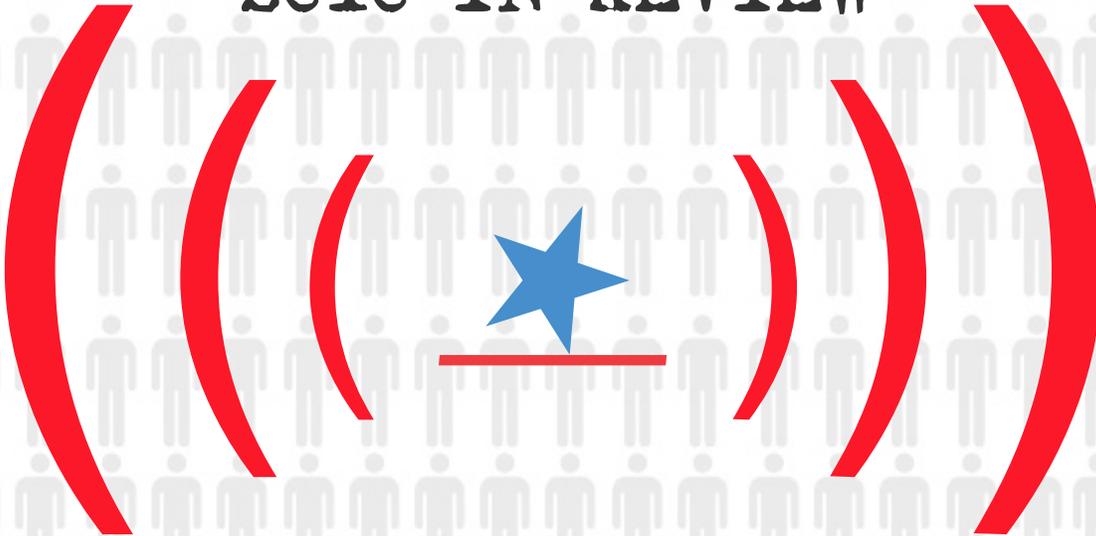
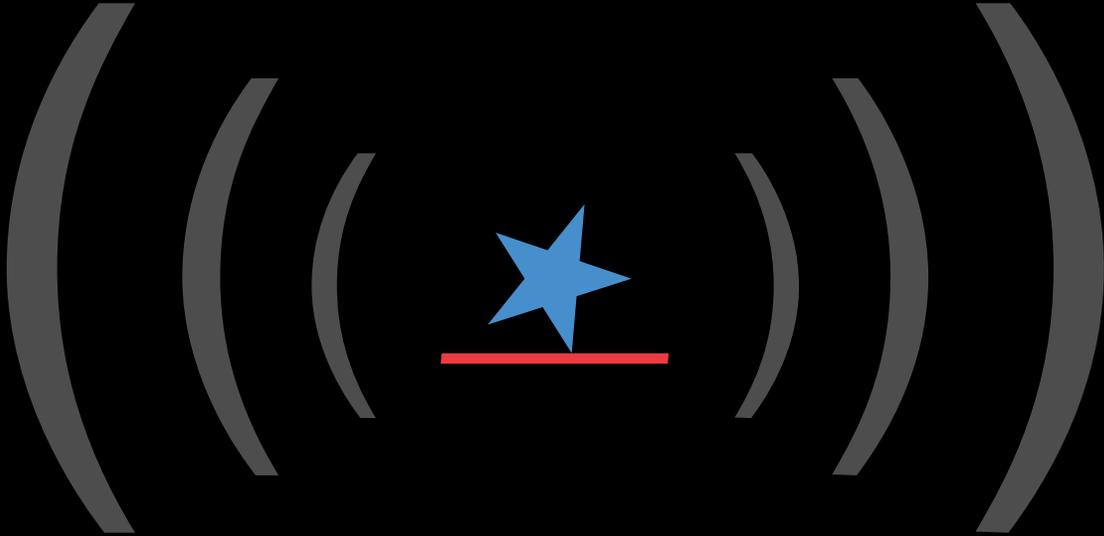


SOCIAL MEDIA

2010 IN REVIEW



EURO RSCG WORLDWIDE



Historians and raconteurs will record 2010 as the year when social media became part of everyday life, with half of all online page views going to SoMe sites.

Facebook became the most searched item of the year and passed Google as America's most visited website. And so the power struggle began. Pulling ahead was Facebook's Mark Zuckerberg, eventually *Time's* Person of the Year and subject of an award-winning movie. In July, the network hit 500 million users. (By year-end, it had apparently reached 600 million, and Google was this close to profitability, as newer and more conceptual ads dominated.)

Lady Gaga was the first artist to reach 1 billion video views on all sites in March, then on YouTube (which turned 5 in 2010) alone in October.

Hot time in the summer: Twitter was already notching about 65 million tweets daily—that's 750 per second, in case you're keeping score—and location-based network Foursquare saw 100 million check-ins.

