

POWER PANEL

Social Network Marketing

dmexco 09

POWER AUDIENCE

- POWER Agenturen: u.a. Jung v. Matt, Ogilvy, LBI, MediaCom, Plan.net, PUBLICIS
- POWER Brands: Amazon, Douglas, Lufthansa, Sony, Warner
- POWER People: YOU!

POWER PODIUM

- Sten Franke, ethority
- Prof. Dr. Klemens Skibicki, Brain Injection
- Wolf Hingst, Deine Tierwelt
- Stefan Zilch, MySpace
- Linda Biertz, Nestlé Purina
- Prof. Dr. Ralf Schengber, DsaF

Engagement?

- Case Net-A-Porter.com: Designermode Shop, 134 MIO \$ Umsatz und 16 MIO \$ pretax profits
- Modemagazin als **Engagement Plattform**
- **Permanente Wertquelle:** Relevanter Content
- **Jederzeit Interaktionsmöglichkeiten** und Nutzen auch über Kaufprozess hinaus!

STYLE REPORT



10

JONATHAN SAUNDERS

Show-stop to maximum effect in Jonathan Saunders' electrifying color palette and style-sharpening mosaic prints.

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11

MATTHEW WILLIAMSON

Famed for his signature use of vibrant color, Matthew Williamson is the go-to for statement-making looks with a luxe hippie twist. Watch our exclusive interview...

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12 ERICKSON BEAMON

The boho-inspired earrings and necklaces will lend any outfit a flash of modern elegance.

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14 / 20





STYLE TIP
Balance dramatic puffed-up lines with pin-thin pants and vertiginous heels.

THE BOLD SHOULDER

“A bold shoulder makes your **WAIST** and hips look **SLIMMER** for added sex appeal”

JESS CARTNER-MORLEY, FASHION EDITOR, THE GUARDIAN



GET THE LOOK
Dress by Roksanđa Ilincić
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HIGH IMPACT

All herald the high impact shoulder! It's a refined take on the iconic '80s power pad, and key to one-step figure flattery.

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STYLE TIP
Partner printed or embellished styles with understated accessories.



Engagement?

- Beispiel Google: Services statt „Push“
- Kein Image erzeugen, Image leben!

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Klassik vs. Engagement

Bedürfnis erzeugen

Push

Branding

Image

Werbebotschaft

Display

Interaktionsoptionen

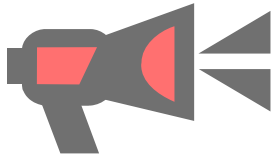
Pull

Value

On demand

Wertquelle

Integration



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Marketing in the Groundswell

by **Charlene Li, Josh Bernoff**

200 pages. Publication date: Jun 08, 2009. Prod. #: 13291-HBK-ENG

"Since Groundswell was published in April of 2008, two things have happened: The global economy has gone into the dumper; and at the same time, marketers have fallen in love with social technologies." So states author Josh Bernoff in his introduction to Marketing in the Groundswell, which offers vital information that everyone involved in marketing or in communicating with customers' needs to know. The book includes three core chapters from the original bestseller that focus on market research...[Read More »](#)



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THE OPEN BRAND

When Push Comes to Pull in a Web-Made World

shows how marketing and branding are being transformed by the technology-inspired power shift from brands to consumers, and tells marketers how to embrace the future as it unfolds today.

The Open Brand was written by Kelly Mooney, President and Chief Experience Officer of Resource Interactive, and Dr. Nita Rollins, Resource Interactive's Director of Thought Leadership, as well as by dozens of Resource Interactive associates, clients and industry innovators.



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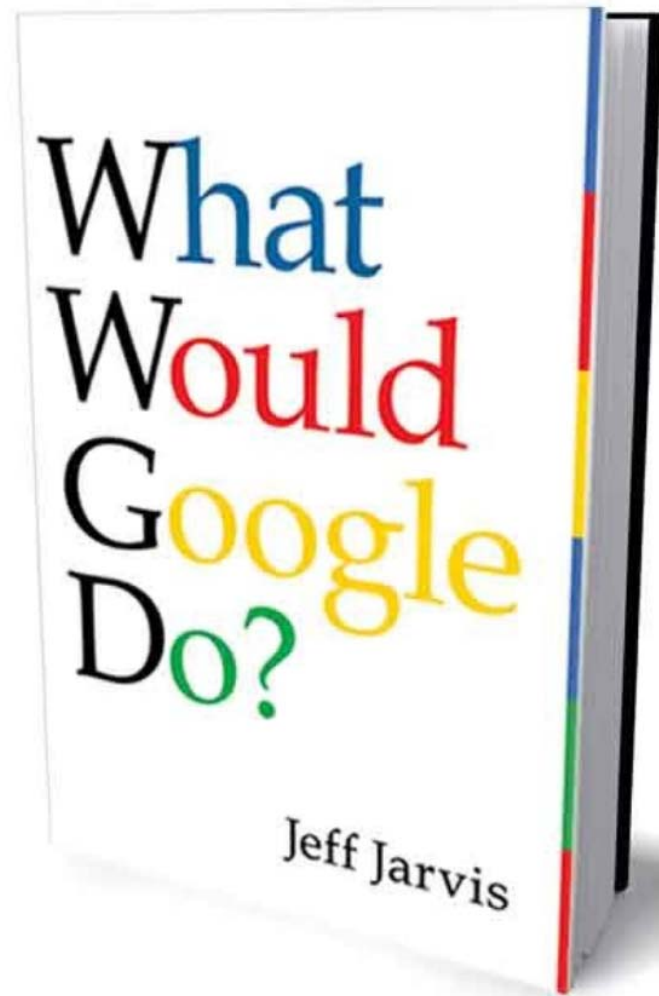
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Learn more about Kelly Mooney, Nita Rollins and all of the Resource Interactive contributors.

[Meet The Authors & Contributors](#)

Engagement auf den
Punkt gebracht.



Frank Schultheiss
Geschäftsführer

