



What comes after 2.0?

While many people have heard the buzzword 'web 2.0', only a few businesses have really explored the potential of web 2.0 technologies. But it's easy to get started

The problem with really exciting new ideas is that they get famous before they get understood. E=MC², anyone? We've all heard of it, but do you understand what it means?

Similarly, people are tired of the phrase web 2.0. "What's next?" they ask, as if hearing the phrase equated to learning what it meant.

Of course, not everyone is so dismissive. Many businesses have begun to experiment and explore with the possibilities offered by RSS feeds, Twitter, blogs and wikis (to name a few technologies).

In the following pages, you'll see a few examples of companies taking calculated risks to explore new territories, new markets, and new ways of serving their existing markets.

The good news, especially in a recession, is that many of these web 2.0 tools are free, with the only cost being time. This allows for much easier experimentation on a small scale, to see which tools work for your business needs.

Want to start dipping your toe into the wilds of 2.0? Try these ideas:

1. Start a personal Twitter account at www.twitter.com. You could start one for your business if you like, but it's best to get an idea of the etiquette before setting up a business presence in Twitter. Use the

"find people" function to find others in your region, industry or area of interest.

2. Organise an event using Facebook. Facebook lets you form a group and schedule an event with exceptional ease.

3. Plan your next night out with Google Maps. Google Maps offers you more than just directions—it's plugged into local directory listings, as well as customer reviews. Think of how this could apply to your business.

4. Find photos for your presentation using Compfight.com. Tired of clipart? Compfight taps into the talent of the masses, organising results from photo sharing site Flickr into easy-to-browse screens. Better still, you can choose only Creative Commons-licensed photos so you don't have to worry about violating copyright.

These little experiments may seem trivial, but they have the potential to give you a huge advantage over your competitors.

The classic example is t-shirt company Threadless. While 'normal' businesses make products and then try to sell them, Threadless invites designs from its users, then invites the rest of the community to vote on the designs. The designs with enough votes get printed, and sold.

From a risk management point of view, it's a watertight business model. There is no

guessing as to the demand for a particular product; instead, the entire community of customers is involved in the product development and design process.

It's not entirely without risks, however. Threadless finds itself heavily dependent on its community's goodwill. If the management does something that comes across as corporate or heavy-handed, the community will speak up, loudly.

Still, wouldn't it be better to risk the kind of problems that come from being close to your customers?

It's not just small, web-based businesses benefiting from the new web, either. In the US, shoe retailer Zappos uses an array of blogs, plus a Twitter account, to build relationships between the Zappos brand and its audience.

Of course, you can't build a relationship with a brand, only a person. That's why all the tools won't make a difference if the people in your company aren't empowered to make a difference for your customer.

Some of the stories on the following pages aren't about web 2.0 in particular. But they're all about companies full of people willing to try something different, and the smart people who helped them take that journey. Enjoy.

The new cool

How Salted Herring creates brand experience for exporters

It's been said before: for New Zealand, the Internet is now as important as refrigeration was when the good folk of Britain feasted royally on Kiwi lamb.

The Internet, like refrigeration, is a gift for exporters.

So why do so few exporters use the Internet to its full advantage? The Net is now the most powerful medium on earth. Nielsen Research recently found that Australians, like most others in OECD countries, spend as much time surfing the Net as they do watching television—about 13.5 hours per week. And not all of it is spent on Facebook; research company Pew reports 81 percent of American users “look for information online about a service or product they are thinking of buying”.

Thanks to faster broadband and smarter browsers, the Internet is now rivalling TV for quality of audio-visual experience.

And it's in every home, office and soon on every handheld device.

In other words, the Net is not just the new refrigeration; it's also the new TV, trade expo, brochure, billboard, magazine and a face-to-face meeting. Like we said, it's a gift for exporters.

