



Making trade unions sexy

Mission Impossible?



The importance of communication



Evil shark



Cute Hippo

The importance of communication



10 victims/year



500 victims/year

It doesn't take a genius.



IPHONE 5

4.0" screen
4G LTE
Retina Display
1136 X 640 resolution
Up to 225 hrs standby time
Up to 8 hrs talk time
Full HD 1080p video recording
3.98 oz weight
1GB RAM
 Siri
16, 32 or 64GB fixed internal storage
iOS 6.0 OS
A totally different plug

GALAXY S III

4.8" screen
4G LTE
HD Super AMOLED™ Display
1280 X 720 HD resolution
Up to 720 hrs standby time
Up to 11.4 hrs talk time
Full HD 1080p video recording
4.7 oz weight
2GB RAM
S Voice
16 or 32 fixed + up to 64GB microSD storage
Android 4.0 OS
Standard micro USB plug
NFC
Smart Stay
S-Beam
ShareShot
Group Call
Direct Call
Smart Alert
Tilt-to-Zoom
Palm Swipe Capture
Palm Touch Mute Pause
Picture in Picture
Turn Over To Mute
Shake To Update
Removable battery

The Next Big Thing Is Already Here

GALAXY S III

f /SamsungMobileUSA

SAMSUNG

It's emotional

- Why do people buy iPhones?
- There's no logic in people. They do what they *feel* is right.
- So get emotional!
- If you cannot explain it to me in **one sentence**, it's no good.
- I do not want to understand it, I want to *love* it!


How could I possibly love a trade union?

- You cannot.
- So find something or someone you already love, and connect it.
- Ride the waves!

They play in one team. Why don't you?



Trade Unions R Us

 @FIFAcom #BallondOr

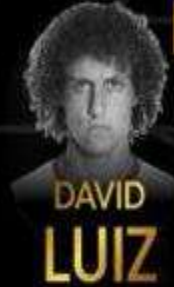
FIFA
FIFPro WORLD XI
AWARD 2014



MANUEL
NEUER



PHILIPP
LAHM



DAVID
LUIZ



SERGIO
RAMOS



THIAGO
SILVA



ANDRÉS
INIESTA



TONI
KROOS



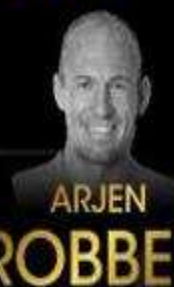
ANGEL
DI MARIA



LIONEL
MESSI



CRISTIANO
RONALDO



ARJEN
ROBBEN

Things I love / Trade union is...

- 8-hour work day
- Safety at workplace
- Regular wage increase
- Paid holidays, sick leave, maternal leave, etc...
- Protection against my boss

„You love holidays? You love trade unions!”

Learn from the best

What do really sexy things do?

- Are they explaining professional matters in details?
- Are they avoiding social media?
- Are they gathering in big dark conference rooms in suits and talk? – do they post selfies of these meetings?
- Are they using difficult or no-common-meaning words like entrepreneurship and social dialogue?

Most likely not.

Learn from the best

What do really sexy things do?

They are:

- modern,
- quick,
- interactive,
- reactive.

They are everywhere.



Challenges of the Information Age

- One post a month
- Dull, stadycam videos
- Long texts
- No audiovisual
- M-F, 9-17 response time



You already extinct. You only exist in BW archives.

The situation today

- Almost four out of five individuals (78 %) in the EU used the internet at least once in 2014.
- Just under two thirds of all EU citizens (65 %) used the internet every day or almost every day.
- Furthermore, around half of the population (51 %) used the internet on the go on portable computers or handheld devices.

