





Google

Nyheter24
Gruppen

ingager[®]

PHILIPS

sense and simplicity



BERGHS
SCHOOL OF
COMMUNICATION





DU

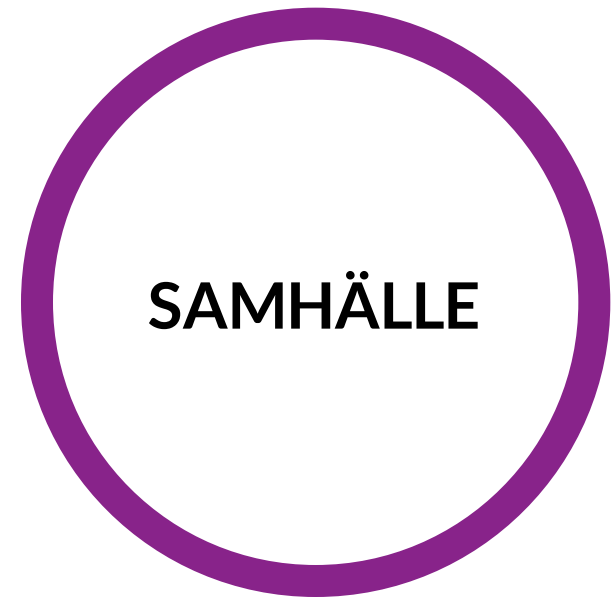
ANVÄNDAREN

KANALER





**DEN ENDA LÅNGSIKTIGA KONKURRENSFÖRDELEN,
I EN VÄRLD SOM UTVECKLAS SNABBARE VARJE
MINUT, ÄR ATT LÄRA OCH UTVECKLAS I SNABBARE
TAKT ÄN KONKURRENTERNA.**



