

WHERE ARE WE?

A digital, chaotic transformation

Sergios Dimitriadis

Marketing & Communication dpt

Athens University of Economics and Business

CONVERGENCE

applications, platforms, technologies, devices, channels

INTEGRATION

omni-media

omni-device

omni-channel

omni-experience

OMNI-MEDIA

not so much about technology

more about... **sociology**

anthropology

ethnography

OMNI-MEDIA

not a channel, a platform, a medium

now the place, the space, the **universe of life**

personal, business, political, of a country

and ... the place of **death**

ECONOMY

BUSINESS

DIGITAL TRANSFORMATION

SOCIETY

LIFE

OMNI-MEDIA UNIVERSE

a **dangerous** universe

because of power

because of speed





OMNI-MEDIA UNIVERSE

danger of **power**: influence, oligopoly

manipulation
deceptiveness

vs

credibility
trust

Reality? **Truth**? Facts?

OMNI-MEDIA UNIVERSE

danger of power: **speed** of evolution

too many apps, techs, data, possibilities
too fast

an unstable, **chaotic** universe

WHAT DOES THIS MEAN TO US?

know { trust } like { trust } act { trust } advocate

trust-building strategies (on- & off-line)

WHAT DOES THIS MEAN TO US?

role of relevant **content**, of UGC

people are becoming **brands**

brands are becoming **people** (persons)

WHAT DOES THIS MEAN TO US?

smaller, well-targeted audiences



WHAT DOES THIS MEAN TO US?

Generation gap:

gen X – millennials – gen Z

as citizens, as customers

as employees

WHAT DOES THIS MEAN TO US?

Skills needed:

hard: tools, platforms, data, tech, ...

soft: adapt, learn by testing, collaborative learning

WHAT DOES THIS MEAN TO US?

Mindset needed:

change, change, change

nothing for granted

question

extraverted sensing

customer centric

Thank you!

Sergios Dimitriadis

dimitria@aub.gr

