

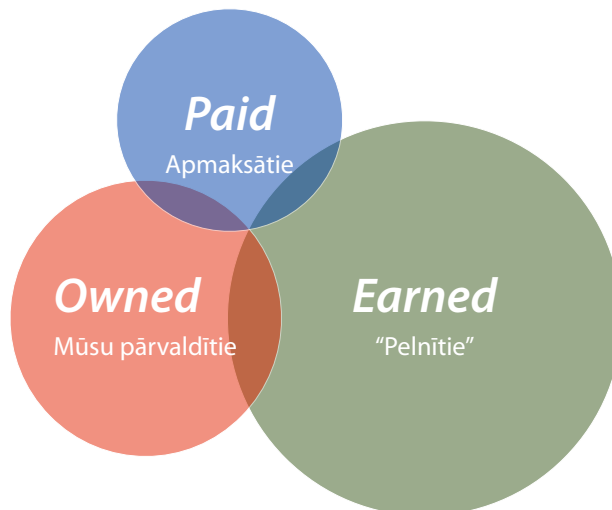
"Uzņēmuma komunikācija digitālo un interaktīvo iespēju laikmetā: stāstniecība, vērtības radīšana & stratēģijas loma"

Zigurds Zaķis
Valmiera
14/08/2014



projekts
Ikviens ~~bizness~~
mūsdienās ir (arī)
komunikāciju ~~bizness~~
projekts

"Ikviens bizness (uzņēmums, organizācija)
šodien ir arī mediju* un komunikāciju bizness!"
(~2009)



Pasākums mūsdienās -
ne tikai pats notikums:

Viss, kas notiek ap to
Viss, kas notiek pirms un pēc
Kā interesents padziļina pieredzi un uzzina vairāk
Komunikācija. KO un KĀ sakām
Sarunas. Dalīšanās

http://www.boston.com/bigpicture/2012/07/olympics_2012_opening_ceremoni.html



! Digital is not about digital at all

1. Vienvirziena komunikācija ⇒ ⇒ ⇒



1. ⇒ ⇒ ⇒ Sarunas



Divvirzienu komunikācija:

Radīt interesi

Iesaistīt

Informēt

Stāstīt (*storytelling*)

Rosināt sarunas

Radīt iespējas
pašizpausmei

Radīt vērtību

<http://www.flickr.com/photos/georgeaugustine/2116513291/>

Komunikāciju loma

Ko mēs
viņiem teiksim?

(1850 - 2008)



Kā mēs rosināsim
sarunas?

Kā mēs
iesaistīsim viņus?

Kā mēs radīsim
vērtību viņiem?

Kā mēs atraktīvi izstāstīsim
par to, ko mēs darām

2. Informācijas pārpilnība Fragmentācija

Atrodi visu

Dalies ar visu

Ignorē visu, kas
nav interesants vai vērtīgs

3. Meklēšana

Kā mēs sasniedzam viņus?



Kā viņi atrod mūs?

Kāpēc viņi atrod mūs?

Kāpēc viņiem tas ir svarīgi?

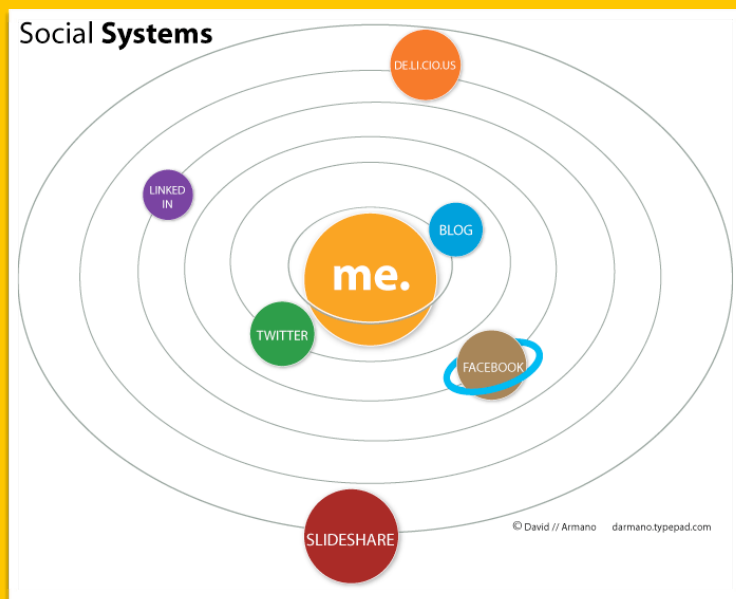
Kad viņi meklē mūs?

