



PEPSICO

Trends Twitter Conversation Report

powered by 

Join us for a conversation.

Don't miss an exchange on global trends
taking place on Twitter tonight.



It's not a matter of keeping up w/trends. or staying on top or getting left behind.
Just think "relationships" and use the tools #peptrends

1 day ago from QueenofSpain

#peptrends. Evolutionary Psychology: We evolved seeing the night sky every
night. Its therapeutic and essential to piece of mind. CAMP!!!

1 day ago from darbtx

People often transfer a good party onto the host when it's good b/c of them.
Pepsi is just our host. #peptrends

1 day ago from db

[@StephAgesta](#) I know this is amazing I have never seen or experienced
anything like this #peptrends

1 day ago from LisaGPN

A big thank-you for your participation last week in the PepTrends Twitter conversation on emerging global trends. The chat was a great success—almost 2,000 tweets!—and that's because of you. You the amazing users of Twitter and our 100 PepsiCo Global Communicators, who shared high-spirited dialogue spanning the globe. Conversation ranged across big themes such as Total Convergence, Value and Values, Health Care and Wellness, Local versus Global and Social Media (which was a lively topic, especially as it relates to business, relationships and privacy). Thanks to you for being active participants and engaging with PepsiCo in social media. It's a great buzz to harness the power and possibility of technology to interact and to learn.

See you in Twitterville!



Background

One of the hot, hot, hot topics of the past few months—alongside the economic crisis and the Obamas—has been social media and how corporations and executives can make smart use of it.

The numbers are compelling. Growing millions around the world are regular users of MySpace, Facebook, LinkedIn, Flickr and YouTube. And over the last few months, the social media space has been shaken up by the rapid growth of Twitter—the short-messaging site.

In October 2008, Wired magazine gave Twitter a big thumbs-up: “Twitter ... is to 2008 what the blogosphere was to 2004. Twitter’s character limit puts everyone on equal footing. It lets amateurs quit agonizing over their writing and cut to the chase. @WiredReader: Kill yr blog. 2004 over. Google won’t find you. Too much cruft from HuffPo, NYT. Commenters are tards. C u on Facebook?”

PepsiCo has been an eager pioneer of exploring social media. Not only did it sponsor SXSW in March in Austin, it also harnessed Twitter to bring the event to life online on its PepsiCo Zeitgeist site by including cloud animations of popular subjects, maps tracking people around town, and tweets “overheard.”

Next PepsiCo joined forces with Porter Novelli for the Twitter-based PepTrends conversation about global trends on April 1. More than 100 top global PepsiCo communicators gathered in the room that day for the important digital mind-set enhancing experiment, joining up online with more than 150 other influential tweeters and press for well over 1,400 discrete tweets. It wasn’t all about soft drinks and pop culture, although those subjects came up.

A number of trend themes were planned in advance and introduced into the conversation at appropriate moments.

- * New Rules of Behavior
- * Tapping Social Media
- * Tapping Group Intelligence
- * Arm’s-Length Intimacy
- * Transformation Nation
- * Total Convergence
- * Local Is Now Global
- * Stretching and Molding Time
- * A Return to Value and Values
- * Not Without Technology
- * Embracing Maturity
- * Practical Is Powerful
- * Media Is the Great Escape
- * Looking Back to Learn
- * Wellness Messaging

PepsiCo is currently utilizing Twitter across a number of its brands, and it’s only one of various social media channels being actively engaged.



Note on reporting

The verbatim tweets in this report are organized by theme rather than by chronology. Wherever possible, tweets in a “thread” have been shown in order. However, Twitter isn’t currently designed to show “threaded” conversations.

Topline summary, conclusions and implications

The PepTrends conversation was a pioneering experiment using a very hot social medium—Twitter—to conduct an open conversation about a range of trends. Anybody who wanted to register could do so (171 did) but unregistered participants also dropped in by adding the #peptrends hashtag to their tweets.

The tweets of all participants showed up in their own Twitter streams and prompted comments from non-participants; participants could then bring these external comments into the conversation by “retweeting” them (RT) with a #peptrends hashtag or by responding to them with the hashtag.

The conversation that resulted was fast and furious, exciting and at times a bit overwhelming. Some of those relatively new to Twitter were confused by it and some added to the confusion. It’s virtually impossible to “thread” conversations—the system doesn’t automatically link a response to the comment that prompted it. It’s also impossible to control the flow of the conversation—people tweet whatever, whenever.

While it can be difficult to have a tightly focused conversation, the upside is that participants tweet about what truly interests them at the moment. And in the case of PepTrends, what interested them most was the application of social media for marketing as well as friendship.

With such a new medium, the context (140 characters, a “virtual” conversation) and the content (what people write) are blurred. Unlike with a face-to-face conversation, or a teleconference or video conference, participants are aware of the medium at all times; the medium isn’t just a neutral vehicle for a conversation, it plays a major role in shaping the discussion and generating buzz.

