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multiple identity for fun and profit

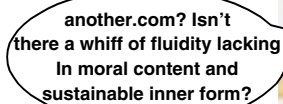
Steve Bowbrick
hyperion conference 17/10/00

steve@uk.another.com

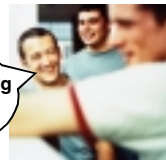
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what is another.com?



another.com? Isn't there a whiff of fluidity lacking in moral content and sustainable inner form?



- the UK's number 1 online youth brand
- webmail with a unique twist:
 - Up to twenty different identities from a palette of thousands of domain names
- 1.1M users, 54% 15-24, 80% under 25
- 30,000,000 page impressions per month
- adding 4,000 new users per day

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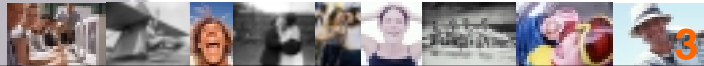
today's number 1: whassup.co.uk

21-today.co.uk
adorable.co.uk
adventurous.co.uk
adwatch.co.uk
aerodynamic.co.uk
affair.co.uk
affectionate.co.uk
aficionado.co.uk
afraid.co.uk
africamail.co.uk
africanqueen.co.uk
after-hours.co.uk
aftershave.co.uk
afterthought.co.uk
again.co.uk
against.co.uk
againstallodds.co.uk

aged.co.uk
aggravated.co.uk
aggravation.co.uk
aggressive.co.uk
aggrieved.co.uk
aggro.co.uk
agony-aunt.co.uk
agree.co.uk
agreement.co.uk
agreetodisagree.co.uk
ahead-of-my-time.co.uk
aheadofthegame.co.uk
ahead-of-the-game.co.uk
ahhbisto.co.uk
airball.co.uk

commitment.co.uk
commitmentphobic.co.uk
commitment-phobic.co.uk
commitments.co.uk
dastardly.co.uk
datadriven.co.uk
datefromhell.co.uk
date-from-hell.co.uk
crud.co.uk
crude.co.uk
cruel.co.uk
crumbs.co.uk
dinnerisserved.co.uk
dinner-is-served.co.uk
dinnerparty.co.uk
dinner-party.co.uk
doimakeyouhorny.co.uk

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identity is not optional online

not that
old chestnut!



a dog (on
the Internet)

- Ⓐ there is no 'you' on the net
- Ⓐ your every interaction is mediated by your identity
- Ⓐ addressability is more important than authentication
 - “does this address work”, **not** “is this person who they say they are?”
- Ⓐ mobility and flexibility are the norm

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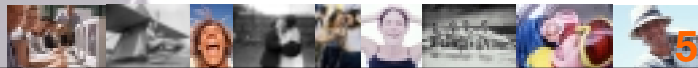
what do marketers think?

er... is it Arthur
Askey? No, Duane
Eddy! Norway?



- they fear email's legendary rates of attrition
- they seek stable, addressable identities
- they want access to historically out-of-reach groups
- they suspect that young users may only be reachable electronically

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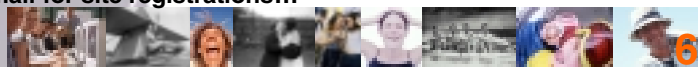
young Internet users have attitude...

But can't I
have them all?



- they're impatient with 'assigned' identities
 - choice and control are really important
 - 'branded' identities leave them cold ("get a clue, Disney!")
- they're sophisticated
 - multiple behaviours, modes of address, social contexts, peer group segmentations:
 - ISP for homework assignments, another.com for peer group, hotmail for site registrations...

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6

...they don't fear confusion or doubt

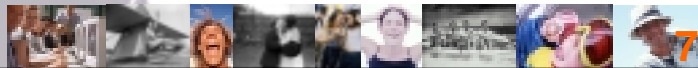
but why would I want more than one email address?



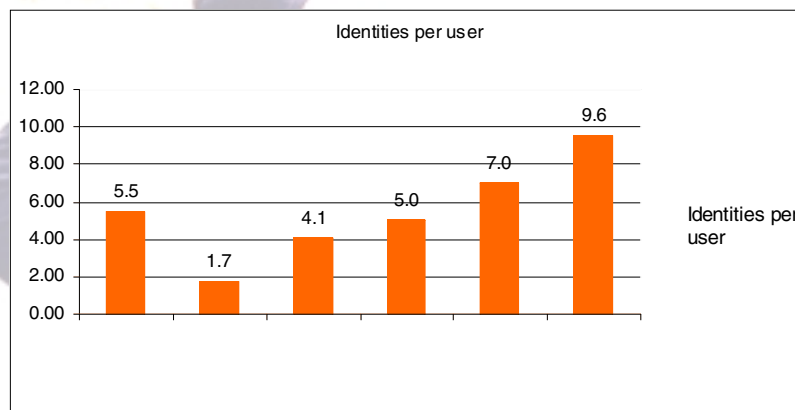
your basic old man

- they're matter-of-fact about multiple identities
- they value distinctiveness over anonymity...
- ...mood over personality...
- ...currency over permanence...
- ...impact over clarity

