2006 In **Your** Words.

Co-created by David Armano + a passionate community of marketing professionals

Viral Video

2.0

Second Life

Digital Natives

GooTube

2006

Social Media

Power Consumer

Design
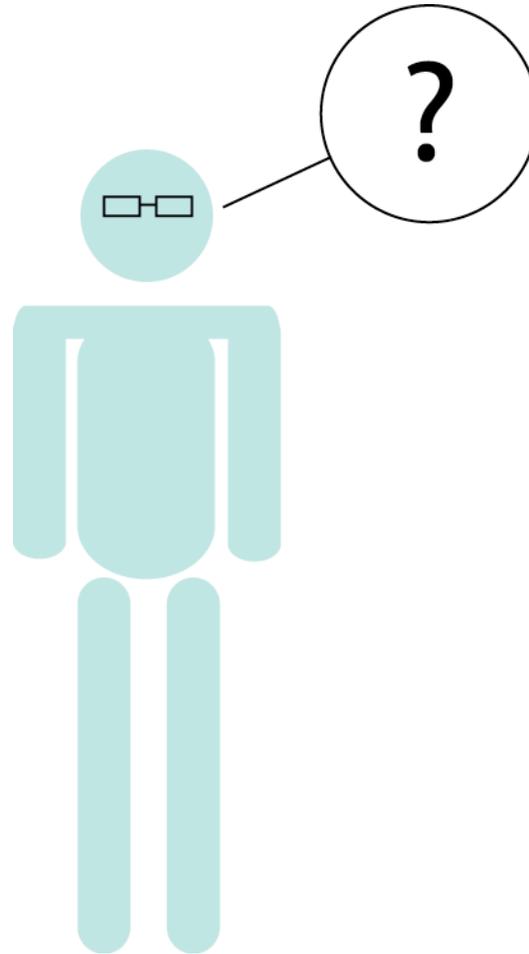
"What was the most **significant** event/aspect of 2006 in regards to marketing, advertising or user experience?" *~David Armano*

2006: The year of the **PC** (Power Consumer)

Participate

Influence

Interact
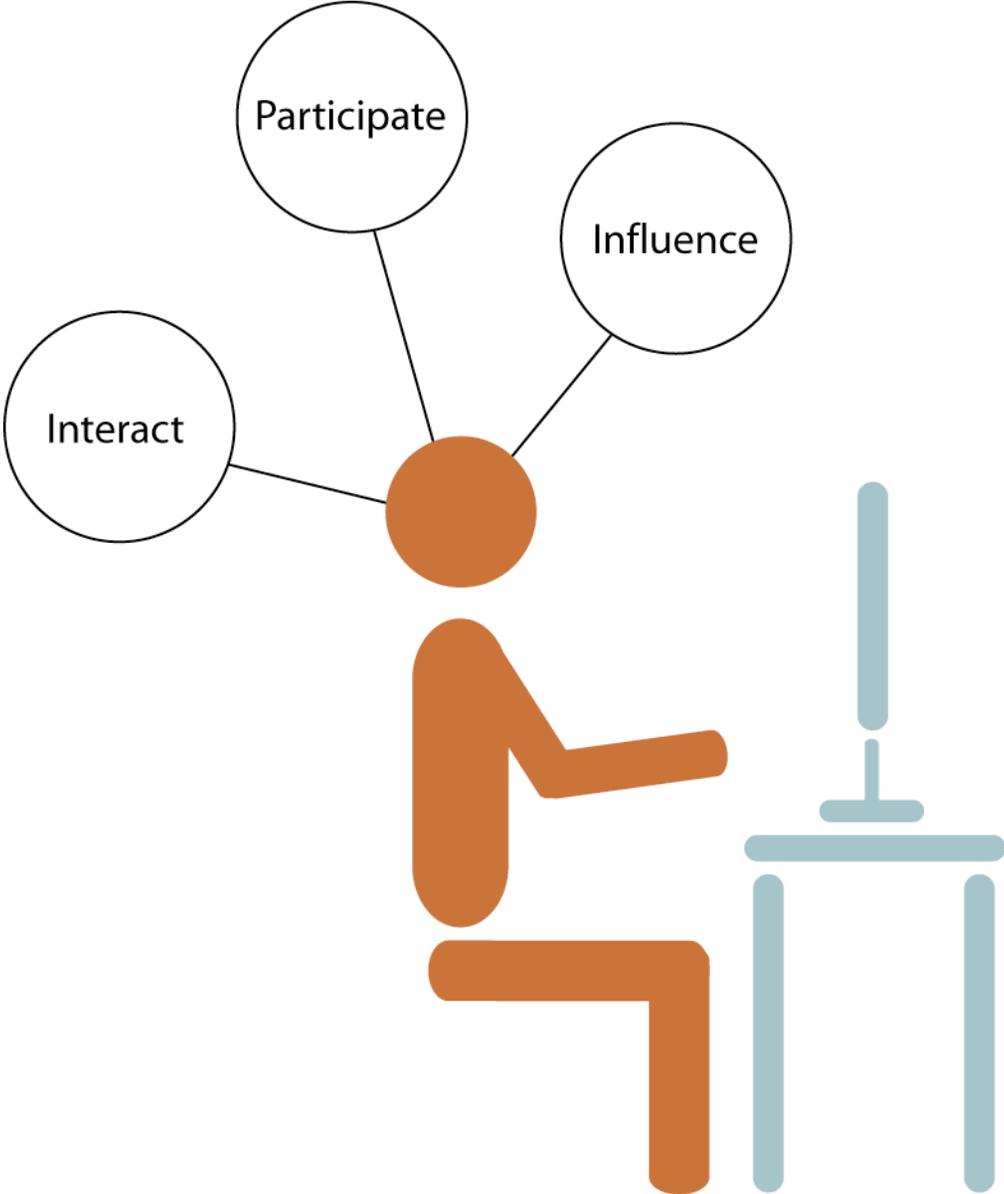
" 2006 saw the U.S. marketplace shift from scarcity of goods, services and distribution to scarcity of awareness and subsequent interest. There is simply way too much stuff vying for consumers' attentions and many more media platforms for people to selectively narrow their perceptions" ~Tom Asacker