Opportunity

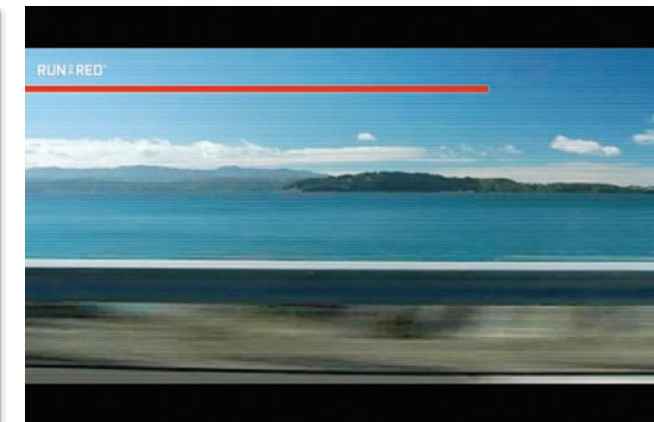
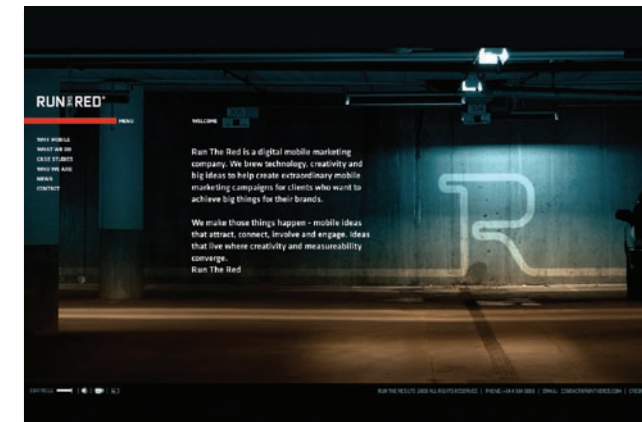
When Salted Herring founders Pep Zuijderwijk and Kate Handley returned from working in Holland they expected to find Kiwi exporters going nuts over the Net. “We were used to seeing Europeans exploiting the Internet to deliver video, hi-resolution graphics, gaming and 3D graphics to provide authentic, high-impact, brand experiences for their global customers. But we were amazed to find so many Kiwi web sites are static and purely information-based,” says Kate.

“There's so much creativity and ingenuity in New Zealand in product design and business ideas—but we're not selling our story to the world!”

Kate and Pep set out to fix the problem. Their boutique web design studio in Wellington specialises in creating immersive, online brand experiences. “Many exporters don't use the potential of the medium to its fullest extent—which is where we come in.” Here are three examples of how Salted Herring have helped.

PQ Blackwell

PQ Blackwell is an acclaimed producer of bestselling illustrated books, including the MILK series and books about Nelson Mandela and Princess Diana. PQ founder Geoff Blackwell approached Salted Herring to create a high-quality, experiential site capturing the



personality of the company and showcasing its work to clients around the world.

“We devised the coffee table concept as a way of giving an atmosphere to their site as well as being a platform to house the homepage navigation,” says Pep. “From there it is just one click into ‘Work in Progress’ or ‘Existing Books’.” To learn more about who they are there's a video tour of their premises in Auckland—a converted church, bringing the viewer into their building and full circle back to the coffee table.”

Blackwell says the feedback from clients and prospects is almost overwhelming. “There's a continual flow of praise from our customers.”

The success of the site prompted PQ to shift all of its promotional work to electronic formats. “Our stand at the Frankfurt Book Fair, for example, consisted of large Apple screens. The backlighting really enhances the art work. And then our follow-up with prospects is so much

more effective; in the past we relied on mailing laser proofs.”

Run the Red

Run the Red is a digital, mobile marketing company based in Wellington with offices and clients around the world. As a leader in this fast-changing industry, Run the Red needed a site to reflect its energy and innovation in a way that's relevant to advertising creatives and marketers. Pep developed the idea of travelling to urban destinations, via video journeys. Snippets of fast-paced video, scenes built with a parallax effect and layers of audio give the user an engaging and dynamic experience.

