




Internet:

the Communication Platform (?)


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THE BRAND MANAGERS DILEMMA

I shouldn't BE OUT, but can I afford?

Classic Media	New Media
Measured Evaluated Know How Proven	Interactive "Time free" Creative Gen1000um Compatible
Cluttered Passive Are they there? Where is Gen1000um?	Terra Incognita What is the ROI Not self sustained What to say?





WHAT DO WE KNOW TO DATE

THE GRAAL hasn't been found (yet)

- Internet doesn't have an "ignition key" .
- Content driven, design creativity is "good to have".
- If "too" creative ("where should I click?") doesn't fly.
- Loyalty is expensive.
- "Content is free on the Net" culture.
- Connection speed is critical for meaningful propositions.
- Still far for being a "massive" medium



WHAT WILL TAKE FOR COMPANIES TO INVEST (MORE)

TOO EARLY TO MILK THE COW

- Critical mass of penetration (example UK)
- Broadband (example Spain).
- Low (er) content costs, adjusted to the medium.
- Content oriented digital communication agencies.



WHAT IS COCA-COLA DOING

REINVENT THE COMMUNICATION MODEL

- Vision for a Global Youth Community
- Empower the user
- Shift of communication model: Focus on Content gathering and production .
- Focus on Database building
- Support and promote the medium by actively investing.



EXAMPLES FROM OUR TERRITORY

a. SoundWave



The image displays two screenshots of the Coca-Cola SoundWave project. The top screenshot shows the main website interface, which is a music-focused platform with a red and black color scheme. It features a navigation menu at the top, a central content area with various music-related articles and images, and a sidebar on the right. The bottom screenshot shows the 'Coca-Cola SoundWave Radio Player' interface, which is a web-based audio player. It displays the current track as 'Backseat love' by Mosh, with a progress bar and playback controls. The player also shows the album 'Encore' by Mosh, released in 2004, and the record label 'UNIVERSAL'.



EXAMPLES FROM OUR TERRITORY b. Coca-Cola 90

The screenshot shows a website interface for Coca-Cola 90 during the FIFA 2006 World Cup. The main banner features the text "COCA-COLA 90" and "Το μεγαλύτερο ποδοσφαιρικό παιχνίδι που έγινε ποτέ, με απίθανα όνειρα, εκπλήξεις και μοναδικά παιχνίδια! Μόλις στο παιχνίδι". Below this, it says "ΓΙΝΕ ΤΩΡΑ ΜΕΛΟΣ ΤΗΣ 11ΔΑΔΣ ΠΟΥ ΘΑ ΤΑΞΙΔΕΥΣΕΙ ΣΤΗ ΝΙΚΗΤΡΙΑ ΧΩΡΑ ΤΟΥ ΠΑΓΚΟΣΜΙΟΥ ΚΥΠΕΛΛΟΥ FIFA 2006!". A sidebar on the left has the text "ΕΣΥ;" and "ΠΕΡΙΟΔΙΑ ΠΑΙΧΝΙΔΙΟΥ ΚΥΠΕΛΛΟΥ". A navigation bar at the bottom includes "Επιχειρήσεις", "Το προφίλ μου", "SiteMap", "Legal & Privacy", and "© Coca-Cola 2004". A large red Coca-Cola logo is visible at the bottom right of the page.

WHAT IS NEXT?

This screenshot shows a similar website interface to the one above, but it is mostly blank, suggesting a different page or a placeholder. A large red Coca-Cola logo is visible at the bottom right of the page.

