

Mirko Pallera

il creatore di Ninja Marketing



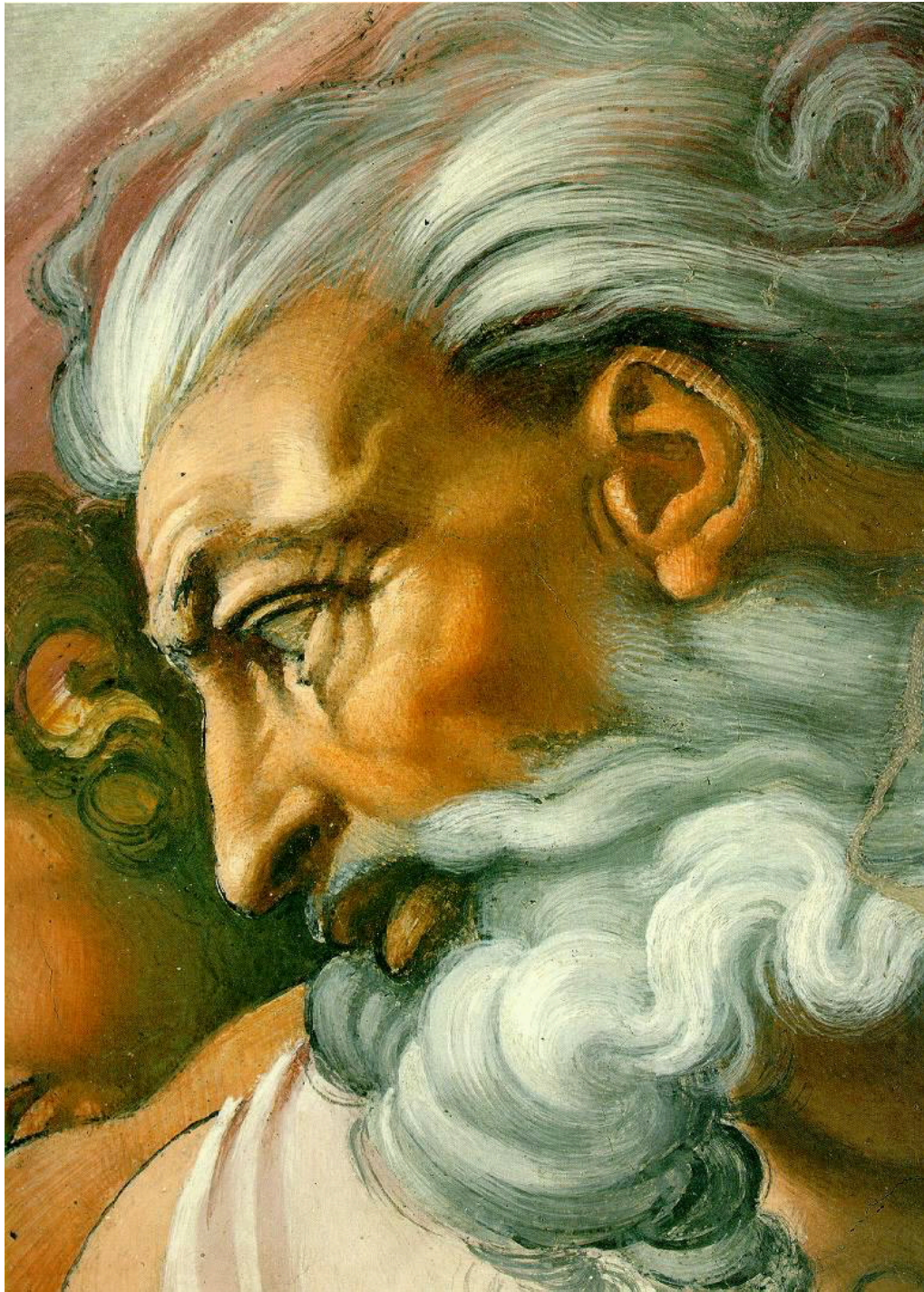
Progettare idee contagiose
(e rendere il mondo migliore)

Sperling & Kupfer

Everybody is a Creator!

Don't forget it







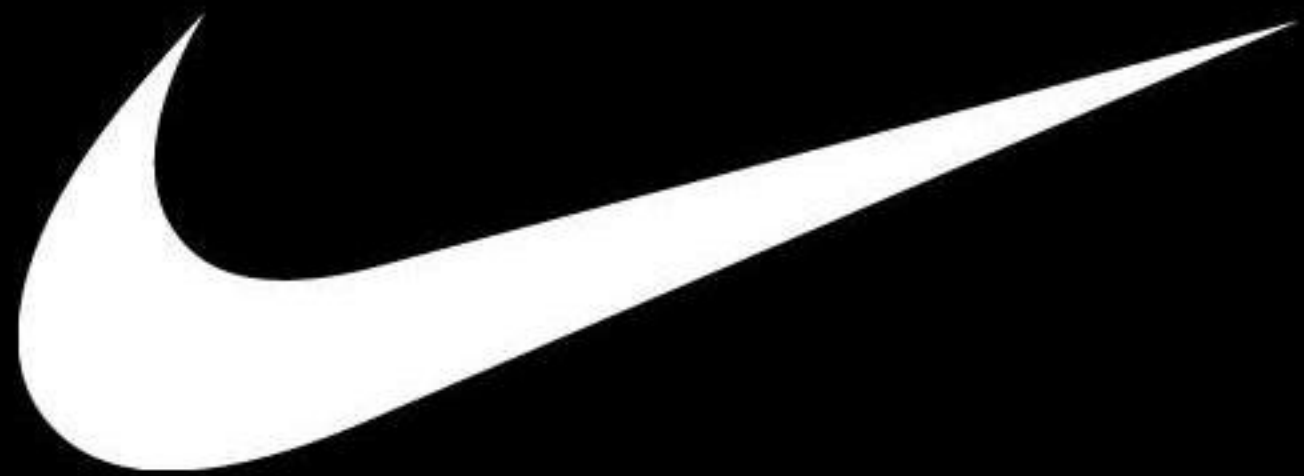


Do It Yourself

Punk, Hip Hop, Hackers

Just do it

Brands empowering people



Technology

Social Media, Mobile Connection



DIY
+
Just do it
+
Technology
=



Big Bang!



“This
Revolution
will be

Tweeted”

