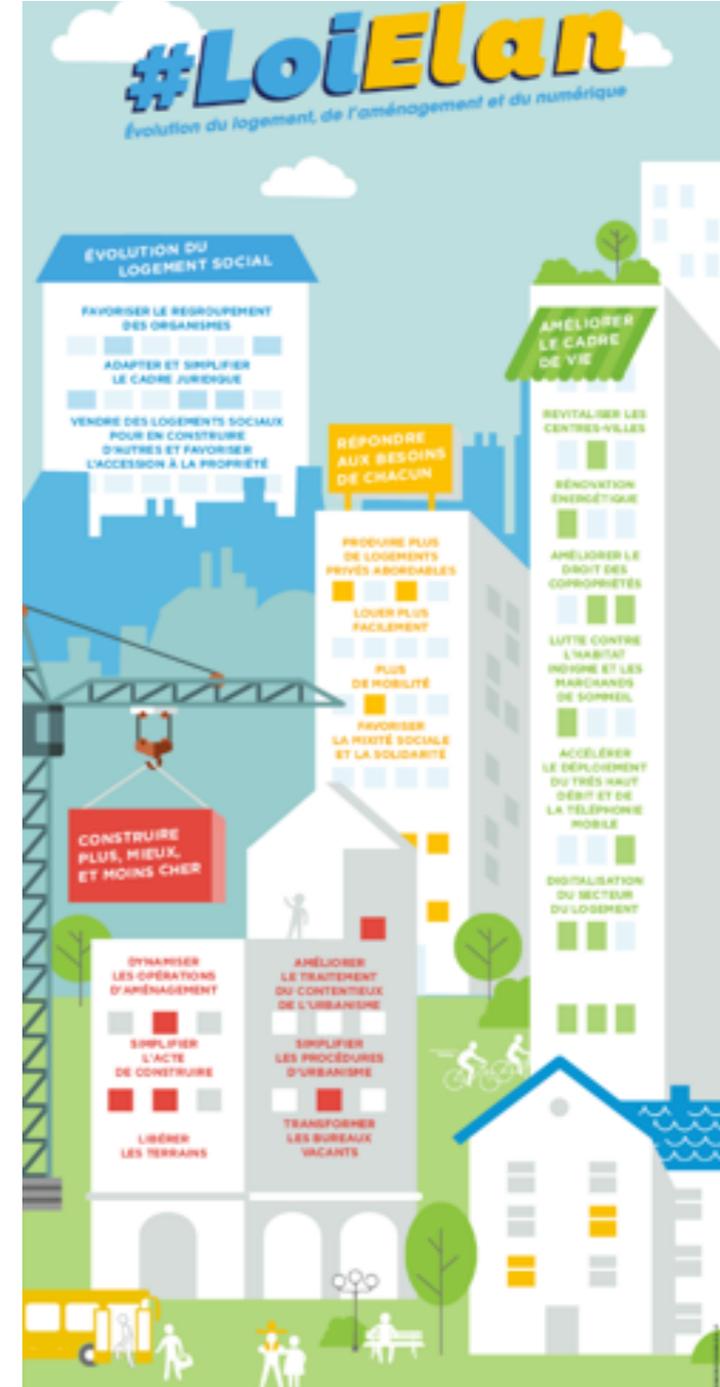


Les Atouts du digital





NO LIMIT
NBIC
VUCA



CULTURE
AGILITÉ
SCRUM



STRATÉGIE
CONTENUS
INBOUND

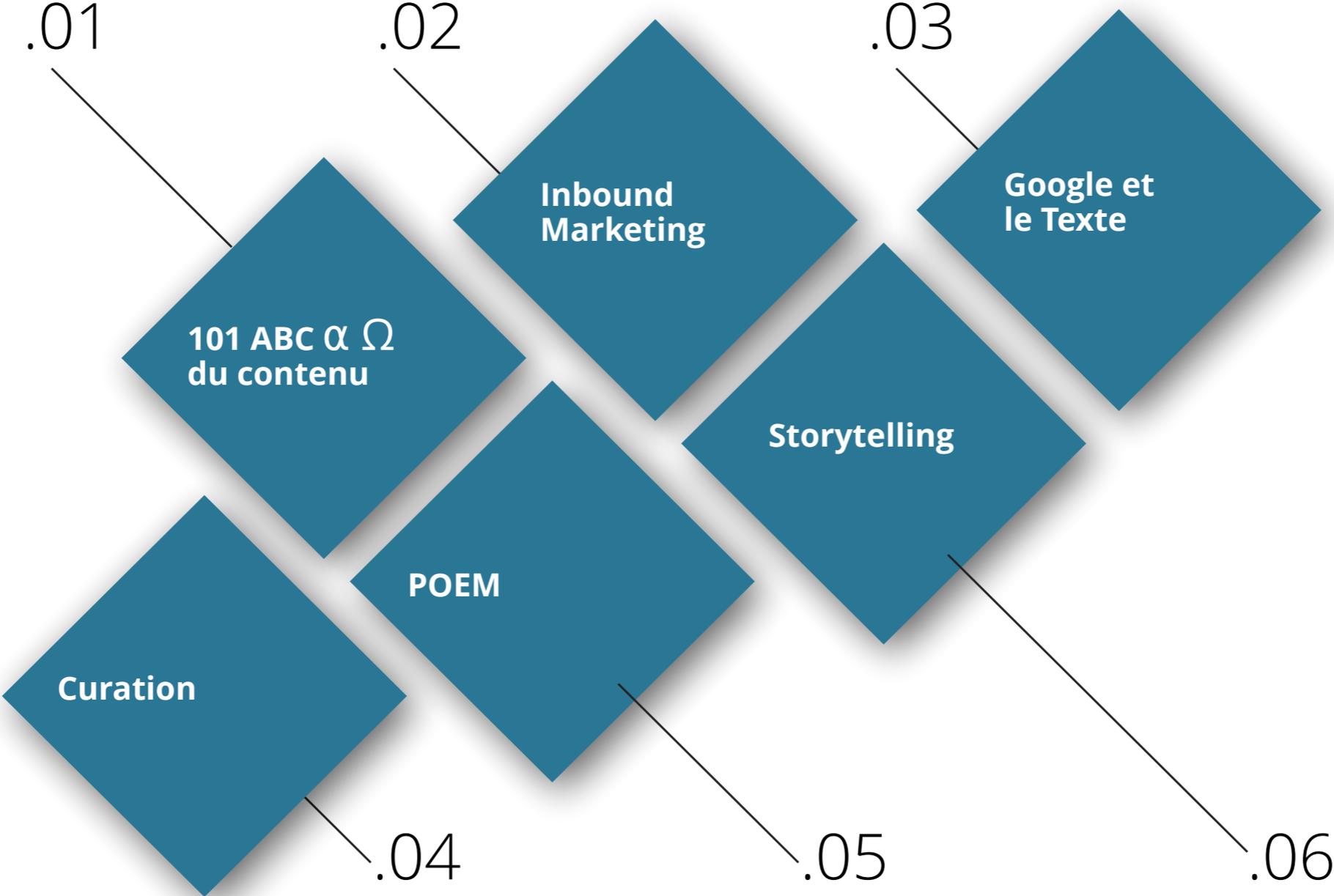


UX
PARCOURS
CLIENT

OPH
LA FÉDÉRATION



3-Contenu



CONTENT

||

FOMO

vs.

JOMO

fear

vs.