Run the Red founder Ben Northrop says Salted Herring not only delivered a highly engaging site, they also helped rebrand the company. “Our message is quite complex. Pep is really good at listening and then refining

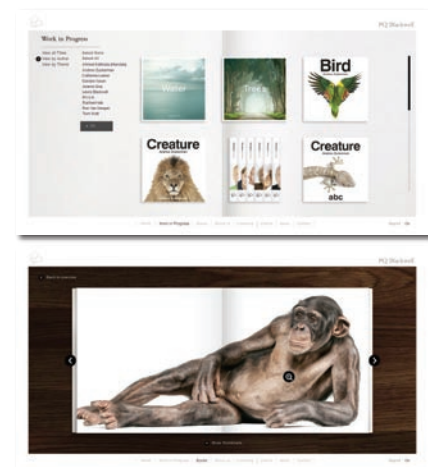
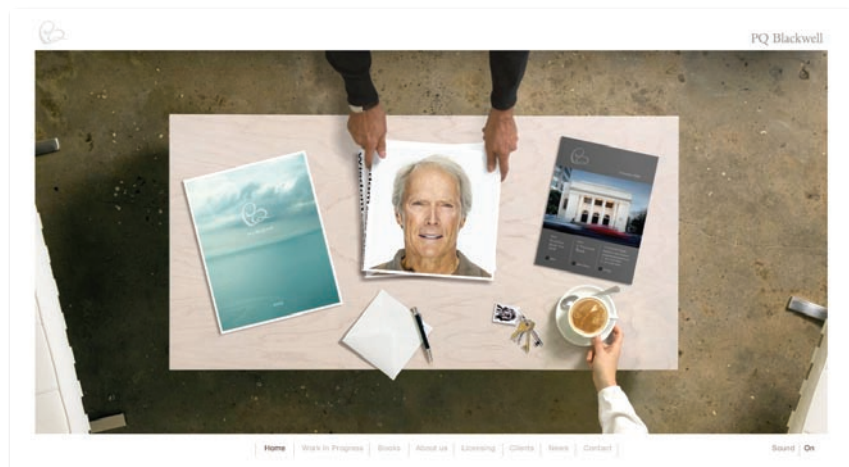
exactly what the message needs to be.”

With the site launched in December, it's too early to look for results. But the timing is perfect as Run the Red is about to open for business in the US.

Conclusion

In addition to its work with Kiwi exporters, Salted Herring continues to build niche sites for international clients such as clothing brand O'Neill. “Working with big brands keeps us in touch with global trends and standards so we can apply all that knowledge to local firms, says Kate. “We'd love to see more Kiwi companies strutting their stuff on the world stage!”

See how Salted Herring can help you strut by visiting the online version of this profile at idealogue.co.nz/show/salted-herring or by visiting the [showreel on saltedherring.com](http://showreel.on.saltedherring.com)



Salted Herring delivers a brand experience rather than static websites. PQ Blackwell (left) utilises the web to reach international markets, thanks to Salted Herring, while Run the Red (top) hopes its fast-paced site will gain attention in the US. O'Neill Europe (above) regularly launches new product ranges so Salted Herring has created an assortment of microsites to match

Riding the online wave

Web company Solutionists makes e-commerce a reality for Burnsko Marine and Leisure

When you're already providing a great retail experience in the real world, the move to e-commerce can be daunting. But Burnsko Marine and Leisure, the biggest seller of boat and motorhome gear in New Zealand, was very keen to catch the e-commerce wave.

Working with Solutionists—a web company specialising in website development, integration, e-commerce and design—Burnsko started addressing how they would create a user-friendly, efficient e-commerce site.

There was a big difference between Burnsko's existing site—conveying basic information such as terms and conditions and store policy—and an online retail store displaying and selling thousands of products.

"It needed to include an integrated back-

end database management system that would allow staff to easily keep product images and price points accurate and up-to-date," says James Gilbert, creative director at Solutionists. "A further internal requirement for the site was that it increase efficiency and be used by retail shops nationwide as the central database for product information."

Going online had great potential rewards, but also risks.