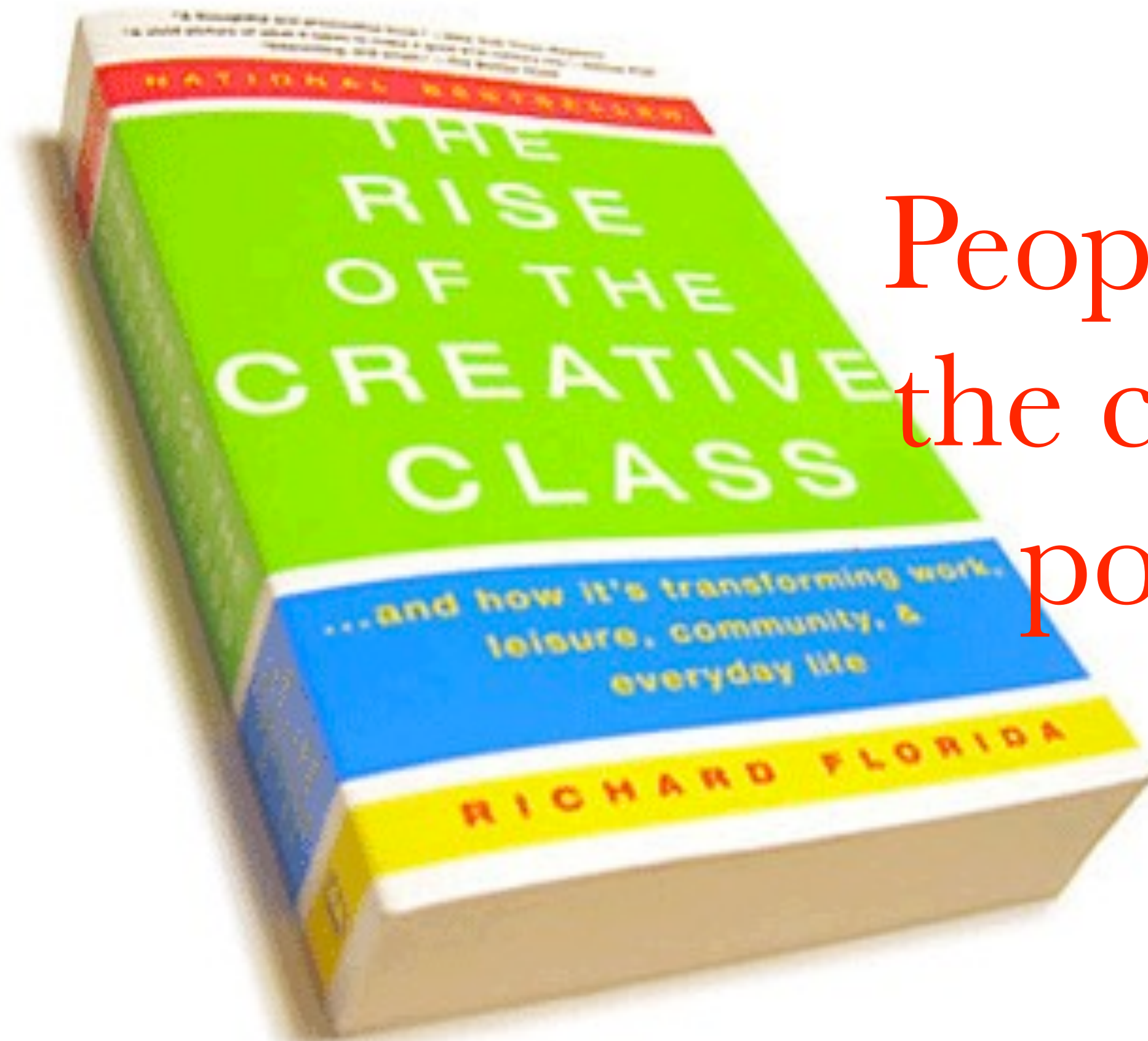


"Never mind the years of activism, the protests, the decades of cumulated grievances, the terrible economic situation, the trampled political freedoms, the police brutality, the torture, etc.

Nah - we just watched a Vodafone ad, and thought:
'Hey! We're powerful! Let's topple the president!'"

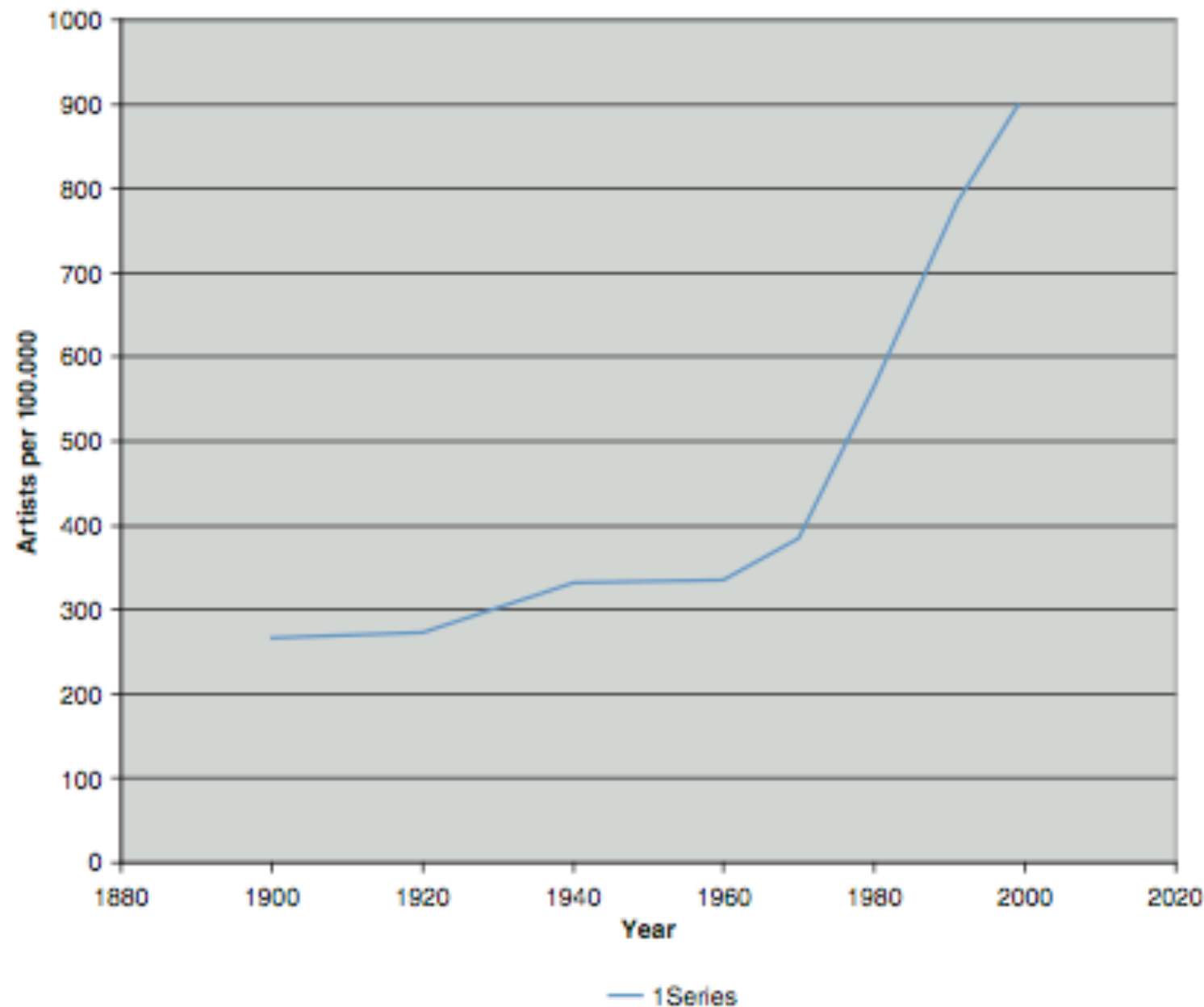
(Mohamed El-Dahshan)

What can we learn
from this?



People have
the creative
power!

Figure 1
Number of People Who Self-Identify
as Artists in The U.S. Census



Note: The boom in social production as illustrated in the explosion of people self-identifying as artists in the U.S. census since the 1960s.
Source: Lloyd (2006, 66).

The Creative Class

44 millions of adults in 1995

50 millions in 1999

80 millions in 2008 (USA)

The Creative Class

in only 13 years reached 35%
of american population
with +175% growth

What about marketing?

Marketing 1.0 VS Marketing 2.0 VS Marketing 3.0

	MARKETING 1.0 Product-centric Marketing	MARKETING 2.0 Consumer-centric Marketing	MARKETING 3.0 Value-centric Marketing
OBJECTIVE	Sell Products	Satisfy and retain the consumers	Make the World a better place
ENABLING FORCES	Industrial Revolution	Information Tecnology	New Wave Tecnology
HOW COMPANIES SEE THE MARKET	Mass Buyers with Physical needs	Smart consumer with Mind and Heart	Whole human with Mind and Heart and Spirit
KEY MARKETING CONCEPT	Product development	Differentiation	Values
COMPANY MARKETING GUIDELINES	Product specification	Corporate and Product positioning	Corporate, Vision Values
VALUE PROPOSITIONS	Functional	Functional and Emotional	Functional, Emotional and Spiritual
INTERACTION WITH CONSUMERS	One-to-many transaction	One-to-One relationship	Many-to-Many Collaboration

What about brand
building in the future?

Re-think the Value



Use Value

Symbolic Value



Linking Value





Cultural Value

© 1981 VOLKSWAGEN OF AMERICA, INC.

Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape.

In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance.

