

Breasts in traffic a success

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(Translated from original Danish article)

By Line Rønn

A campaign video from Rådet for Større Færdelssikkerhed (The Council for better Traffic Security) has received unexpected success. The video pretends to a news clip from an American TV station and depicts how blond Danish women with bare breasts hold 50 km/hour-signs around the Copenhagen traffic. The reporter explains that the women are a team of professional speed inspectors, who are supposed to make Danish drivers to pay notice to speed limitations. Besides the inspectors with freely fluttering breasts, a Danish Police Officer is present and regrets that the women are receiving so much attention, that traffic in all major Danish cities has completely stopped. The campaign video was put into circulation on November 6. and has already been seen by 1,6 million people world wide. People in 193 different countries have clicked their way in on the undressed speeding inspectors and even the Vatican has been watching it.

Difficult to place

One of the reasons for the success of the campaign is, that it is very difficult to evaluate, whether the video is genuine or not. The Council has been contacted by two Spanish news stations, an Italian motor magazine and German TV and has been discussed in a panel debate on Spanish TV. "It is a clear success", Thomas Weikop states, who is from the Danish advertising agency GoViral, which specializes in viral marketing.

"Spots with naked women are generally doing good, but 1,6 million views is very good, especially when taken into consideration, that the video has only been seeded in Denmark", he states and emphasizes that it is also of importance, that the message is understood. A test before the launch showed good results from the target group of the campaign, who are speeding young men.

It is not a problem, that many especially many foreigners believe the video to be genuine. It is this very element, that makes the video circulate, Julie Budtz from Rådet for Større Færdelssikkerhed believes. She emphasizes, that the video is constructed only to the Internet, which is why she does not find the undressed women's role problematic. Randi Theil Nielsen, department head in The Female Council, on the other hand seems to do so. "A public institution should not be using resources having naked women as eye catcher", she argues. Secretary of Equality Eva Kjer Hansen informs, through her press secretary, that she has no issues with the video and that she hopes, it will work as intended.

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Fact: Viral advertising

- Viral marketing takes place on the Internet and is based on the consumers themselves forward the advertisement, either as a file or as a link.
- One of the most known viral advertisements is a video, in which soccer super star Ronaldinho is wearing Nike trainers and dribbles around with a ball on a desolated stadium and hits the crossbar four times in a row, as is he was playing up against a wall.
- See the advertisement from Rådet for Større Færdelssikkerhed at www.speedbandits.dk