

EL USUARIO = CREADOR





29 millones usuarios internet



62.6%
población

facebook[®]

twitter

550

millones

165

millones



tuenti

8

millones

■ % DOING ACTIVITY DAILY

◆ NO. OF HOURS SPENT ON ACTIVITY PER WEEK

I3: Importance of online activities.

Bases: All respondents 48804

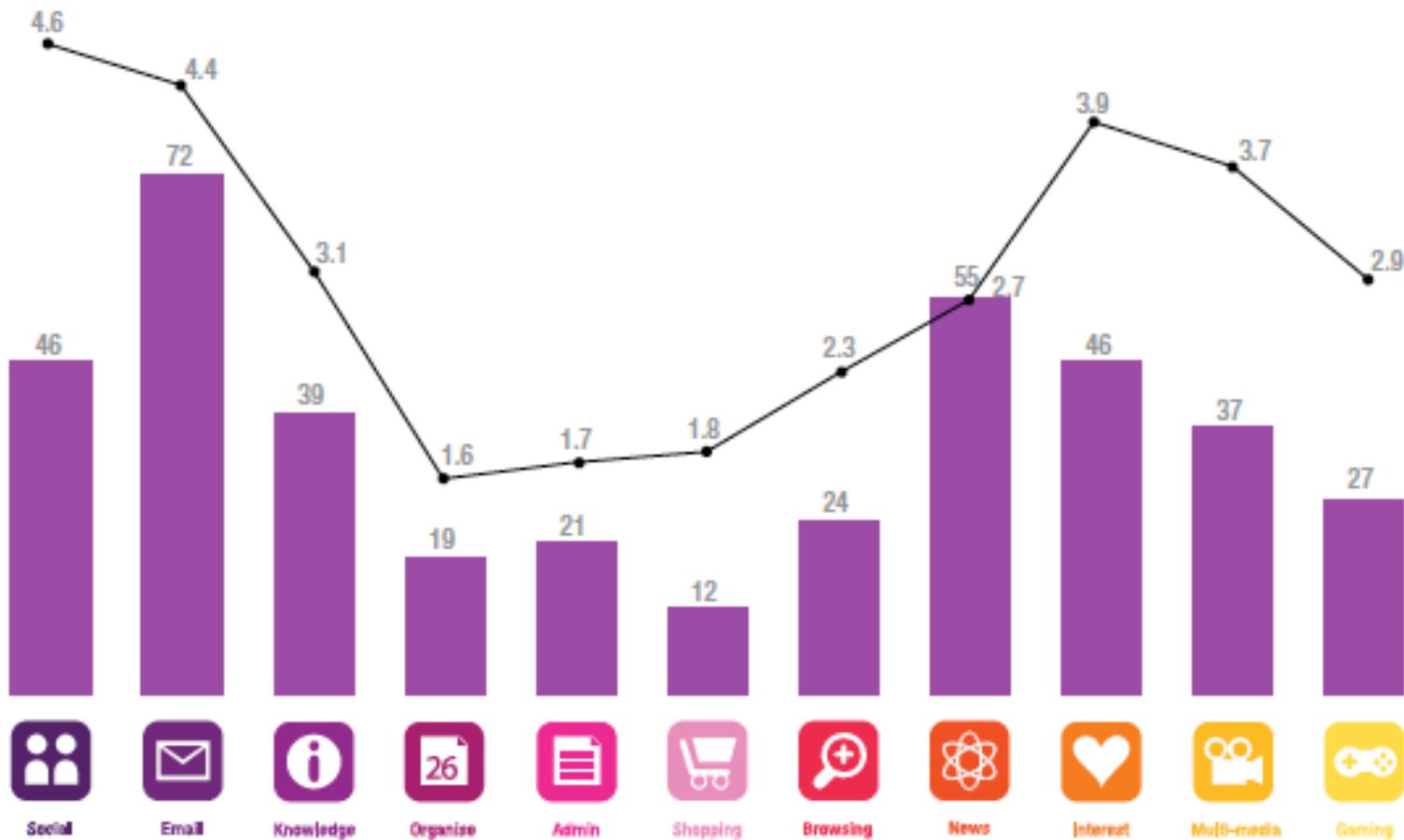
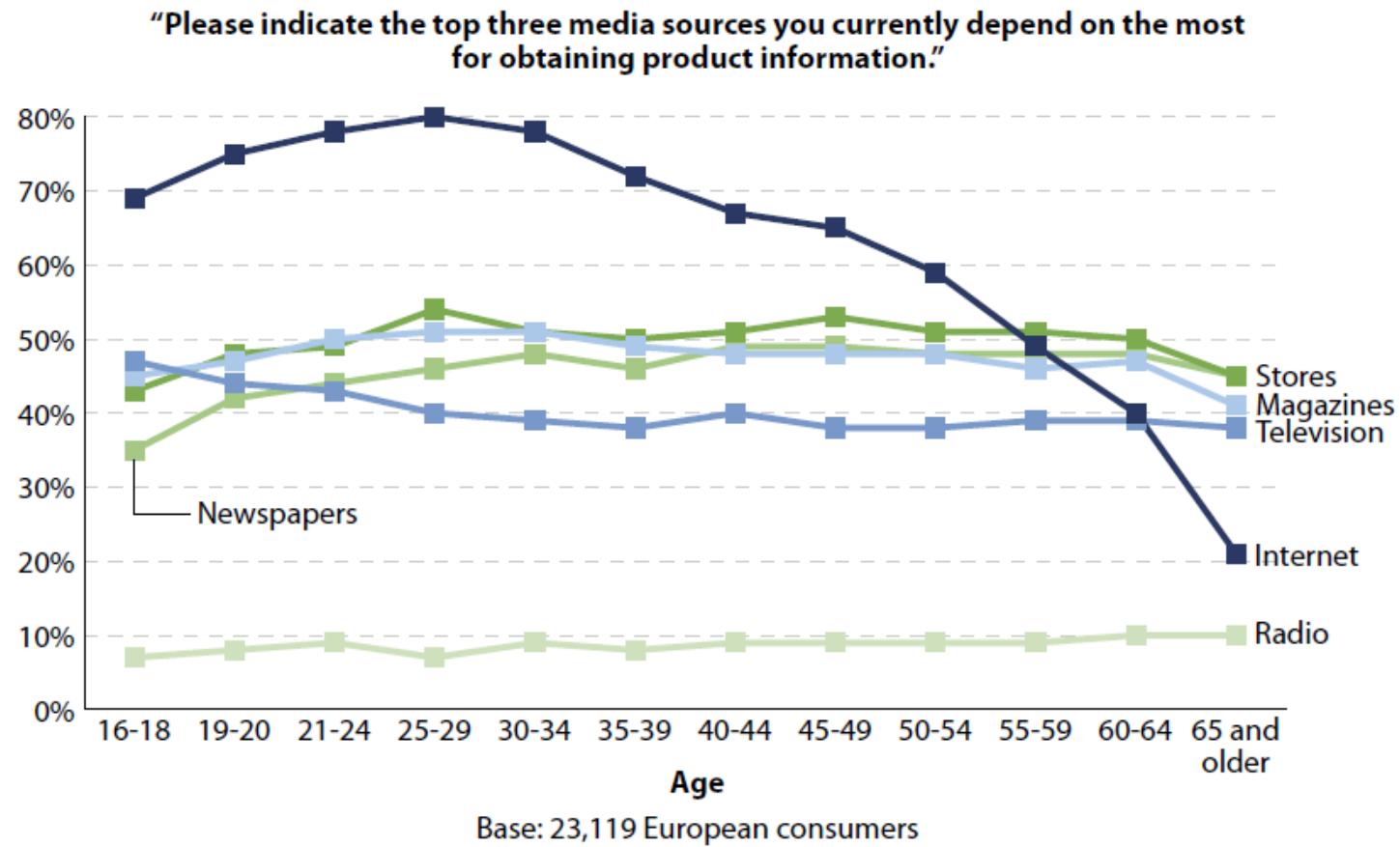
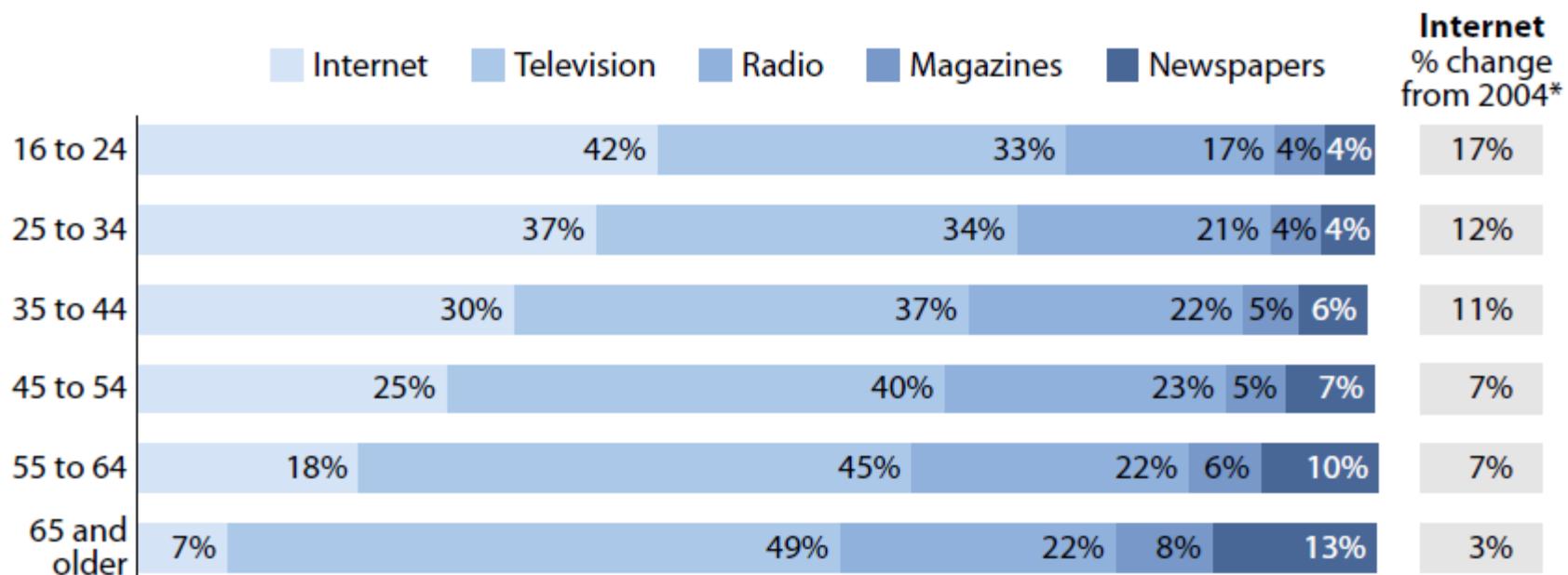