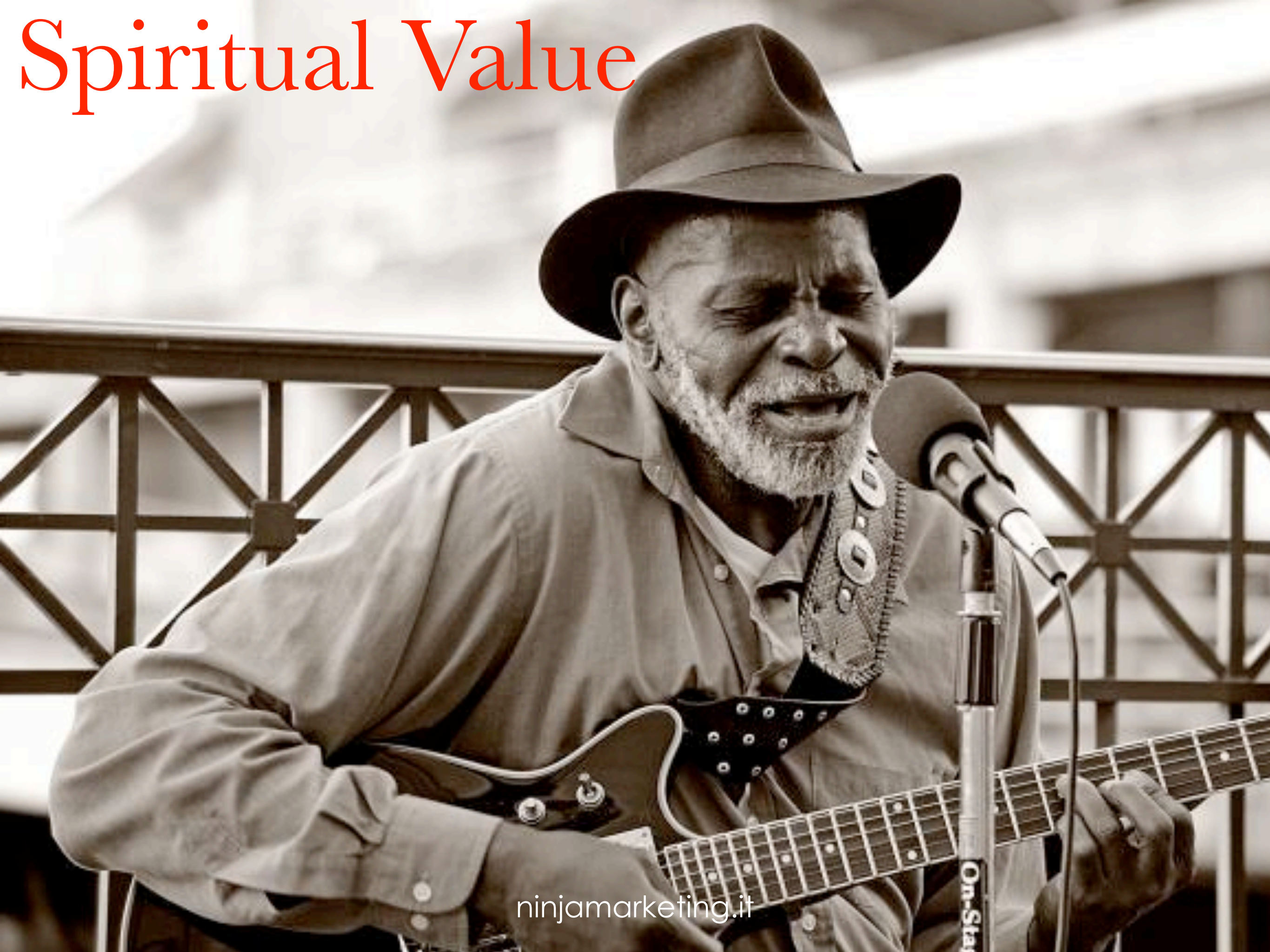
Or pay a small repair bill.

Or trade in your old VW for a new one.

Think it over.

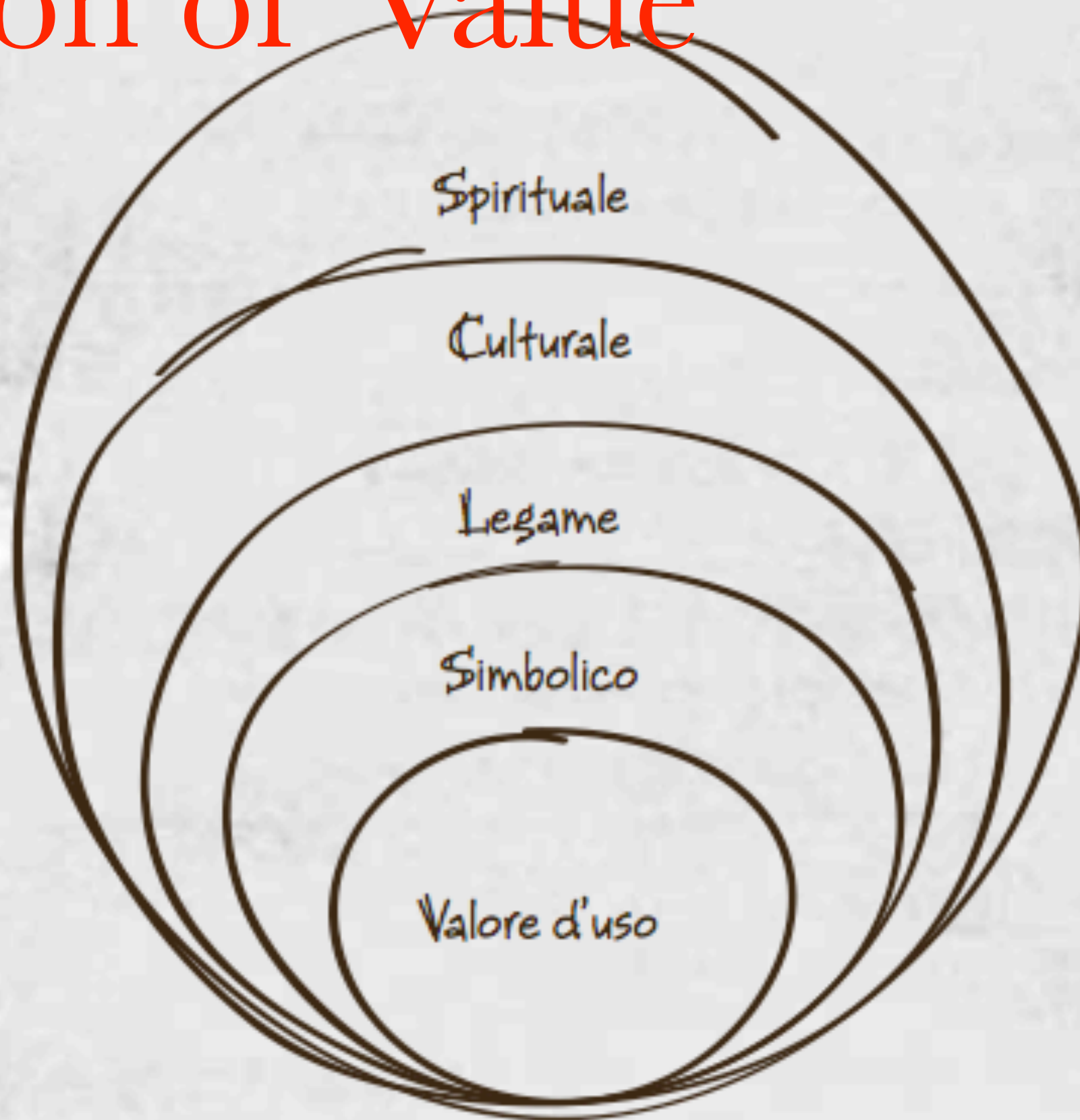


Is there a deeper value?