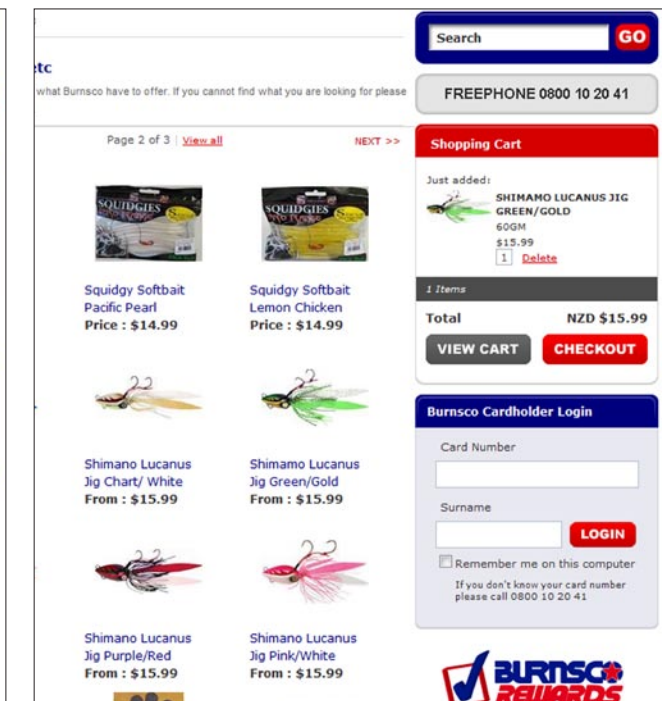
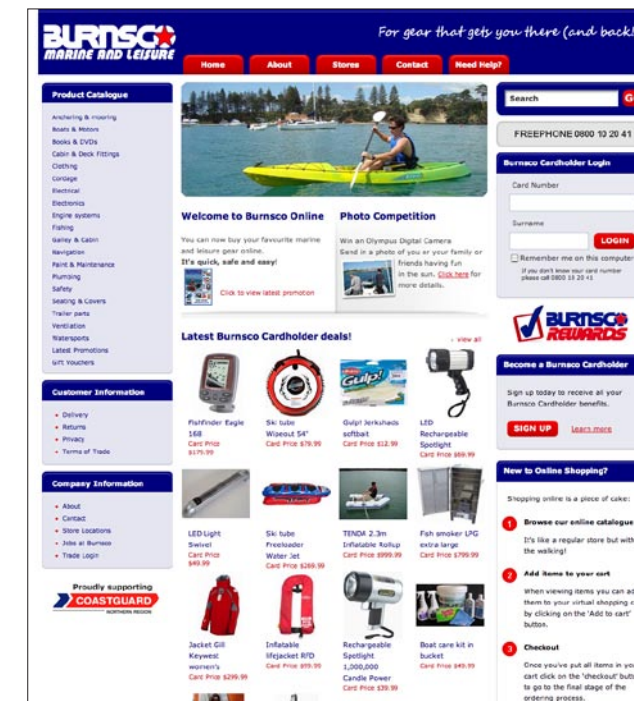
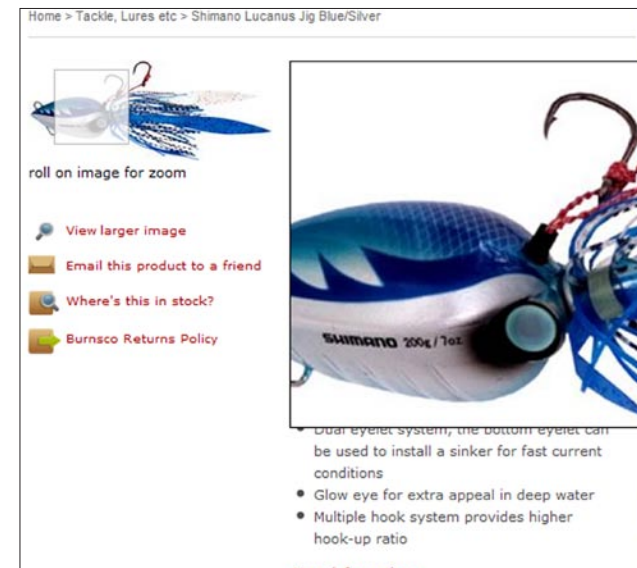
"As a company, Burnsko knew the ins and outs of setting up and running the retail shops," says Gilbert, "but going online was a whole new game. A key issue for them was the absence of staff to help online customers in the decision-making process."

Burnsko was also concerned about

alienating its older shoppers—a significant chunk of their overall customer base. Because of this, Burnsko needed to make sure that the in-store retail experience flowed through to the web.

"We worked very closely with the client taking a step-by-step approach to ensure we covered all the bases and produced an effective site that maximised e-commerce capabilities," says Gilbert. "The result was a completely integrated e-commerce website."

