Looking at global communications: Why do we Peep Show?

Galina Panina
Director PR&GR Leroy Merlin, VBlogger CaseTV.eu

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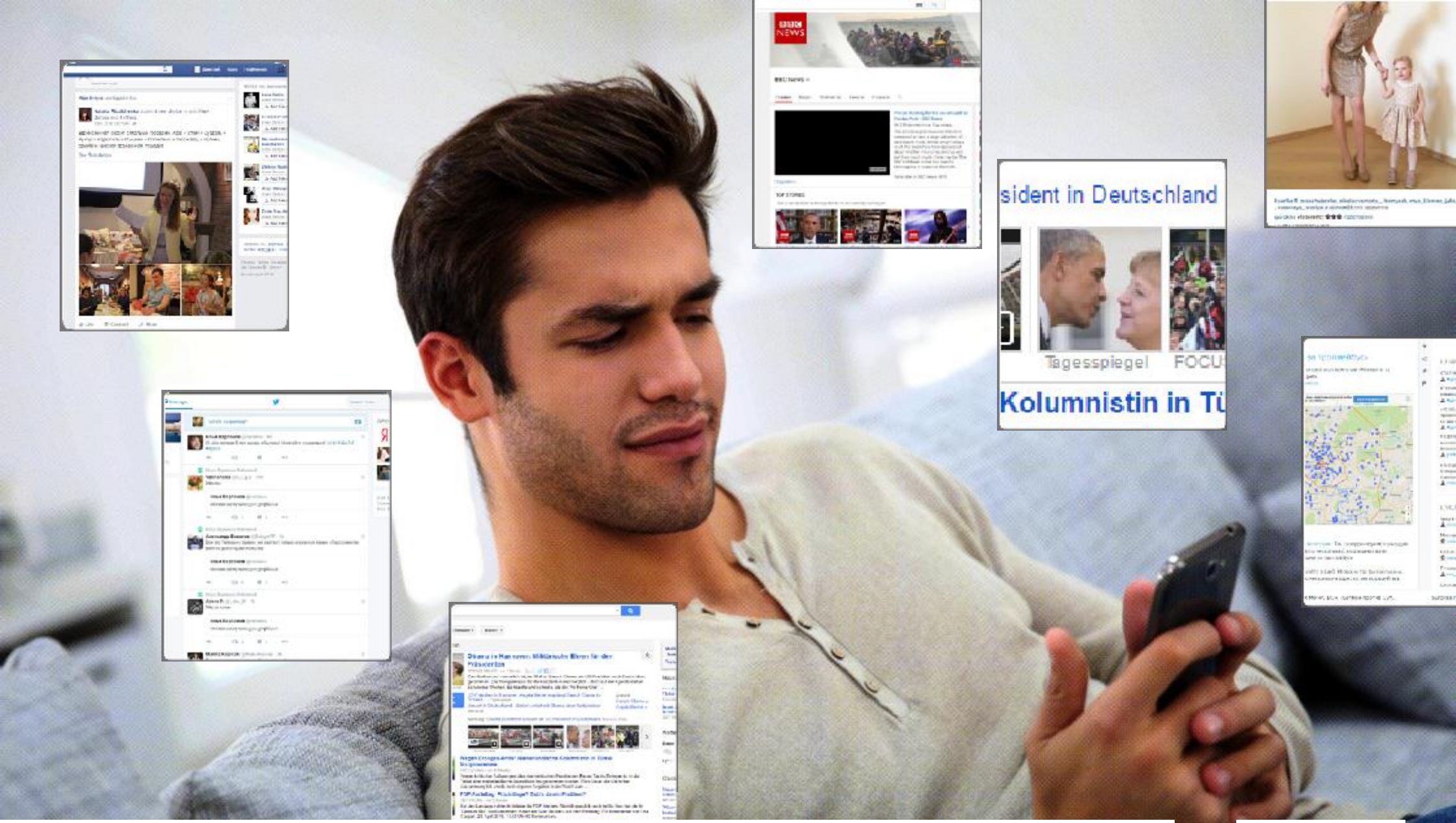
Informational Hunger