Participants were full of anticipation before the conversation started. They were fired up while it was happening and they were buzzing about it as it wound down. The content of the conversation was good and occasionally insightful. There is certainly plenty to be learned.

Not all themes were picked up with equal interest. Participants were most interested in those most closely related to social media, relationships, privacy and marketing. They were the most “live” issues, as they were the most relevant to the audience.

PepsiCo wisely had no intention to be the focus of the conversation. Rather, by being the facilitator, it showed its brand spark in action, actively experimenting and exploring. As a combined intelligence-gathering, profile-building and online interaction exercise, the tweetup scored high.



LOOKING AT THEMES IN DETAIL



1. New Rules of Behavior

20th-century risks still apply (disclosure, libel, etc.), but 21st-century media makes them difficult to guard against. Responsible behavior is harder to monitor and enforce. Rather than a strict adherence to a set of hard rules, respect for and desire to uphold the company's spirit will become the new obedience.

Now that it's possible to interact 24/7 from virtually any location, participants wondered where and when it's appropriate?

Is it wrong to tweet at church? Had the urge to use TwitterBerry last Sunday! #peptrends

1 day ago from smEEKIM

[@smEEKIM](#) I've never tweeted at temple, but I can fess up to checking email during services #peptrends

1 day ago from lisarosenberg

The question of frequency and appropriateness was sharper for marketing messages.

Is there a Twitter etiquette for marketers? #peptrends

1 day ago from JzzzPanic

Would you be open to marketing messages at all times on Twitter? Or only at certain times of the day? #peptrends

1 day ago from JzzzPanic

As long as the marketer is disclosed I'm ok with it ... but night and weekend tweet mktg feels intrusive, right?

#peptrends

1 day ago from Erin5656

[@JzzzPanic](#) anytime of day is okay bc twitter is global, but the msg should add value in some way. #peptrends

1 day ago from krwlos1

[@JzzzPanic](#) also, weekdays are more trafficked so it would prbly be more effective to twt them than wknds

#peptrends

1 day ago from krwlos1



The weight of opinion was clearly behind the simple precautionary principle—be mindful of what you say. This theme stirred a lot of interest and overwhelming agreement.

Moderator “Be smart: if you wouldn’t want your grandma to read it, don’t post it!” #peptrends [mp]

1 day ago from Pepsico SXSU

[@JzzzPanic](#) Employers should have limited access to employees social media profiles. Theyre not involved in afterwork activities #peptrends

1 day ago from db

[@JzzzPanic](#) No, but if employees grant access then do as Marian says - if you don’t want your grandmother to read don’t post it #peptrends

1 day ago from lisarosenberg

Moderator Grandma, Priest, Boss - If either of the three would be offended, DON’T POST IT. #peptrends

1 day ago from Peter Shankman

What you say is who you are, for better/worse. Not all care about offending those 3; just need to understand: that’s your brand. #peptrends

1 day ago from iFroggy

[@joseluissantos](#) Ppl have always registered others’ behavior so always act with appropriateness & dignity if u care about ur rep #peptrends

1 day ago from KathyHerrmann

Think we can keep this simple. Social media is made out of people. Treat everyone online the same way your mom said to offline #peptrends

1 day ago from steverubel

How to Win Friends & Influence People*--A good rule book for Social Media (from 1932!) #peptrends

1 day ago from darbtX

[@Luxetips](#) I think of online like Twitter as biz cocktail party. Have fun but be professional. #peptrends

1 day ago from KathyHerrmann

RT [@skydiver](#): Grandma, Priest, Boss - If either of the three would be offended, DON’T POST IT. #peptrends

1 day ago from timtext

#peptrends Social Media is going to make it hard to reinvent yourself...people will always follow you...don’t burn any bridges.

1 day ago from darbtX



There was one notable dissenting voice to the general “play it safe” consensus. This came on the issue of whether corporations should have any sanction over what their employees say online.

my blog my twitter my fill-in-the-blank is my online spot. If you want to come play, it's by my rules. #peptrends be nice in my living room

1 day ago from QueenofSpain

Facebook has 200 million commenting in their own name, mostly on their own time, not company time. #peptrends

1 day ago from adelejam

Online and social media require new thinking about what privacy means, and the participants were more than ready to air their thinking on the subject.

Moderator “The only place that privacy still exists is in your heart. Deal with it.” #peptrends

1 day ago from Peter Shankman

How very Orwellian. No thank you. RT [@skydiver](#): “The only place that privacy still exists is in your heart. Deal with it.” #peptrends

1 day ago from rworkman

Agree - RT [@skydiver](#) The only place that privacy still exists is in your heart. Deal with it. #peptrends

1 day ago from chrispitre

RT [@skydiver](#) “The only place that privacy still exists is in your heart. Deal with it.” #peptrends (that's exactly right!)