"The year marketers shat themselves and realised they might have to (a) listen and (b) share power with consumers" ~Kevin Keohane

"Control. If 2006 proved anything, it's that advertisers, marketers, brands and agencies no longer have it. Consumers do. Consider the debate closed" ~Brady

"…agencies MUST respect the user/consumer these days. The backlash is immediate and powerful. Authenticity rules, fake gets you in a lot of trouble." ~Nick Rice

"The Power of Me...

...For me I just feel that all the recent development and has all gone to **enhancing the power of the individual** and creating a balance between corporate interests and the **individuals**' interests" *~Henry*

"I think most simply, 2006 was the year of the empowered consumer." *~Paul McEnany*

"We have been shifting media power to individuals for years now. Perhaps it started with the VCR. The internet shifted control of retail to the customer years ago. Today, individuals have the **power to control markets**, create and distribute their own content, build and occupy virtual worlds with new opportunities for commerce and entertainment.

They don't have to rely on some corporation to provide the experiences for them. They simply use the **new tools**, which they are mastering as fast as the tool developers can build them, to build whatever they want, to be whoever they want to be and to let their voice be heard." *~Doug Meecham*

"On the business side...consumers want and are demanding the same **disclosure, authenticity and accessibility** (read intimacy) from the companies they do business with." *~Drew McLellan*

2006: The year of **Connection**

"The impact of social computing in 2006 isn't a widespread connection of companies to customers - it's the **connection** of marketers and their ideas to **one another**." ~Peter Kim

"**Metaverse**
There's so much more going on in virtual worlds than just Second Life". ~Adam

People are hungry to **connect** and **share** something of themselves (even to strangers) and so they MySpace, blog and create avatars of themselves so they can decorate virtual space with **self-revealing clues.**
~Drew McLellan

"2006 — ah yes! — it's the year I started blogging!" is a statement that can be made by many, many millions of people". *~Roger von Oech*

Connectivity… as the new consciousness demands a complete body of ethics where we should be responsible for connectedness. In essence, we should:

* Value each act of connection;

* Be responsible for sources (this is material learned through a presentation by John Timpane, Associate Editor of the Editorial
Board for the Philadelphia Inquirer);

* Be more than a receiver, be a filter;
* Be responsible for where we send information, and how we package and explain it. Context is very important;

* Regard ourselves as morally obliged to maintain an open, skeptical mind.

Most of what's worth thinking is worth debating. We should seek connections that challenge us, not only those that confirm what we already think;

* Learn how to play. Playfulness is at the heart of being human;

* Get plenty of rest. To remain responsibly connected, we should practice responsible disconnection.