joy

1

FOMO

Infobésité
Info-Snacking
10 heures
Hyper Choix
Digital Detox
NoMoPhobie

2

BRAND CONTENT

StoryTelling
Native ad
Gamification
Curation
Vidéo
RTM / SEO

POEM

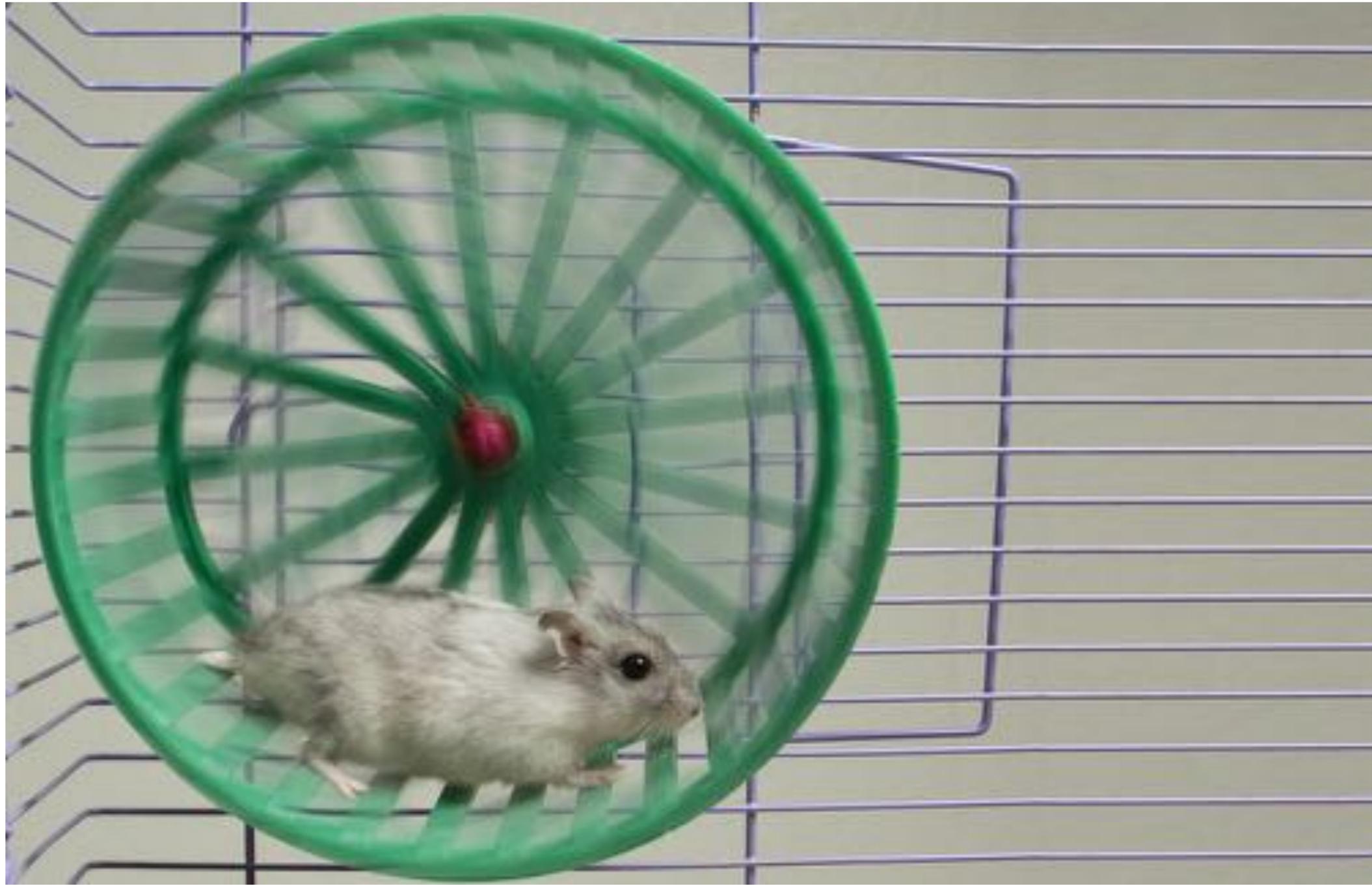
3

LOVEMARKS

Respect du lecteur
Respect du client
Fidèle au-delà du
raisonnable



Syndrome du Hamster







**Quand le téléphone
était attaché
avec un fil,
les humains étaient
libres...**

Infobésité

L'hyper choix de l'utilisateur

Info snacking

ou

Digital Détox

ou

Séduction/Émotion/Premium = BC



Infobésité

Qualité

Lovemark



Avant / Après

PUB : faire passer un message

**BrandContent :
partager une expérience**



« Le brand content c'est
ce que devrait être la
bonne publicité »



« production de contenus
nouveaux par les
marques »

Hubert Kratiroff
(Les fonctions du marketing)



**Content is
king**



“Content is King”

Bill Gates, 1996



Context
is good



hk

Création de **contenu** :

UGC user generated content

experts (indépendant,
marque, consultant)

artistes (ponctuel, récurrent)

influenceurs (...)



la marque est média

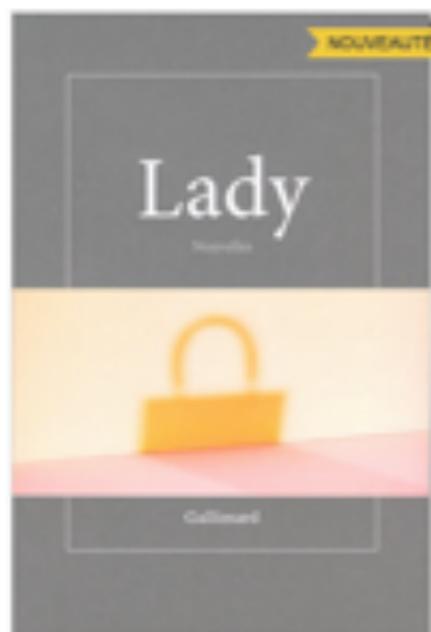
prévision 2016



...avant une
marque faisait des
pubs, aujourd'hui
elle fait des romans

HK, prévision 2017





> TÉLÉCHARGER LA COUVERTURE

> FEUILLETER LE LIVRE



COLLECTIF

Lady

Ouvrage collectif d'Adam Gopnik, Cécile Guilbert, Nelly Kapriélian, Camille Laurens, Alexander Maksik, Anthony Marra, Éric Reinhardt et de Colombe Schneck
Les textes d'Adam Gopnik, Alexander Maksik et Anthony Marra ont été traduits de l'anglais par Carine Chichereau

Hors série Littérature, Gallimard

Parution : 02-02-2017

Les Éditions Gallimard ont proposé à cinq auteurs français et trois auteurs américains d'écrire librement une nouvelle autour du sac comme objet littéraire. Centré sur le sac Lady Dior, objet de mode devenu icône, chaque texte offre au lecteur une vision singulière où les mots jouent habilement avec cet objet de désir.

Cécile Guilbert offre une drolatique et brillante petite phénoménologie du Lady Dior. Adam Gopnik décrit l'obsession de sa femme américaine pour un objet qui symbolise le luxe français. Camille Laurens invente une tendre histoire d'amour dont le sac se révèle être le magicien. Alexander Maksik dresse un somptueux portrait de Paris. Anthony Marra propose une fable sociale autour de la possession d'un objet de rêve. Éric Reinhardt retrace la fabrication d'une commande spéciale dans les usines de Florence. Colombe Schneck a trouvé au Lady Dior une étrange fonction, un abri pour un homme qui ne sait pas encore aimer. Nelly Kapriélian ose décrire les femmes de...

