

Marketing in the Virtual World: Trends and Opportunities

Thursday 6.3.2008 at 5.30 - 7 p.m.
Hanken, Arkadiankatu 22, Futurum

"As in Second Life, the consumer actually co-innovates and coproduces the products they consume. In other words, customers do more than customize or personalize their wares; they can self-organize to create their own." Wikinomics 2007.

Today an increasing percentage of consumers spend their time in online virtual platforms. This provides companies the opportunity to re-iterate their presence in the minds of the consumers. For example ABN Amro, Coca-Cola, Cisco, IBM, Adidas, Nike, Wipro and Toyota have moved fast to increase their presence in the virtual world.

The BIG seminar will focus on the benefits and opportunities that Finnish companies can get by using virtual platforms as marketing channels.

The international guest speakers are part of the BIG project representing the top university Indian Institute of Foreign Trade, New Delhi. They will present us results of the latest research and invite us on a virtual adventure in Second Life.

The seminar is free of charge. Please **sign up** by February 29th with alumni coordinator Towa Sundström, towa.sundstrom@hanken.fi, +358 505527271. Coffee will be served outside Futurum at 5 p.m.

Welcome!

BIG is a Hanken-Tekes research project (2007-2009) focusing on Brands, Innovation and Globalization.

Programme 5.30 to 7 p.m.

Welcome to BIG

*Kirsti Lindberg-Repo
Research Director, Hanken*

Marketing in the Virtual World



Ashis Jain



Kartik Ganesh

*Indian Institute of Foreign Trade
New Delhi*

- > New Medias – New Challenges
- > Product testing in online Virtual Platforms
- > Demonstration
- > Tekes BIG goes Second Life

Comments & Discussion

*Simon Green
E-business Development Manager, Kone Oyj*