





# History of Social media

- Roman Letter Writing
- Roman Graffiti walls
- Pamphlets
- Coffee Houses
- Telegraph
- Arpanet



**7 Billion people**

**6 Billion SIM cards**

**5 Billion Phones**

**2 Billion smartphones**

**Mobile Internet > Fixed  
Internet**





# Countries

	1973	1993	2011
Total No of Countries	148	170	192
FREE	50	68	83
PARTLY FREE	37	64	57
NOT FREE	61	34	48

Source : Freedom House



# The Father of Social Media Freedom

# Impact on Society

- Voluntary
- Voice
- Opinion
- Transparency
- Accountability



# Impact On Company

- Hierarchy
- Debate on Purpose, Strategy
- Test ground
- Culture Auditor
- Hiring
- Image







# Impact on the Brand

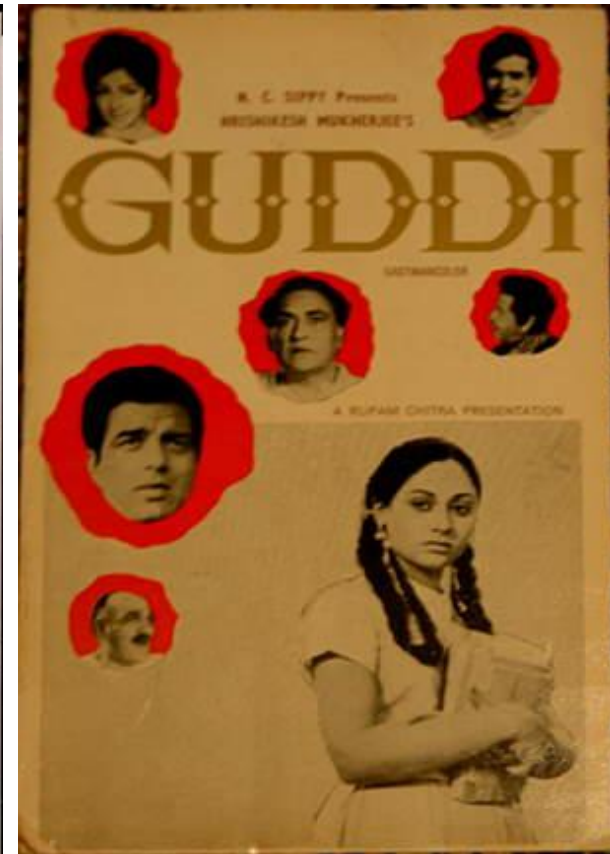
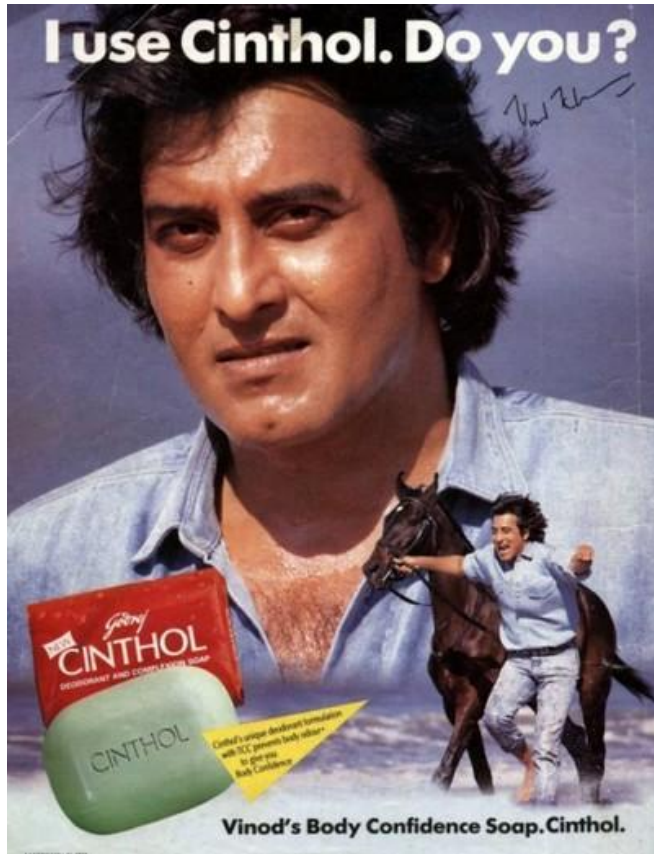


**How do  
Brands  
communicate  
with  
consumers?**

# Packaging



# Posters



# Retail Shelving



# Print Advertising

**Pizzahut**  
DELIVERY PHO

**2 days offer**  
12-13 July 2013 (Friday & Saturday)

**BUY ONE  
GET ONE  
FREE!**

on any Medium Pan Pizza\*

BANGALORE | DELHI | GURGAON | NOIDA | GHAZIABAD | FARIDABAD

The advertisement features two pizzas in black pans, one in the foreground and one slightly behind it. The pizzas are topped with various ingredients including olives, mushrooms, and vegetables. The background is a dark red color with a subtle flame effect at the top left.



# Radio Advertising

# Television Advertising





# Internet Communication





**Impact**



**Celebrities don't need brands**

# Needs ,Wants, Desires



# Responsiveness



# Responsibility





# Risks and Challenges



# Summary

- **History**
- **Society**
- **Company**
- **Brand**