Spiritual Value

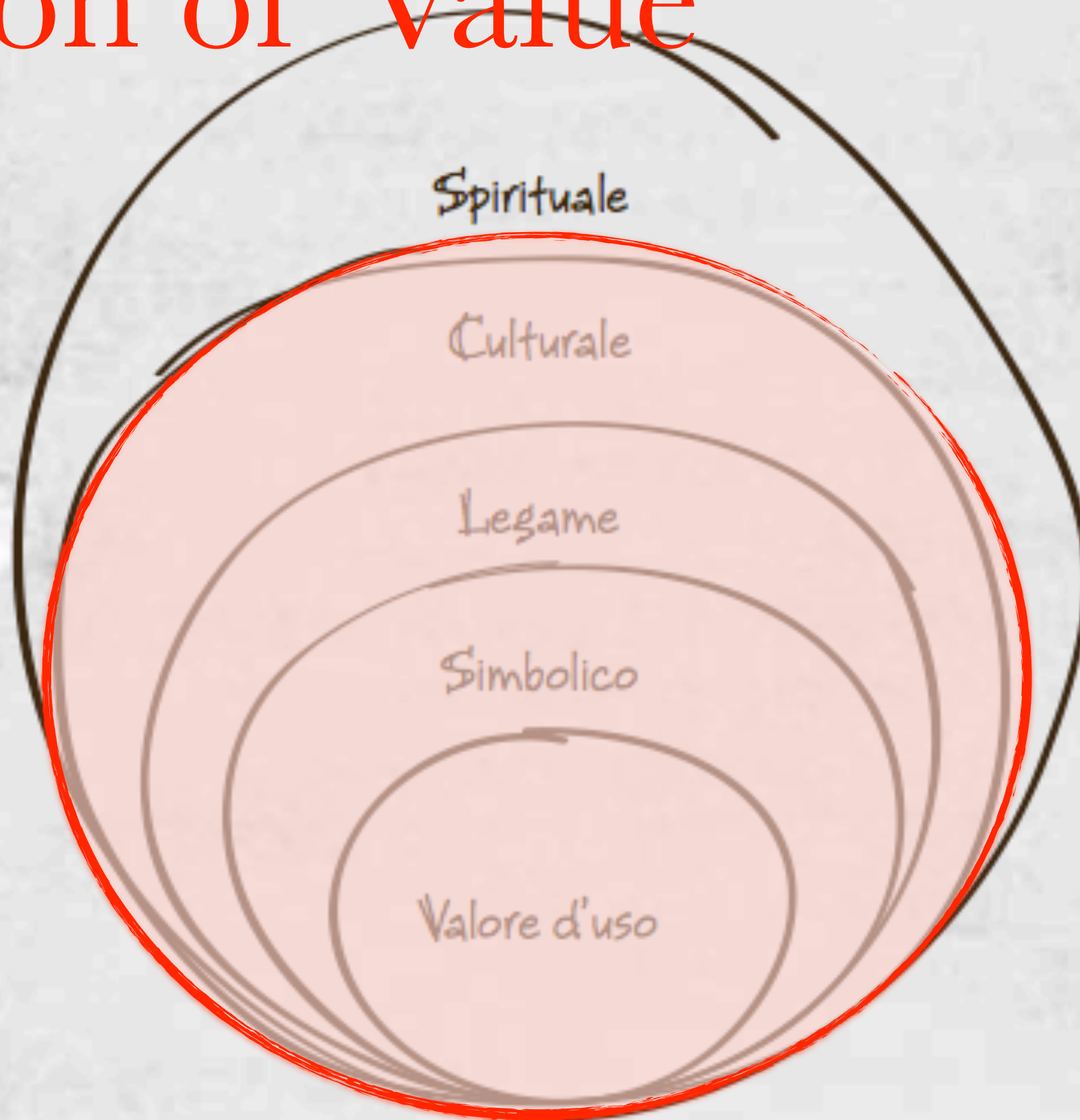
Holon of Value



Nike Plus



Holon of Value

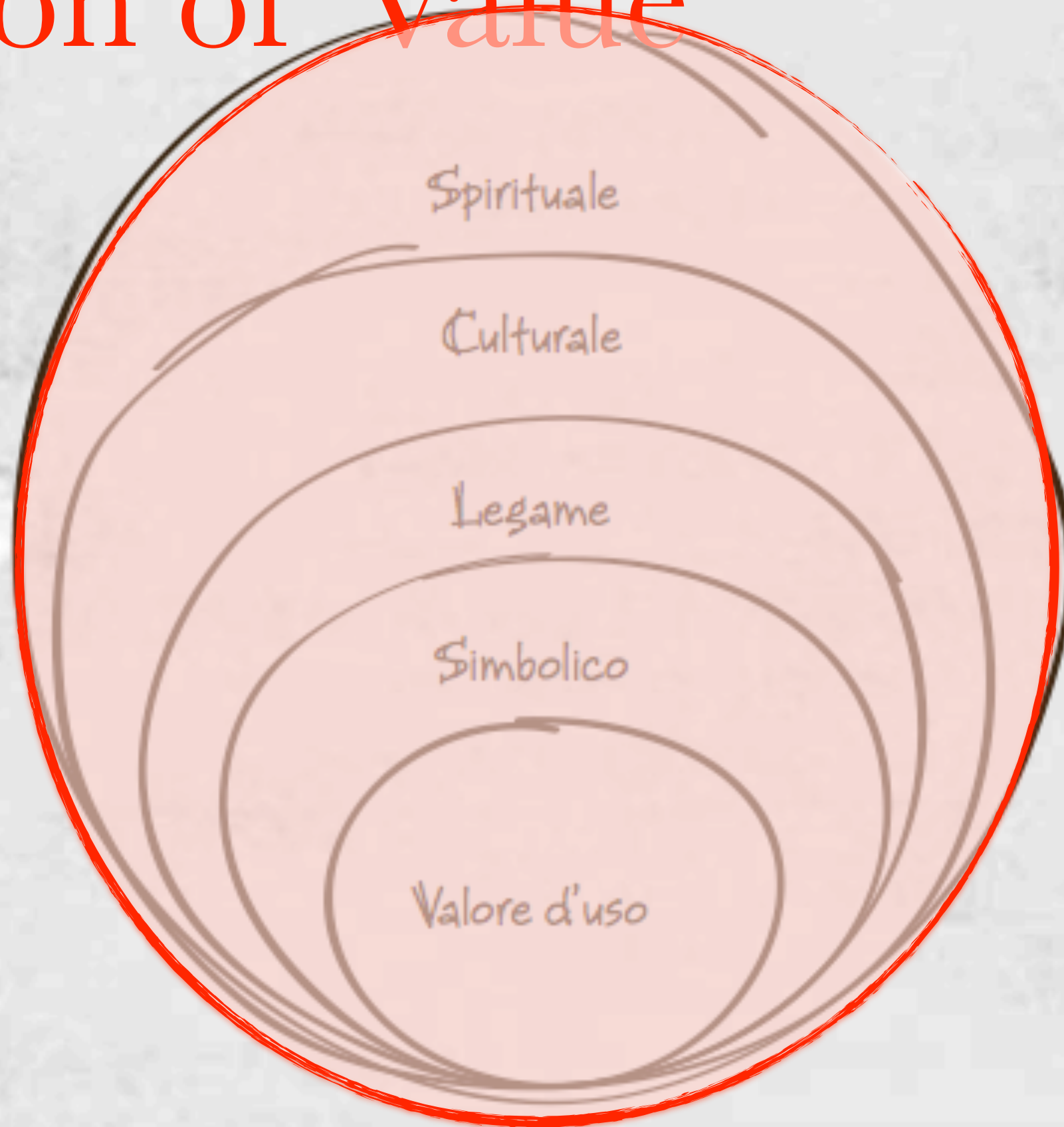




Where the Hell
is Alex Bogusky?

