Volume XXVI No. 5 RECEPTION Volume XXVI No. 5 RECEPTION Volume XXVI No. 5 RECEPTION Volume XXVI No. 5

The Business Digest of the European Chamber of Commerce of the Philippines

June 2010







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BUSINESS REVIEW

Building Business with New Media

4 EDITORIAL

A few questions...

6 EUROPE NEWS

Digital Agenda for Europe: a Small Business Perspective EuroDIG: Madrid, Spain EC Perspective on Privacy and Child Safety Online

8 EVENT HIGHLIGHTS

ECCP Golf Challenge 2010

12 FEATURE

The Role of New Media in Stakeholder Engagement How has Advertising Changed in the Digital Age?

16 INFORMATION SECURITY

Seven Things To Stop Doing on Facebook

17 NEW MEDIA FOR BUSINESS

Benefits of Social Networking Sites to Business

Examples of Companies Using Social Media

19 SURVEY

Facebook Rank in Europe
Facebook Growth in Europe
Facebook Assumes Top Position in
Majority of Asia Pacific Markets
Top 100 Fortune Companies – How are
they using social media?

22 INSIGHTS

Building a Company with Social Media Pepper... and Salt

Volume XXVI No. 5

23 INTERNSHIP

Kamila Presto Mikkelsen

24 IMPRESSUM









Executive, Economical, Efficient, Electronic





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editorial



A few questions...

By: Henry J. Schumacher

What are 'Work Time Accounts'?

During the crisis of 2008/09 flexible work time arrangements, actively supported by the Department of Labor and Employment (DOLE), were successful in keeping people employed while management maneuvered the company through the crisis with sinking or wildly fluctuation demand.

While applying flexible work arrangements, companies have gained experience with this modern tool and have introduced modifications. One of the new tools to provide more flexibility for management and staff is providing each staff member with a 'work time account'. The basic idea is to accumulate work hours during peak work pressure which can be used-up during low demand periods. The effect is that workers will enjoy a steady income through peak and low demand periods and companies stay competitive.

Other options with 'work time accounts': the employee can use the credits on his account to extend vacation periods or for 'emergency' leave, or the employee can move the credits to this 'life work time account' which would allow earlier retirement, or the credits could be moved to a 'savings account', provided the employer is willing to convert credit hours to cash, for instance when the credits exceed a few hundred hours.

I am sure that more possibilities can be developed, stabilizing the work environment to the benefit of employers and employees.

Who is hurt by Minimum Wages?

I found an interesting article in The Wall Street Journal the other day, talking about 'The Lost Wages of Youth', arguing that minimum wages have a terrible effect on the employment of the youth.

The evidence is clear that increasing the minimum wage is an expensive and misguided way to try to move working families out of poverty. Most readers remember the work habits they learned from their first job. Showing up on time, being courteous to customers, learning how to use technology—such habits are often more valuable than the actual paycheck. Studies have confirmed that when teens work during summer months or after school they have higher lifetime earnings than those who don't work. So raising the minimum wage may inadvertently reduce lifetime earnings.

Many lessons from developed countries are highly relevant for policy makers in Asia. Pricing low-skilled labor out of the job market is no way to boost employment or income. Pushing the youth out of employment or making entering the workforce after graduation more difficult is cannot be accepted by society.

Are we willing to live with graft in our society?

Corruption exists everywhere – Daimler of Germany pleaded guilty to bribing foreign governments and HP of the US is investigated in Russia and Germany for bribing - but this society's apparent willingness to tolerate it is a disturbing sign. Failure to act against corruption shows that honesty and righteousness will soon become obsolete principles in society.

The Makati Business Club (MBC) and the European Chamber of Commerce of the Philippines (ECCP) have joined hands in driving an Integrity



editorial



Initiative. The initiative aims to create a collective action among ethical foreign and local business enterprises that are craving for the creation of fair market conditions for all market participants and willing to engage themselves in a business culture changing process that will revolutionize how companies do business with government and with each other.

To get the Initiative going, ECCP would like to get feedback (email me):

- Who wants to join the Integrity Initiative?
- Who has already detailed compliance regulations in the company and a 'tool box' of rules that are implemented / adhered to on a daily basis?
- Who has a compliance officer with whom we can coordinate and create a competence circle that will eventually lead to a help desk on compliance issues?

Why is Walmart more important than Copenhagen?

The United Nations climate conference at Copenhagen, Denmark in December 2009 was long on talk and short on success. The world expected a Copenhagen Accord that would have mandated binding caps to slow greenhouse gas (GhGs) emissions, thereby holding global warming at bay. Copenhagen revealed serious flaws in the logic that left politicians in charge of solving climate change problems for which they are neither trained nor motivated. It also showed that government bureaucracies remain ill-equipped to wrestle with a problem the private sector seems more capable of handling.

In contrast, the private sector, represented by Walmart Stores, Inc., the world's largest retail chain based in the U.S., launched an audacious program that compels its 60,000 worldwide suppliers to cut 20 million tons of GhG emissions in the products they sell to Walmart by 2015. That's the equivalent of taking almost four million cars off the road for a year.

Implemented in 2008, the plan measures Walmart's worldwide suppliers on their ability to develop packaging and conserve natural resources. Walmart expects the project to reduce overall packaging by five percent and prevent 667,000 metric tons of carbon dioxide (CO2) from entering the atmosphere. The program focuses on those products that cause the most total carbon pollution, and the cuts will be verified by an outside auditing firm.



Walmart also ordered the factories of its 200 biggest suppliers to become 20% more energy efficient by 2012. Some of its suppliers in China responded to this demand almost immediately.

An examination of Walmart's "Supplier Sustainability Assessment" reveals 15 tough questions it asks suppliers. These questions are grouped into four headings: Energy and Climate: Reducing Energy Costs and Greenhouse Gas Emissions; Material Efficiency: Reducing Waste and Enhancing Quality; Natural Resources: Producing High Quality, Responsibly Sourced Raw Materials and People and Community: Ensuring Responsible and Ethical Production.

The example of Copenhagen and Walmart starkly illustrate two contrasting solutions to a common problem, and the painful difference between talk and action. Talk is just a lot of hot air. Action takes that hot air and makes something useful out of it.