Vai un kāpēc viņi atgriezīsies?

Vai un ko viņi stāstīs?



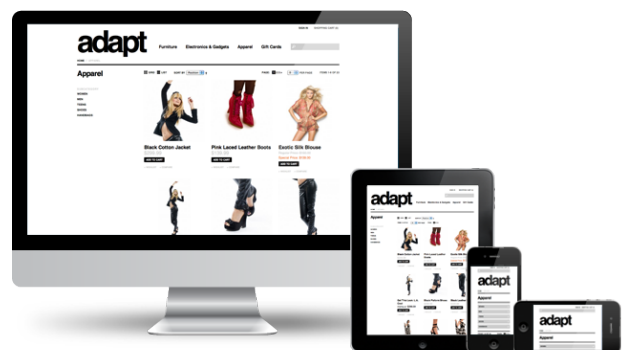
4. Sociālie tīkli: **platformas**, nevis mediji



Sarunas
Sadarbība
Saturs

4 ekrāni, dažādas lomas

Vai izmantojam visas iespējas?



Izmaiņas un izaicinājumi

1. **Divvirzienu** (daudzvirzienu) komunikācija
2. **Informācijas pārpilnība**. Fragmentācija. Ignorēšana
3. **Meklēšana**. Mainītās lomas. "Relevance".
4. **Sociālie tīkli**. Platformas. No dalīšanās ("sharing") uz sadarbību
5. **Video**. Pieejams visur. 4 ekrānu laikmets.
6. **Interaktivitāte**. Simulācijas. Sadalītā stāstniecība.
7. **Mobilitāte**. Vienmēr "ar tīklu". Reālā laikā. 4W.

it visam,
ko mēs darām:
centrā
cilvēks

Ikviena kampaņa
mūsdienās ir
integrētā kampaņa

Bezmaksas platformas
Fragmentācija
Dalīšanās
Cilvēku/patērētāju iesaiste
Interaktivitāte
Saites

1

&

2

Radīt īpašas pieredzes

*Creating extraordinary experiences.
Off- and on- line*

Radīt vērtību

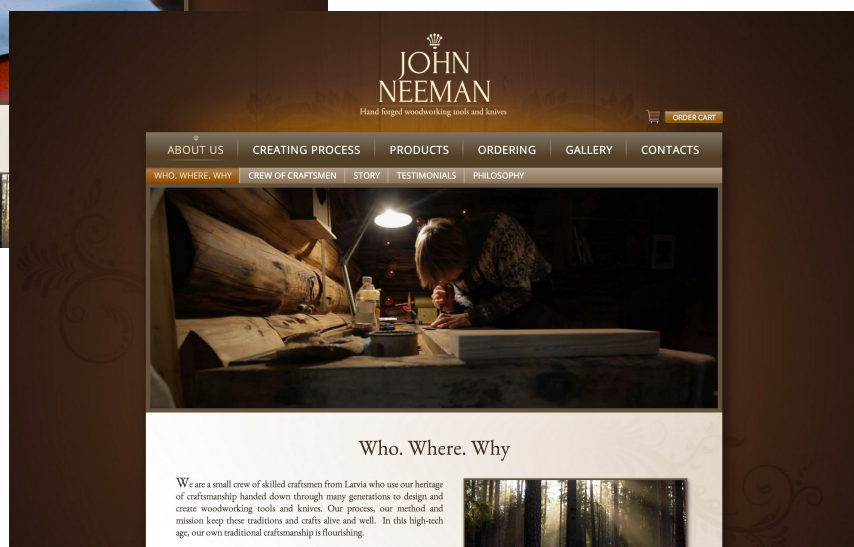
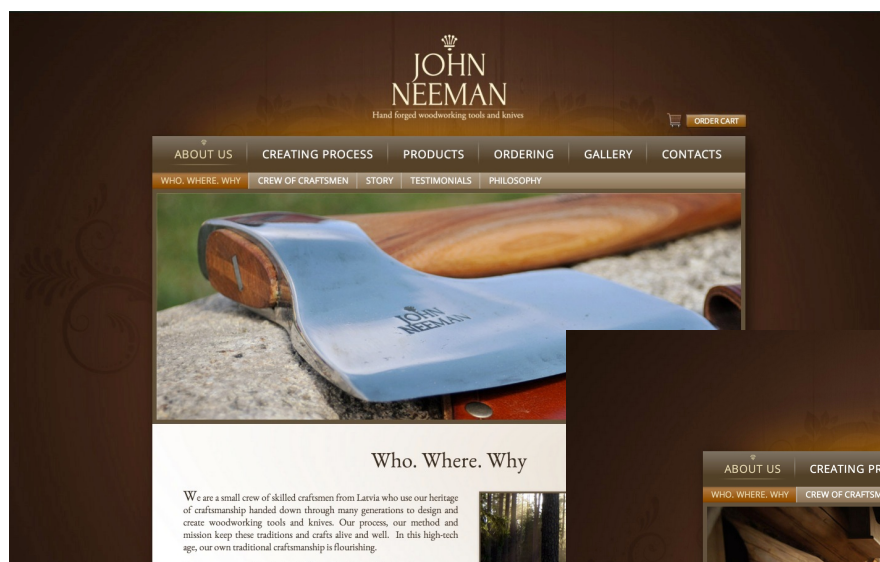
Creating Value



