

Goodyear, Dexter and YouTube Launch InVideo Ads

Dear Reader,

Welcome to the September issue of our newsletter. This month we feature Goodyear's follow up on last year's huge *"RunOnFlat"* viral success. We also introduce you to the Dexter Viral which combines good creative execution and true viral dynamics to guide an emotional journey. YouTube is also in focus this month – the market leading video sharing platform announced the launch of their InVideo Ads this month. We are ready with an analysis of the new format.

Enjoy.

Goodyear – RunOnFlat 2007

Goodyear remains a pleasant acquaintance for GoViral. The *"Runonflat"* campaign launched in 2006 has exceeded 800% of target views in all 5 target territories. It is now followed up by two new clips from Goodyear. The new campaign has taken off very well, and has passed target in all 3 target countries two weeks into the campaign.

Around 40,000 views are still pouring in every day, adding to the more than 2 million people who have seen the clip already. Digital is rapidly becoming a cornerstone in Goodyear's communication - a leading edge position that allows the brand the ideal environment for showcasing its position as the innovator within tyre technology. The success of the new campaign also indicates a long term advantage of committing to an online audience and get recognition in return for ongoing activities. At least *Runonflat 2007* is by now the third successful Goodyear campaign within a year, exceeding a total of 20 million gross views.



[Watch the Bouncing Castle video](#)
[Watch the Waterbed video](#)

The Dexter Viral

It begins with a cryptic text message on your phone. Then an email from someone you know directs you to a website playing a video in the authentic style of a news bulletin, showing forensic scientists at a crime scene and reporting that a serial killer is on a rampage. The video then displays your name, written in blood on a wall, followed by the words "you are next". Finally, evidence is shown in a plastic bag being carried away - a handwritten message to you on a piece of paper. Like all other details in the clip, the content will be decided by whoever has sent you this viral email. All in all, a very effectively set up emotional user journey with all parts of the campaign well thought through.

The combined use of media channels and the social value of passing this viral on made it an instant hit, spreading like wildfire from mailbox to mailbox even though very little initial seeding was done. The campaign was created by Ralph and Co, a digital design agency based in London. Chris Hassell, director of the clip says: "We were very keen to retain the 'prank' element to this campaign, as we felt this was key to making it work virally". There have so far been over 280,000 unique visitors to the website and over 160,000 unique emails have been sent. It would have been interesting to see how far this viral could have performed with an extensive seeding.

[Give a friend the Dexter treatment](#)
[See the user journey plan behind Dexter](#)

Insight of the Month: The Future of Online Video Advertising – YouTube InVideo Ads?

YouTube InVideo ads is an 80% transparent overlay which appears at the bottom 20% of a video, and it can be targeted by channel, genre, demography, geography and local time of day. The InVideo ads appear 15 seconds into the video and disappear again after 10 seconds if not engaged. The format (so far only launched in the US) has up front signed advertising partners including BMW, Warner and 20th Century Fox. The user experience and the possibility to embed videos easily on other sites are what initially made YouTube what it is, and the company still has the advantage of being the largest, most well known, and most well supported video site - serving more than 3 billion minutes of videos every month. The fact that this new format only will appear on a small percentage of content from selected partners reveals some well-founded concerns towards the YouTube Community. User experience and continuous user support are crucial factors in YouTube's success.

Interactive video advertising is definitely going to become a widely used format; however, predicting whether YouTube's launch of InVideo Ads will be the format to make or break the "new" ad space is not easy. The format, largely borrowed from fellow video site VideoEgg, has according to Google trials so far shown a 75% view through of the entire ad, and that click-through rates are 5 to 10 times higher than traditional display ads. My guess is that these numbers are partly due to the news value.

YouTube can be a strong platform for campaigns that integrate good commercial content so the users click from a good content experience to another. But forcing the old interruption model upon "the new world" is perhaps not the way to go. By the end of the day, to take real advantage of YouTube's new format and for YouTube to benefit from it, marketers must come up with entertaining and engaging content. Getting users to click is only the first step. The real challenge is to keep the users happy doing it. To do that you need advertising that works more or less as content. The online space is permanently changing advertising. Material that users want to spend time with is getting cheaper to distribute and vice versa. So even if the new format only disturbs users a little bit, it only postpone the inevitable need for creative developments in the advertising industry another year or two.

[See the format in action \(Reuters news clip\)](#)

VbmaNETWORK

VBMA (Viral and Buzz Marketing Association) has been re-launched as vbmaNETWORK - a private business network of over 320 professionals and academics involved in bottom-up approaches to marketing, business and social policy. Needless to say we are participating.

If you are interested in joining the vbmaNETWORK go to the following URL and request an invite:

<http://vbmanet.ning.com>

Please mention GoViral in the message, so they know who sent 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.

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