It takes some creativity to take the ordinary and transform it into the extraordinary, or to turn talk into action. This, in a nutshell, is the challenge facing Philippine business in a future world where sustainable or Green development increasingly powers corporate growth.

ECCP, jointly with government agencies and a number of corporations, is taking the lead in pushing sustainable development as a strategic goal for business firms and their suppliers with the nationwide launch of its "SMART Energy Program" during an "Energy Efficiency Forum" this July.

Your comments would be appreciated – contact schumacher@eccp.com

ецгоре пеws



DIGITAL AGENDA FOR EUROPE:

a Small Business Perspective

n 5 May 2010, the European Parliament adopted a report on "a new Digital Agenda for Europe: 2015.eu".

MEPs called on the Commission to come forward with a proposal for an ambitious digital agenda and action plan enabling Europe to progress towards an open and prosperous digital society offering all citizens economic, social and cultural opportunities. The report makes it abundantly clear that access, capacities, and eskills for SMEs are an absolute necessity to make the Digital Agenda a success.

During the ESBA annual event in the European Parliament, hosted by lead Rapporteur on the Parliament report, MEP Pilar del Castillo Vera, Tina Sommer, President of the European Small Business Alliance presented ESBA's "Digital Agenda for Europe: a Small Business Perspective", outlining 6 key obstacles for Small Business in reaping the full potential of ICT and the digital economy. These include lack of IT skills, lack of confidence in new technologies, lack of reliable and affordable internet connectivity, and an inadequate EU information policy.

The importance of SMEs in making the Digital Agenda a success was reiterated by speaker Bridget Cosgrave, Director General of DIGITALEUROPE, who stressed that 99% of an estimated 23 million enterprises in the EU are SMEs, providing around 75 million jobs. Cos-

grave named four specific aspects of digital tools which will be particularly beneficial for a growing number of SMEs – access to digital tools and services on-demand via 'The cloud'; eliminating distance; virtual organisation and networked innovation. DIGITALEUROPE's vision 2020 can be found here.

The European Commission is currently in the process of finalising a Communication on a "Digital agenda for Europe", to be unveiled this spring. It will aim to exploit the potential of ICT as a major enabling technology for moving to a low-carbon, knowledge-based and competitive economy.

ESBA is a non-party political European group, which cares for small business entrepreneurs and the self-employed and represents them through targeted EU advocacy activities. ESBA also works towards the development of strong independent advocacy and benefits groups in European countries. ESBA is one of the largest organisations based on voluntary membership in Europe. Through its direct membership, associate membership and cooperation agreements, ESBA today represents almost one million small businesses and covers 36 European countries.

Source: http://www.eubusiness.com/topics/internet/esba.10-05-12

EuroDIG: 29 -30 April 2010, Madrid, Spain

he Pan-European Dialogue on Internet Governance (EuroDIG) is an open platform for informal and inclusive discussion and exchange on public policy issues related to Internet Governance (IG) between stakeholders from all over Europe. Representatives from the private sector, governments, parliaments, civil society and the media, as well as institutions and organisations, from across Europe will discuss these issues in a series of plenary events and workshops about how to govern the Internet. This edition will also address children's use of social media, new Top Level Domain Names (TLDs), data protection, jurisdiction challenges, the emergence of cloud computing and the Internet in 2020. The multistakeholder debates will serve to prepare the European contributions to the Internet Governance Forum scheduled for 14-17 September 2010 in Vilnius (Lithuania).

For more information, visit http://www.eurodig.org/eurodig-2010/programme



EC Perspective on Privacy and Child Safety Online

ith the increasing popularity of social media, marketers have discovered a new way to reach their target groups. Through advertising space, pay per click, and behavioral marketing offered by social media providers, the main concern is how to keep users data private.

The Problem

The European Commission has been looking closely at one of the most popular social networks, Facebook. Facebook's aim to forge with other websites and share user data to other social networking sites, in addition their default settings for profiles are on public mode unless stated otherwise by the user through their complex privacy options. This became an issue for the European Commission since it entails inexperienced users to be oblivious that their profiles are set on public mode and be used in online behavioral advertising.

One blogger from the social media section of the Europa.eu website, Waltzing Matilda, listed the main issues on privacy that is a concern:

- Are users sufficiently aware of the information that is collected about them by service providers and what it is used for?
- Is it acceptable that the providers use the data to make money, i.e. is targeted and behavioral marketing acceptable?
- Are users aware that all personal information they put on social networks remains there forever and could be used (against them)?
- Which role should the regulator, such as the Commission, play?

Under the European law, personal data is confidential in electronic communication and ensures that all EU citizens' personal data cannot be used without their consent. This has been laid out as operation guidelines for social networks to ensure their compliance with EU online privacy laws. However, the challenge of enforcing these EU laws on social networks begins with the fact that the data is stored outside the EU.

Another concern the EU has towards social networking sites is child safety. Social networking

has been increasingly popular among children and teenagers, with rising cyber bullying and inappropriate content on the internet; this has caused alarm in the EU.

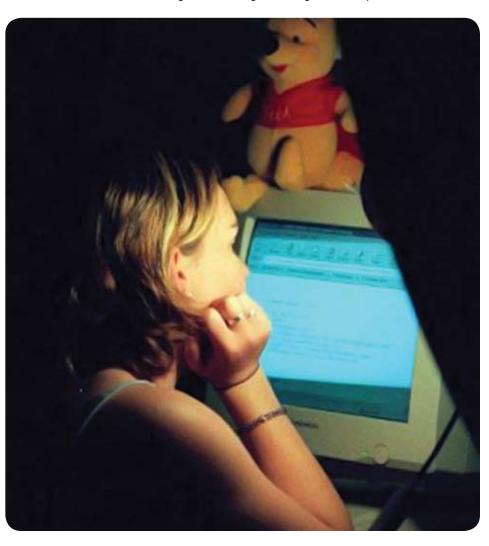
What the EU is doing about it?

The Article 29 Working Party, the committee in charge of data protection and in the EU, is the one regulating data privacy issues. Although they cannot prosecute social media services outside of the EU, they advice social networks on operational guidelines and what they could do to make EU citizens personal data private. In addition, all laws concerning online activity and rights are posted on eYou Guide, a website part of the European commission which covers a wide range of online

rights from privacy right to copyright.

