### BIG SPACESHIP\*

Living in a Post-Advertising World

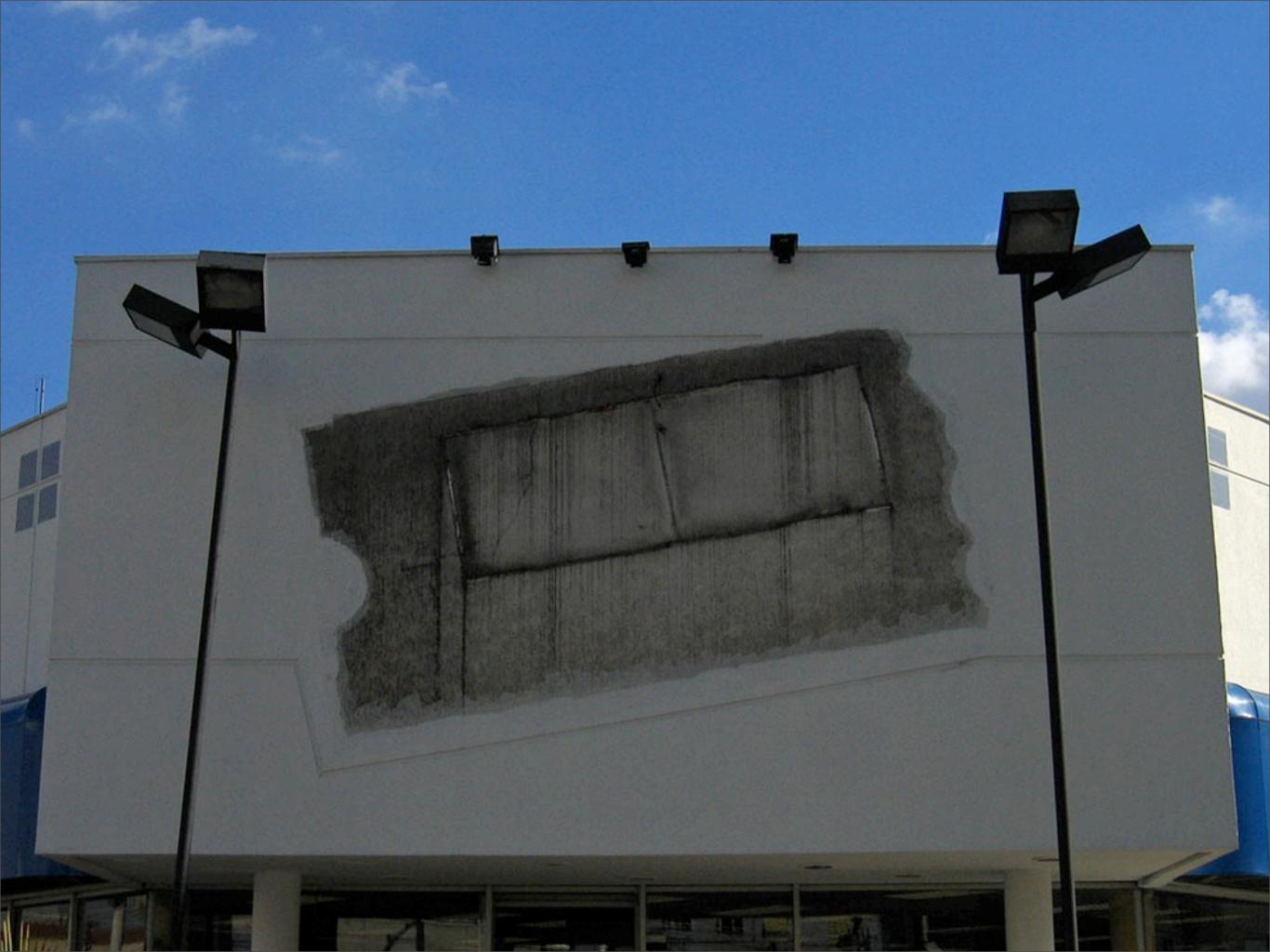
### Matt Rosenberg

EVP, Client Engagement

















## What is post-advertising?





THE JOY OF NOT BEING SALD ANYTHING

## BIG SPACESHIP

a digital creative agency.

