

The logo features the word "FORRESTER" in a white, serif, all-caps font, centered within a dark green oval. This oval is set against a solid dark blue rectangular background.

FORRESTER®

# Sharing The Experience




**Jaap Favier**

Vice President and Research Director  
Forrester Research

November, 2007



# The Liverpool Fan site

INDEPENDENT LIVERPOOL FC WEBSITE ★★★★★

Welcome, **Guest**. Please [login](#) or [register](#).

**Interactive**

- [Home](#)
- [About This Site](#)
- [Submit an Article](#)
- [RAWK Blog](#)
- [Prediction League](#)
- [Liverpool FC Gallery](#)
- [Liverpool FC Forum](#)
- [Liverpool FC Chat](#)
- [Supporting RAWK](#)
- [Contact](#)

**Opinion**

- [Archive](#)
- [Paul Tomkins](#)
- [Bob Kurac](#)
- [Rushian](#)
- [Barrettski](#)
- [Mark Piercy](#)
- [Reeves](#)
- [John Mac](#)
- [Wooltonian](#)
- [Liverweb](#)

**Song Archive**

- [LFC Song Archive](#)

**Information**

- [Latest LFC News](#)
- [Visitors Guide](#)
- [Away Grounds Guide](#)
- [Fixtures and Results](#)
- [Ticket Exchange](#)
- [Club Info](#)
- [Donating to HJC](#)

**Stadium Debate**

- [Introduction](#)
- [Undecided?](#)

**Liverpool 2 Tottenham 2 – Late Flurry fails to remove the bad taste**

Posted by **Barrettski** on October 9, 2007, 12:03:44 AM

A draw at home to Spurs is generally enough to have the auld timers leaning over and checking the wheels haven't come off. The Drury Lane Fan Dancers come here to lose. It's just what happens. Flair meets footballing nouse and we take the points, it's traditional. But having witnessed our embarrassment of riches contrive to commit almost every ...

[Read More](#) | [21 comments](#) | [Write Comment](#)

---

**Spyin' Kop - L.F.C. v Tottenham Hotspur.**

Posted by **hinesy** on October 6, 2007, 11:48:36 AM

Well its time we played a team out of Europe before we join them, and this Sunday sees the visit of the strangely misfiring Tottenham Hotpies to Anfield. Last season they played some superb football, Berbatov a revelation, and Aaron Lennon hoping to finally prove he's no Keiron Dyer on the wing. ie hospital wing. But this season, the clu...

[Read More](#) | [34 comments](#) | [Write Comment](#)

---

**Reserves beaten by Sunderland in Warrington debut**

Posted by **liverweb** on October 3, 2007, 09:29:43 AM

Liverpool 0 Sunderland 1

The Reds got their home league season underway with a 1-0 loss to Sunderland at Warrington. It's a good venue for the resses and the crowd certainly seemed to surprise Warrington. A delayed kick off was required as the full North stand and queues still outside were still large minutes before kick off. It meant ...


[Read More](#) | [2 comments](#) | [Write Comment](#)

---

**Spyin Kop : Marseille Home - European Cup Matchday 2**

Posted by **FrenchRed** on October 2, 2007, 06:09:35 PM

Salut à tous ! Next game is Marseille at home in the European Cup and it's time for me to try my luck on my first Spyin Kop (That's a plea for your extreme indulgence).



**Recent Posts**

Chris Bascombe's replacement is .....  
(as broken exclusively by Johnny Mac over on...

---

Everton v's Liverpool game  
Looking for info pleeeeeease! Does anyone know an...

---

Stubbs will not win the title  
This of course has a variety of reasons

---

\* \* \* Michael Shields \* \* \* IMPORTANT - PLEASE READ!  
There's a critical meeting taking place with Bul...

---

Stubbs: Liverpool won't win title  
ALAN STUBBS claims Rafa Benitez is still no...

---

Everton we are going  
to tear you a new Arsehole on Saturdaythe...

---

This is Anfield - 9pm 15.10.07 - Will we win the title this season?  
Tonight on 'This is Anfield' we are going to be ta...

---

Rafa ESPN interview: New players, Int'l Breaks, Rotation, and the CL.  
<http://soccernet.espn.go.com/feature?id=471914&cc=...>

---

**News Archive**

A Message to you - Rupert.  
No, this message isn't a critique of some clueless twerp in the Anfield Road End called Rupert...

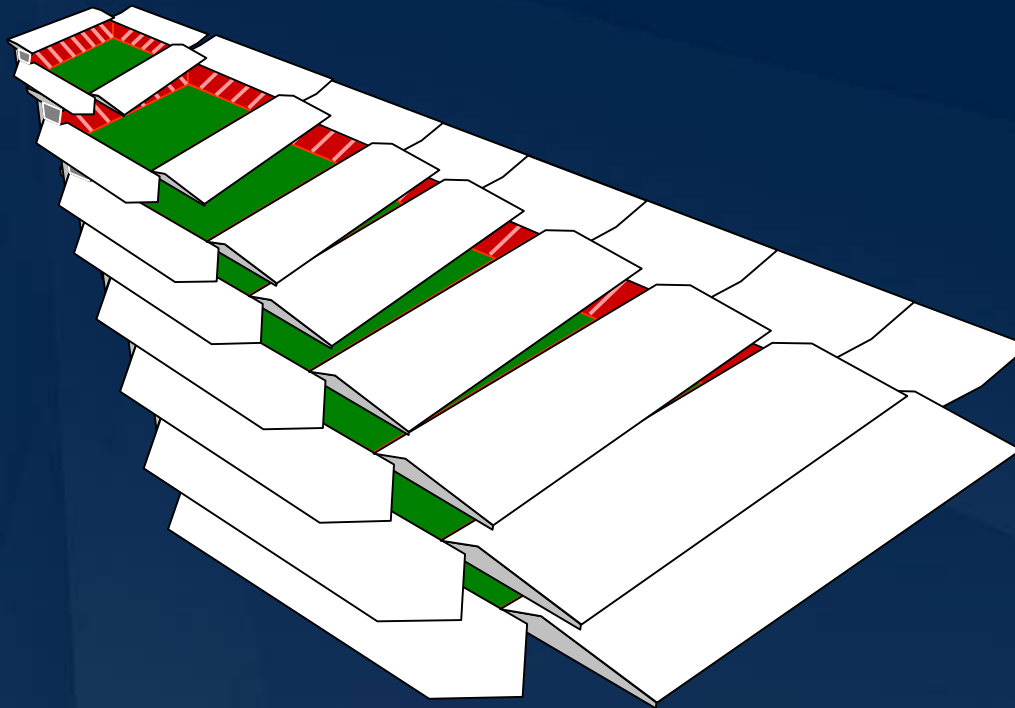
# Redandwhitekop.com

- 25,000 members
- 3.4 million posts
- 90,000 page views/day



# Anfield Road: 45,000 seats

Shared Offline



1.4 mln

# Anfield Road: 45,000 seats

Shared Offline



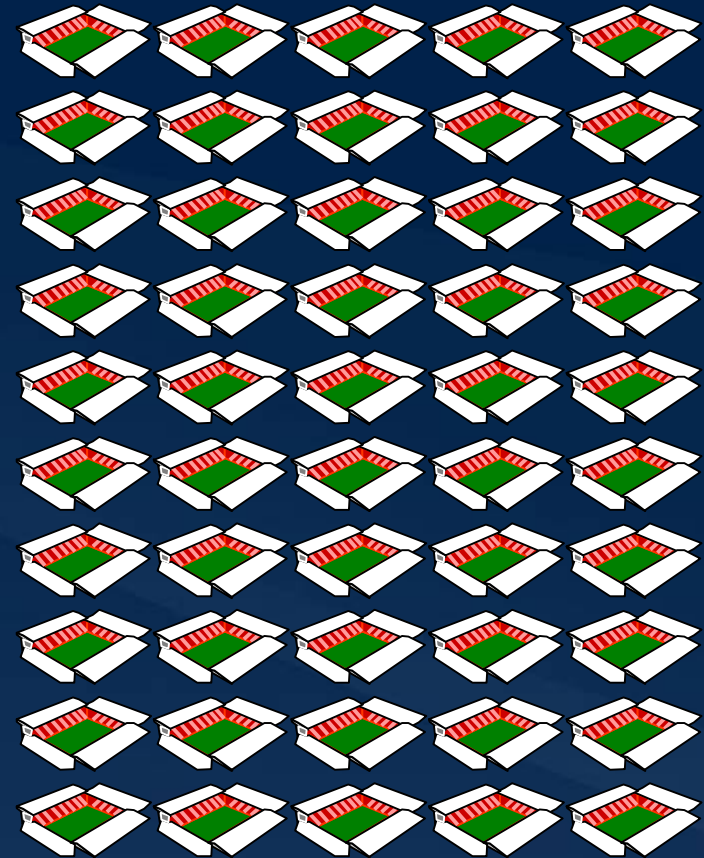
1.4 mln

Online



35 million

Shared Online



70 million



7th Anniversary

**PANERISTI.com**

THE UNOFFICIAL RESOURCE FOR OFFICINE PANERAI

2000 - 2007

*The place to learn and share all things Panerai since 2000*

**Public Forum**

Speak to other Paneristi

**Collector's Market**

Buy and sell rare and collectible pieces.