There are also several campaigns that the European commission is doing to ensure privacy and safety online, especially for children. One of their campaigns, Safer Internet Programme, signed by 20 main social networking sites active in Europe, aims to provide a safer environment for children online. There are also several awareness campaigns for both children and parents. An example, INSAFE Network, raises public awareness, help lines for teenagers, and information sessions for parents, teachers, and children.

For more information on European laws and guidelines, go to ec.europa.eu



event highlights



ECCP Golf Challenge 2010

total of 138 ECCP members and their guests enjoyed one of the best golf courses in the Philippines and shared in more than PhP1.2 million worth of prizes. Our sincerest thanks to all the players and sponsors for making the 11th ECCP Golf Challenge 2010 a success!



CLASS A WINNERS



Class A- Champion
Willy Tee Ten, Autohub Group



Class A- 1st Runner Up
Tony Sarmiento, Syngenta Philippines Inc



Class A- 2nd Runner Up Joe Pagan, Cheq Systems Inc

CLASS B WINNERS



Class B Champion
Steve Melrose, Puratos Phils.,Inc.



Class B- 1st Runner Up Everest Bungay, StratSearchAsia



Class B- 2nd Runner Up Victor Esguerra Jr., New Tech Pulp Inc.

CLASS C WINNERS



Class C Champion Ray Obrador Eyelectric, Inc



Class C- 1st Runner Up Miguel Tan, Marco Polo Plaza Cebu



Class C - 2nd Runner Up Cesar Igual Bayer Philippines Inc.

LADIES DIVISION



Ladies Division Winner Mary Rose Tiamson Bank of America

FUN HOLE WINNERS



Drive & Pitch Winner

Dave Marr, Philippine Sundt Construction &

Development Corporation Inc



Longest Drive Jonathan Thorp



Most Accurate Drive Don Lilliman

MAJOR RAFFLE WINNERS



Roland Enric Dela Cruz
Winner of a Gift certificate
from Bellarocca Island
Resort and Spa with roundtrip
tickets from Zest Air



Reiner Gloor
Winner of a Gift Certificate
from Shangri-La Boracay
Resort and Spa with roundtrip
tickets from Zest Air

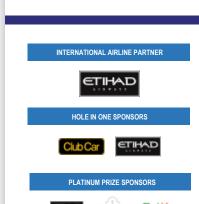


Christian Reincke
Winning bidder of Etihad ticket.
Proceeds will benefit the Phillipine
Christian Foundation
and World Vision



Anthony Latham
Roundtrip ticket on Business
Class to any online
destination in Europe
from Etihad Airways

THANK YOU TO ALL PLAYERS AND SPONSORS!!











event highlights































event highlights































The Role of New Media in Stakeholder Engagement

by JC Valenzuela, Managing Director of TANGERINE, the below-the-line business arm of EON, The Stakeholder Relations Firm

ach day, 20-25 million Filipinos – or roughly a fourth of its population — are online. To put these numbers in perspective, consider the following: 83% of online Filipinos are on social networking sites such as Facebook, Friendster, Twitter and Multiply—the highest percentage in the world, followed by Hungary. Filipinos are also the top uploaders of photos, with 86.4% of online users eagerly showing off their photos for the world the see, followed by China. Ninety percent of Filipinos online have read blogs, the second highest number in the world, next only to South Korea, and 98.6% have watched online videos, the highest in the world, followed by Mexico.

No doubt, new media is here to stay. It is not a fad, with numbers consistently rising around the world, overtaking traditional media channels such as television, radio, outdoor advertising, cinemas, and newspapers and magazines. Internet penetration across the nation continues to rise, thanks to the sprouting of internet cafes in almost every block within the city and even in far-flung provinces, made possible by falling telecommunication and device costs. In fact, the numbers have risen even if home internet access remains low. That, though, should not be the case for long. Pre-paid internet dongles and affordable laptops have made mobile computing an everyday reality. Today, Filipinos fiddling with their laptops are everywhere—from school canteens to coffee shops to malls; indeed, wherever they can find a place to park themselves. Chances are, the spot they will choose will have free Wi-Fi access anyway.

The MTV Asia experience

If you have any doubts about the power of new media, look at how some organizations have made use of it to engage and delight their audiences. MTV Asia, winner of the Digital Filipino Social Networking Awards 2010, demonstrated how thorough a well-crafted digital PR strategy can create online and offline excitement.

Working closely with the Department of Tourism and artist ApI de Ap (of the American group Black Eyed Peas), MTV Asia, together with its digital agency – TANGERINE - launched the search for the next unsigned Filipino artist using a digital platform (www.mtvemerge.com) especially created for the campaign. Artists could upload their video on the site and become a finalist by securing as many online votes as possible. The finalists will get to perform live and be judged accordingly.

For the new media PR strategists, the objective was to engage the Philippine online community and direct them towards the site. Another objective was to increase searchability of the URL in search engines to increase probable traffic to the said URL. The strategy was to engage Philippine bloggers and microbloggers and direct their readers to visit the site and vote for their artists. Part of the strategy was to maximize MTV's database by casting electronic direct mails that were hyperlinked to the site, again for traffic. In support of the activity, traditional PR was used to complement digital PR support, but predominant efforts to push votation were via blogger relations, electronic direct mail and video seeding.

MTV's campaign started on online frenzy that led to submission of 1,858 entries, the casting of 1.9 million votes and the posting of over 80

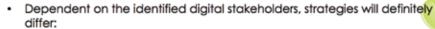
blog entries – the latter in just 1 week. In business terms, this meant a 4,000% ROI in terms of search media value.

Traditional versus digital media

If you're out to get your message across, new media is obviously the way to go. To plunge straight ahead into the digital sphere without a strategy and well thought out messages, however, is public relations suicide. Unlike traditional media which is static and unidirectional, digital media is interactive and instantaneous. Traditional media may be seen as cold and distant, whereas new media is accessible and current. Thus, people do not hesitate to comment on what they see, and in many cases are just too eager to share their sentiments about products and services, especially those that they love or hate, on social networking sites. Harnessed properly, however, new media can give your product or service the kind of boost and attention that other forms of media cannot claim to deliver. In this web of promises and pitfalls, digital PR clearly has a well-defined and established place.