In big-brand ad land, Best Buy's "Twelppforce" and Old Spice's "Smell Like a Man, Man" won high marks at Cannes Lions with fully integrated marketing campaigns (broadcast + Web + social platforms connecting employees to consumers). Look at fun, look at followers, now back to potency: Old Spice's campaign led to a 107 percent increase in body wash sales.

In the humanitarian world, people everywhere turned to SoMe to connect with loved ones and get the latest news after Haiti's earthquake. And nonprofits used social media and mobile marketing to raise \$2 billion-plus for relief in just six months.

Among the biggest media stories were beginnings, ends and one that was a soap opera of each: William and Kate's engagement announcement on Twitter, Elizabeth Edwards's goodbye on Facebook, and the publication of scores of documents on WikiLeaks.

What new beginnings will Euro RSCG Worldwide create in social media in 2011? First, some of our own highlights from 2010...



4 SOCIAL MEDIA 2010 IN REVIEW

Undertaking a “Millennials and Social Media” study followed by a white paper and other materials—and relaunching the companywide Social Life and Social Media website at the time of the paper’s debut. Also new to the site this year: regular “Social Media Focus” and “The Week in Social Media” columns, plus daily trendspotting reports.



[social life and social media]

 EURO RSCG WORLDWIDE

ERWW SOCIAL MEDIA HITS IN 2010



EURO RSCG WORLDWIDE

ERWW SOCIAL MEDIA HITS IN 2010



Launching Akzo Nobel's Dulux "Let's Colour" campaign via social media and digital. The documentary of local communities repainting their neighborhoods reached more than 400,000 hits with no media investment and became the 12th-most-tweeted video in the film category. It won the prestigious TED Award for best global "Ad worth spreading" in March 2011.

ERWW SOCIAL MEDIA HITS IN 2010

Engaging the power of social media across multiple channels to solicit delegates and launch One Young World, the global platform for youth to affect positive social change, which was cited as the “Young Davos” by CNN and welcomed counselors including Kofi Annan, Bob Geldof, Muhammad Yunus and Desmond Tutu.



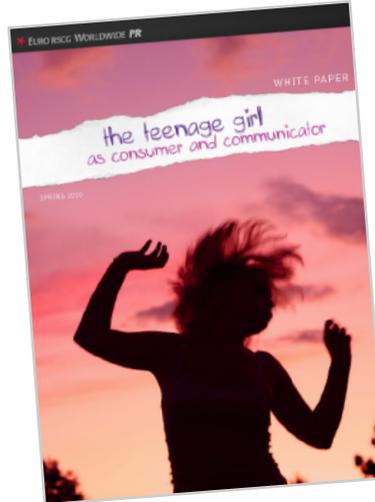
Doubling digital and social media business in China year-to-date with the addition of major accounts such as Dulux, Hershey's, domestic children's clothing brand Balabala and AMD.



ERWW SOCIAL MEDIA HITS IN 2010



ERWW SOCIAL MEDIA HITS IN 2010



Launching The Sisterhood, a one-of-a-kind social marketing lab—using YouTube, Facebook, Twitter and online outreach—that’s by, for and about teenage girls, at Euro RSCG Worldwide PR.



Creating innovative firsts in the social media space, from the first global CEO tweet to Social Xplorer (the first social media NPD tool) to the first expandable banner ad on YouTube to the first social media car launch.

ERWW SOCIAL MEDIA HITS IN 2010



10 SOCIAL MEDIA 2010 IN REVIEW

Marian Salzman, president of Euro RSCG Worldwide PR, North America, regularly blogs on the Huffington Post, on topics ranging from the power of social media and One Young World to CSR and cultural trends, using the powerful online platform to spread the word of ERWW and its most important assets and ideas.

ERWW SOCIAL MEDIA HITS IN 2010

The collage displays several screenshots of the Huffington Post website. At the top left is the 'THE HUFFINGTON POST' logo. The main content area features several articles by Marian Salzman, including 'Achy Hands? It May Be Time for a New Rheumatoid Arthritis Treatment', 'Valentine's Day Customs Around The World', 'More in World: Protests in Iran, Palestine Cabinet Resigns...', 'Ivory Coast President Kept in Pi By Chocolate', 'The Power of One Young World', and 'Putting the Social in Social Responsibility'. The screenshots also show the website's navigation menu, search bar, and social media sharing options.



EURO RSCG WORLDWIDE



Euro RSCG is digital agency of record and/or social media agency of record for lots of big-name companies and/or brands around the world. Among them: Clearasil, GSK, Havaianas, Heineken (U.S.), IBM, IKEA UK, Lacoste, method, sanofi-aventis, Shire Pharmaceuticals, Sprint, Unilever and Volvo.





Global Case Studies

We asked Euro RSCG Worldwide team members from around the planet to share their best examples of client SoMe work. Check out these highpoints...

