

The beat of the drum

Richard Bates,
Consumer Empowerment
Programme





That old dance routine

‘Just as management developed a new organizational model to enhance economies of scale in production, it developed the techniques of mass marketing to do the same for consumption.’

The Cluetrain Manifesto



A new beat...

‘If they [consumers] can bring down the Egyptian regime in weeks they can bring us down in nanoseconds.’

Paul Polman, CEO, Unilever, June 2011



That sounds like this:

Radical transparency: ‘your brands in our hands’

Get it, together: leveraging aggregate consumer power



We can do this: the rise of P2P alternatives

B2C Collaboration: help us, help you, help us



‘Consumers are however pressed for time and **spend on average only 3.2 hours a week on all consumer tasks**. To ensure that consumers remain empowered in the face of the growing information overload and increasing lack of time for shopping, new shortcuts and comparison tools need to be found.’

Consumer Empowerment in the EU, European Commission, April 2011



‘The plan is to release all sorts of data held by private businesses back to consumers – but the challenge is going to be explaining to the public just why this is so exciting.’

BBC technology Correspondent, Rory Cellan-Jones

Mineral rights, right?