**Accessories Corner**

Buy and sell Panerai accoutrements.

**The One. The Original.**





# Luxury brand Panerai: Sharing can be huge

Shared Offline



25,000

Online



150,000

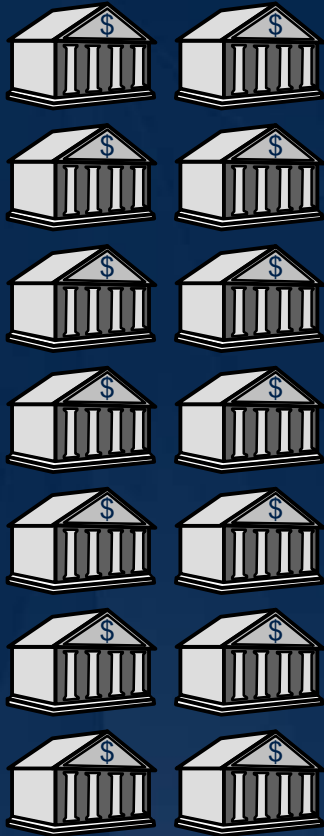
Shared Online



50,000

# A bank

Shared Offline



13 million

Online



28 million

Shared Online



1.1 million

# Agenda

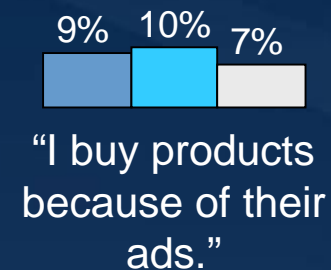
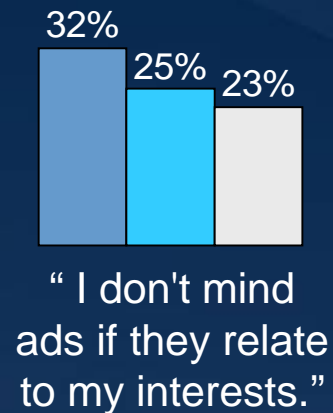
- The Net enhances the brand experience
- How will this affect your bottom line?
- What will be the effect in 2010?

# Brand Loyalty keeps dropping



Source: Forrester's European Benchmark Study 2002, 2003, 2004, 2006, and 2007

# Ads don't drive sales



■ Bloggers  
■ Critics  
■ Other

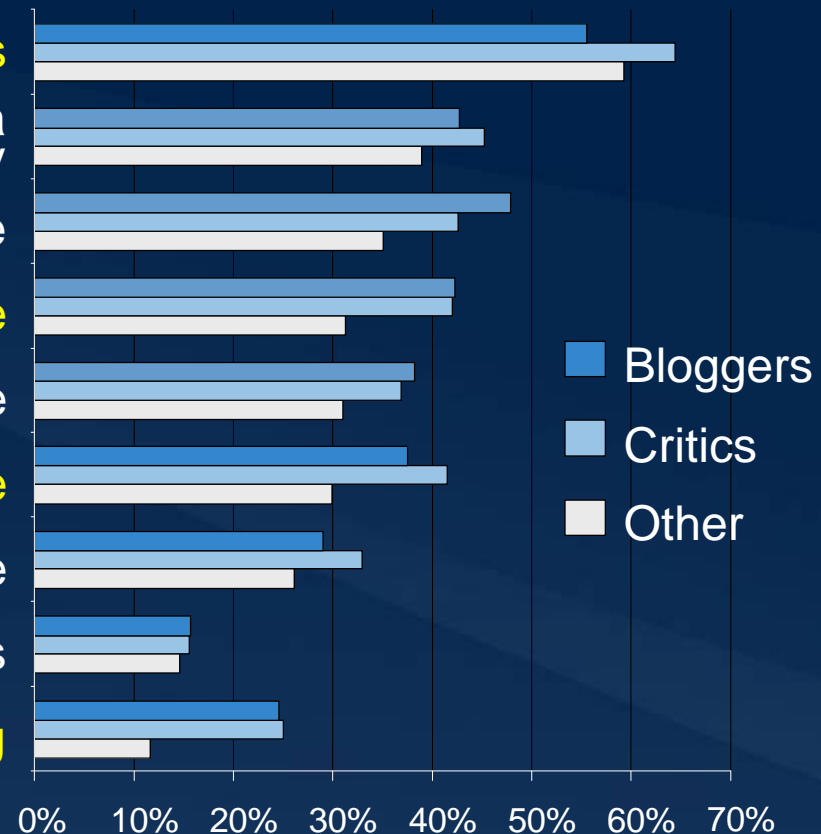
Base: 7,107 European online users

Source: Forrester's European European Media & Marketing Online Study Q3 2007

# Consumers never walk alone

*“For product information, I trust:”*

- Opinion of family/friends/colleagues
- A review of the product or service in a newspaper or magazine or on TV
- Information on a manufacturer's website
- Consumer review on a retailer's site
- Information you find via a search engine
- Consumer review on a product review site
- Information on a retailer's website
- Email newsletters
- A review by a blogger/on a Weblog



Base: 7,107 European online users

Source: Forrester's European European Media & Marketing Online Study Q3 2007

# Bloggers and critics spread the news

“Which of the following activities have you done online in the past 4 weeks?”