AIR FRANCE MUSIC (BETC MUSIC, FRANCE)

Every quarter, BETC Music becomes DJ BETC, choosing tunes for Air France's in-flight playlist. But the sky has no limit: The music also hits the AF Music site as podcasts, columns or streamed playlists—and is relayed on its Facebook page to make news, plus on Myspace, Twitter and Netvibes. Also sending social community numbers up in the air: events, partnerships and contests.



AIRFRANCE / music

REC

AIR FRANCE PRÉSENTE
«A380 INSPIRATION» BY AIR FRANCE MUSIC :
THE A380 AS A SOURCE OF INSPIRATION FOR ARTISTS
INVITED ABOARD THE PARIS-TOKYO FLIGHT BY AIR FRANCE MUSIC

The graphic features a white vinyl record with a prominent red center. A silver tonearm is positioned on the right side of the record. The text 'AIRFRANCE / music' is at the top left, and 'REC' is at the bottom center of the record. Below the record, there is a block of text in French and English.

NOS COUPS DE COEUR

Découvrez chaque semaine un gros plan sur un artiste ou un groupe à découvrir.



Gorillaz
Plastic Beach (EMI)
5 ans après le succès incontesté de Demons ...



The Shoes
Dans le cadre de l'opération «A380 Inspiration» By Air France ...



JONISI
Go (Paraphona / EMI)
« go » est le projet s'ob de la ...



HINDI ZAHRA
Haramiscule (Blue Note / EMI)
Occident entre jazz, soul et funk ...



André manoukian
« So in love » (CAPITOLEMI)
André Manoukian, ...



This Is The Hello Monster !
(Gommatto production)
Parmi l'influence de noubaoussi, This Is The Hello Monster ...



Turin Brakes
« Outbursts » (Cooking Vinyl)
Avec Outbursts, les angles Oldy Knights La Ho Joanna ...



Joanna Newsom
« Have One On me » (Drag City)
Avec Outbursts, les angles Oldy Knights La Ho Joanna ...



BALABALA (EURO RSCG 4D, SHANGHAI)

And now for something different. That was the assignment for Euro RSCG 4D: Create online buzz about Balabala's "Let kids know to play different" theme and drive parents to the new Wenzhou store. Going small was key: A viral video of kids doing tongue twisters (plus SNS/blog/BBS/site support) led to more than 1.2 million clicks and site traffic increase of 20 percent.



DIAGEO (EHS, LONDON UK)

Malts are a personal taste. So how to choose one for a holiday gift? (Or discover one you like yourself?) The Diageo Malt Matcher ensures you don't scotch your search too soon. This iPhone app lets you look for malts with flavors similar to a favorite or from a specific region in Scotland, or match malts to certain foods. With no paid ads, EHS dispensed 10,000 downloads.



DIAGEO



DISNEYLAND PARIS (BETC EURO RSCG, FRANCE)

BETC Euro RSCG developed a monster use for Facebook Connect: Users go to “They’re Landing!” and dispatch Disney characters to their FB page to interact with their wall. Scenes vary by user’s gender and come in four languages. To help spread the buzz—the talk kind *and* the Lightyear kind—they can share the video with FB friends. Tom Com Gold and IAB winner. Incredible(s).



DOS EQUIS (EURO RSCG NEW YORK, UNITED STATES)

In 2010, Dos Equis became Facebook's No. 1 beer page (it's managed by Euro RSCG NY). Dos Equis was the first beer brand to reach 1 million fans (800,000+ added in 2010, significantly aided by a reachblock). Its Facebook engagement units are some of the site's best performing. And every new post generates 1 million to 1.6 million impressions. Most interesting.



DULUX (EURO RSCG 4D, SHANGHAI)

Euro RSCG 4D needed a fresh idea to relaunch ARG paint, an environmentally friendly product that contains bamboo charcoal and can purify indoor air. Naturally, “Fresh Air” seemed a winner. The campaign ran across popular Chinese new media channels, including video sharing sites and SNS, featuring a viral video, banner ads and a contest. More than 700,000 users participated, for 1.3 million page views.



多乐士
Dulux



DULUX VALENTINE (BETC EURO RSCG, FRANCE)

Euro RSCG London's viral "Let's Colour" campaign for Dulux has gotten buckets of ink. Taking a hue from that, BETC Euro RSCG developed for Dulux Valentine the award-winning "The Walls Are Dancing" art performance and music video, following every stroke of murals painted in three French cities. Besides pass-along value, what's so social about that? The murals contain QR codes to download behind-the-scenes videos, plus there was a digital guestbook.



FAIRPRICE (EURO RSCG, SINGAPORE)

Check it out: FairPrice Supermarkets debuted on Facebook and within three weeks had 9,000 fans. Euro RSCG jumped in, taking FairPrice through the SoMe express lane. After holiday contests, challenges and PPC ads, fans grew 126 percent in three weeks. Measurement is in place, initiatives (like leveraging Earth Hour sponsorship) keep growing, and now 32,000+ people “like” FairPrice.

That's My FairPrice! Chinese New Year Challenge

Answer 8 simple questions and win Chef Chan's Reunion Lunch (for a table of 10) worth \$1380! Click to Play Now!

