

Brazil “Always-on” (24/7/365)

By Edward F. Nesta

In this “Always-on” world, business success depends more on enterprise visibility than ever before, and Brazil has embraced the digital world with passion, focus and understanding, though there are barriers that need to be addressed. On-line Advertising and Marketing continues to change and evolve, which has driven many Senior Executives to utter “What is next?”; more on this later.

Brazil has continued to grow on-line; they have been lead by the enterprise visibility provided by the financial sector, with on-line banking and loans. There is a growing comfort level for performing secure on-line transactions with a trusted vendor such as a bank or financial institution. The area of engaging in electronic commerce procurement, using your credit card or a system like PayPal, is still an area with tremendous growth opportunity, as it is globally.

Along with electronic commerce, another barrier that needs to be addressed is in the area of marketing your message on-line, and how to reach and retain your targeted audience. For example, if you look at the travel and tourism sector, which continues to be a major force for electronic commerce worldwide, the Brazilian travel and tourism industry is still very fragmented in their message, segmentation of product, and in their aligning hotel and resorts with the value of the destination. They have not established a relationship with the on-line travel buyer, that is to say they need to establish a message that is consistent with other global on-line travel sites and destinations. Without a buyer relationship there is little to no retention, which would yield smaller than normal electronic commerce. There is a tremendous value in developing relationships not only with the buyer, but within a destination and creating a consistent message across the relationship channels. The weak positioning of product and message is not only an issue within the travel and tourism sector, but is the reason for the statement, “What is next?”

Marketing on-line continues to fight media erosion; we are seeing media multiplying at a rate that boggles the mind. If you factor in that a person’s attention is limited, you have to wonder, how do I get my message across, win attention, and gain acceptance? One way is to position your message across multiple channels, but just being on various channels (print, TV, on-line, etc.) does not secure the attention you need, you also need an enticing message. Attention comes from passion, and passion comes from logic and emotion that emanates from your message across the various channels. The rule on-line is, “Retain Attention – Restore Your Value”; this translates into focusing on your audience, not on the distribution channel, content is #1. Where possible, create an interactive experience for your audience, this could be a download of music sponsored by your website, or dynamic reciprocal links to other entertainment sites with a common demographic, thus

creating a multi-channel message opportunity. The creativity in establishing multiple channels is vast, with many other sites interested in expanding their presence as well; the power of the Internet is bridging time and space so a partner relationship could be next door or half a world away, and either way just one-click away.

Content and your message should be fresh, but unless you are a product that changes dynamically, example newspaper, weather and sports web sites, there is value in creating a stable “trustworthy” message. For example, when dealing with the youth market, they look for trustworthiness in media, they perceive a print magazine cover as newsworthy, and from this trust they will buy it for that reason. Youth look for trust in all their media, and trust comes from a consistent message on your web site, so if you are targeting the youth market, then create interactive entertainment within your message. When they return, time and time again, they develop a trust with the content, and you can start to win their attention.

With respect to attacking the barrier of on-line e-commerce, one recommendation is to create product integration on your web site. This will increase familiarization across product set and brand(s), the recall of your product is higher, and it will build a consistent message, which has proven to increase buying on-line and off-line.

Brazil, and the world, is embracing the Internet, the media of the future. There is a new market, the youth market, who only know media with the Internet; they typically multitask the media using TV, Internet, MP3, and Cell Phones to create their experience. The Internet presently has a 73% penetration and is only 4% behind the TV in the US, figures for Brazil were unavailable, but in the global economic environment this is a critical factor to understand when developing your 24/7/365 “Always-on” message.

The concept of the “click-through” is passé, the return-on-investment for on-line marketing is found in the message, passion, attention and retention. The “killer” application for the Internet is still entertainment; it has been proven to drive passion as well as foster an on-line allegiance.

The on-line Marketing landscape is being shaped by a world of site, sound and motion, which Brazil has embraced. The Brazilian Government has adopted an open-source version of Java, which would put control of the web site platform in the hands of grass-roots developers; this should lower the cost of technology support and development, which in turn should provide more money to be targeted on the message. Continued attention to a consistent message along with cross collaboration of products and companies, will create the multiple channels presence which is critical in growing Brazil’s “Always-on” presence.

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