

Έχεις αναρωτηθεί...

έχεις την καλύτερη ιδέα αλλά...

**Πώς θα σε
ακούσουν?**

Ποιο είναι το “Big Ideal” σου/σας
που θα αλλάξει τον κόσμο;

Ο λόγος που θα «δεθούν» μαζί
σου/σας



Think different

Vision / Mission



📌 Vision

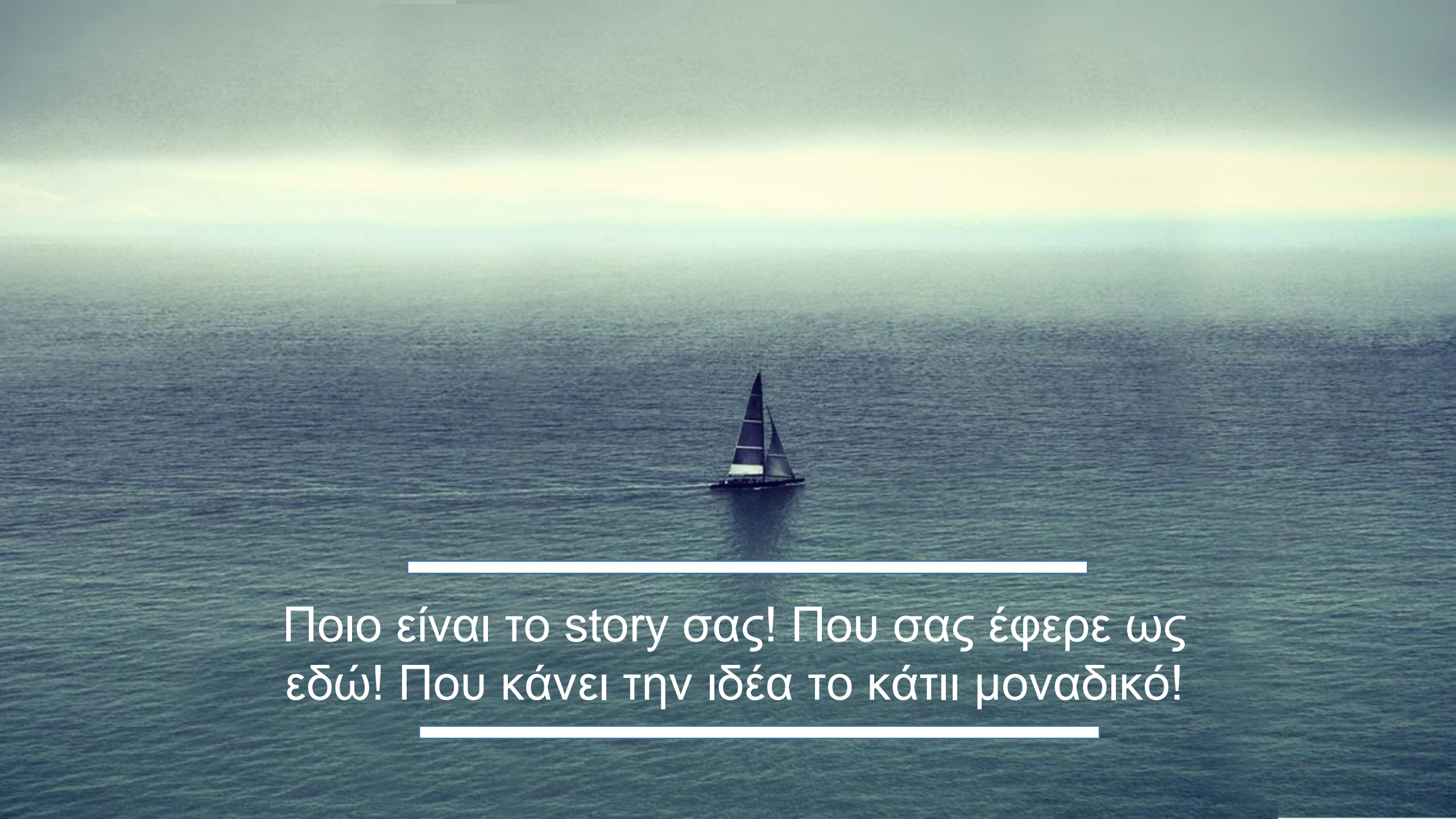
- *"To be the most admired company in the world and the most loveable brand people ever use"*
- *"Every person around the global should taste at least 1 apple product"*

📌 Business Philosophy

- We believe that we're on the face of the Earth to make great products.
- We believe in the simple, not the complex.
- We believe in saying NO to thousands of projects so that we can really focus on the few that are truly important and meaningful to us.
- We don't settle for anything less than excellence.

Elon Musk video

- <https://www.youtube.com/watch?v=znukFtaWPAw>

A photograph of a sailboat with dark sails and a white stripe, sailing on a vast, calm blue ocean. The sky is a soft, hazy mix of yellow and light blue, suggesting a sunset or sunrise. The horizon is visible in the distance.

Ποιο είναι το story σας! Που σας έφερε ως
εδώ! Που κάνει την ιδέα το κάτι μοναδικό!

Where it all started



APPLE

GOOGLE

AMAZON



HARLEY

DISNEY

MATTEL

taxibeat

Elon Musk video risk

- <https://www.youtube.com/watch?v=JGfygJXTwq4>

Οκ! Το βρήκαμε! Τώρα;

Deep diving για να
βρούμε τον θησαυρό!



Steve Jobs Think Different

- <https://www.youtube.com/watch?v=keCwRdbwNQY>

A blue-tinted underwater scene. In the foreground, there are wavy, translucent blue shapes that look like jellyfish or coral. In the background, a diver is visible, illuminated by a bright light source, possibly a flashlight or a light from above. The overall atmosphere is mysterious and deep.