[Lire la suite](#)

128 pages, 140 x 205 mm
Achevé d'imprimer : 01-12-2016

Genre : Nouvelles et récits Catégorie > Sous-catégorie : Littérature française > Nouvelles et récits

Époque : XX^e-XXI^e siècle

ISBN : 9782070178964 - Gencode : 9782070178964 - Code distributeur : A17896

StoryTelling

NoStory : NoBusiness





Best StoryTelling ever
veni vedi vici

second StoryTelling
asteroide B612



Playlist (20 talks)

The most popular talks of all time

Are schools killing creativity? What makes a great leader? How can I find happiness? These 20 talks are the ones that you and your fellow TED fans just can't stop sharing.



Watch now

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thanks to support from



Playlist (20 talks): The most popular talks of all time



Ken Robinson

Do schools kill creativity?

Sir Ken Robinson makes an entertaining and profoundly moving case for creating an education system that nurtures (rather than undermines) creativity.

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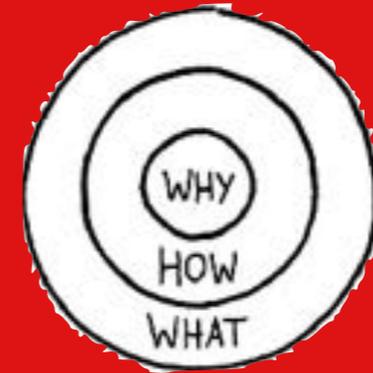
Let's write the future
with buildings that care.