Informational Overdose



Truth Verification Filter

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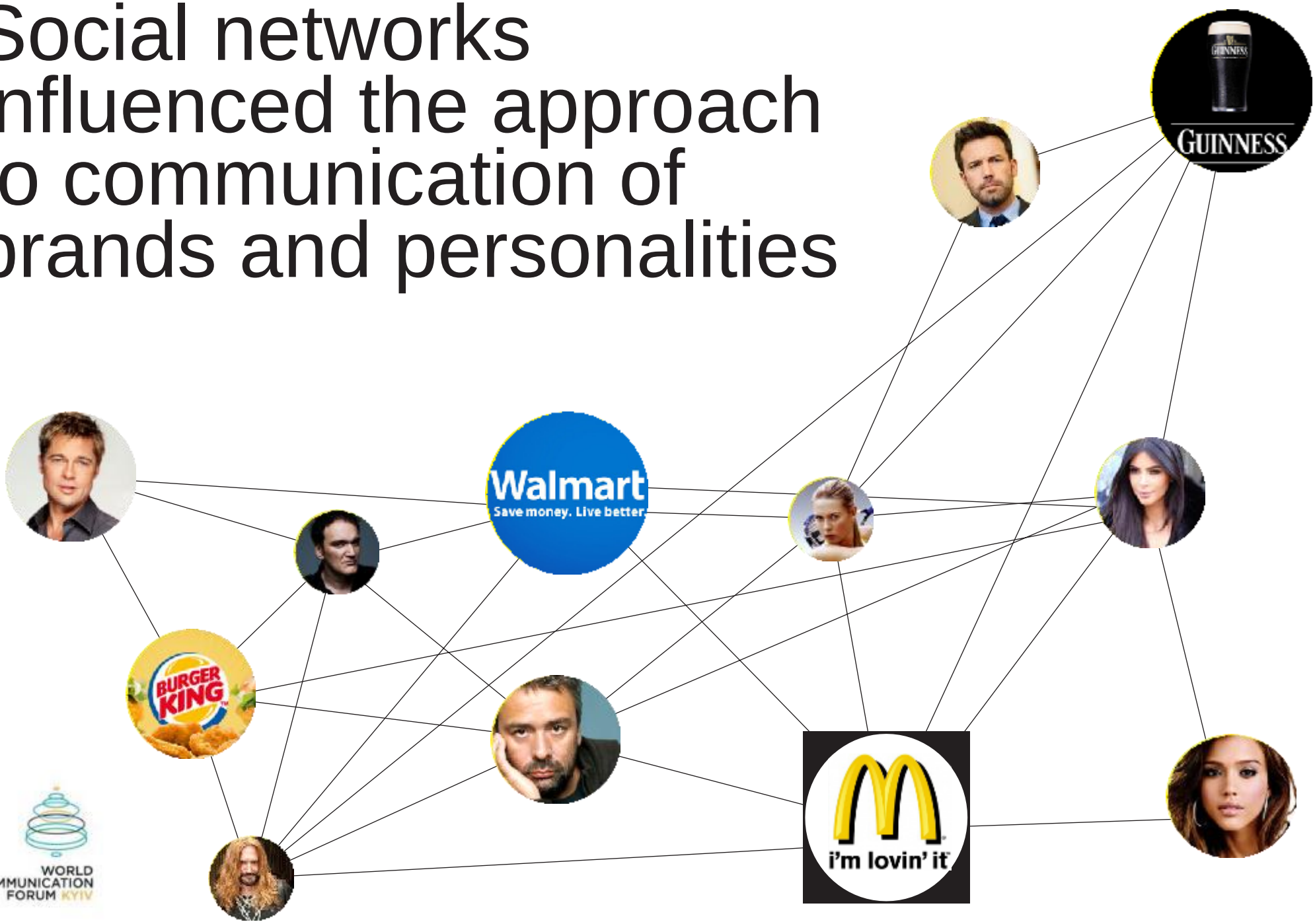
Social networks influenced the approach to communication of brands and personalities



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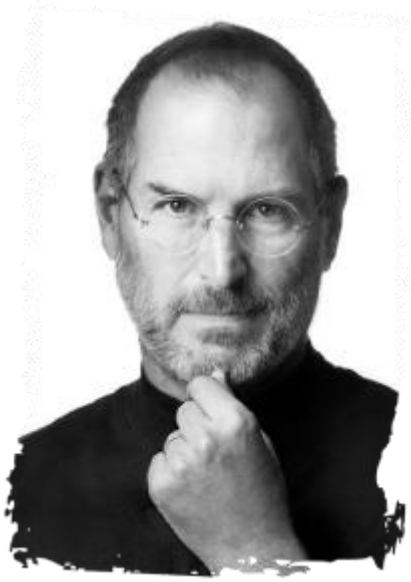
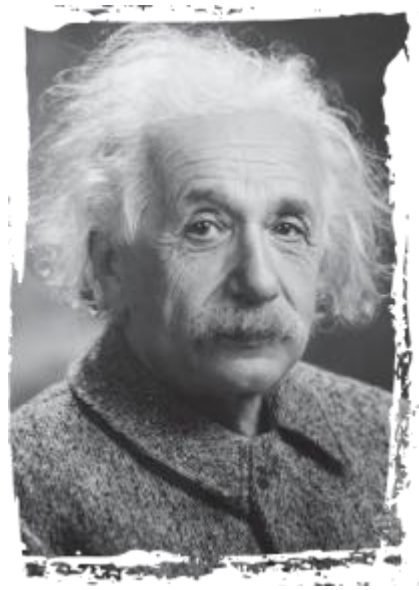