Έχετε σκεφτεί τα
ΜΜΕ που θα
αξιοποιήσετε;

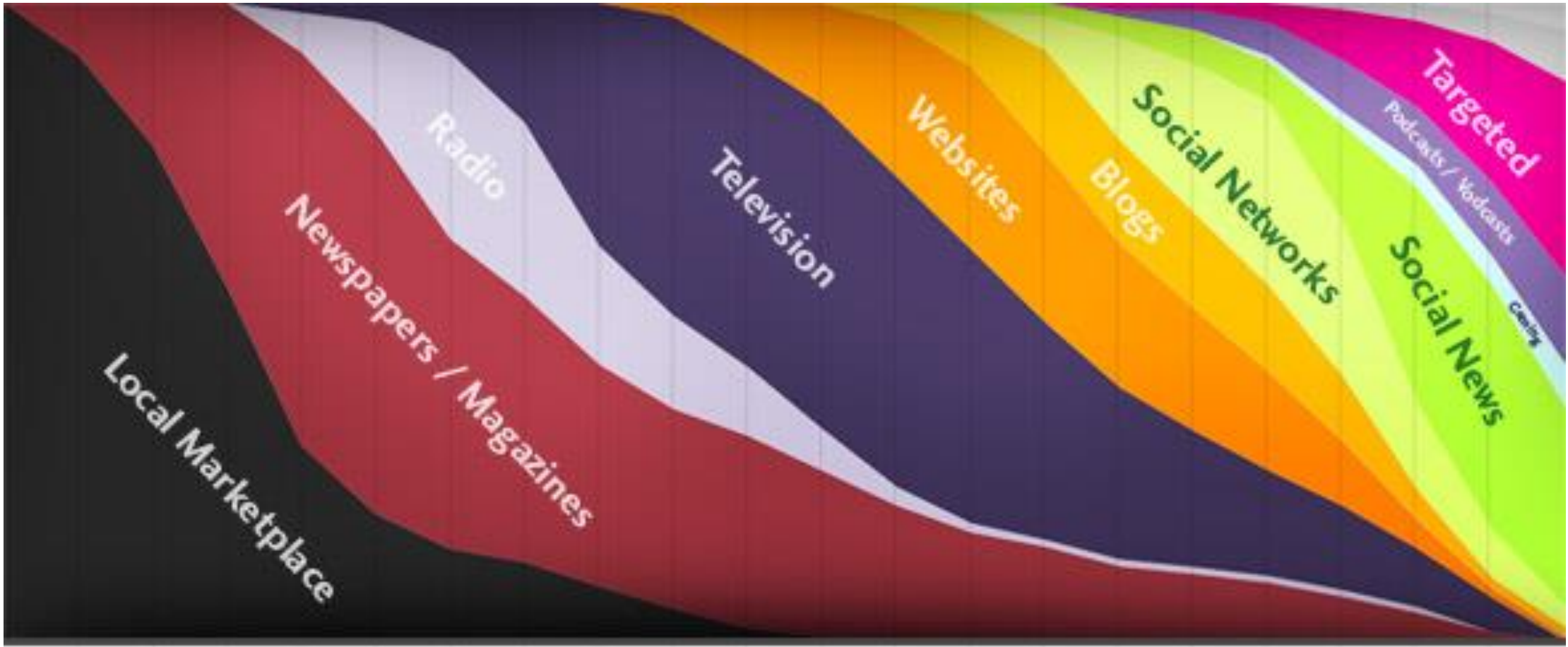
**Όχι τί «αντέχω»
αλλά τί πρέπει!**



LAMBORGHINI'S

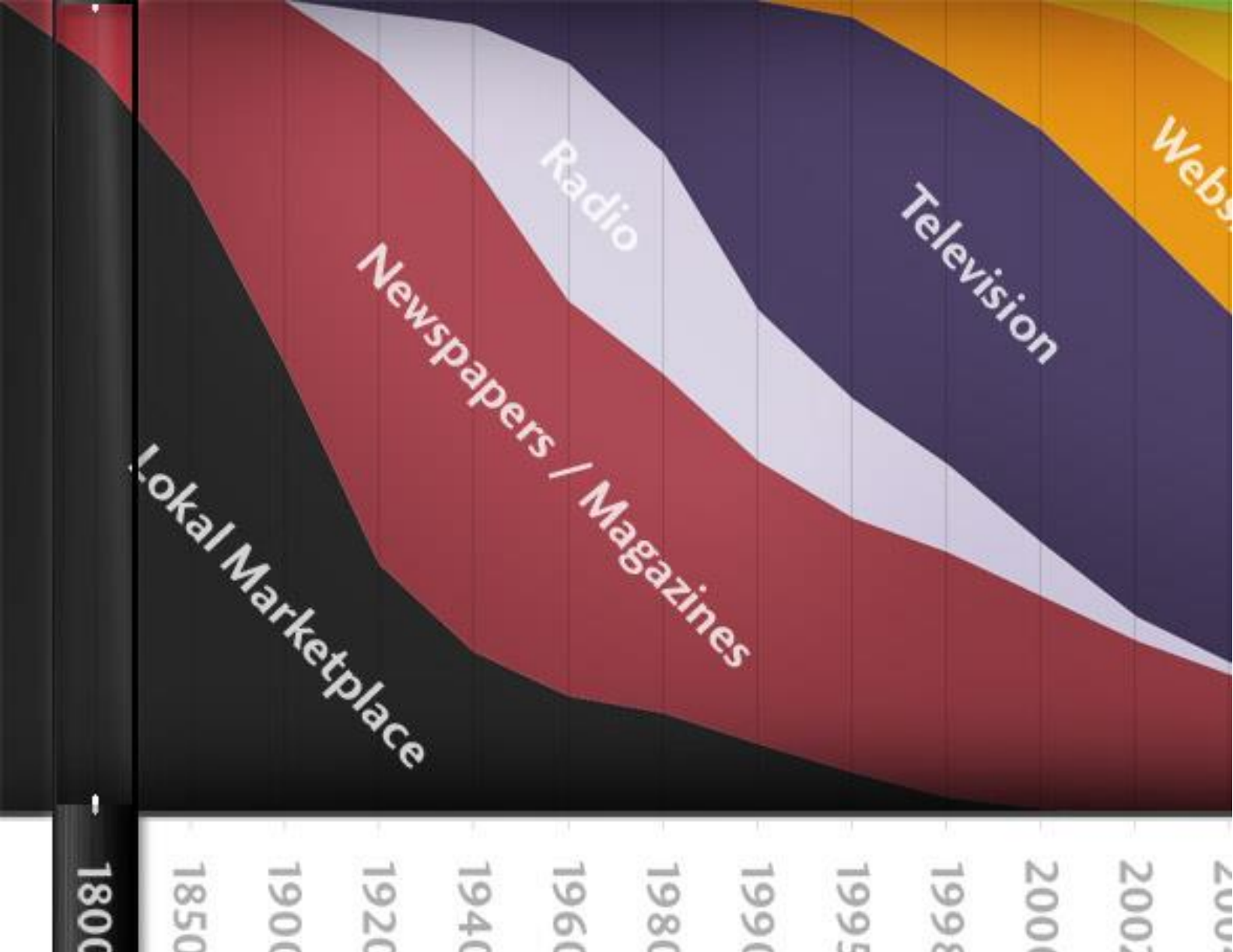
**DON'T HAVE COMMERCIALS BECAUSE
THE PEOPLE WHO CAN AFFORD THEM
AREN'T SITTING AROUND
WATCHING TV.**

INFLUENCIVE



1800
1850
1900
1920
1940
1960
1980
1990
1995
1998
2000
2002
2004
2006
2007
2008
2009
2010
2015
2020

