



Seven Strategies for Surviving the Downturn and Life's for Sharing

Insights for the recession, as well as Saatchi & Saatchi's Life's for Sharing campaign and viral pearls from Audi and HP.

Dear Reader,

This month, we have compiled a treasure chest of industry insights from eMarketer and a brilliant case study of T-Mobile's Life's for Sharing campaign from January. We also have two other campaigns that, each in its own way demonstrates how the digital platforms can be utilized to engage your audience.

Enjoy!

T-Mobile: Life's for Sharing

Saatchi & Saatchi's latest ad for T-Mobile was on air less than 48 hours after being filmed at London's Liverpool Street station, where 350 dancers performed routines as commuters passed through the concourse. Leaving little time for post-production or editing, the campaign has a strong focus on the content of the launching video, but also on user generated videos – filming the dance event from their own 'point of view', literally.



The content is obviously brand marketing, but it actually also serves as a platform for a product launch. T-Mobile just launched the T-Mobile G1, in collaboration with Google. The phone features a rich abundance of modern day functionalities, including touch screen, full QWERTY keyboard, and all web functionalities. The phone is optimized for Google applications, and is a prime example of how mobiles and the internet converge today, allowing the user to always be on.

The campaign fully exemplifies how phones can be brought even further into our everyday lives by sharing important or relevant experiences with friends and family. The idea is that people can film something they discover on the go, upload to YouTube in an instant, and chat with friends about it 10 seconds later.

As Lysa Hardy, head of brand and communications at T-Mobile, said: "*Dance' brings to life the fact that there are often unexpected, wonderful, exciting things that happen that you want to be able to share with your friends and family.*"

Some brief metrics demonstrate the popularity and effect of the campaign. At the time of writing (approx. one month after launch), the T-Mobile channel on YouTube has 1,500 subscribers, more than 350 comments and 750,000 channel views. The channel links to a product channel, which features fine detail material on the G1, direct user communication (one-to-one and user-to-user), as well as a fully equipped G1 Emulator and much more. Further, interviews, extras and background all contributes in making this a very integrated campaign, where users are bound to get a positive experience, while exploring the brand.

The campaign is simply very intelligently put together and shows a very high degree of brand integration. The product and brand are not just placed in a context, where they don't belong. They are featured in a natural setting and the campaign actually provides meaningful content for the users.

Watch the Life's for Sharing videos [here](#)

Watch the G1 product channel [here](#)

Audi: San Francisco Street Skiing

A couple of years ago, Olympic ski champion Jonny Moseley and his buddies transformed one of San Francisco's steepest streets into one of the strangest king-of-the-hill competitions yet. It took about 400 cubic metres of snow to build a usable slope, but did also create an event to be remembered.



The difference between Moseley's publicity stunt and Audi's new campaign is simply snow. Moseley had it and Audi doesn't. But that does not make the attempt to ski down the hills of San Francisco any worse. On the contrary. It has the original rebel viral scent written all over it.

Initially, a viral clip was launched to grow interest and attention online. Audi had also produced a TVC to be launched at a skiing event. The TVC was made for the television screen and the more passive mode of the TV audience, but proved to be a strong piece of content that could also be adopted in the digital

environments. Audi therefore decided to include it in their online campaign as well. After one month, the TVC was released to further engage the target group and strengthen their interest in the crazy skier from San Francisco.

Another interesting feature about this campaign is the difference in format and its effect on the content itself, in terms of style and length. Interestingly, a TV clip can sometimes be used online, but the opposite would probably never work. Check it out for yourself and weigh out the difference.

Yet another nice feature in the campaign is the webcam based experience on the campaign website – Urban Carving Driving Experience; where users can ski down the hills of San Francisco on their own.

Watch San Francisco Street Skiing [here](#)

Watch the TVC [here](#)

Try speeding downhill [here](#)

HP: Touchsmart Notebook

A simple stroke on HP's new TouchSmart tx2 unleashes a new world of notebook interactivity, making file access and navigation through music, photos, TV shows and movies an immersive experience. The laptop features capacitive touch, which enables more accurate input and distinguishes between a finger and a palm on the display to intelligently disregard accidental brushes or swipes. The touchpad also accepts simultaneous input, so you can use both hands to crop or move photos.



