

# Controversial clip from Diesel and Power to the people

Dear Everyone,

In this month's edition we will have a look at three different campaigns which is Diesel's SFW XX campaign to celebrate their 30th anniversary, Samsung's Omnia (i900) Unboxing clip and last but not least we will have a look at the popular clip from EA where Tiger Woods is walking on water. In the monthly insight we will take a look at a study made by Universal McCann. The study demonstrates the continued growth of social media and the impacts of this are huge.

Enjoy!

## Diesel SFW XXX

In September Diesel and The Viral Factory collated clips of 80's porn in a humorous new video to celebrate Diesel's 30th anniversary. The clip is titled SFW XXX - short for "safe for work", the opposite of NSFW or "not safe for work" - an acronym used to tag porn online. Diesel's anniversary was on October 11 and the content ran for 24 hours in 17 cities around the world. The campaign's controversial nature created and brought huge amounts of attention, but did Diesel tread on thin ice? It begs the inevitable question of far can you go and what limits of controversial is acceptable? The campaign added amusing animations and used toned down sound effects and these tongue in cheek effects were instrumental in creating a far more tasteful and amusing version of the potentially inappropriate scenes. At the end of the day, the campaign is a great example of how to strike a balance between creating attention and conversation without overstepping the mark. Whether or not it is good branding for Diesel can be discussed but the fact is that the clip has been viewed more than 5 million views alone on Break speaks for itself.



Watch the GREAT clip [here](#)

## Samsung Omnia (i900) Unboxing

Every now and then you come across something you have never seen the likes of before. That is the best way to describe this viral. The 'real life' quality of the acting, gives this clip a more genuine viral approach in connecting with its target audience. The U.K. based Viral Factory produced the clip and in August, Samsung launched this short video disguised as an "unboxing" video. The "unboxing" genre is a trend where fans and bloggers record themselves opening their new gadget for the first time. The great thing about this clip is that it's a spoof to the often anticlimactic "unboxing" genre. This clips spin is the parade of a miniature marching band and baton-twirling ladies who springs forth from the high-tec box and it all led to an unveiling of Samsung's new Omnia i900 cellphone. This is truly a great production and a great twist in the usual unboxing video which the fans also seem to think. After only three days the video had been viewed more than 650,000 times on YouTube.

Watch the great unboxing video [here](#)

---

## EA – Tiger Woods 09 – Walk On Water

Game trailers usually turn out to be very popular as there is a huge community of active and engaged gamers online. Previously we have seen clips from Halo, Battlefield and Fifa Street do extremely well. Now Electronic Arts has made a game trailer which turned out to be a real viral success, by incorporating the response from a fan. The game trailer is a video response to [this](#) YouTube video, posted by a fan a year ago. In the video the fan highlights an error in the EA Sports game Tiger Woods PGA Tour '08 where we see how the Tiger Woods character stands on water and slices the golf ball into the hole, the fan named it "the Jesus shot". In the new trailer for the 09 version of the game, EA responds to the video stating it was not a glitch, Tiger Woods is "just that good". The Portland, Ore.-based Wieden+Kennedy ad agency managed this campaign and have truly made a viral success. By activating the context and connecting to users by responding to a video posted by a fan allows the users themselves are becoming an interactive part of the Tiger Woods gaming community. The video has generated over 1.9 million views on YouTube in just ten days since it was uploaded.

Watch how good Tiger Woods is [here](#)

---

## Insight of the month: Power to the people

Universal McCann is presenting this global research into the impact of social media. With this research, McCann measures consumer usage, attitudes and interests in adopting social media platforms and it the largest exploration of its kind. It aims to provide the facts behind the hype. The study demonstrates the continued growth of social media and the impacts of this are huge.

Some of the overall conclusions of the study are:

- Consumers are moving to on-demand media such as video clips.
- The role for advertisers and brands has never had so much potential – branded applications, content and services all offers huge potential in social media.

The research shows that video clips continue to grow massively. More than 30 per cent watched video clips online in 2006 before growing to over 80 per cent in March 2008. And more of 20 per cent watch video clips online every day. This huge growth of interest for video clips is thanks to the continual rise of video sharing sites and users embedding video clips on social networks, blogs and web pages.

An interesting point in the study demonstrates is that social networks have evolved significantly in the past year as they move to become open platforms that support all your internet needs. The study finds that 57 per cent have joined a social network and that is making it the number one platform for creating and sharing content. In continuation of this, the study finds that 22 per cent have uploaded videos. This means that social networks are grabbing even more of our internet time and that's why brands and content producers must be active inside them. The study states that for advertisers to cut-through the clutter, they need to do relevant and ideally work inside the network, by bringing users to branded pages, applications or connecting them with content. Branded pages in social networks need purpose to create engagement. Just putting a brand on a page serves little purpose. Create content, use it to replace or compliment campaign micro-sites but most of all make it engaging.

View the whole study [here](#)

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