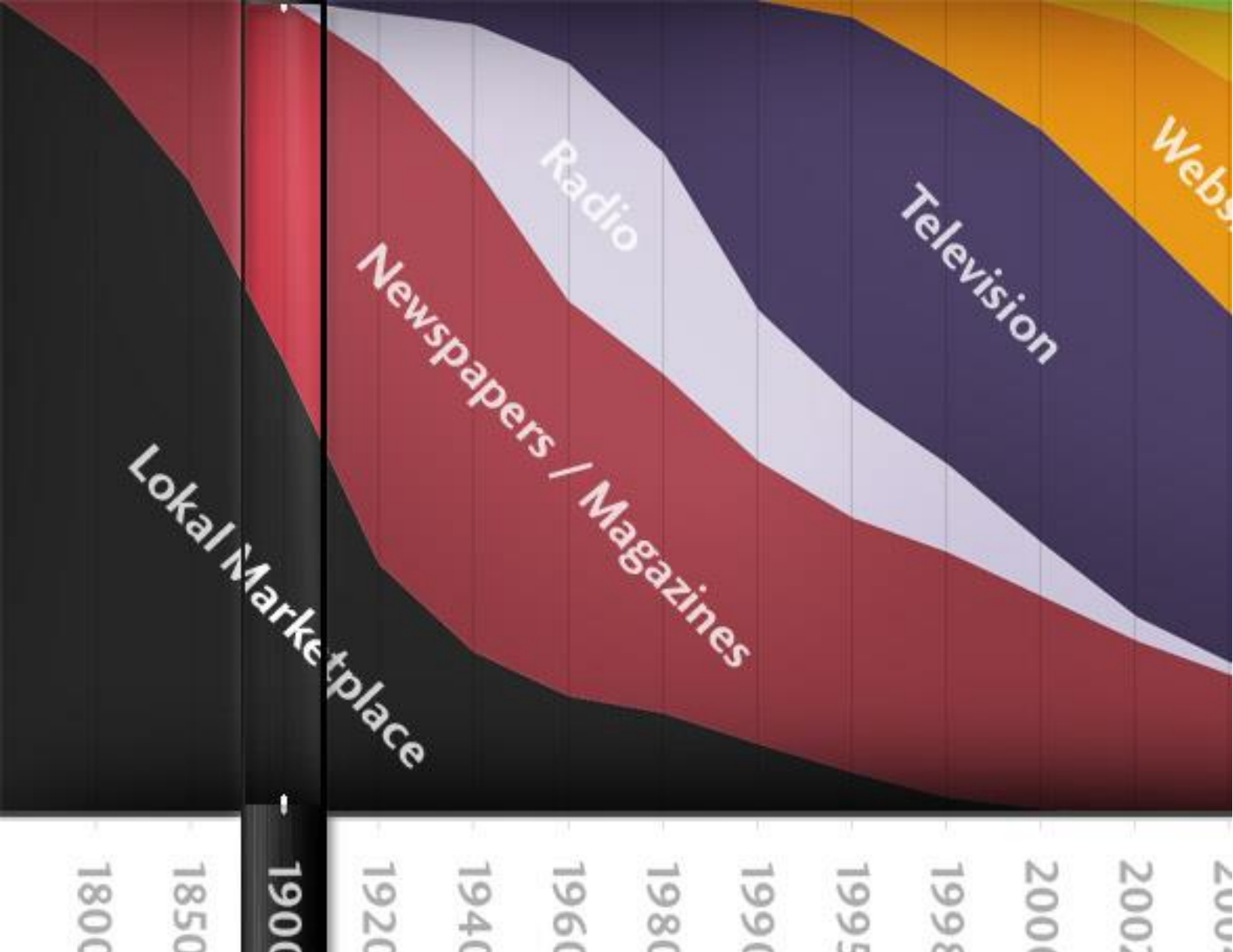
1800 - The face to face period



1800 - The face to face period



1900 - Read all about it!



1900 - Read all about it!

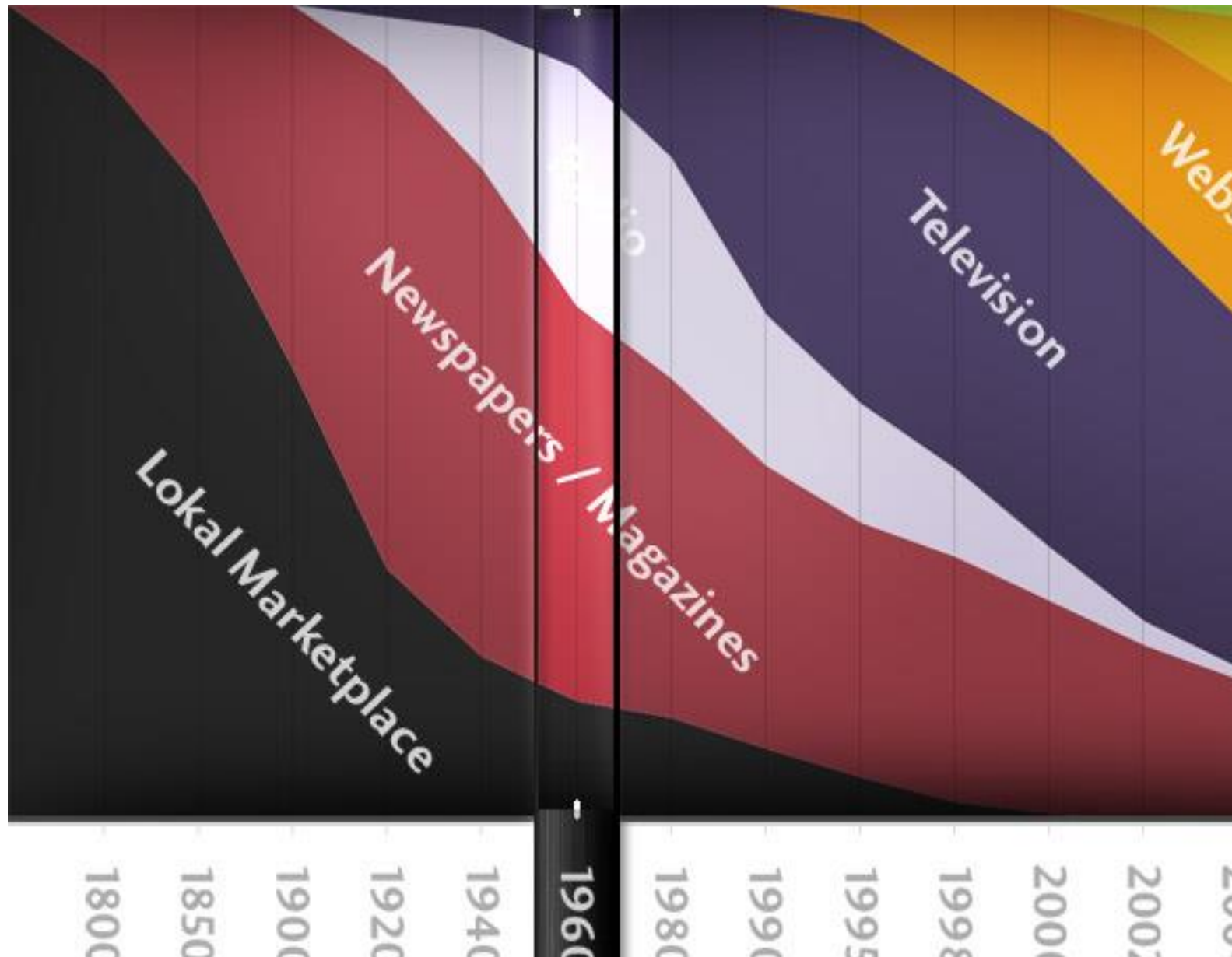
MONTHS TIME.

