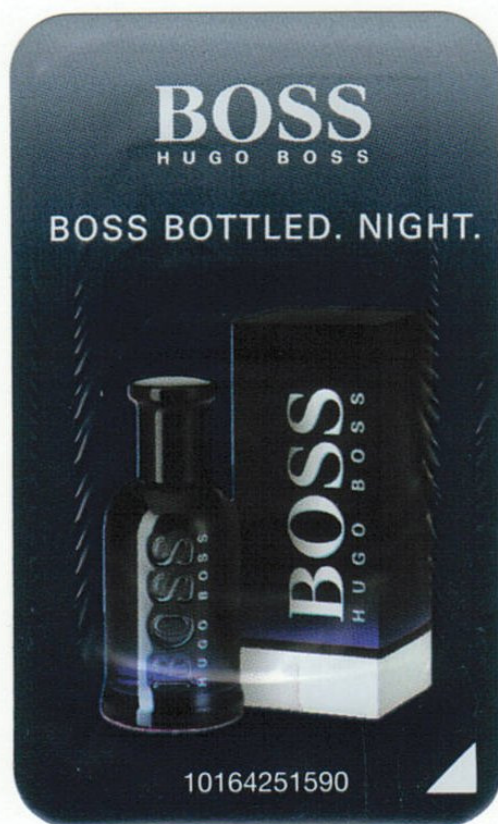


On the left you see a QR code that can be scanned with your mobile phone.

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**BOSS**  
HUGO BOSS

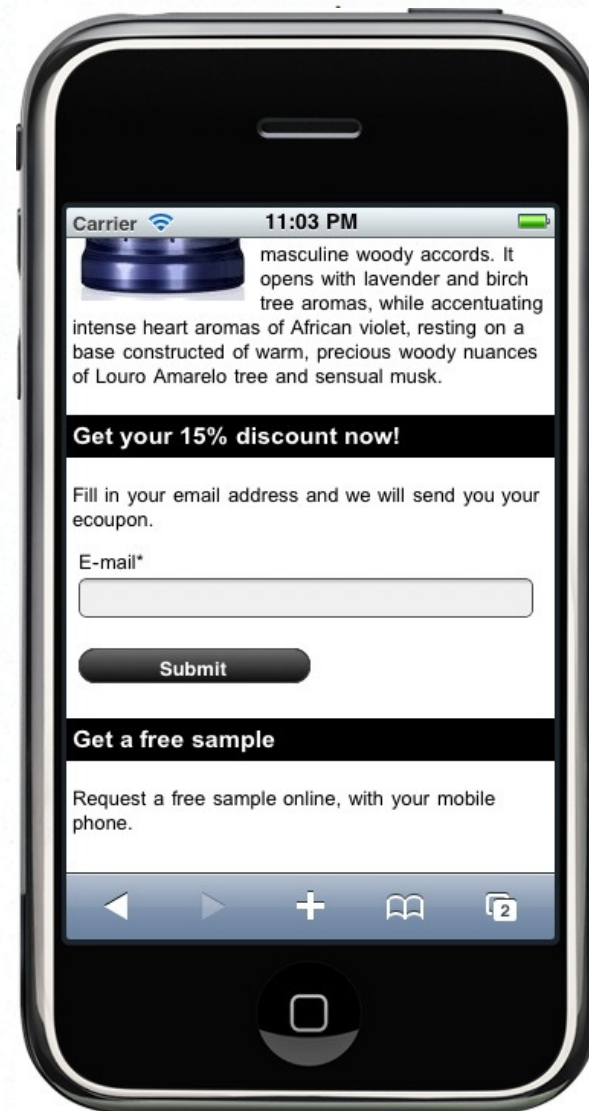


0.071 ml - 0.0025 FL. OZ.



