

From drive-to-site to drive-to-content and insights on the online media growth

Dear Reader,

The August edition of GoViral's newsletter features the new viral campaign for Nissan and we will have a look at the new campaigns from Samsung and OfficeMax. This month's Insight brings you results from Jupiter Research's study, which explains how advertisers are increasing their adoption of rich media and video formats and how the unrelenting growth of paid search, continues to drive European online ad spending ever higher.

Enjoy!

Nissan – The Polish team and the Musical team

In April 2008, TBWA London launched the latest Nissan campaign. The Qashqai Car Games 2 universe will run until mid February 2009. The campaign was launched in 17 countries across Europe.

In the new Car Games campaign, TBWA London created the beginning of a new era – that of the 'Spanner League', that shows amateur teams from around the world taking up the challenge to compete with the pro team from Qashqai Car Games 2006/2007 in making the most wacky stunts. With material being released bit-by-bit, the dedicated audience is intrigued to find out more about the whole universe and ensure they don't miss out on any intricate details.

Qashqai Car Games 2 is very exciting because it is one of the first major campaigns that don't emphasize driving people to a traditional microsite. Most microsites get very few views and the amount of work put into them doesn't match the amount of views they get. Instead, GoViral and OMD put together a strategy that gets the content out to reach the targeted audience in the places they go to in search of entertainment and information, rather than trying to drag them into another site. The focus of this strategy has been the use of branded channels and relevant content placement that ensuring a campaign that is relevant and captive to an engaged audience, this makes the campaign stand out from others and creates a desire to stay on track with future development.



The two teams launched so far are the Polish team with Joe Zakopane, the escape artist and the Thai Musical stunt team with their pet pit-bull. The Musical team was the campaign's first viral and it was launched on April 28. Now, two and a half months after launch, the video has been viewed more than 3.6 million times. Following the Musical team, the Polish team was the next viral to be launched on July 7. The clip reached 2 million views approximately after one month.

Watch the Musical team [here](#)
Watch the Polish team [here](#)
Look for new virals to pop up [here](#)

GoViral newsletter September 2008

Samsung – Follow your instinct

Samsung and Fjord Interactive Marketing have launched a new interactive campaign to promote the supposed iPhone killer, the Samsung Instinct. The campaign is called Follow Your Instinct. The campaign is innovative and inspiring because it consists of a *series* of videos on YouTube, where the viewers are exposed for a series of nine videos. This is a very interesting campaign because it brings the audience participation to a whole new level where the viewer gets to guide the story line by choosing the next steps within the video. The story line is enticing and very funny and you can, for example, experience a frisky first date and an after-work party and at the same time get a demonstration to the phone's functionality and features.

This campaign consists of a [campaign website](#) and the "Follow Your Instinct" clips can only be watched on YouTube. The clips are connected through YouTube's interactive [annotations](#), which connects two links to two other videos on YouTube.

Guide YOUR story line [here](#)

OfficeMax – Power to the Penny

We have once again reached that time of the year where children worldwide go back to school after the summer break. In addition to make the back-to-school shopping more affordable and show that the penny still has power at OfficeMax and on the July 28 they rolled out a special price campaign "Power to the penny". OfficeMax understands how to engage the users in their campaigns, they e.g. made the Elfyourself-campaign which was a huge success. OfficeMax developed 13 "Penny Prank" videos shot in New York using hidden cameras where actor and comedian Matt McCarthy attempt to purchase everything from an engagement ring to a used car and most of the time he's turned down with surprising reactions. One great marketing idea this campaign has was to take the penny and transfer it to be the focal point of all the 13 videos. Another interesting thing about this campaign is that it is suitable for spoofs and own version, because it is very easy to do the penny joke in many situations and it is a great way to engage the users. The campaign consists of the viral clips, TV, radio, online ads, and development/implementation of media plan, which all were developed by The Escape Pod. Dig Communications provides PR support. The clips are a great hit and the videos have been viewed over 2.1 million times online.

Watch the funny clips [here](#)

Insight of the month: European Online Advertising – Forecast, 2007 to 2012

Published in December 2007, JupiterResearch shows how advertisers' increasing adoption of rich media and video formats, and the unrelenting growth of paid search, continue to drive European online ad spending ever higher. Overall conclusions for the study are:

- The European online ad market will more than double from 2006 to 2012
- Within five years, paid search will represent just less than one-half of advertising revenues.
- Rich media and video advertising will account for more than one-half of online display ad spending

GoViral newsletter September 2008



Spending in each online ad category – paid search, display ads, and online classifieds – increased by at least 20 percent in 2006. The study forecasts that the market will grow from € 7.7 billion in 2007 to €13.9 billion in 2012. One year after overtaking display advertising as the dominant online advertising format in Europe, paid search continues to grow faster than any other segment of the market and the study forecasts that paid search accounts for 43 percent in 2007 before growing to 49 percent of Western European online ad spending in 2012. Jupiter Research also forecasts that online classified ad spending in Europe will increase 13 percent in 2007 to € 1.7 billion, and will account for 22 percent of online ad spending.

Finally, JupiterResearch found that the increasing popularity of social media and the relatively large number of impressions generated by social media sites will create rapid growth in display ad inventory across Europe over the next five years. The study states that video will grow faster than any other creative over the forecast period, increasing more than ten-fold from €87 million (4% of display ad spending) in 2006 to € 929 million (20% of display ad spending) in 2012. JupiterResearch expect future growth to be driven largely by in-stream ads, as Europeans increase their consumption of online video content and advertisers act upon their relatively greater interest in this format. The study states that by 2012, rich ad formats (e.g., rich media, video) will account for more than one-half of European display ad spending.

[Watch the European Online Advertising in PDF](#)

Subscribe to this [newsletter](#) / [Unsubscribe](#)

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,
Pernille Hegnholt

Head office: GoViral, 8 Percy Street, London, W1T 1DJ, UK