Advertisement.

THis News Letter is to be continued Weekly ; and all Persons who have any Houses, Lands, Tenements, Farms, Ships Vessels, Goods, Wares or Merchadizes, &c. to be Sold, or Lett ; or Servants Run away ; or Goods Stoll or Lost, may have the same Inserted at a Reasonable Rate ; from Twelve Pence to Five Shillings and not to exceed : Who may agree with *Nicholas Boone* for the same at his Shop, next door to *Major Davis's*, Apothecary in *Boston*, near the Old Meeting-House.

All Persons in Town and Country may have said News-Letter Weekly upon reasonable terms, agreeing with *John Campbell* Post-Master for the same.

1960 - We will be right back after these messages!



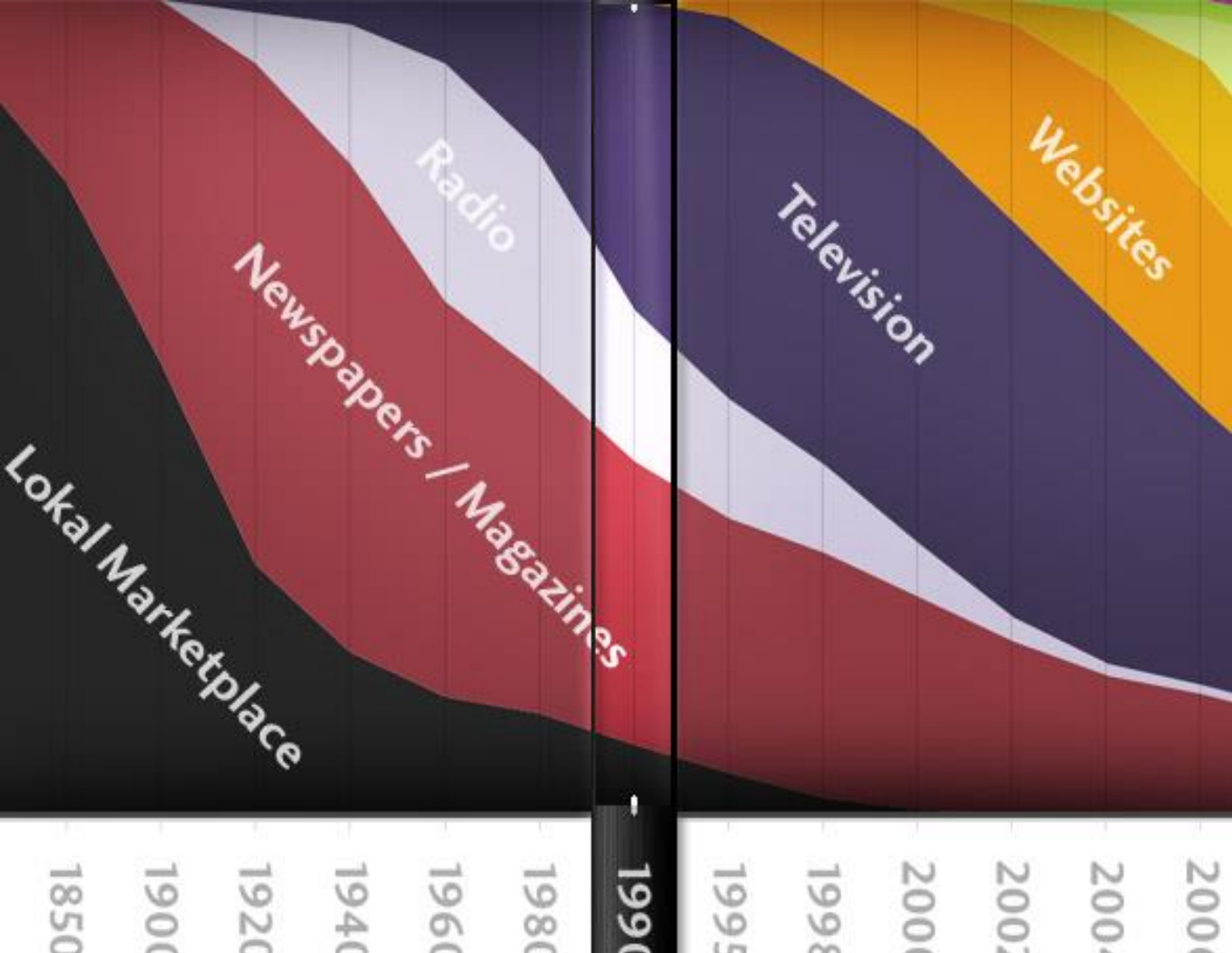
1960 – The medium helps the election!

“By 1960, **90 percent** of American households had TV sets, and Americans watched an average of **two hours of television a day**. Democratic candidate John F. **Kennedy's** camp **used the medium** to introduce his young, attractive family to viewers.”