Base: 7,107 European online users

Source: Forrester's European European Media & Marketing Online Study Q3 2007

*Defense or Offense?*



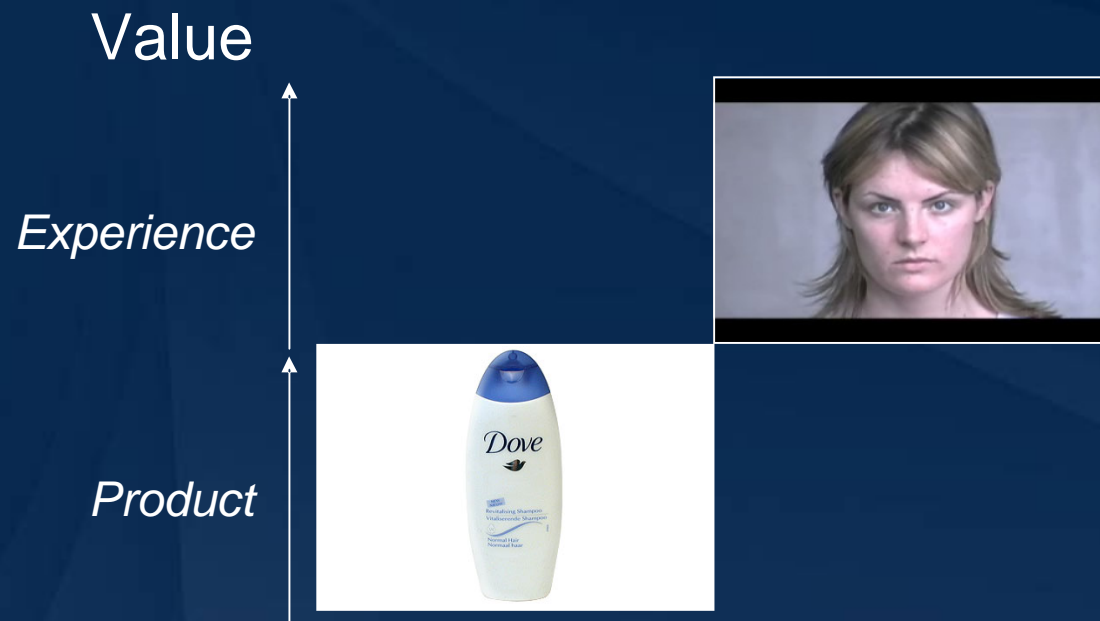


# Offense: Dove

*Product*



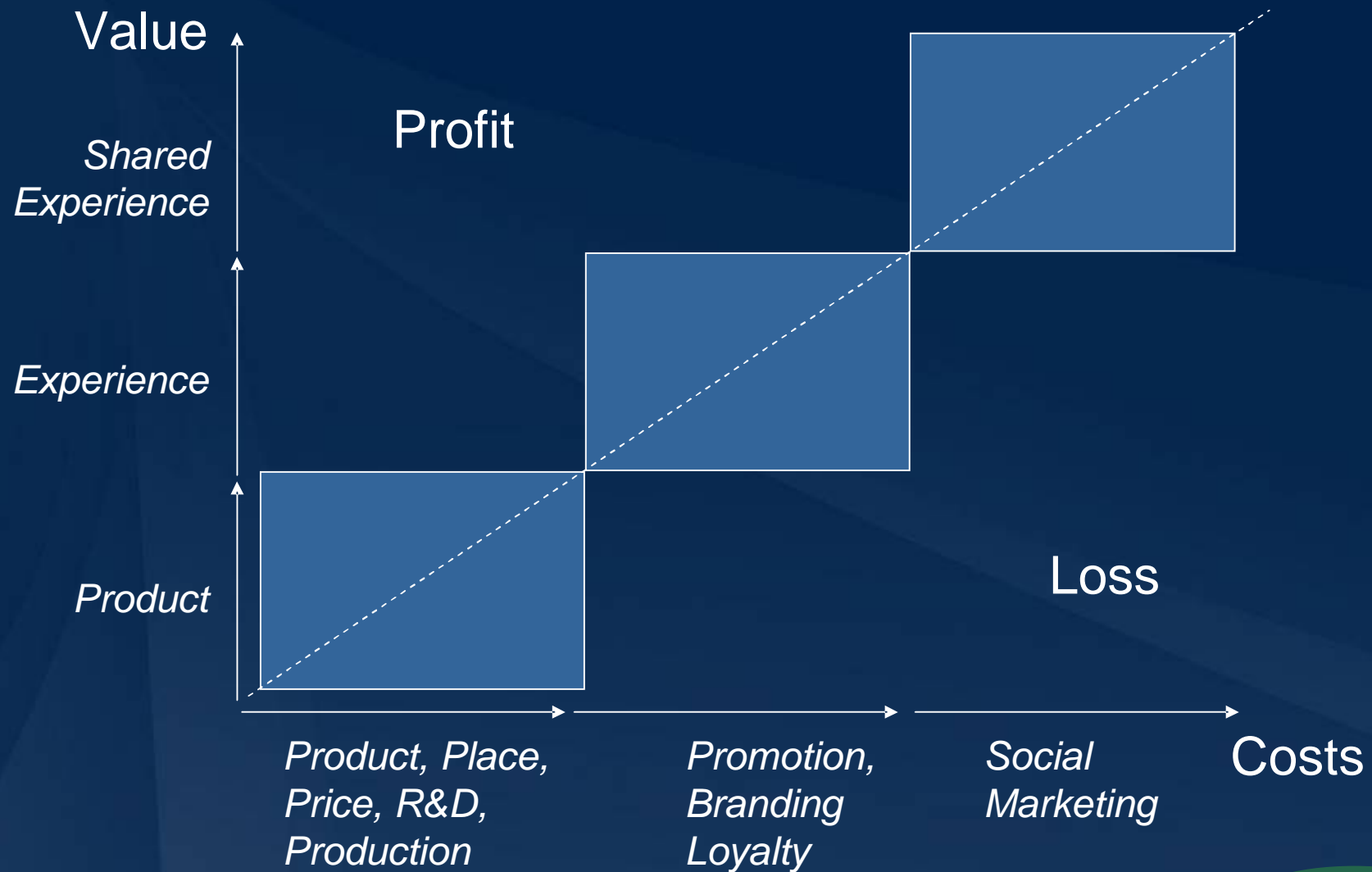
# Offense: Dove



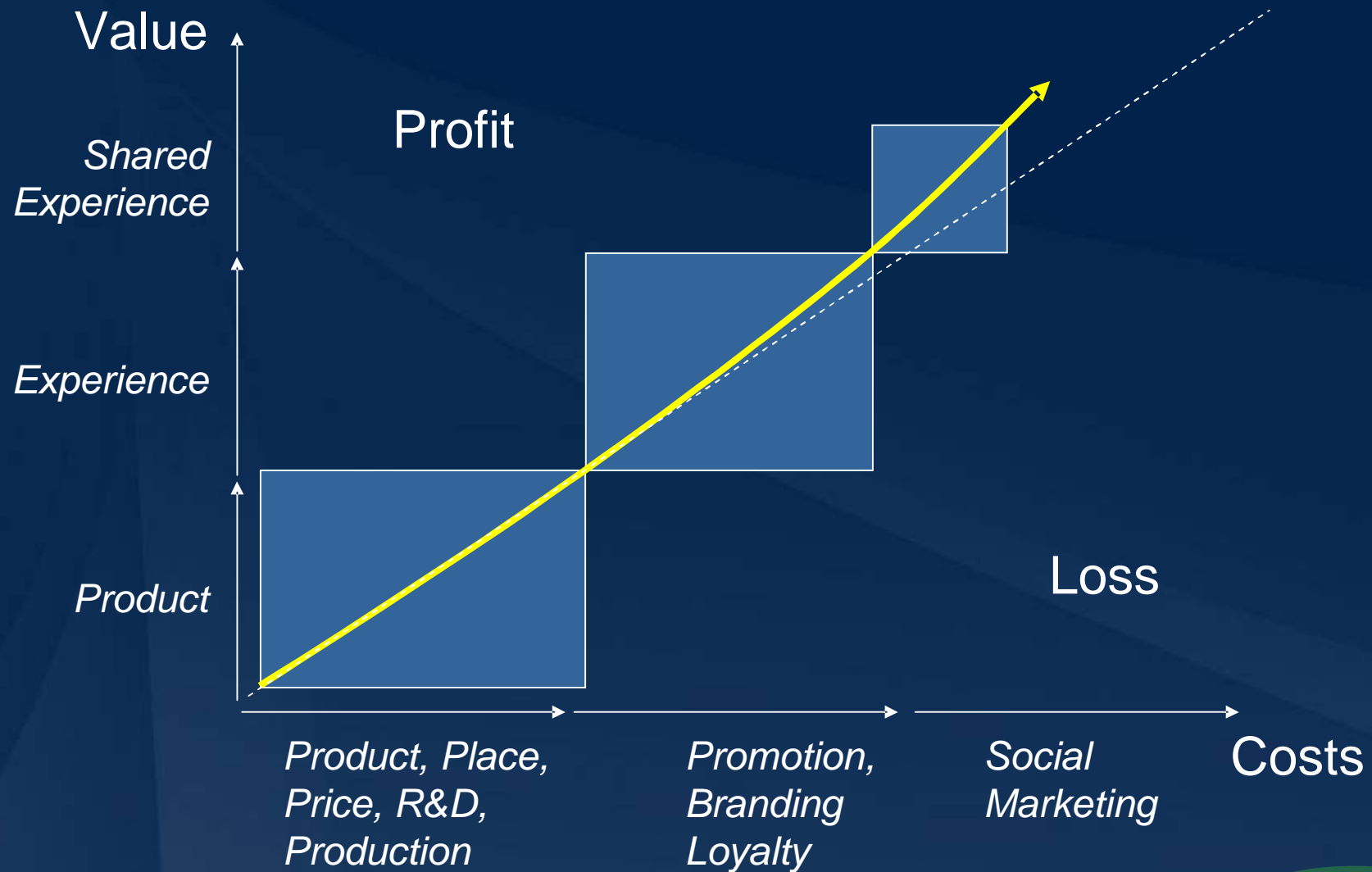
# Offense: Dove



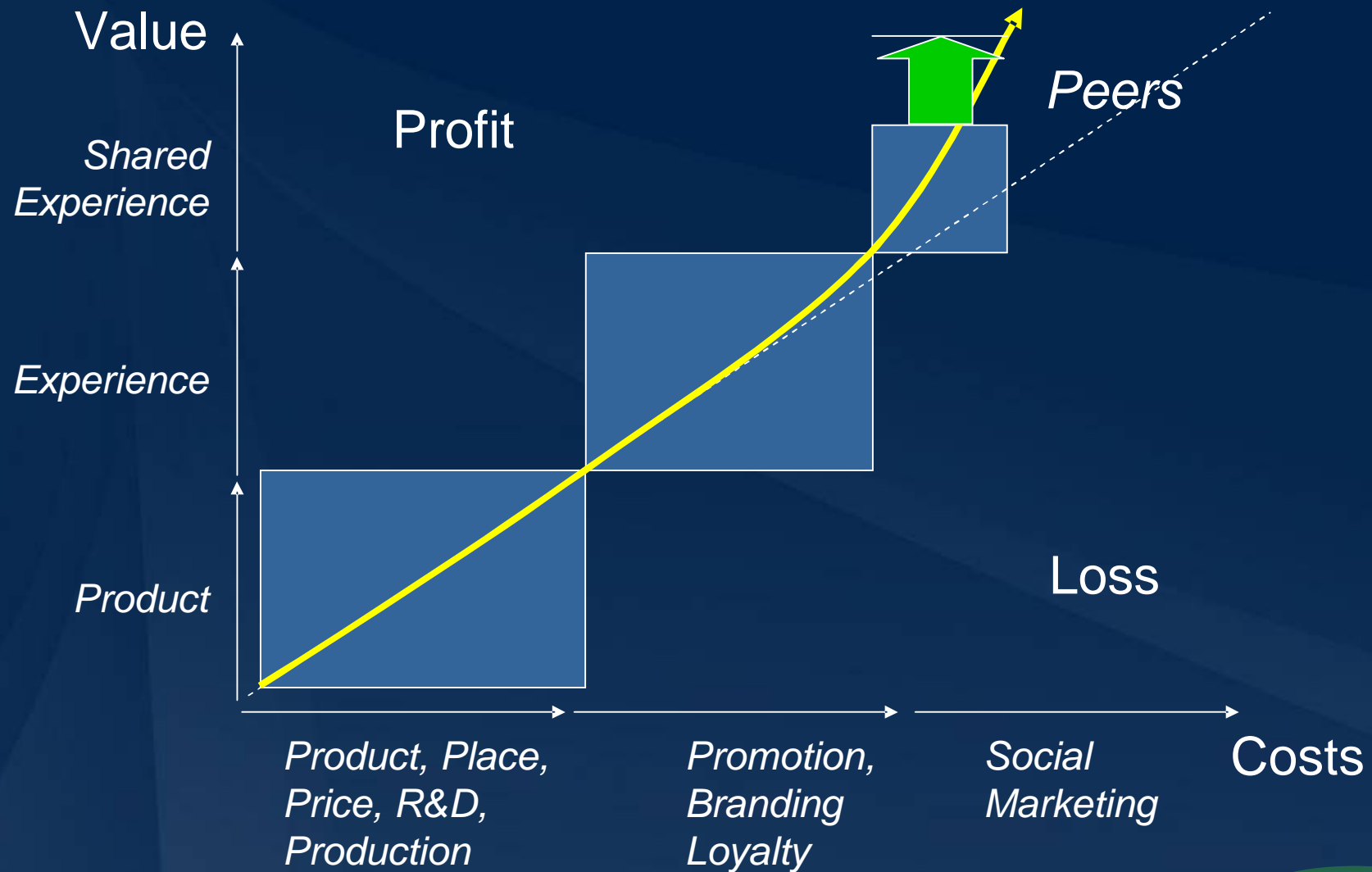
# Offense: Dove



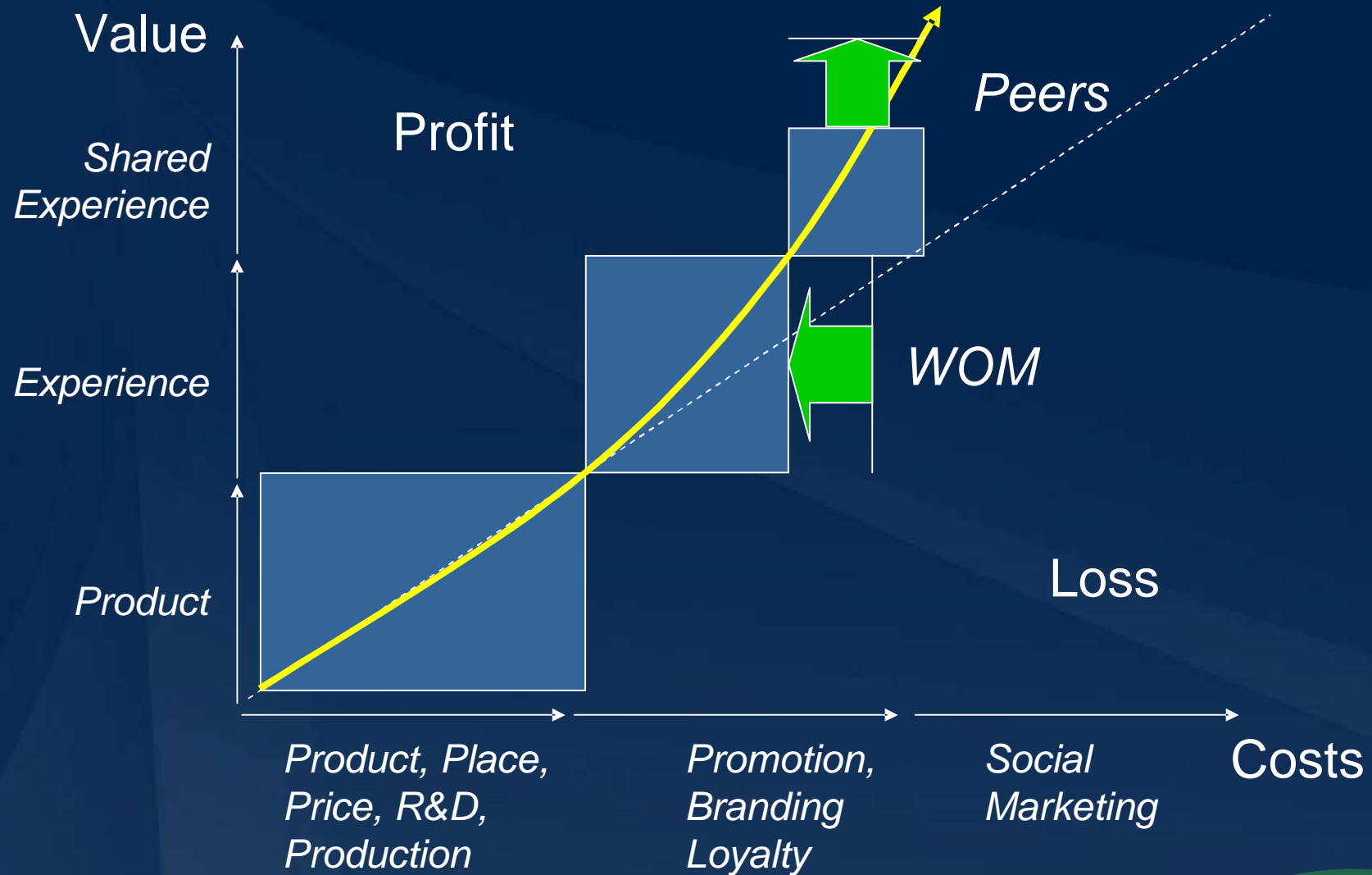
# Offense: Dove



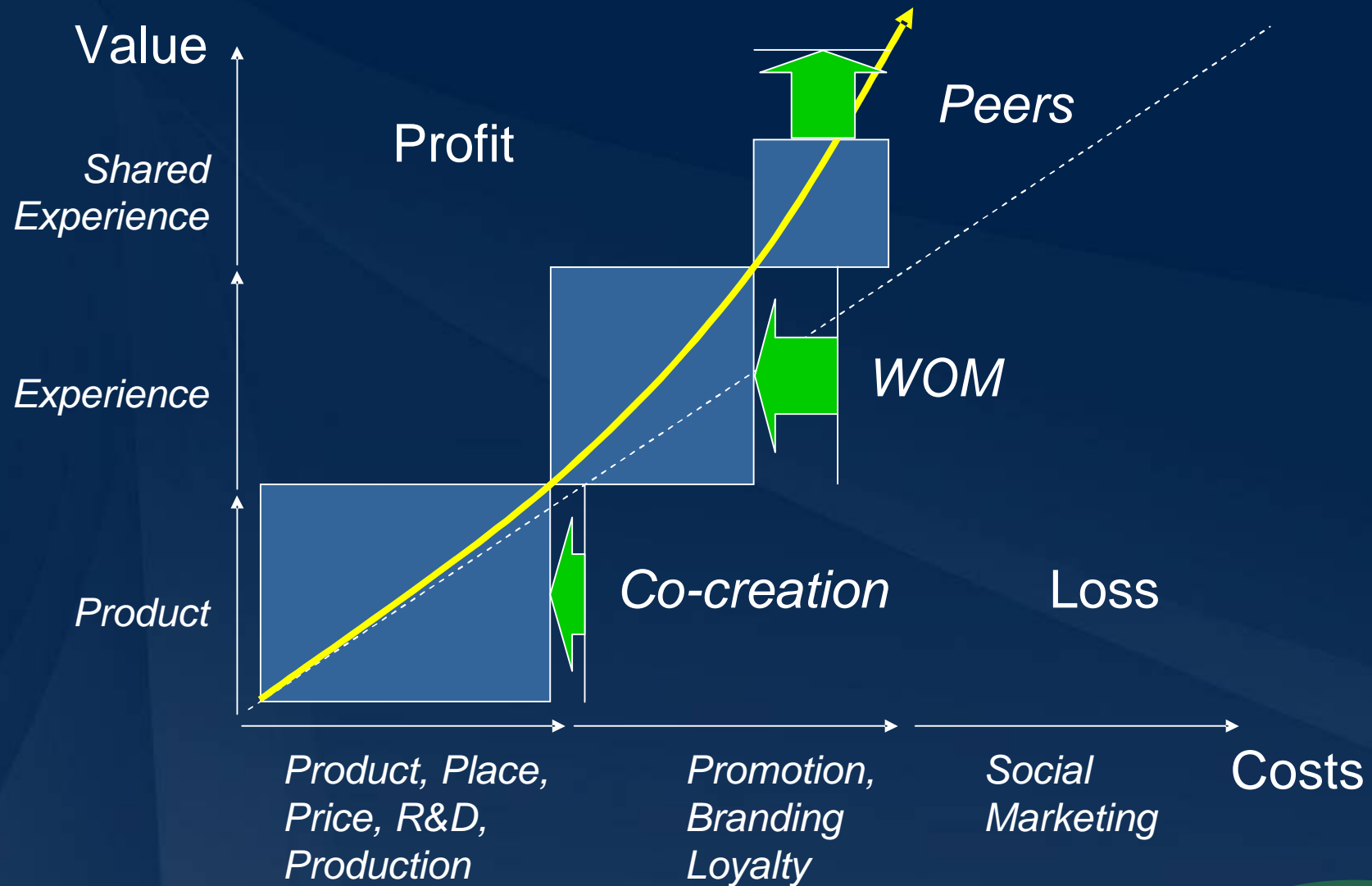
# Offense: Dove



# Offense: Dove

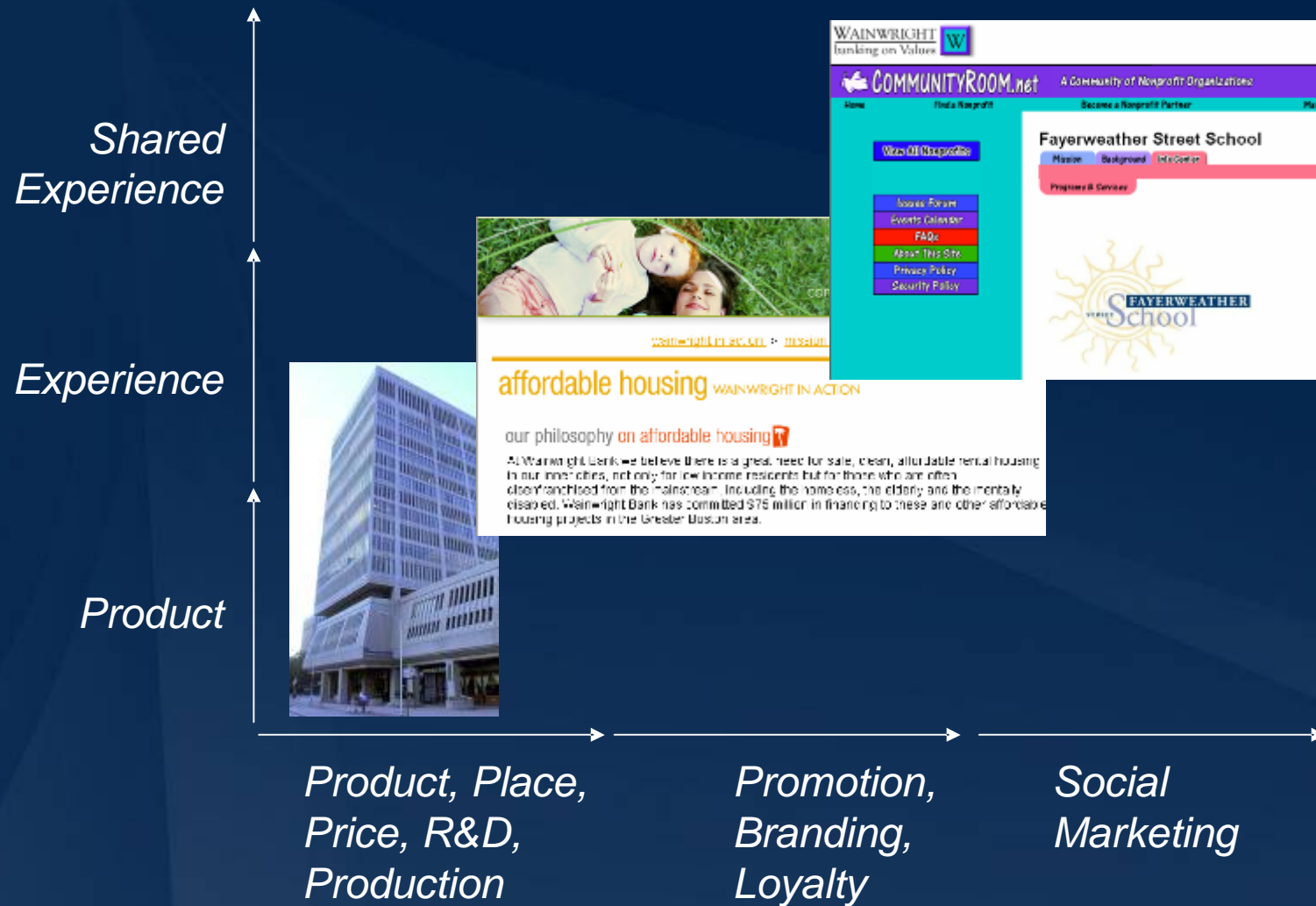


# Offense: Dove





# Offense: Wainwright



## Great Fellowship...(story inside)...>>>

November 1 2007 at 9:12 AM

hi gang

few days ago, i asked on the forum for a dealer in nyc where to find cape cod pouches

the first answer was : send me your mail adress & i will send u the pouch !!!

the wrap has landed !!!

thanx so much Michael Piero for your generosity & kindness

