

# Extreme Street Football, Sprite Catwalk, Danish Cancer Society & Influentials vs. Big Seeding

Dear Everyone,

In this month's edition, we will have three really good pieces of content for you to enjoy. And, as almost always with good content that gets activated the right way, they have all become quick viral successes. We will also try to take a look at the current debate around the "Influentials" approach that has surfaced recently, after a Fast Company article by Duncan Watts.

Also, I would like to introduce myself very briefly, as the new editor of the newsletter. My name is Kristofer Mencák, I am Swedish and have now been with GoViral for the last 2,5 years.

Thank you for your continued interest in our newsletter!

## Fifa street – Extreme Street Football

Wieden & Kennedy are the creative masterminds behind this campaign. The Creative Director Mark Bernath says: *"We wanted the different pieces of work to make the consumer say, 'Did I just see what I think I saw?'"* and they truly lived up to that goal. The campaign consists of several pieces, among them the viral videos, TV, banner and print elements, all leading to an interactive experience at:

<http://www.fifastreet3.com>.

The video features a mix of capoeira and parkour moves combined with football kicks in a very impressive way. It taps into peoples curiosity and prompts the question "Is this for real?" Some moves seem too improbable, but others could very well be real, and that makes it a very interesting conversation starter, that pulls the audience closer to the brand.



The campaign was launched across Europe with GoViral seeding it in UK and Denmark, starting on the 28<sup>th</sup> of January. To date this seeding has generated more than 549 000 UK views, over 118 000 danish and a total of 2 984 000 views internationally. The campaign is still growing with more than 100 000 views per day.

[Watch the videos](#)

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## Kræftens Bekæmpelse and TrygFonden – switch off the sun bed

With the goal of reaching primarily young people, Danish Kræftens Bekæmpelse (Danish Cancer Society) and TrygFonden created a campaign with a homebase on MySpace, where several different elements were included in the MySpace profile. The most attention grabbing piece was the viral video, with Danish previous Paradise Hotel contestant Mascha Vang. In the video, you can watch her, seemingly from a surveillance camera, getting ready to use the sun bed. The surprise taking place next is what really makes this clip viral. Check the video to get the full story!

The campaign got a lot of attention, and generated a lot of media coverage in other channels too. For example, within a few days, the story was the most read on Danish newspaper ekstrabladet.dk. Users and friends on MySpace encouraged their friends to quit using sun beds, through messages and in their profiles. For example: One user changed her user profile to "Katharina siger Sluk Solariet!" (Katharina says switch off the sun bed!) and another wrote a poem/rap about sun bed usage and posted it.

Until now, the video has been tracked appearing on at least 278 sites and it has been seen over 1108 000 times in Denmark – a country with a population of about 5475 000 inhabitants. Due to the very viral material, and universal understanding of what happens in the clip, it has generated a total of over 7,1 million views, and still delivers around 20 000 per day.

[Watch the video](#)

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## Sprite – Catwalk

Sprite has been on a roll for the last year, launching a lot of great content. This time it is Ogilvy in Mexico that is behind the creative material for the fast growing Catwalk clip. Once again it has a surprise element with a very funny twist that makes the clip attractive to pass along. The target market was Mexico and the campaign was launched on the 22<sup>nd</sup> of January.

Within a month the campaign has been featured on more than 270 sites and has a site to site virality of more than 880%. It has been shown more than 194 000 times in Mexico, more than 259% of target, and in total more than 776 000 times. It hasn't lost momentum yet, and keeps growing at around 25 000 views per day, mostly in Spanish speaking countries. However, with the universal understanding of the clip, we might see some more spillover to other markets over time.

[Watch the video](#)

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## Insight of the Month: Influentials vs. Big Seeding

After Malcolm Gladwell's book *The Tipping Point* in 2000 and Jon Berry and Ed Keller's book *The Influentials* from 2003, the idea of "Influentials", originally proposed in the 50's by Elihu Katz and Paul Lazarsfeld, was revived. The idea proposes the "two step model" of information where, if you manage to reach the few influential people within a community, these few will influence the masses and the tipping point will be reached.

Marketers in the frontlines cheered and jumped on the idea. However, Duncan Watts, a network-theory scientist from Columbia University, has recently challenged this theory. After analyzing e-mail patterns he has found that highly connected people are not really the social hubs we expected.

Watts created a computer simulated society to test, who actually manages to create trends. The conclusions were that in the large majority of cases, the spread started with an average Joe, but when an influential started it, it spread much further. Even when the Influentials had 40 times the reach of a normal person, you couldn't be sure they could kick-start a trend. Why? Watts believes it depends on how susceptible the society is overall to the trend.

So, the conclusion basically is that there are people that are more influential, but they still cannot tip the trend if the society as a whole isn't ready. Gladwell comments: *"I think that all books like The Tipping Point or articles by academics can ever do is uncover a little piece of the bigger picture, and one day--when we put all those pieces together--maybe we'll have a shot at the truth."*

So, what to do then? Watts has been digging into this too. He has researched the idea of "Big Seed Marketing" – built on two insights: Cascades require word-of-mouth effects, but since you cannot know who is going to start the trend, you should try to reach as broad a market as possible in the first stages. Neither of the tests Watts ran could be described as viral hits, but he usually managed to double the spread compared to the initial recipients. The missing link, as I see it, would be good content that truly fits the environment or community you want to reach.

As a final conclusion: To start a trend, you need to reach out on a large scale, to average Joes as well as Influentials. But, to get as big a spread as possible, you should spend some effort trying to target the influentials specifically. And key to get true viral spread is that the community or the environments you wish to reach, are receptive to the idea.

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

Best regards,

Kristofer Mencók - Editor