Rohan Mann is a Fan.

Become a Fan

That's My FairPrice! Chinese New Year Challenge

Answer 8 simple questions and win Chef Chan's Reunion Lunch (for a table of 10) worth \$1380! Click to Play Now!

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That's My FairPrice! Chinese New Year Challenge

Answer 8 simple questions and win Chef Chan's Reunion Lunch (for a table of 10) worth \$1380! Click to Play Now!

Rohan Mann is a Fan.

Become a Fan

Chinese New Year Challenge

Answer 8 simple questions and stand a chance to win Chef Chan's Reunion Lunch for a table of 10 at Chef Chan Restaurant 21st Jan - 10th Feb 2010

Be a Fan to Participate!

Chinese New Year Challenge

Answer 8 simple questions and stand a chance to win Chef Chan's Reunion Lunch for a table of 10 at Chef Chan Restaurant 21st Jan - 10th Feb 2010

1. Traditionally, what does the fish symbolize during the reunion dinner?

- Completeness
- Prosperity and Abundance
- No Lack of Water around the Year
- A Prosperous Year ahead

2. If you want to start the year off with energy and completeness, which dish should you have during your reunion dinner?

- Shrimp roasts
- A dish made of all fresh fruits in the house
- Chicken along with 'head, hair and tail'
- Vegetables

FairPrice

Dear Friends of FairPrice

March 27 is Earth Hour Day

The hour will see light bulbs become a global sustainability movement where we all make our stand against climate change in support of Earth Hour. FairPrice is proud to be a part of this movement.

To help us make our target by March 27, all you need to do is turn off your lights and become a fan for every switch-off to help!

Be a Fan to Participate!

FairPrice

Switch off for Earth Hour

In support of Earth Hour, FairPrice pledges to donate \$10,000 towards the cause. Being a fan for the first time on our website, we'll donate a dollar.

On Earth Hour night, we'll also be turning out all our store lights, which lights will be replaced by energy saving lights to show our support for Earth Hour. Turn yours off too! Earth hour is on!

In the meantime, we help to reach our \$10,000 target, just click on the main switch to turn off the lights when you have our help.

MONEY RAISED SO FAR \$03142

100% DONATION OF \$10,000



THE FUTURE OF DIGITAL FOR BRANDS (EURO RSCG, INDIA)

You might say Ashok Lalla has the whole world in his brands. The president of digital for Euro RSCG India writes and curates this blog, a LinkedIn group that's really a growing global conversation—now with more than 1,000 members (marketers and digital experts and enthusiasts) from more than 30 countries. A recent hot topic: embracing authenticity.

The screenshot shows the LinkedIn group interface for "The Future Of Digital For Brands". At the top, there are tabs for "Discussions", "Members", "Search", "Manage", and "More...", along with an "Invite others" link. Below the tabs is a text input area for starting a discussion, with a character limit of 200 and an "Attach a link" option. To the right, the "Manager's Choice" section features a post by Ashok Lalla titled "10 Questions for Marketers as 2010 comes to an end (Digital Agency folks are welcome to answer them too)". Below this, the "Updates: Last 7 Days" section shows a notification that 20 people have joined the group, including Aditya Kapoor, Sameer Shriyan, and Prashant Muttoo. The "Latest Discussions" section on the left shows a discussion titled "2011 Will Be The Year Of Digital Realism..." posted 3 days ago, with a snippet of the text: "A year that I believe will see more smart marketers imbuing high touch in otherwise hi-tech digital programs and embracing authenticity..."



HAVAIANAS (CAKE, UNITED STATES)

Cake started the year as “shoe-in” for Havaianas’s social media AOR. It only got better, starting with half a million new Facebook fans and 4,000 Twitter followers. How? Creating long-term, dynamic relationships with brand fans, optimizing existing content and creating new. Among Cake’s new programs: “90 Minutes in 90 Seconds,” eight short films highlighting Havaianas’s Teams product line and celebrating World Cup fans. More than 1.5 million viewers flipped over them.



havaianas®



HERBAL ESSENCES, OLAY AND PANTENE (THE FURNACE, AUSTRALIA AND NEW ZEALAND)

Facebook. A natural place for beauty campaigns, right? The Furnace thought so. It launched a viral sampling app for Herbal Essences' Herbalicious Hairshare; if users shared with at least three friends, they got samples. Those ads went viral and generated three times more fans than brand ads.



Olay's "Netball Star Ambassadors" FB campaign and contests helped women choose the right sun-care product for them; they could also get consultations through media including the Olay site and iPhone app (which gave real-time weather and UV monitoring and was the most downloaded weather app in the market). And Pantene's Facebook PhotoBooth app/contest let users submit photos (posted to their wall for viral effect) of themselves with their best friend. The FB page got a makeover, with 10,500 fans and a reach of 40,000+.



