

# The Big Viral Video Showcase

Dear Reader,

12 months, 20 global brands, 27 pieces of branded content. As we are approaching end of the year and 2008 is in the planning we found it worth this time around to present a “viral video showcase” with premium brands and viral campaigns from all of last year. The content chosen for this showcase is all above average, no doubt, and is selected among the best campaigns we and others have worked with in the past 12 months. But even so there are differences and one is on the level of brand integration. Some of the videos are merely examples of excellent branded entertainment executions where the brand mostly appears in the pay off. Others take the branded content execution to a deeper level, integrating the brand and the entertainment experiences closely. For that reason, we sorted the virals into three main categories; *Demonstrative, Illustrative and Associative*. This is of course a somewhat rough and subjective categorization, where major differences appear within the categories as well, but nonetheless it serves the purpose of showing that all virals are not created equal. Briefly explained, the categories cover:

**Demonstrative** is when the clip has the brand/product integrated in a way that makes it interdependent with the viral itself or demonstrates the actual product features.

**Illustrative** is when the content depicts one or more features of the brand/product but they still remain loosely coupled in the actual execution.

**Associative** is when brand/product is only remotely connected with the creative execution, basically good content with a brand added.

## Demonstrative

### The Sony - Bravia

The “Colour like no other” campaign is a global integrated campaign. We have all seen the videos, they are all very well produced and based on excellent ideas (even though the last one might have been heavily inspired by Los Angeles based art duo Kozyndan). More importantly it is also a very elegant and engaging way of focusing attention to Bravia's most important feature – the colours. Just for a recap, here are the two official virals that has run within the last 12 months.

[Watch Paint Explosion](#)  
[Watch Stop and Go Rabbits](#)



### Nintendo - Wii

One of my viral favourites. In an easy going way it depicts how the Nintendo Wii is a social thing for the whole family and a very different activity than the sometimes slightly introvert regular gaming. This is viral and brand melted together and a genuine example of branded content at its best.

[Watch the Wii](#)

### Nissan – Qashqai Cargames

The Qashqai Cargames is a classic success study of viral marketing. A universe consisting of several clips, in total generating more than 16 million global views. It also shows the power of the long tail, with only 26,5% of the views originating from the 20 biggest sites. A full 73,5% of views came from smaller, increasingly more contextual sites showing that a successful viral campaign needs an extensive seeding approach to reach really large numbers and get more targeted views. Qashqai Cargames uses the car and talks about the car but does it with a fun and very viral twist.

[Watch the two lead-clips of Qashqai Cargames](#)

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Wilkinson Sword, the UK arm of Schick, has launched a television and online campaign that has exploded virally. "Fight for Kisses" is promoting the Quattro Titanium razors and blades in France. The creative idea and execution are brilliant and being a story about the razor, it doesn't really get any better than this in viral marketing. If you have patience for the long download and install process the game is also quite fun.

[Watch Fight for Kisses](#)

### **Dove – Campaign for Real Beauty**

Some might have wondered when Evolution would turn up in this list, and of course it does deserve to be here. The integration of the global Dove re-brand initiative "Campaign for Real Beauty" with the Evolution story is brilliant and sparked conversations all over the Internet. However, Dove has more ammunition in the barrel so this time we won't show Evolution. Instead take a look at Onslaught, a new amazing and very successful viral with just as amazing brand qualities as Evolution.

[Watch Onslaught](#)

### **Microsoft - Halo 3**

The viral part of Halo is added to this showcase as a representative for the music, film and gaming industries. Their work with the online media, and especially online video, has really stepped up in the past 12 months and it is now some of the most popular content on the Internet. The high quality of the content, the contextual fit with thousands of sites on the Internet and the natural product integration makes this sort of branded content the most natural candidate for viral marketing. Users love to engage, interact and spread.

Dwelling for a minute on our case; Halo 3, the amount of material and interaction out there has simply been incredible. There is however on a general level still room for some improvements. A recent study by Google and AC Nielsen showed that when it came to viewing movie trailers, only 24 percent had viewed a trailer online of the film they had just seen, while an astonishing 91 percent said it had been "very or somewhat" influential on their decision to see the film.

[Watch the Official Halo 3 Trailer](#)

### **Nike T90 – Put it Where You Want it**

The international "Put It Where You Want It" campaign from Nike Football, promoting the Total 90 Laser kicks, has landed in Holland. Several videos starring Ajax players Sneijder, Huntelaar and Emanuelson got released and made their way around the Dutch Internet. The use of the brand and the product is, like most of Nike's campaigns, very good. This is the best of the clips:

[Watch the Nike T90](#)

## **Illustrative**

### **Samsung – X830**

I am much amused by "It's Tricky Flicky", and the way they manage to show the Samsung X830 between 30 and 40 times in one minute and still remain authentic and be entertaining. A small detail is that you as a user get introduced to an e-mail in the end frame instead of the phone model which is second last. It perhaps adds to the authenticity of the clip but the risk it considerably lower impact of the viral on awareness and interest for the actual product.

