

# The Elliott Group

*Info User Insights*

## Assuming The Internet Is Like Old Media Is Dangerous For Your Brand

**Common Assumption Today:** The Internet operates the same as the “old” media (i.e. newspapers, magazines, billboards, radio, TV)

**Implications:** ⇒ Brand image building on the Internet requires a similar approach as “old” media utilizing print-style advertising, commercials, moving images, static images, slogans, music plus new Internet-based capabilities.

### Key comparative characteristics indicate incongruities in this model.

#### “Old” Media

- Working business model is primarily based on impressions
- Users are a captive audience of passive observers
- User has limited choice & control in selecting content
- Media format is common denominator
- Medium is the message
- Other-determined relationship

#### Internet

- Information, relevance and integration to the user’s process creates value
- Users are an active initiator who are quick to switch sites, brands, products & providers
- User has significant choice & control over unlimited content options
- Audience of one determines the format
- The audience shapes the message
- Self-determined relationship

**Conclusion:** The Internet is not analogous to the “old” media, rather it more closely resembles an effective corporate information and communication network:

Characteristics of an effective corporate information and communication network:

- Connects users to users
- Connects self-directed users to information
- Provides direct access to content
- Facilitates user-defined processes
- Users generate, transfer & store resources
- Evolving standards drive new potential

**Brand Implications:** ⇒ Your brand identity is embedded in your information & knowledge content as well as your connectivity

⇒ A brand identity has online information & communication elements, distinct from product & service components, and is assimilated as such

⇒ Positive brand image on the Internet is determined by the effectiveness of the brand as an information and communication utility

- Information that is: Relevant, Timely, Valid and Facilitating
- Communication that is: Desired, Timely and User Controlled

**What reflects poorly on new brand image formation?** “Old” media content & connectivity that is:

- Irrelevant, Ill-timed & Invalid Information which Impedes Users Decision-Making
- Unwanted, Untimely & Supplier-Controlled Communication

For more on this topic see our *Info User Insights*: **“How The Internet Deconstructs Your Brand”**

Call us to learn more about how we can help you to respond strategically to these new challenges.

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