FEB
2014

GLOBAL DATA SNAPSHOT

FEB 2014 UPDATE

7,095,476,818

TOTAL POPULATION



52%

URBAN

48%

RURAL

2,640,432,161

INTERNET USERS



37%

INTERNET PENETRATION

1,858,450,660

ACTIVE SOCIAL NETWORK USERS



26%

SOCIAL NETWORKING PENETRATION

6,572,950,124

ACTIVE MOBILE SUBSCRIPTIONS



93%

MOBILE SUBSCRIPTION PENETRATION

While trade unions...

Mobile applications			
Trade union	Year	Downloads	Members
LIGA	2015	1 000 – 5 000	120 000
CCOO Catalunya	2013	1 000 – 5 000	165 000
CFDT	2014	1 000 – 5 000	860 000
LO Norge	2012	100 – 500	880 000
UGT	2014	1 000 – 5 000	1 170 000
LO Sverige	2013	100 – 500	1 500 000
IG Metall	2014	10 000 – 50 000	2 200 000
CGIL	2014	1 000 – 5 000	5 700 000
DGB	2012	1 000 – 5 000	6 142 000
TUC	2014	100 – 500	6 500 000
ITUC	2012	50 – 100	176 000 000

How do they do it?

The image shows a screenshot of the Coca-Cola Facebook page. The page header includes the Coca-Cola logo, a verified badge, and the category 'Food/Beverages'. The navigation bar shows 'Timeline', 'About', 'Photos', 'Likes', and 'More'. The 'More' dropdown menu is open, displaying a list of links: Videos, #Instabenna, Events, Charek Coca-Cola, Coca Cola Global Community, Partez au Brésil, One World One Game CC, House Rules, Yeni 100 Ismi Sen Seç, Boas Acções, Coca-Cola Social, Μοιράσου μια νότα χαράς, Coca-Cola Surprises, Bu Coca-Cola Senin Üçündür, Annouce Winner, 폭죽맨스, shareacokeAZ, and Senin Yören Senin Hikayen. The page also shows 92,981,761 likes and a post by Daniel Gacula from today at 5:14am.

Coca-Cola ✓
Food/Beverages

Timeline About Photos Likes More ▾

PEOPLE >

92,981,761 likes

ABOUT >

The Coca-Cola Facebook Page is a collection of your stories showing how people from around the world have helped make Coke into what it is today.