In short, a very cool product with an even cooler video. HP created a video designed to express the technological possibilities of their laptop in an everyday situation. Imagine how it would be, if you could clean up your room in an instant, sort of if you were controlling the desktop of a click 'n drag laptop. Nice and easy. It's very difficult not to at least check out prizes after this video.

Watch the video [here](#)

Digital Marketing Now: Seven Strategies for Surviving the Downturn.

Geoffrey Ramsey, CEO of eMarketer, released a white paper in October, 2008 that we want to share with you. Ramsey analyses the marketing arena in light of the financial downturn and has a look at what the future might bring for modern day marketing. He argues that because many of the traditional offline media are somewhat suffering, this might be yet another breakthrough for the online digital formats. Ramsey suggests seven strategies for capturing, engaging or securing the consumers in online environments. We have prepared a very brief skim reader for you.

The Trust Factor

One of the main issues in a time of recession is fear and lack of trust in the future. The problem with fear, of course, is that it is self-perpetuating. As psychologist and author Judith M. Bardwick explained in the September 29, 2008, issue of Fortune, [What's so insidious about the cycle of fear is that] as people try to gain some sense of having control through knowledge, they increase their fears and sense of vulnerability by seeking out and therefore exaggerating the bad news. In this way, the psychological recession is self-fulfilling. Ramsey's strategies should hopefully provide us with an increased sense of optimism in that we can actually control some elements of what is going on around us. But first, a brief look into what we can expect from the online growth.

Reallocation of Marketing and Media Dollars

"In a downturn when your ad dollars get restricted, you move them into areas that are more direct and measurable."

Ashutosh Srivastava, chief executive, WPP Groups Mindshare Asia, as quoted in the Wall Street Journal, October 20, 2008.

US Online Advertising Spending as a Percent of Total Media Advertising Spending, 2007-2013

2007	2008	2009	2010	2011	2012	2013
7.6 %	8.7 %	9.9 %	11.4 %	13.5 %	15.9 %	18.3 %

Note: eMarketer benchmarks its US online advertising spending projections against the Interactive Advertising Bureau (IAB)/PricewaterhouseCoopers (PwC) data, for which the last full year measured was 2007. Source: eMarketer, August 2008, 097147

Marketers should rightly ask, What is behind the relatively bullish projections for online ad spending, especially when most traditional media are taking the financial equivalent of body blows? The answers are:

- The Internet is inherently more measurable, accountable and usually less expensive than traditional channels.
- The Internet allows for better, more-granular targeting than other forms of media, and that reduces media waste and can save valuable marketing dollars.
- The Internet is interactive, thereby allowing for a higher degree of engagement with prospects and customers.
- The Internet is accounting for a larger and larger share of total media time, particularly among younger consumers; numerous studies demonstrate that teens, millennials and other younger cohorts are spending more time online per week than they are watching television.

Unlike any other medium or channel, the Internet allows marketers to reach consumers throughout the entire buying cycle from initial awareness through information gathering to sales and post-sale feedback and support.

With the recession well in progress, the financial situation forces marketers and advertisers to once again bring a strong focus on ROI and cost-effectiveness of their marketing expenditures and activities. It is no longer time to invest heavily in marketing channels or risky ad-ventures that may or may not prove to engage our audiences. But maybe the recession is not all bad for marketers. Although it might challenge us at the present moment, it may also force us to optimize our marketing efforts and engage our audiences, when competitors might not have the stomach to do so, which can lead to a stronger brand position and gains in market shares when the downturn ends.

If you have an hour or two, we suggest that you read "The Seven Strategies for Surviving the Downturn" [here](#). We would like to thank Geoffrey Ramsey for sharing his analysis and allowing us to use it in this February edition of the Viral Radar.

That was it for this February newsletter from GoViral. If we have provided you with just a little optimism or willingness to improve or expand your online activities, we have reached our ambition.

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Kind regards,

Frederik Thestrup, Editor

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