



PRESENTATION BY ARUN SHARMA

AT THE FORUM:

**"MARKET LEADERS AND SCENARIOS
FOR THE 21ST CENTURY"**

March 13, 14 and 15, 2009
"Villa d'Este" – Cernobbio (Como)

Reproduced by The European House-Ambrosetti for internal use only.

Modern Focus of Consumer Marketing

Seeking a Share of the Heart

Arun Sharma
University of Miami



Outline

- The Age of Turbulence
- Diversity
- Market Shifts
- Competitor Shifts
- Share of the Heart



2

The Age of Turbulence

- Interlinked Economies
- Price Increase in Resources
 - Price Pressures by Consumers
- Reduction in Loyalty by Customers
- Rise of China and India (Low Cost Products)
- Growth of Specialists

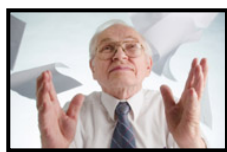


© Arun Sharma, All Rights Reserved

3

Customer Diversity -- Four Generations

- Traditionalists (born before 1946)
 - Patriotic (Duty, Honor, Country), Risk Averse, Conformists, Logical, Patient
- Baby Boomers (born 1946-1964)
 - Importance of job, Very competitive, Desire to Make a Difference, Forever Young



© Arun Sharma, All Rights Reserved

4

Customer Diversity -- Four Generations

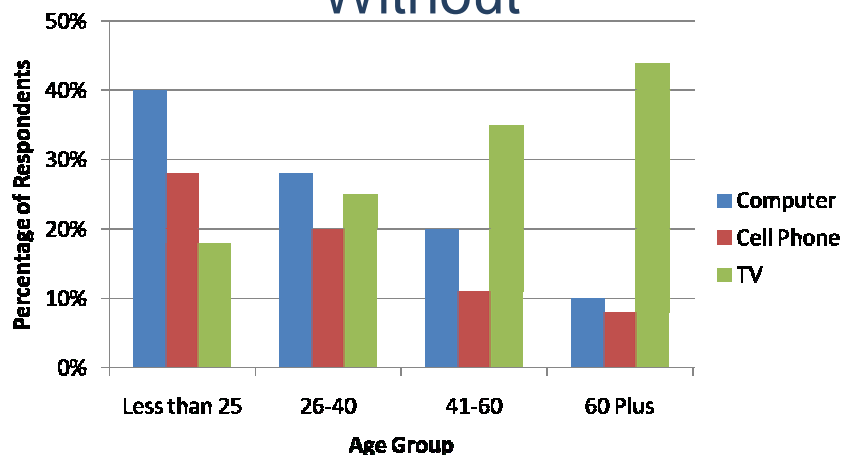
- **Gen X, Baby Busters (born 1964-1980)**
 - Self-reliant, independent, Entrepreneurial, Life/Career Balance, Loyal to People, Diversity, Techno-literacy
- **Millennials, Gen Y, (born after 1981)**
 - Instant gratification /Stimulus junkies, Ambitious but appear aimless, Adult-olescent, Optimistic, Civic-minded, Pack Animals, Diverse /Globally-oriented, Techno-savvy/Multi-taskers



© Arun Sharma, All Rights Reserved

5

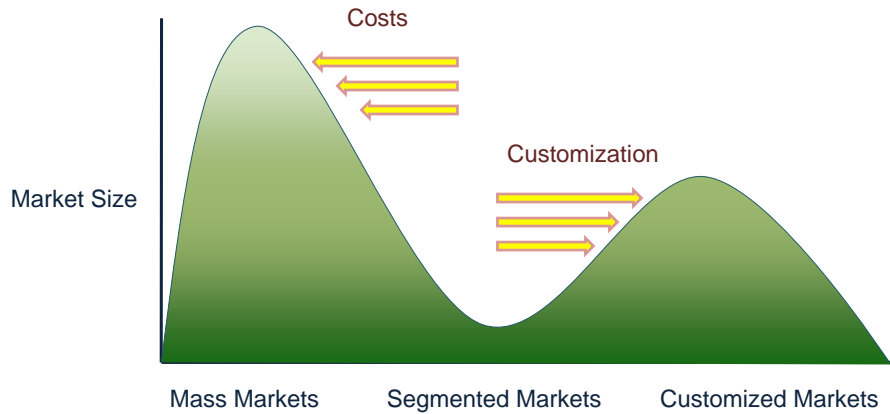
Customer Diversity -- Devices That They Could Not Live Without