Steve Jobs

Michelangelo



Albert Enstein

Coco Chanel

Mozart

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If Henry Ford would have FB

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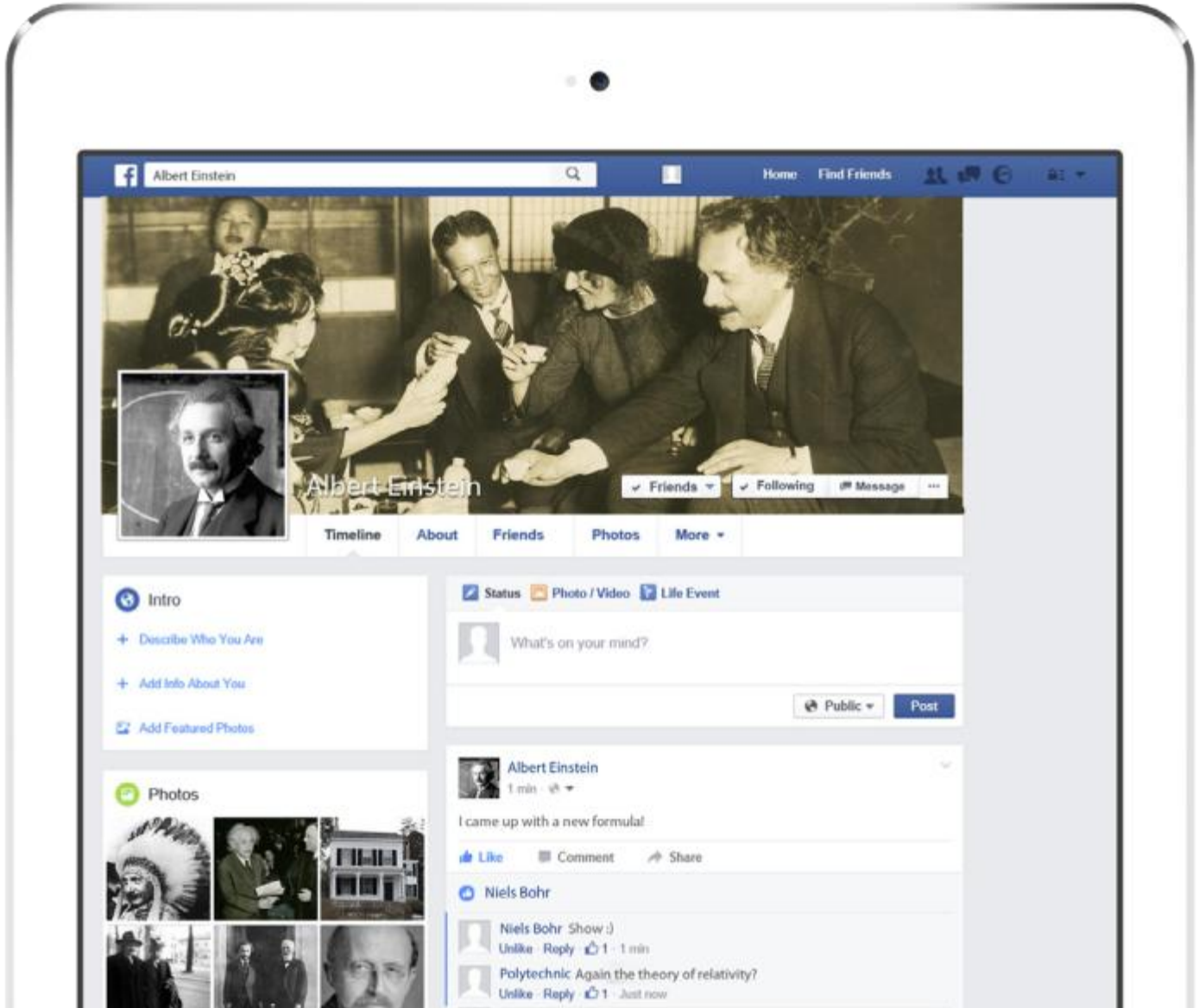
Or Einstein could bring his own insight