Figure 3 Internet Is Now The Most Popular Source Of Product Info For Europeans Under Age 55



Source: European Technographics® Benchmark Survey, Q2 2010

1-2 Share of time spent online grew across generations



Base: 20,946 European consumers (EU-5[†])

*Base: 18,423 European consumers (EU-5)

(percentages may not total 100 because of rounding)

Source: European Technographics® Benchmark Survey, Q2 2010

*Source: Forrester's Consumer Technographics Q2 2004 European Study

[†]Note: EU-5 includes France, UK, Germany, Spain, and Italy

EL USUARIO CONTROLA EL MENSAJE

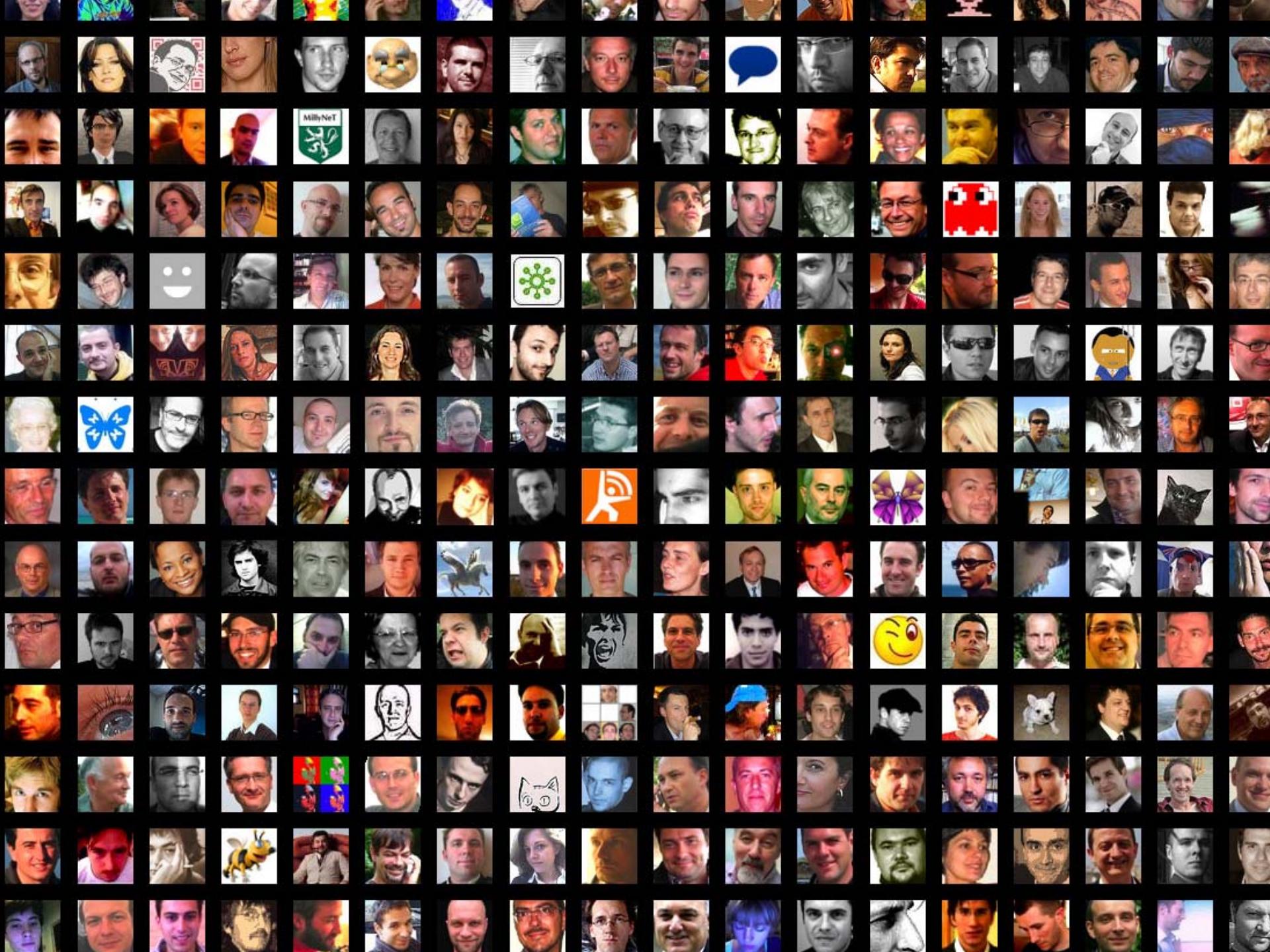


MOLOGO



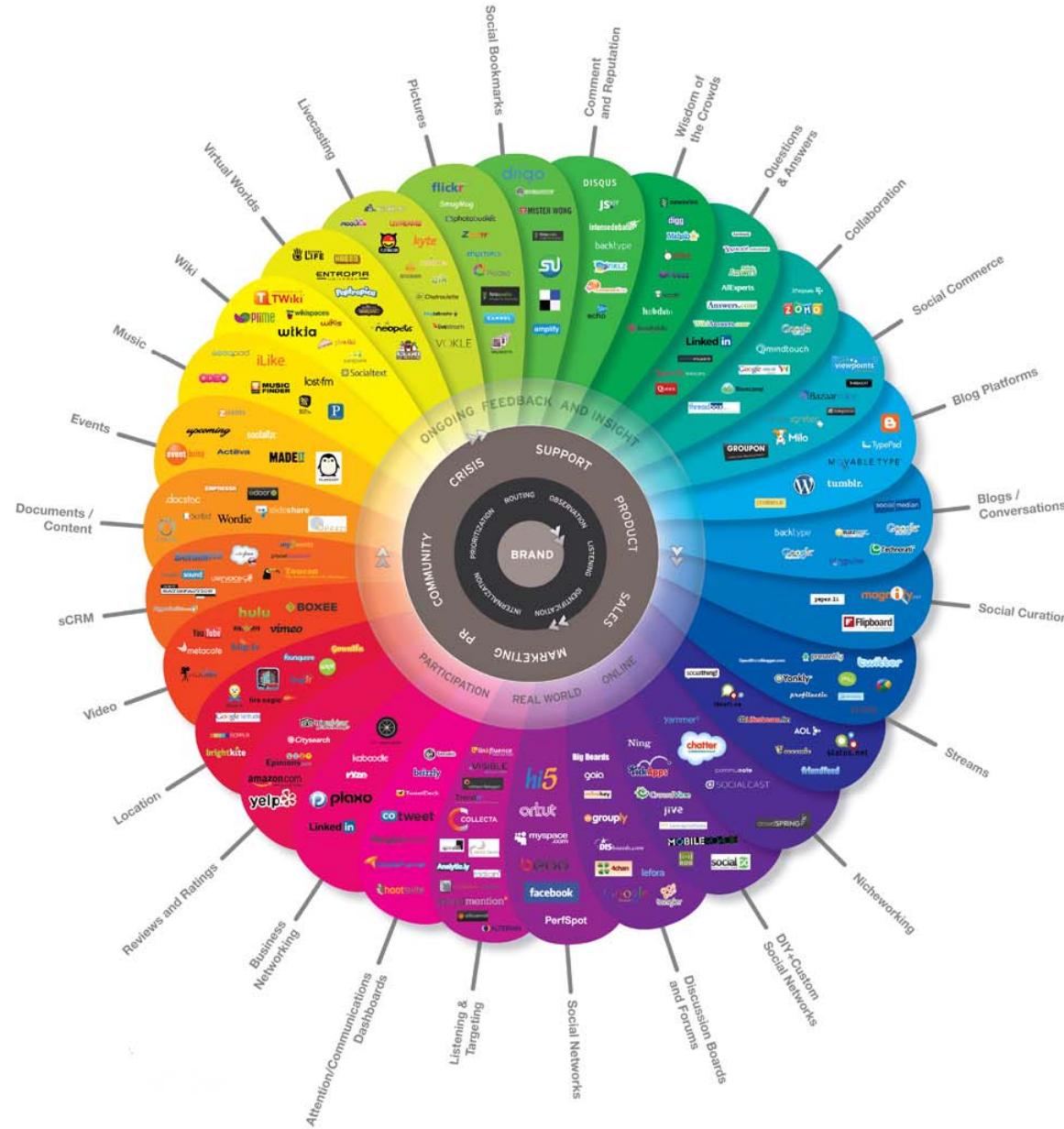


I have a voice



THE CONVERSATION PRISM

Brought to you by Brian Solis & JESS3

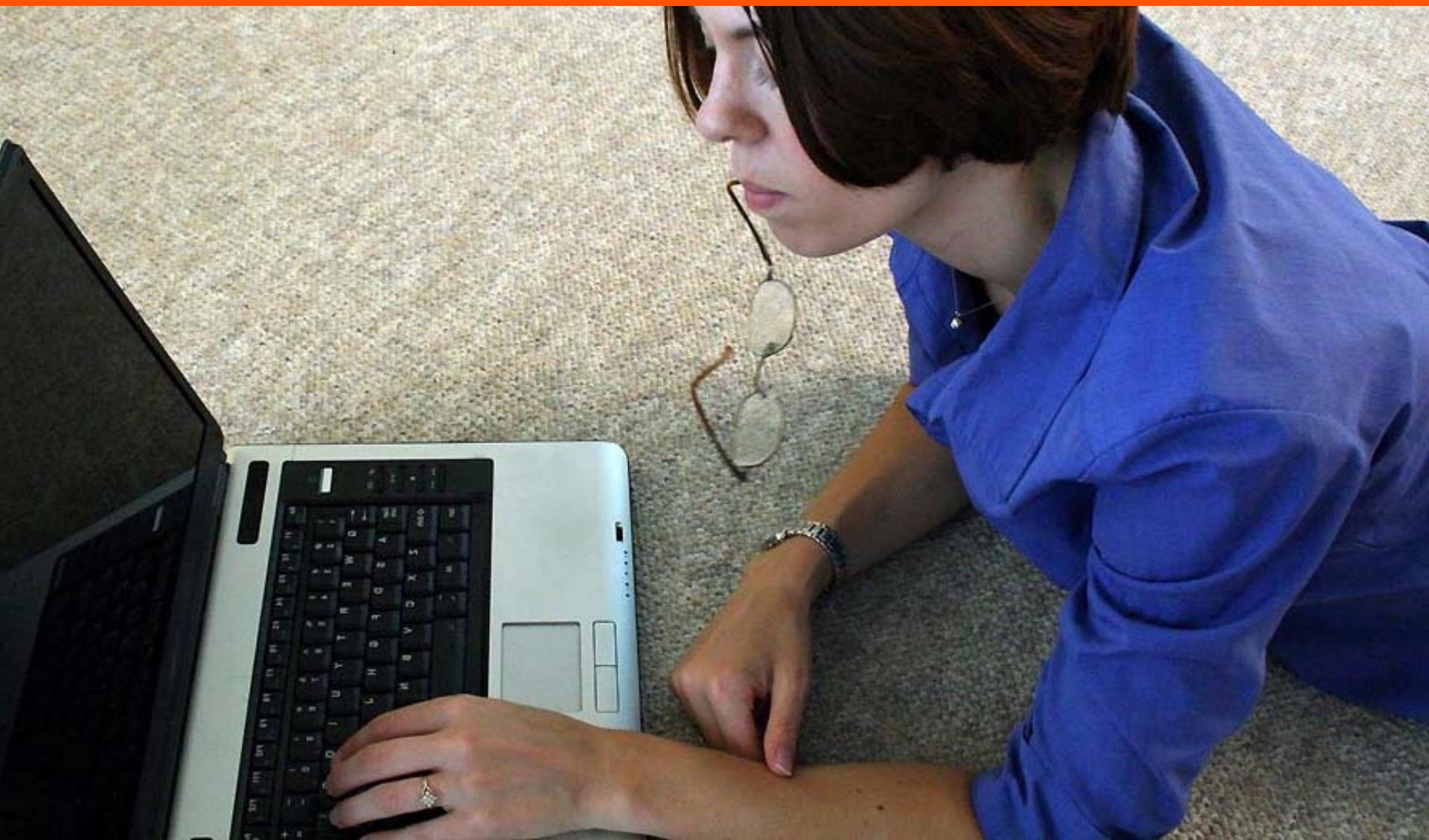


78%

**DE LA GENTE CREE EN
LAS RECOMENDACIONES