Doing extraordinary things

Telling extraordinary stories

Tehnikas / pieejas / iespējas: piemēri





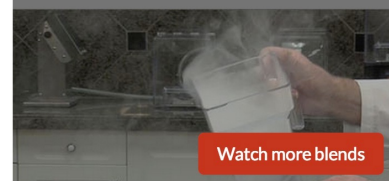
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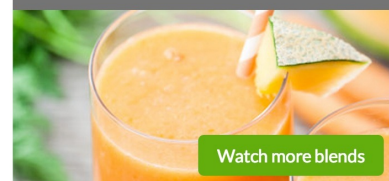
Will it Blend? iPhone 5s



Don't try this at home.



Try this at home.



More Will it Blend?



Pens

Don't Try This At Home
Ever wonder what pens being
blended looks like? This...



Avocados

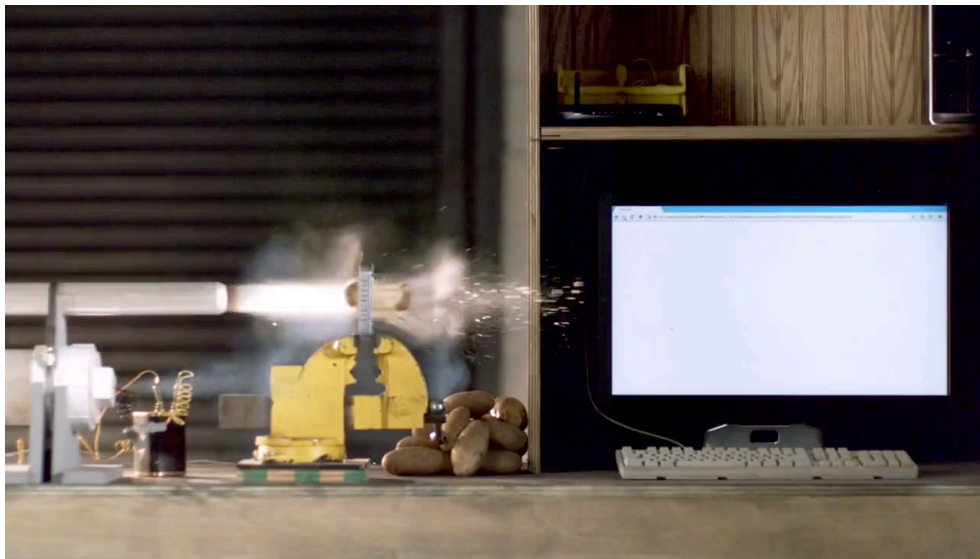
Try This At Home
Some of you have recently
seen a guy on TV
unsuccessfully...