whats why i'm proud to be a member of our community, a great fellowship !!!

wanted to share it with all of you mates...

Tom Hagen aka PeeJay

### Responses

- [Yes, I'm really astonished how smoothe and fair...](#) - Flojo74 on Nov 1, 2007, 10:08 AM
- [can you post his email address now? !!! email hm coz i need one as well.](#) - tim on Nov 1, 2007, 10:35 AM

A US climate change policy with specific, mandatory limits on carbon emissions is good economic policy. That is why we at Ceres joined recently with 65 leading corporations and investors managing \$4 trillion in assets urging strong federal legislative and regulatory action on climate change. Our group includes Merrill Lynch, BP America, F&C Asset Management and Allianz SE, as well as leading pension funds in California, North Carolina, New York state and New York City.

08/01/2007 10:28 PM



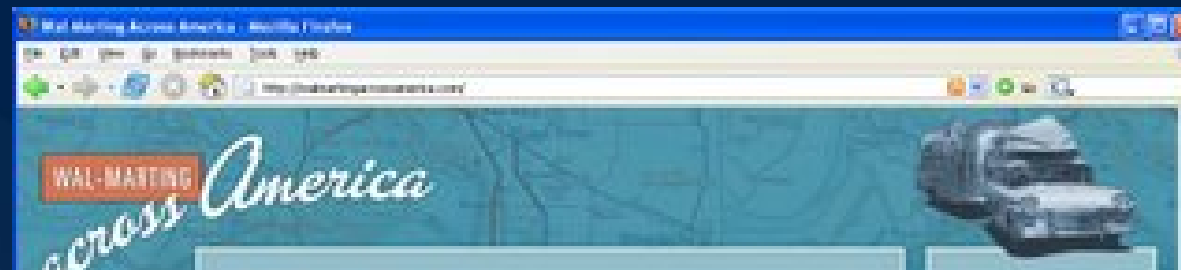
**xxfayexx**  
Posts 1  
Member Since  
08/01/2007

Hi,  
my names faye, and i wanted to let you know that i feel exactly the same way as you!  
Im 16 and a size 14. i constantly think about how horrible i look compared to other people. i was a size 10 last summer and i have put on so much weight over the past year!

Dont feel like ur the only girl that feels like this. all of the girls in my friendship group are so skinny and pretty and it really upsets me.

hopefully we'll both be able to lose the wieght we want!  
xx

Reply : Quote Original : Top of the page : Bottom of the page



## Nicole Nominates Stephan for Boss of the Year



Dallas, TX -- Nicole Brown is quick to praise her manager, Stephan Gordon for making her working environment so positive. The feeling is mutual as Stephan takes time out from his round-the-clock rush during inventory to sing her praises as well, here in the Montfort Drive Wal-Mart Supercenter.

