

Mainstream virality vs. Contextual virality

Dear Everyone,

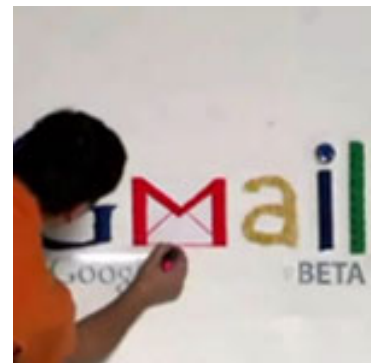
In this month's edition, we will again see three really nice pieces of content. We will also take a look at what is actually considered viral.

For new readers, welcome to our newsletter! I hope you will enjoy it! And for old-time readers, thank you for your continued interest!

Google/Gmail – Russia

It seems that Russia goes viral. With an Internet population of 29,4 million (2007), Russia now has the fifth largest Internet population in Europe (after Germany, UK, France and Italy), with a much higher growth rate, at 23%, than the top four. In recent months, we have seen a notable increase in the number of campaigns we receive for the Russian market. One example is Google's campaign for Gmail. One would think that Google would not have to advertise their services, but the Russian Internet market is quite different, as sites like YouTube, Facebook and Google have local Russian competitors which are a lot bigger on this market, and email services are not an exception.

The content for this campaign is created by Saatchi & Saatchi in Moscow and in a very creative way shows the benefits of Gmail and how to use it. It is one of those viral clips that has a very close connection to the actual product, which of course creates higher recall of the product advertised and higher potential for conversion of the viewers. It has done really well so far, probably partly due to the high paced stop motion format which manages to keep interest levels high. Launched end of February, the clip reached the target of 100 000 views in Russia in a month, and is still delivering several thousand views per day. It has also generated a huge spillover with some 318 000 views on YouTube, and a lot of Russian sites linking to the YouTube-video.



[Watch the video](#)

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Stimorol - Fountain Skiing

Once again there is a campaign from Saatchi & Saatchi, this time the Copenhagen office. This clip for Stimorol consists of kind of a city prank, with two men running up to the Queens fountain in Copenhagen, one of them steps into it, puts on his "skis" and manages to surf the fountain water beam. In the end he falls down and the Stimorol Fusion product is shown as well as the packline. The clip taps into the "is it real?" feeling, but is maybe slightly too unrealistic to really explode in conversations. The length of the clip is ok, and it has definitely achieved a good viral spread, being shown on some 385 sites.

Launched with media agency Initiative Universal (IUM) in the beginning of February in Sweden, Denmark, Norway and Switzerland, it has now reached between 300 and 400% of target in all countries. The client was happy enough to return for more, and the clip is just launched in the Netherlands too.

[Watch the video](#)

Cadbury's – Airport Trucks

Juan Cabral from Fallon London is probably one of the most well respected Creative Directors right now. After viral successes like Sony Bravia's "Balls", "Paint" and "Play Doh Rabbits" as well as Cadbury's "Drummer Gorilla" last year, one cannot help but wonder if it is possible to consistently create viral successes?

Last year, Cadbury's "Drummer Gorilla" spot created a huge buzz and turned out to be a true viral success with more than 10 million views on Youtube. Creating a follow-up to a success like that is not an easy task, but it seems like Fallon, with creative director Juan Cabral, has lived up to the task with the new Cadbury's ad "Airport trucks". It is still hard to tell if it will become as big a success as the previous clip for Cadbury's or the ones for Sony Bravia, but it has so far, after just about a week, generated a lot of buzz in the advertising industry, and hundreds of thousands of views around the Internet.

[Watch the video](#)

Insight of the Month: What is considered viral, anyway?

In the last newsletter we took a look at the current debate around the "two step model" of information and the belief in Influentials to create trends. The conclusion from Duncan Watts' research was that influentials really are not the hubs we expect them to be. Average Joes can also start trends, but for a trend to spread further, influentials have an important role to play. This tells us that it is important to reach out to both Influentials and Average Joes. We also learnt that key to starting trends or spreading ideas is that the society is ready for the specific idea or trend. Society has to be susceptible to the trend to embrace it and make it spread.

However, the way you define "society" has an impact on whether a campaign can be said to be viral or not. What is generally considered "viral hits" are the really successful campaigns, those that reach millions or maybe even hundreds of millions of people. But, thinking a bit about how we define society, or the target group, a campaign can be considered truly viral within a certain context, within a smaller community, and reach almost everybody within this community. It would definitely be viral within this target group but maybe still not the kind of campaign that reaches millions and generate a lot of spillover to other media.



Messages that are very targeted to a certain community, and therefore highly contagious in that community, can sometimes be quite non-appealing to a more general audience. But, as marketers, it is of course very interesting to reach the intended target group. Adjusting the message, to get a perfect fit for the intended target group, and lowering barriers to pass-along, in a way makes the message "intelligent". A receiver of the message will know it will appeal to a certain group, and therefore passes it on to the right people. It can be as if the message already had a label on it, saying: "Pass me on to people interested in cars and mechanics" for example.

So, the more general appeal of a campaign, the more people it will reach, which is pretty tempting, and can be a great strategy for products or services with a more general appeal and broadly defined target audience. But for a smaller, more specific target group, the same strategy will reach less people within the core target group. A better approach if you want to reach the right people is to adjust the message better for the specific group, make it right for that group, and make sure it spreads in the right environments.

So, even if a campaign doesn't get millions of views it can be a viral success, if it is spread virally in the right, more specific, target group.

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](#).

Kind regards,

Kristofer Mencák - Editor

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