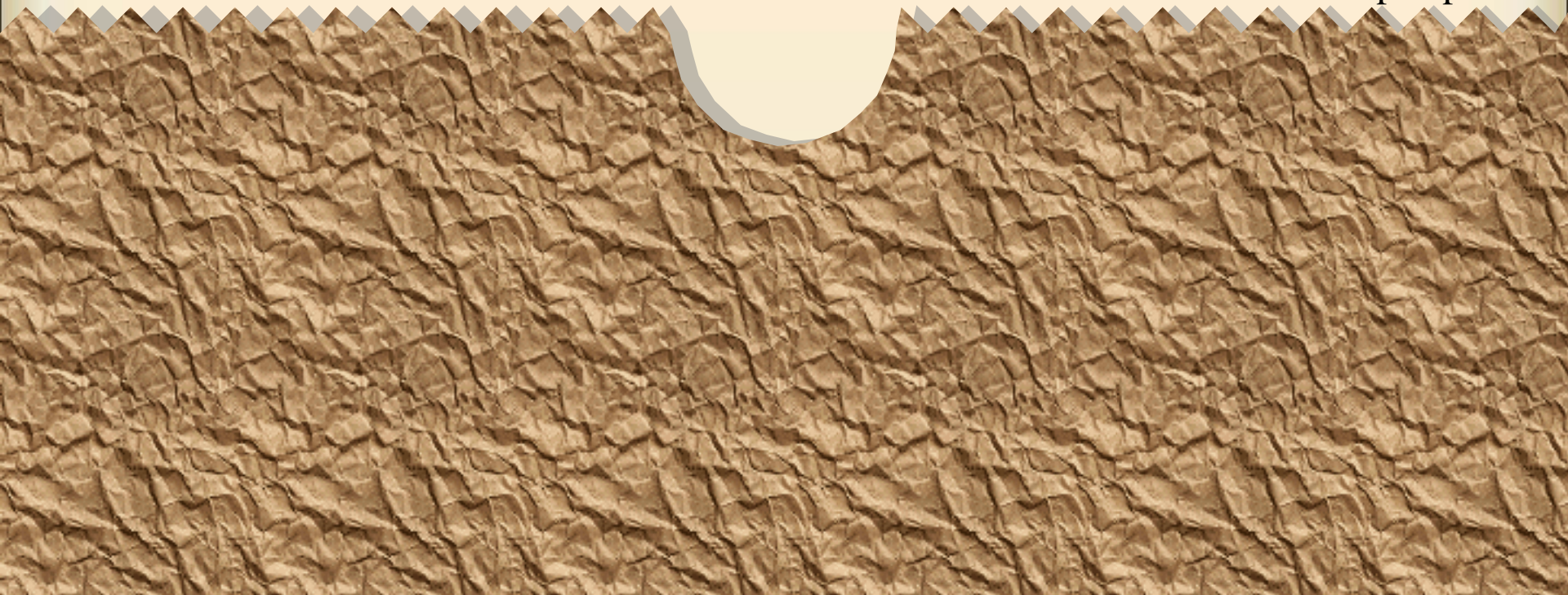


The Next Big Thing

Katie Stich
Champs Sports



What's Up?

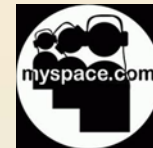
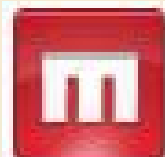
- Katie Stich
 - Current position
 - Past experience
 - Personal



What's New?

