

# AustraliaSCAN<sup>®</sup>

## The Wisdom Of Crowds



# A World In Transition

Decay of old tribes  
and allegiances  
Loss of faith in the  
Institutions

Self Curation  
Sharing  
Immediacy  
Volatility

Instant, unedited,  
personal access  
to anything & anybody

Mass & Niche

Consideration & Spontaneity

Sacrifice & Indulgence

Expertise & Price Assurance

Information & Conversation

Guttenberg & Zuckerberg

# Thriving In The Future

- Clarity of Purpose & Authenticity
- Nurture & Nourish your Reputation (Brand)
- Earn Respect: Actions over words
- Demonstrate Continuous Improvement
  - Standards are transferable
- Tighter targeting & Multi-faceted expressions
  - Harness their Crowds
- Acuity & Agility

# Thriving In A World In Transition

- Clarity of Purpose & Authenticity

- Understand exactly what your offer is and then execute it to the full

- Tighter targeting & Multi-faceted expressions

- Define precisely who you are talking to and do so by a judicious mix of both “Old” and “New” media

- Acuity & Agility

- Listen & watch obsessively and quickly pre-empt shifts in the market place and exploit emerging opportunities.



# AustraliaSCAN®

## The Wisdom of Crowds

