

EL USUARIO = CREADOR





29 millones usuarios internet



62.6%  
población

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

facebook®

550

millones

The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font with a white outline and a subtle drop shadow.

twitter

165

millones

The Tuenti logo, featuring a blue speech bubble icon with a white smiley face and the word "tuenti" in white lowercase letters on a blue rectangular background.

tuenti

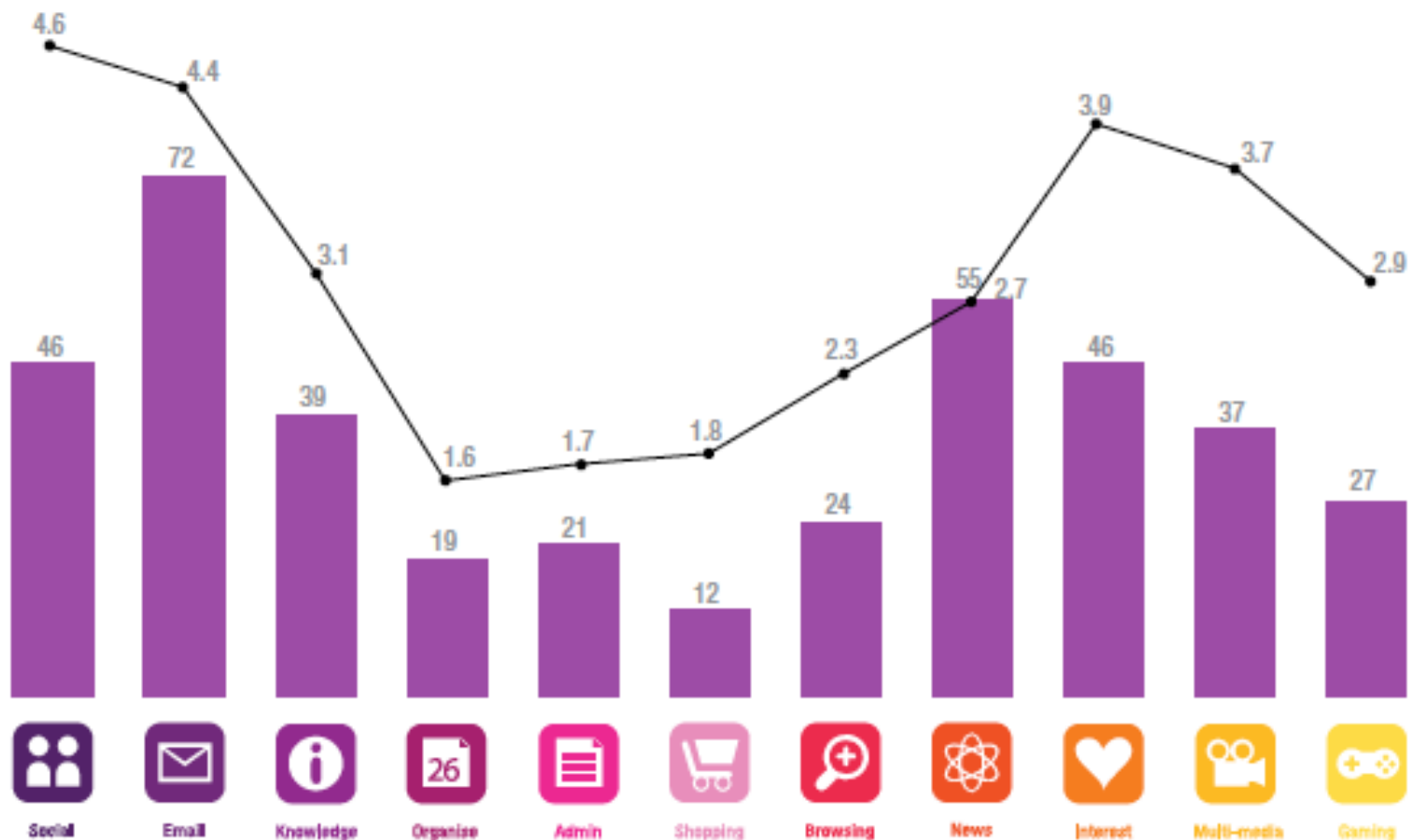
8 millones

■ % DOING ACTIVITY DAILY

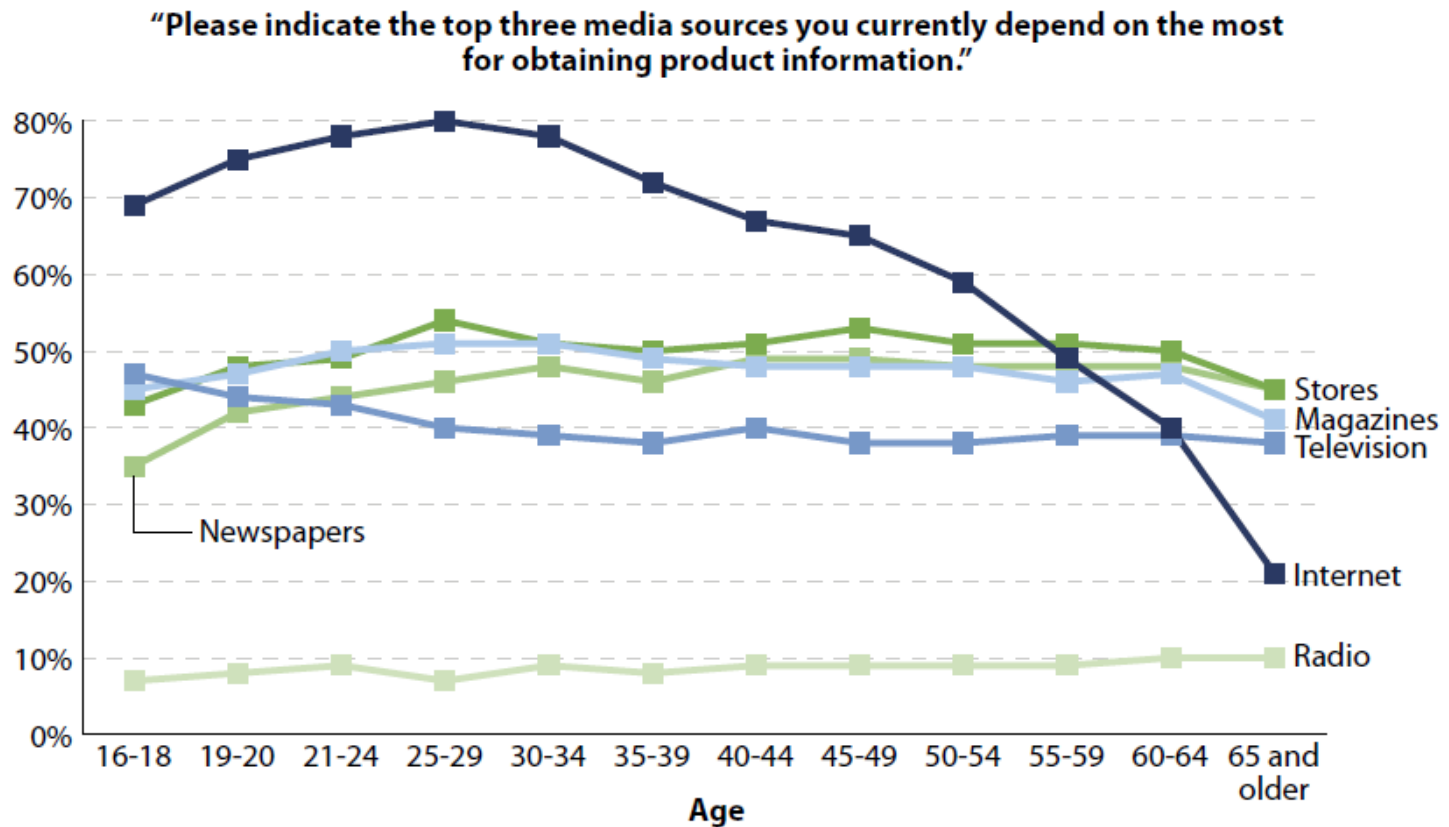
● NO. OF HOURS SPENT ON ACTIVITY PER WEEK

I3: Importance of online activities.