1 day ago from shultquist

The need for privacy=the need to avoid shame? If you accept who are you are, what is there to be ashamed of? Are we maturing? #PEPTRENDS

1 day ago from darbtx

RT [@darbtx](#) need for privacy=need to avoid shame? If you accept who are you are, what is to there to be ashamed of? R we maturing? #peptrends

1 day ago from noahbanning

[@darbtx](#) Need for privacy might have more to do with control and the feeling of overexposure than having something to hide. #peptrends

1 day ago from KFontanilla

The solution to fear of privacy is not doing anything that you'd be ashamed of. #peptrends

1 day ago from JzzzPanic

Is the concept of privacy a 20th century fad? #peptrends

1 day ago from jkarpf





2. Tapping Social Media

The potential of social media as a business asset is hardly yet determined. Smart companies are now leveraging switched-on (younger) employees to help understand and shape it.

The PepTrends conversation took place on one of the hottest social media platforms, and social media itself was the subject that fired up the most interest by far. The conversation could have carried on for the entire day on this topic alone.

On main vehicles of communication.

What is your main vehicle of communications in today's hyper connected world ? #peptrends

1 day ago from aarond22

[@aarond22](#) #peptrends Twitter, FB, Gtalk, MSN & GOMP (Good Old Mobile Phone), Blackberry, Newspapers for Analysis, TV for opinion

1 day ago from sushobhan

[@aarond22](#) #peptrends cell phone for in depth convo, text/BBM/email for daily communications and AIM - for both!

1 day ago from EZANO

[@aarond22](#) Segment by use/mood. Twitter for wading, FB for 121 n eavesdropping on friends, SMS proactive, IM arguments, phone less #peptrends

1 day ago from sushobhan

[@aarond22](#) #peptrends Twitter helping find interesting people to banter with. Definitely increases bandwidth, hence accomplishment

1 day ago from sushobhan

[@aarond22](#) #peptrends segregate by use/mood. accomplishing more by segmenting. good old repertoire approach

1 day ago from sushobhan

[@aarond22](#) My cell. Got everything on it. Twitter, MSN and a good 'ol fashioned telephone of course. #peptrends

1 day ago from Hannes82

The conversation took place under the auspices of PepsiCo, and the issue of blending social media (SoMe, SM) with business and branding was a lively topic. One line to be trod is the one between social interaction and business.



Does it stop being “social” media when it becomes about business and branding? #peptrends.

1 day ago from JackieinChicago

Most other comments were less doubtful about mixing business in a social media context.

Easy to be cynical about corps corrupting employee social life via soc. media. But what if it brings humanity to corps instead? #peptrends

1 day ago from rworkman

Why NOT use social media in any form of business? Shouldn't all avenues of public reach be accessed? #peptrends

1 day ago from Adriennevh

The nub of the discussion was how business can justify its presence in social media.

Social Media works for business if you have product/service to live up to customer expectation. #peptrends

1 day ago from Trendscaping

[@GhostFac3](#) Key is to say something interesting. Honestly. Today more than ever, content is king. #peptrends

1 day ago from GaryStockman

Social Media is not a “field of dreams”. If you build it, you still need to give them a good reason to come.

#peptrends

1 day ago from schneidermike

[@schneidermike](#) Agreed. Simply having a presence on social media is not enough. You need to offer a reason to interact #peptrends

1 day ago from noahbanning

There was plenty of agreement about the dos and the don'ts of using social media for business. The essence of the thinking was real interaction with the hallmarks of good conversation—listening, responding, saying something worthwhile.



SoMe for SoMe's sake? Fail. Social media is a great way to tell your word-of-mouth story. Mine conversations for sentiment #peptrends

1 day ago from schneidermike

[@schneidermike](#) Right. Creating engaging 2-way experiences via intersection of adv+entertainment is the future, not pushing copy. #peptrends

1 day ago from Gennefer

[@mtlb](#) Agree. The "buddy" factor is meaningless. What connects customer to brand is emotion, relevancy & experience. #peptrends

1 day ago from Gennefer

Influential and inspirational has taken on new meanings in social media. For sure. #peptrends

1 day ago from evasjuve

For brands, SoMe is about mining the conversation for clues to connect customer to brand. Equal parts listening and engaging. #peptrends

1 day ago from Gennefer

Social media - Twitter will become more and more a listening tool. There is gold in them there Data (Hills) #Peptrends

1 day ago from KeithBurtis

[@chrispitre](#) You'll never be buddies with a corp. They want your money. Its tantamount to a john/pimp/prostitute situation #peptrends

1 day ago from db

[@db](#) Agree 100%. Nobody wants to be buddies w/a brand. What they do want is a brand that listens, acts and delivers value. #peptrends

1 day ago from Gennefer

[@Gennefer](#) Well said! SoMe = Engage -> Interact -> Learn -> Test -> Rinse -> Repeat. Brands acting like people. #peptrends

1 day ago from schneidermike

[@db](#) That's my point. Most brands miss the sort, analyze, distill, TEST part & merely react. Mine the data for meaningful nuggets. #peptrends

1 day ago from Gennefer



The key thought from some participants was word of mouth—social media being a means of communicating in an authentic personal way. It's a two-way process.

is social media driving us into an age where way to get ur message across is through word-of-mouth because of info overload? #peptrends

1 day ago from Capibaro

Brand positioning must come from core values w/ a constant convo btw you & your consumer- feedback loop <http://tr.im/brandme> #peptrends

1 day ago from db

PEPTRENDS Companies personality need to come out. Corporate Communication use to be like the Wizard of Oz: don't look behind the curtain.