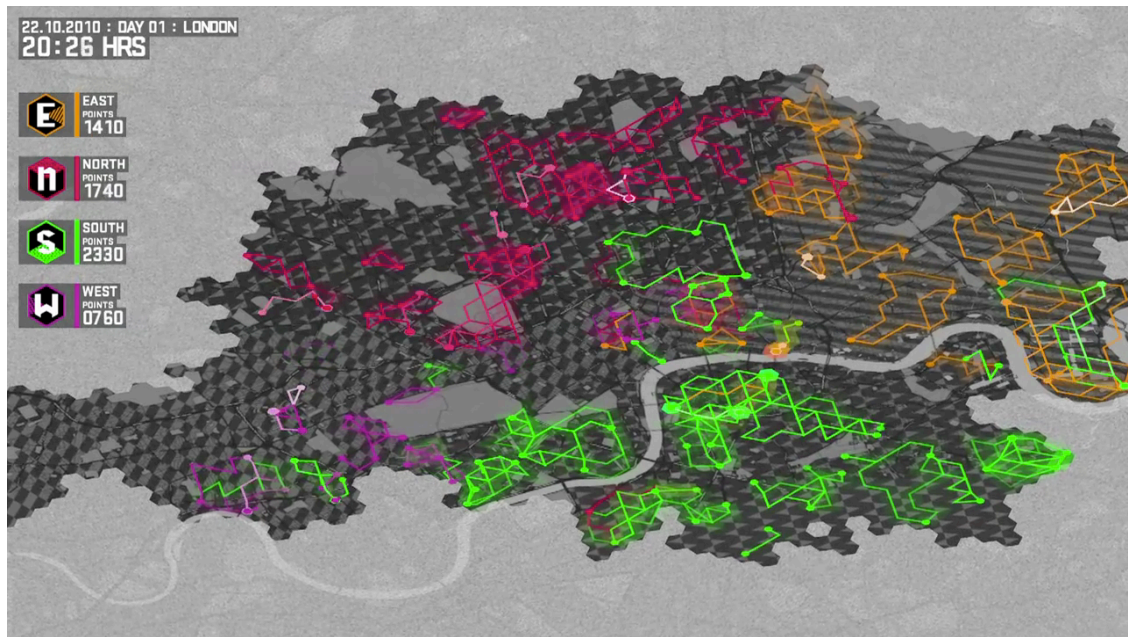


Tilapia-O-Matic

Don't Try This At Home
mmmm...that's great tilapia!

How can we help people improve
their homes in just six seconds?





theguardian

NSA FILES: *DECODED*

What the revelations mean for you.



NAME:

JEREMY SCAHILI

Independent Journalist



INTERVIEW LOCATION:

BROOKLYN, NY

INTERVIEW B

<http://www.theguardian.com/world/interactive/2013/nov/01/snowden-nsa-files-surveillance-revelations-decoded#section/1>



theguardian | NSA FILES 1 2 3 4 5 6

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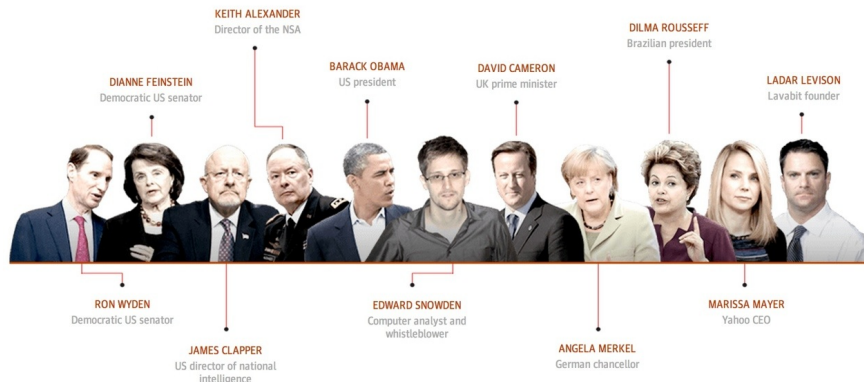
Caught in a net

by Nadja Popovich and Greg Chen



damaging national security by publishing the revelations, warning that if it did not "demonstrate some social responsibility it would be very difficult for government to stand back and not to act".

US internet companies, their co-operation with the NSA exposed by **Snowden's** documents, fear a worldwide consumer backlash, and claim they were forced into co-operation by the law.



