

D&AD Global Awards 2007, Goodyear & UK marketing fact sheet

Dear Reader,

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

We present the top nominees for the viral category in D&AD's Global Awards 2007 and give you our favourites. Goodyear have launched a very successful viral campaign in April, they are also represented in this edition, and our Insight of the Month explores the IAB 2006 yearly report for UK and asks whether or not we are facing global warming in the UK marketing and media industry?

Enjoy.

Goodyear

Following up on last year's viral success *"runonflat"* with more than 10 million views worldwide, Goodyear recently launched a new viral campaign with the payoff "Corner with confidence"

The clips scored high in our viral scorecard and just like last year's campaign, Goodyear is a pleasant acquaintance for us. The campaign has taken off very well and reached target in all nine countries just three weeks into the campaign. More than 2 million people have watched the clips so far, and with 100,000 daily views adding to the overall score, and more than 1900 websites showing the campaign material, Goodyear has set out for another solid viral success.



As Elliot Moss, Managing Director at Leagas Delaney – the agency in charge – explains: "Our latest campaign highlights how digital media is shaping the way that brands talk to consumers. Virals are used to hook people in, intrigue them and lead them to find out more about the product in a fun and interactive way. Digital is becoming a cornerstone of Goodyear communications and gives the brand the ideal environment for showcasing its position as the innovator in tyre technology".

Watch the [Skateboarder video](#)

Watch the [Wakeborder video](#)

D&AD Global Awards 2007

On May 24th the jury of D&AD Global Awards decides which viral campaign is going to take this year's grand prize. With more than 20 viral campaigns nominated, the nominee list is nothing less than a treasure box of inspiration for marketers considering viral campaigns.

One of our partners, Balder Olrik, is attending as a jury member in the viral category and naturally we have been following the nomination process curiously. The [final list of nominees](#) is here, and we will like to share it with all of you.

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From our perspective, especially three campaigns in the viral category stand out:

- Tiger Beer: Taste it in this life – a wonderful Asian viral clip for Tiger Beer which depicts the Eastern tale of human reincarnation with a funny and virally potent twist.
- Dove: Evolution – by showing consumers the artificial transformation from ordinary girl to beautiful model, Dove has successfully appealed to a broad variety of females using the clip as a powerful statement in the fight against unnatural ideals of female beauty. Their campaign for real beauty stands out as one of this year's best, both on a strategic level and in the creative execution.
- Against Breast Cancer: Anyone can get cancer, and with this clip from Against Breast Cancer we witness the full emotional potential of a viral campaign. It is difficult not to get affected!

D&AD is an educational charity which represents the global creative, design and advertising communities. The organisation was founded in 1962 and is based in London. Their Global Awards Show at Old Billingsgate is the highlight of the industry's calendar.

Insight of the Month: UK Media and Marketing Fact Sheet 2006/2007: Global Warming?

Internet advertising expenditure in the UK broke the £2 billion barrier in 2006 thanks to a 41.2% surge in growth as marketers moved their budgets online.

The English market is showing signs of quick maturing, and a rapid rise in the number of marketers using internet advertising formats are following close behind. Advertisers are interested in ways to engage with the massive 31 million UK citizens who spend an increasing part of their total media time online.

Online media now holds a 26% share of all media consumption in the UK
IAB year report, 2006.

At the same time, the balance of power between the major players in the UK media and marketing industry is gradually affected. Channel 4's chief executive, Andy Duncan, said that Google would earn around £900 million in revenue from advertising in the UK in 2006, compared with a figure of £800 million for the national TV channel. Google is by the beginning of 2007 now second only to ITV in becoming the highest overall advertising earner in the UK.

"The news is a wake-up call for all traditional TV advertisers. People need to wake up and realise that this is not just a cyclical issue. There is a deep structural change, rather like global warming." **Andy Duncan, CEO Channel 4**

All across Europe and within most of the markets we measure, signs can be found which points towards sustainable growth in almost all formats of interactive advertising. ZenithOptimedia predicts that total internet ad spend will increase by 28.2% in 2007 in the 67 markets they cover, while the rest of the market grows with 3.7%.

The internet already attracts more than 10% of ad spend in the three markets Norway, Sweden and the UK, and by 2009 Zenith expects the same trend to have followed in eleven other markets (Australia, Canada, Denmark, Israel, Japan, Norway, South Korea, Sweden, Taiwan, the UK and USA). The internet has its highest share in the UK where it predicted to attract 16.6% of ad spend this year and 22.6% in 2009.

We seem to be entering an era in which the online behaviour of consumers are having a broad impact on the media landscape and advertising spend. Small, medium or large - advertisers are exploring a market on which it is possible to attract attention in hundreds or even thousands of online environments with the right material and strategy. Interactive media formats seem to be effective in shortening the gap between companies and their customers and deliver measurable results in doing so.

IAB full report 2006 available through [IAB UK](#)
Forecasts are from Zenith Optimedia [Advertising Expenditure Forecast](#)

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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