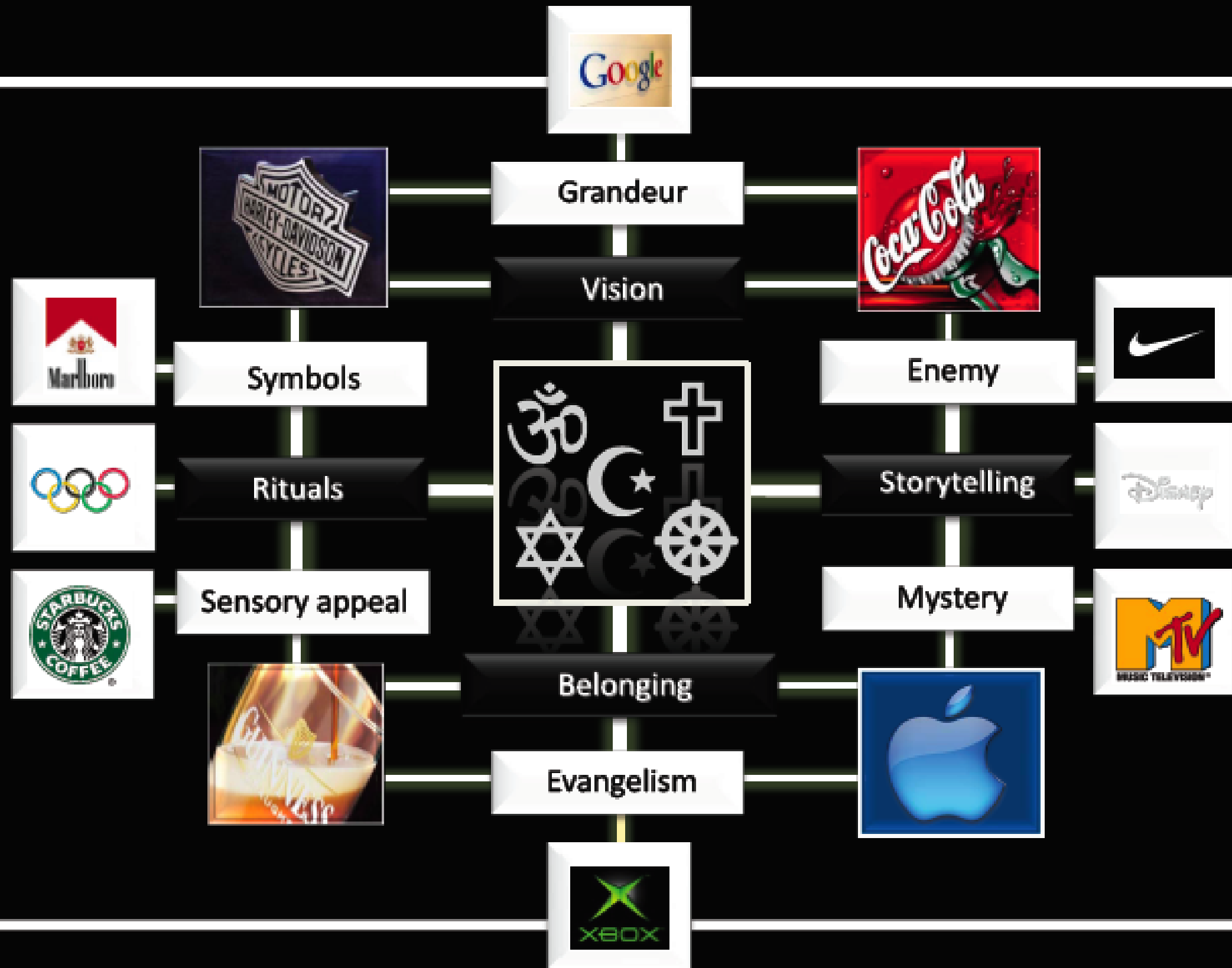
Common

Holon of Value



Spiritual marketing will
be the future of
branding?

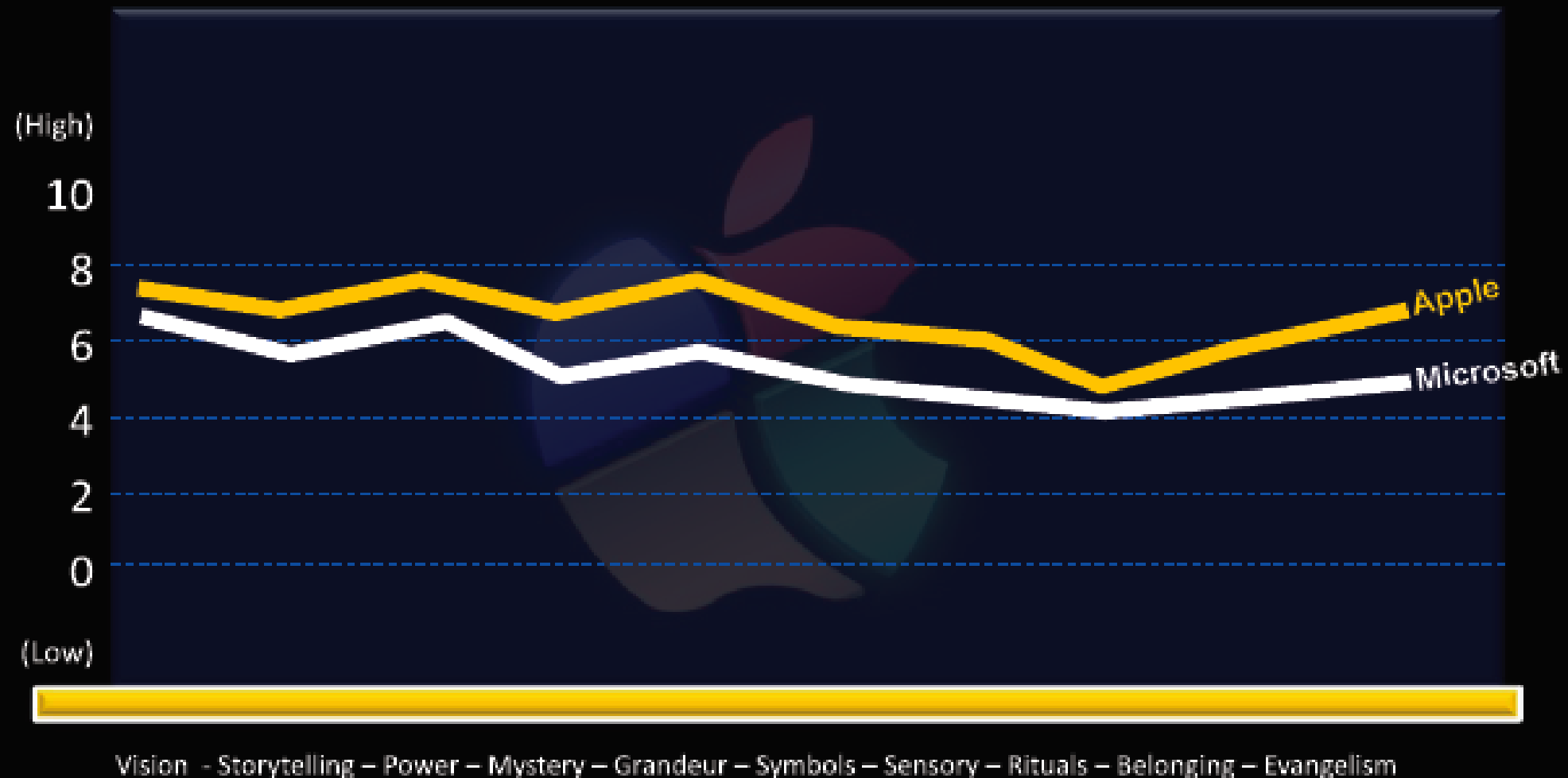
Brands are religions



Martin Lindstrom - Brandwashed

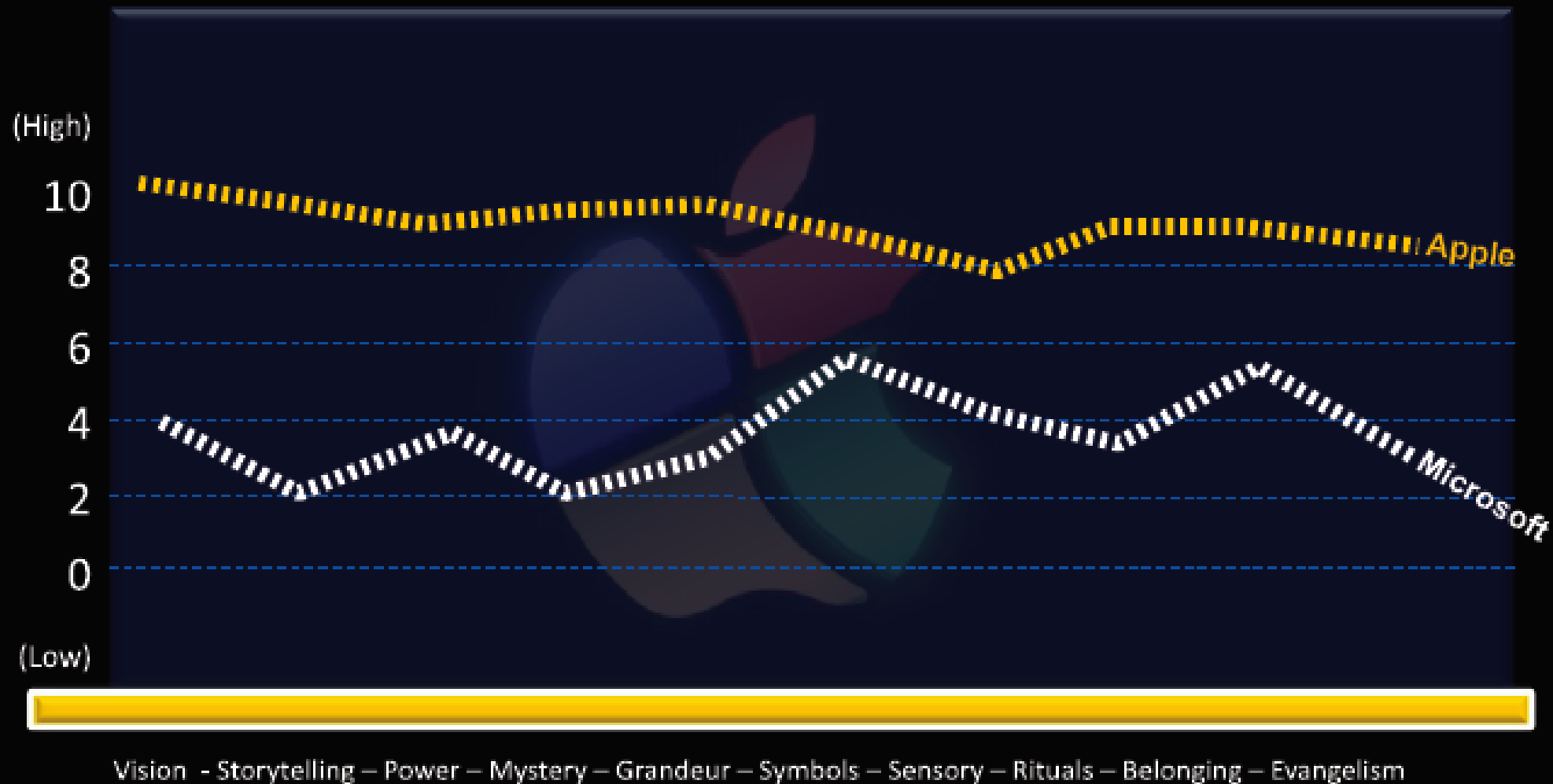
Conscious Brand Relationship Drivers

(Microsoft versus Apple)