What, exactly, is digital PR and how does

DigitalStrategies



- INFLUENCING THE SOCIAL CONNECTORS
 - BLOGGER RELATONS + SEO >>> BLOGGERS, SNS, VIDEO & PHOTO BLOGGERS & ONLINE PUB
 - Pitching of Online of Keyword-Rich Online Releases
 - PRESS RELEASE
 - KEYWORD >>> HYPERLINKED TO CLIENT'S URL
- MASSIVE OUTREACH OF INDEPENDENT SOCIAL CONNECTORS
 - BLOGGER RELATONS + SEO >>> BLOGGERS, SNS, VIDEO & PHOTO BLOGGERS & ONLINE PUB
- DATABASE GENERATION & ACTIVATION
 - Digital On-Ground Activations/Events
 - · Electronic Direct Mail Incentive & Push for Existing Database
- VIRAL SEEDING >>> FORUMS/VIDEO SITES/PHOTO SITES/ BLOGGERS/ SNS





feature

one differentiate it from traditional PR? Digital PR –the process of identifying relevant, online stakeholders and engaging these publics in communicating one's key messages and building trust-based, mutually beneficial and sustainable relationships – shares many principles of traditional PR. However, Digital PR is more direct in its execution and draws feedback much faster. When properly integrated with the relevant and preferred channels of communications, digital and traditional media can deliver a compelling message and great results.

Know your digital stakeholders

In all PR campaigns, the identification of stakeholders is important. The digital marketplace is a virtual maze that is yours to reach at the keystroke, except that your messages can fly by unnoticed by your target market if you do not engage the right groups properly. In undertaking a digital campaign, it is imperative to do a digital stakeholder mapping to identify those digital stakeholders who may wield substantial influence on your target market. The list of digital stakeholders to engage includes bloggers, microbloggers (Twitters, Plurkers, etc), forum leaders, online databases, online consumers or personalities, online publications, search engines, video leaders (YouTube, Facebook), social networking sites, and photo sites, to name a few. These are accessed by the great multitude who form a pyramid of social connectors – audiences who pass on their thoughts and opinions to people and entities who, in turn, pass them on to more people, widening the net each time. Indeed, we are at the Age of Social Connectors—trust-suspicious, socially aware and connected audiences that use technology to give immediate feedback, and which exist for almost every issue or interest.

Next to knowing them, understanding your new media stakeholders—their expectations, their needs, and their priorities—is necessary for you to come up with the right messages. Stakeholder expectations are usually driven by social and environmental challenges, government activism, the growing influence of non-government organizations, passionate consumers and employees, and of course, technology.

Effective strategies

An effective campaign requires the use of effective new media strategies. Depending on your objectives, your options are varied—you can choose to influence social connectors, do a massive outreach of independent social connectors, generate and activate databases, or do viral seeding, usually using a network of bloggers.

A word on bloggers and social networking site users: they can be your most dependable allies or your worst nightmare. Remember that bloggers are not journalists – the latter having stringent rules in objectivity and are governed with their industry's code of ethics. Bloggers, in contrast, are only bound by their own ethical standards and may write based on their opinion – similar to an editorial. Unlike journalists who need facts that can be appreciated by the majority, bloggers appreciate information that is relevant for them and their users.

Honesty, the best policy

How, then, does one engage bloggers meaning-fully? Simply put, start with the truth. Honesty is a very important currency in social media engagement. Bloggers would certainly like to know who they are talking to, and would not want to be deceived by anyone purporting to be someone else. The key tenets of social media engagement, in a nutshell, are honesty in identity, honesty in revealing relationships and affiliations, and honesty in sharing one's opinions. These tenets should always guide your social media strategy.

A social media strategy has three important components: a conversation audit, which can help familiarize you with the conversations from online media channels; stakeholder and influence mapping, which lets you know your influencers and connectors; and a communication plan, which will be the basis of your action plan. The communication plan takes into consideration the mix of digital options at your disposal, and should integrate the use of social media into your stakeholder engagement plan. The challenge is to determine how the different platforms can best be used to deliver your message effectively.

Mounting a new media campaign

New media campaigns operate on the same principles and have the same components as traditional media campaigns. It starts with a clear objective—usually, to create awareness, or to parallel launch in digital space. A digital campaign may also be used to create buzz around a product, drive users to a website, push acquisition, drive usage, build credibility, ensure client retention, or promote loyalty and affinity to the product or service.

Having established your objective, the next step is to identify your target market. Try to be as detailed as you can—youth, yuppies, mothers, fathers, families, tweens, Think not just in terms of demographics, but also of psychographics and behavior. What are the beliefs, the traditions and values of the group that you are targeting? The

DigitalStakeholder Mapping

- Depending on a campaign's objective, an organization/brand may have multiple digital stakeholders to consider:
 - Bloggers >>> personalities + niche bloggers
 - Microbloggers >>> twitters, Plurkers etc.
 - Forum Leaders >>> forum sites for in-depth discussions
 - Active/Inactive Online Database
 - Online Consumers/Personalities
 - Online Publications >>> PhilStar.com, Inq7.net
 - Seach >>> Y!, Google, & Yehey!
 - Video Leaders >>> YouTube, Facebook
 - Social Networking Sites >>> Facebook, Friendster
 - Photo Sites >>> Flickr, Multiply



target market



feature

Three Steps to Developing a Social Media Strategy



Conversation Audit. Familiarize
 yourself with the conversation from
 online media channels



Stakeholder and Influence Mapping. Know who your influencers and connectors.



Communication Plan. Develop your action plan



beauty of the digital marketplace is that people actually organize themselves according to their own interests and beliefs. Proper identification of your target market allows you to craft appropriate, targeted key messages.

This information will help you in creating a strategy for engaging your social connectors and your target market. Depending on your objective and message, your strategy may involve influencing the gatekeepers; a massive outreach of independent gatekeepers; database generation and activation; or viral seeding.

Point of interaction

Execution of the strategy is critical to a campaign's success. It is at this point that your audience will interact with you. Monitor audience response and try to determine what it is that resonates the most with them.

