

Oticon, Nintendo & Car brand engagement

Dear Reader,

We have received numerous requests from colleagues and clients who would like an update on what's new within the engaging media, especially viral marketing. This is the first issue of our newsletter which we plan to send to all our good friends. You're receiving it because you've been in contact with GoViral at some point.

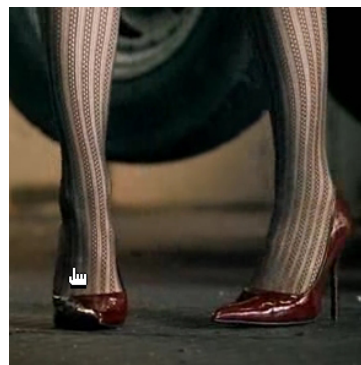
The newsletter, sent to you on a monthly basis, will contain interesting features from the world of viral marketing. Every edition will feature special marketing insights we have collected from seeding and tracking campaigns around the globe, as well as selected interesting viral clips. All clips have been selected for their high viral qualities, and whenever possible, we will share with you the background information and campaign results.

We hope you will enjoy this monthly entertaining break

"Surprise your Mechanics"

Launched on January 8, Oticon's new viral film is one of the latest campaigns we've launched. With more than 200,000 views in the first week of its online life, the campaign got off to an excellent start. Within just two weeks, it reached nearly 400% of the minimum target set for the campaign.

Watch the: [Surprise Your Mechanics video](#)



"It's Flicky"

A new viral clip from The Viral Factory that promotes Samsung's new mobile series. This is a text-book case of branded content and viral marketing at its best. Supported by a strong and well-known cue ("*It's Tricky*" by Run DMC), they make use of the product while remaining authentic and entertaining. Our compliments to The Viral Factory.

Watch the: [It's Flicky video](#)

"Football Kid"

As part of a larger branding and identity campaign, the "Football Kid" clip, starring the talented young Alexander, is launched to create brand awareness of Danske Bank with a link to an online competition that allows users to submit their own videos. The campaign has a fascinating warm feeling, using amateur talents (such as little Alexander) and Jay-Z's "I know I can". "Football Kid" reminds us that fancy effects, nudity or well-known actors aren't necessary, not even with a small geographic target group, if the seeding is well executed and the content is relevant and fascinating. The viral campaign has to this date delivered more than 550 % of it's target.

Watch the: [Football Kid video](#)

"Wii for All"

Nintendo created a few viral clips prior to the launch of their new console Nintendo Wii, launched on November 19 in the US. The longest and best of the clips, "Wii for All", shows two Japanese-looking guys playing Wii games with a number of Americans, demonstrating all the features of their new product in an entertaining way.

Watch the: [Wii for All video](#)

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Insight of the Month

A cross-media research with 1,000 women in the UK by IAB and Carat Insight shows that online marketing has a greater affect on brand engagement than any other medium.

Direct experience of a brand, such as owning a particular car model, holds considerable sway over a consumer's engagement with a car brand (60%). But also indirect experience – reading reviews, word of mouth, etc – plays an important part as well. Opinions directly from friends have the most influence, accounting for 34.2%, but out of these indirect experiences, **online experience contributed to a stunning 27.5% of the effect on engagement.** Offline tasks such as reading magazine reviews or watching specialist TV programmes contributed 19.0%.

Further, the study found that **the Internet has a greater effect on brand engagement than any other medium**, contributing to an average of 39.8% of the advertising effect, but to as much as 64.7% in the case of one manufacturer's campaign.

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