### Beware of buzzwords.

### Viral



# Going viral means giving up control.





## Make something worth sharing.





FIND WORLD TOUR PRISONER THE LIWING END 



## Community



## You can't own a community.



## How can your brand help people connect?

\*Add favourite authors to your profile

Home Authors Events Gifts Offers Readers' Group Children Podcast Blog About Penguin

Sign Up Today For a Free Trial I am a: Seeking a: Between ages: @ Man Man 25 \$ 8 40 Woman Woman Your postcode: Date of Birth: Year ‡ Day \$ Month Create Username: Create Password: Email Address: I am at least 18 years old & have read & agree to Match.com's terms of use & privacy policy. Send me photos of compatible matches, tips, announcements, and » Continue special offers from Match.com and select third parties. \*Terms apply

#### Members sign in here

#### Member Spotlight



#### emspinky

Tunbridge Wells 20-year-old woman

Last read: Well on the bedside table at the moment is a book called 'Breaking the Rules'



#### novaneil

London - North 28-year-old man

Last read: Shantaram (incredible)



rachel8695

London - South West 52-year-old woman

Last read: I am reading Musicophilia by Oliver Sachs







#### Hot and sour soup

Ready to get steamy?

## Stop building communities and start joining them.

◆ Browse More Applications



You are already using WHOPPER® Sacrifice.

- Go to this Application
- Remove this Application

Become a Fan

Block Application

Share +

About this Application

\*\*\*\* (3.4 out of 5)

Based on 48 reviews

Users:

5,323 monthly active users, 9 friends

Categories

Food and Drink, Just for Fun

This application was not developed by Facebook.

About BURGER KING®

BURGER KING® is the master of flame-broiled engineering.

Facebook® has disabled WHOPPER® Sacrifice after your love for the WHOPPER® Sandwich proved to be stronger than 233,906 friendships.

### Conversation



IF YOU TALKED TO PEOPLE THE WAY ADVERTISING TALKED TO PEOPLE, THEY'D PUNCH YOU IN THE FACE.

Shugh

gapingvoid.com

## You don't get to control the topic.





Share Your Idea

View All Ideas

Ideas In Action

About This Site





Sign In to share, vote & discuss

SIGN IN



### CATEGORIES

### PRODUCTS

Coffee & Espresso Drinks 15,831 Tea & Other Drinks 4,860 Food 6,705 Merchandise & Music 2,888 Starbucks Card 3,723 Other Product Ideas 4,570

### EXPERIENCE

Ordering, Payment & Pick-Up 4,094 Atmosphere & Locations 6,895 Our Partners (Employees) 1,511 Other Experience Ideas 4,306

### ■ INVOLVEMENT

Building Community 2,042 Social Responsibility 4,163







### PLEASE stop using 2 cups!

### REVIEWED

Posted by draco to Social Responsibility, 1/27/2009 8:32 AM

Double cups were used today in my order, I suppose for "insulation". I removed the extra cup, handed it back and said "thank you, I won't need it." The barista turned and threw it in the trash. Utter waste. The customer can simply be asked if they want a double cup, saving Starbucks money and reducing waste.

Comments [15]

make a comment

### BLUCHIP

1/27/2009 9:47 AM

I NEED TWO CUPS BECAUSE I DRINK MOST OF MY
COFFEEWHILE DRIVING. I PICK UP THE CUP FROM THE
RIM WITH MY THUMB AND FIRST TWO FINGERS AND LET
THE CUP ROTATE SO IT IS VERTICAL AND DRINK. TWO
CUPS GIVE ME A GOOD LEDGE TO HOLD THE CUP. I HAVE
TRIED THIS WITH ONE CUP AND THE OVERHANG ON THE
LID POPS THE LID OFF. THE RESULT IS A CUP OF COFFEE IN
MY LAP. YOU WILL ONLY DO THIS ONCE! THE REASON THE

# Conversation is about letting down your guard.

« The new unconference:...

The story... »

### How Microsoft can shut down Mini-Microsoft

Disclaimer, I have not shown this post to anyone, particularly my employer, er Microsoft. The ideas it contains are not vetted, and probably won't agree with anyone else's ideas.

OK, maybe you haven't heard about Mini-Microsoft yet, but if you care even a little bit about what Microsoft is, you've probably read his blog (he was featured on the cover of Business Week a while back). In my tours around Microsoft it's a rare employee who tells me he or she doesn't read Mini.

Sometimes an employee asks "don't you think they would try to shut Mini down?" (Mini is an anonymous blogger, who generally talks about things that Microsoft is doing wrong, and/or that he wants to see improved. His motto is to, by slimming down Microsoft, make Microsoft a more lean profit-making machine).