POSTED BY JIM ON OCTOBER 1, 2006, AT 1:41 AM

As a manager and the chosen Boss of the Year, I should say that the beginning with me here.

After Donald Gordon, Bruce and Don Gordon in San Antonio, Texas, and the early days, we are Don and I, we went up and ready to go, although not ready like it is in Wal-Mart Supercenter. He pulled into the parking lot and I had my car up, we asked who? He looked at Wal-Mart along with me right for free. As we looked up right hand side, we saw a new advertisement was there.

As I look around the store there are no one in the store, about how Wal-Mart -- now is every time we. The idea just sort of came together. He was the one and drive across the country is a great idea. Wal-Mart getting for every night.

He is about to say he is able to tell a story in America and only starting at Wal-Mart. He added to get permission from Wal-Mart to do so and when people outside Working Families allowed to tell to people and take pictures is what, I've looked since the years that it's there.

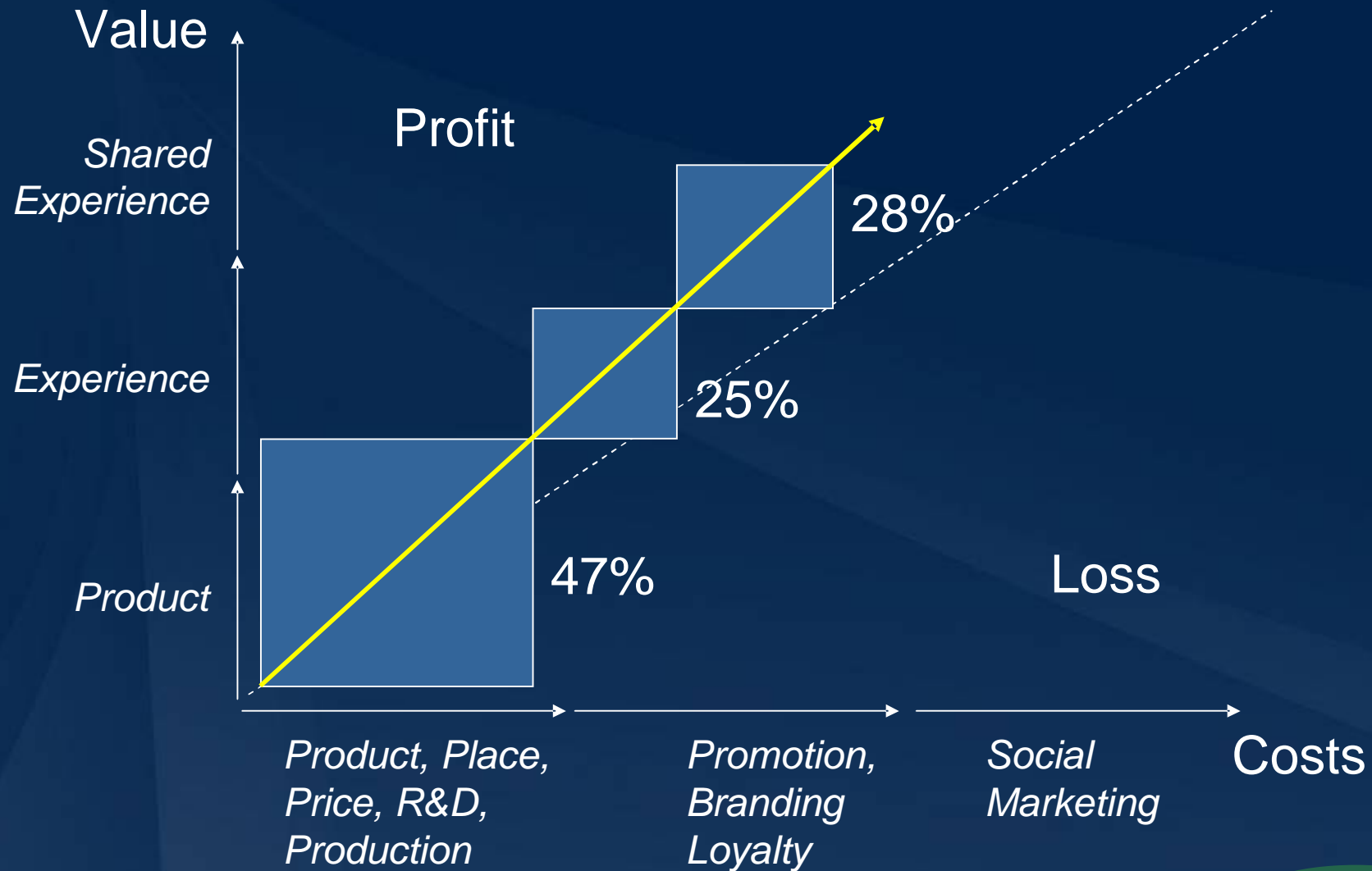
When they said they would sponsor the trip, it was a perfect way to present it, just after the fact but here, right out there. What other could say so to that?

Working Families for Wal-Mart wants to get it done for people. I wanted to make this trip as

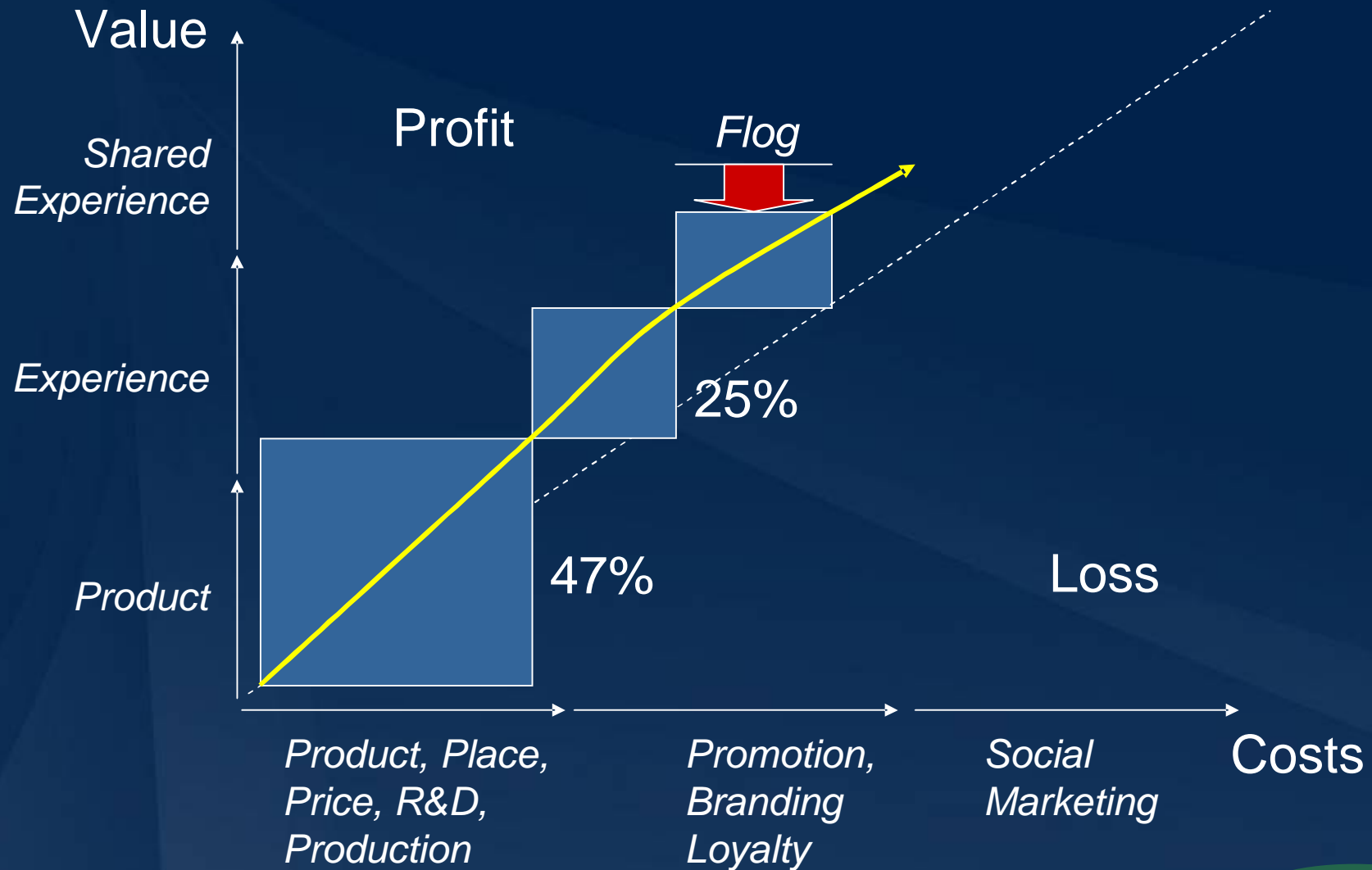


Dallas, TX - Kearra Edwards has been a Cashier Associate at the Montfort Drive in Dallas, Texas since the store opened in January 2006. Here she is going the extra mile to place bags in a customer's cart.