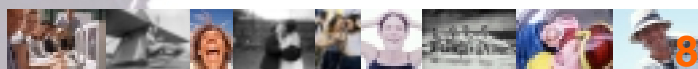
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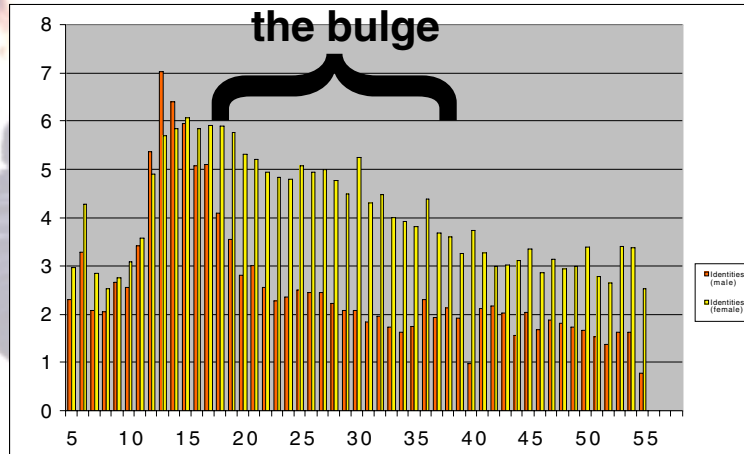
passionate users are identity junkies



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twenty-something women get it

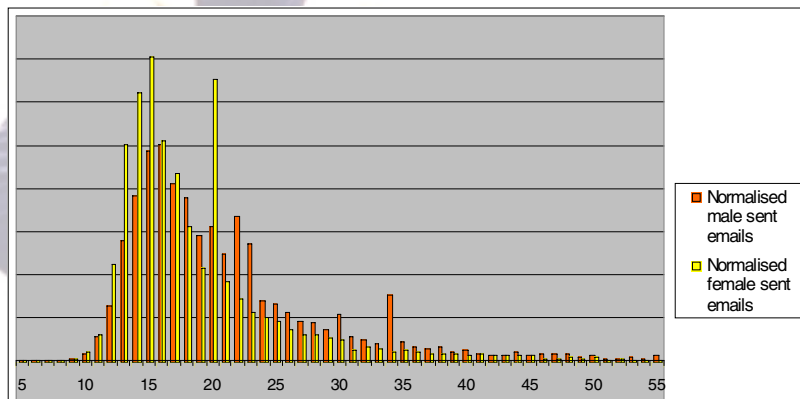


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young women are communicative

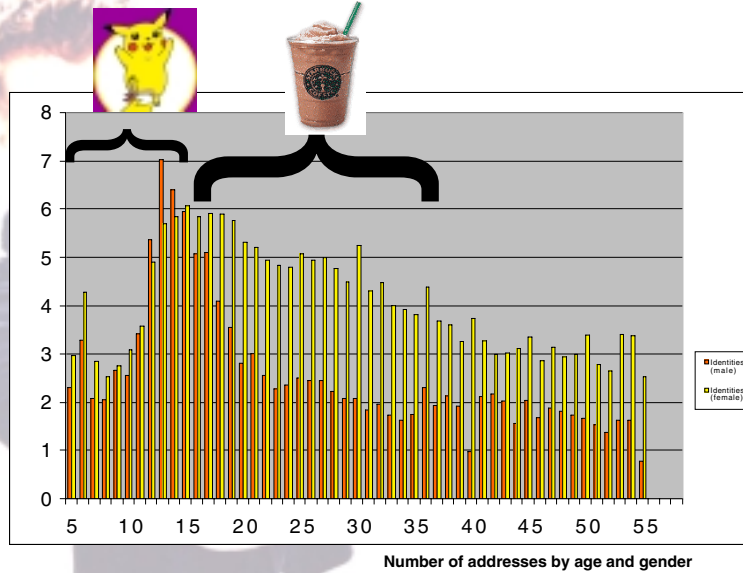
duh!



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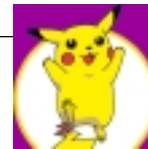
generation-p and generation-f



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generation-p



1 Profile

- Teenager, accumulator, influencer

2 Values

- First on the block, 'got the set', cheeky, self-confident, unorthodox

3 Motivators

- choice, immediacy, exclusivity, impact

4 Reference brands

- Pokemon, Gameboy, the Simpsons

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generation-f



1 Profile

- Twenty-something, self-confident, in-charge,

2 Values

- authenticity, truth-to-self, openness, independence, no compromise, unorthodox

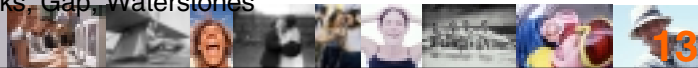
3 Motivators

- choice, quality, richness, inclusion, no bullshit,

4 Reference brands

- Starbucks, Gap, Waterstones

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