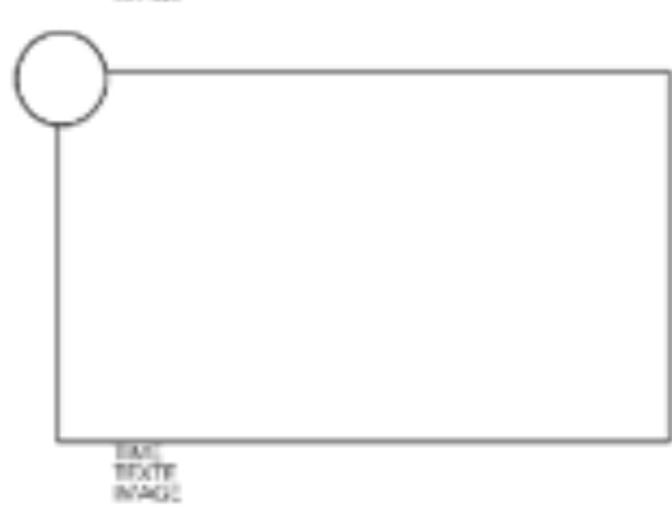
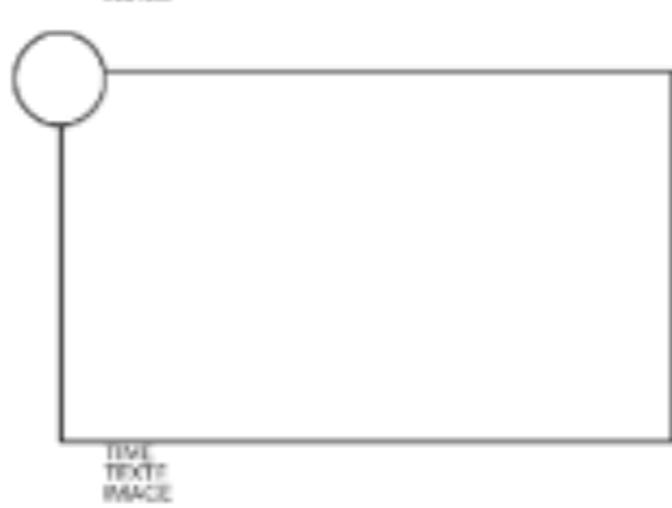
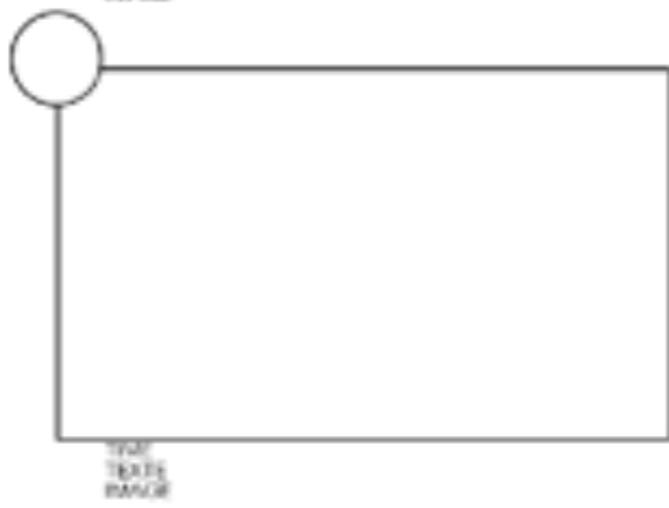
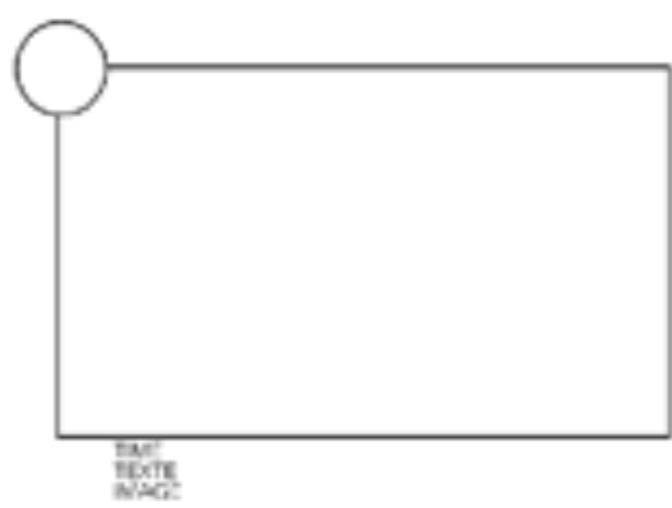
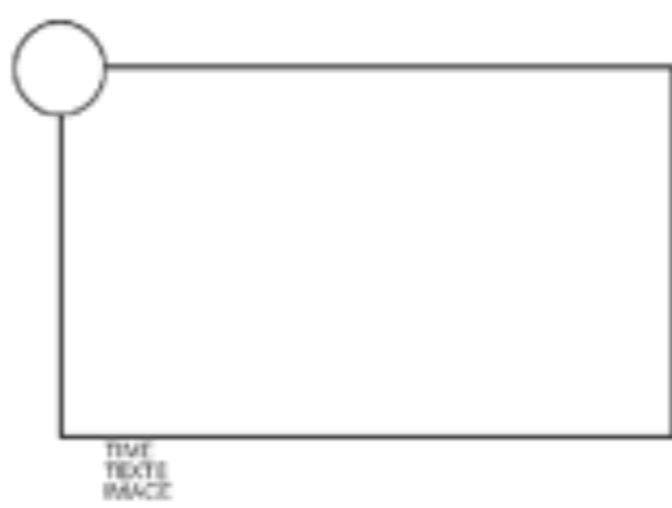