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Or instagram Cleopatra

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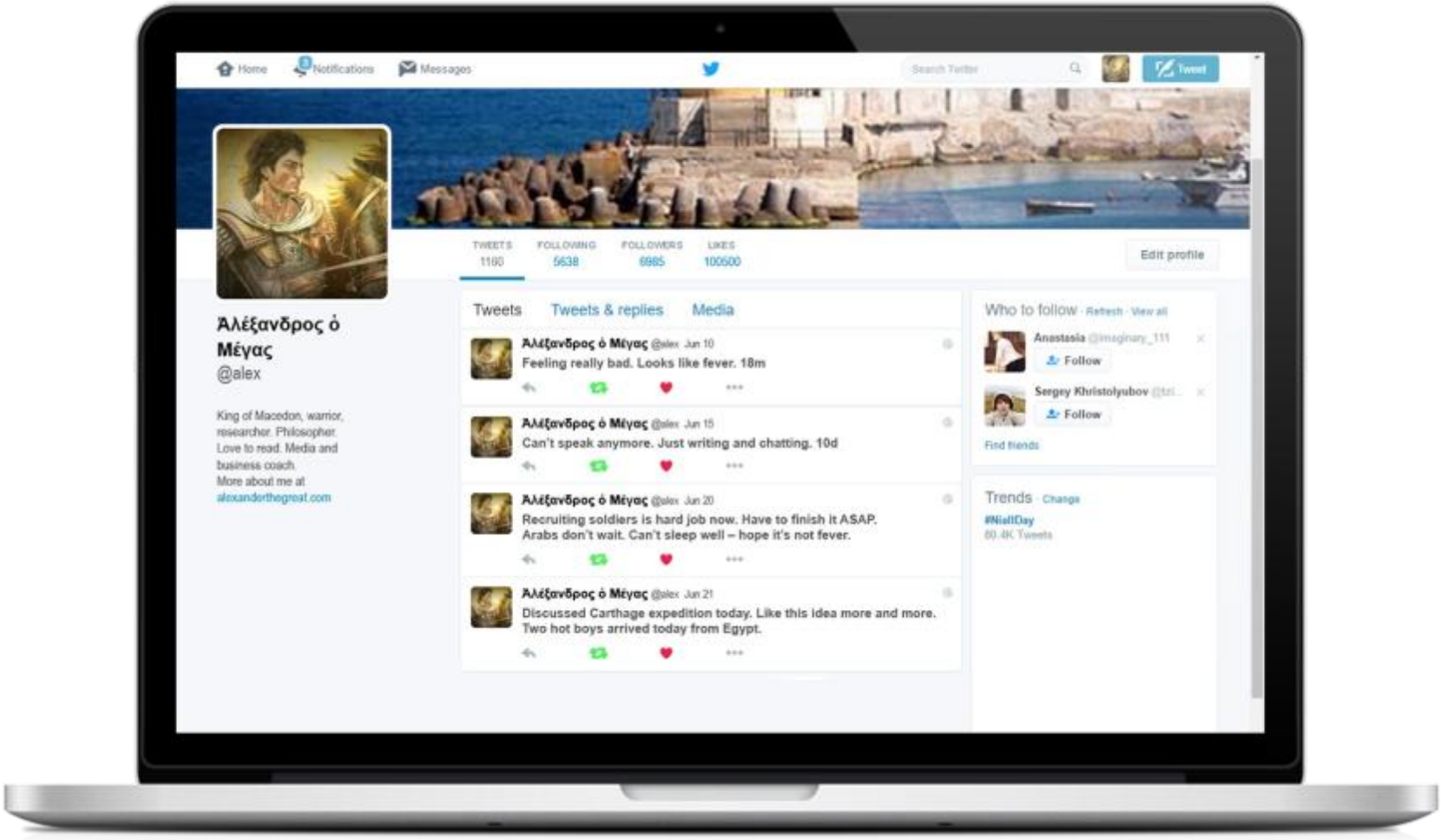
Or Alexander the Great could explain his sexual life?



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Donald Trump
Trump Entertainment Resort

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Richard Branson 65
Sir, Found of Virgin Group, Forbes listed business magnate

After losing a bet in 2013 with AirAsia CEO Tony Fernandes over each company's Formula 1 racing teams, Branson served as a female flight attendant on an AirAsia airplane. Branson got the last laugh when he intentionally spilled a tray of drinks on Fernandes' lap.