DIGITALA
MAKROTRENDER
2019/2020





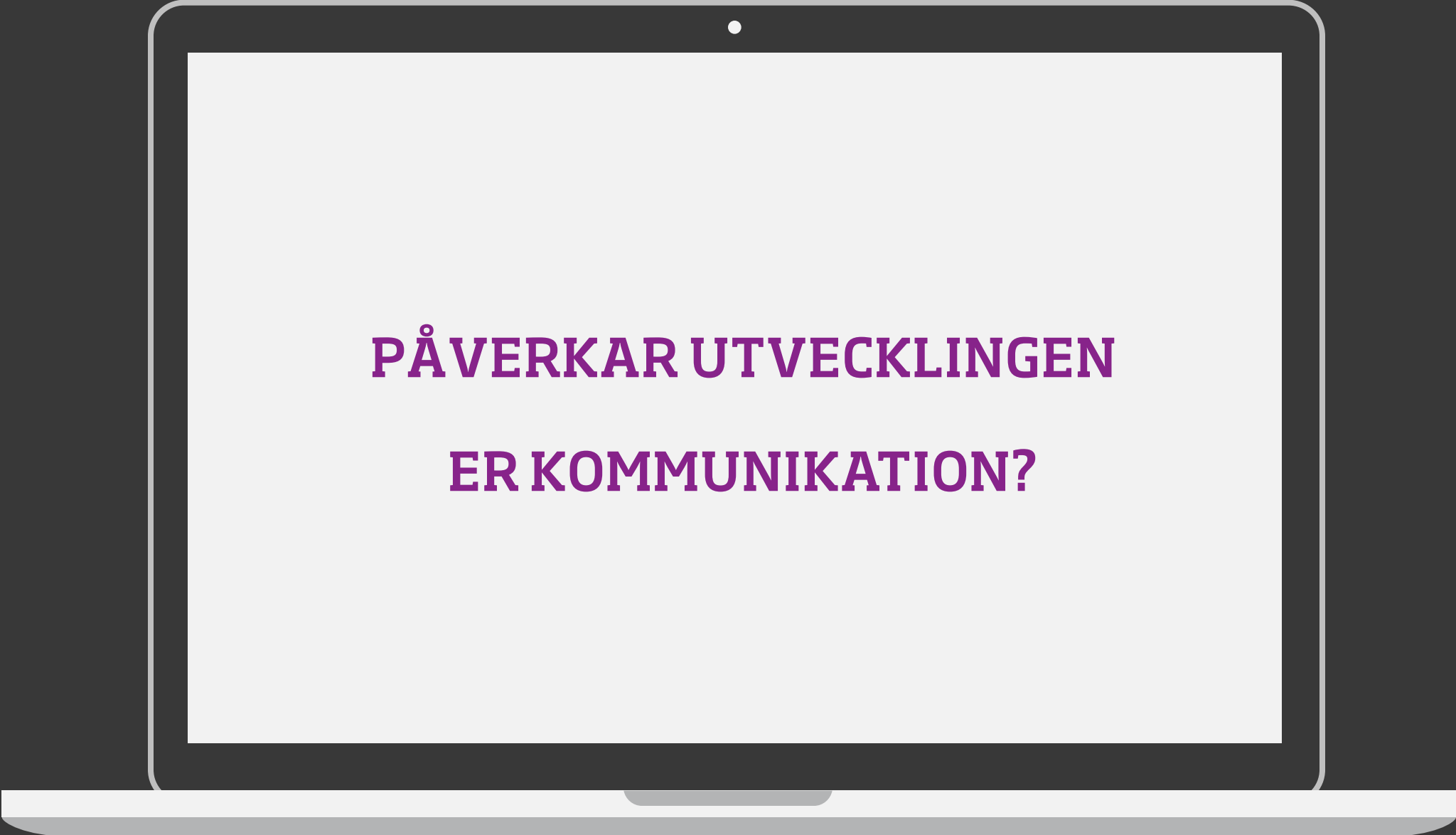




CONTENT ÄR INTE KING PÅ EGEN HAND







**PÅVERKAR UTVECKLINGEN
ER KOMMUNIKATION?**

A blue and black corded drill is positioned vertically on a wooden surface. The drill has a blue body with black accents and a black handle. A black power cord is attached to the bottom. To the right of the drill, several screws and drill bits are scattered on the wood. The text "FÖRSTÅ ANVÄNDARENS VERKLIGA BEHOV" is overlaid in white, bold, sans-serif font across the middle of the image.

**FÖRSTÅ ANVÄNDARENS
VERKLIGA BEHOV**

A close-up, low-angle shot of a person's hands holding a smartphone. The person is wearing a dark, textured leather jacket with visible zippers. The background is a blurred night scene with warm, out-of-focus lights (bokeh) in shades of yellow, orange, and white, suggesting a city street or a festive event. The overall mood is intimate and focused on the device.

