

XI. creating **BUZZ**

EB335 DESIGNING CORPORATE COMMUNICATIONS

defining buzz

buzz NOUN

BrE bʌz NAme bʌz

Oxford Advanced English Learners

1 [COUNTABLE, USUALLY SINGULAR] (also **buzzing** [UNCOUNTABLE, SINGULAR]) a continuous sound like the one that a **bee**, a **buzzer** or other electronic device makes

the buzz of bees hunting nectar

The buzz of the Entryphone interrupted our conversation.

hums and buzzes from the amplifier

2 [SINGULAR] the sound of people talking, especially in an excited way

The buzz of conversation suddenly stopped when she came into the room.

3 [SINGULAR] (INFORMAL) a strong feeling of pleasure, excitement or achievement

*a **buzz of excitement/expectation***

*She **gets a buzz** out of her work.*

*Flying **gives me a real buzz**.*

You can sense the creative buzz in the city.

4 the buzz [SINGULAR] (INFORMAL) news that people tell each other that may or may not be true

SYNONYM **RUMOUR**

The buzz is that Matt is in Scotland. Have you heard anything?

Macmillan

2 INFORMAL a strong feeling of pleasure or excitement

I get a real buzz out of playing in front of an audience.

T Thesaurus entry for this meaning of buzz

a. a lively positive feeling among a group of people or in a particular place

There's been a definite buzz about the place since the new manager arrived.

T Thesaurus entry for this meaning of buzz

3 INFORMAL information that people are talking about that is not official and is not definitely true

- “**speculative** or **excited** talk or attention relating especially to a **new or forthcoming** 'ict or event'” (Merriam-Webster dictionary)

buzz, spatiality, creativity

- the social foundations of creativity - and the role of 'buzz' through face-to-face (F2F) interactions in cultural, industrial and scientific clusters has been a hot research (and public policy & management) topic in the last decade
- studies by eg. Storper & Venables (2004), Bathelt, Malmberg & Maskell (2004) are indicative & address a seeming paradox that the **most 'global' of cities are highly 'localized'** in the importance of personal networks in innovation
- Bathelt *et al* distinguish between the **buzz** of networks & learning processes and the **pipelines** that transmit ideas from clusters to a wide audience

F2F (face to face)

- **Storper & Venables** (2004: 354) on advantages of **F2F**..
- *as communication technology*: high frequency, rapid feedback, visual cues
- *re trust & incentives*: lie detection, signal commitment through co-presence
- *screening & socializing*: positive loss of anonymity (creating positive incentives for cooperation & performance, judge & be judged, acquire shared values)
- *'rush'* (excitement) & motivation: performative aspect can generate enthusiasm for a project, idea, collaboration

eg. recent research shows more frequent lying in e-mail & SMS communications

socially observed communications (eg. Facebook) may have less outright lying but also more self-conscious tactical self-representation



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designed buzz

- marketers have long understood the importance of word-of-mouth (WOM) and social reference groups in product promotion and adoption
- iconic Tupperware parties & Amway sales networks tapped social networks
- subsequently, a wide array of techniques, initiatives, and research to try and manage social interactions around products, brands, designed messages
- shifting of creative budgets to content creation, from advertising, to earn attention
- eg. BMW films initiative: The Hire featuring Clive Owen & filmmakers such as Ang Lee
- <http://twistedifter.com/2009/08/bmw-films-the-hire/>



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buzz & social media

- internet search initially changed marketing thinking and tactics
- but email and blogging dramatically accelerated sharing capabilities and made buzz through i-media a key objective of communication design
- social media, such as Facebook and other social networking sites further dramatically changed the scale of sharing (although the platforms through which it occurs struggle to monetize it.. unlike internet search)
- event design is now central to campaigns seeking 'earned [social] media'
- timely 'share-ability' becomes a key attribute

resistances

- hoaxes gone viral (eg. Dominos Pizza case)
- ‘culture jamming’ -‘an organized, social activist effort that aims to counter the bombardment of consumption-oriented messages in the mass media’ (Handelman and Kozinets, 2004)
- see Carducci, 2006: *Journal of Consumer Culture*
- concerned with ‘consumer resistance’, many manifestations: some illegal
- eg. parody and spoof, altering billboards, ‘hackstivism’,
- occupation events, critical ‘guerilla’ events that in a creative way are parasitical upon a corporate event: techniques now adopted by commercial event designers

create a **BUZZ!**

- following the recent introduction of **plain packaging** rules for cigarettes in Australia (along with further requirements for shocking visual images of illnesses caused by smoking)..
- a boutique event design firm plans a singles /speed dating-style series of social events called **Plain Packaging Parties**.
- the insight/concept is that in a relationship people spend most time with their partner in a plain state, so should first meet potential partners that way.
- **think of 1. the rules for the event**
- **2. several 'catchy' copy lines - for print media, twitter, and other social media**