1 day ago from darbtX

word-of-mouth always been the most influential channel ... technology finally given it the power to compete with advertising #peptrends

1 day ago from RedClayHound

[@howardgr](#) Online connections must come from some kernel of mutuality. SM enables us to grow w/ each other for both our best #peptrends

1 day ago from db

Social media has a lot of potential for business use, but it's not the be-all-and-end-all. Participants warned against a number of pitfalls, such as trying to control the conversations that social media enables.

Control of the dialogue is gone. Influence is the coin of the realm now. #peptrends

1 day ago from GaryStockman

companies learning they are no longer in control of their brand - need to get comfortable with public conversations and join in #peptrends

1 day ago from RedClayHound

not only is privacy gone. real control of the dialogue is gone. better adjust #peptrends

1 day ago from jjhwood

There's no place for over-reliance on one type or platform of social media at this point.



[@cofrenchy](#) Just remember, tying yourself to one social media vehicle is dangerous if that model breaks down or becomes outmoded #peptrends

1 day ago from db

Top 100 [@lisarosenberg](#) Face to face communication is still vital and people who rely solely on social media don't learn those skills. #peptrends

1 day ago from Beth Porter

It's also important to remember that just because something doesn't cost money, it doesn't mean users will think of it as free.

[@aarond22](#) Marketers need to appreciate that 'paying attention', is a form of payment #peptrends

1 day ago from rworkman

can't pay attention to everything, no one can. But a simple social media strategy covers most of the bases. NOT rocket science #peptrends

1 day ago from QueenofSpain

Your customers will give you lil indicators as to what they want in the future- THATS the trendspotting. PAY ATTENTION. #peptrends

1 day ago from db

[@db](#) seriously. it's THAT easy. Listen. Listen. Listen. and NOT in your controlled environment #peptrends

1 day ago from QueenofSpain

Twitter itself was the focus of a lot of attention.

[@coryc1000](#) twitter could very well be Seinfeld's take on Social Media. It's a platform about nothing (and everything)! #peptrends

1 day ago from schneidermike



A number of comments related to the sheer volume and relative lack of structure of a long Twitter interaction between many participants.

[@schneidermike](#) twitzkrieg-A tweeter's rapid deployment of multiple meaningless tweets that wreak havoc on your page #peptrends

1 day ago from GailBoogie

Exhausted from #peptrends, though an exhilarating experiment. Leaves me with question: how to lead conversation in the twitterverse?

1 day ago from john_mccarthy

lots of good stuff at #peptrends, but keeping up is like drinking from the firehose.

1 day ago from CWarfield

Twitter can be superficial. However, you are not talking to close friends on Twitter. They may become your close friends though. #peptrends

1 day ago from allcircuitsbusy

I want one of these apps to timeline *conversations, threading so it isn't a giant jumbled mess #peptrends

1 day ago from channing_h

When I think of Twitter, I think of a marketplace of ideas; TONIGHT brings that marketplace to life - energetic, chaotic, great! #peptrends

1 day ago from Erin5656

#peptrends This is exhausting. Does anyone else feel this way?

1 day ago from bernadettewade

Moderator [@bernadettewade](#) #peptrends well, this is a HYPER experience of twitter, but yes, it can be exhausting. uber-multi tasking. it gets easier.

1 day ago from Stephanie Agresta



3. Tapping Group Intelligence

While Google searches passive content, interactive social media (Twitter) hosts and searches active content on the fly.

This theme had limited resonance. The potential still has to be thought through, but some had starter thoughts on the subject.