- Social Media

- Pros – integrate easily, more organic content, consumer's input
- Cons – loss of control, lack of measurement

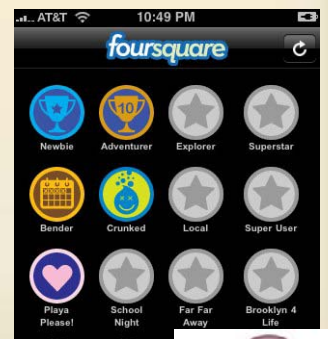
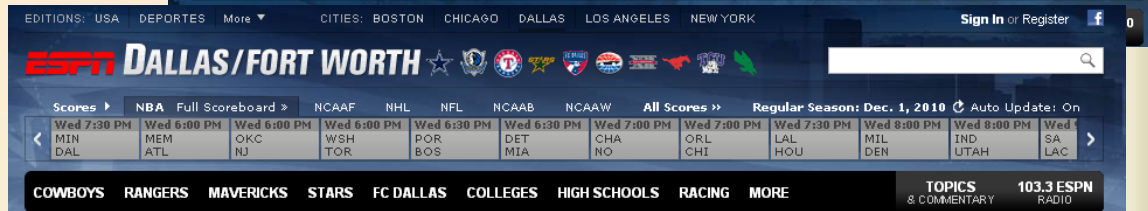
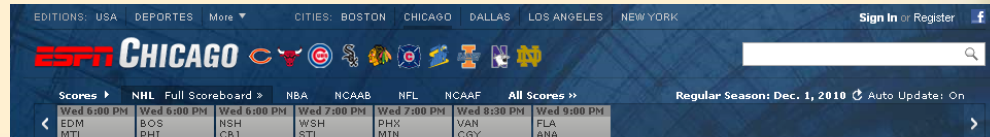


Over 300 Sharing Sites

.netShoutout	BookmarkingNet	Dipdive	Fresqui	ideaREF!	Lynki	PDFmyURL	Speedtile	Tusul
100zakladok	Bookmarky.cz	DoMelhor	FriendFeed	Identi.ca	Markme	PhoneFavs	Sphinn	Tvinx
2 Tag	Bookmerken	Dosti	Friendster	ihavegot	Mashbord	PimpThisBlog	Spoken To You	TweetMeme
2linkme	Bordom	DotNetKicks	funP	Informazione	Mawindo	Ping.fm	sportpost	TwitThis
A1-Webmarks	Box.net	DotShare	fwisp	Instapaper	Meccho	Planypus	springpad	Typepad
Add.io	Brainify	Douban	Gabbr	iOrbix	meinVZ	Plaxo	Spruzer	Urlaubswerk
Adifni	Bryderi.se	Drimio	Gacetilla	iSociety	Mekusharim	Plurk	Squidoo	Viadeo
Aero	BuddyMarks	Dropjack	Gamekicker	iWiW	Memori.ru	Pochval	Startaid	Virb
All My Faves	Buzzzy	Dwellicious	GiveALink	Jamespot	Menéame	PopEdition	Startlap	VisitezMonSite
Amazon	Camyoo	Dzone	GlobalGrind	Jisko	Mindbodygreen	Posteezy	StoryFollower	Vkontakte
Amen Me!	Care2	Edelight	Gmail	JoliPrint	Mister Wong	Posterous	studiVZ	VybraliSME
AOL Mail	Chiq	eKudos	Good Noows	Jumptags	Mixx	Prati.ba	Stuffpit	Vyoom
Arto	Cirip	elefanta.pl	Google	Kaboodle	Moemesto.ru	Print	StumbleUpon	Webnews
Aviary Capture	CiteULike	Embarkons	Google Buzz	Kaevur	mototagz	PrintFriendly	Stumpedia	Whois Lookup
Baang	ClassicalPlace	euCliquei	Google Reader	Kipup	mRcNEtwORK	Pusha	Stylehive	Windy Citizen
Baidu	Clickazoo	Evernote	Gravee	KiRTSY	Multiply	QRF.in	Surfpeople	WireFan
Bebo	clp.ly	extraplay	GreaterDebater	Kledy	myAOL	Quantcast	Svejo	WordPress
Bentio	Cndig	EzySpot	Grono.net	Kommenting	Mylinkvault	Qzone	Symbaloo	Worio
BiggerPockets	Colivia.de	Fabulously40	Grumper	La tafanera	MySpace	Read It Later	TagMarks.de	Wykop
Bit.ly	Communicate	Fark	Haber.gen.tr	Laaikit	N4G	receeve.it	Tagvn	Xanga
BizSugar	Connotea	Farkinda	Hacker News	Ladenzeile	NetLog	Reddit	Tagza	Y! Bookmarks
Bleetbox	COSMiQ	FAVable	Hadash Hot	Librerio	Netvibes	Rediff MyPage	Tarpipe	Y! Buzz
Blinklist	Delicious	Faves	Hatena	Lifestream	Netvouz	RedKum	TellMyPolitician	Y! Mail
Blip	DesignBump	favlog	Hazarkor	Link Ninja	NewsTrust	Scoop.at	The Web Blend	Yammer
Blogger	Designmoo	favoriten	Healthimize	Link-a-Gogo	Newsvine	Segnalo	Thinkfinity	Yardbarker
Bloggy	DigaCultura	Favorites	Hedgehogs	LinkedIn	Nujij	Sekoman	ThisNext	Yigg
Blogmarks	Diggita	Favoritus	HelloTxt	Links Gutter	OKNotizie	Shaveh	Throwpile	Yoolink
Blogtrottr	Diglog	Flaker	Hipstr	LinkShares	Oneview	She Told Me	Tip'd	YorumcuYum
Blurpalicious	Digo	Floss.pro	Hitmarks	Linkuj.cz	Orkut	Simply	TopSitelert	Youblr
Boardlite	DigThisHost	Folkd	Hot Bookmark	Livefavoris	Osmosus	Sina Weibo	Transferr	Youbookmarks
Bobrdobr	Digzign	FollowTags	Hotklix	LiveJournal	Oyyla	Slashdot	Translate	YouMob
BonzoBox	Djigo	forceindya	Hotmail	LockerBlogger	Packg	SML	Tufinq	Zakladok.net
Bookmarked		FreeDictionary	HTML Validator	Logger24	Pafnet	SodaHead	Tumblr	ZanaticSI
		Hyves			PDF Online	Somco		