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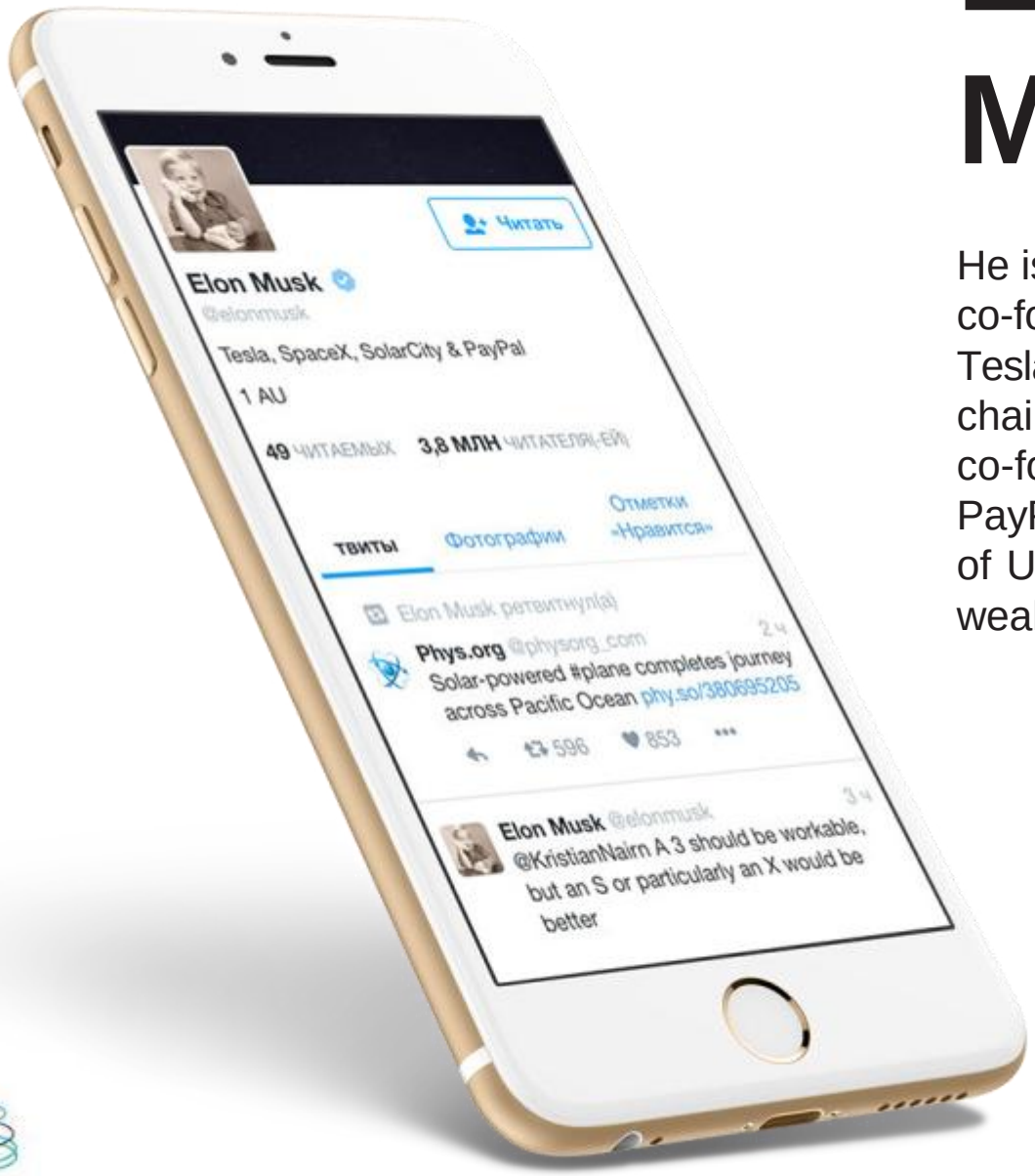
Elon Reev Musk



He is the founder, CEO and CTO of SpaceX; co-founder, CEO and product architect of Tesla Motors; chairman of SolarCity, co-chairman of OpenAI; co-founder of Zip2; and co-founder of
PayPal. As of March 2016, estimated net worth of US$13.5 billion, making him the 75th wealthiest person in the US.

SPACEX

PayPal

TESLA

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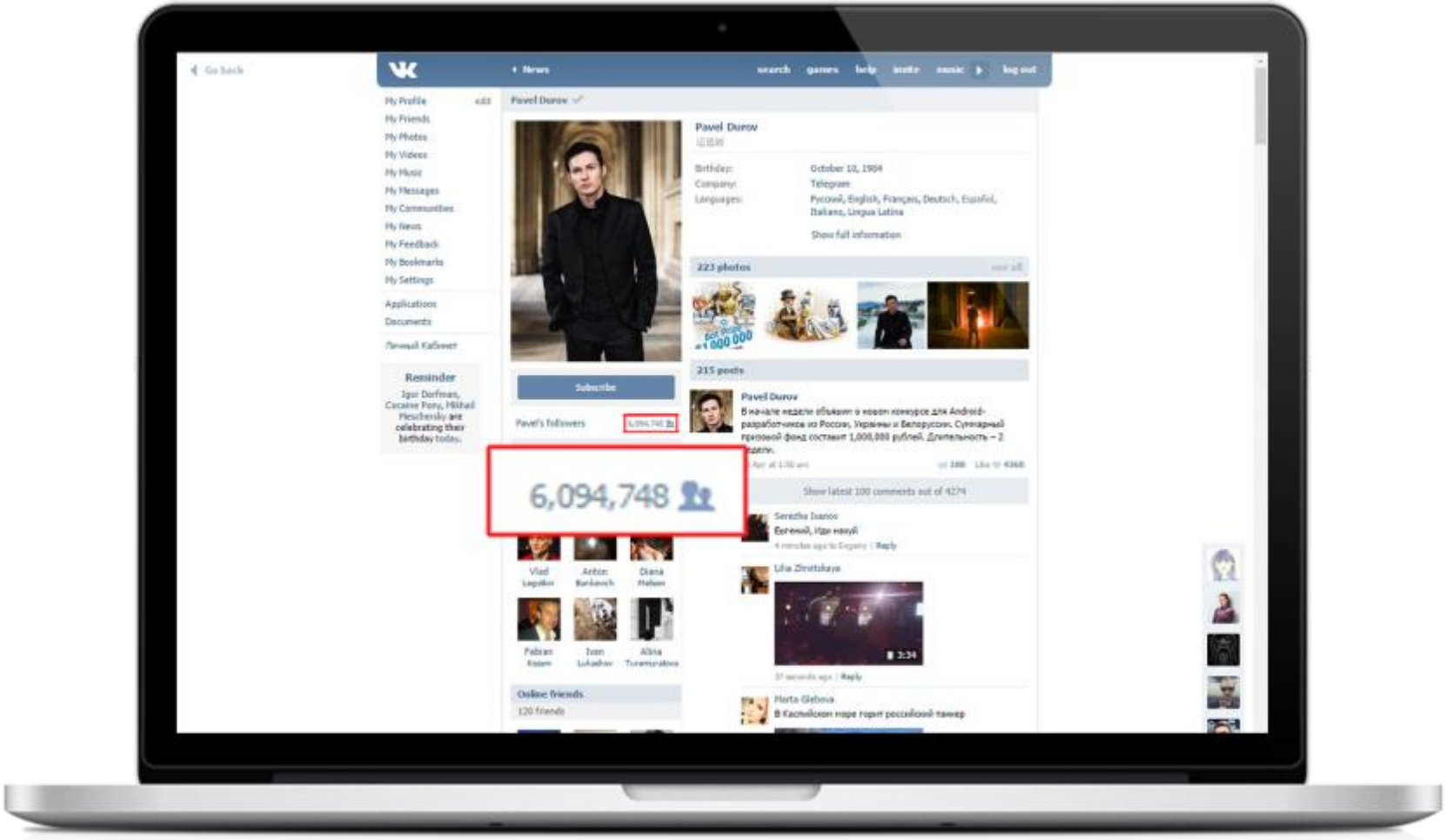
Pavel Durov