Non-conscious Brand Relationship Drivers

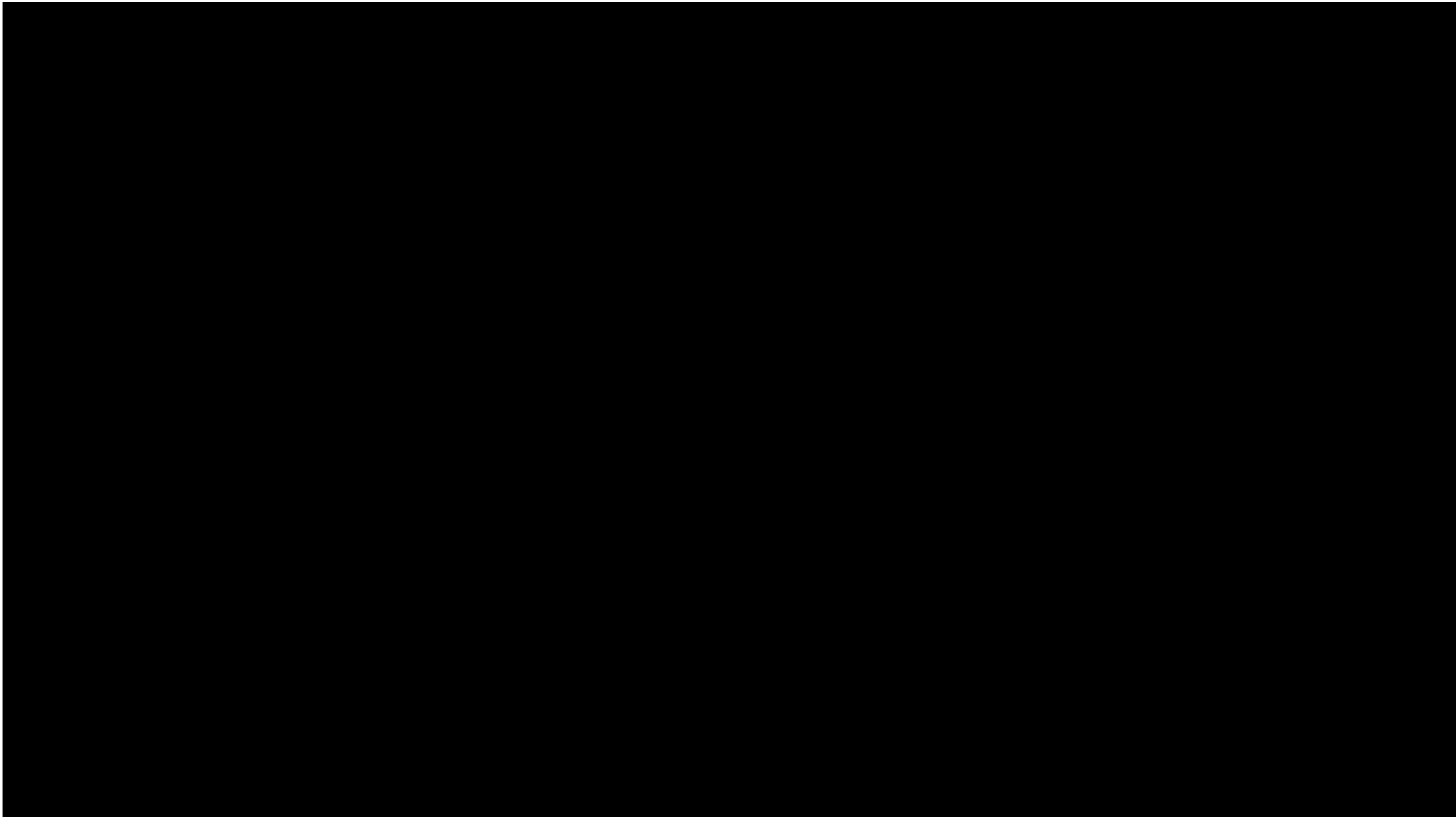
(Microsoft versus Apple)



“Meaning is the new
value proposition
of marketing”

(P. Kotler)

How to design contagious ideas?





ninjamarketing.it

Pathos

ENTERTAINMENT

Meaning

UTILITY

EDUCATION

Logos

Ethos

Value is not only utility
or entertainment

Meaningful!