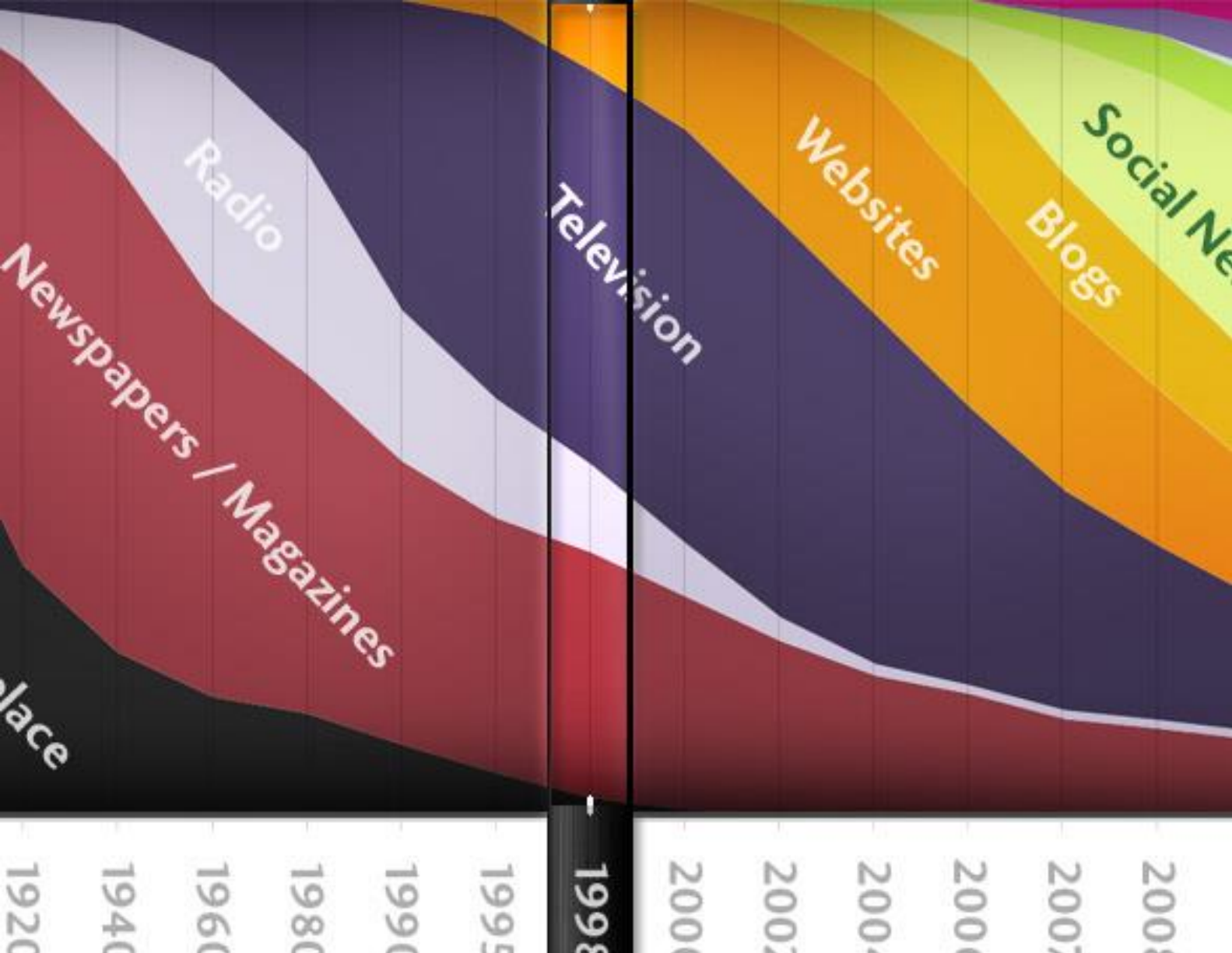
A black and white title card with the text "The Making of the President 1960" in a serif font, set against a background of a clock face.



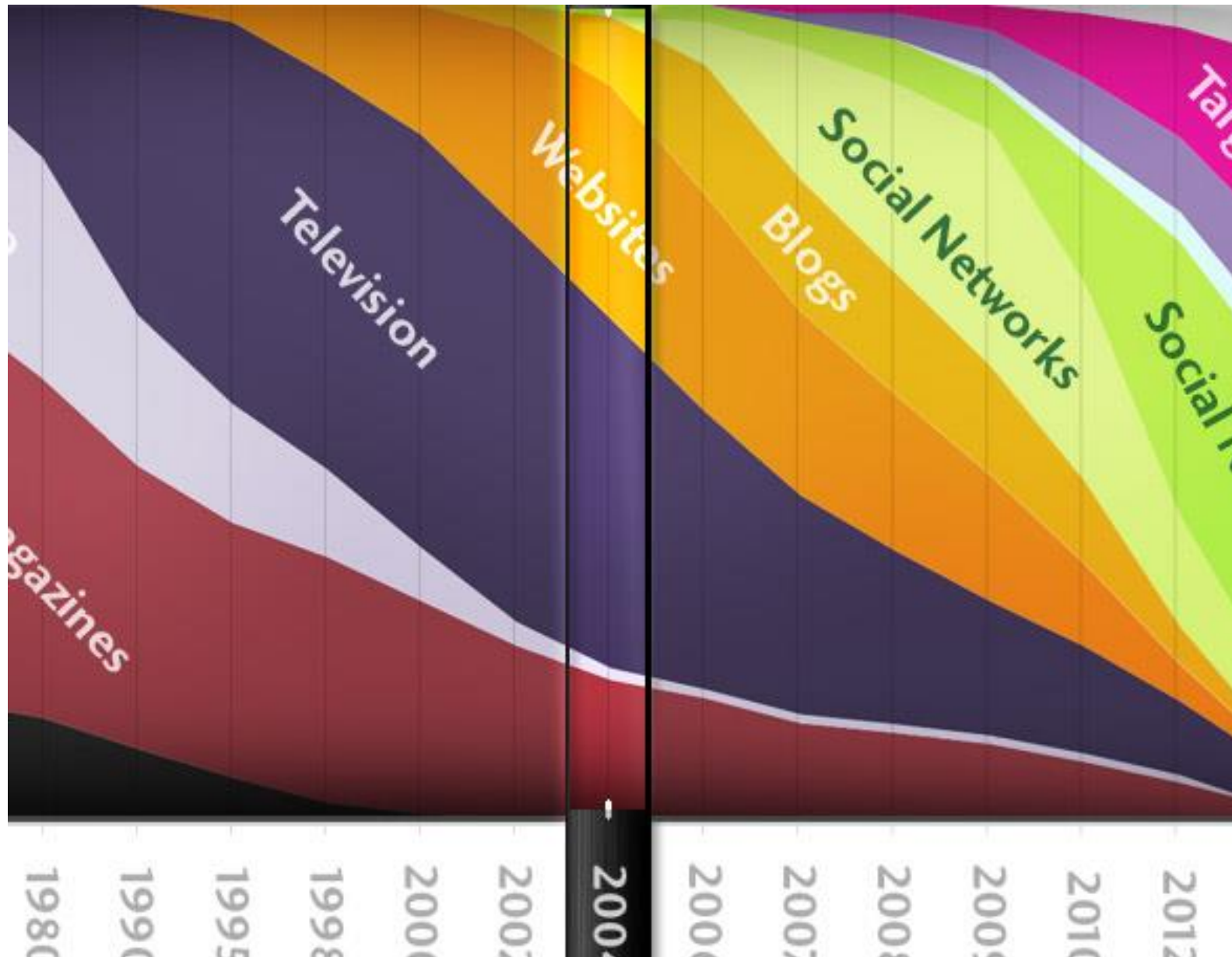
1990 - Tune in Tomorrow- TV era!