The new marketplace is the conversation.
~Valeria Maltoni

2006: The year of **2.0**

I believe the most significant marketing impact of 2006 was the **mainstreaming of Web 2.0.** With an average of 100,000 new blogs created every day, community communication has emerged to mainstream. With YouTube, we have ability to share video. Accessible anywhere, instantly. Flickr and Shutterbug... we've got photos.*~Chris Brown*

With the corporate acquisition of Web 2.0 wunderkinds MySpace and YouTube, I'd have to say the **death of Web 2.0**... and the birth of Web 3.0 or 2.1 or whatever the they decide to call it. Once the corporations start writing zillion dollar checks the influencers out there take it as their cue to move on.*~Brady*

2006 was a pivotal year for the user — they gained more control over content and transactions, especially from mass marketers. As we move forward, those brand and sites that add the most **experience value** by enabling user control/contribution/relationships with other users and groups, will win.
*~Jim Elliot*

"Algorithms Algorithms Algorithms. Who needs gut instinct with alogithmic formulas to devine what's hot, what's about to be hot, and what's really really not." ~*Jessi Hempel*

"With the democratization of, well, everything, we've become empowered and we've gone from a broadcast and control to a share mentality". ~*CK (Christina Kerley)*

"2006 was the celebration of the "collaborative brands". Successful brand learnt to leave control to their customers. Amazing tools were developed during 2006. Maybe 2007 will be the year of "collaborative brand integration" ~*Maurizio Goetz*

2006: The year of **Business** + **Design**
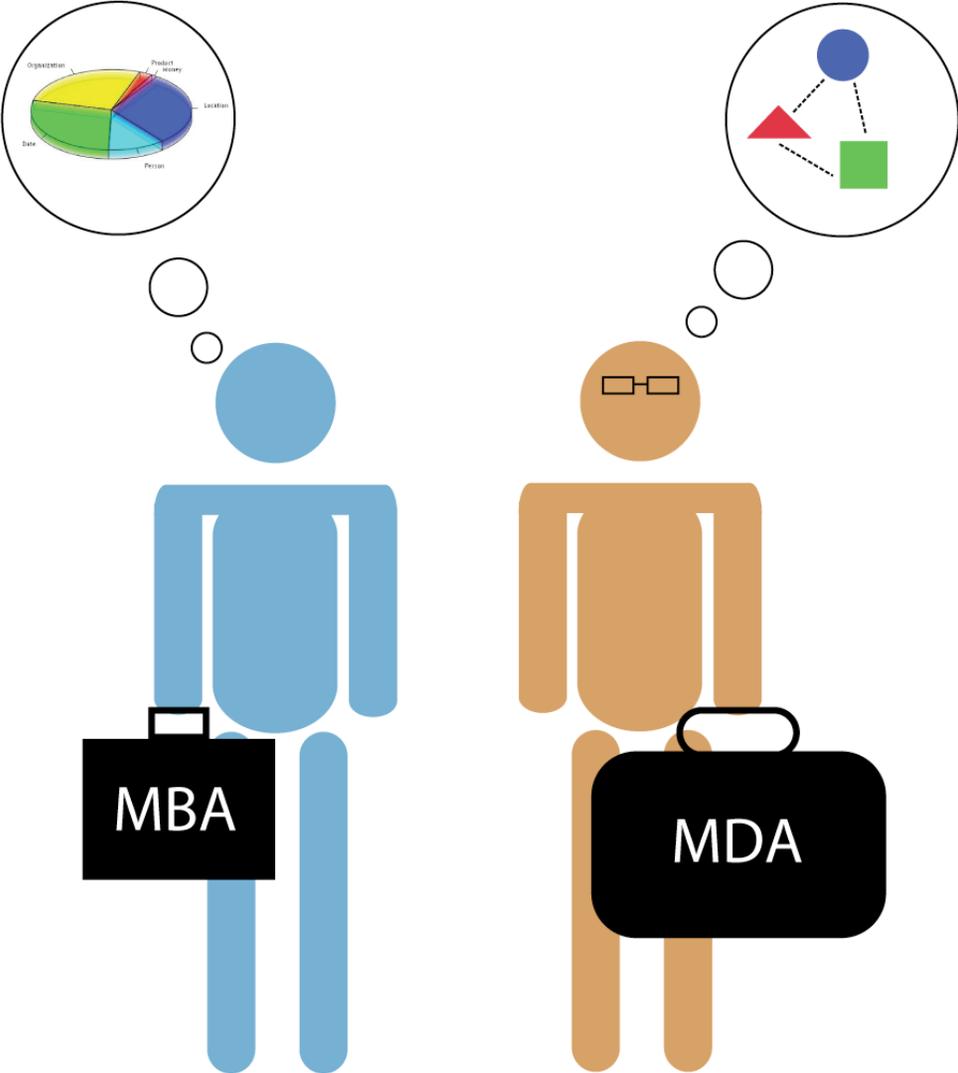
Business + Design