The website's administration was integrated with Burnsko's point-of-sale software, Infinity POS. "We also built a custom 'marketing database' for managing images and product details for both online and offline media," says Gilbert. This meant the marketing department



could create consistent, on-brand messages for both the web and print publications, as well as any in-store printed marketing material.

Solutionists made sure to make the site user-friendly, not only for customers but also for Burnsko using the behind-the-scenes software. "There is a dedicated 0800 helpline for web users, as well as a system to track sales and report on the performance of each product," says Gilbert.

The powerful new web store lets Burnsko offer all its products to customers, regardless of location, and also increases its customer base by reaching a younger audience.

The website's not just handy on your computer. It's also become a vital in-store resource if an item is not available in that particular store.

How easy is the new Burnsko online store?

Find out for yourself: www.burnsko.co.nz. With a fully functional online retail site, Burnsko now aims—with Solutionists' help—to attract more visitors to the site.

That process has already begun, with visitors stumbling upon the site through search engine results. "They may not have heard of Burnsko, but because we have all our products listed, they get what they want—and become Burnsko customers," says Chris Reay, Burnsko's operations manager.

While online sales have got off to a good start the big surprise has been the number of customers researching online and finalising their purchase in-store.

Recently a customer located an electric winch that he felt suited his purpose but required telephone assistance to correctly specify the type of rope and fittings for his boat.

These details were quickly sorted out by phone and a valuable sale completed in-store.

The company is also aiming to reach a new generation of web-enabled boaties, motorhomers and fishermen, interested in finding what they need, quickly and with the minimum of fuss.

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Human-driven tech

How the web's success is proving everything you already know to be true

Working together works

'Your country needs you' is no longer enough to attract smart, savvy millennials to a career in the armed forces.

That's why the RNZAF's then advertising agency Frank (now Ogilvy) engaged Chrometoaster to use the web to identify high-potential recruits.

The idea was to pitch several thousand hopeful contestants against each other in a three-month, leaderboard-driven online game in order to separate the cream from the crop. A subtle form of crowdsourcing.

The system Chrometoaster developed used multiple digital channels (pvt, txt, web, video and email) and facilitated ambient 'real world' challenges.

"The audience loved it," says Chrometoaster's Auckland general manager, Brendan Jarvis. "We made a range of really tough interactive Flash games to augment the weekly career challenges and had fun playing cat-and-mouse with contestants who tried to game the system."

Jarvis says that for many game sites, that kind of trickery would see you banned. In this instance the Air Force saw it as a valuable skill. "We had an ongoing dialogue with the community which lasted well after the campaign had wrapped. There was mutual respect and they're still waiting for Air Force Special Ops 2."

Using the web as the centerpiece of the multi-channel campaign enabled the Air Force to really engage with its target market. "The impersonal nature of mass media advertising is a turn-off for most people these days but in particular for the younger generations," says Dave Turnbull, Chrometoaster's creative technology director. "They expect much more for their mind share and will reward those who meet them on their own ground."