Pathos

Emotions

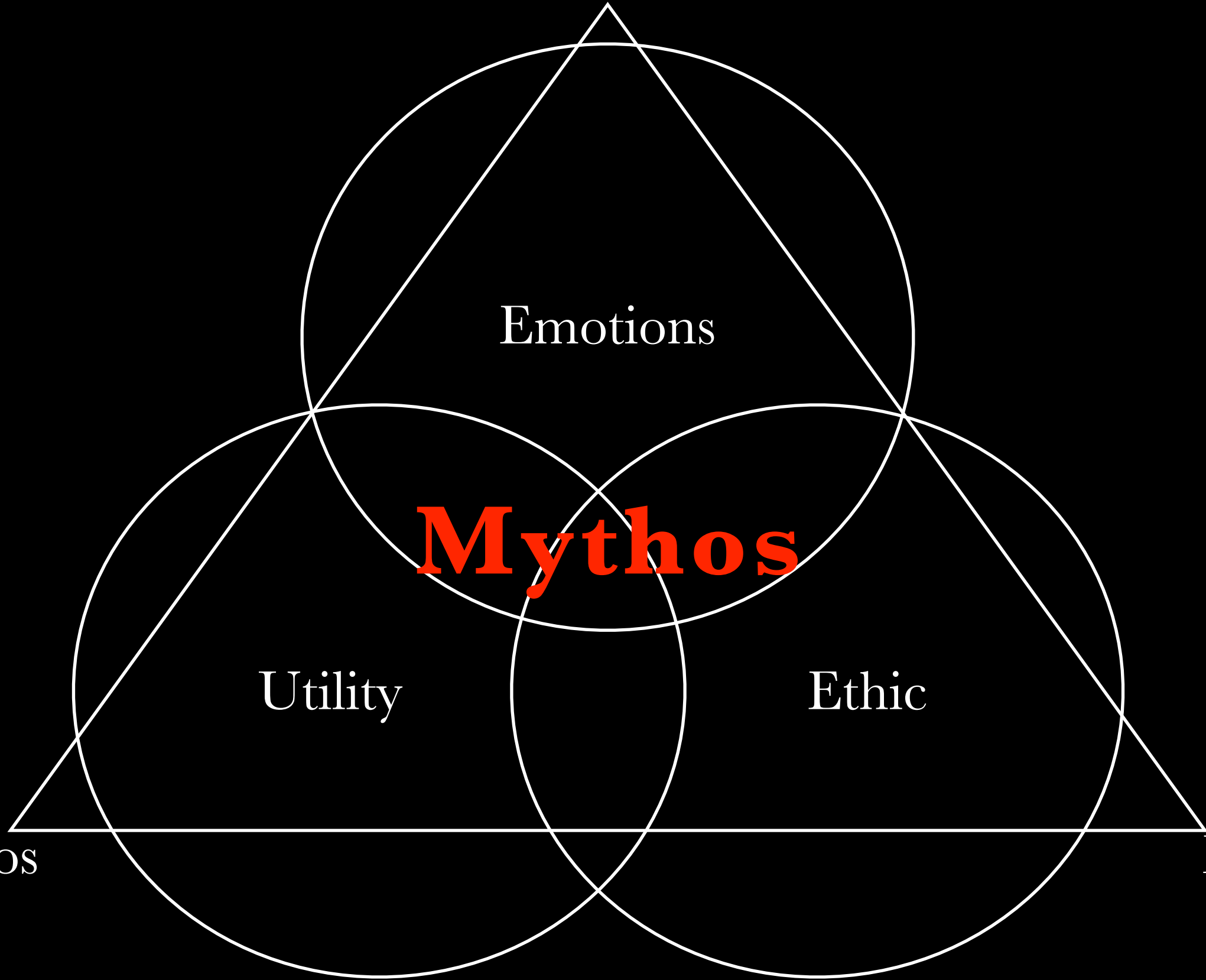
Mythos

Utility

Ethic

Logos

Ethos



Emotions



Anger



Joy



Surprise



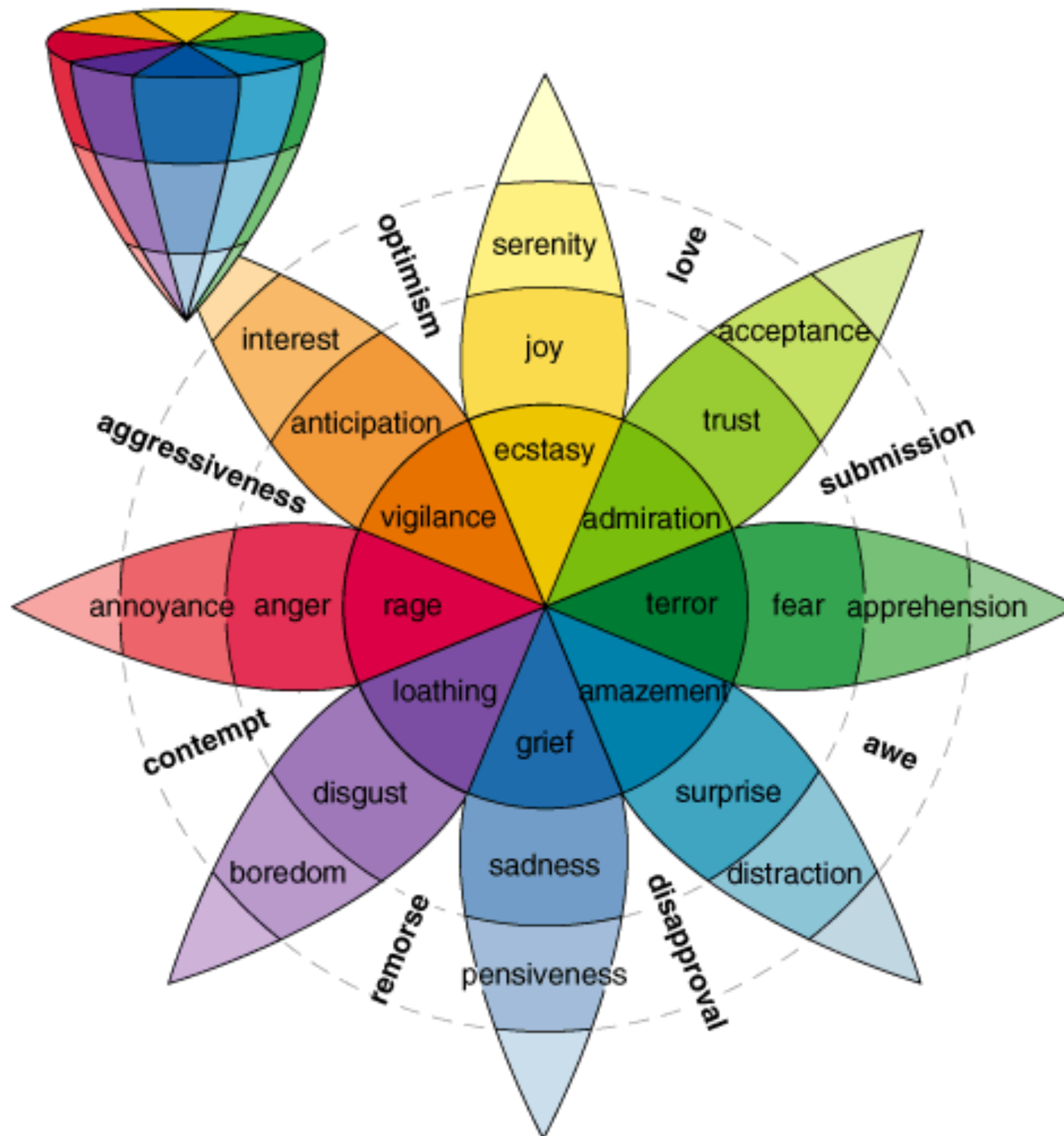
Disgust



Sadness



Fear



“ Viral is social sharing of
emotions”

Which emotions are more viral ?