[@mariansalzman](#) There is actually a neighborhood in Austin, TX that is using Twitter as a 911 type service and have APD involved. #peptrends

1 day ago from aarond22

#peptrends so cool to be born in this age. not one but an endless amount of brains to interact with and learn from. Cannot wait till we start

1 day ago from Capibaro

Global trend/just me? Finally, thx barack!, mainstream co's realize value, efficiency, accuracy of "the crowd" ask, don't tell! #peptrends

1 day ago from laurabeck

[@HerSEO](#) social media is useful across disciplines - i love watching the collective consciousness in real time #peptrends

1 day ago from GailBoogie

I think people tend to forget that 'social media' is interesting b/c of the minds contributing, not the tech that powers it all. #peptrends

1 day ago from rworkman

[@pepsicosxsw](#) what you execs think about this brand engagement here. could this experiment replace internal marketing processes? #peptrends

1 day ago from Capibaro

The power is this digital brainstorm: reams of crazy, at times inane ideas --but out of that darkness, sometimes pops brilliance! #peptrends

1 day ago from clynchwp

"Having a say" is an important element of the 21st century psyche. #peptrends

1 day ago from

Yes, but "having a say" can morph so quickly into "blah blah blah." That's the danger. Challenge is to get value from this. #peptrends

1 day ago from clynchwp



4. Arm's-Length Intimacy

Is online like the couch, where the psychiatrist sits out of sight? We feel more comfortable opening up personally with people online than we do face to face. Less familiar but more intimate is the new social, thanks to social networking platforms such as Facebook.



This theme found resonance, prompting participants to reflect on the difference between online and offline relationships. Most reported no clear-cut distinction.

I don't have time to call my friends weekly; with fb and twitter I can keep up with their lives - at least for that second
#peptrends

1 day ago from PWRGRL23

I love how I'm up to speed on friends' lives with FB and twitter- easier to keep in touch too! #peptrends

1 day ago from claireab100

[@acampfashion](#) i confess to updating my status fairly often, now that i have an iPhone. usually while driving down GA400 #peptrends

1 day ago from GroovyMomma

#peptrends - Arms lenght Intimacy online is fine if it leads to real, in person connections that lead to value - friendship or business.

1 day ago from howardgr

[@aarond22](#) I think I've met half my online relationships in real life #peptrends if not more

1 day ago from QueenofSpain

Top 100More socializing. Connecting with people from the past often leads to meeting up. #peptrends

1 day ago from Beth Porter

However, some participants wondered whether online socializing would replace meeting people in person—a prospect they didn't welcome.

[@lisarosenberg](#) i think we're moving towards communicating completely via social networks...kinda scary!

#peptrends

1 day ago from DaniellePN

[@DaniellePN](#) But then what will we do, talk to each other face to face? Or just post status updates to each other ;-)

#peptrends

1 day ago from Julia912

[@DaniellePN](#) do we need to practice face to face communication, or is it like riding a bike? #peptrends

1 day ago from PWRGRL23



Thinking about intimacy prompted participants to think about friendship in general, as well as family. Opinions about the impact of social media in this area were mostly positive—not surprising, since participants had to be comfortable with online interactions to participate in the conversation.

Do online relationships foster offline relationships and vice versa? #peptrends

1 day ago from aarond22

Yes - new friends made at SxSW surprised me with depth of new relationships. #peptrends

1 day ago from SallyZuponic

[@aarond22](#) I think I've met half my online relationships in real life #peptrends if not more

1 day ago from QueenofSpain

[@QueenofSpain](#) That is awesome. Same thing has happened to me. Meeting people online and then at events, conf, etc is so amazing #peptrends

1 day ago from aarond22

[@aarond22](#) Definitely - it goes both ways. I don't think of my relationships as online or offline anymore at all #peptrends.

1 day ago from jilliancyork

There is very little distinction for me between on/offline friends. #peptrends

1 day ago from JessicaRandazza

Top 100 [@pnken](#) Mine are all on twitter and facebook! #peptrends

1 day ago from Sheri Morgan

[@aarond22](#) [@erin5656](#) When online dating got hot! So many of my friends are dating/engaged to/married to people they met online. #peptrends

1 day ago from amytokes

In fact social media has made it much easier not only to make new connections but also to revive old connections. This was already happening before, but the downturn in the economy seems to have sharpened the trend.

How many people noticed a HUGE spike in friend requests precisely when the economy really tanked? And why? #peptrends

1 day ago from GaryStockman

[@GaryStockman](#) So true. connectedness became so much more important in the last 6-9 months #peptrends

1 day ago from aarond22



[@GaryStockman](#) Yes, I've met with several folks from the High School days recently. V interesting trend. #peptrends

1 day ago from howardgr

facebook is like stepping back in time -- all these friends from kindergarten are coming out of the woodwork.

#peptrends

1 day ago from adelejam

[@adelejam](#) Also camp friends - half the time I can't even recall meeting these people, but if their updates are amusing... #peptrends

1 day ago from lisarosenberg

Top 100More socializing. Connecting with people from the past often leads to meeting up. #peptrends

1 day ago from Beth Porter

The idea of having sets of friends from certain times in your life is so 20th Century. We are returning to a village mentality #PEPTRENDS

1 day ago from darbtx



5. Transformation Nation

Change will be par for the new course as people, companies and governments embrace it at an increased pace. "Yes We Can" will become a personal mantra of "Yes I Can." Personal development on the job will mean reinvention with new skills, new outlooks, new mentors, even new methods every year or two.