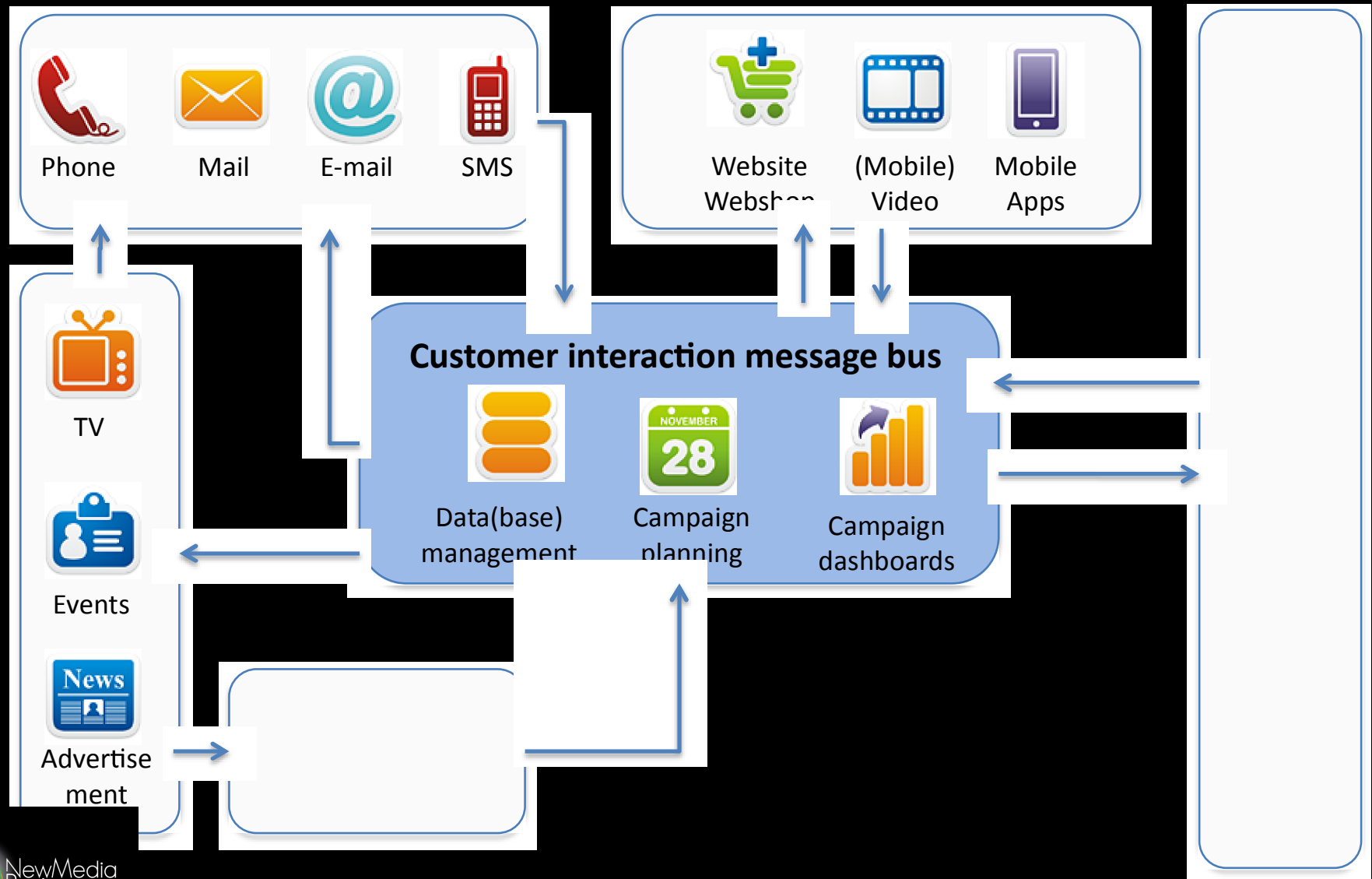
INGREDIENTS: ALCOHOL, DENAT., AQUA/WATER, PARFUM, FRAGRANCE, ETHYLHEXYL METHOXYCINNAMATE, DIETHYLAMINO HYDROXYBENZYL, HEXYL BENZOATE, PROPYLENE GLYCOL, BHT, METHYLPARABEN, LIMONENE, ALPHASISOMETHYL IONONE, HYDROXYISOCHEXYL 3-CYCLOHEXENE CARBOXYALDEHYDE, LINALOOL, CITRAL, GERANIOL, HYDROXYCITRONELLAL, EUGENOL, CITRONELLOL, CI 60730/EXT. VIOLET 2, CI 14700/RED 4, 81% VOL. P&G PRESTIGE BEAUTE GENEVA • LONDON EC1A 4DD, UK. MADE IN UK.

HUGO BOSS FRAGRANCES, P.O. Box 111, 2770 AC BOSKOOP, The Netherlands.





# Online eco system



**U heeft 20 seconden om deze code te scannen**



# 15 februari 2011

*Eerstvolgende workshop als u wilt  
leren hoe mobile past in uw  
bedrijfsdoelstellingen*



[www.newmediabrain.com](http://www.newmediabrain.com)