IBM (EURO RSCG 4D, GLOBAL)

Euro RSCG 4D did lots of engaging work with IBM constituents around the planet—from kicking off the year by helping to make the chairman of IBM’s Chatham House address, “Welcome to the Decade of Smart,” truly social to helping prepare IBM for its next 100 years through developing social programs for each aspect of its centennial celebration.

Internal



Welcome to the Decade of Smart

Over the past year we have also validated what we believed would be true—and that is, the most important aspect of smarter systems is data—and more specifically, the **actionable insights** reveal.

500,000,000 GB

Lotusphere2011
Add your voice to the conversation. Tag your tweets #LS11 or #lotusknows and register to include your blog posts.

New Intelligence

Thinking

- ➔ **New Intelligence**
Smarter thinking about business analytics
- ➔ **Business analytics and optimization**
What's the window of opportunity on an opportunity?
- ➔ **IBM builds massive business analytics cloud for 200,000 employees and unveils version for clients**
Read the press release

Conversations

- ➔ **A brief history of Intelligence**
Watch the video
- ➔ **New Intelligence for a smarter planet**
Tune in
- ➔ **Short blasts from the future**
Follow IBM's BizAnalytics on Twitter

The Answers

It's logical, isn't it? capture what is at Where we once ir to the real-time.

We are amassing

Lotusphere2011
Register ← Log In →

All Speeches Partners

Blogs Tweets All

Latest Most active RSS: All, All, Newest

Search

the_schwartz: Wondering if anyone knows if acceptreject for abstracts for #LS11 but dev track have gone out yet? I have not heard yet on mine.
3:01 via TweetDeck

bestedance: RT @boocorn: Looking to become a social business? Come to Lotusphere and see how. Early bird savings ends Dec 4 http://bit.ly/ls2011

The Official Lotusphere
By Kristen Lauri
IBM Collaboration Solutions O announced new software and organizations become social b old, and the news has already whole story.

Photos Videos Live



In between were many other smart developments, including: creating IBM's Social Media Aggregator, which consolidates social conversations into one stream (*Fast Company* said it's one reason "Why IBM Could Be Bigger than Facebook in Social Media"); creating the Expert Locator to feature the company's experts and expertise; and developing "Social Business @ IBM," an enablement platform to help 400,000 employees become—you guessed it—more socially engaged.



IBM (EURO RSCG 4D, FINLAND)

Lighten up. That's what Euro RSCG 4D did for IBM's serious reputation in the Finnish business world. A viral video portrays a company using a humorous word-game competition to choose its IT consultant; IBM, of course, speaks the company's language and wins. And so does IBM: The video (plus site and game), promoted only by e-mail and Facebook, has generated 56 new-business leads.

The screenshot shows the top navigation bar of the IT-Suomi website. On the left is the 'IT-SUOMI sanakirja' logo. The navigation menu includes 'Video', 'Sananselityspeli', 'IT-suomi-sanakirja', and 'Kysy IT-suomi-asiantuntijalta'. Below the navigation is a large video player showing a man with glasses talking on a mobile phone. To the right of the video is the article title 'Sananselityspeli -Nipistä itseäsi neukkarissa' and the beginning of the text: 'Oletko koskaan ollut palaverissa, jossa jutut tuntuvat menevän kollektiivisesti yli hilseen? Kauno ainakin on. Ja siellä hän on taas, selittää ja tsemppaa. Katso selviytyykö Kauno konsultin kirastulesta!'. Below the text are social media links for Facebook, Twitter, and sähköposti.

This block contains three stacked screenshots of the IT-Suomi website. The top screenshot shows a video player and a sidebar with the title 'Sananselityspeli'. The middle screenshot shows a game interface with a question 'Läpääntäminen' and multiple-choice options. The bottom screenshot shows a 'Tilauksentarkistus' (order review) form with fields for name, address, and phone number, and a 'Tilauksen luominen' (create order) button. At the bottom of the page, there are five small profile pictures of men.



IBM (EURO RSCG 4D, AMSTERDAM AND GLOBAL)

What's "B2B: Using Social to Accelerate Your Business"? Oh, just a little something Euro RSCG 4D spoke about at a Cannes Lions workshop with three top executives and IBM's VP of digital strategy and development, Ben Edwards. Said Euro RSCG 4D Global Chairman George Gallate in his intro: "Our business has always been social.... Our belief is that social media is *the* B2B accelerator."

IBM & Euro RSCG 4D invites you...

JOIN:
 Ben Edwards, VP Digital Strategy and Development, IBM
 George Gallate, Global Chairman, Euro RSCG 4D
 Sander Wolter, Managing Director, Euro RSCG 4D
 Ben Edwards, Chief Strategy Officer North America, Euro RSCG 4D

B2B:
 Using Social to Accelerate Your Business

Sunday 20 June, 15:00 - 17:00
 Workshop Room (Level -1)

LEARN HOW AND DISCUSS:
 Preparing Your Business for the Social Age
 Social as the Business Accelerator
 Preparing your Agency (or Business) for Social Business

www.B2BSo.Me IBM EURO RSCG 4D

IBM &
Euro RSCG 4D
invites you...

