

FRIDAYS AT FOUR
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News and Trends You May Have Missed
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We start this issue by recommending a really interesting book that will hook you on where our world of communications is heading. The book, Wikinomics, is written by Don Tapscott, President of New Paradigm. You will learn how collaboration has created massive online communities that will change our way of doing business.

The New York Times reports this week that Wal-Mart has a new marketing strategy. The article says that “product decisions will be organized around three new groups—brand aspirational, price sensitive affluents and value-price shoppers”. “Customers really need the assurance of brands” says Chief Marketing Officer Stephen Quinn. Even though the company totaled \$345 billion in sales last year, they are still changing, doing new things, to try and capture more of the retail sales dollar.

An article from mediaweek.com talks about a generational shift in media habits. Penned by Jeff Dickey and Jack Sullivan. “Marketers that will be successful in reaching the Gen X and Gen Y grasp that media choices can—and must—be customized to reach individual decision makers”. According to Dickey and Sullivan “the descending triangle of traditional media is being displaced by the ascending triangle of Internet-enabled media”. “The phenomenon of media multitasking is now in effect” Media Week 2/12 2007

A new revolution is upon us according to Futurist Andrew Zollie of Z+partners. Writing in Fast Company, Zollie talks about the Eco-Innovation revolution. “As with the Industrial and Information Revolutions before them, the protagonists in the “Eco-Innovation Revolution will take the field with new approaches, ideas and technologies that will upend our notions of production, consumption, wealth and invention” Fast Company March 2007

This comes from Carla Hendra, a leading CEO of ad agency Ogilvy. “Our interactive group is one of our fastest growing operations, and most new hires come with a deep understanding of analytics. Marketers now have to understand the power of algorithms” And here is our new term for you to look up in the world of new media and WEB 2.0. She talks about “creative optimizers” Business 2.0 March 2007.

Here’s an interesting company that will be heard from in a big way soon. Called SpotRunner, the company allows even small businesses to localize their ad campaigns. The company broke down 15 million U.S. companies into 4000 categories. Then it produced multiple generic spots to cover each of them. The video vault is found at SpotRunner’s web site.

If you want to keep up on the trends that are moving so fast and creating so many new ways to reach your customer, check out `HYPERLINK "http://www.business2.com"` www.business2.com for more stories like this one. It's a great source for the latest innovators.