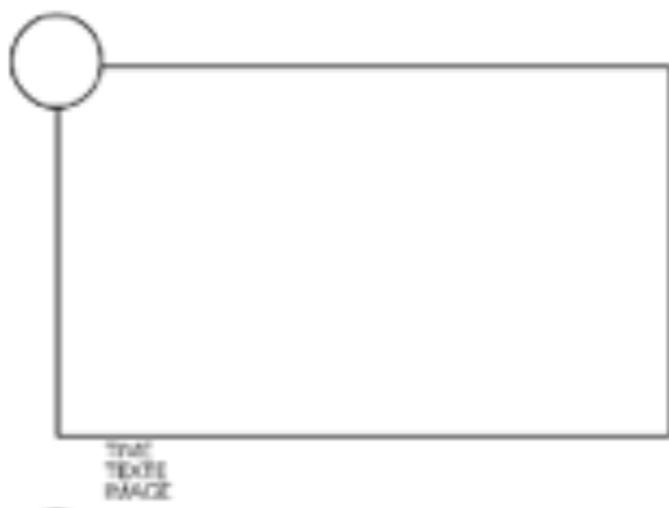
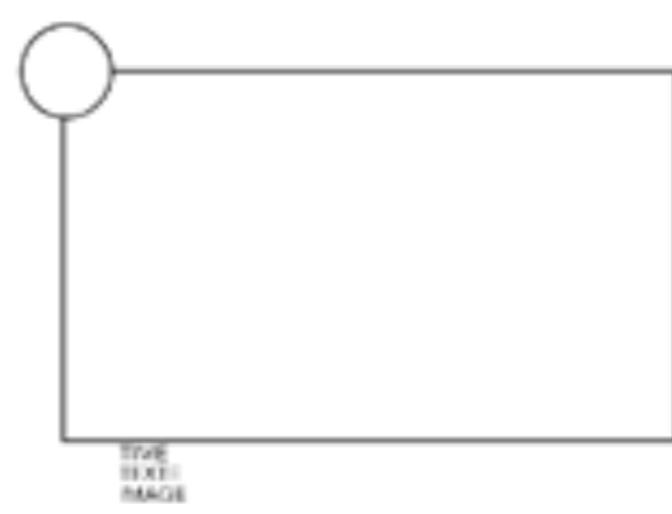
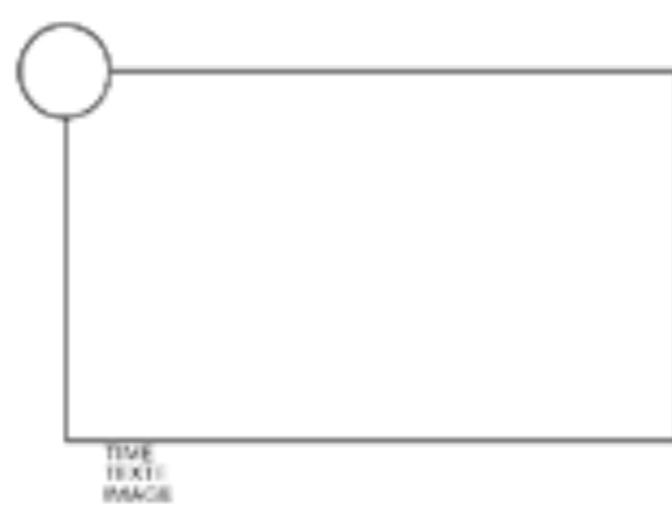
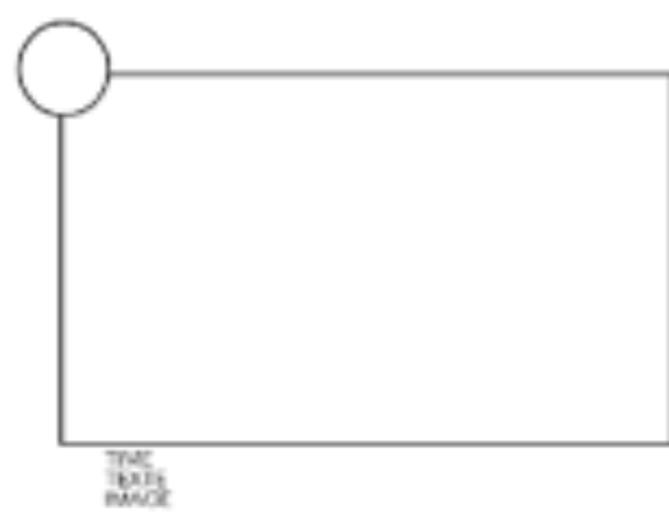
[FIND OUT MORE](#)



