

Mini Ronaldinho in the game for Danske Bank

The Danish bank Danske Bank launched a viral campaign in November 2006 as part of a large brand and identity campaign. The viral clip was integrated in an online competition in which users were encouraged to submit their own videos. The viral was used as a pre-launch to TV. Other videos were promoted subsequently on TV to boost awareness of the contest. The viral video appeared on TV about a month after the viral launch when it had already gained much popularity, discussion and recognition.

The viral clip featured a talented football kid imitating football player Ronaldinho's widely discussed hit on the crossbar from the award-winning NIKE viral "Ronaldinho's new boots". The Danske Bank viral was a strong viral agent due to the intertextual reference to the NIKE viral. At the same time, the video resembled the universe from previous well-known TV ads for Danske Bank which gave the viral campaign strong brand value.



Campaign objectives and strategy

The objective of the viral campaign was to raise awareness of the Danske Bank brand and to promote the online contest through engagement with viral material. The viral video was fascinating and contagious, and the elegant use of the Danish football kid named Alexander shows that special effects, nudity or famous characters are not necessary to make a successful viral campaign. A well executed seeding and, equally important, content of high quality are crucial parameters.

The viral campaign was seeded on Danish sites such as large entertainment sites and sites targeting football fans. Several seeding angles were applied focusing especially on the captivating mini Ronaldinho character, which instantly attracted the attention of many internet users.

The result

The Danske Bank campaign has been very successful. In the first week, the campaign generated 135% of its target. After three months, the total amount of views has reached 693% of the target. The campaign has spread to more than 50 sites and blogs and has a viral spread of 130%.

75% of all views were in the target country. The seeding was limited to Danish sites, but the viral has engaged and fascinated users worldwide, and the campaign has therefore spread to countries outside Denmark after the launch. Three months after launch, the campaign still generates a steady amount of daily views resulting in a monthly growth of more than 20%.

The contest generated more than 100 video uploads on the campaign site. The viral reached TV in which the viral campaign was discussed thereby creating awareness of Danske Bank.

Campaign info

Client: Danske Bank
Ad Agency: &Co
Web Agency: ZUPA
Producer: Locomotion
Launched: 11-2006
Markets: Denmark

Actual views/target: 693%

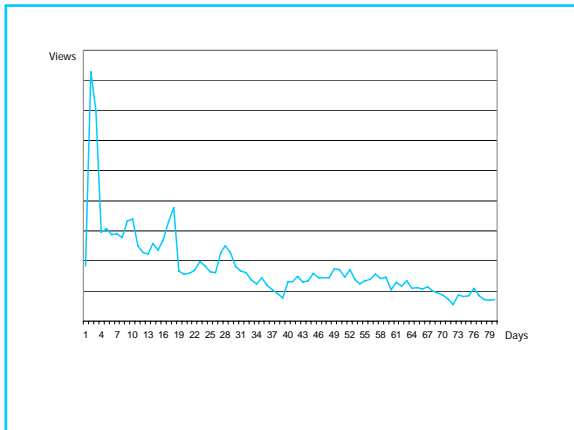
Danske Bank

Watch the campaign at <http://5x5m.com/files/footballkid>



Campaign statistics

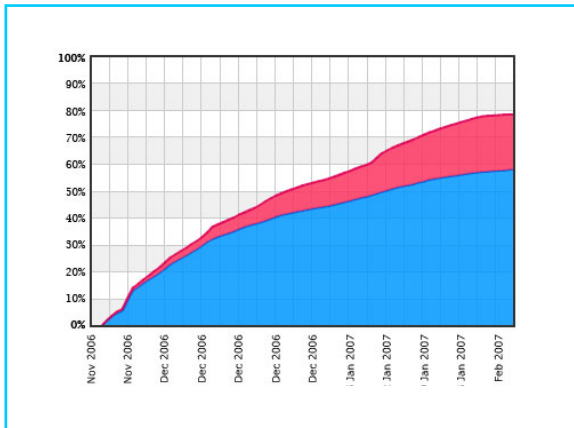
The following figures show the amount of daily views which the Dansk Bank viral campaign has generated, the total number of views and the seeded sites and viral spread of the campaign.



Daily views

This figure illustrates daily views. The campaign was launched by a single burst within the launch week, illustrated on the chart.

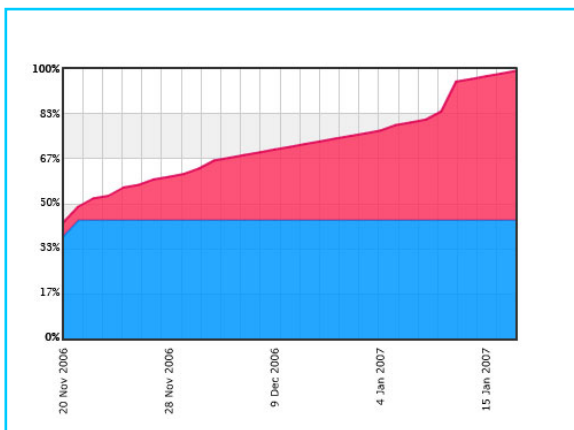
After the initial major peak during the first week, the number of daily views gradually decreased to a lower and gradually more steady number of daily views. The long and steady last phase is very characteristic for viral campaigns and known as the "long tail".



Total numbers of views

This figure illustrates the total number of views accumulated from campaign start. The blue area is views in the target country, and the red area shows views in other territories.

The target for Denmark was reached within the first week after seeding. Spillover – views outside target country – gradually increases as the viral spreads to other countries.



Seeded sites and viral spread

This chart illustrates the number of sites which have accepted the viral material and the number of sites picking up the material on their own.

The active seeding took place in the first week only, and the number of sites accepting the material stops shortly after seeding. The accepted material is strong enough to quickly accumulate a viral spread which continues to increase.

GoViral is a viral seeding agency. We launch viral marketing campaigns for leading creative agencies, media agencies and advertisers worldwide. Our global Seed&Track™ solution help marketers reach people globally in 27 countries and tracking the result at the same time. In all countries we seed on local languages, on local sites and with local seeders. We bring marketing materials, such as commercials, games, stories etc. to the places where people meet on the internet - creating high-volume, targeted and cost-effective viral marketing campaigns. www.goviral.com.

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