

16 September 2009

Study

Web 2.What? Danish companies' websites not yet socialized

Despite broad interest in Web 2.0's potential, professional communicators in Denmark are not using Web 2.0 tools as a part of their integrated corporate communications, according to a new study done by communications consultancy Støevring+Woodward.

COPENHAGEN, DENMARK - The study looks at how Danish companies use tools like wikis, interactive video, social media and communities on their own websites and other places on the internet to communicate with key stakeholders. The study includes a benchmark of how Danish companies use Web 2.0 in relation to American companies and provides a local perspective to larger international studies such as the "How Businesses Use Web 2.0, recently published in the McKinsey Quarterly.

"A number of Danish organizations have used social media, in particular, to try and drive marketing and the focus has largely been on viral campaigns. Relatively few have been able to intertwine a good marketing trick in their overall communications strategy. There is a lot of potential, but there also seems to be hesitancy and fear of the unknown," says Brian Woodward, Partner at S+W Communication.

The Danish companies listed on the NASDAQ OMX C20 are the foundation of the study. In addition, 100 other companies were chosen from the business magazine "Berlingske Nyhedsmagasin" annual list of the 1000 largest Danish Companies. Some of the themes discussed include:

- Which Web 2.0 tools do companies use in their communication?
- Blogs: dead or alive?
- How many of the C20 companies have an official facebook page or social network presence?
- What is the difference between large and medium-sized companies in use of these tools?

An important element of the study is also a benchmark made between the C20 companies and the top 20 companies of the S&P 500. The study looks at:

- Which Web 2.0 tools do the American companies use and in what context?
- Blogs: definitely alive!
- What is going on with Twitter?
- How do companies integrate their own website and social media?

The study can be downloaded at: <http://www.swkom.dk/index.php?id=43&L=1>

The McKinsey study mentioned above can be seen here:

http://www.mckinseyquarterly.com/Business_Technology/BT_Strategy/Business_and_Web_20_An_interactive_feature_2431

For yderligere oplysninger, kontakt:

Brian Woodward, Støving+Woodward Kommunikation

21 37 37 60 * brw@swkom.dk * <http://www.linkedin.com/in/brianwoodward1>