# Financial Services firms



# Defense



Search ▾



Applications edit



Photos



Groups



Events



Marketplace

▼ more

## Stop the Great HSBC Graduate Rip-Off!!!

Global

## Information

## Group Info

Name: Stop the Great HSBC Graduate Rip-Off!!!

Type: Student Groups - Political Groups

Description: UPDATE, UPDATE, UPDATE, UPDATE  
\*\*\*\*\*

HSBC have contacted NUS to discuss this campaign. Following our discussions and negotiations, HSBC have decided to freeze interest on 2007 graduate overdrafts up to £1,500, with future policy subject to review. All those recent graduates who have been subject to additional interest charges this August will be eligible for a refund.

Following this development, we will suspend the planned action on 4 September at HSBC HQ. We will send out a further communication later today.

Please see the joint NUS/HSBC press release here:  
<http://www.officeronline.co.uk/news/274602.aspx>

Please see the NUS Press release here:  
<http://www.officeronline.co.uk/news/274606.aspx>

This story is BBC News' most read story of the day:  
<http://news.bbc.co.uk/1/hi/education/6970570.stm>

NUS would like to thank you all for your involvement in this campaign. The commitment, time and energy shown by the members of this group has precipitated real change. Despite all those who suggested that our concerns would not be listened to, our voice has been heard. HSBC have agreed to continue a dialogue with

[View Discussion Board](#)[Join this Group](#)

Share +

## Officers

[Ama Uzowuru \(London\)](#)

Vice-President (Welfare), National Union of Students

[Wes Streeting \(London\)](#)

Vice-President (Education), National Union of Students

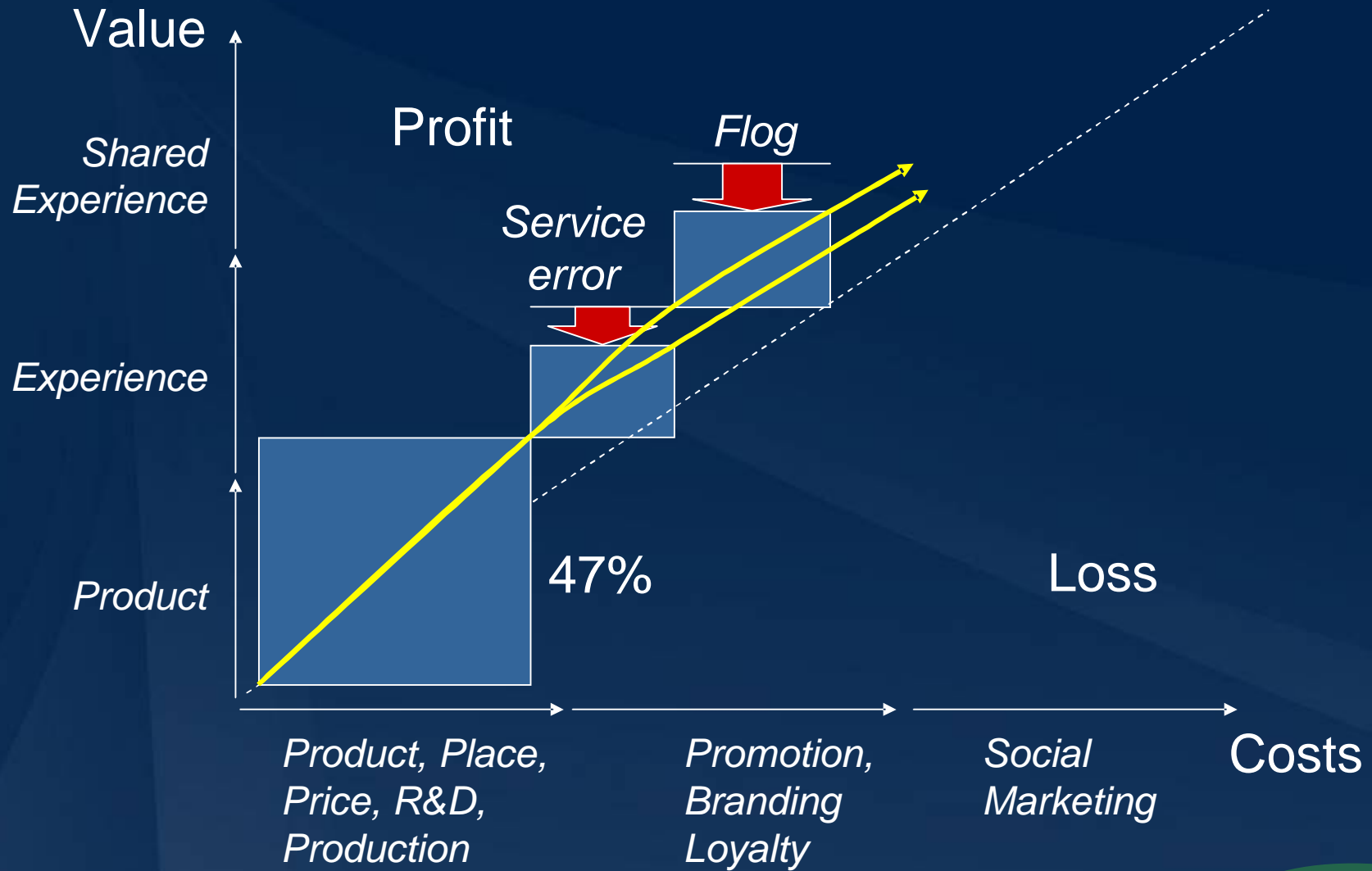
## Group Type

This is an open group. Anyone can join and invite others to join.

## Admins

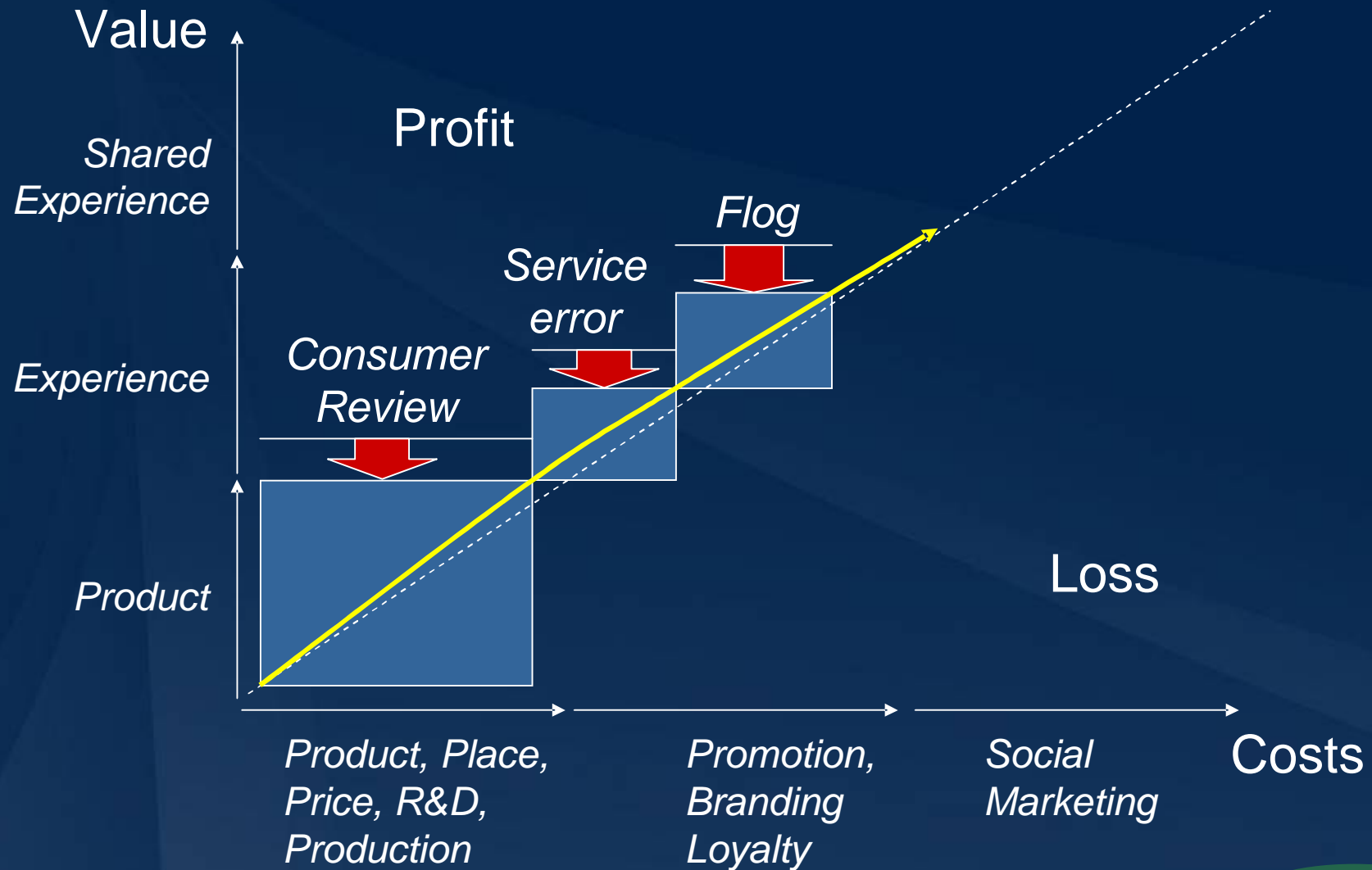
- [Wes Streeting \(London\)](#) (creator)
- [Ama Uzowuru \(London\)](#)
- [Alastair McLeod \(University of Bristol\)](#)
- [Martin Farr \(Northumbria\)](#)
- [Alex Jones \(London\)](#)