1998 - The dawn of the Internet



2004 - I decide what to do!



2004 – The new medium elects the President!

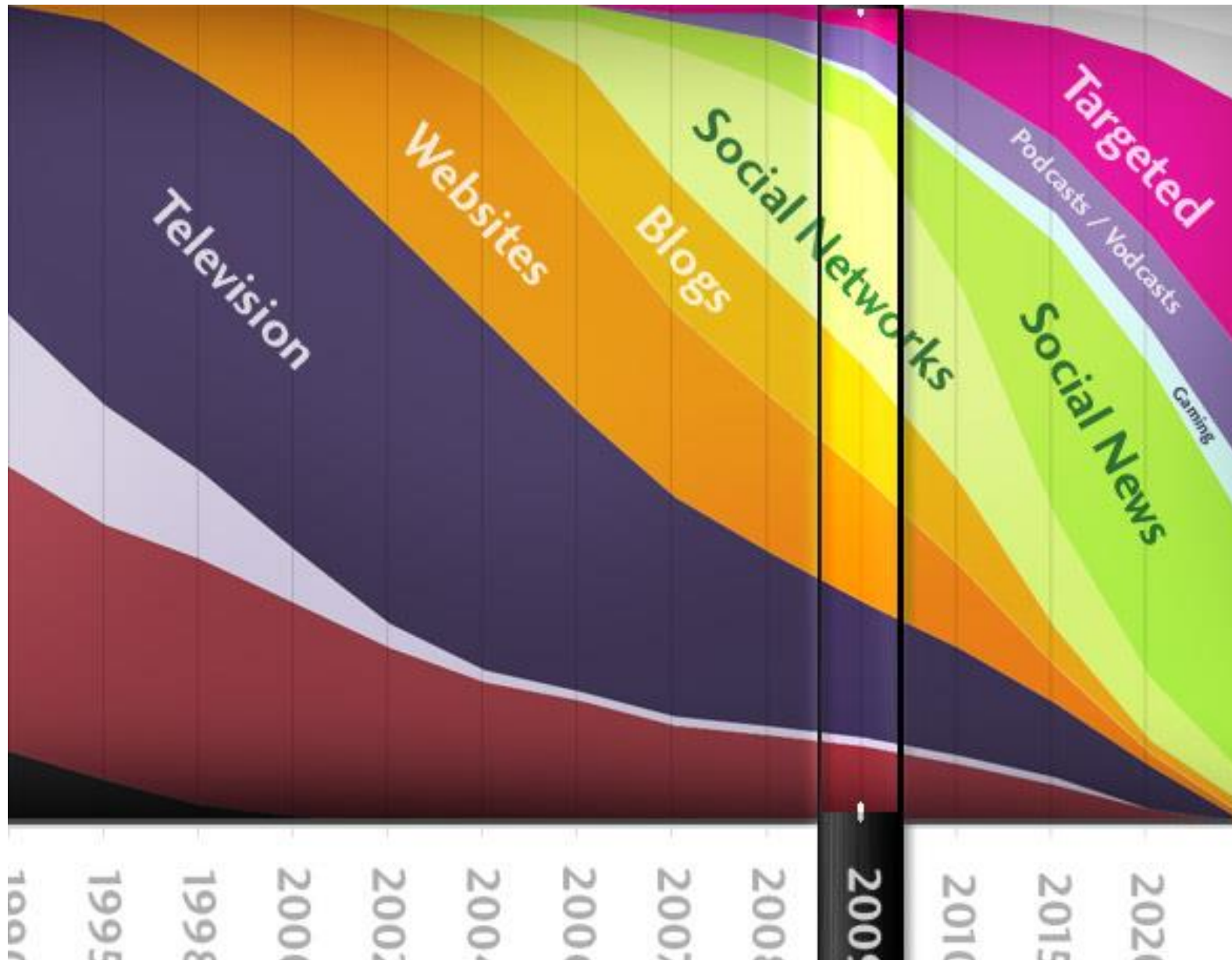
“Were it not for the Internet, Barack Obama would not be president. Were it not for the Internet, Barack Obama would not have been the nominee,” said Arianna Huffington, editor in chief of [The Huffington Post](#).

http://bits.blogs.nytimes.com/2008/11/07/how-obamas-internet-campaign-changed-politics/?_r=0