What's New

- Idea of Localization
 - Geo-targeting
 - SEO
 - Geo-location
 - “Home Team” story
 - Hello mobile!
 - There's an app for that
 - Cross-channel



What's New?

- Customization

- Website home screens
- Playlists, covers, smart phones, apps, etc.
- Product personalization; in-store/online

amazon.com

Hello, **Katie Stich**. We have [recommendations](#) for you. ([Not Katie?](#))

[Katie's Amazon.com](#)



[Today's Deals](#)

[Gifts & Wish Lists](#)

[Gift Cards](#)

[Shop All Departments](#)

Search All Departments

Customize a Converse Sneaker

Place your order by December 10th to receive your shoes by December 24th



GIFT AN ORIGINAL

Design Your Own All Star



NIKEiD



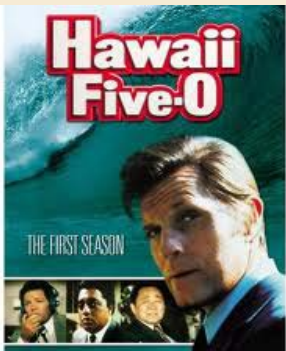
skinit
com

What's New

- Vendor Performance/Technology
 - Re-thinking what a running shoe is/should be
 - Light weight running
 - Nike+
 - The wave of toning
 - EasyTones
 - Shape-ups
 - MBT
 - Setting great expectations and creating buzz
 - Being prepared to top the year before

What's Old is New!

- No matter what is coming...
 - Core Creative Idea
 - Cleaver execution
 - Consistent messaging



What's What.

- What's the next big thing?
 - No one thing
 - No silver bullet
 - Doing small things well
 - React well to feedback
 - Be innovative; product and execution
 - Stay consistent



What is on Your Mind?

- Discussion time