<http://www.coca-cola.com/>

POSTS TO PAGE >

Daniel Gacula
Today at 5:14am 🌐

Hi coke I need to apply for a acc from coke because I'm selling liqo... See More

Like · Comment · Share

2015

EARLIER IN 2015

Coca-Cola
September 5, 2015

Like · Comment · Share

Coca-Cola
March 10, 2015

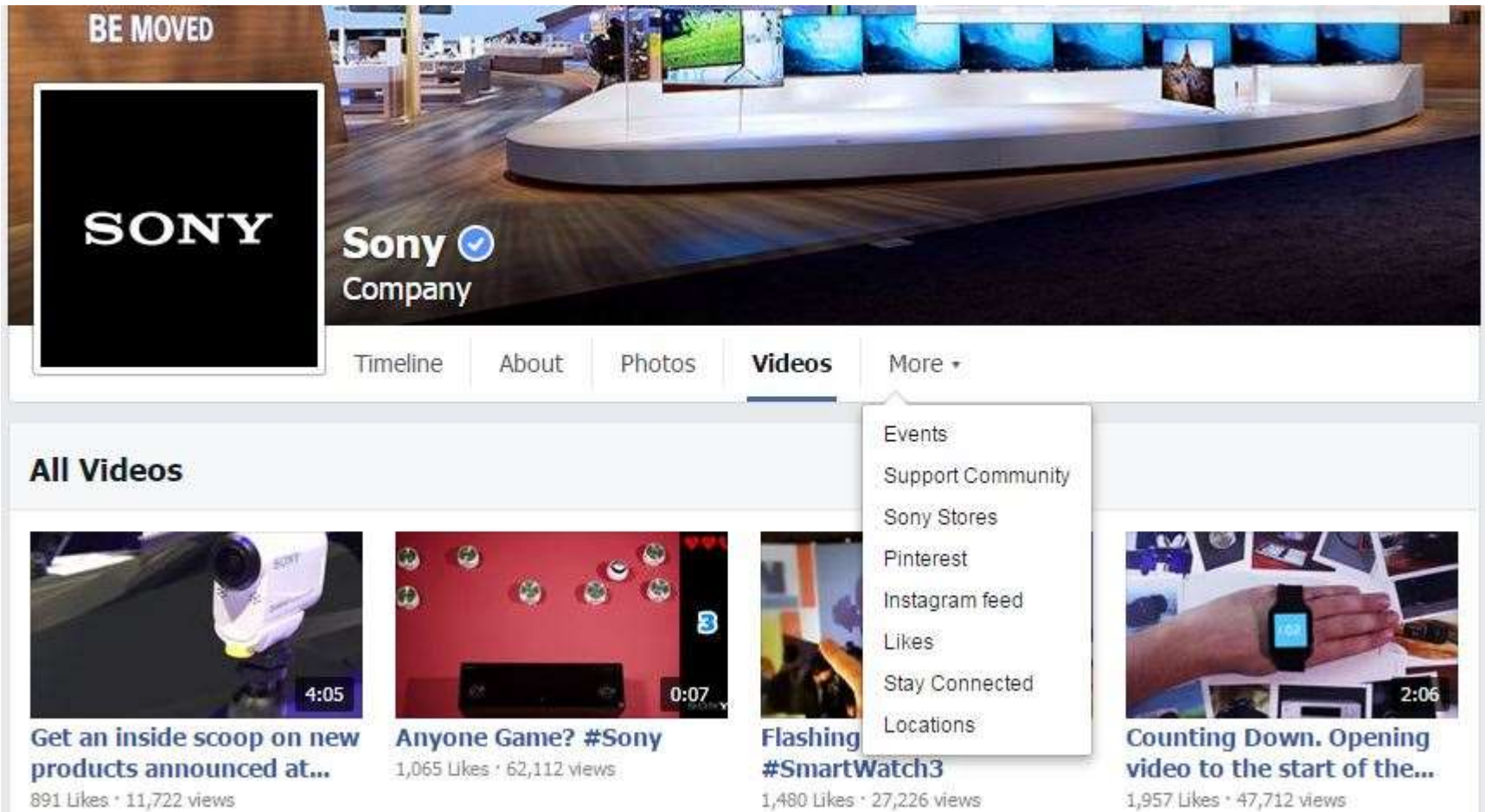
Richard Berrios. Luis

Videos
#Instabenna
Events
Charek Coca-Cola
Coca Cola Global Community
Partez au Brésil
One World One Game CC
House Rules
Yeni 100 Ismi Sen Seç
Boas Acções
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Μοιράσου μια νότα χαράς
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Bu Coca-Cola Senin Üçündür
Annouce Winner
폭죽맨스
shareacokeAZ
Senin Yören Senin Hikayen

HIGHLIGHTS ▾
HIGHLIGHTS ▾

orio. Nicaragua. It's

How do they do it?



The image shows a screenshot of the Sony Company Facebook page. At the top, there is a cover photo of a trade show booth with the text "BE MOVED" and the Sony logo. Below the cover photo, the page name "Sony Company" is visible with a verified badge. The navigation tabs include "Timeline", "About", "Photos", "Videos", and "More". The "Videos" tab is selected, and a dropdown menu is open, listing options: "Events", "Support Community", "Sony Stores", "Pinterest", "Instagram feed", "Likes", "Stay Connected", and "Locations". Below the navigation, the "All Videos" section displays four video thumbnails with their titles and engagement metrics.