THE
HUFFINGTON
POST

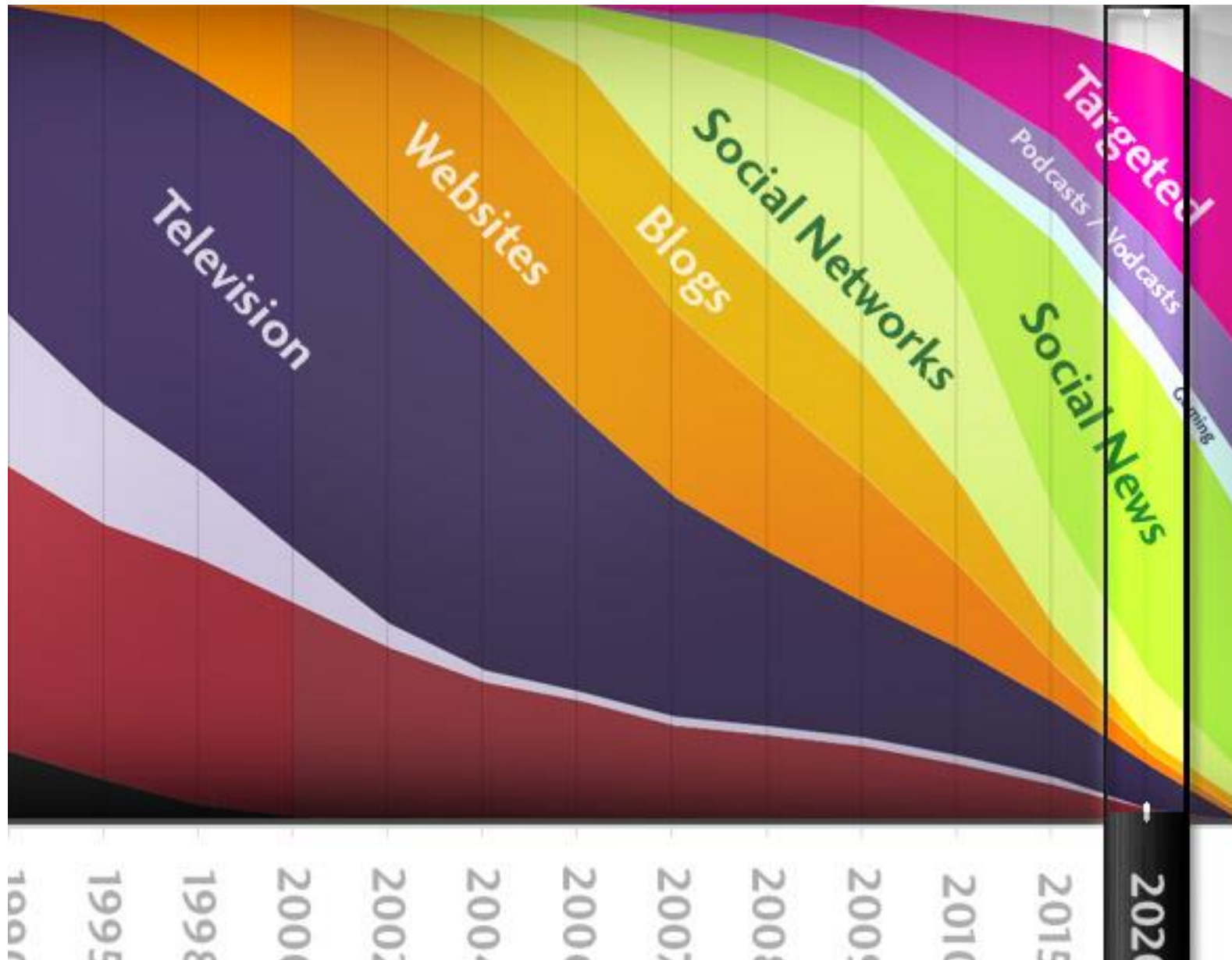
2009 - Everything is Social





One
for
one!


2020 - Traditional is dead



IBM Know your customer

<https://www.youtube.com/watch?v=b82Quinl7ac>

Που βρίσκεται το κοινό μου;



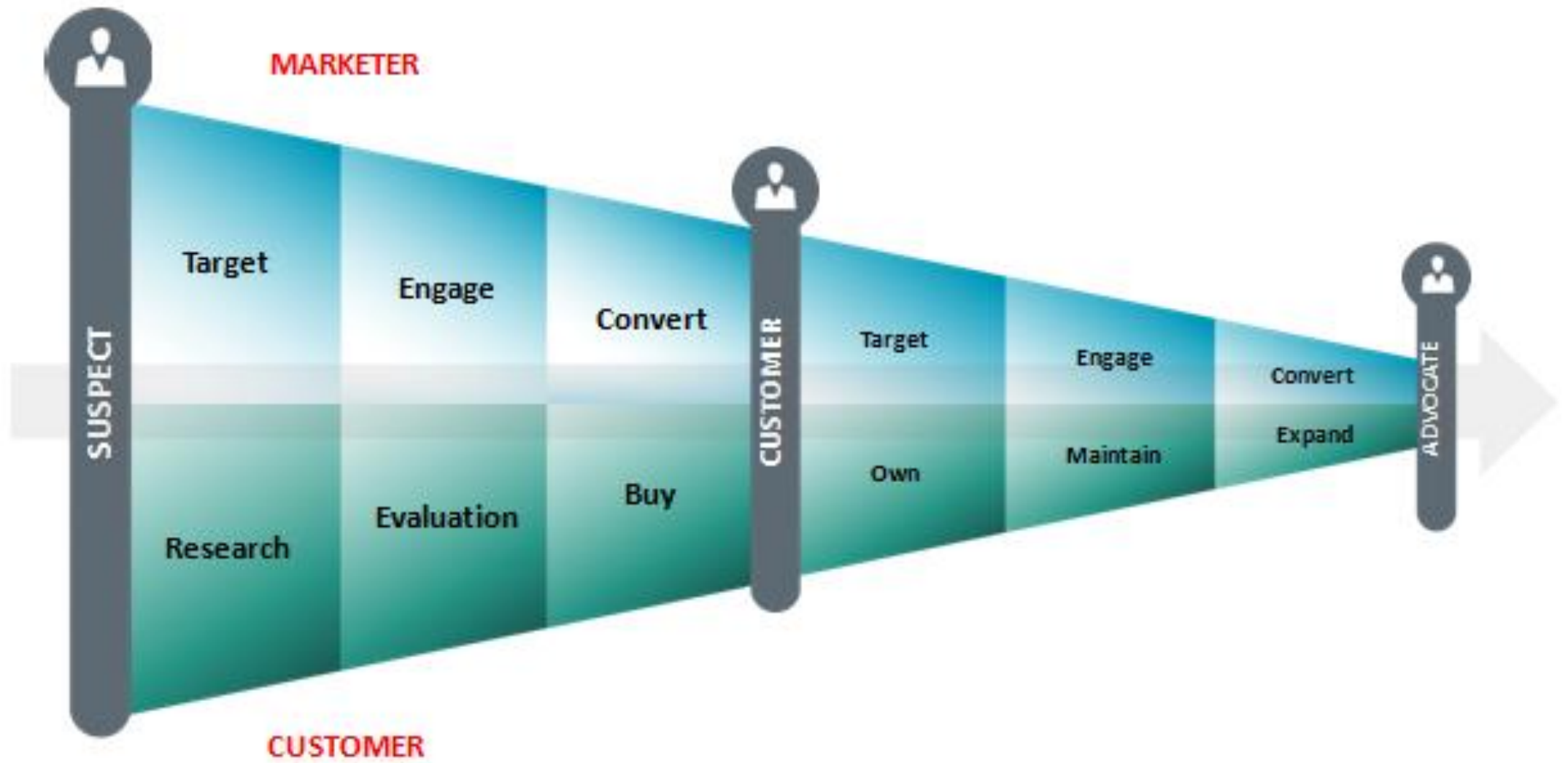
	GEN Z (AGES 15-20)	MILLENNIALS (AGES 21-34)	GEN X (AGES 35-49)	BOOMERS (AGES 50-64)	SILENT GEN (AGES 65+)
RECOMMENDATIONS FROM PEOPLE I KNOW	83%	85%	83%	80%	79%
BRANDED WEBSITES	72%	75%	70%	59%	50%
CONSUMER OPINIONS POSTED ONLINE	63%	70%	69%	58%	47%
EDITORIAL CONTENT, SUCH AS NEWSPAPER ARTICLES	68%	68%	66%	60%	55%
ADS ON TV	58%	67%	64%	55%	48%
BRAND SPONSORSHIPS	62%	66%	62%	52%	42%
ADS IN MAGAZINES	57%	62%	61%	50%	46%
ADS IN NEWSPAPERS	57%	62%	62%	55%	53%
ADS BEFORE MOVIES	54%	60%	55%	42%	31%
BILLBOARDS AND OTHER OUTDOOR ADVERTISING	59%	60%	57%	46%	38%
TV PROGRAM PRODUCT PLACEMENTS	51%	60%	56%	42%	39%
EMAILS I SIGNED UP FOR	54%	57%	56%	53%	54%
ADS ON RADIO	51%	55%	57%	49%	42%
ONLINE VIDEO ADS	45%	53%	50%	37%	27%
ADS SERVED IN SEARCH ENGINE RESULTS	43%	52%	50%	41%	33%
ADS ON SOCIAL NETWORKS	45%	51%	47%	35%	26%
ADS ON MOBILE DEVICES	42%	48%	45%	31%	20%
ONLINE BANNER ADS	36%	47%	43%	34%	25%
TEXT ADS ON MOBILE PHONES	32%	41%	38%	27%	18%

Που στοχεύω Γεωγραφικά?