DE OTROS
CONSUMIDORES**

NIELSEN "TRUST IN ADVERTISING" REPORT, OCTOBER 2007

CONVERSACION/COLABORACION





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- Tea & Other Drinks 5,130
- Food 7,219
- Merchandise & Music 3,058
- Starbucks Card 3,916
- Other Product Ideas 4,884

EXPERIENCE

- Ordering, Payment & Pick-Up 4,246
- Atmosphere & Locations 7,150
- Our Partners (Employees) 1,590
- Other Experience Ideas 4,514

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share

Post your Starbucks Idea – from ways we could improve to things we've never even thought of.



vote

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see

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story **shereece c.**

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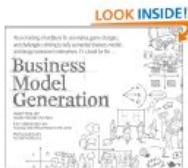
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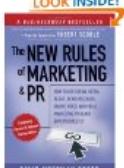
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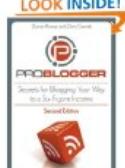
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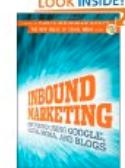
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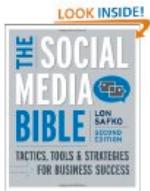


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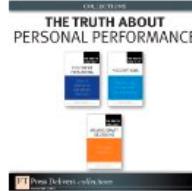
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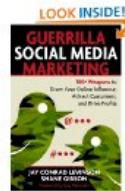
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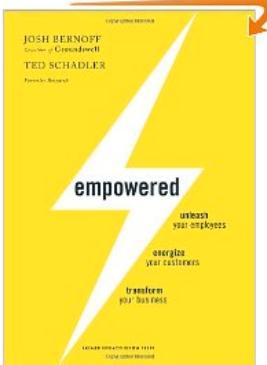
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ESCUCHA = APRENDIZAJE = AVANCE



TIEMPO



¡GRACIAS!

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