

# Qu'est ce que le Digital a changé à la communication ?



13 novembre 2012

Qu'est ce que le Digital  
a changé à la  
communication ?

# Une nouvelle révolution ?

Print > Radio > TV > Internet

Internet  $\neq$  Digital

# Une nouvelle révolution ?

Print + Radio + TV + Internet

Digital

# Le Digital ?

## Un virus polymorphe



# Welcome to a Post Digital World

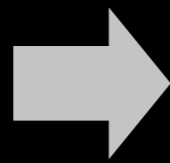


Le Digital est mort

# ACTEURS

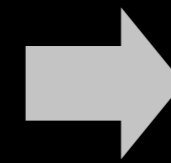
avant

Agences  
Pub



maintenant

Agences Pub +  
Pure Players



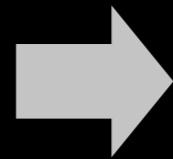
demain

Agences  
Intégrées

# COMPETENCES

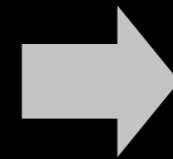
avant

Marketing  
+  
Com.



maintenant

Digital  
+  
MarCom.



demain

Marketing

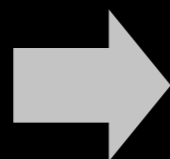
# RELATIONS

avant

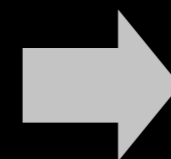
maintenant

demain

**B2B**



**B2B2C**



**C2B**

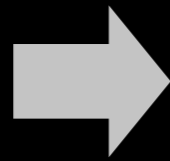
# OBJECTIFS

avant

maintenant

demain

Image



Performance

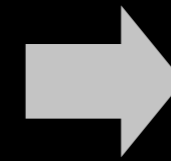


Image  
sur Mesure

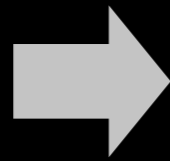
# IDEES

avant

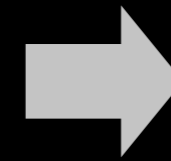
maintenant

demain

Concept



Strat  
Tactique



Concepts

# Let's talk

stephane.labrouche@h-paris.com

labrouche@gmail.com



@stelab