This theme triggered more tangential thoughts than coherent conversations. It's in the air but hasn't yet acquired mass or direction. Participants were reporting fragments of change, particularly with regard to social media itself.

thoughts on the (not so new anymore) fb that is trying to look like twitter? #peptrends

1 day ago from claireab100

[@claireab100](#) Just goes to show how quickly a leader can become a follower. Now users are annoyed with fb and tweeting away! #peptrends

1 day ago from AMertzman

[@claireab100](#) fb has an identity crisis! always changing ... does the constant change harm or help fb's image?

#peptrends

1 day ago from PWRGRL23



#peptrends the social evolution, the political revolution , the next change you were waiting for is now happening on social networks. Now.

1 day ago from timepass

Looking beyond social media took a little prompting.

Trend preview for <http://www.pepsico.com/globaltrends> tonight: Do societies ever willingly mature unless they face hardships? #peptrends

1 day ago from Erin5656

[@Erin5656](#) I think Newton's law applies: So a society in motion will stay in motion until it is disrupted, usually by hardship. #peptrends

1 day ago from GaryStockman

#peptrends Who has the energy and flexibility to start life from scratch several times in a lifetime?

1 day ago from darbtx

[@StephAgrests](#) Constantly reinventing is damn tough. If we're obsolete working on current invention... ow, <headache> #peptrends

1 day ago from joemescher

it's not a matter of keeping up w/trends. or staying on top or getting left behind. Just think "relationships" and use the tools #peptrends

1 day ago from QueenofSpain



6. Total Convergence

Old familiar boundaries and categories are dissolving, blurring black and white into shades of gray. Private with public; fact with fiction; news with entertainment; young with old; life with work; home with office; offline with online.

This theme converged with a number of others in the conversation.

Social media causes communication lines between friend & biz networks to blur. How many keep totally separate? #peptrends

1 day ago from janetkim



Global trends/just me? Just like TV/move 2 digital, soon gbye 2 land lines, home phone, POTS. Already gone in college dorms. #peptrends

1 day ago from laurabeck

The medium is reality -- when you see your news, entertainment and social life on the same screen it all blurs together #peptrends

1 day ago from JzzzPanic

[@JackieinChicago](#) i think it does as work and private life tends to blend in with each other and so is social media and marcom #peptrends

1 day ago from Capibaro

It's extremely more difficult to keep all of your lives separated - maybe impossible unless you completely leave the "grid" #peptrends

1 day ago from SallyZuponic

[@pepsicosxsw](#) 9 to 5 is NOT dead. It's just that we no longer do it all at the same time. It's the age of timeshifting ya'know. #peptrends

1 day ago from rworkman



7. Local Is Now Global

Today, home is the safest yet most exotic destination of all. You're always just a click away from anywhere in the world. And just down the road you can find people and cuisine from every continent.

As with some other themes, this one had resonance but mostly in a tangential way—one or two participants made reference to it but it didn't "stick" as a main theme, so the tweets on this subject tended to be somewhat "random."

Now is the era to love your locals - big brands must connect on a grassroots level where people work and live every day #peptrends

1 day ago from TamiAnderson

we wan't local but want the whole world to know what our local is and why we like it #peptrends

1 day ago from coryc1000



[@lisarosenberg](#) Technology is at its best when it gives us what we want. Often that's what's close. So it'll get more local. #peptrends

1 day ago from GaryStockman

[@ amytokes](#) In crisis people go to comfort, things that are close to home, family, friends. Social media will thrive b/c of it #peptrends

1 day ago from db

Now is definitely the time to be ultralocal, ESPECIALLY if you operate a business (ie RESTAURANT) in town.

#peptrends

1 day ago from chrispitre

ModeratorIt's the time to be ultra local! How does twitter connect to ultralocal? #peptrends

1 day ago from Stephanie Agresta

The survival or demise of local media was one "local" issue that arose.

[@mariansalzman](#) re local news // maybe it doesn't need funding if interested locals just blog/report it to a local community site #peptrends

1 day ago from Stuarde

#peptrends [@mariansalzman](#) The locals will fund. Gossip is the new local news if facilitated by at local platform

1 day ago from Capibaro

[@boughb](#) we'll see the demise of printing business. Think we'll see a rise of local 'gossip' enablers Wikipedia/ twitter platforms #peptrends

1 day ago from Capibaro



8. Stretching and Molding Time

Everything happens faster now, so we're living life in rapid bursts. The ultimate luxury act is the slow dance, the slow meal, the slow seduction.

This theme really didn't fly—possibly because the environment of the tweetup was too fast and furious to give it the time or space to take wing. It prompted the odd philosophical musing, but not much more.