# Defense





# Defense





# P O S T

People

Objectives

Strategy

Technology

*Defense*

Isolated

Low cost

Product

Monitor,  
Respond

*Offense*

Networking

High Value

Story


Network,  
Enabling



# Agenda

- The Net enhances the brand experience
- How will this affect your bottom line?
- What will be the effect in 2010?

Web [Images](#) [Video](#) [News](#) [Maps](#) [Mail](#) [more ▼](#)

   [Advanced Search](#)  
[Preferences](#)

**Web**

**[E4S Finance - information on banks, accounts, loans and student ...](#)**  
 Dedicated to helping you make the most out of your **student loan**, getting hardship **loans** from your university and ... 0% balance transfer. **HSBC** - 12 months. ...  
[www.e4s.co.uk/docs/banks-and-finance.htm](http://www.e4s.co.uk/docs/banks-and-finance.htm) - 17k - [Cached](#) - [Similar pages](#) - [Note this](#)

**[HSBC Loan - Get a Quote](#)**  
**HSBC Loan** - Compare **loans** and find the right one for you, whatever the purpose ... **Loan** Calculator - Compare deals Get online Quotes from leading **UK** lenders ...  
[www.fairinvestment.co.uk/hsbc\\_loan.aspx](http://www.fairinvestment.co.uk/hsbc_loan.aspx) - 28k - [Cached](#) - [Similar pages](#) - [Note this](#)

**[HSBC Student : Read reviews and compare prices at Ciao.co.uk](#)**  
**HSBC Student**: Compare prices for Credit Cards. Read 10 reviews for **HSBC Student** and make a ... Plus there are 300 more **loan** deals at debtbusterloans.com. ...  
[www.ciao.co.uk/HSBC\\_Student\\_\\_5330229](http://www.ciao.co.uk/HSBC_Student__5330229) - 65k - [Cached](#) - [Similar pages](#) - [Note this](#)

**[Loans for postgraduates](#)**  
**Loans** for postgraduates. The majority of banks in the **UK** will only lend to **UK** nationals. If you are a European or overseas **student** you could approach your ...  
[www3.imperial.ac.uk/registry/finance/loansforpostgraduates/](http://www3.imperial.ac.uk/registry/finance/loansforpostgraduates/) - 62k - [Cached](#) - [Similar pages](#) - [Note this](#)

**[student bank account - student loan credit cards by TheBigChoice](#)**  
**HSBC** Lloyds Royal Bank of Scotland Ulster Bank (NI), [www.natwest.com/graduates](http://www.natwest.com/graduates) ... **student** bank account, **loan**, credit cards, graduate, **uk**, consolidation ...  
[www.thebigchoice.com/Money/Banks\\_and\\_Building\\_Societies.html](http://www.thebigchoice.com/Money/Banks_and_Building_Societies.html) - 33k - [Cached](#) - [Similar pages](#) - [Note this](#)

### [HSBC submits to online student protest - Times Online](#)

Barclays blames **HSBC** for Bank of England **loan** ... Facebook, currently the fastest growing network in the **UK**, was developed by Mark Zuckerberg while he was ...

[business.timesonline.co.uk/tol/business/industry\\_sectors/banking\\_and\\_finance/article2356027.ece](http://business.timesonline.co.uk/tol/business/industry_sectors/banking_and_finance/article2356027.ece) - [Similar pages](#) - [Note this](#)

### [Professional Studies Loan: HSBC Bank UK](#)

Post graduates are eligible to apply for our **Student** Service. You could qualify for a £1500 ... Home - **HSBC Bank UK**. The world's local bank. Site search: ...

[www.hsbc.co.uk/1/2/personal/loans/professional-studies-loan](http://www.hsbc.co.uk/1/2/personal/loans/professional-studies-loan) - 33k - [Cached](#) - [Similar pages](#) - [Note this](#)

### [Student anger at rise in loan interest rates | Students ...](#)

News that interest rates on **UK student loans** will double from tomorrow to ... Unlike the **HSBC** campaign, where students and graduates threatened to close ...

[education.guardian.co.uk/students/finance/story/0,,2160133,00.html](http://education.guardian.co.uk/students/finance/story/0,,2160133,00.html) - 49k - [Cached](#) - [Similar pages](#) - [Note this](#)

### [HSBC Student Credit Card | Credit Cards | My Loan Quote UK](#)

**HSBC student** credit card reviews, fees and benefits at My **Loan Quote UK**.

[www.myloanquote.co.uk/compare-credit-cards-uk/hsbc-student-credit-card.html](http://www.myloanquote.co.uk/compare-credit-cards-uk/hsbc-student-credit-card.html) - 26k - [Cached](#) - [Similar pages](#) - [Note this](#)

Go o o o o o o o o o o o o g  
1 2 3 4 5 6 7 8 9 10

Web [Images](#) [Video](#) [News](#) [Maps](#) [Mail](#) [more](#) ▼


**Google**   [Advanced Search](#) [Preferences](#)

Web [Video](#) [News](#) [Images](#)

**Dove**  
[www.dove.com](http://www.dove.com)   Gebruik **Dove** verzorgingsproducten voor 'n schoon & verzorgd gevoel

**DOVE**  
**DOVE** -Skin, body cleansing and hair care products, beauty advice for all skin and hair types. Our mission is to make more women feel beautiful everyday. ...  
[www.dove.com/](http://www.dove.com/) - 10k - [Cached](#) - [Similar pages](#) - [Note this](#)

**Campaign For Real Beauty**  
The **Dove** Campaign for Real Beauty is a global effort that is intended to serve as a starting point for societal change and act as a catalyst for widening ...  
[www.campaignforrealbeauty.com/](http://www.campaignforrealbeauty.com/) - 8k - [Cached](#) - [Similar pages](#) - [Note this](#)

 **YouTube - dove evolution**  
Ogilvy Toronto, Tim Piper, Mike Kirkland, Janet Kestin, Nancy ...  
[Watch video](#) - 1 min 14 sec - ★★★★★  
[www.youtube.com/watch?v=iYhCn0jf46U](http://www.youtube.com/watch?v=iYhCn0jf46U)

**Dove.com**  
Visit **Dove.com** for the latest beauty, skin and hair care information and special offers on **Dove** products - Beauty Bars, Body Wash, Anti-Perspirant/Deodorant ...  
[www.dove.us/](http://www.dove.us/) - 13k - [Cached](#) - [Similar pages](#) - [Note this](#)

**Dove Family Approved Videos, DVDs and Movies**  
The **Dove** Foundation is a nonprofit organization whose mission is to encourage the creation, production, distribution and consumption of family friendly ...  
[www.dove.org/](http://www.dove.org/) - 27k - [Cached](#) - [Similar pages](#) - [Note this](#)

DoubleClick  
Youtube MySpace  
Talk Blogger Gmail  
AdSens  
Search Online video  
Web site  
Print ads Maps  
AdWords TV  
Retail  
IPTV Billboards Orkut  
Books Mobile







# Thank you

Jaap Favier

[jfavier@forrester.nl](mailto:jfavier@forrester.nl)