

“The Potential is *not used*”

Advertiser and agencies are disoriented in the medi-
al jungle says **Jimmy Maymann**. His book promises
orientation.

*W&V: Mister Maymann, what is hiding behind your new
book “The Social Metropolis”?*

Maymann The book is supposed to guide the people
through the permanently changing Media- and Com-
municationlandscape. Just like in a real city the in-
frastructure changes constantly. Therefore the name
“Social Metropolis”. Nowadays people live in a very
individual network, which is affected by connec-
tions and communication. They exchange constantly,
work together and influence each other alternately.
This makes it uneven harder to reach them.

*W&V You write about social communities and also about
subjects like Web 2.0 or “user generated content”. That’s
nothing new. Why a book?*

Maymann You’re right, not very many things in
the book are new. But if I look at how advertising is
made today: only a few campaigns use the new medi-
al canals and their potential. The people talk about
the new forms of communication, but they are not
able to use them right. Especially branded companies

are in need of information. This is where my book is
supposed to give orientation. Practical and therefore
a lot of examples.

*W&V Who is able to guide advertisers to the right path?
The agencies? Specialists?*

Maymann First of all, you have to make an invest-
ment for a “Social Media Campaign” which is as big
as one for the mediaplanning for masscommunica-
tion – but the goal consists not only ten, but 1000
destinations. The most agencies are brilliant when it
comes to understand the media and the consumer.
But they do not understand technology. Hence they
need people who build bridges between the techni-
cal possibilities and the media. In my opinion these
people are rather the specialists in that branch.

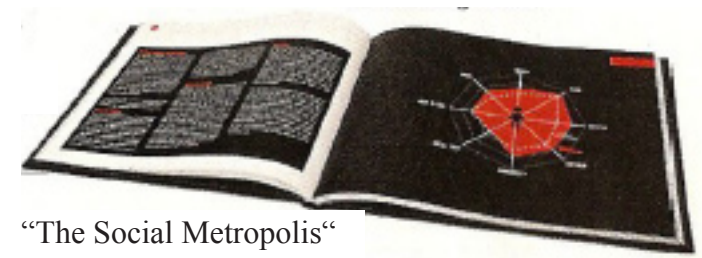
W&V GoViral specialised in Online-Virals.

Maymann We did start with that. But viral marketing
is just one option of many. We think about Editorial-
PR, Blog-PR ans also mobile marketing.



*Jimmy
Maymann*

The CEO of the
Londoner agency
GoViral was the
founder of the
consultingfirm
NearWork/Neo
Ideo, which was
founded by Leo
Burnett, in. In
2005 he switched
to Arc World-
wide/Leo Burnett
as global Disci-
pline Head.



“The Social Metropolis“
offers a lot of examples.

<http://www.goviral.com/orderBook.php>