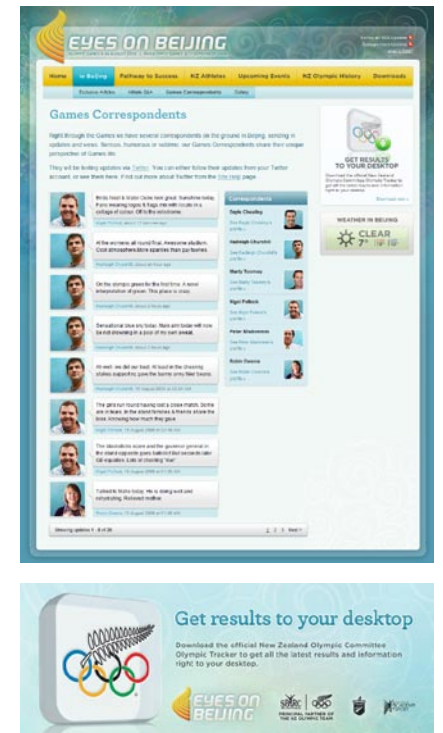
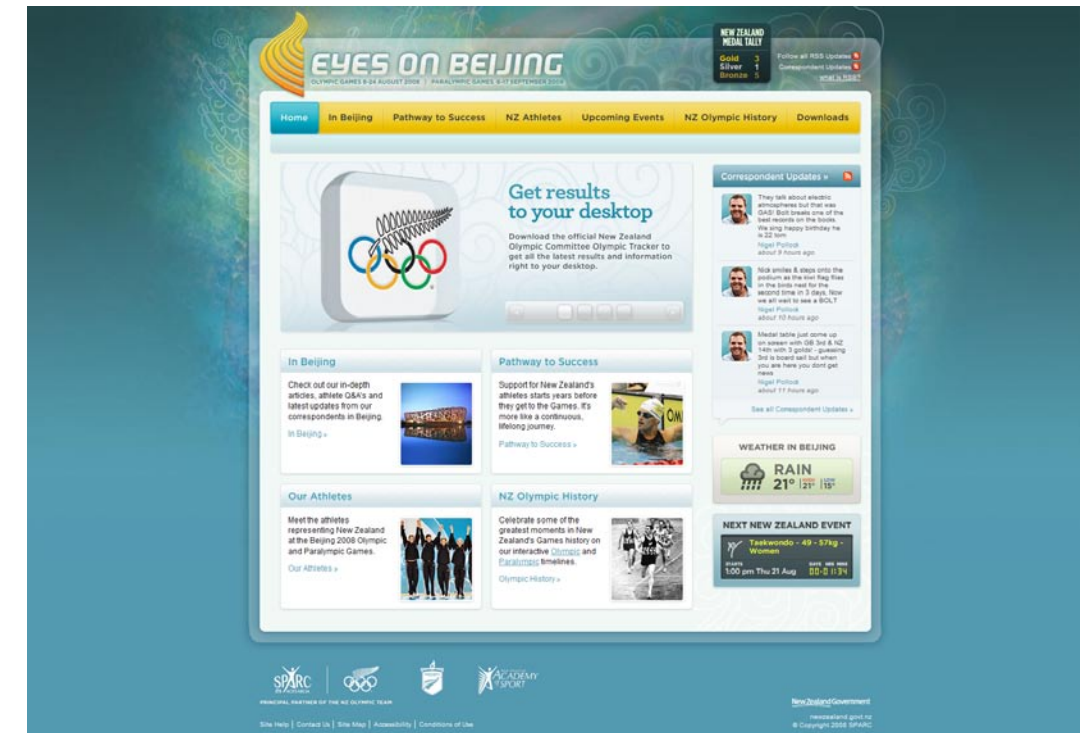
Attention to detail is paramount when dealing with tech-savvy audiences. "They know what they want and they can smell a rat," says Turnbull. "It's changing the way businesses engage with their customers. Such is the focus on authenticity that Joe and Jane Public are quickly figuring out that much of what

traditional media has been teaching them is, well, what other people want them to do."