Source: Cisco IBSG 2007



Emerging Markets

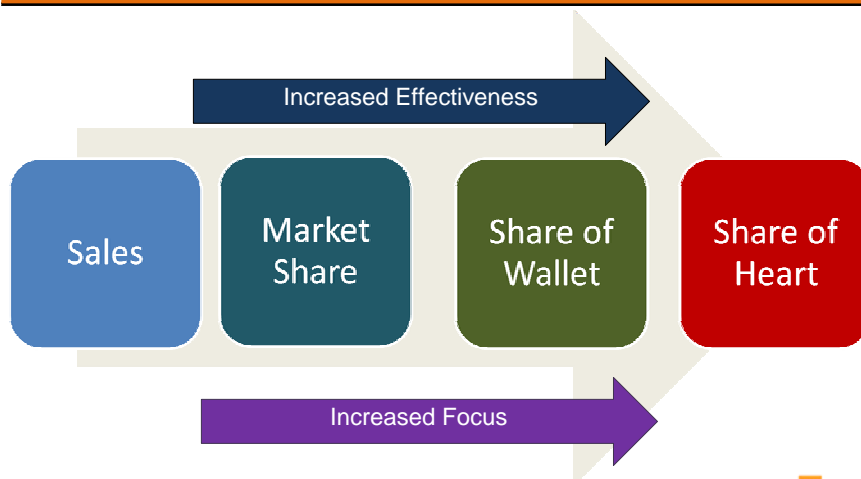


© Arun Sharma, All Rights Reserved



7

Evolution of Businesses



© Arun Sharma, All Rights Reserved



Share of Heart

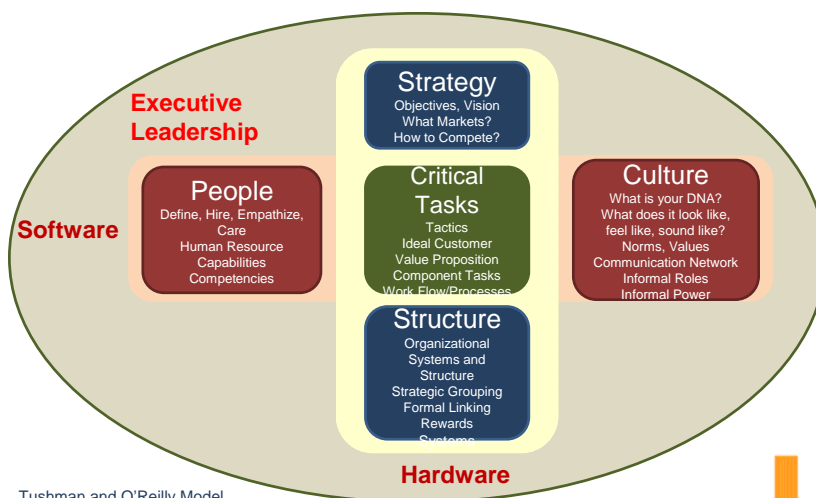
- Nurture Community
- Nurture Supporters
- Nurture Employees
- Nurture Users
- Nurture Nature



© Arun Sharma, All Rights Reserved

9

Strategy Alignment Model



Tushman and O'Reilly Model

© Arun Sharma, All Rights Reserved



Share Information (Woot)

woot! Log in Hi, are you new? Start here.

today's woot | blog | community | write us | what is woot?

DISCUSSION ON TODAY'S WOOT
 Got something of value to say about today's Woot? You'd be the first. Somebody, anybody, give us a quality post. We're dying here.

