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Lufthansa: Going Global; But How To Manage Complexity?

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Overview

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- In June of 2009, Jill Peterson and Kevin Heinz uploaded a wedding entrance to YouTube
- The wedding party danced down the aisle to "Forever" by Chris Brown
- 48 hours later it had 3.5 million views
- 11 days later the video had 13 million views
- It was the 3rd most watched video of 2009

Natural or Manufactured?

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- Fou's argument
- What about Facebook and email?
 - In 2009, Facebook had 300 million users
 - Over 100 billion emails are sent and received per day

Mememes

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- A "meme" is a unit of meaning beyond its original context
 - The Office
 - JK Divorce Entrance Dance



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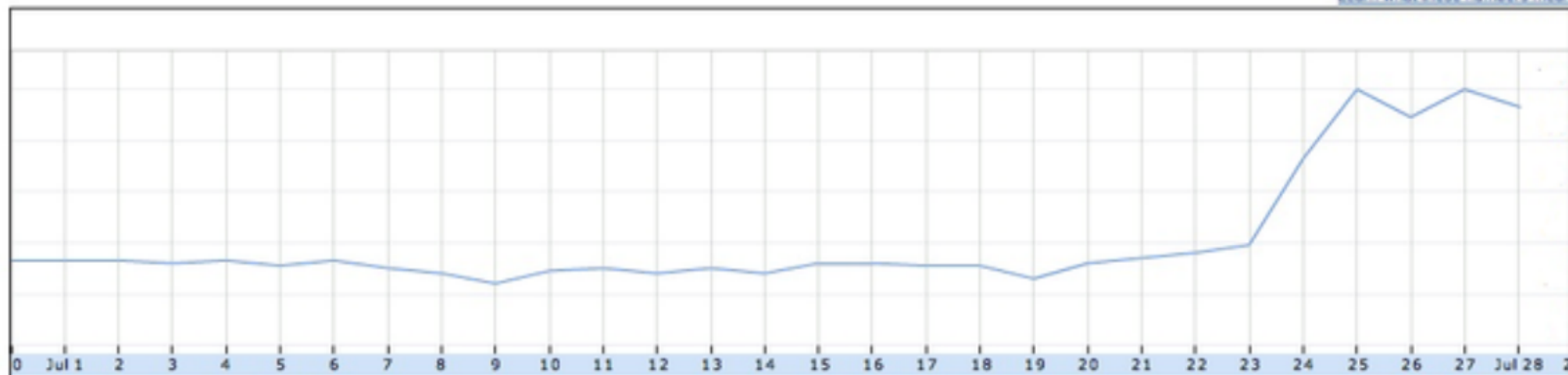
YouTube Volume: chris brown forever

Worldwide, Last 30 days

Interest over time

News headlines: [Show](#) [Hide](#)

[Learn what these numbers mean](#)



Alternatives

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- Issue a take-down notice
- Do nothing
- Claim the song & negotiate agreement

Brown's PR

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- In February of 2009, Chris Brown was arrested and later convicted for domestic assault on his girlfriend and R&B singer Rihanna
- "Any attempt to redeem Brown's reputation through aggressive promotional activity could raise the public's ire"
- Short-term CTR vs. long-term image

Conclusion

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- Virtue vs. Rights
- Can we have both?



Alternatives

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