MICRO MOMENTS

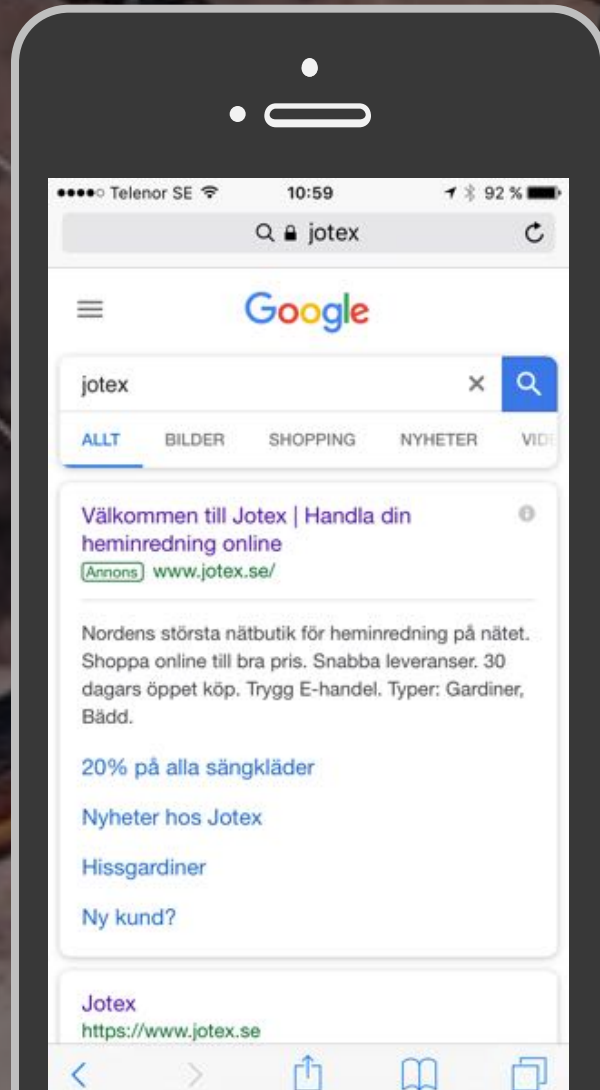


FEED = SPEED

A close-up, slightly blurred photograph of a person's hands inside a car. The left hand is holding a black smartphone, and the right hand is on the steering wheel. The background shows the car's dashboard with illuminated gauges and the steering wheel. The overall tone is warm, with a soft orange glow. The text "DISTRAHERADE ANVÄNDERE" is overlaid in the center in a bold, white, sans-serif font.