I say, no, cause I think he's doing a lot of good for the company and even if you don't agree with that point of view if Mini were fired I'd quit on the spot. I don't think the way you deal with dirty laundry is to get rid of the person hanging the laundry in the public square that way. Deal with the folks who are dirtying up the linen!

But, I'm going to use Mini as a metaphor for the angst that surrounds Microsoft, both internally with its employees, and externally with its customers and shareholders. I'm not talking about physically shutting down his blog or silencing him via censorship. No, I'm talking about taking away his reason for being. His karmic power.

Advertisement:

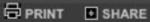








# Conversation means being able to listen.



### IdeaStorm

Community Home

### ▼ IdeaStorm

- ▶ All
- Accessories (Keyboards, etc.)
- Advertising and Marketing
- Broadband and Mobility
- ▶ Dell
- Dell Community
- ▶ Dell Web Site
- Desktops
- Desktops and Laptops
- Digital Nomads
- Dimension products
- ▶ Education
- Enterprise
- Environment
- Gaming
- ▶ IdeaStorm
- Inspiron products
- Laptop Power
- Laptops
- Latitude products
- ▶ Linux
- Monitors and Displays
- New Product Ideas
- Operating Systems
- OptiPlex products
- PartnerStorm
- Precision Workstations



### 2750 Stop Preinstaling Search Toolbars

Promote

Demote

By badblood, Dec 8, 2008

An article came out today alledging that Dell is about to dump the Google search toolbar in favour of the Microsoft Live toolbar. Apparently this has to do with money rather than the quality of service that either provides.

Preinstalling either the Google toolbar or the Live Search Toolbar is preinstalling Spyware.

So don't instal either.

http://www.alleyinsider.com/2008/12/report-dell-dumping-googles-pre-installedsoftware-for-microsofts-dell

Comments: 17

Categories: Software

### BACKLIT KEYBOARDS!!!

Promote

1260

Demote

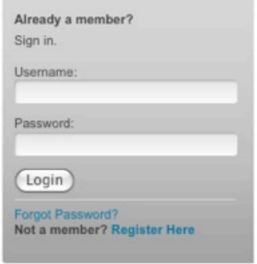
By micksta. Dec 31, 2008

All laptops in dell's range should have the option to add in a backlit keyboard This has already been adopted by alot of other companies and it seems obvious that Dell should follow suit.

It would not cost much but could produce an overall much more appealling laptop It should DEFINETELY be put into all XPS laptops.

Dell could also take it to the next level and pioneer a system like the ones in alienware laptops!!!

PLEASE PROMOTE!!! Thanks for reading...

