

Ørestad Syd – expanding Copenhagen

The Danish company Ørestadsselskabet (ØSS) launched a viral campaign in August 2006 promoting the future Copenhagen town area Ørestad Syd. The campaign consisted of two viral clips produced by Far from Hollywood which were seeded by GoViral on a broad number of Danish sites (connection points). The clips were launched as part of a campaign website created to raise awareness of Ørestad Syd.

The storyline of the clips builds on the extreme, using excessive measures to expand the city of Copenhagen. Each of the two clips feature a truly idyllic countryside which is suddenly interrupted by the appearance of a huge wrecking ball followed by the payoff: "We expand Copenhagen".



Campaign objectives and strategy

The objective of the viral campaign was to raise awareness of the coming city area Ørestad Syd. The campaign was launched in connection to a campaign website and a campaign competition. Engagement with the viral material encouraged people with an interest in moving to Copenhagen to go to the campaign site for further information about the project and to participate in the contest.

The viral material was seeded on 75 Danish sites using online PR and direct upload to sites in order to reach broad and to more specifically reach the target audience of potential house buyers. Seeding angles like "A last visit to the can" were applied to attract the attention of internet users. The campaign was seeded using one burst to generate as much traffic as possible from the beginning.

The result

The result has been 90,000 tracked views in the first week of the campaign, and a total of 235,000 views. 92% were reached in the target country, Denmark.

Six months after the launch, the campaign continues with a steady number of daily views. The campaign generates a steady 15,000-18,000 views a month at this stage, showing only a slow monthly decrease.

The campaign has been successful resulting in 673% views of target. Since the campaign continues to generate views each day, awareness about Ørestad Syd is ensured, even several months after the end of the campaign period.

Campaign info

Client: ØSS
Creative: Far from Hollywood
Ad Agency: OS
Launched: 08-2006
Markets: Denmark
Target: 35,000 views

Total views: 235,000
Actual views/target: 673%

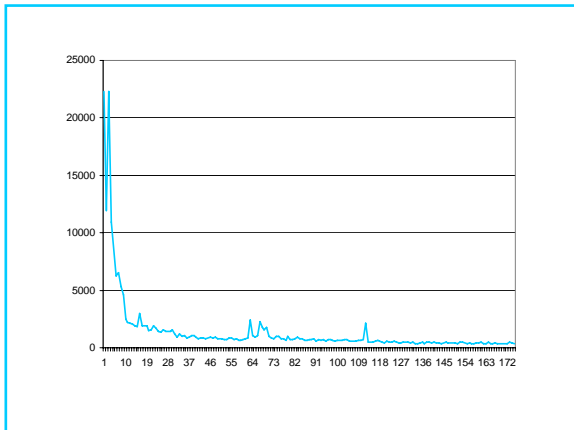
Ørestadsselskabet

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



Campaign statistics

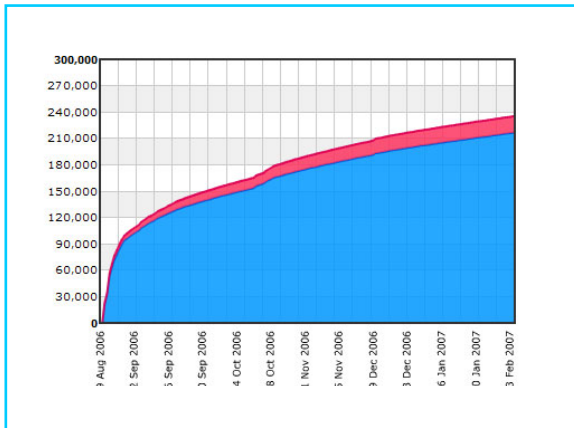
The following figures show the amount of daily views which the campaign has generated, the total number of views and an illustration of the seeded sites and viral spread for the campaign.



Daily views

This figure illustrates daily views. The one burst shows as a peak immediately after the seeding of the campaign.

After the large peak during the first week, the number of daily views decreased to a lower but steady number of daily views. This last phase is very characteristic of a viral campaign and is known as the "long tail".

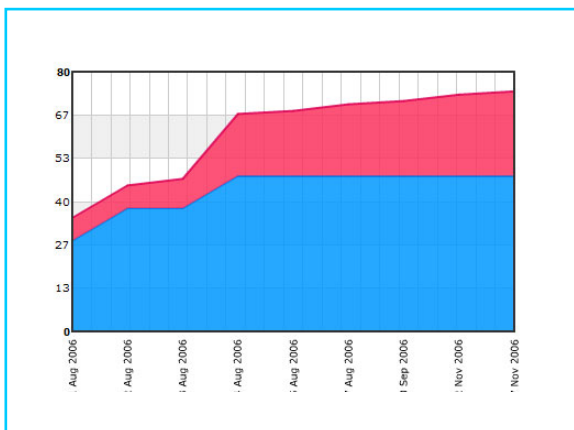


Total numbers of views

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 only a few days after seeding. After the campaign period stopped, the campaign entered a phase with a steady monthly growth of 3.75%.

Total views: 235,000
Views in target markets: 217,000



Seeding and viral spread

This figure illustrates the number of sites which have accepted the viral material (blue) and the number of sites that have picked up the material on their own (red).

The campaign has a viral spread of 55%, that is, the material has spread to 55% more sites compared to accepted sites from the seeding. This number is lower than most viral campaigns. However, after the end of the campaign period, the viral material keeps spreading to new sites as illustrated by the still increasing red area in the figure.

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.

London office contact: Claus Moseholm, claus@goviral.com, +44 77 26 01 76 14
Copenhagen office contact: Jonas Lyngbo Hjort, jonas@goviral.com, +45 23 25 55 25
Stockholm office contact: Kristofer Mencák, kristofer@goviral.com, +46 70 77 87 417
International contact: Jimmy Maymann, jimmy@goviral.com, +45 22 20 70 50