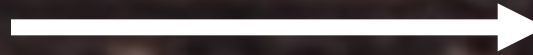
DISTRAHERADE ANVÄNDERE

OTÅLIGA ANVÄNDARE



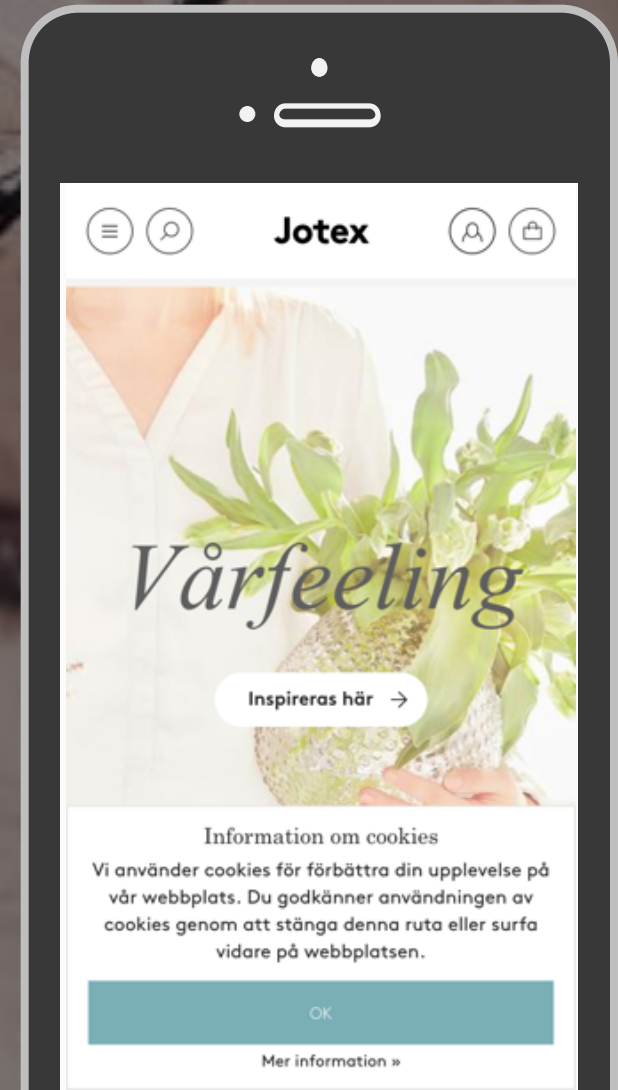
+ 3 SEK

LADDNINGSTID

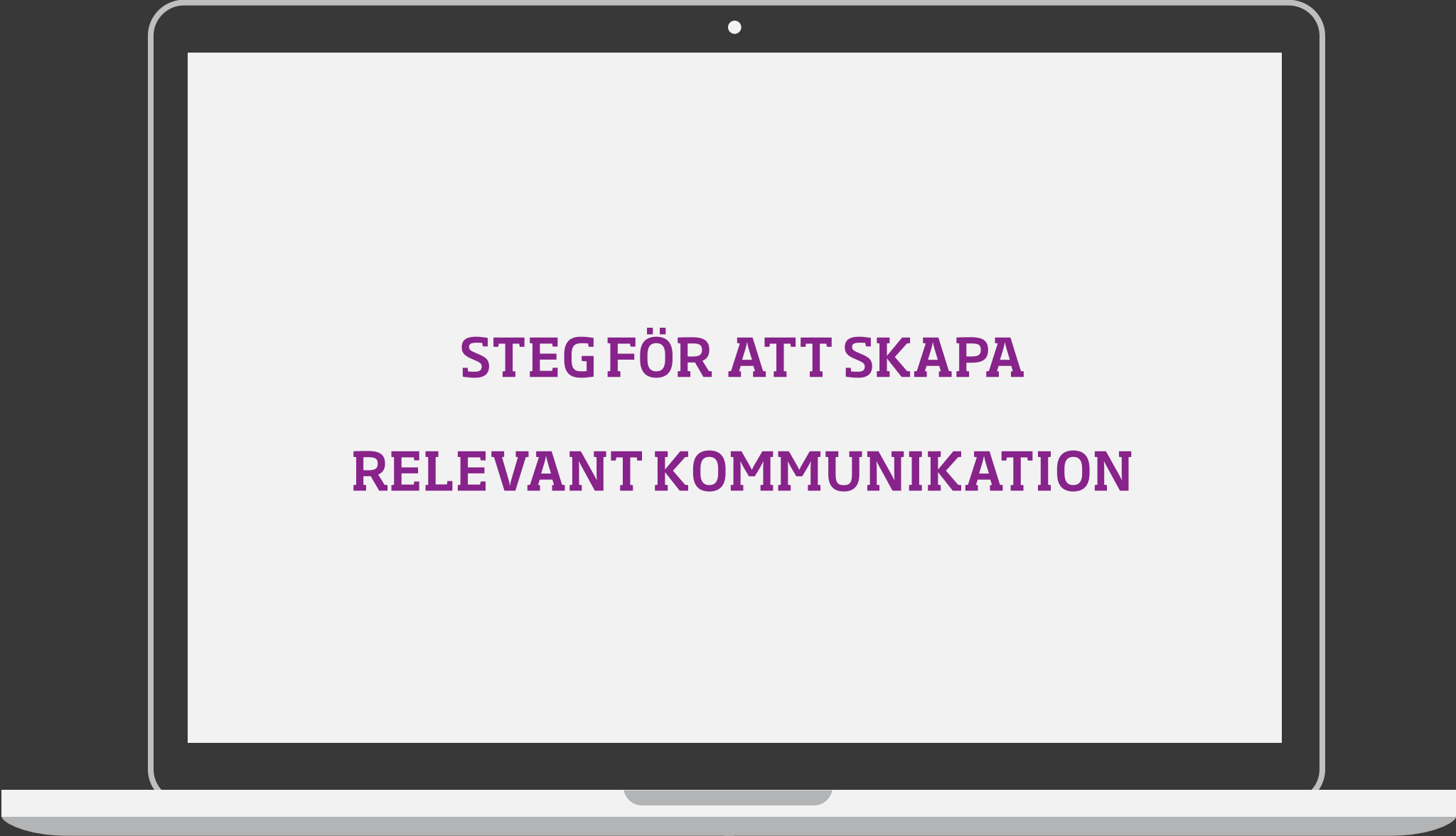


50 – 60 %

AVHOPPADE ANVÄNDARE





A stylized illustration of a laptop with a white screen and a dark grey bezel. The screen displays a title slide with purple text. The laptop is shown from a slightly elevated front perspective.