In executing a digital PR campaign, it is important to cultivate relationships with niche bloggers and niche online publications, as they can be your strongest allies in a campaign. Digital activations have to be done in precision and carefully designed to pique and sustain interest, whether it is for database generation, sampling or selling. Seeding of information needs special attention. Know what type of information and which platforms and channels work best with your intended audience. Also pay attention to digital customer relations management (DCRM).

Online users want immediate feedback through chat rooms, fora, or email. Make sure that your audience will get the answers to the questions they will ask. Remember, too, that attention spans are much shorter these days. Once you have your audience's attention, remember to hold and sustain it.

Most of all, make sure that they have a truly delightful experience with your product or service. For all its promises, digital PR, as with all other marketing campaigns, cannot take the place of customer experience. Technologies may change and platforms may evolve, but in the end, it is how your product meets customer expectations that truly matters. You can, of course, enhance their experience with your product—and that's how you can use digital PR to maximum advantage.

Definitely, new media is here to stay. As it grows, so would the need for digital PR and other new media platforms to integrate. The challenge is to better understand your online stakeholders, as well as the dynamics of bloggers and social networking users, so that appropriate digital strategies may be employed and long-lasting relationships built.

New media is a wide and open field. We have to grow with it and embrace the opportunities and the challenges that it provides us to make our relationships with our stakeholders stronger and more meaningful.

Mr JC Valenzuela is the Managing Director of TANGERINE - the belowthe-line (BTL) arm of EON which specializes in creative development, digital communications, events and activation. With the aim of having EON & Tangerine make its mark in the region as a key driver for digital communications, JC leads the team passionately in conceptualizing and developing strategic digital communications campaign that optimizes the various digital mixes that are creative, cost-effective, yet, equally-

TANGERINE is a creative agency that delivers a full 360 service like no other. Equipped with expertise in digital communication, creative delivery, events management, publicity, branding and a complete 360 service- it's safe to say there is nothing the team won't be able to do.

beautiful, for the company's incumbent accounts, as well as the newbiz

pipelines.

EON is the Philippines' premier stakeholder relations firm with expertise in public affairs and government relations, consumer PR, and CSR communications. With expertise that cuts across industries and communications practices, EON empowers its clients and partners by building trust-based relationships with their various publics. EON is the Philippine affiliate of Edelman, the world's largest independent PR firm.

For any inquiries: Mr. Rondell Torres Corporate Affairs Manager rondell@eon.com.ph



How has Advertising Changed in the Digital Age?

n Advertising our whole world revolves around

what consumers want, think and desire.

"Kids today. They have no sense of shame. They have no sense of privacy. They are showoffs, fame whores, pornographic little loons who post their diaries, their phone numbers, and their stupid poetry—for God's sake, their dirty photos! — Online. They have virtual friends instead of real ones. They talk in illiterate instant messages. They are interested only in attention—and yet they have zero attention span, flitting like hummingbirds from one virtual stage to another." New York Magazine, 2009.

It all leads to co-creation with your consumer.

Advertising in the Digital Age must create a constant stream of brand ideas to keep the conversation going, entice user generated content and consumer engagement.

The point is that Ad agencies are still doing what they have always done - creating ideas - that are entertaining, funny, shocking and will surprise and delight consumers to draw them closer to client's brands.

Creative agencies have adapted to the digital age and are innovating in the new mediums and channels that are capturing consumers focus and attention.

And it's not just the net, even experiential marketing and brand activation can be seen as an important form of new media. We don't spend our whole lives in front of our computers, getting people where they live and hang out - in the malls or on the way to the office can get the brand in hand. From Street theatre to crowd sourcing to sampling these are also sources of New Media

and are amplified on the net virally and virtually. A powerful combination indeed.

The trend is moving away from traditional forms of advertising.

Bates 141 Taiwan launched a campaign for Isabelle Wedding Cakes comprising 12 branded films that capture marriage proposal from each of the astrological star signs. The films were seeded on YouTube and from there viewers were directed to the web site. By choosing to tell these stories (versus the usual TVC route), the brand messages were more effectively delivered. This idea stimulated an amazing amount of conversation on social networks and created unprecedented engagement with the brand website and had immediate impact on sales. This is an example of a small company with a very small budget that got major exposure through the net for not much money.

When Obama went to his agency, Droga5 and asked how he could win the swing state of Florida in the recent US Presidential elections, what he got wasn't a TV and Print Campaign. Instead an internet campaign called the thegreatschlep.com that asked people from all over America to visit their grandparents in Florida and convince them to vote for Obama. It is a great example of how to use the net to great advantage. It worked! You should check it out.

Another example from rock band Oasis with a simple idea - leak four songs from their new album by using street musicians in New York to play the music, and then amplifies this through various social platforms and networks. The key objective was to re-connect OASIS with their fan base and regain some 'street cred'.



When Coca-Cola stopped talking about how they "Open Happiness" and actually delivered the brand promise live in schools and universities throughout the states through a magic dispenser that just kept giving – and the students

T-Mobile's new platform of "life's is for sharing" was best demonstrated, rather than just being said. T-Mobile surprised consumers through street theatre and crowd sourcing and the result was like wild-fire on the net.

In the Philippines to introduce the Dell Studio a colorful line of laptops to young urban professionals Bates141 came up a solution of -"This is my studio" - a series of Guerilla events where a band of graffiti artists used cars and shop windows, walls in high traffic areas as their own personal canvas. The result, People took photos, blogged about the events and the crowds they attracted made a noise far bigger than their budget.

Without sounding too simplistic - in the end it's still and always will be about memorable big creative ideas that stand out and make people smile and take notice, only today they are more likely to see it in a digital and or experiential format that we call New Media.

Seven Things To Stop Doing on Facebook



Using a Weak Password

Avoid simple names or words you can find in a dictionary, even with numbers tacked on the end. Instead, mix upper- and lower-case letters, numbers, and symbols. A password should have at least eight characters. One good technique is to insert numbers or symbols in the middle of a word, such as this variant on the word "houses": hO27usEs!

