

Success cases in Marketing 2.0

“It's not advertising, It's content!”



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What is going on?

- 76 % of consumers don't believe that companies tell the truth in advertisements. *Yankelovich
- More than 3.000 messages are sent to to the consumer daily [too much SPAM]

So...

- You have to be different
- You have to know what your audience wants
- You have to listen to your audience & interact with them
- You have to use what people uses/likes

What people likes?

- VIDEO
- MUSIC
- SOCIAL MEDIA

And above all...



Have fun!



Playing a song WITH a car
Chevrolet / OK GO



Playing a song IN a car
Mini Cooper / The Right Ons



They did it!

Mini Cooper / The Right Ons



Will It Blend?

Blendtec

**You might say:
Bah... they have a big budget!**



Will It Blend?

Blendtec

Better a fan than 100 clients!

Eskerrik Asko!
Thank u very much!
¡Muchas Gracias!



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