

# What Internet Pirates Taught me About Business Transformation

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The reason I bring up business transformation and how creativity and innovation can help lead in this area, is because I learned very early – and *painfully* – how change can affect a business model and how much it can hurt when you are not prepared for it.

Thirteen years ago in my previous career I was Head of Marketing at Warner Music in Germany and the business I was in was under heavy attack from *change*. The change also had a name. It was called the ‘Internet’ and his accomplices were ‘Internet Piracy’ and ‘Illegal File Sharing’.

The major record labels could have tried to understand the main drivers behind people's new behaviours and engaged with the new opportunities offered by the internet in order to utilize them for their business. But they didn't. Instead they focused on protecting their old business model and starting suing people.

**We all know what this led to.** Thousands of people lost their jobs and the record labels lost billions of dollars.

***But that doesn't mean the business of the music industry died.***

It just got reinvented and transformed by other companies like Apple, the iPod and their iTunes service and companies like Spotify, Rdio and the recently launched Beats By Dre music streaming service.

**This experience taught me** how important it is to ***be open to change.*** Business transformation isn't a one time thing, but an ongoing process and mindset. It means genuinely wanting to transform your business and getting excited about all the ways new technologies and creative solutions can help you achieve that.

***New technologies can help you create a better experience for your customer.***

*And **new creative ways of thinking** help you connect better with people through digital, mobile and social media.*

But being excited about change and up-to-date with the latest trends is only 'half the rent' as we Germans say.

Actively applying the mindset of change to your everyday work and constantly avoiding the dangerous routine of doing things the way they have always been done is equally important.

One of our clients is a great example of a brand constantly questioning its business model, and challenging themselves, and us, to find better way to connect with consumers.

### **Changing the way people connect to rugby.**

I am talking about Samsung and how it leveraged its sponsorship of the Wallabies and challenged the way rugby fans experience the game.

With all the tickets to the Lions Tour games sold out last year, rugby fans, like soccer fans in Germany, would be hanging out in front of the TV to follow the game.

But rather than just sticking their brand logo on banners and billboards all around the stadium as sponsors have traditionally done, Samsung looked for a way that ***they could actually change and improve the way fans connect with a sports event.***

New technologies meant new behaviours, and the second screen has become a natural extension watching TV so we worked with Samsung to create a solution that would change the way people experience rugby.

And so **Samsung Stadium** was born, a virtual stadium experience available on your mobile. If a rugby fan couldn't make the game, we brought the game to them.



We worked with the iconic Australian comedy duo Roy and HG, taking their alternative live commentary from radio to mobile by making it available exclusively on the Samsung Stadium app.

This combination of live audio content and real-time social media updates from the game was a game-changer for Samsung and motivated them to turn the Samsung Stadium into an evergreen platform for future sporting events.



We've recently helped Samsung roll out the next stage of Samsung Stadium for the Olympic Winter Games in Sochi, bringing Roy and HG content to fans from TV to mobile.



Brands and businesses that are open to change and constantly challenging the traditional way of doing things are able to create great work, and help transform and reinvent themselves and the way consumers experience their products.