"Business and design get cozier"
~Scott Weisbrod

"the further commodification of "design" - with business cozying up to design…the word increasingly loses meaning, throw in "design thinking" as a form of design without designers, or an anyone-can-play, mix in the commodification of terms like "ethnography" and "innovation" and you've got a lot of enthusiasm but a lot more confusion about what these things mean, who does them and what they get ya".
~Steve Portigal

Job market for UX (user experience) goes insane in 06. Lots of looking, but instead of the old bubble where agencies hired anyone that could do a flowchart, agencies are hiring carefully ~David Malouf

2006: The year of **Video**

"The rise of video as the next frontier for both online entertainment and online advertising."
~Eric Kintz

"So called industry pundits began the year by predicting that 2006 would be the "year of video" and, at the end of the year, they were right. Not just because of the meteoric rise of YouTube (which is really more about community and control than it is about video per se, if you really think about it) and the GooTube event."
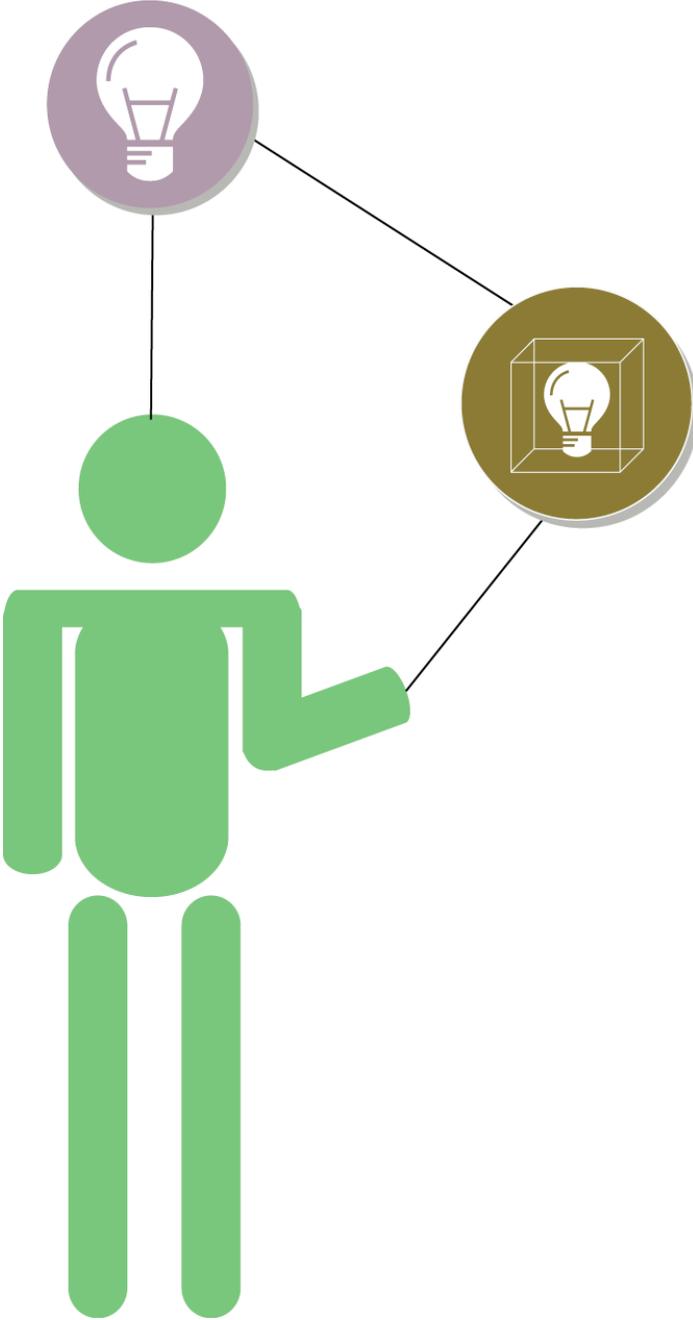~Greg Verdino

"My kids are a great source of inspiration and ideas. For my son, who's 10, YouTube is not the web, but a TV channel."
~Stan Lee

"The rise in prominence of social collaborative media, culminating in the purchase of YouTube and its subsequent adoption by mainstream media."
~Mario Sundar

2006: The year of **Creativity**

2006 really was a watershed year for Co-Creation. More precisely the year that the locus of value creation moved from the company to the customer. Personally I think a shift is underway that rivals the industrial revolution.
*~Karl Long*

Speculation Design going to new heights ... fans posting their ideas for apple designs months/years before talk by apple even. This is a whole new venue of market data that companies have never had before.
~David Malouf

"People are willing to "give" to those they feel are deserving. This adds more emphasis on creating better content and being more transparent with your audience".
~Sull