Leaving Your Full Birth Date in Your Profile

It's an ideal target for identity thieves, who could use it to obtain more information about you and potentially gain access to your bank or credit card account. If you've already entered a birth date, go to your profile page and click on the Info tab, then on Edit Information. Under the Basic Information section, choose to show only the month and day or no birthday at all.

Overlooking Useful Privacy Controls

For almost everything in your Facebook profile, you can limit access to only your friends, friends of friends, or yourself. Restrict access to photos, birth date, religious views, and family information, among other things. You can give only certain people or groups access to items such as photos, or block particular people from seeing them. Consider leaving out contact info, such as phone number and address, since you probably don't want anyone to have access to that information anyway.

Posting Your Child's Name in a Caption

Don't use a child's name in photo tags or captions. If someone else does, delete it by clicking on Remove Tag. If your child isn't on Facebook and someone includes his or her name in a caption, ask that person to remove the name.



Mentioning That You'll Be Away From Home

That's like putting a "no one's home" sign on your door. Wait until you get home to tell everyone how awesome your vacation was and be vague about the date of any trip.

Letting Search Engines Find You

To help prevent strangers from accessing your page, go to the Search section of Facebook's privacy controls and select Only Friends for Facebook search results. Be sure the box for public search results isn't checked.

Permitting Youngsters to Use Facebook Unsupervised

Facebook limits its members to ages 13 and

over, but children younger than that do use it. If you have a young child or teenager on Facebook, the best way to provide oversight is to become one of their online friends. Use your e-mail address as the contact for their account so that you receive their notifications and monitor their activities. "What they think is nothing can actually be pretty serious," says Charles Pavelites, a supervisory special agent at the Internet Crime Complaint Center. For example, a child who posts the comment "Mom will be home soon, I need to do the dishes" every day at the same time is revealing too much about the parents' regular comings and goings.

Source: ConsumerReports.org

Benefits of Social Networking Sites to Business

Businesses of all types and sizes can greatly benefit from social networking sites in many ways. Small businesses to large businesses alike are looking for ways to work social networking into their business plan and marketing plans.

Social networking has been growing in popularity on the Web for several years now. In recent years, businesses have begun to see how much it can benefit them as well. If you're not currently using social networking for your business, or if you're using it incorrectly, you could be missing out on a lot.

Here are some of the main benefits you can see upfront:

- Builds credibility and trust: When people see you on a social networking site with a real account and a real person posting to it, this boosts your credibility as a company or business. People will be more likely to trust you and your product when they see that you are a "real" person and actively participating on a site.
- Lower cost/free advertising: You can advertise your business for free or at lower costs when you make full use of social networking sites. The most important thing to remember with this technique is to avoid being spammy or appearing to automate your tasks, posts and activities within those social networking sites. Some sites will ban you if they think you are automated activities and even on those who do not, you will find the members of the site tend to shun people who do this. Spam in any affect is usually an automatic ban and it will definitely cause members to block you and report you.
- Create an online presence: This is one of the fastest and easiest ways to create an online presence for your business. If you create profiles on the leading social networking sites and then post valuable content to those sites that is of interest to other members, you will see your fans/friends/ followers grow.
- Boost and advertise a new business: This is also a great way to promote a new business or a new product or service from an existing business.



- Stay in contact with customers: You can use this as a method of staying in contact with your customers. They will be happy to see that you are readily available on a platform that they already enjoy using. Just be sure you remember to have the account checked often so messages don't go without a response.
- Send instant updates: You can also send out instant messages about your website, business, promotions, sales or other events that concern your business or the customers that you have or hope to have.
- Find employees or business partners: With social networking sites, you can seek out new employees, business partners

and more. You can send out messages to notify people you are hiring or accepting applications and you can use these social networking sites to seek out employees.

As you can see, there are many benefits of social networking sites to business. There are also several different social networking sites to choose from so it may seem hard to decide which are best for your business, especially if you've never used them before.

Source: http://www.articlesbase.com/online-promotion-articles/benefits-of-social-networking-sites-tobusiness-1101359.html



Examples of Companies Using Social Media

he number of companies using social media has been increasing. In Facebook, it is possible for people or companies to make "Pages", theses pages can be "Liked" where members can comment on posts, pictures, videos, share links. On Twitter, companies "Tweet" their fans can "Follow"

Here are some examples of companies who has successfully utilized social media.

Coca Cola

FACEBOOK

http://www.facebook.com/cocacola



Coca-Cola's Facebook page is powered by user created content; with almost 5.5 million "fans" it encourages users to leave photos, videos, and links. Coca-Cola utilizes the photo feature of Facebook, by uploading not only their products, but also various events, their employees, and the range of their products offered all over the world. In addition, there are over 5,500 pictures uploaded by fans of anything in relation to Coca-Cola products.

TWITTER http://twitter.com/COCACOLA



Coca Cola's twitter page is used to communicate with their customers and update them when they have new products or events. Coca Cola regularly "tweets" and replies to customer's inquiries, suggestions, and posts about Coca Cola. Engaging with their customers this way, allows them to be personified as a company and also allows them to understand and get to know the people that influence the market. With the sheer number of followers (over 23,000) Coca-Cola has managed to keep them updated and creating dialogue between the company and their customers.

Adidas

FACEBOOK

http://www.facebook.com/adidasoriginals



Another good example is Adidas, who constantly updates their fans on new products, events, campaigns, and by posting pictures and videos. In addition to typical Facebook activity, they have been conducting competitions through their Page. Just recently, they began a design contest, where those who want to take part would have to incorporate their newest product in any type of art piece; the ten best designs will win a prize from Adidas. With over 2.8 million likes on their page, they have managed to keep interaction active.