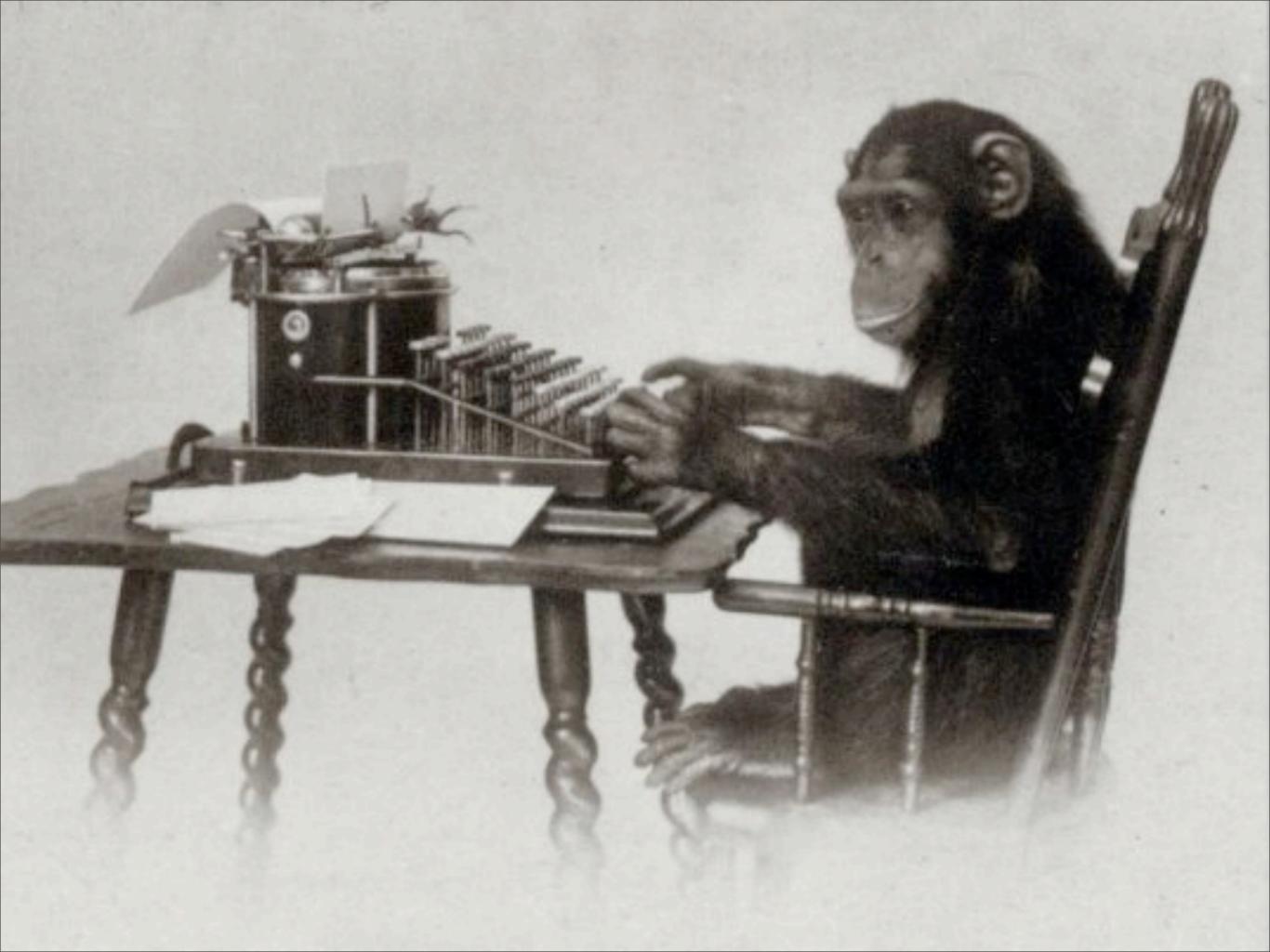








### User-Generated



## You don't get to control the message.

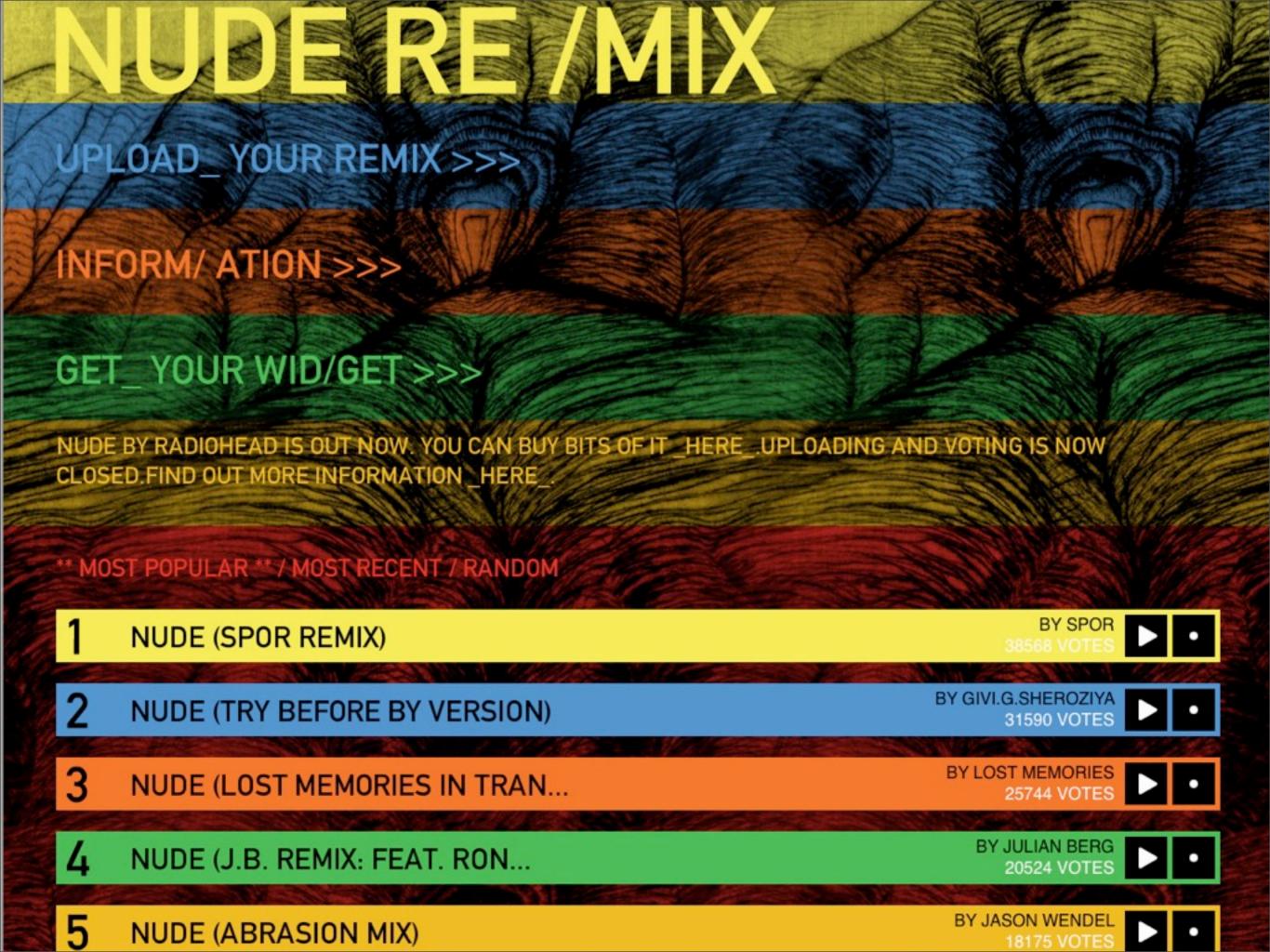




### Let consumers have their say.

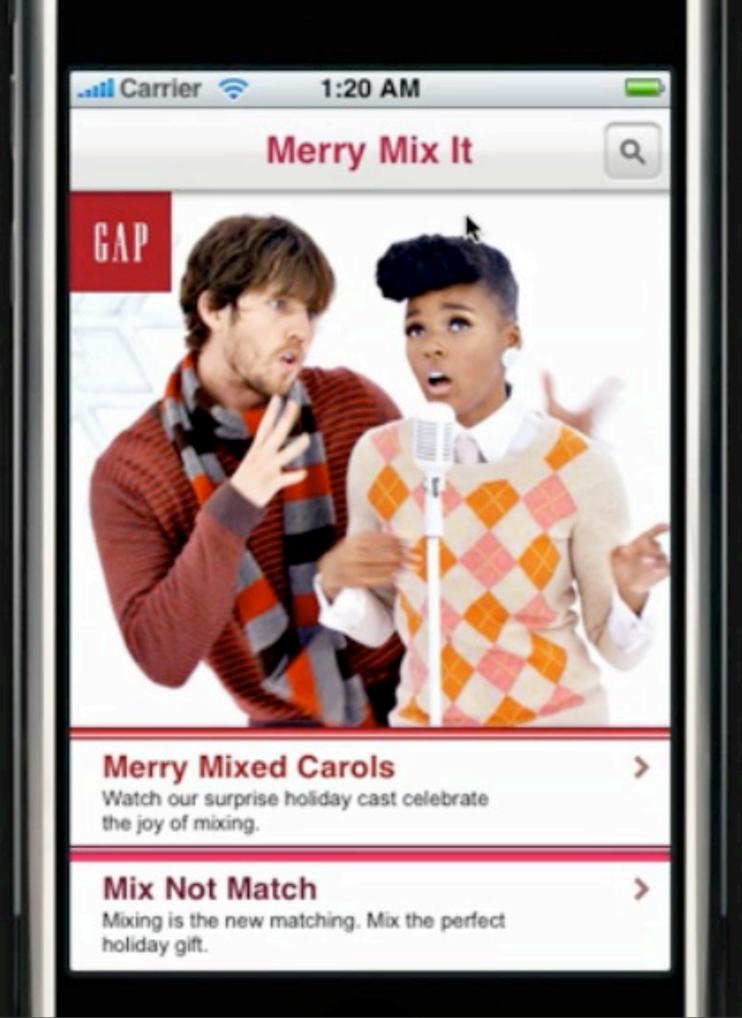






- Viral
- Community
- Conversation
- User-Generated

# Ask why, not what.







Find a way to add real value.

### Traditional Packaging



Total time to unwrap: 11 minutes, 2 seconds

### Amazon Frustration-Free™ Packaging



Total time to unwrap: 44 seconds



### BIG SPACESHIP\*

thanks.