STEG FÖR ATT SKAPA RELEVANT KOMMUNIKATION



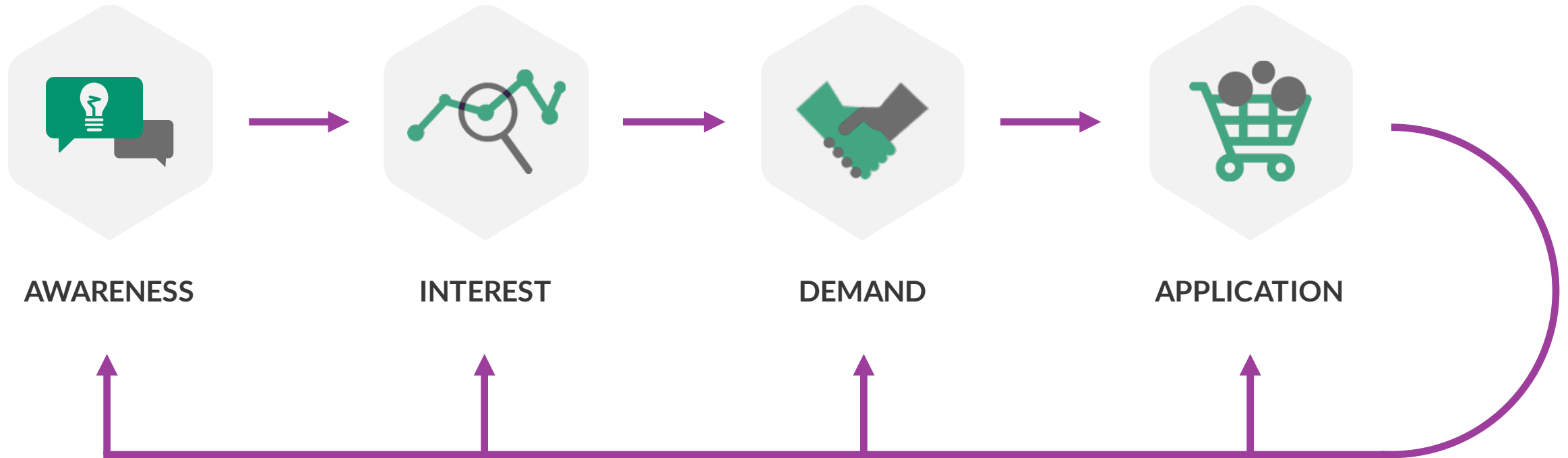


DU

ANVÄNDAREN

KANALER

EN "KUNDRESA" FYLLD AV OLIKA KANALER OCH TILLSTÅND

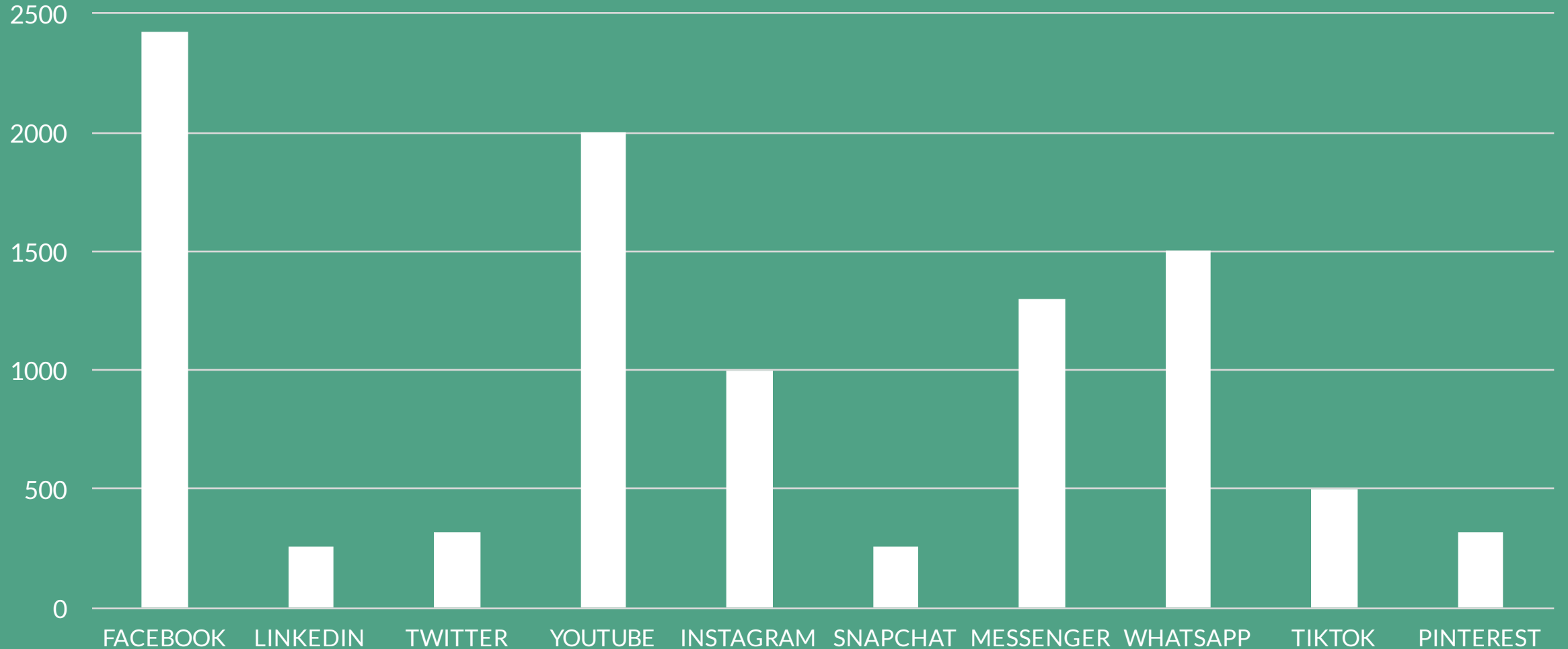




Social media *or* digital infrastructure