2006: The year of **People**

User

Consumer

Community

Participant

Person

Audience

Customer
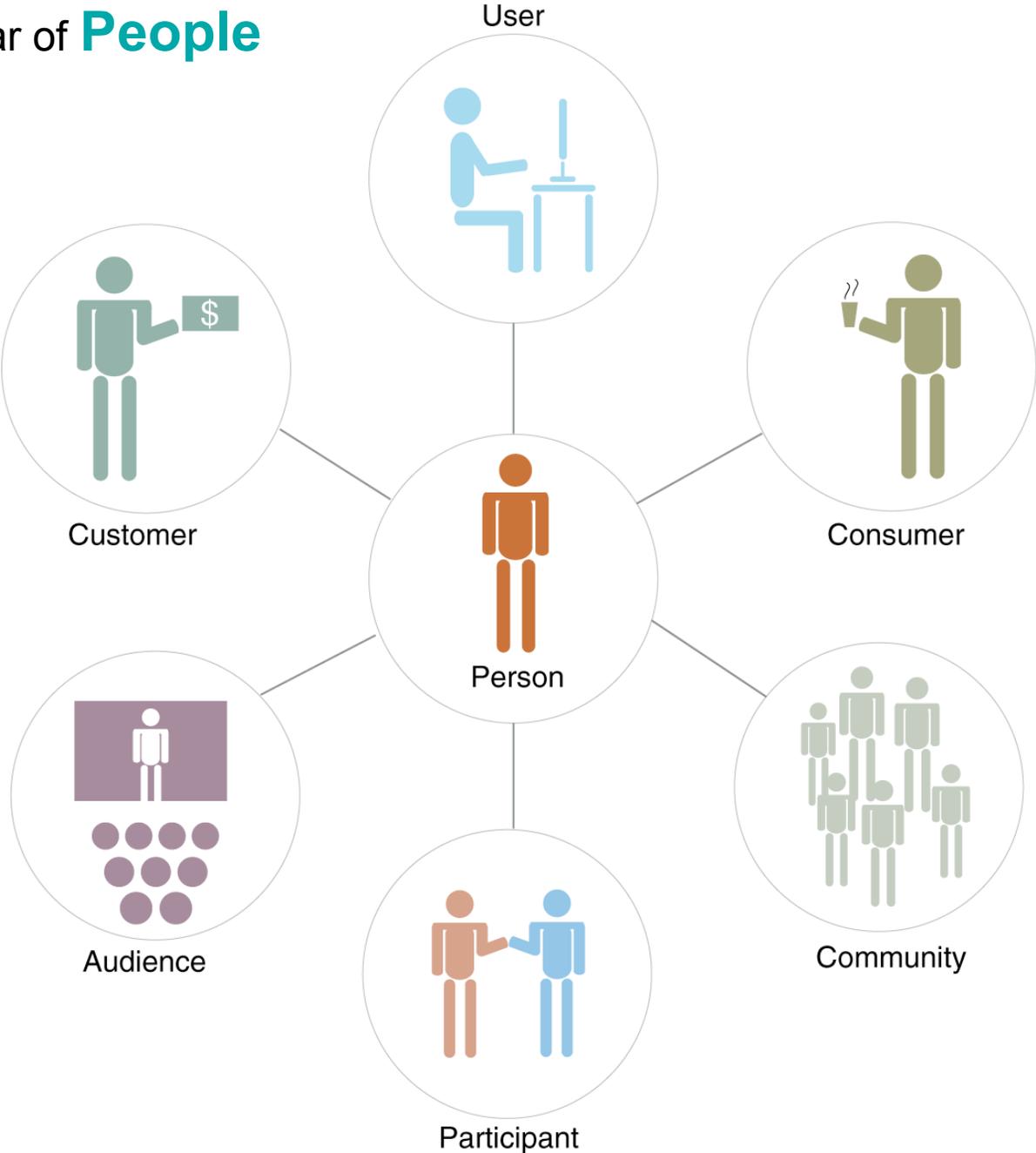
"marketers trying to "stand out" by being more relevant and empathetic in design, pricing, communication, distribution, media placement, et al. Et al except service (excluding online), which deteriorated as leaders focused on chasing the external madness and the "numbers" at the expense of taking care of their people and culture". ~Tom Asacker

A growing realisation within companies that innovation can only be achieved through putting people first in concept and project development.
~Mark Vanderbeeken

I think that the most significant development in marketing for 2006, was companies realizing that their communities of customers are actually empowered marketing PARTNERS for their messages.
~Mack Collier

"…the rise of the blog as a publishing platform. Finally the technology that we love has a human purpose"
~Gavin Heaton