Simon Sinek

WHY







Podcasts



LEARN MARKETING

TENDANCE EN

PLEIN ESSOR

LE MEILLEUR

BRAND-CONTENT



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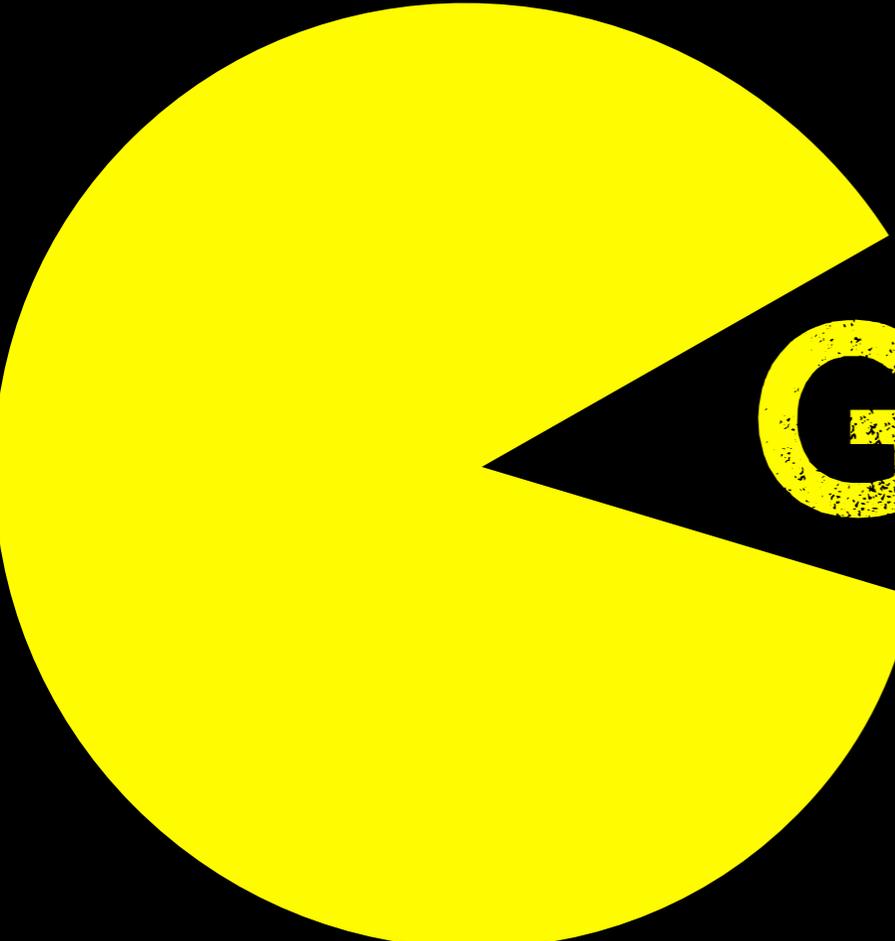
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GAMIFICATION



CURATION

Verbe : curer !