B2B:

IKEA (CAKE, UNITED KINGDOM)

Höly krowdsourcing. When Cake created the Ikea iPhone app (an unflashy PDF of a store catalog), it went back to basics: The agency got feedback on version 1.0 from core customers by Twitter, e-mail and phone, then made changes. The buzz gave the PR team an in (getting 2,000+ pieces of coverage), generated 300,000 downloads in the first month and led to *PRWeek*'s Best Use of Social Media award.



INTERNATIONAL DAY OF PEOPLE WITH DISABILITY (RED AGENCY, AUSTRALIA)

After two years of promoting this day and the National Disability Awards, Red's challenge was making 2010 all about SoMe, to grow awareness, events, participation and brand recognition. This was one of the first social-focused campaigns commissioned by the Australian government. Creating and commissioning content for Facebook, Twitter and a webpage became Job No. 1, and Red rocked: SoMe interactions spiked immediately and sustained high numbers.

twitter Home Profile Find People Settings Help Sign out

IDPWD

Name IDPWD
 IDPW International Day of People with Disability (IDPWD) & the 2010 National Disability Awards celebrate the achievements of people with disability - idpwd.com.au

940 316 15
 following followers listed

Tweets 102
 Favorites

Following

That's you! Lists

epilepsysvls Great story by 7.30 Report on Epilepsy & Art featured EPV client Jim Chambliss - story starts at 21 minute mark <http://dis.dz6.tha>
 about 20 hours ago via SocialOmph
 Retweeted by you

We have hit 300 Twitter followers! Thanks to everyone following us about 18 hours ago via web

15 days until International Day of People with Disability 2010! Why not register an event to celebrate the day!
www.idpwd.com.au/Events
 3:54 PM Nov 17th via web

Victoria's Young Australian of the Year 2011 is Angela Barker, an advocate of care services & support for young people
<http://bit.ly/CCvu7>
 9:57 AM Nov 17th via web

More like IDPWD



International Day of People with Disability There are 23 Aussie athletes with disabilities competing in four sports at the Commonwealth Games: six in swimming, 12 in athletics, four in powerlifting, and one in table tennis.
 October 14 at 11:59am · Like · Comment · Hide Feedback (4)

25 people like this.

Terresa Brand Hope they all do well and that they get as much TV coverage as the rest of them. They train harder and longer than the rest. I LOVE YOU GUYS YOU ARE MY HEROES!
 October 14 at 12:46pm · Like · Flag

Jenni Gay It's been good to see them competing in the one competition not separately as they do in the Olympics
 October 14 at 2:13pm · Like · Flag

Liz Evans I haven't been watching as much as I should, but did hurt with his race?
 October 14 at 2:38pm · Like · Flag

Narelle Cordiner Go you good things!!!
 October 14 at 3:45pm · Like · Flag

Susan Brennan I saw a bit of the swimming. There was an English woman in the Archery with a disability competing against the able bodied athletes too.
 October 14 at 9:02pm · Like · Flag

Tom Riley congrats to all the swimmers at the games i saw a lot of it and have swam for QLD and AUSTRALIA its a lot of fun tom
 October 15 at 12:36am · Like · Flag

Write a comment...



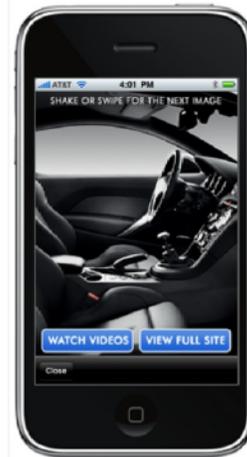
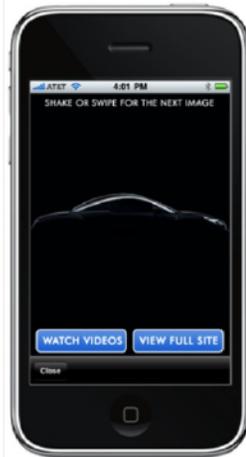
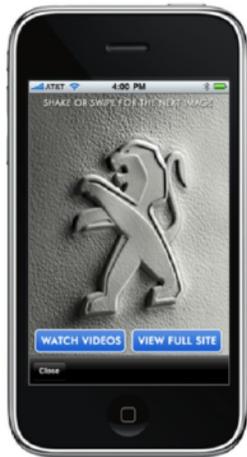
OFFICEMAX (PALM + HAVAS CHICAGO, UNITED STATES)

Hard to cap last Christmas's Elf Yourself, but Palm + Havas did it with Elfmas Town. The first-of-its-kind branded Facebook gaming experience took players to a winter wonderland where adventures like "Reindeer on Ice" led to OfficeMax prizes and incentives. And to prove there *is* singing at the North Pole, "G-Bread Man" rapped holiday greetings to users' pals in their voice with his rhymes.