Bases: All respondents 48804



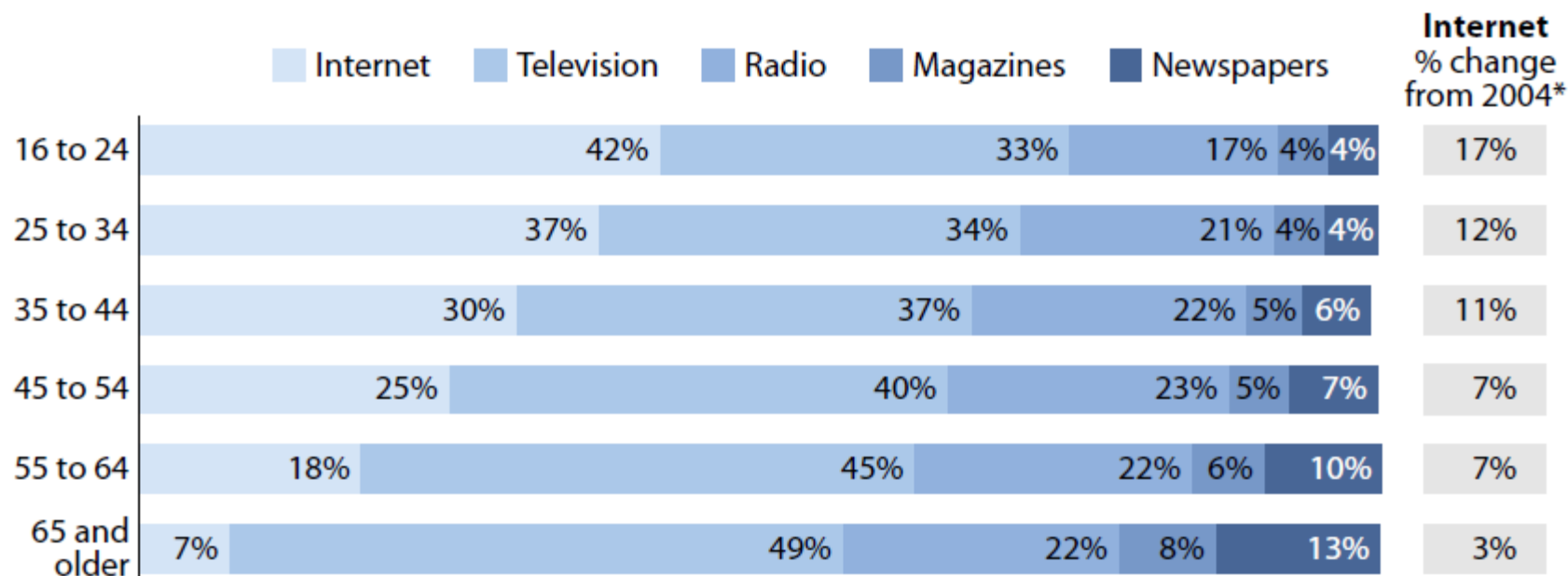
**Figure 3** Internet Is Now The Most Popular Source Of Product Info For Europeans Under Age 55



Base: 23,119 European consumers

Source: European Technographics® Benchmark Survey, Q2 2010

## 1-2 Share of time spent online grew across generations



Base: 20,946 European consumers (EU-5<sup>†</sup>)