Founder biggest Russian social network VKontakte. Listed in 200 richest businessmen in Russia according to Forbes.



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Mark Zukerberg Founder FB

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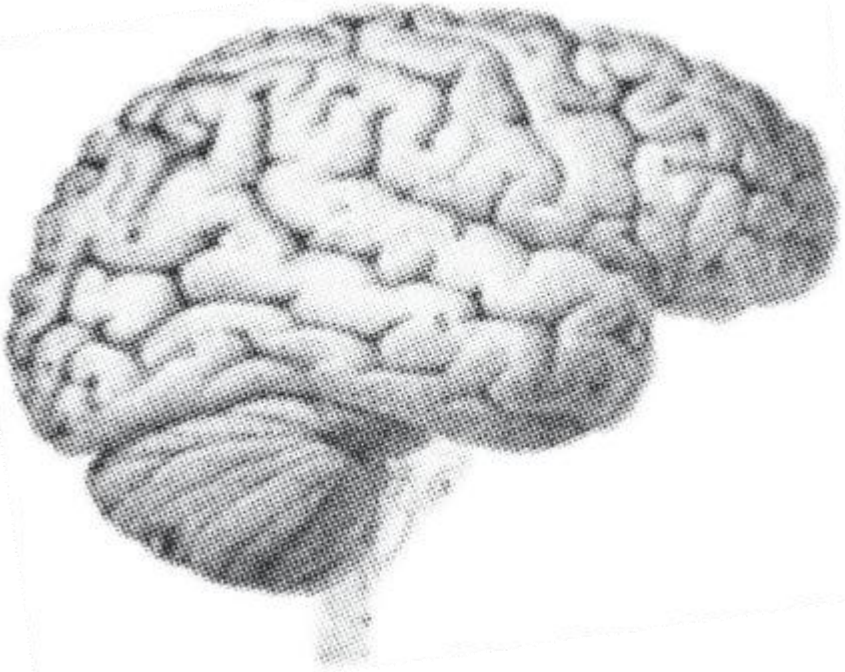

IQ and sex

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Sex

Playboy

Monk

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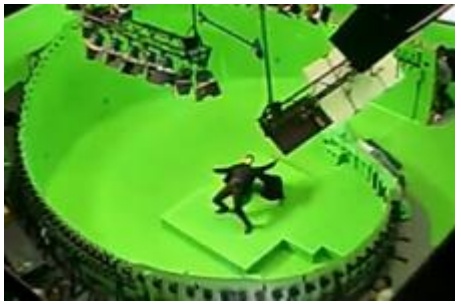
Changing approach
From apocalypses to routine