PEUGEOT (EHS 4D, UNITED KINGDOM)

To launch the Peugeot RCZ, EHS 4D used SoMe to have people write personals to the car, which would choose the driver it wanted for its giveaway. “It Chooses You,” purred the tagline on microsite, Facebook, Twitter—and shake-gesture mobile in-app ad, a media first in the U.K. The five-week campaign engaged 100,000 unique users (creating almost 14,000 ads) and 9,000-plus FB and Twitter fans.



PLAYGROUND ONLINE (EURO RSCG 4D MATRIX, INDIA)

As the first online store dedicated to sporting goods in India, Playground Online needed to build awareness with a new generation of millennial sports fans. Euro RSCG 4D Matrix got its game on through Facebook ads, e-mail blasts, daily sports discussions and a World Cup contest. Playground's FB page scores 24 new fans a day, an 84 percent increase in site traffic and a growing Twitter following.

playgroundonline



THE SISTERHOOD (EURO RSCG WORLDWIDE PR, UNITED STATES)

Like parents worldwide, marketers had a hard time understanding teenagers. ERWW PR cleared things up by giving teen girls a platform for their voices: The Sisterhood. The agency's award-winning SoMe lab, it shows through blogs and tweets on the Sisterhood site and on, like, a Facebook page that the girls are an awesome consumer force, provocative citizens and intimately social.



THE SISTERHOOD
Created by → EURO RSCG WORLDWIDE PR

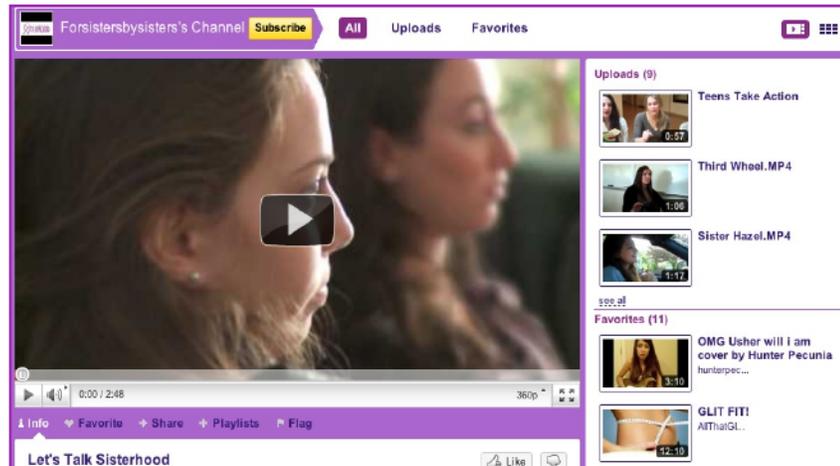
Welcome to the Sisterhood Blog. The Sisterhood is a forum for teenage girls and marketing professionals to exchange insights about what girls want and how marketers can give it to them. [LEARN HOW TO JOIN THE SISTERHOOD](#)

A Night to Remember
Feb 4, 2011 by [Sisterhood](#)

• Share / Save

This past winter vacation, something very rare happened: I was home with all my siblings. We were never really close when we were growing up. With two years between each of siblings, we were all at different stages in our lives. It wasn't until recently when we were all at similar ages that we became close and could really get along. Just a few weeks ago, my father went to Dubai, leaving our four kids alone for a week. Prior to his departure, we made a huge trip to Fairway to purchase a whole week's worth of food. We were all pretty hyped up and prepared to be parents for a week.

We were excited and enjoying one another after another... fun, smart, movie marathons, etc., since there was nobody there to tell us what to do or when to go to sleep. We were all having a great time until 8:00pm. Tuesday, when the power went out. We spent the next couple hours lighting candles around the house, gathering blankets to keep us warm and eating electronics. When I felt a moment of fear and nervousness, those negative feelings were quickly replaced by the realization that there wasn't anyone else I'd rather be. Having the opportunity to hang out with my brothers and sister doesn't normally happen, so it was important to me to take advantage of it now. However, after giving up an attempt to get the power back on, we Diamond siblings made the best of it.



Forsteristsbyisters's Channel [Subscribe](#) All Uploads Favorites

Let's Talk Sisterhood

0:00 / 2:48

360p

Like

Uploads (9)

- Teens Take Action 0:57
- Third Wheel.MP4 1:06
- Sister Hazel.MP4 1:17

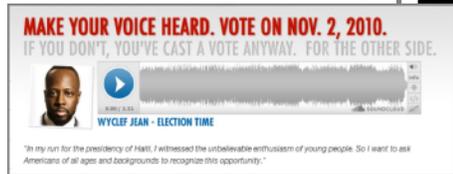
Favorites (11)

- OMG Usher will i am cover by Hunter Pecunia hunterpec... 3:10
- GLIT FIT! A!TheGL... 42:10



#THEYWINULOSE (EURO RSCG WORLDWIDE PR, UNITED STATES)

Yes, ERWW PR can. Reinvigorate the core Obama base in the midterm U.S. elections, that is. With such winning strategies as debuting a Wyclef Jean song on TheyWinULose.com, a site the agency created, writing/editing and placing op-eds online from well-known actors and implementing a Twitter campaign, ERWW PR brought the site 1 million+ unique visitors and got 219 million+ online media impressions in a few short weeks.