[Watch It's Tricky Flicky](#)

### **Goodyear – RunOnFlat 2007**

As mentioned last month the latest Goodyear campaign has been very successful. The virals are funny and in the mean time also do an acceptable job of conveying the message of Goodyear's flat free tires.

[Watch Waterbed](#)

[Watch Bouncing Castle](#)

### **Quiksilver – Dynamite Surfing**

Sometimes you can sum up everything in a simple heading. Usually you have a good viral on your hands when that is the case. Dynamite Surfing is no exception; doing millions and millions of views, spreading to surf sites and blogs around the world and creating conversations, this viral has done an excellent job in further strengthening the ties between Quiksilver and the surf community.

[Watch Dynamite Surfing](#)

### **Xerox – Office on Dope**

Xerox is rather special because it is one of the few B2B cases. The idea of an office on dope is fun and the overall integration is actually quite impressive, since the idea of improving productivity is closely related to the Xerox office solutions USP.

[Watch Office on Dope](#)

### **Smirnoff - Tea Party**

The Smirnoff “Tea Party” and “Green Tea Party” are, just like Axe, a slightly different genre of virals - music videos, a phenomenon that by now cover around half of the most popular videos on Youtube. With these two videos, Smirnoff has some of the most successful virals in the past 12 months. Further, the integration of brand through lyrics and name completes this as a very well conducted campaign.

[Watch Smirnoff Tea Party](#)

[Watch Smirnoff Green Tea Party](#)

### **Adidas - 5ive**

NBA All-Stars Tracy McGrady, Kevin Garnett, Tim Duncan, Chauncey Billups and Gilbert Arenas are lead figures in the movement and integrated Adidas campaign “It Takes 5IVE”. The campaign is based on the idea of believing in something bigger than the individual, believing in the team. Thanks to a good core idea and the universe surrounding it, the concept of 5ive is naturally associated with Adidas.

[Watch the 5ive Introduction video](#)

### **Carlsberg - Mentos & Carlsberg Experiment**

Epybird's Mentos and Coke experiments have been an amazing story. Eventually Epybird was signed by both companies for their stunning effort and popularity online. The Mentos & Carlsberg experiment is an example of great anticipation for online hype from Carlsberg - simple but great – and actually far better in terms of brand value than the original which depicts Coca-Cola and Mentos being wasted for fun.

[Watch the Mentos & Carlsberg Experiment](#)

### **Shell – What Will Schumi do Next?**

Michael Schumacher has been linked with Shell for many years, so what is more natural than doing this campaign? Using celebrity branding in viral marketing is an act of balancing the celebrity with a strong core idea and remember the brand. Shell has been fairly successful here. Three clips have been made in total, but of very varying quality, so only two are included here.

[Watch Shop](#)

[Watch Pitstop](#)

### **Axe - Bomchickawahwah**

The Bomchickawahwah girls have done an amazing job for Axe in the large integrated campaign. Because girls being irresistibly attracted by the Axe scent is a fairly catchy idea along with the word Bomchickawahwah itself combined with the fact that the girls have been launched through TV, Viral and even I-Tunes, I don't think anyone really doubt they are associated with Axe.

[Watch the short Bomchickawahwah video](#)

[Watch the long Bomchickawahwah Music video](#)

## **Associative**

### **Snickers – Get Some Nuts & Stop and Go**

Snickers are represented with two virals; “Get some nuts” and “Stop and Go”. Both are very nice executions in their own way and both have been very successful in terms of numbers. The clips are very good content pieces with a brand message.

[Watch Get Some Nuts](#)

[Watch Stop and Go](#)

### **Sprite - Zero**

The two Sprite virals have made an impressive amount of views, especially in the Scandinavian target countries. There is definitely a connection between the Zero concept and that of the virals. These entertaining virals work excellently as associative virals.

[Watch Chair Slingshot](#)

[Watch Kite Surfing](#)

### **Ray-Ban – Catch Sunglasses**

This is an amazing viral - entertaining, authentic, successful and much better than its sequel. The idea depicts the product very nicely but is not obviously related to any of its features. The “Never Hide” message on the window of the car links the viral to Ray-Ban as part of a larger integrated campaign of the same name, and the stealth approach is understandable in terms of creating authenticity, but in order to achieve its full branding potential the viral misses an end frame telling people this is a message from Ray-Ban.

[Watch the Sunglass Catch](#)

### **Tiger Beer - Taste it in This Life**

The viral is well produced, has a funny twist and it has worked well virally. The concept is also quite clear; everybody wants to have a Tiger Beer. This is definitely a good piece of viral marketing, linking an excellent execution to the Tiger brand.

[Watch Taste it in This Life](#)

The showdown list is researched together with Rocco Stallvard from Adverblog (<http://www.adverblog.com>).

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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