Join This Discussion 30 comments

© Arun Sharma, All Rights Reserved

Share Current Information -- Woot

Statistics

SPEED TO FIRST WOOT: On 24.07.05
 FIRST SUCKER: MKeller14
 LAST WOOTER TO WOOT: Woot

PURCHASER EXPERIENCE	PURCHASER SENIORITY	QUANTITY BREAKDOWN
12% first woot	8% joined today	33% bought 1
27% second woot	1% one week old	3% bought 2
24% 1-10 woots	1% one month old	2% bought 3
24% 11-20 woots	28% one year old	
20% 21+ woots	62% one year old	

PERCENTAGE OF SALES PER HOUR:

Hour	Percentage
12	22%
1	7%
2	2%
3	2%
4	2%
5	2%
6	6%
7	13%
8	19%
9	25%
10	2%
11	2%
12	2%
1	2%
2	2%
3	2%
4	2%
5	2%
6	2%
7	2%
8	2%
9	2%
10	2%
11	2%

WOOTS BY STATE:

0% wooters wooting | lots of wooters wooting

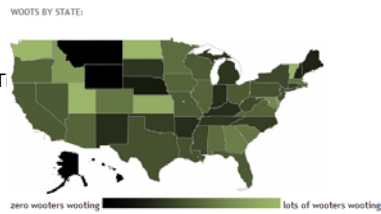
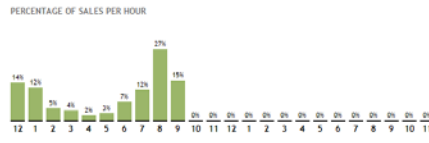
© Arun Sharma, All Rights Reserved

Old Statistics



Philips 42" 1080p LCD HDTV
Price \$655
Date: January 26, 2009

Current numbers
First sucker: medic0926
Speed to first woot: 1m 1.423s
Last wooter to woot: alinalindgren
Last purchase time: 9:32:00 AM Central T
Order pace: 0m 54.564s
Woot wage: \$43,362.57
Woots sold: 629



13

Involve the Community -- Threadless

The screenshot shows the Threadless website interface. At the top, there are navigation links for 'Guys', 'Girls', 'Participate', and 'Info'. A main banner reads 'New tees for MONDAY, NOVEMBER 17'. Below this is a grid of t-shirt designs, each with a price tag of \$16. To the right, there are promotional banners: 'AMAZING TEES Always on sale!' and 'New tees and prints EVERY MONDAY!'. At the bottom, there is a 'PROMOTIONS!' section with the Threadless Loves logo.

© Anun Sharma, All Rights Reserved



14

Involve the Community -- Threadless

Submit an idea for a chance at fame, friends & **TWENTY-FIVE HUNDRED DOLLARS!**

Design

a. Get your idea ready to be submitted.
Take some time to come up with the best original idea you can think of. We're not talking your fraternity's logo or a photo of your new puppy. We're talking an idea so amazing that your eyeballs may explode if you stare too long!

Use our submission kit for templates and to learn about all the various incredibly awesome specialty ink and print methods we offer.

b. Submit your idea to Threadless.
Use the templates provided in the submission kit to prepare your design file. Click the "Submit a design" button below, follow the instructions and fill out the form to submit your design for presentation to the Threadless community.

c. The community rates & comments on your idea.
Over a period of 7 days, the Threadless community will score and comment on your submission. These scores and comments will help us decide which designs should become the next Threadless best!

d. If your idea is selected for print, you'll receive:

- \$2,000 in cash
- \$500 Threadless Gift Certificate (can be redeemed for \$200 cash)
- \$500 in cash each time your design is registered
- Up to \$10,000 more if you win a "Best" in the Threadless Awards
- XX Alumni Club membership including a Medal of Honor and other goodies

[Submit a design](#)

Critique

Not sure if your design is ready? Why don't you submit it for a critique? You can get constructive feedback on your ideas to help you finalize your design before submitting it for scoring!

[Submit a critique](#)

Submit a slogan!
If we print it, you get **\$500**

Did you know that every Type Tee begins as a slogan submission? Think you got one?

[Click here to submit!](#)

© Arun Sharma, All Rights Reserved



15

Involve the Community -- Threadless

The screenshot shows the Threadless website interface. At the top, there's a navigation bar with "Threadless" logo, "Guys", "Girls", "Participate", and "Info" links. Below the navigation, there's a "Score some designs, whydon'tcha?" section. The main content area displays a grid of 20 design submissions, each with a thumbnail image, a title, and the creator's name. On the right side, there's a "Show me" filter panel with options for "All designs", "In the running", "Completed scoring", and "Printed designs". There's also a search bar for "With keyword(s)".

© Arun Sharma, All Rights Reserved



16

Conclusion -- Seek Share of the Heart

- Nurture Community
- Nurture Supporters
- Nurture Employees
- Nurture Users
- Nurture Nature