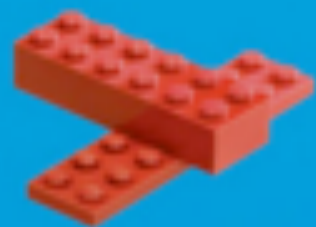
SOCIAL MEDIA PLATFORMS

Global Monthly Users (Millions)



TYDLIG KOMMUNIKATION



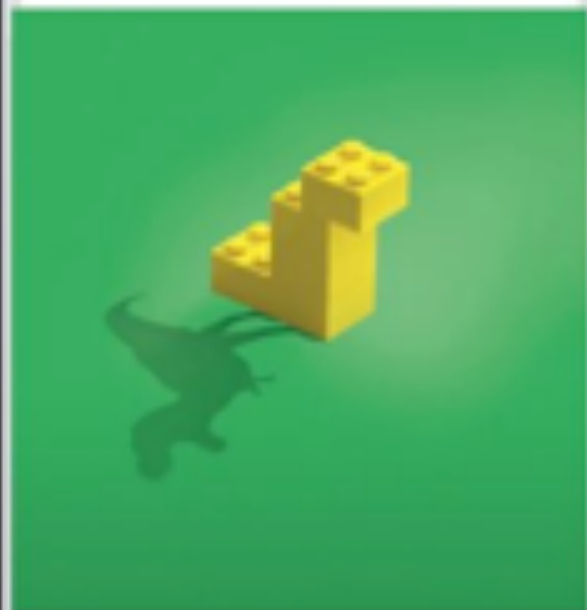


Verizon 2:42 PM 58%



LEGO
Yesterday at 2:17pm · @

Imagine the possibilities ...