Much of the NSA's defence is that the public should be unconcerned, summed up by the dictum: "If you have nothing to hide, you have nothing to fear." But civil liberties groups such as the Electronic Frontier Foundation and the American Civil Liberties Union warn that surveillance goes well beyond what Congress intended and what the US constitution allows.

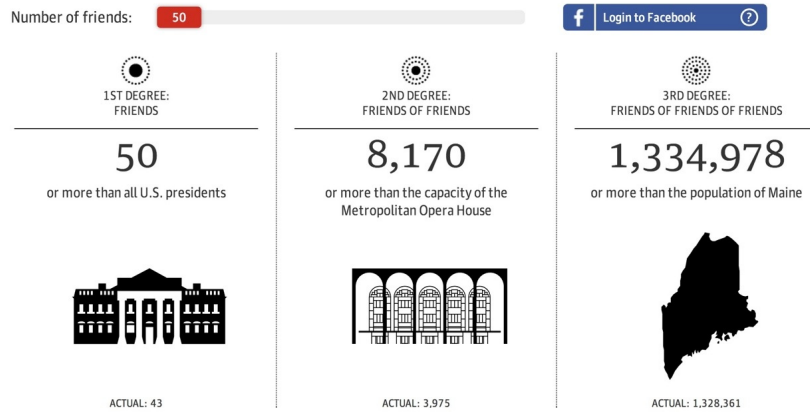


Three degrees of separation

by Kenton Powell and Greg Chen



You don't need to be talking to a terror suspect to have your communications data analysed by the NSA. The agency is allowed to travel "three hops" from its targets – who could be people who talk to people who talk to people who talk to you. Facebook, where the typical user has **190** friends, shows how three degrees of separation gets you to a network bigger than the population of Colorado. How many people are three "hops" from you?



Calculations are based on an analysis of Facebook that reports a typical user has an average of 190 friends and 14% of those friends are friends with each other.


Faced with growing public and political concern over the quantities of data it is collecting, the NSA has sought to reassure people, arguing that it collected only a tiny proportion of the world's internet traffic, roughly equivalent to a "dime on a basketball court". But in reality, that is still a





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#Icelandsecret
Iceland is full of hidden secrets waiting to be discovered

8


5

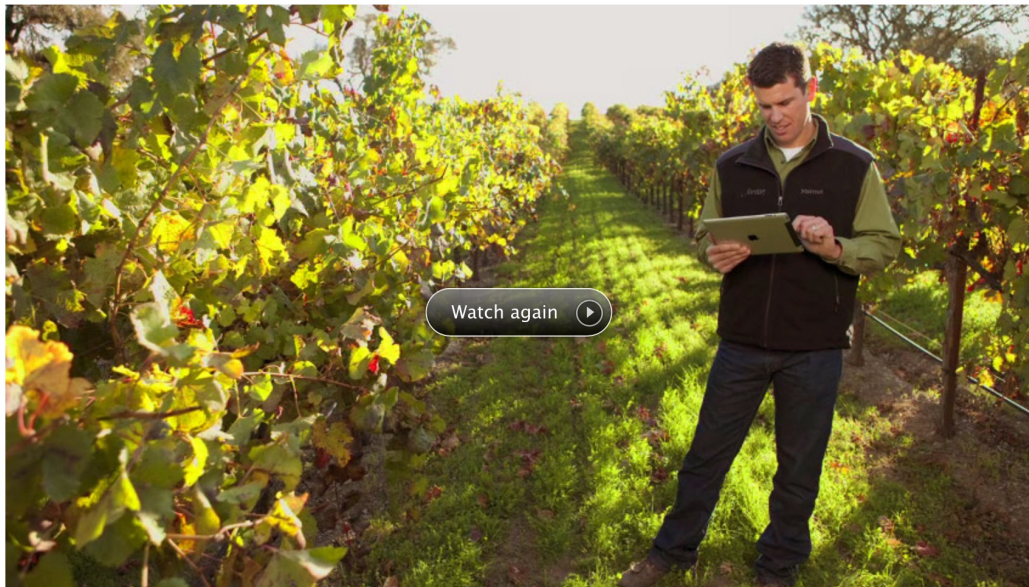
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<http://www.apple.com/ipad/business/profiles/jordan/#video-jordan>

Velofenders

www.ir.lv/velofenders/index2.php#karte

VELO FENDERS

ZAGLU IECIENĪTĀKĀS VIETĀS

SARGĀT VELO

KĀ ĀTRAST ZAGLI

ir

Eksperimenta sākumā noskaidrosim velo zagļu medību laukus. Atzīmē kartē, kur tev ir ticis nozagts ritenis.

