

Cannes Lions 2007, Sprite & “Welcome to the Media Youcracy”

Dear Reader,

Welcome to this month's issue of the newsletter. In this edition, we take a closer look at major Cannes Lions 2007 winner *Dove Evolution*, discuss Sprite's current success with *Extreme Kitesurfing* and briefly summarize some of the key points from our Cannes Lions presentation “*Welcome to the Media Youcracy, Goodbye to Media Feudalism*”. Jimmy Maymann, Chairman of GoViral, took advantage of the moment to also introduce GoViral's new booklet with the same title.

The booklet is available for free download through our [Website](#).

Enjoy.

Sprite – Extreme Kitesurfing

The authentic look of Extreme Kitesurfing is without a doubt a significant factor in the spread of Sprite's new Scandinavian viral. With this video, Sprite adds further strength to its brand platform among young North Europeans. Using a tactical seeding based on the quality of the viral, the video has so far delivered more than 250% above the original targets of 45,000 in respectively Sweden, Denmark and Norway.

In the past two months, the video has reached a total of 2.3 million views and still receives 15-30,000 hits per day – a genuine viral success for Sprite. The viral is part of a long term integrated campaign using radio, mobile, outdoor and of course viral videos. Learn more about the different campaign elements at www.sprite.dk.



[Watch the video](#)

Cannes Lions 2007 – Evolution, Evolution & Media Youcracy

The time of year has passed when the marketing and advertising industry celebrate the year that has passed and that year's favourite commercials. This year's viral contestants included “Dove's “*Evolution*” and Smirnoff's “*Tea Party*”.

More than anything this year, Evolution – created by Ogilvy & Mather, Toronto – was on everybody's lips. The viral, who regular readers of the newsletter might recognize, eventually won both in the Film and Cyber Grand Prix categories. The viral was embedded into a large worldwide integrated campaign which used both unconventional ways of advertising (virals, online discussion board, workshops) as well as more conventional such as print and billboards. An interesting aspect is that it was one of the first major campaigns on the internet directed towards a broader female target group. However, the most important aspect is that this large campaign spread so quickly without massive paid media, leaning for a large part on the viral qualities of Evolution to attract attention and action. The campaign attracted huge amounts of traffic to the campaign landing page campaignforrealbeauty.com. Without a doubt this is a campaign that deserves admiration.

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However, at the same time it is a bit disturbing to see the long term results nine months after the campaign. The campaign stands out as this year's far best creative idea, and the video has been extremely popular but the question remains: What did Unilever do with their success? Alexa graphs over the past 12 months show a rather short 15 minutes of fame for the campaign landing page outside the industry itself. It seems Unilever has not been able to transform the massive success of drawing attention into a community with a life of its own.

Despite the massive success of Evolution, the campaign still indicates that ongoing attention and intimate long term relationships with users through an online community requires more than a good creative idea – it requires users to experience lasting social value.

Insight of the Month: Bits and pieces from “Welcome to the Media Youcracy, Goodbye to Media Feudalism”

Presented by Jimmy Maymann, Chairman of GoViral, Cannes 17th June 2007

The presentation guides the viewer through a world where the epicentre of effective user-driven marketing campaigns has become "YOU". A presentation based on at least three major trend developments, which will be introduced in the following, have transformed the media landscape. Advertisers now face a "Media Youcracy" with empowered users who can make or break any product, advert or brand.

Content – from ads to Content

The need for traditional advertising is steadily diminishing as people seek content and inspiration that can fulfil their needs in a world where the options for interactive entertainment, social networking and peer to peer inspiration is exploding. Users need to be engaged and entertained, not exposed, if companies are to successfully take advantage of pull dynamics online. Appealing and creative content is more important than ever.

Audience – From Consumers to Users

Users today are rapidly learning that media can adapt to their needs instead of the opposite. To engage users over a longer period of time, your content and message should always be awarding to their experience. That is of key importance. This requires a mind-set which focuses on social value for the user and on mutual benefits for brand and user in marketing. Knowledge about niche channels, target groups and online dynamics are key factors in planning a modern integrated campaign.

Distribution – From broadcasting to narrowcasting

At the core of Media Youcracy are the numerous new platforms, formats and distribution channels. A rapidly growing amount of interactive niche experiences is gradually changing broadcasting as we know it. At the same time, this major bloom in options is perhaps the greatest gift we have ever had as marketers. Instead of reaching consumers through one or two major networks, campaigns can reach out to a living, breathing and interconnected network of users which are active in distributing and sharing good content – commercial or not.

Watch GoViral's presentation at Cannes in high quality video

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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