

# Dynamite Surfing, Nokia & “Influencers choose online media”

Dear Reader,

Welcome to this month's issue of the GoViral newsletter.

We have had a massive interest in our last issue, so thank you everybody! This month the newsletter features the new and popular Quiksilver viral and the widely discussed campaign “Speedbandits” from the Danish Council of Road Safety. We present another type of viral – The Passenger from Nokia; an online promotional game featuring Nokia's newest product, CK-20W, supported by a “viral trailer”. And we bring you some really interesting background research on online consumer behaviour from Doubleclick.

Enjoy!

## Dynamite Surfing by Quiksilver

Quiksilver's new viral film, Dynamite Surfing, is without a doubt one of the most popular commercial viral films on the Internet at the moment. It is produced by Saatchi & Saatchi, Copenhagen, and the creative execution is based on the concept of “original thinking”. The challenge was the Nordics with a small or non-existing surf culture. The objective was therefore to demonstrate that Quiksilver is more than just surfing – it is about original lifestyle and street wear for original people.



Seeding was initiated with a core target seeding to allow main influencers to view the film before it went mainstream. Despite the fact that the surf and skate culture is a relatively narrow target group, the tracking history of the video shows that this group has connections and an impact on other people which goes far beyond their own culture. Dynamite Surfing has literally spread like a wild fire around the globe in mailboxes, forums and on video sites.

After only three weeks, the film has generated more than 9 million views around the world. The film has so far attracted more than a million views in major target countries like Germany and the UK and more than 300,000 views in minor target countries like Denmark.

Dynamite Surfing illustrates the ability of a true viral campaign to spread around the world and end up among relevant groups of people, proofed by more than 100,000 views so far in the surf nation Australia.

Watch the: [Dynamite Surfing video](#)

## Speed Bandits

The Speedbandits campaign caused quite a controversy. Launched by the Road Safety Council, the campaign objective was to change the attitude of young male “*speed bandits*” towards speed limitations.

Means: A viral clip depicting topless female campaigning against speeding motorists.

Results: A campaign remembrance of nothing less than 30% in the target group. Further, 29% stated that they were more aware of speed limitations after they saw the video.

Being governmentally funded, this campaign raised massive attention in various offline media channels, including both national television and major newspapers, and the campaign was even discussed on government level. The attention pushed the total number of tracked views in Denmark above 550,000, that is, 10 % of the local population. On top of this is all the additional publicity.

Watch the: [Speed bandits video](#)

## Nokia – The Passenger

Viral campaigns are not just about video clips. Hyperhappen has with The Passenger created a viral game for Nokia CK-20W which integrates all the product characteristics in the gaming experience. Nokia promoted the game with a 60-second viral trailer on their website and with influential tech-bloggers. Using the state of the art technology from FuelIndustries and Karbon Arc, Hyperhappen has made a gaming experience based not on traditional 3D-technology – but on video recordings! So far the clip and the game have exceeded all expectations. “Well done” to all involved.

Watch the: [Nokia trailer](#)

Try the: [Nokia game](#)

## Insight of the Month: Influencers increasingly choose online media and online advertising as decision tools

DoubleClick Touchpoints study IV shows significant online influence on consumer product research and purchase decisions, especially with ever wanted influencers.

Interestingly, influencers clearly noted web ads as the most influential advertising format over traditional channels like TV, Radio and Outdoor, according to the study. Looking directly at influencers versus non-influencers, this phenomenon is even more striking. Considering all product categories, 19% of influencers cited web advertising as playing a role in the research phase of their purchase decision, versus only 8% of non-influencers. Another key finding is that approximately 40% of influencers note websites as the most important source of product research.

Even though there are a vast majority of uncertainties in this new media landscape, media behaviour is definitely changing, and influencers are truly embracing new rich media formats. They use it for inspiration, product research and as a platform for purchase decisions.

This could indicate that we are beginning to see a real difference in the way different media are consumed. TV is traditionally a media for relaxation whereas online behaviour is highly active. This, it seems, attracts a higher degree of influencers and certainly tells us that active behaviour is better at influencing consumers.

The study further pinpoints just how fast media behaviour in general is changing towards an online media preference. For influencers, an astonishing 39% indicate that they spend more than 5 hours online every day. Overall, the studies clearly indicate that when building a marketing campaign which aims to reach influencers and tap the potential of word of mouth, online media needs to be a critical part of the plan.

DoubleClick Touchpoints study IV is a research paper based on more than 6,000 U.S. Internet users and among them more than 1,000 identified as influencers.

The full paper including extensive methodology on the research can be found at: [www.doubleclick.com/us/knowledge\\_central/](http://www.doubleclick.com/us/knowledge_central/)

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](http://www.goviral.com).

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