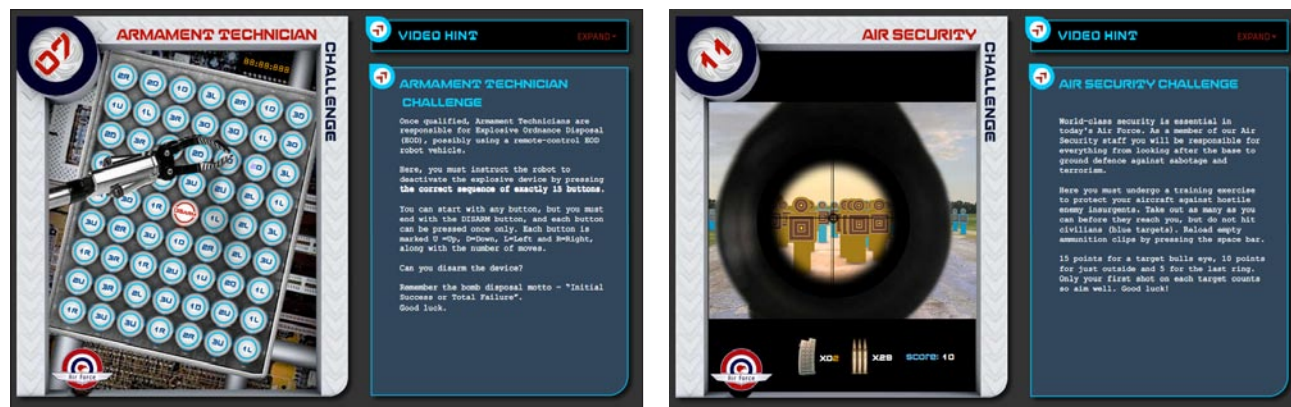
Play well with others

Successful businesses are finding that the web gives them unprecedented access to their audiences but likewise, audiences have direct access to the people behind the curtain. "Many business won't have experienced this before; they're not used to the risk associated with transparency," says Jarvis. "Blogs, tweets, RSS, APIs, the list goes on ... these are the tactical tools but what's most important is the strategy behind them. Knowing how and what to share is most of the battle. That's where we come in."

Gone are the days of siloed sites and closely held data. Even the government is getting into it. Sport and Recreation New Zealand (SPARC) recently developed a Beijing Olympics website which employed a number of popular social media tools. "We had correspondents on the ground in Beijing using Twitter (a micro-blogging service) and Flickr (online photo sharing) to update and contribute to the site.



Right: The RNZAF used gaming to find creative, strategic thinkers



This opened up a window for people in New Zealand to get a sense of what it was like on the ground and also helped to overcome some interesting firewall issues in China," says Belinda Chu, senior web advisor at SPARC. "Without platforms like this, we'd have had trouble keeping the site current."

"We made the case for the use of social media in this case as we knew the audience would appreciate the personal nature of the updates. Things like this make it real for people. Customers see great value in authentic communications," says Jarvis.

Today, websites are only part of a much broader digital ecosystem. "Information can be shared across many other platforms," says Jarvis. By letting other applications access your data you increase your audience. The Beijing site featured a downloadable desktop widget allowing people to customise news and results,

without opening a browser. As Jarvis says: "It's about knowing your audiences and meeting them where they're at. Fail to do so and you may as well be throwing your money away."

It's never too late to start

The web has changed the relationship between brands and customers forever. Turnbull believes that the Internet will continue to influence the way people interact with brands. "Even now, people use the web to manufacture products they've designed themselves—t-shirts, for example," he says. "This is now; what will the economy look like in ten years? Open source has the potential to extend to pretty much anything—it's a very catchy idea."

The success of the Internet is proof that people expect to come first. They are demanding content-rich experiences and it's the challenge of companies like Chrometoaster

to provide them with them. Turnbull believes the current economic situation is only an indication of what's to come.

"Imagine a time when you'll download the instructions to fabricate Nikes in your own home. What will shoe stores look like?" he asks. "The web is going to change a lot more than the entertainment industry. In order to stay relevant, you have to work 'with the web', which of course means 'with the people who use it'. I don't think there's ever been a better time to employ a little web-centric thinking to your business."

For more information, contact:
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 General Manager
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www.chrometoaster.com

Above: SPARC's Olympic coverage let users tap into what they wanted, where they wanted it

Web muscle makeover

The Web Company adds oomph to Get Strength online

Build it and they won't come.

That should be the mantra of the web. You can have the cleverest website in the world, but it's pointless if nobody is looking at it. Equally, you might get people looking at your website, but if it doesn't generate the sales, you might as well not bother.

Which is where The Web Company comes in. Its specialist search-engine optimisation (SEO) team makes sure that your site will be found—and when it's found, that it works like magic.

Search power

One of The Web Company's current clients is Auckland-based weight-training company GetStrength.com. GS is no stranger to power struggles; its strength and conditioning products help train the Blues Super 14 Rugby team, NRL and AFC teams, weightlifters and top athletes.

Jamming the GS website with key words to barge its way up the search ratings wasn't working. The referees in the online arena—search engines of Google, Yahoo! and Microsoft—aren't falling for that old trick any

more. They also now look at website design and content.

So The Web Company kicked off with a pay-per-click campaign, meaning the link to GetStrength.com appeared on the right-hand side of relevant Google searches, upping its profile. The team then made an in-depth analysis of the website itself and suggested a redesign to maximise both visibility and usage.

"The original site was quite confusing and hard to navigate round," says Rebecca O'Neill, The Web Company's senior online marketing consultant. "It had lots of information, but it was hidden away. Half the users saw the front page and then left. We also found that the 'back end' of the site was so broken that they were missing sales, some of them worth about \$4,500 each."

