

# Xerox Extreme Office, Coke Zero & “The World Wide Woman”

Dear Reader,

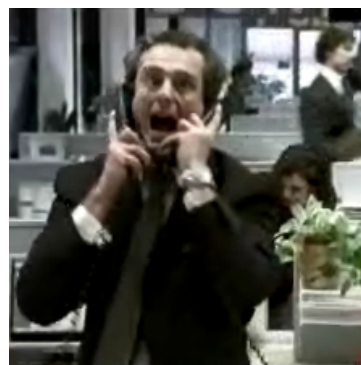
Welcome to this month's issue of the GoViral newsletter.

This month we present the amazing Extreme Offices, a new B2B campaign from Xerox. The monthly insight is based on the Netobserver *session 14* and reveals how European women embrace online media. The Netobserver session contains plenty of other valuable insights for the curious reader. Finally, we take a closer look at the viral elements in Coca Cola's online initiative around Coke Zero, and the very popular trailer for the movie “300”.

## Xerox – Extreme Offices

We are often asked whether viral marketing can be used for B2B advertising. The answer is most definitely “Yes!” Many professionals are weary to venture down this road since viral marketing is often perceived as a social platform. Xerox definitely was not afraid to do so, and the results speak for themselves.

On March 5th, Xerox launched a pan European campaign promoting their colour multifunction products. The main message was that there are better ways to make your office productive than the way introduced in this amusing viral. Xerox, together with creative agency RKCR/Y&R and media agency Mediaedge:cia, have created a targeted and fully integrated campaign using a clever mix of media – drawing on the benefits from print, radio and online. By introducing viral for the first time, they aimed at building the Xerox brand amongst senior decision makers, as well as driving brand re-appraisal.



We seeded the campaign on March 5th and within the first month the viral has already produced approx. 1,500,000 views, and of these more than 50 percent originating from the primary target countries Germany, France and UK. Not “Dynamite Surfing” in numbers but most certainly spectacular for a B2B campaign – especially in terms of traffic lead to the landing page and from there on to other Xerox pages.

Watch the [video](#)

## 300

Warner Bros. and Zack Snyder recently launched the new motion picture “300”; an epic tale of ancient Greek valor and glory with a storyline revolving around the battle of Thermopylae in 480 B.C. Movie trailers have always been used to promote new movie pictures. What makes this scenario particularly interesting is that while official reviews of the film have been mixed, the trailer has created significant awareness online. Discussed in more than 8,000 blogs and generating more than 14 million views in the pre launch phase the trailer has most definitely served its purpose and has a huge stake in the movie's box office success.

The main seeding angle has undoubtedly been the persons involved. Zack Snyder and Frank Milers previous success with Sin City is widely used as reference in the presentation texts. Overall the trailer depicts in the great potential and impact of online marketing in a fascinating way.

Watch the [trailer](#)

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## Coke Zero

The Coca Cola Company recently launched their new soft drink Coke Zero. The Coca Cola Company took a self-ironic road with the landing page [www.cocacolazero.com](http://www.cocacolazero.com). The main theme of this site is infringement in various forms. Watch for instance some of the candid camera virals of Coke lawyers trying to sue Coke Zero representatives for taste infringement! It is hilarious.

The website combines different online platforms in games, videos and social interaction potential. You can "sue" others for using the same pickup lines, of having the same hair as you, and start an online battle with your friends or colleagues. As another original marketing effort the Coca Cola Company developed an online service, Bracket-O-Matic, which enabled customised guess working on the bracket for NCAA annual tournament. Coca Cola is taking the viral concept and online media mix to the next level in this magnificent campaign. Our hats off!

Visit [Bracket-O-Matic](#)

Watch one of the lawyer [trailers](#)

Visit the [homepage](#)

## Insight of the Month: The rise of the World Wide Woman

**All over Europe, the feminisation of the Internet has a large impact on the younger generation. Indeed, within the group of 15-24-year-olds, females are either of the same ratios to males (Italy, Spain) or in a majority (UK, Germany and France) but women aged 24-45 are close behind.**

The male population has dominated the virtual worlds in terms of numbers, activity and time usage since the birth of the internet. Arguments have been that females were not drawn towards the web because of the technology-level issue and the geeky image of online users.

But then something happened.

Research began showing younger females becoming increasingly active online. Especially upcoming community and video sharing site [www.bebo.com](http://www.bebo.com) caught our attention when a study among their users showed that more than half of the bebo users were female. Now we have the biggest proof ever that young females are really starting to fully embrace the internet.

### The World Wide Woman

The 14th session of the NetObserver Europe study looks at online behaviour and perceptions of more than 210,000 Internet users in five European countries: UK, France, Germany, Spain and Italy.

Surprisingly, the study shows that more than half of online users aged 15-24 are females. The rise of the World Wide Woman is also spreading among the elder generation (25+) where the ratio is now only 60/40 in favour of the male population.

### About the Study

The Netobserver study, made by Novatris/Harris Interactive, examined the behaviour of European Internet users focused on time spent online, communication and entertainment activities, the perception of Web 2.0 and perceptions of online advertising. The research focused on the particular web characteristics which distinguish the younger generation from their elders. This means that many other interesting findings can be found in the study, such as: Nearly 80 percent of UK online users searched for information online prior to a purchase within the last six months, and the same amount actually made a purchase online in the same time span. Around 50 percent of all respondents find online advertising creative and innovative.

The full study including methodology, graphs and actual numbers for different countries can be found at: [http://www.novatris.fr/services/NetObserver\\_en.asp](http://www.novatris.fr/services/NetObserver_en.asp).

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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