Curation de contenus

Sélection + Agrégation +
Éditorialisation + Contextualisation +
Enrichissement + Partage

=

Curation



1/3 curation
1/3 recyclage
1/3 nouveau
content



Conférence de rédaction

CONTENT DISTRIBUTION



POEM

...

POES M

G

POES m

Paid

Owned

Earned

Shared

Média & Marketing



PAID

Achat d'espace

Displays

Liens sponsorisés

Programmatisation & RTB



OWNED

propriété de l'annonceur

website

catalogue

print

newsletter

emailing



EARNED

**Ensemble des retombées générées
gratuitement par une marque**



SHARED

**Earned via les partages de réseaux sociaux
(retweet, like ...)**



Empreinte digitale



CONTENT STRATEGY



PAID

- Bannière
- PPC
- Mobile adv
- App
- ...



OWNED

- Websites
- Mobile sites
- APP
- Proprietary blogs
- Video
- Data Planning
- E-mail Marketing
- SMS & Mobile



EARNED

- Social média
- Word of mouth
- Forum
- News PR
- Bloggers



Stop

Paid media

Media passif

Client passif



GO

Earned media

Media participatif

Client VRM



Key TakeAways

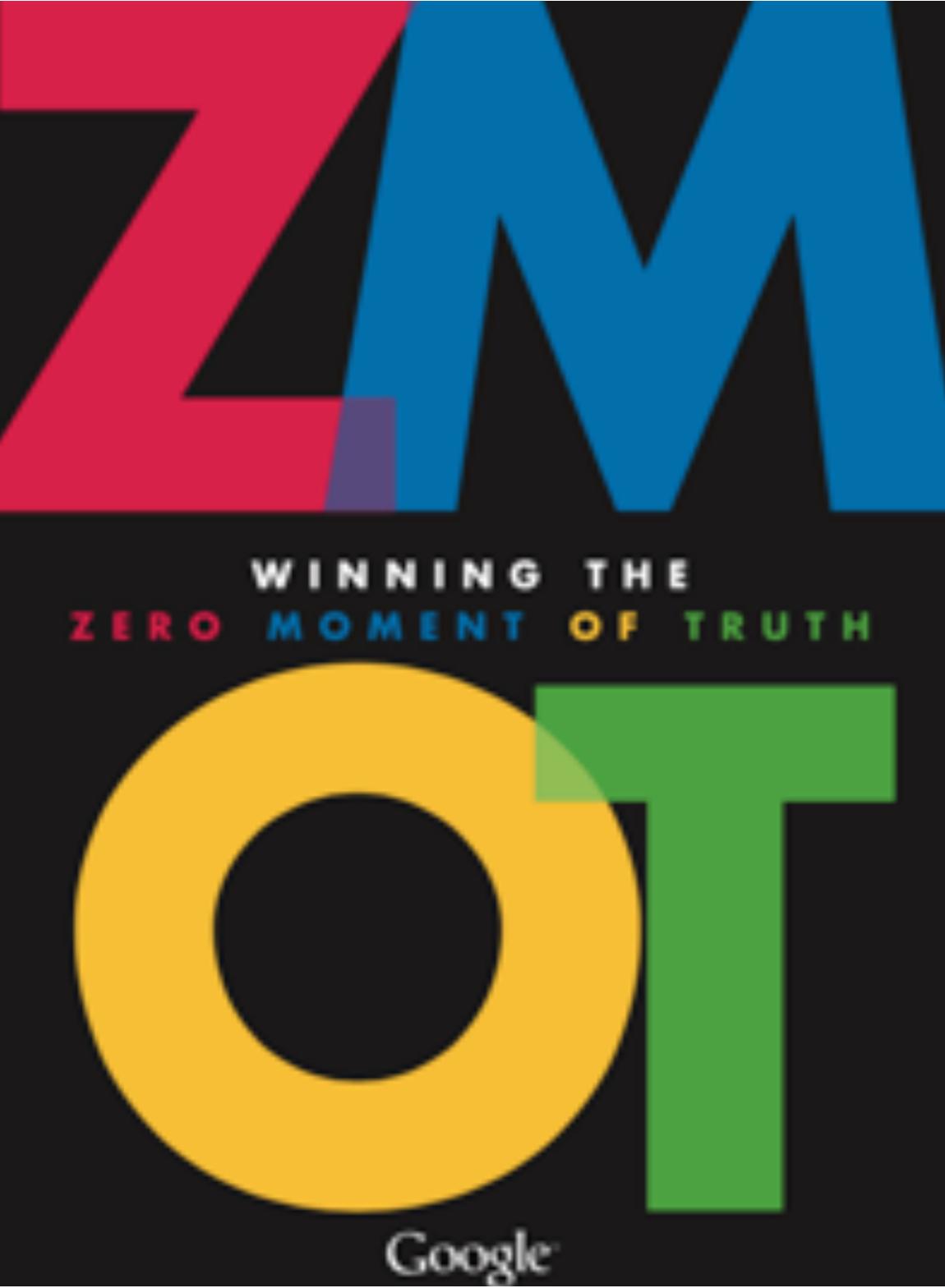
ce qu'il faut retenir



Paid (-)
Owned (+)
Earned (++)







