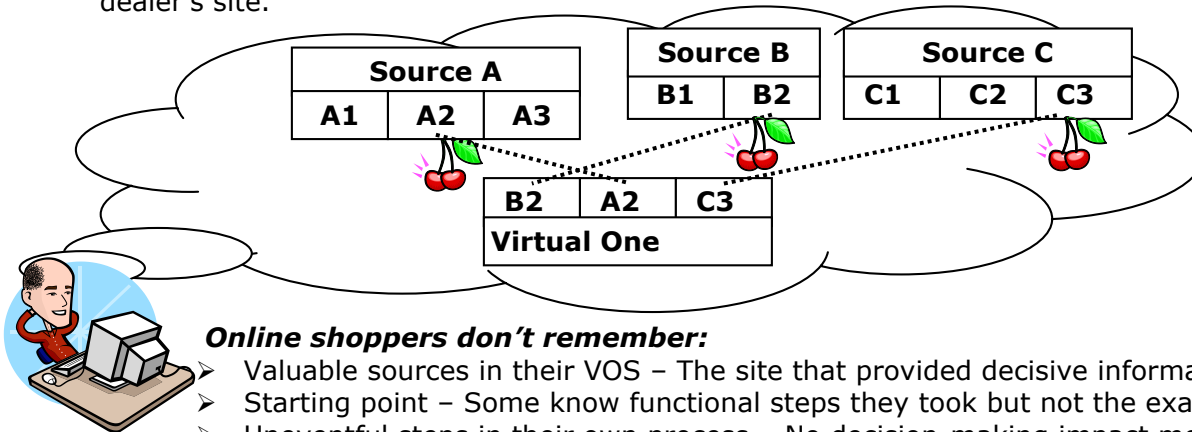


How Does The Internet Deconstruct Your Brand?

Building a brand with old media elements absorbs enormous time and dollars. However in order to meet their decision-making needs, Internet users regularly deconstruct your brand's online content for select elements and re-combine these along with other sources to create their own Virtual One Service™ (VOS).

How VOS works - The user 'cherry picks' content or functions according to their self-defined needs. They assemble elements from multiple web sites to customize and formulate what they see as "their service" with these key elements in an order personalized to them. The Internet makes this a highly relevant and seamless process. For example, an online auto shopper's VOS may consist of elements from Consumer Reports, Kelley Blue Book, OEM sites, Edmunds and a dealer's site.



Online shoppers don't remember:

- Valuable sources in their VOS – The site that provided decisive information
- Starting point – Some know functional steps they took but not the exact site
- Uneventful steps in their own process – No decision-making impact means no recall

But do remember:

- Negative image building elements such as problems, delays, dead ends & oddities
- Personally useful features, responsiveness, relevant information sources and established brand names – most remember differences in the functions that worked or not, the time it took and whether expectations were met. e.g. reviews like Amazon, bidding like ebay.com.
- Results of the process or what happens at the end

What does VOS mean for your brand?

The user has increased expectations of:

- Personalization - Ability to personalize the process in one element of the user's service & their general Internet experience raises expectations for personalization of VOS with your brand.
- Seamless experience - Ability to easily join process elements together e.g. supporting comparisons with non-brand/other brand information sources in the user's process
- Continuity of process – Melding online promise to offline reality
- High relevance, choice & control - Other sites offering highly relevant information, not advertising, are providing the customer with greater control, confidence & power
- Responsiveness – For quick and personalized response
- Information objectivity and validity - Different sources and agendas create confusion and doubt

Call us to learn more about how we can help you to respond strategically to these new challenges.