PIEVIENOT

Map showing bicycle theft locations in Riga, Latvia, marked with blue and yellow dots. The map is overlaid on a background image of a bicycle wheel.

Powered by Leaflet — (Karte © OpenStreetMap contributors)

Lasi - Kāpēc Renārs Kaupers ļauj nozagt savu riteni? Velosezonas aktualitātes. Jaunajā žurnālā "Ir"

last online

Like You, Ance Krūmina and 929 others like this.

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Watch host Patton Oswalt, 5-word speeches, special appearances and performances.

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2013 WEB

2012 ONLINE FILM & VIDEO

2011 Animation

2010 Best Editing

2009 Best Individual Performance

2008 Best Use of Interactive Video

2007 Best Web Personality/Host

2006 Best Writing

2005 Branded Entertainment Long Form

2004 Branded Entertainment Scripted

2003 Branded Entertainment Short Form

2001 Branded Entertainment

2000 INTERACTIVE ADVERTISING & MEDIA

1999 MOBILE & APPS

1998 SOCIAL

Animation

"The idea is to get people to think, to find more information. We're trying to help people in through entertainment."



WEBBY WINNER
PEOPLE'S VOICE

The Scarecrow
Creative Artists Agency

NOMINEE

Skip Pitts Tribute
Loaded Pictures, Seattle

NOMINEE

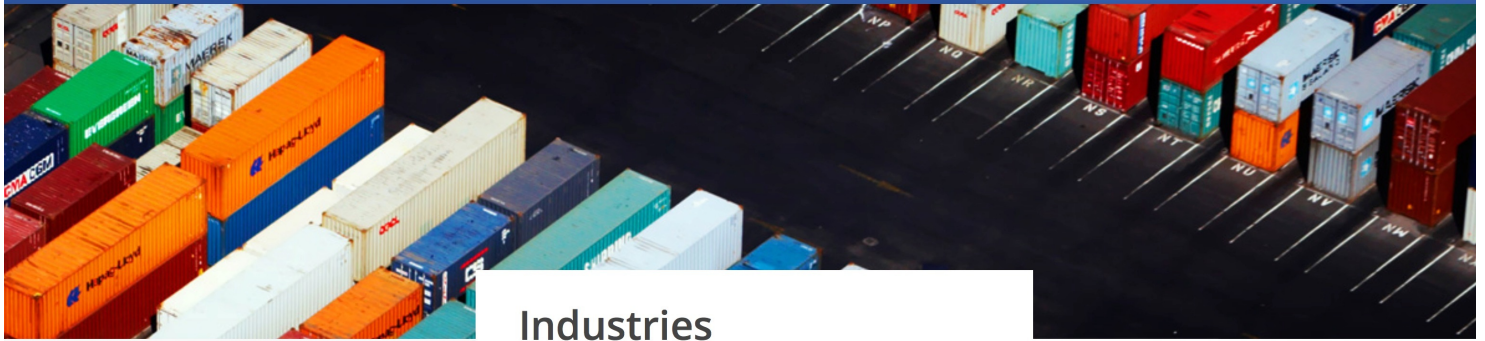
Loud Voices
Together Are Heard
NRDC

NOMINEE

Sympathy for
Slender Man Song
FOX Broadcasting Company

NOMINEE

SOUR "Life is Music"
Phenakistoscope
Music...
PARTY.Inc



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Efektīva kampaņa



Efektīva kampanja

1. Lakoniska. Fokusēta. Vienkārša
 2. Vizuāla. Estētiska. Pievilcīga.
 3. Atšķirīga UN atbilstoša
 4. Neatstāj vienaldzīgu
 5. Iesaista UN pārlicina
 6. Nepasaka priekā
 7. Maina rīcību
 8. Tiek adaptēta, nevis tulkota
 9. Vērsta "uz iekšu" un "uz āru"
0. Balstās lielākā idejā

Efektīva kampanja

Māksla > Zinātne



tw: [@zz_zigurds](#)

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rakstu darbi un atradumi