H&M

FACEBOOK

http://www.facebook.com/hm



SAS Group

TWITTER

http://twitter.com/sasgroup





survey

	FACEBOOK	TWITTER	YOUTUBE	LINKEDIN	BLOG
	facebook.com	twitter.com	youtube.com	linkedin.com	several choices: wordpress.org or TypePad.com
What is it?	The most widely used social network in the world, with both a large adult and youth demographic. Facebook allows members to add friends, update and send messages to friends. For promoting companies, a "page" is widely used by companies to interact and update their customers.	A micro-blogging and social network platform that allows users to update their "followers" through a 140 character texts post that is published on the users profile page. These are called "Tweets", which can be sent and received by users. Apart from individual users, Twitter has been used for gathering survey opinions, campaigns, fundraising, business promotion, and public relations.	You Tube is the most popular online video sharing site where users can upload, share, and view videos. Users can comment and rate each other's videos and subscribe to each other's "channels". Companies have been using YouTube to promote events, introduce brands, and post "how to" videos for their customers.	LinkedIn is the largest profession social network, can be used to build relationships and make new contacts. To network you can answer business related questions, make recommendations and introduction, and provide company information.	A blog is a essentially a software that enables one to post content on a website or blog home page, the content depends on the author. With blogging, readers can comment, subscribe, and receive notifications when there is a new blog post; this builds a community and connection with the readers.
Active users	400 million	75 million	258 million	65 million	126 million
Advantages	Attract large number of fans. Allows photo, outbound links, surveys, promotion, and interaction with customers Provide information but not directly communicate with customers Promotes customer interaction	140 character limit can include links to relevant content or company website that can drvie website traffic. Immediate interaction with customer Streamed in Google" Real Time" searches Can have multiple employees tweeting	Reaches a large audience Top search results on Google Can host videos for free and see statistics on who's viewing them.	Research on competitors, customers, or partner Improve connectability Increase search engine results Gain new market advice through other users. Increase visibility Find potential employees	Creates a community and connection with the readers. Improves ranking in search engines through keywords used in the blog. Creates an open discussion between readers and author.
Disadvantage	Needs to be update frequently to keep being revisited by customers	Like Facebook, Twitter page has to be update frequently. It is more time consuming than Facebook because of the dialog with customers.	Content must be either: inofrmational, educational, or entertaining for it to be sucessfull. Don't be pushy!	Limited only to professionals.	Takes up a lot of time.

Facebook Rank in Europe

FACEBOOK GROWTH IN EUROPE

February 2009 vs. February 2008

Total Europe, Age 15+ - Home and Work Locations
Source: comScore World Metrix

	Unique Visitors (000)				
Facebook.com	Feb-08	Feb-09	Percent	Rank in Social Networking Category in	
			Change	Feb-09	
Europe	24,118	99,776	314%	1	
United Kingdom	12,957	22,656	75%	1	
France	2,217	13,698	518%	1	
Turkey*	N/A	12,377	N/A	1	
Italy	382	10,764	2721%	1	
Spain	515	5,662	999%	1	
Germany	680	3,433	405%	4	
Belgium	327	2,308	607%	1	
Sweden	1,211	2,298	90%	1	
Denmark	533	2,022	279%	1	
Switzerland	282	1,690	499%	1	
Norway	819	1,479	81%	1	
Finland	555	1,341	142%	1	
Netherlands	236	1,031	337%	2	
Austria	112	663	491%	2	
Ireland	203	512	153%	2	
Russia	117	478	309%	7	
Portugal	72	193	169%	3	

^{*}Turkey is a newly reported individual country in comScore World Metrix; year ago data not available
The only countries in which Facebook does not hold the #1 or #2 position in the social networking category are Germany, where it ranks fourth, Russia (#7) and Portugal (#3).

Facebook Assumes Top Position in Majority of Asia Pacific Markets

n analysis of top social networks in each of the Asia-Pacific markets included in this report revealed various brand preferences across markets. Facebook.com was the social networking leader in eight of the markets – Philippines, Australia, Indonesia, Malaysia, Singapore, New Zealand, Hong Kong and Vietnam – while in other countries competing brands captured the top position. Local players led in Japan (Mixi.jp) and South Korea (CyWorld), while Google-owned Orkut ranked as the top social networking site in India and Yahoo!'s Wretch.cc led in Taiwan.

*Excludes visitation from public computers such as Internet cafes or access from mobile phones or PDAs.

Source: http://www.comscore.com/Press_Events/ Press_Releases/2010/4/Social_Networking_Across_ Asia-Pacific_Markets/(language)/eng-US Top Social Network in Individual Asia Pacific Markets by Percent Reach of Web Population February 2010

Total Internet Audience*, Age 15+ - Home & Work Locations
Source: comScore World Metrix

	Top Social Network in Market	% Reach of Web Population
Asia Pacific	Facebook.com	14.9%
Philippines	Facebook.com	84.5%
Australia	Facebook.com	69.4%
Indonesia	Facebook.com	84.9%
Malaysia	Facebook.com	77.5%
Singapore	Facebook.com	72.1%
New Zealand	Facebook.com	63.6%
Taiwan	Wretch.cc	62.5%
Hong Kong	Facebook.com	62.6%
India	Orkut	46.8%
South Korea	CyWorld	54.2%
Vietnam	Facebook.com	18.4%
Japan	Mixi.jp	18.9%

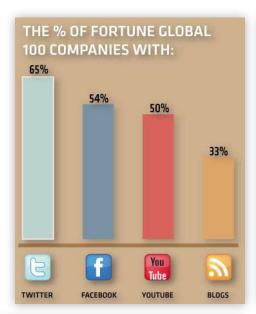


TOP 100 FORTUNE COMPANIES

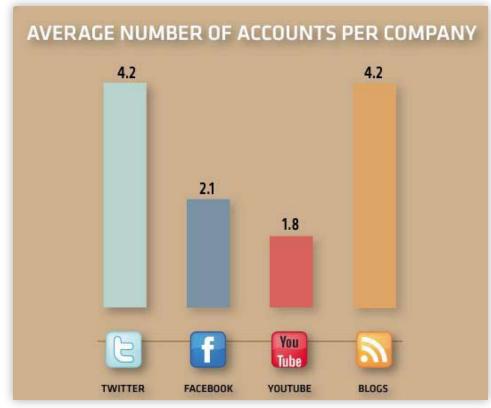
How are they using social media?

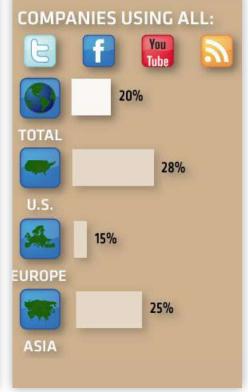
n nutshell based on the results of this study we can conclude that fortune 100 companies are quite actively using Social Media channels to get attention from their audience. More than 85% of Fortune 100 American and European companies are using at least one social media channel and all over the globe more than 80% tweet company news regularly. Their Facebook presence has been very effective, with an average Fan base of more than 40K per account. They are not neglecting the power of videos either, nearly 70% of them upload company videos time to time and their followers do comment on the videos.