Hollywood



Peep Show

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Worldwide issue

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USA

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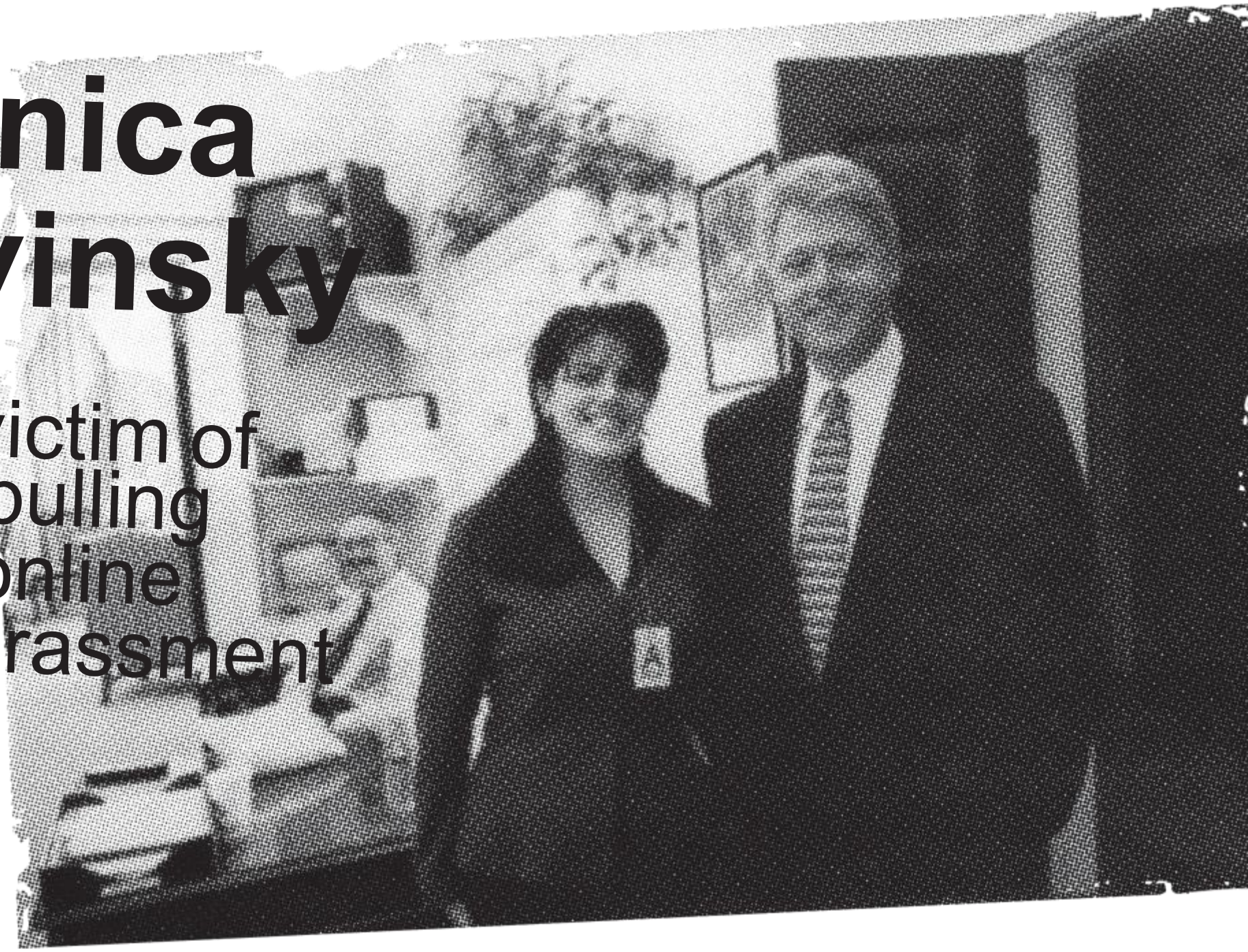
Monica Levinsky