JIM LECINSKI

CHIEF ZMOT EVANGELIST



P&G 2005 : First Moment of Truth
+ Google 2010 : + ZERO MOMENT



Stimulus

ZMOT



First
Moment of Truth
(Shelf)

Second
Moment of Truth
(Experience)

SEARCH

MARKETING

SEARCH

moteur de
recherche

Google

stone chateau

Tous Images Maps Shopping Vidéos Plus Paramètres Outils

Environ 92 600 000 résultats (0,83 secondes)



Angus & Julia Stone - Chateau - YouTube
www.youtube.com › watch

Paroles

I don't mind if you wanna go anywhere
I'll take you there
We can go if you wanna go anywhere
I'll take you there

We can go to the Chateau Marmont
And dance in the hotel room
We can run with the headlights on
Till we got nothing to lose

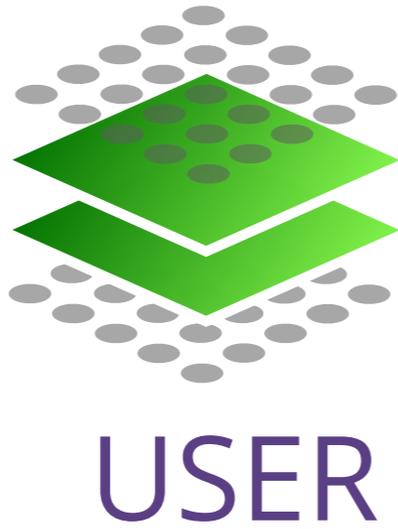
We have, lifting from the ground
We go, never coming down

I don't mind if you wanna go anywhere
I'll take you there

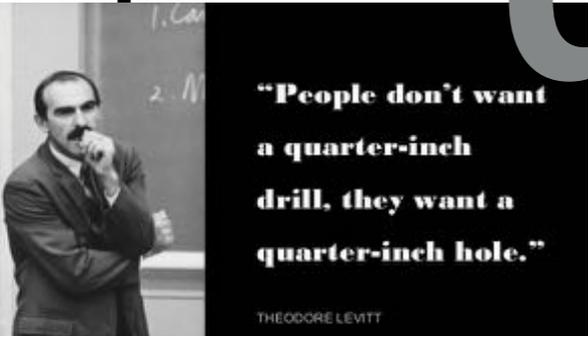
moteur de
réponse

disruption
servicisation
uberisation
platformisation

platform economy



a x t
i s - A A S f
v d h
p everything
wtf

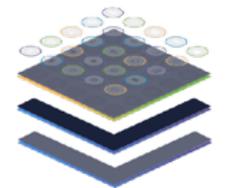


“People don’t want a quarter-inch drill, they want a quarter-inch hole.”

THEODORE LEVITT



PLATFORM





WeChat



Hubert Kratiroff 

France



Scan the QR code to add me on WeChat

Saas

laas

Paas

Abonnement

Location

Servicisation

Si les produits
deviennent des
services...
que deviennent
les services ?

Dans la ruée vers l'or
ceux qui se sont
enrichis

Marchand de jeans et de pelles



idem black car (leasing de VTC)



TECH for
GOOD

TECH WITH HUMANKIND IN MIND

Sidewalk Labs is reimagining cities to improve quality of life.

Daniel L. Doctoroff
Chairman and CEO

Rohit T. Aggarwala
Head of Urban Systems

Habon Ali
Associate, Policy and Communications

Jack Amadeo
Software Engineer

Chris Anderson
Urban Prototyper

Brian Barlow
Director of Infrastructure Investments

We believe that when you put technologists and urbanists on the same team you have the potential to transform the urban environment.

An aerial view of a city skyline, featuring the CN Tower prominently in the center. The sky is blue with scattered white clouds. The text is overlaid on the left side of the image.

So we're creating a new
type of place to accelerate
urban innovation and serve
as a beacon for cities
around the world.

Investing in Innovation

We also invest in and incubate companies to develop tools that can support Sidewalk Toronto and scale to other cities around the world.

COMPANY PROFILE

Cityblock is building a personalized health system that serves qualifying Medicaid or Medicare members who live in city neighborhoods that have traditionally gone without good health services. We believe health happens locally, so we put individuals and their communities at the center of what we do.



COMPANY PROFILE

Coord helps mobility companies delight their users, streamline their operations, and become better partners to cities.

The Coord logo consists of the word "COORD" in a white, sans-serif font, followed by a white icon of a starburst or a compass rose with multiple points radiating from a central point.

COORD

