

Snickers revive Mr. T, The Break Up and H&M Collection Goes Virtual

Dear Reader,

The June edition of GoViral's newsletter features a new viral campaign for Snickers and an on the edge video from Microsoft Advertising Solutions named "The Break Up", Finally, this month's Insight tells about H&M joining The Sims in a new edition of the popular game by EA. We have asked them why and discuss the benefits and challenges of advertising through interactive games – a rapidly growing part of online and viral marketing.

We will also be back soon with a special edition reporting from the Cannes Lions 2007.

Enjoy

Snickers – Get some Nuts

In May 2007, AMV.BBDO and director Tom Kuntz found a reason to get Mr. T from the popular TV series A-Team back on our screens – as the new spokesperson for Snickers – and the A-Team star does not disappoint. The legend from the 80s crashes back into our consciousness, literally, in a tank, as he rages at a Sunday league footballer who over-eggs an injury.

We launched the campaign ultimo April, and within a week, the campaign had already outperformed its own target by 150%. As we write this newsletter, the campaign has generated an impressive 470,000 UK views – 370% above target. The campaign grand total sneaks towards the skies with more than 1,330,000 views so far.



More interestingly, the campaign not only generated much traffic and attention, it also facilitated a general buzz. Many children and young adults have made their own versions of the viral, so-called spoofs which are satiric reactions that depict the material alternatively. See as an example this [spoofer](#). It has become popular to do the "get some nuts" which indicates a deeper involvement in the commercial material since consumers are taking a more active part in the spread of the material and thereby supporting the original clip as well.

[Watch the video](#)

The Break Up

In cooperation with ad agency Openhere, Geert Desager recently created a viral for Microsoft Digital Advertising Solutions. The video is a statement about the relationship between today's advertiser and today's consumer.

To complement the viral and create a space for discussion, a blog was created. Within one week after launch, the video had been viewed by more than 50,000 people, and the blog had received approx. 200 incoming links and 200 comments.

The viral integrates content with message, the story is funny and the message is clear. It takes the discussion on how to engage with users on a new level, and we agree. Have a look yourself – it is worth it.

[Watch the Video](#)

[Visit the Blog](#)

At this event, we also released our new book "*Welcome to the Media Youcracy, Goodbye to Media Feudalism*" which deals with the new media landscape and the changed conditions for marketers working in this area.

[The book is available for free download on PDF](#)

Insight of the Month: EA and H&M Bring on Sims 2 Fashion Pack

Electronic Arts and H&M have collaborated to release a new Sims 2 H&M Fashion Stuff Pack. H&M is the first brand to break into the popular EA series, and it is the first time for H&M to advertise in games.

The *Sims 2 H&M Fashion Stuff* not only allows players to sample real-world collections, users are able to design their very own fashions for their Sims. Players can also compete by showing off their own creations in online virtual fashion shows, and the partners have created a design competition that runs during July and August in collaboration with Design Schools around Europe and the US providing further motivation for users to participate with their own unique styles.

"For us the Stuff pack is a fun opportunity to meet our customers and to show parts of our summer collection. The Sims players are known for their creativity, self-expression and cleverness – we are excited to see the participants' designs for the virtual fashion runaway." comments Jörgen Andersson, Head of Marketing at H&M.

Daniel Aunvig, Product Manager at EA, Denmark adds: *"H&M and The Sims 2 largely appeal to the same target groups and The Sims players around the world are already used to designing and sharing items with each other. On top of this, there is a considerably desire for fashion clothing items in our community, and the basic concept of this new extension therefore makes much sense in regards to the relationship between players and gameplay. The Sims 2 is a simulation game and H&M is a natural part of the players every day life. We feel that this partnership adds positively to the gaming environment. In my opinion this is not a traditional advertisement – rather it is to be understood as an integrated cooperation that benefits all parties".*

Computer games are the most rapid growing media category of all. According to AC Nielsen, the gaming industry will be three times the size of the movie industry by 2008, and the Advergaming market is set to rocket past the one billion dollar barrier this year. With such a massive growth in popularity, naturally, there is a growing interest towards games as environments for advertising. The gaming world provides entertainment and interactivity for the individual user, and it allows brand owners to invite users to experience brands and products in a playful way.

We have chosen to write about the EA and H&M collaboration because we feel it's important for advertisers to consider the gaming environment and its huge potential when planning ahead.

The gaming environment provides a lot of different opportunities, and on a general level, the gaming experience has advantage over other advertising formats because the user is active rather than passive during the experience. This means - among other things – that advertisers through games have the possibility for hours of undivided proactive attention compared to a best-case scenario of 30-60 sec. of attention through television. Games further provide advertisers with the possibility to add value to a user experience by integrating the advertisement within the gameplay, thereby exposing users in a playful and simulative way. Just think of how much children actually learn from playing.

Also the game is an interactive place in which users take active decisions. This means that lots of user data can be gathered by companies who take this possibility seriously. Consider the user driven input H&M can get from the thousands of people expressing their personal ideas about fashion.

[Visit the official site of the new game](#)

Should you be interested in more material about advergaming, feel free to send me an [e-mail](#). We will be more than happy to share the background material for this article with all of you.

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