first victim of cyberbulling and online harassment



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Monica Levinsky

Public without context
Public without consent
Public without compassion

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LM

SelfPaparazzi

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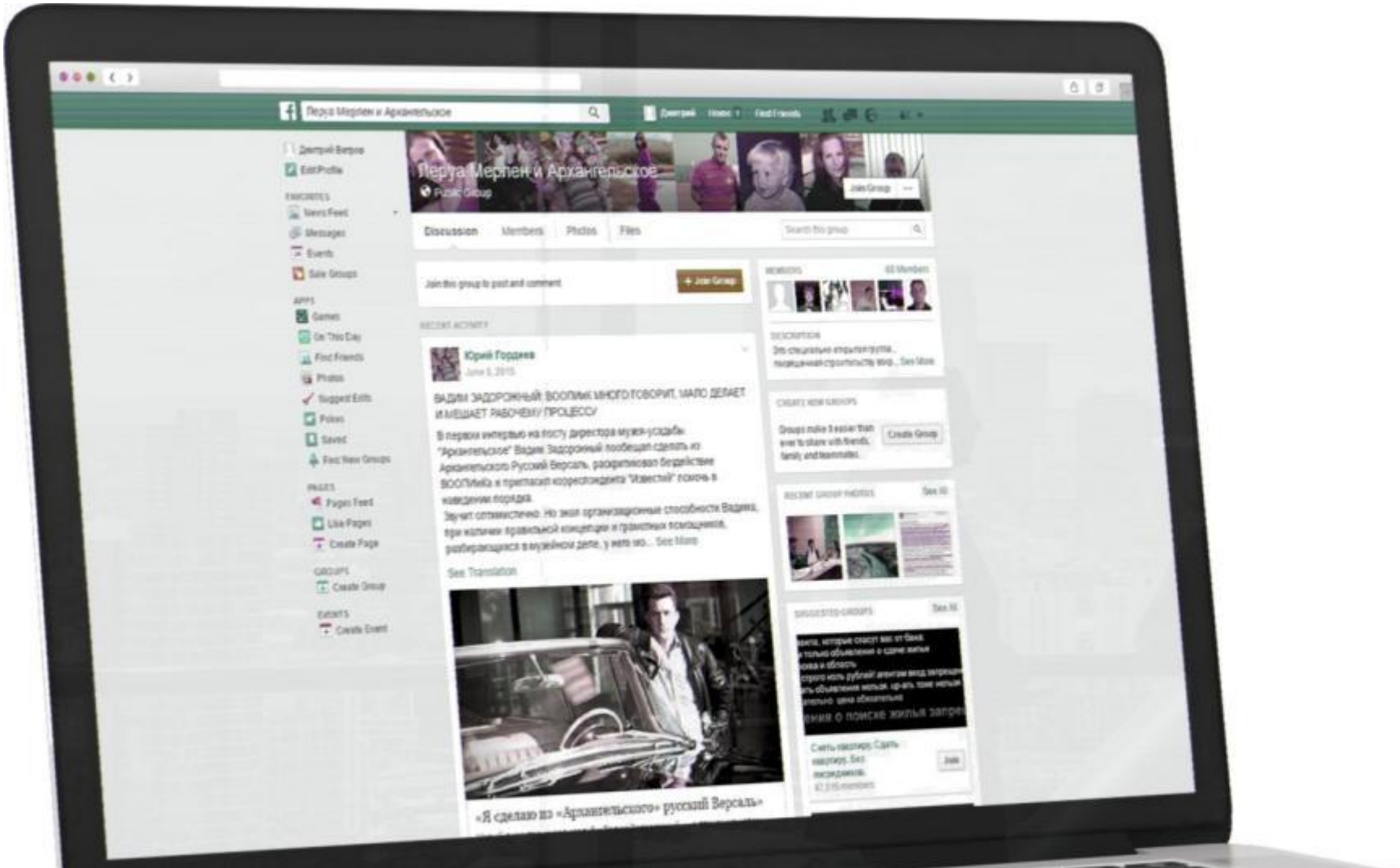
Leroy Merlin and Arkhangel’skoye



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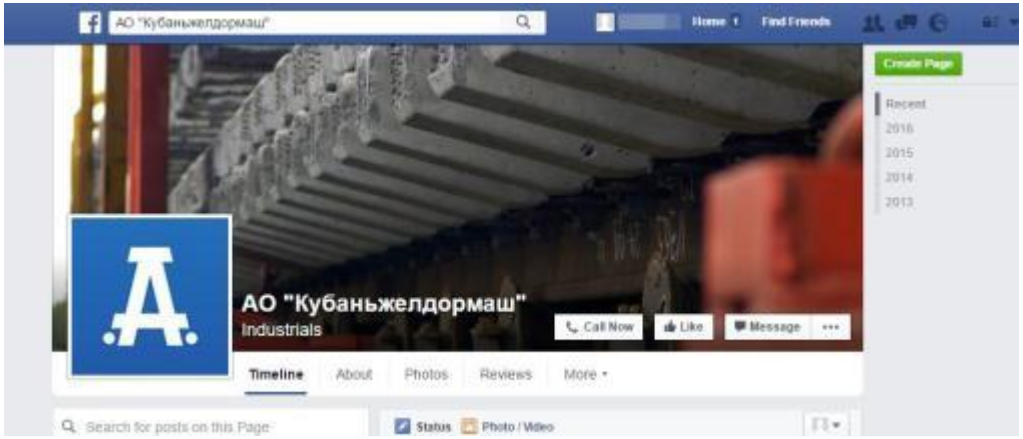
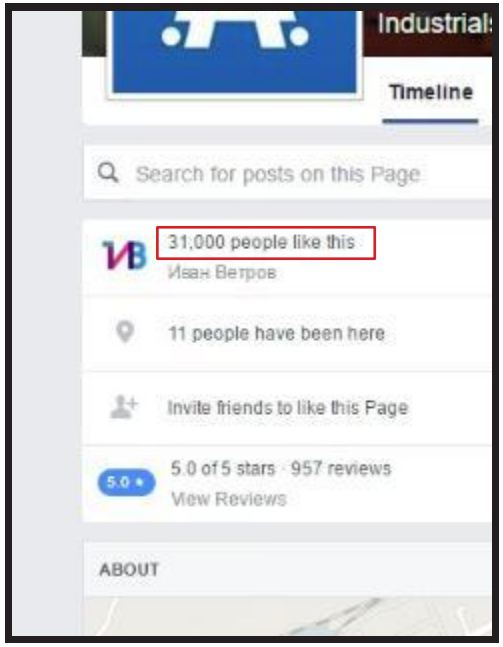
Kuban’zheldormash





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Thank you for your attention

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LEROY MERLIN
Для дня. Дома!

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