



# Bridgeway to Success™

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HAVE THEM  
CONCEIVE IT,  
DESIGN IT AND  
MAKE IT.

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## Social Partnering

You know about social media. You may even be using social media personally or at work. Now get ready for the next evolutionary step: social partnering.

*Social partnering is the practice of executing your business projects and functions by engaging the online world. Sure, the top-of-mind benefit is cost savings. But the big return comes from engaging customers with your brand.*

Need to create an updated look for your product? You could test design options through extensive and costly market research. Or you could follow the lead of BC-based Kokanee beer which let Facebook users choose their new look from a number of design options. Can you guess what that did for brand awareness and buzz?

Not sure what kind of ad will resonate with customers? Why not make it a sure thing? Doritos is asking the public to create 30-second ad spots and post them for online voting. They will air the top three vote-getters at – get this – the 2010 Super Bowl. And, if one-or-more finishes in the top three viewer-rated Super Bowl ads, Doritos will pay the creators up to \$5 million!

Social partnering: have them *conceive* it, *design* it, *make* it, *select* it. Then *recognize* them for it. The payback? Greater brand awareness, attraction and advocacy.

Michael Canic