

# Airplane landing on water & exploding fruits

Dear Everyone,

In this month's edition we will have three different campaigns to look at and we will spend some more time than usual on the monthly insight, taking a look at consumer's limited attention.

Also, we invite you to attend our third consecutive seminar at the Cannes Lions festival in June.

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

It is also my last newsletter as editor, as I will move back home to Stockholm, but I will leave it to my colleague Pernille, who I am sure will do a great job!

See you on the Internet!

## X-travel – Boeing landing on water

In December, Dutch travel company X-travel launched their "Boeing 737 landing on water"-clip, developed by creative agency YoungWorks, from the Netherlands. The clip features a Boeing 737 that flies by the beach, makes a turn and then lands on the water, with people going on vacation jumping out of it, straight into the water. The clip of course tries to drive home the point that X-travel takes people straight to the beach.

It is no doubt a cool clip, which appeals to the target audience. The only things directly giving it away as animated is the timing of the airplane flying above the beach lovers, as it seems to be almost standing still in the air until caught by the camera again, and also manages to make the turn and a bit too quickly re-appears.

Nevertheless, the clip has gotten over 2 million views since launch in December. The sites sending most referrals are english, german and french, showing the importance for local seedings of good content like this, if you want a local audience. As a funny follow-up, a "behind the scenes"-clip was also released in March, but so far without any great viral spread, despite the successful original and a funny twist on the follow-up! ;-) Check them both out!

[Watch the video](#)

[Watch the follow-up](#)



## Loctite – Super glued coins

Creative agency DM9DDB in Brazil has made a very nice Guerrilla campaign for super glue manufacturer Loctite, with well chosen music composed by Edvard Grieg.

The idea was to super glue 400 coins of 1 R\$ each (about \$241/156 €) to the pavement, in the shape of a Loctite Super Bond tube. The effect very nicely shows the product benefit, and with a federal minimum monthly wage currently at 415 R\$, the campaign of course drew attention from large crowds of people, as well as created certain frustration in some. The actual glueing as well as the days following it were caught on film, in which we can see passers-by as they try to pick up coins or hit them to make them get unstuck.

The campaign was filmed and has in about a month, since uploaded on April 11th, generated some 119 000 views, and is a good example of how guerilla, buzz and viral marketing can be integrated to create a greater benefit for the client.

[Watch the video](#)

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## Solo Smoothies – Berries & Fruits

Ringnes in Norway launched three funny animated clips with Strawberries, Bananas, Apples and Pineapples as part of their Solo Smoothie campaign. Yes, it is true! Yes it is a bit strange! And yes again, it is pretty funny! We can see, for example, Mr Strawberry coming home, finding Mrs Strawberry getting it on with Mr Banana (no pun intended). Mr Strawberry, understandably, gets very upset and explodes! In the end, we see the fruits and berries (or what remains of them) get wrapped up in the Solo Smoothies packaging, driving home the point that the product is made from fresh fruits and berries.

The campaign consists of three clips and was created by creative agency McCann in Oslo and booked by media agency OMD. The three clips are all pretty funny and maybe appeal a bit to our childish love for animation and animated movies. They also show a pretty funny dark humor, which seems to work with a lot of people, especially when it is as harmless as these fictionary animated characters. Launched on the 7th of April, the clip has generated 221.000 views in total and over 92% of these in Norway, the target country. This corresponds to 453% of the promised target.

[Watch the videos](#)

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## Insight of the Month

It has been said for years – consumers are exposed to about 3000 commercial messages per day. It could be less, but probably it is more now, and increasing.

Herbert Simon, maybe the first person to frame the concept of attention economics wrote:

"...in an information-rich world, the wealth of information means a dearth of something else: a scarcity of whatever it is that information consumes. What information consumes is rather obvious: it consumes the attention of its recipients. Hence a wealth of information creates a poverty of attention and a need to allocate that attention efficiently among the overabundance of information sources that might consume it"



Reactions to this is of course that consumers need to start filtering the information. This is done in several different ways.

The source of the information becomes more and more important. Study after study reveals that "someone like me" is the source we trust the most.

Social collaborative filters, enabled by technology, also become more and more available and widely used. These help consumers find and evaluate what is most important to them.

So, consumers are filtering out most of the information they are exposed to. In addition to this, multi-tasking, or multi consumption of media, also becomes more and more common.

Recent studies by Jupiter Research show that 21% of Internet users in Europe are watching TV or listening to radio while surfing on the Internet. Attention spread over several media at the same time must mean less focus on each.

But, I believe that there is a slight bias here. The medium that requires most attention to make you able to say you "use" it is probably on the winning end. The need to be active, or possibility to interact, probably also affects where attention is focused. But, no matter where exactly our attention is focused, there are two possible ways to meet this "getting attention" challenge.

The first one is to make sure your messages are present in all channels. It is kind of a "catch all" approach. Then you should hopefully get the attention of the consumers, no matter where they have their attention. However, with the increasing number of channels available, it will be more and more difficult and more and more expensive to reach out this way.

The second one is to make sure your messages catch the attention of the consumers. Relevancy is key here.

Relevant messages will stand a chance to catch the consumer's attention in the first place, even when multi-tasking. Relevant messages will stand a chance to get passed on by, and to, "someone like me". And relevant messages will stand a chance to pass through the social collaborative filters that are increasingly used.

Now, with "relevance" I am not talking about the "Principle of Relevance" as defined by Sperber and Wilson:

"... any utterance addressed to someone automatically conveys the presumption of its own relevance".

That could apply to anything someone else directs to you – old school push marketing.

What I am talking about is something that is more goal-oriented, or has some real significance to the consumer.

To explain "relevance", Gorayska and Lindsay proposed something more to the lines of: An item (e.g., an utterance or object) is relevant to a goal if and only if it can be an essential element of some plan capable of achieving the desired goal.

So, if a consumer has an interest in something, like for example to make a decision about what product to buy, a message containing information that will help this decision is highly relevant.

Relevance is also strongly affected by in what context the message appears. Google's AdWords format has been very successful, as it appears when the consumer is in the perfect frame of mind – searching for information on the topic. These ads can immediately help solve a problem.

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## GoViral newsletter April 2008



Creating content that is relevant and actually has some value to the targeted consumer is the first key to break through the clutter. This can get you past the barriers that the consumers and technology are raising.

And getting this content out in the right contexts is the second key to be used to unlock the door to the consumer's attention.

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Invitation – Seminar at Cannes Lions 2008

For the third year in a row, we have been invited to hold a seminar at the Cannes Lions Festival. This year, our seminar will be held on the first day, Sunday the 15th of June between 17:00 and 17:45.

[Book your ticket](#)

If you would like to book a meeting with us in Cannes, please contact:

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For bookings of interviews with presenter and CEO Jimmy Maymann, please contact Dea Engberg:

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Kind regards,

Kristofer Mencák - Editor

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