No rush to get anywhere.Slow down today.Make your day all about you being a 10 in each moment.Do without Doing. #peptrends

1 day ago from ckdozi

Top 100 I'm thinking we r losing our depth! Too much too fast doesn't allow us to truly contemplate to new depths. #peptrends

1 day ago from P.J. Sinopoli

Moderator@pjsinop but maybe the stream inspires us to depth at other times, b/c we are exposed to so many new ideas. I hope so. #peptrends

1 day ago from Stephanie Agresta

@pjsinop not the content that's fast. just the way it's delivered. messag can still be as deep as ever. as are the relationships #peptrends

1 day ago from QueenofSpain



9. A Return to Value and Values

What's it really worth and how is it really important to me? These are the questions that rein in our impulse purchases in times of recessionary living. Followed by thoughts of, which stores or brands will supply what I need?

This theme didn't fly far on its own, although it was implicit in conversations sparked by other themes (e.g., friendship).

how much are people connecting with a company that shares their values, vs. a company that provides a need cheaply and quickly? #peptrends

1 day ago from coryc1000

#peptrends trying to get into the swing of things. all i know is people are tired of being sold something that ain't there.

1 day ago from jodifleisig





10. Not Without Technology

Whatever else may disappear in the “creative destruction” of the crisis, technology is here to stay. Some may yearn for simpler times and the satisfaction of hand tools, but the plain truth is that the future lies in mastering new technologies.

This theme was implicit in other themes and had limited life of its own.

I left my phone/blackberry in the car this week at the airport - Can't believe how hard it's been to be disconnected
#peptrends

1 day ago from SallyZuponic

[@Adriennevh](#) yes, don't think I would manage either! It's crazy how in a few years we have become so addicted and
reliant on them #peptrends

1 day ago from hannahlaw

[@aarond22](#) Could I live off the technology grid for a day? #peptrends After this week, a week or month without it
would be lovely. :-)

1 day ago from mjudd



11. Embracing Maturity

It may be a while before companies and economies get growing again. In the meantime, we'll be squaring the urge to hold onto eternal youth with the need to grow up and sober up. As President Obama put it in his Inaugural address: “The time has come to set aside childish things.”

This theme prompted very little reflection.

Top 100Are we embracing maturity? #peptrends Is youth a state of mind? Are millenials and their parents best
friends?

1 day ago from Bonin Bough

Embracing maturity -- just in time for me! #peptrends

1 day ago from JzzzPanic





12. Practical Is Powerful

When world events make you feel powerless, it's good to get practical. When investments are tanking and the wide world seems to be falling apart, it's time to take control locally: Make something, mend something, grow something, do something tangible.

This theme struck some chords but was probably too far from the immediate experience of the tweetup to generate sustained interest. Tweets tended to be whimsical.

I'm relieved that practical is back. It's exhausting to "keep up." #peptrends

1 day ago from JzzzPanic

buckle down, be practical, but still buy the BIG TV to escape #peptrends

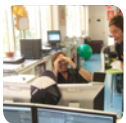
1 day ago from SallyZuponcic

#peptrends Retreat to slow living? Will we throw out our mobiles, practice meditation, return to slow food, remember to live in the moment?

1 day ago from hannahlaw

RT @skydiver much more willingness to buckle down and be practical (fix chair, not throw it out.) #peptrends Try it. It works...

1 day ago from daynasteele



13. Media Is the Great Escape

When the mood is depressed, distraction is great. Media is the true Third Place, where we can program our own relaxation and create a more perfect environment.

Participants enjoyed focusing on the media. Some focused on media as escape or diversion.

Global trend or just me? Return of sitcom (whether TV, net, Hulu), we need short diversion, laughs, levity. Jerry, come back! #peptrends

1 day ago from laurabeck

Moderator#peptrends at home people are escaping into media - through their TVs, computers, high tech equipment. cost won't be an issue but....

1 day ago from Stephanie Agresta



[@StephAgresta](#) [@boughb](#) Media is always an escape in an economic downturn. Movies did great in mid 1930s.
#peptrends

1 day ago from howardgr

home as media HQ. #peptrends

1 day ago from PeterPitts

However a lot of the chat focused on bigger media issues—in particular, what’s the future for print media?

Ex-Rocky Mt. News staff launch new local news org with next-to-no infrastructure and live access to reporters. Will readers pay? #peptrends

1 day ago from GaryStockman

#peptrends social media capitalizes on the truth that news is always changing, how can print media ever complete? Is anything TMI anymore?

1 day ago from amber1230

For those lamenting the demise of dead tree media, just remember, journalism is just gossip with rules and some funding. #peptrends

1 day ago from rworkman

[@maverickauthor](#) Thanks for your response. I agree..if traditional media wants to keep up, they have to embrace social media #peptrends

1 day ago from Luxetips

Moderator [@Erin5656](#) #peptrends I agree. I still want my print NYT. is that crazy? but i really do love that medium too. I can have both, for now.