Source: http://www.syscomminternational.com/ blog/top-100-fortune-companies-how-are-theyusing-social-media/#respond



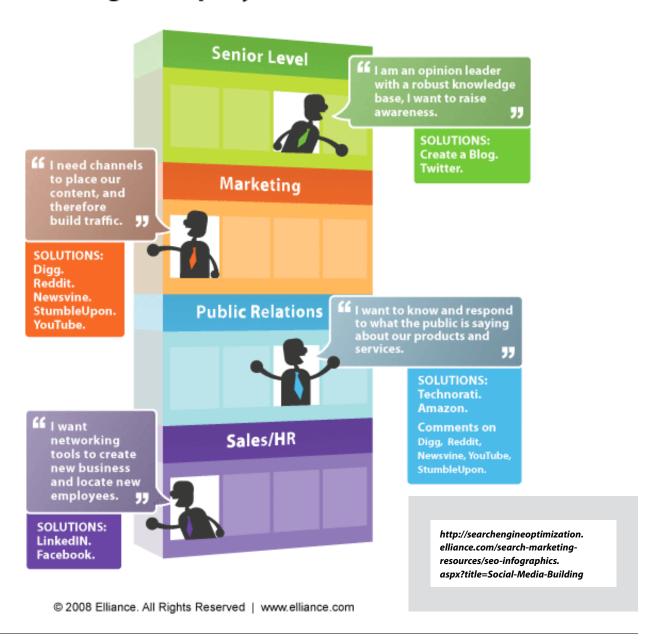






insights

Building a Company with Social Media





Pepper... and Salt

THE WALL STREET JOURNAL

Your M.B.A and Ph.D. are impressive, but frankly what concerns me, is your low number of Facebook friends."

ECCP INTERN

Kamila Presto Mikkelsen

CCP would like to thank Kamila for her assistance in putting together the June issue of the Business Review that focuses on New Media.

Kamila Presto Mikkelsen, 20 years old, is an International Communication and Multimedia student from Aarhus University Institute of Business and Technology in Denmark. A half Filipina and half Danish, she has spent most of her life moving from country to country, from Bangladesh, Mongolia, all the way to Ghana and Pakistan, until she decided to settle down in Denmark to pursue her Bachelor degree. From living and being immersed in different cultures, Kamila found her interest in inter and cross cultural communication.

As part of her education, Kamila decided to take her internship abroad and chose the Philippines as as her destination, in hopes of learning more about her mother's culture and people and experience how life is in the Philippines.

Since February 2010, Kamila has been an intern of ECCP. She started her internship working with the Retirement and Healthcare Coalition, where she assisted in translating and contacting various Danish agencies, writing press releases and brochure content, and designing and creating



the newsletter. She was later tasked to prepare the June issue of the Business Review concerning New Media. She studied the importance of new media in business and done research on how companies are using new media in their business...

During her stay in the Philippines, she has gained

more knowledge about the work environment, the people, and culture of the Philippines and hopes to return once her education has finished. With the completion of her ECCP internship she will return to Denmark to complete her studies. By June 2011, she would have completed her studies with a Bachelor's degree in International Communication and Multimedia.

Members are encouraged to submit company articles, company profiles, expansion plans, organizational changes, new products and services for publication.

Free Publicity!

BUSINESS REVIEW

www.eccp.com

Published by

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- Special member services Make use of our special services in visa and work permit support through our close working relationship with the Bureau of Immigration.
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São Paulo

The capital of celebration.

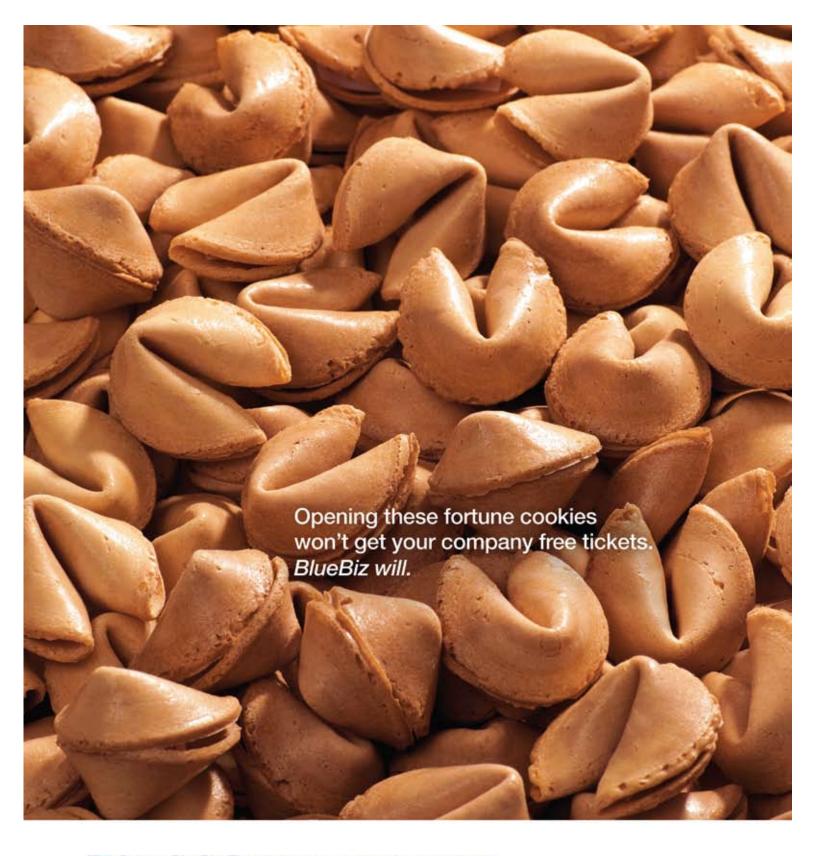
Daily flights from Doha commencing 24th June 2010.



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