

Marketing

21st July 2009

Digital choice | Areyoupopular.co.uk



Jimmy Maymann
*Chief executive,
GoViral*

Agency
Adam & Eve

The latest Phones4U campaign is an interesting example of how to create awareness by being slightly controversial and pointing fingers at certain social groups.

Being controversial is a good way to create online buzz for your brand, as it will divide people and spark conversation, but the stereotyping route is often dangerous.

Visitors to Areyoupopular.co.uk are encouraged to upload a photo of a friend, then highlight facial features they would like to have mocked and indicate whether the person is popular or not.

This is a great example

of a very interactive viral that also connects to Facebook, allowing it to grow far more quickly than it would by just relying on traditional routes.

The drawback with this campaign, as we have seen with the reaction of the Scout Association, is that it could draw negative attention as it might be seen as bullying.

Phones4U has mainly stuck to the golden rules of strong social media campaigns - credit your audience with intelligence, invite them in and

let them use you in their identity project. In short, bond with your target groups because you probably need them more than they need you.