Community focus

Key to the improvements is an understanding that the Internet is no longer a series of static shop windows where people might see pictures of your products and read something about them. It is an incredibly dynamic collection of communities, meeting places and interactions.

The Web Company helped target specific communities by dividing the site into theme-related sections. It also created a Facebook page to create a GS community to share stories and ideas.

Now everything is at the weightlifter's chalk-covered fingertips—products, information, blogs, videos and vouchers and shopping. Crucially, you can find your way around the GS site in many ways—clicking on images, on lists, through a search box, and always know where you are.

Marketing discipline

But that isn't the end of the story. "There are loads of companies out there who can design a good-looking website," says O'Neill. "We come from a marketing background, and this is used in our ongoing campaigning. If you don't maintain things by uploading fresh content and keeping the site up to date, your ranking will drop away after a time."

The Web Company's general manager Suresh Sukumaran says: "We know that a website is just a means to an end, whether it's to generate enquiries, online sales or brand

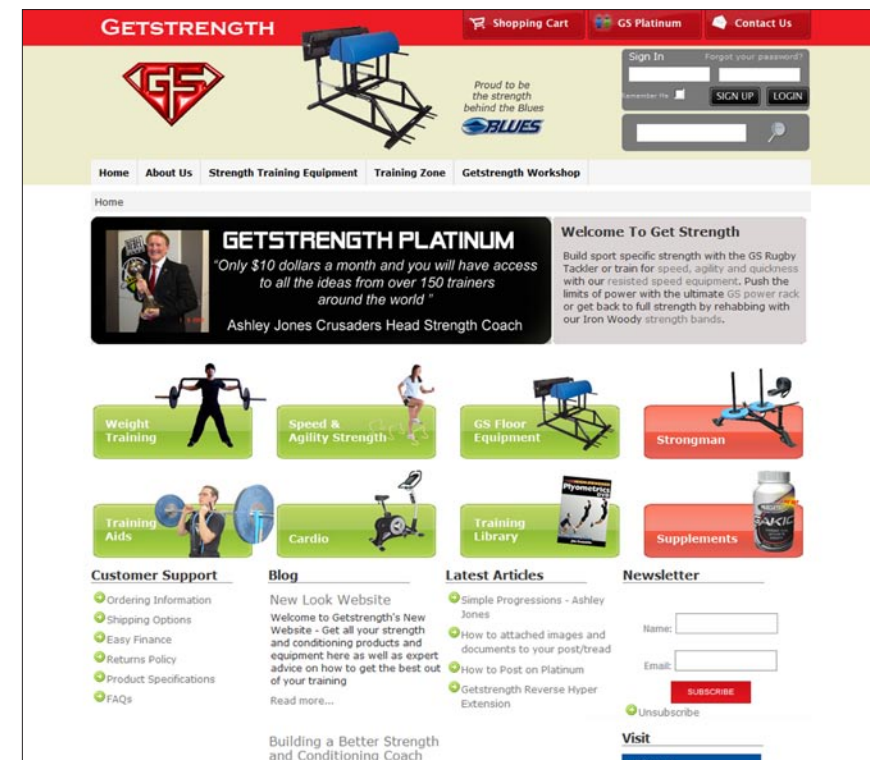
position. We build, market, and measure, so that we can use these measurements to continue to make improvements."

The results

Steve Thompson, GetStrength.com founder and New Zealand power-lifting record holder, says he took a little convincing to make the changes. "We were spending a lot on advertising and sponsorship, but our business was online so we figured that was the best way to go with our marketing. It took a while to get used to the new website, but now I am one hundred percent rapt. We have seen improved sales and higher value sales online.

"The website also acts as a professional contact point for people who will then spend more with us over the phone. And seeing yourself at the top of the Google listings, well, you can't get much better marketing than that!"

For more information contact:
enquiry@thewebco.co.nz
Phone: 0800 444-000
Google: 'web consultancy' to find our website
www.thewebco.co.nz



The original GetStrength.com website (this page) was confusing and missed sales. The Web Company's redesign (facing page) is easier to navigate, ranks at the top of a Google search and has a companion Facebook page