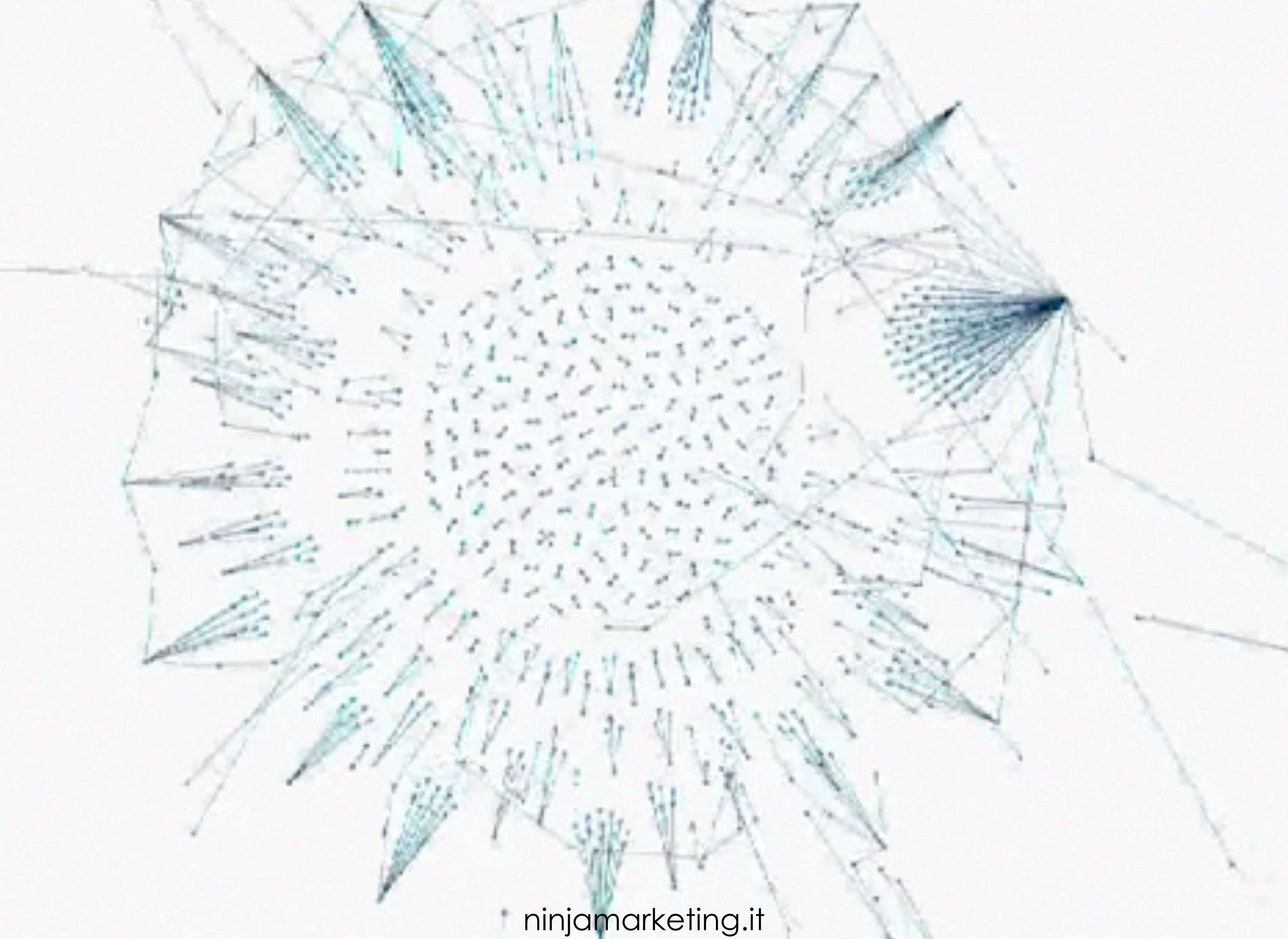
joy

anger

sadness

fear

surprise



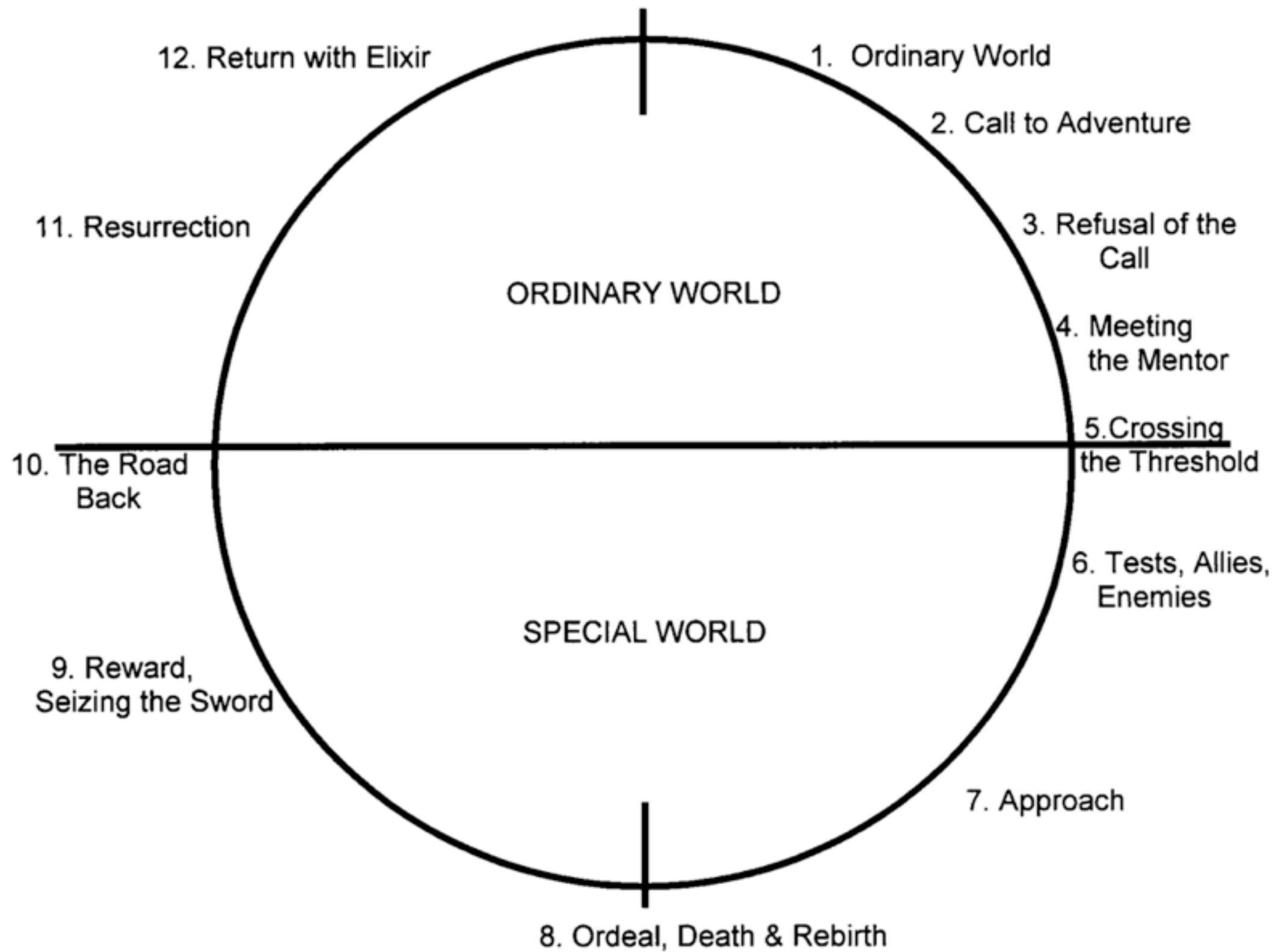
Management of meaning

Technology of soul

Archetypes

«Archetypes are activators of
Emotions that call us to make a
journey».

THE HERO'S JOURNEY



Archetypes + Branding

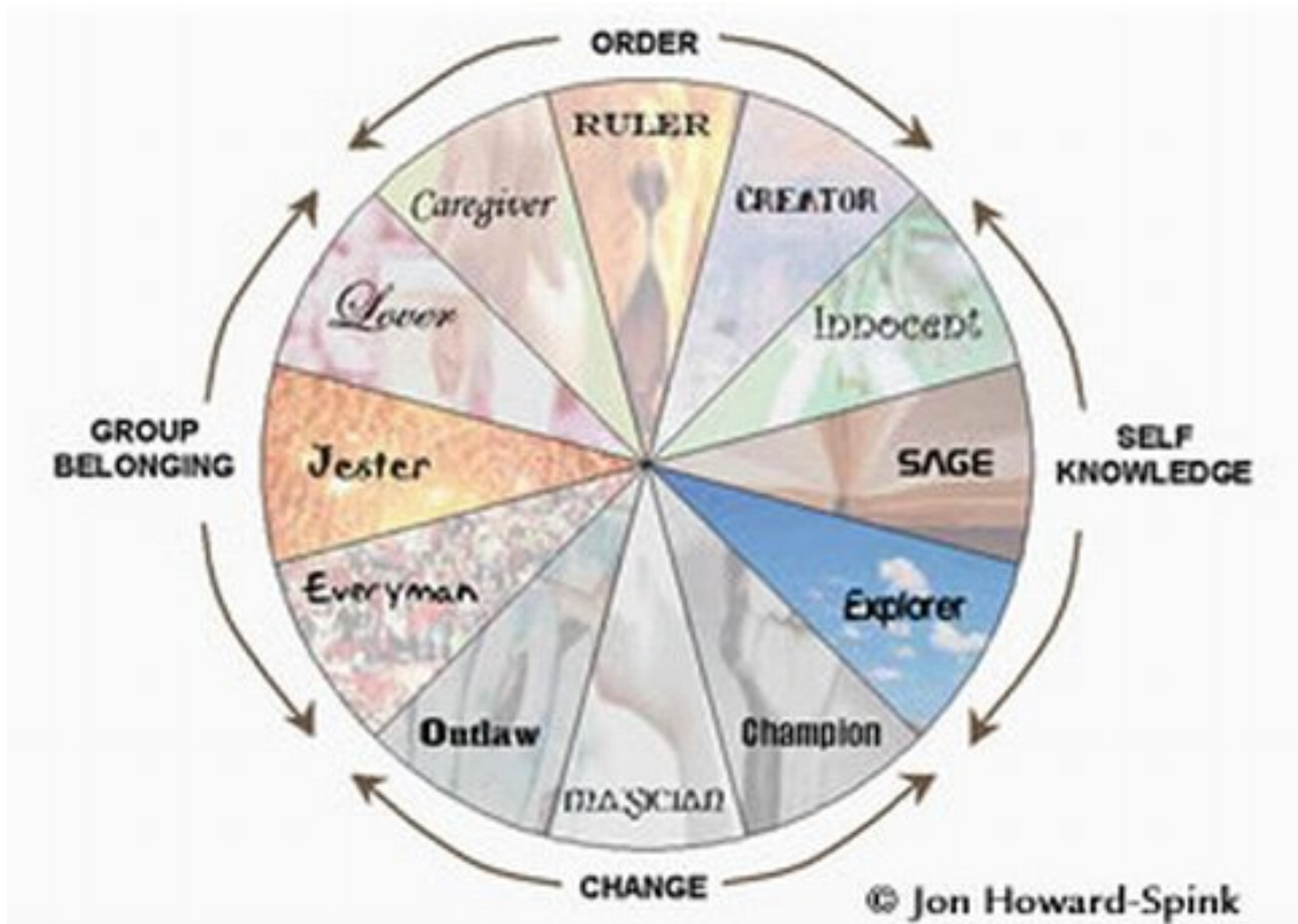
Archetypal Branding

“Call the world if you please
the vale of soul-making.”
(John Keats)

Brand Positioning VS Soul Making

Don't look for a positioning but for your meaning in society

Brand is a “Soul Maker”



GLADIATOR





NIKEPRO.COM



easy rider















Where the Hell
is Matt?

Why is this a contagious
idea?

Simple, Unexpected,
Concrete, Credible and
Emotional ...

Chip Heath, Dan Heath Made to Stick

What more?



You are Creators, Create!

www.c-r-e-a-t-e.it

facebook.com/Createideacontagiosa

@mirkopallera

mirko@ninjamarketing.it

thanks to: gianluca lisi,

credits video: stefano scagliarini, letizia blini, valentina robatto