1 day ago from Stephanie Agresta

Clay Shirkey is right, we need journalism. We also need to find a way to pay people to do it. Is the HuffPost model the future? #peptrends

1 day ago from GaryStockman

[@GaryStockman](#) i fear that good-enough, free journalism will become the norm. great journalism will be a premium niche #peptrends

1 day ago from jjhwood



14. Looking Back to Learn

Check out the countless recent references to past events and people: the 1930s, Lincoln, Darwin. With so much history instantly available, and the path ahead muddied with doubt and uncertainty, we're looking to the past for reassurance that this too shall pass, and lessons about how it might happen.

This theme prompted references to nostalgia, old style and little else.

Historical style is what it's all about today in home & apparel - reclaimed wood, depression era style - old is hip #peptrends

1 day ago from Erin5656

[@skydiver](#) Do you think that's why there's a sudden rise in nostalgic candy sales? Takes you back to the good ol' days... #peptrends

1 day ago from Perrin_Dent

[@skydiver](#) The good old days were never as good as people think they remember. people forget that. #peptrends

1 day ago from howardgr



15. Wellness Messaging

Globesity may be the death of companies associated with extra-large indulgence. Watch for "H" themes: health, holistic, hydrate. Should water be free and accessible to all, or still peddled as a gourmet side dish? (The great debate on water will upstage oil in some circles.)

Although health care is a huge theme for Americans and many other developed countries, it didn't spark much coherent conversation in the tweetup.

Why does gov't believe menu labeling will help Americans lose weight: NLEA launched in '90 and US is in an obesity epidemic?#peptrends

1 day ago from edwardhoffman

can we survive as a nation of obese hypertensive diabetics? #peptrends

1 day ago from PeterPitts

Globesity: bigger toilets, bigger coffins, industrial elevators for residential buildings. #peptrends

1 day ago from Erin5656



#peptrends The Funeral Industry has made mucho \$\$\$\$ via wider coffins. WOW

1 day ago from darbtx

PepsiCo as a Theme

PepsiCo wasn't a specified theme of the tweetup but the whole event was clearly related to the company, and participants did respond to various Pepsi-related tweets. However, in the flow of a freewheeling conversation, there weren't many "natural" opportunities to name-check the brand.

What would the modern-day Pepsi Challenge look like? #peptrends

1 day ago from jpszambelan

Does anyone remember the Pepsi-Challenge? That reference is probably lost on many, damn I'm getting old #peptrends

1 day ago from jpszambelan

[@jpszambelan](#) Pepsi Challenge! Remember when that dude tried to win the Harrier Jet for 7 million Pepsi points

#peptrends

1 day ago from amytokes

[@DaniellePN](#) they already did, but I think they will bring it back or some version of it #peptrends

1 day ago from LisaGPN

For what it's worth i like the pepsi "yes we can" ads i've been seeing around town #peptrends

1 day ago from sheybacchus

Any chance Crystal Clear Pepsi is going to make a come back? #peptrends

1 day ago from chia081

Top 100when you think PepsiCo do you think value? #peptrends

1 day ago from Bonin Bough

[@boughb](#) #peptrends [@pepsibrand](#) RE: PepsiCo I do not think value. I think of Pepsi as an inspiration for fun (a co-pilot), youth, energy.

1 day ago from schneidermike



[@boninb](#) #peptrends [per my email] I do think Pepsi is uniquely positioned to be the leader in brand entertainment if it wants to be.

1 day ago from schneidermike

Top 100Pepsi, Mt. Dew, Gatorade, Tropicana, Fritos, Doritos, Quaker Oats, Cap'n Crunch, Life ... awww shucks ... just touting my faves!#peptrends

1 day ago from P.J. Sinopoli

[@jamesbruni](#) One thing i like about Pepsi is Pepsi Raw, but its only available in the UK. All natural soda. Could be a hit in US #peptrends

1 day ago from db

@db #peptrends yes Pepsi Raw and the new climate friendly Pepsi vending machines are pluses

1 day ago from JamesBruni

@huwgilbert Thank you for the info. The big coup will be placing Pepsi Natural alongside Pepsi Regular in bodegas. #peptrends

1 day ago from db

When I think PepsiCo I think 20-pack cans, same price, less value. Sorry. #peptrends

1 day ago from rblake

There was at least one resolutely anti-Pepsi tweeter in the conversation:

“...interacting directly with your customers.” Except the ones Pepsi doesn't follow or listen to. #peptrends

1 day ago from mtlb

[@mtlb](#) Even if you dont drink Pepsi I'm sure you use or have used one of their products, Pepsico, Lays etc #peptrends

[@mcaldecutt](#) Pepsi is trying so, so hard to catch up with Coke in SM/ remember the Pepsi Cooler? #peptrends

1 day ago from JamesBruni

[@pepsicosxsw](#) people contribute to you (like now), give back something meaningfull to people, then tell us what you want tell #peptrends

1 day ago from Capibaro

Why doesn't Pepsi focus on a social media push at the point of sale more instead of worrying about discounting a 2-Litre bottle? #peptrends

1 day ago from mtlb