\*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

<sup>†</sup>Note: EU-5 includes France, UK, Germany, Spain, and Italy


# EL USUARIO CONTROLA EL MENSAJE



# MOLOLOGO

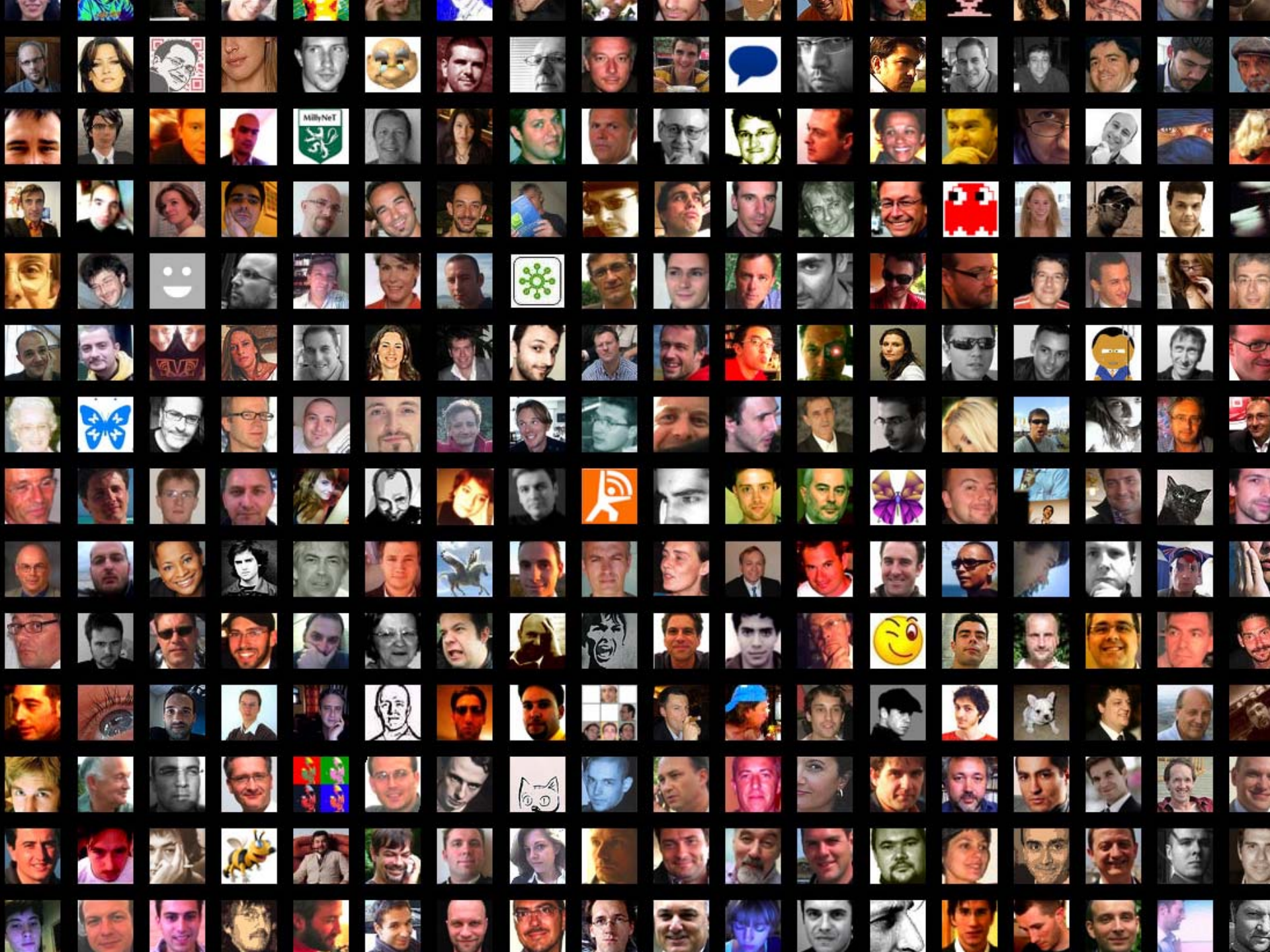




A close-up photograph of a person's midsection and hands. The person is wearing a vibrant red, long-sleeved shirt. They are holding a rectangular white card with both hands, positioned in front of their torso. The card has the handwritten text "I have a voice" in a black, cursive script. The lighting is bright, casting a soft shadow of the card onto the person's red shirt to the left. The background is out of focus, showing hints of a light-colored surface.

