

First viral campaign from the European Union, Wilkinson and Dr. Pepper

Dear Everyone,

In the first newsletter of the year, we will present 3 viral campaigns to you to help improve your January mood: Nicomarket's ironic nicotine products, Wilkinson's wonderful fight for mom's attention and Dr. Pepper's catchy Cherry Chocolate Rain. We also bring you results from one of the most in-depth research studies into online video consumption in 2007; *"Online Video Advertising, Content and Consumer Behaviour"*, published by Online Publisher's Association. Finally, we invite you to join a Word of Mouth conference next week in London.

Happy New Year and a big thank you for your continued interest in our newsletter.

Anti-smoking - Nicomarket

Sometimes the most serious issues should be addressed in new ways to make young people listen. Increasingly resistant to non-smoking information, the European Union decided to approach youngsters in a new way by launching an anti-smoking campaign with a series of viral ads promoting fake nicotine-based products.

The anti-smoking campaign is the first viral campaign initiated by the European Union. The campaign, created by French agency Ligaris, consists of four separate virals. It was seeded by GoViral across entertainment and youth oriented environments online in the 'big five' EU territories: UK, France, Spain, Germany and Italy.

Each of the virals promotes a different product like a room-freshener and a skin cream. The nicotine-based products obviously have funny adverse effects. Isobar, the media agency on the campaign, adds: *"The viral route is a new and exciting one for the European Union Anti-Tobacco brand. This campaign is all about getting the message out to young people on their terms, in an entertaining yet thought provoking way. Choosing a viral seeding partner was the natural choice to give this message the best possible kick-start among teenagers and young adults out there".*

Since the launch on October 29, around 1.5 million people have seen the clips, and the Nicomarket website has had more than 270,000 visits in the same period.

[Watch the Nicomarket videos](#)



Wilkinson - Fight for Kisses

In September Wilkinson launched an integrated television and online campaign that literally exploded virally in its first two months online. The trailer "Fight for Kisses" is actually promoting a downloadable fighting game of the same name, but the video remains the best part of the campaign.

The creative idea and execution is taking advantage of the Edipus Complex to tell a brilliant story about the razor.

The trailer received massive attention on especially Youtube and Dailymotion with millions of views collected from the hundreds and hundreds of sites which picked up and promoted the campaign. Although mentioned before in our "Big Viral Video Showcase", the Wilkinson campaign deserves an additional 15 minutes of fame because the campaign recently was awarded silver and gold in this year's Eurobest and Epica awards. One of the absolute best viral campaigns of 2007.

[Watch Fight for Kisses](#)

Dr Pepper – Cherry Chocolate Rain

When Dr Pepper wanted to spread the word about their newly introduced flavour, they did not only turn to their advertising agency, Young & Rubicam. Instead, the soft drink company also engaged True Entertainment, a production company based in New York, to craft a viral video.

By using Tay Zonday, a genuine internet phenomenon whose real name is Adam Bahner, and his catchy hit-tune "Chocolate Rain", they came up with "Cherry Chocolate Rain". The video had 300,000 hits within its first 24 hours online and now, a month later, its popularity should be counted in the millions.

Y&R will still be responsible for the more traditional campaign for the new soft drink which will not be related to the viral video. Jaxie Alt, Director of brand marketing at Dr Pepper, explains: *"We have a pretty traditional marketing plan starting soon that includes TV and print. We wanted to do something to talk to our consumers using non-traditional media and we wanted to do something fun,"*

An interesting question is whether Dr Pepper succeeded with this rather unusual case of celebrity endorsement? They definitely created awareness and interest by taking advantage of Tay's immense online popularity. However, going through the thousands of comments around the web's forums and communities, you clearly see that it divides waters to commercialize a guy like Tay and his Chocolate Rain – originally a song about racism.

[Watch "Cherry Chocolate Rain"](#)

Insight of the Month: Online Publisher's Association – Online Video Advertising, Content and Consumer Behaviour

Published in late June, this study is one of 2007's best in to the effect of the Internet on consumers and especially of online video and different forms of online video advertising. Overall conclusions for the survey are:

- A massive growth in online video consumption since last year
- Users are likely to perform different acts as a result of watching online video advertising
- Massive dominance of internet in all stages of the purchase process – especially for upper income audiences.

The study found that of users who made a purchase in the last month, 48% said the Internet drove initial awareness, 57% said they learned more using the Internet, 55% used the Internet to decide where to buy and a stunning 56% reported they made the final purchase decision using the Internet.

The study also found that the number of regular video users has increased by 80% since OPA's study last year, reporting to watch online video at least once a week. Further, of the 80% of viewers that reported to have watched a video ad online, 52% have taken some sort of action, including checking out a website (31%), searching for more information (22%), going into a store (15%) or actually making a purchase (12%).

Finally, the study found that using different forms of video advertising (although not defining viral video/branded content as a category of its own) has very positive influence on brands, and results showed that a likable 30 second ad are considerably more effective in driving brand consideration and perceived relevance than any other format.

[Watch the OPA study in PDF](#)

The research which was conducted in partnership with OTX included in depth surveying and concept testing of 1,422 online video users.

Join Paul Marsden, Emanuel Rosen, GoViral and all the other Word of Mouth (WOM) experts on January 16th in London for the first one-day conference on effective Word of Mouth Marketing

Themes are:

- * Develop an effective and integrated Word of Mouth strategy
- * Identify influencers and create trusted relationships with customers
- * Engage with communities across networks – key tips and techniques
- * Consider the range of Word of Mouth tools – seeding panels, social networks, blogs, buzz and viral campaigns
- * Learn from contagious stories – why some campaigns get talked about more than others
- * Calculate the value and effects of Word of Mouth marketing

[Learn more about the conference from WARC](#)

If you would like to receive the newsletter in a different language or if you have inputs for next month's edition, feel free to send me an [e-mail](#)

Kind regards,
Mads Holmen

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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