BE MOVED

SONY

Sony Company

Timeline About Photos **Videos** More ▾

All Videos

- Get an inside scoop on new products announced at...**
891 Likes · 11,722 views
- Anyone Game? #Sony**
1,065 Likes · 62,112 views
- Flashing #SmartWatch3**
1,480 Likes · 27,226 views
- Counting Down. Opening video to the start of the...**
1,957 Likes · 47,712 views

Experiences

- You don't explain the chemical basis of creating Coca-Cola. You just say it's lovely and that it makes you *feel* fresh.
- Diverse formats (cartoon, report, ad)
- 2 minutes long in average
- Several variations of presenting information (videos, events, instagram, games, etc.)

Dos and don'ts

- Be everywhere!
- Use AV, MM!
- Be quick, colorful and loud!
- Ride the waves!
- Don't explain – show!
- Don't tell – interact!
- Don't hesitate, don't be afraid of failure – failure is always better than staying numb

The background of the slide features several light gray silhouettes of people in various poses, suggesting a social or professional gathering. Some are standing and talking, while others are gesturing. The silhouettes are semi-transparent and blend into the white background.

Talk to your members

1. personal relations

2. e-mail

3. webpage

4. social media

5. mobile devices (responsive design + mobil app)

6. be on the streets

The background of the slide features several grey silhouettes of people in various poses, suggesting a social or professional gathering. Some are standing and talking, while others are gesturing. The silhouettes are semi-transparent, allowing the text to be clearly visible over them.

Listen to your members

1. personal relations – talk to them

2. e-mail - personal

3. Webpage – forum, comments

4. social media – questions, polls

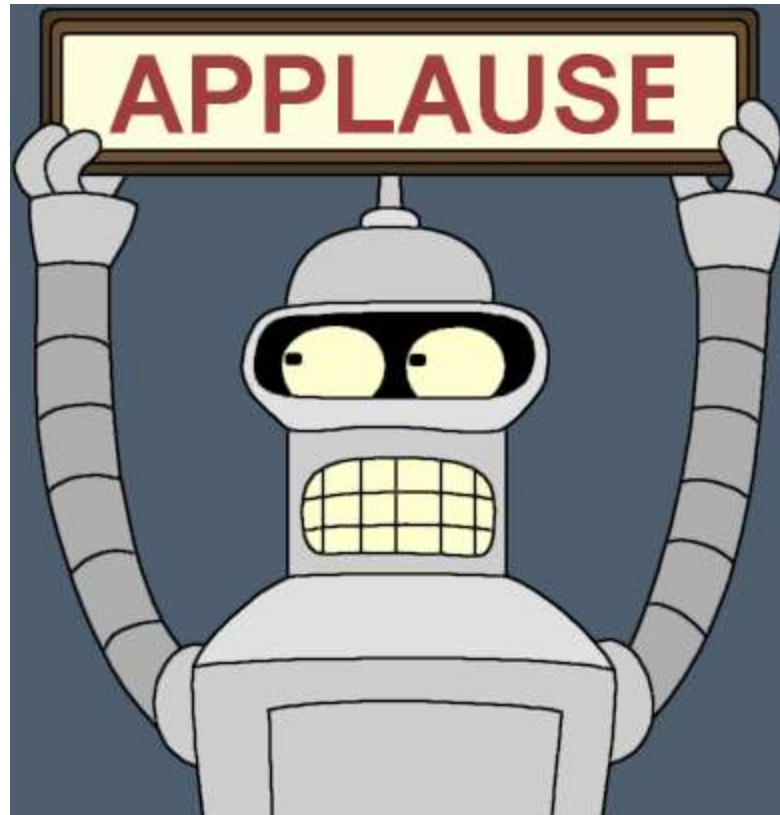
5. mobile devices – being in the pocket

6. be on the streets – be part of the society

Costs

- Responsive, RSS feeded, social media linked webpage – 6-7000 Euro
- Mobile app – 1000 Euro
- Social media + press – 6-800 Euro/month
- **Dialogue – for free**

Thank you for you attention!



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