



# Becoming familiar with current trends in corporate communication




To succeed in communication, you have to tell a story to people who are inclined to believe it. This book by Seth Godin (entrepreneur and NY Times best-selling American author) details the concept and shows how to put it into practice. It teaches us how authenticity is the most powerful weapon of communication in a world where trust is reduced.

People do not  
buy goods and  
services.  
They buy  
relations,  
stories and  
magic.

**Seth Godin**





<b>ATL</b>	<b>BTL</b>
<b>Press</b>	<b>Direct Marketing</b>
<b>Magazines</b>	<b>Mailing and e-mailing</b>
<b>Radio</b>	<b>Promotion</b>
<b>TV</b>	<b>Fairs</b>
<b>Outdoor</b>	<b>Public Relations</b>
<b>Cinemas</b>	
<b>Internet</b>	

## **THE REVERSAL OF THE ATL-BTL RATIO**

Media or ATL expenditures are the expenses that are incurred by the purchase of space.

BTL expenses are made by other types of process such as mailing or exhibitions.



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## JUDICIARISATION OF THE PROFESSION

The law extends its grip on communication. Some sectors are either banned from communication (tobacco) or heavily regulated such as alcohol.

Sectors, such as child nutrition, are likely to face new constraints due to the increase in childhood obesity.



**Aidez-nous à tricoter pour  
la bonne cause**



## **THE APPEARANCE OF NEW THEMES**

If the company can have no other purpose than the pursuit of profit, it is clear that its speech deviates more and more. The concept of sustainable development currently seems to be the unifying concept of many corporate communications.

For more than 10 years, Innocent has been asking all nice people to knit woolen hats and send them by December 20th. The brand takes all the cups and, in January, puts them on the small bottles of smoothies. And above all, for each bottle with a cap bought, it gives € 0.20 to an NGO who helps isolated elderly people.



## PROXIMITY COMMUNICATION

The company seeks to get closer to its interlocutors :

- 1) The company favors communication tools that have a direct effect on the target through tools such as phoning, mailing and new techniques such as street-marketing.
- 2) Head offices redeploy their workforce to regional offices, factories or various locations.
- 3) The company to "humanize" its image puts more and more on stage its own employees.



**JE SUIS  
CHARLIE**

## **DIGITAL TRANSFORMATION**

One of the great changes of our time is that of digital transformation, to which is added the so-called trend of conversation. The conversation would be a return to the sources of exchange between human beings and compensate for a hyper-technical era.