*I have a voice*

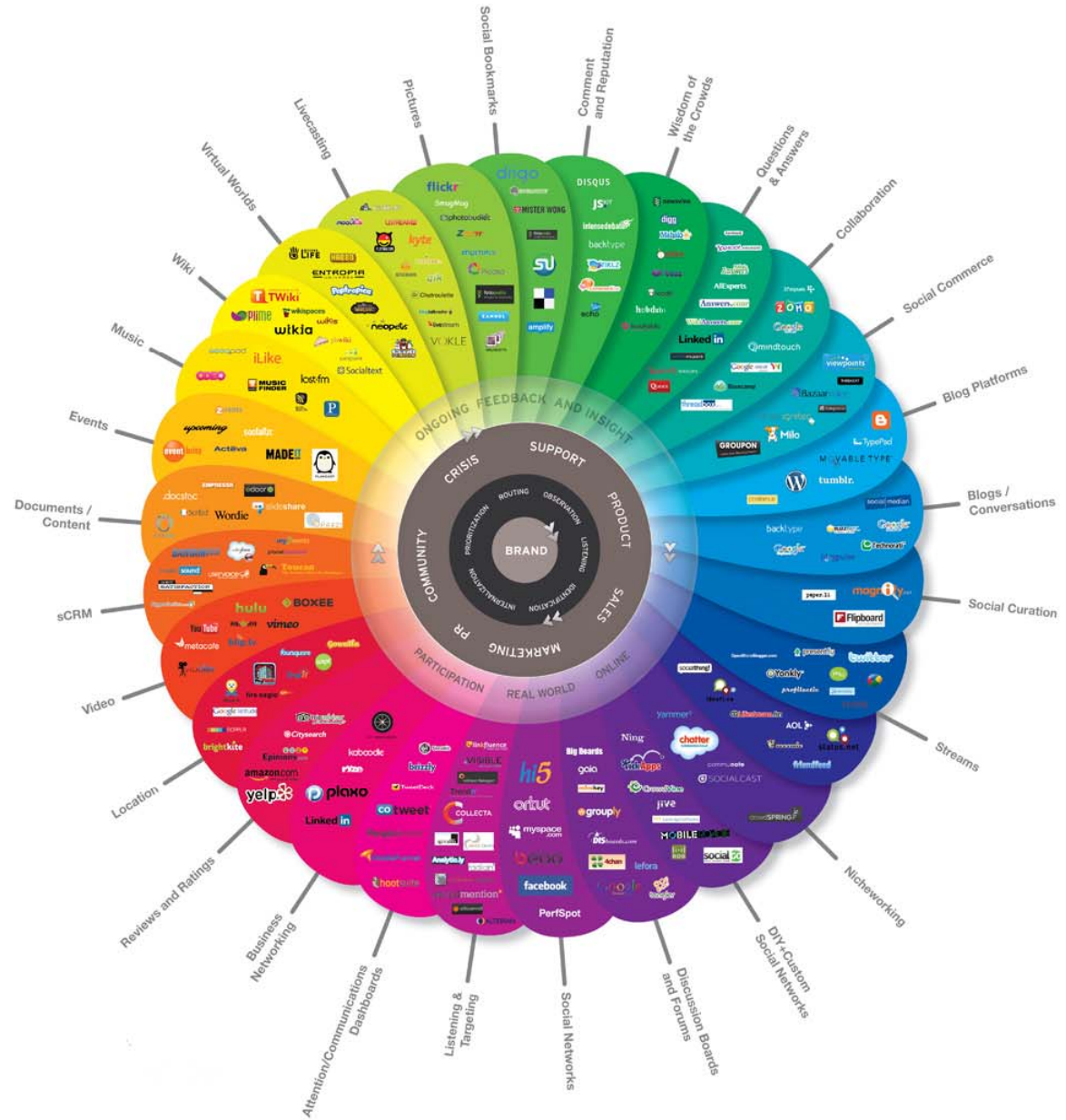






# THE CONVERSATION PRISM

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







Welcome, Guest

**Sign In**  
to share, vote  
& discuss

**SIGN IN**

search

## CATEGORIES

### PRODUCTS

Coffee & Espresso Drinks 16,796  
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

## Help shape the future of Starbucks - with your ideas

You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple-we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.



### share

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



### vote

Check out other people's ideas and vote on the ones you like best. The community votes. The community decides.



### discuss

Talk about ideas with other customers and our Starbucks Idea Partners and help make them even better.



### see

This is the proof. See which of your ideas were the most popular and watch as we take action.

## MOST RECENT IDEAS

**US Starbucks VS EU Starbucket** 43 Minutes(s) Ago



QUESTION OF THE DAY



### Hot-weather Testing the Next-generation Ford Focus

This trip through Spain is no vacation for these Ford engineers

### top ford story

#### Hot-weather Testing the Next-generation Ford Focus

August 24, 2010 | [Read More](#) | [Comment\(s\)](#)

### story shereece c.

#### Thank God For My Ford Explorer



On this site, consumers are invited to submit new ideas.

## in the spotlight

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### What Women Want

Conversations between bloggers and Ford experts on the topics that matter most to women

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## get involved

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### your ideas

Got a cool idea for Ford? Let's hear it.

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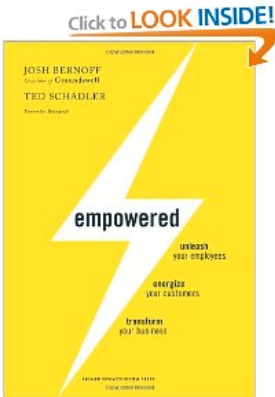


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ESCUCHA = APRENDIZAJE = AVANCE



# TIEMPO



# ¡GRACIAS!

## Enrique Burgos

Director de  
Marketing Relacional



Unidad Editorial



[www.enriqueburgos.com](http://www.enriqueburgos.com)

[eburgosgarcia@gmail.com](mailto:eburgosgarcia@gmail.com)

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