

Communications for the Social Good

how we can harness the power of
communication to bring about
positive change

- Power to the Masses
- From Passive to Active
- From Marketers to Consumers
- The Social Perspective
- The Tribal Perspective
- The Critical Perspective

- The many ways forward (for researchers and practitioners!)

Power to the Masses

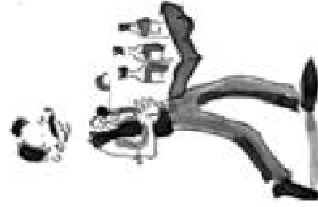


BRAND CAMP

by Tom Fishburne

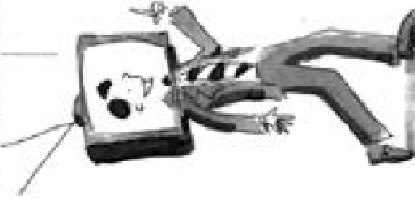
EVOLUTION OF MARKETING

STEP RIGHT UP, FOLKS, IT CURES ALL AILMENTS...



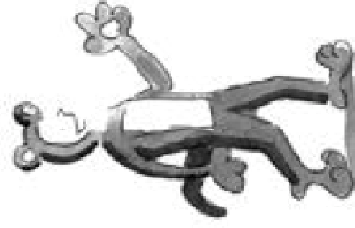
SNAKEOIL SALESMEN

IT SLICES, IT DIKES, BUT WAIT, THERE'S MORE



TV ADMEN

I'M GONZO FOR GONZO POPS

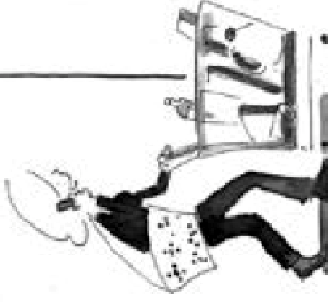


EQUITY CHARACTERS

THESE TARO CHIPS ARE BAKED BY SHERPAS



AUTHENTICITY HAWKERS



I JUST FOUND THE COOLEST BRAND

CONSUMER ADVOCATES

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From Passive to Active



From Marketer – To Consumer



The Social Perspective



The Tribal Perspective



The Critical Perspective



Ways forward for Communicators

- Scared? Why?
- Harness the power of the social
- Activate consumers to become advocates
- Linking value of products for tribal consumers
- Enjoy “not selling anything”

Thank you!

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