8,651 Likes · 407 Comments

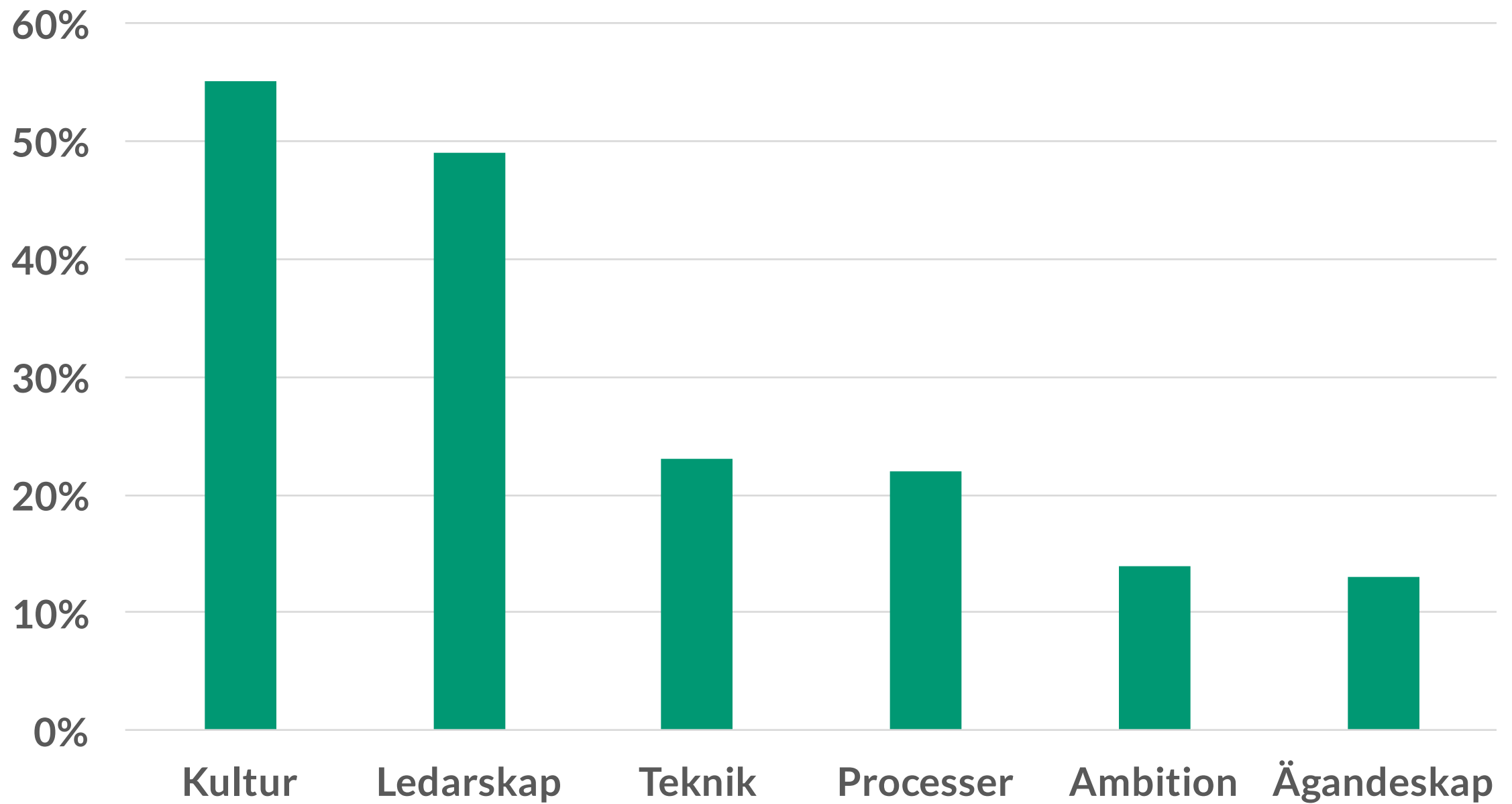
Like

Comment



EN ORGANISATION ANPASSAD FÖR EN NY VERKLIGHET



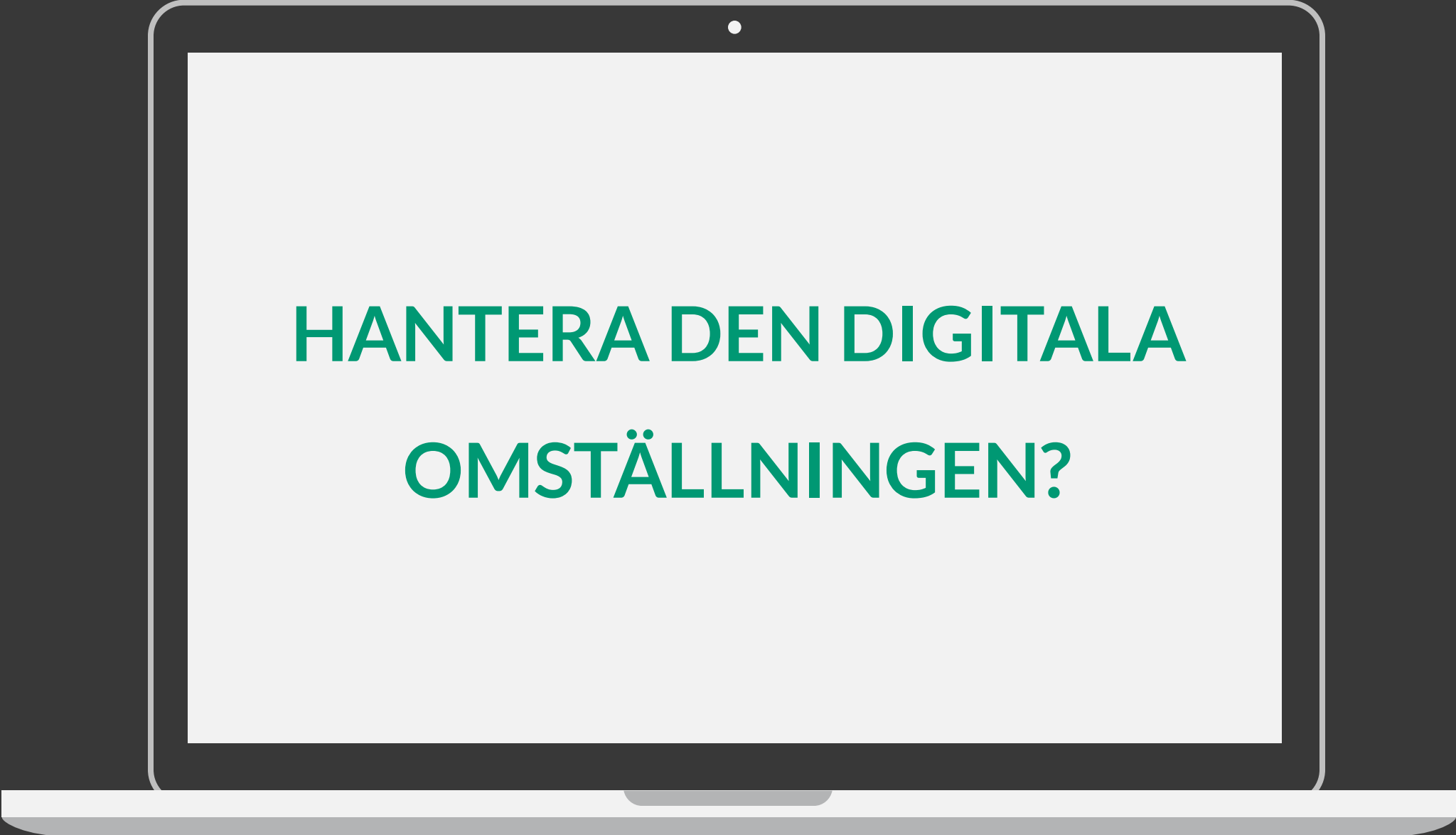










A stylized illustration of a laptop with a white screen and a dark grey bezel. The screen displays the text 'HANTERA DEN DIGITALA OMSTÄLLNINGEN?' in a bold, teal, sans-serif font. The laptop is shown from a slightly elevated front perspective.

HANTERA DEN DIGITALA OMSTÄLLNINGEN?





DU

ANVÄNDAREN

KANALER