PERCENT OF RESPONDENTS WHO COMPLETELY OR SOMEWHAT TRUST ADVERTISING FORMAT BY REGION



	ASIA- PACIFIC	EUROPE	AFRICA/ MIDDLE EAST	LATIN AMERICA	NORTH AMERICA
RECOMMENDATIONS FROM PEOPLE I KNOW	85%	78%	85%	88%	82%
BRANDED WEBSITES	78%	54%	76%	75%	61%
EDITORIAL CONTENT, SUCH AS NEWSPAPER ARTICLES	71%	52%	71%	74%	63%
CONSUMER OPINIONS POSTED ONLINE	70%	60%	71%	63%	66%
ADS ON TV	68%	45%	70%	72%	63%
BRAND SPONSORSHIPS	67%	43%	73%	70%	57%
ADS IN NEWSPAPERS	63%	44%	69%	72%	65%
ADS IN MAGAZINES	62%	43%	65%	70%	62%
BILLBOARDS AND OTHER OUTDOOR ADVERTISING	60%	40%	64%	63%	57%
EMAILS I SIGNED UP FOR	60%	41%	59%	65%	64%
TV PROGRAM PRODUCT PLACEMENTS	60%	35%	64%	64%	53%
ADS BEFORE MOVIES	59%	38%	57%	62%	56%
ADS ON RADIO	54%	41%	62%	68%	60%
ONLINE VIDEO ADS	53%	33%	55%	52%	47%
ADS ON MOBILE DEVICES	50%	26%	49%	48%	39%
ADS ON SOCIAL NETWORKS	50%	32%	57%	54%	42%
ADS SERVED IN SEARCH ENGINE RESULTS	50%	36%	52%	58%	49%
ONLINE BANNER ADS	48%	27%	49%	46%	41%
TEXT ADS ON MOBILE PHONES	42%	22%	41%	39%	37%



- Σκέψου Mobile!!!
- Website
- Newsletter strategy
- Social media
(Facebook, Twitter,
Foursquare, Instagram,
etc)
- Search engine & Social
media ads



SOS! Δώσε incentives στους καταναλωτές να ασχοληθούν με σένα!

The image shows a screenshot of a Facebook page for FAGE Total Greek Yogurt. The page features a large banner for the "FILL THE FRIDGE CHALLENGE" with the FAGE Total logo and a chef. Below the banner, there are navigation tabs for "About", "Photos", "Fill the Fridge", "Recipes", and "Products". A "Post" section is visible with a text input field and a "Post" button. Below the post, there is a section for "Invite Your Friends to Like this Page" with a list of friends and "Invite" buttons. The right sidebar contains a "Recent" year selector, a "Sponsored" section with ads for "Pre-Orders End Soon!" and "www.greenplus.gr", and a "Likes" section with users like "New York Philharmonic" and "Bobby Flay".

facebook Search for people, places and things Redman Manetos Find Friends Home

FILL THE FRIDGE CHALLENGE
Explore a fridge full of FAGE Total cooking possibilities.
fagetotalchallenge.com

FAGE Total Greek Yogurt
1,291,178 likes · 3,322 talking about this

Food/Beverages
FAGE (pronounced "fa-yeh") is known for FAGE Total, the authentic Greek strained yogurt.

Photos Fill the Fridge Recipes Products

Highlights

Post
Write something... **Post**

Invite Your Friends to Like this Page See All
Type a friend's name... **Invite**

- Koykis Wiseakis **Invite**
- George Seven **Invite**
- PowerIndigo Indigo **Invite**

Likes

- New York Philharmonic Bands & musicians **Like**
- Bobby Flay Chef **Like**

Recent
2013
2012
2011
2010
2009
2008
1990s
1983
1975
1964
1954
Founded

Sponsored See all

Pre-Orders End Soon!
thetleapp.com
Don't Forget To Pre-Order You Tile Before It's Too Late.

www.greenplus.gr
Greenplus
Δώστε νέα αισθητική στον κήπο σας, σύμφωνα με τις σύγχρονες τάσεις διακόσμησης.
Like · 3,890 people like Greenplus.

Come pulire il tuo computer...
Effettua un'analisi gratuita del PC e identifica gli errori che lo rallentano.
Like · 23,430 people like Come pulire il tuo computer in pochi minuti?

iPhone5 only \$309
No handset charge & free delivery. Lowest iPhone5 price in the China!

Chat (2)

Ο άνθρωπος / Η εταιρία που θα σας αναλάβει
θα έχει τελικό challenge σε:

- Αποτελέσματα

&

- Πωλήσεις!



Πριν ξεκινήσεις το Marketing Plan... ΔΙΑΒΑΣΕ!!!!!!!

Πάρε Google certificate &
Social Media online certificates

Διάβασε ότι πέσει μπροστά στο search σου σχετικά με branding!

Ζήστο!

Κάνε λογαριασμούς σε ΌΛΑ τα Social Media & Online Catalogues &
Aggregators!

Ψάξτο!!! Δες τι κάνουν οι μεγάλοι αλλά και ο ανταγωνισμός!
Βρες ένα καλό Marketing Plan για οδηγό



Need more info?

The Big Ideal

- <https://www.slideshare.net/GrahamRobertson/the-big-idea-explained>

Nielsen “Global Trust in Advertising” Report 2015

- <https://www.nielsen.com/content/dam/nielsen-global/apac/docs/reports/2015/nielsen-global-trust-in-advertising-report-september-2015.pdf>
- Marketing Plan... Google it!!!! Google = your best friend!



Branding is what people
say about you, when you
are not in the room.

JEFF BEZOS, CEO AMAZON

M.O.M QUOTES

MAD OVER MARKETING (M.O.M)



**Even
At The
Last
Minute**



**A Miracle
Can Happen..
Don't Ever
Give Up!**



Thank you!

Valia

Papadimitriou

vp@7indigo.com