VOLVO (CAKE, UNITED STATES)

It's only halftime, but Cake is headed for a big score with its "Biggest Fan of the Big East" competition. The agency IDed 16 digital-influencer alums of Big East schools, sent them to a basketball game in a Volvo S60, and asked them to blog and post in SoMe about their experiences all season; votes and challenges will decide the winner. As of the end of 2010, results included 156 posts for 61 million impressions.



VOLVO (EURO RSCG 4D, THE NETHERLANDS)

How many friends is enough? Euro RSCG 4D answered today's SoMe version of "six degrees" with the Facebook game, which ended in 2010. Could people span the planet one 1,333km Volvo DRIVE fuel tank at a time using only their FB friends? The campaign video did it, reaching 169 countries. The trailer had 587,000 views. Awards rolled in. Plus, Volvo carbon-offset every player. Good.



WASA (EURO RSCG CHICAGO, UNITED STATES)

Women with a healthy lifestyle blend a mix of activities and nutritional foods. And now Euro RSCG's "Create a Snack" application on Wasa's Snackspiration Facebook page lets them blend a mix of toppings on Wasa flatbreads, too, then post their snack, share it and enter it in a contest. Chew on this: Fans (now 8,570+) rose 52 percent on the ad buy's first day.



Think of Snackspiration as a blank canvas. A blank canvas for you to make not only a healthy snack but a healthy lifestyle. So Create. Explore. Discover. Then Share your Snackspiration with your friends.

[Explore](#)



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The more likes we get,
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Introducing three tasty ways to Snack Smart.





Highlights from
Eurosocial.com
Blog Posts





“Online and social channels play an important role in providing health information to consumers and, maybe more important, in the transition from marketing’s role as a purveyor of broad-based awareness to a provider of specific service and support to help consumers.” —**Larry Mickelberg**, Chief Digital Officer, Euro RSCG Life Worldwide, Jan. 15, 2010

“Indeed, the constricting of messages opens up new opportunities. As we are forced to squeeze big ideas into micro-chunks, we can hone key messages that help bigger concepts knife through the clutter. This focus on the infinitesimal could help reshape a company’s message, reputation and fortune. Sometimes big things come in small packages.” —**Jeff Jones**, Account Executive, Euro RSCG Worldwide PR, North America, March 2, 2010



“We all know about mummy/mommy bloggers. We’ve all heard about their power to persuade, and their straight-talking, honest approach seems to light up Twitter like the national grid. But how real is their influence? They don’t talk about nappies, vomit or teething pain (unless it was a particularly bad night)—they talk about their homes, products they use, film, entertainment, cooking, celebrities, work-life balance, illness, politics. You name it, they blog it. They really like to talk. And they do it well.” —**Holly Ward**, Managing Director, Euro RSCG Biss Lancaster, London, March 5, 2010



“As communicators, I strongly believe our main role is to elaborate proper, compelling content and its propagation to facilitate and raise the interaction between brands and consumers. And yes, creativity is definitely part of the process—if not the process itself.”

—**Baptiste Limb**, Digital Associate Creative Director,
Euro RSCG Chicago, Oct. 4, 2010



“I believe the opportunity that social represents is the opportunity for marketing to bring things together in a way that it hasn’t done in the past. It’s an opportunity for ideas to live in an organic sense, and for the people who typically competed with each other to begin to collaborate for the benefit of brands and customers.” —**Matthew Atkinson**, Global Chief Executive, Euro RSCG 4D, Oct. 18, 2010



“Chief among the errors a brand can make when using social media is that they will seek to advertise, inform but never listen. To see social media as an online sales tool is a fundamental marketing mistake and often comes down to a paucity of strategy and compelling content.”

—Jonathan Welsh, Account Director, Euro RSCG
Biss Lancaster, London, Nov. 5, 2010



“One question all of us who work in media have to face almost every day is: How does social media impact brands? As soon as you write a social media concept for one of your clients or for your own company/brand, this is one of the central questions, especially because social media is changing and evolving rapidly.” —**Hillevi Lausten**, Account Executive, Euro RSCG ABC Hamburg, Dec. 13, 2010



SOCIAL MEDIA BECAME A GAME-CHANGER IN 2010. AND EURO RSCG CONTINUED TO BE A KEY PLAYER, GETTING TO THE FUTURE FIRST. SOCIAL IS DRIVING TRENDS, IT'S DRIVING BUSINESS, AND AS WE'VE SEEN FROM THESE AMAZING CASE STUDIES AND INSIGHTFUL BLOG POSTS, IT'S DRIVING A NEW LEVEL OF CREATIVITY. WHAT WILL 2011 BRING?

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