



NEW COMMUNICATIONS FORUM
CONFERENCE & EXPO 2007
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Viral Marketing: It's the Message, not the Media

Andy Abramson, Susan Getgood, Gary
Goldhammer & Chris Heuer
Thursday, March 8, 2007

Agenda

- Defining Viral Marketing (Susan)
 - Cases (Andy, Chris & Gary)
 - Discussion (Everyone)
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Viral Marketing =

- Viral

- An idea has the POTENTIAL to “go viral”

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- Marketing

- A defined business objective
- Example: Weird AI

<http://www.youtube.com/watch?v=-xEzGluY7kw>

Message, not Media

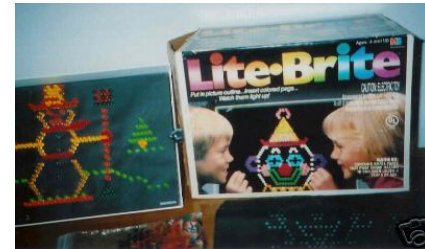
- The key is the GOOD idea
 - A breakthrough idea will spread regardless
 - A good, even mediocre, idea benefits from stellar execution
 - A bad idea... is a bad idea
 - No matter how slick the video is....
 - No matter how much money you spend
 - Men With Cramps <http://www.menwithcramps.com/>
-

YouTube....

Viral Marketing's Typhoid Mary?

Ethical considerations

- Lightbrights on bridges
- Full disclosure



Take Your “C”

- Community
 - Compelling

 - Comedy
 - Charity
 - Contest
-

Examples

- ❑ Will it blend?

http://www.youtube.com/profile_videos?user=Blendtec&page=1

- ❑ Campbell's Chunky Click for Cans,

<http://www.chunky.com/clickforcansvote.aspx?showresults=1>

Case Studies

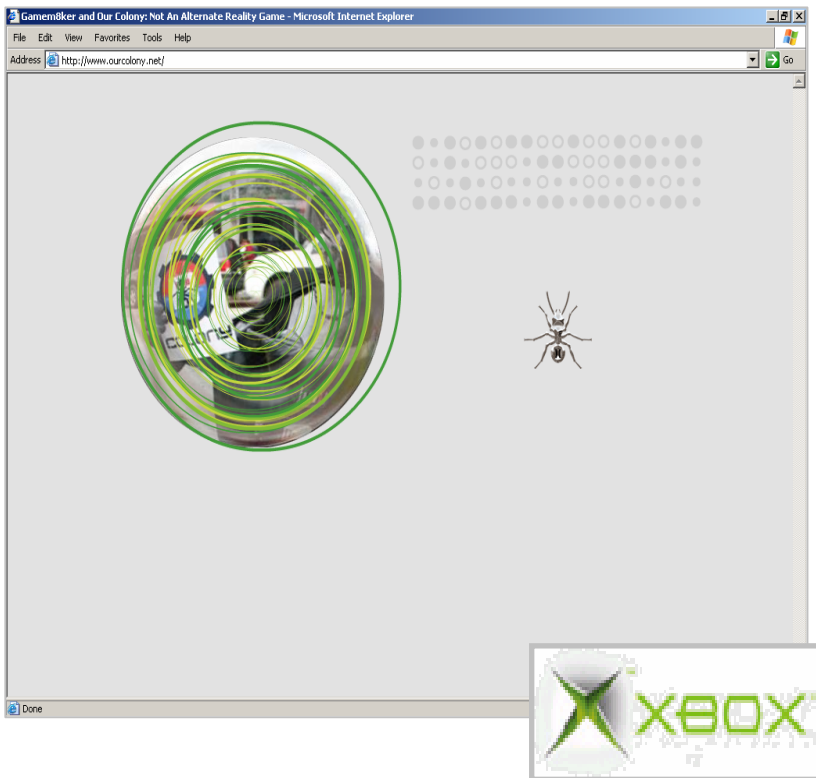
- Google
 - Coca Cola & Mentos
 - XBox Colony
 - AXE
 - Miller's Beer Cannon
-

Google: The Medium is the Marketing

■ Google

- It's Viral By Nature
 - Google users tell other people to use Google _____
 - It markets to its audience by itself
 - Google's own media costs nothing
 - It only spends to build brand/mind share
 - How often do you see a Google "ad"
 - Google uses the media, the audience and the users
 - It is part of our "language" in every language
 - Who hasn't suggested they Google something
 - Each new Google app is marketed by Google, on Google, to Google customers
 - A self inventory comparative is the cable industry
-

Microsoft/Xbox



- Generated a groundswell of anticipation for the launch of the new console within the hardcore gaming community
- Created a fun, authentic intellectual treasure-hunt game, Colony, that encouraged collaboration among gamers, could grow organically, and would ultimately reward “winners” by providing them access to a pre-launch video with Xbox creator, Jay Allard
- The Colony game encompassed 16,000 teams and 110,000 individual players who were actively engaged during this two-month program
- Xbox 360 received 746,012 site visits on the night of the preview Webcast and within a few days had hit 1 million. The site achieved an incredible 165,503 Webcast downloads/streams from launch until the following morning, far surpassing the original goal of 50,000

How Colony Worked



Street art in 20 cities worldwide



That eventually unlocked a 7 minute web cast premiering hours before the “official” unveil



Led gamers to a cryptic website hosted by “gamem8ker”



Where they formed up “colonies” to solve daily online and offline challenges



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THE GAMEKILLERS



GROUP MODERATOR:
FORBIDDEN

VIEW MORE PICS

CONTACTING THE GAMEKILLERS

- SEND MESSAGE
- FORWARD TO FRIEND
- ADD TO FRIENDS
- ADD TO FAVORITES
- INSTANT MESSAGE
- BLOCK USER
- ADD TO GROUP
- RANK USER



THE GAMEKILLERS

There are people out there whose sole mission in life is to cause you to blow your cool and lose the girl. They are **THE GAMEKILLERS**.

Hey there, thanks for checking us out! Since I often get asked for dating advice on my profile, I was very excited when AXE invited me to host this group! Trust me - I know it's crazy out there in the dating world especially when there are "known enemies" who are scheming against you around every corner. You know who I'm talking about... those hook-up preventers who block your chances of scoring. We call them Gamekillers. In this group, we'll share hook-up stories and "call out" scheming friends, and I want to hear from you! We've already identified 14 different types of Gamekillers, but we want to know what kind of Gamekillers you've met. Are they even lurking here on MySpace? What's your best defense against them? How do you keep your cool and does it help you win the girl in the end? Take the first step by finding out how Gamekiller proof you are with the quiz below. Good luck and see if you can beat my score -- I'm 100 percent Gamekiller proof! Some have even said I'm The Pace Car! :-)





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Whether it's a smile, wink, or just that look she gives - guys love it when they connect, or "click" with a girl. And since all guys want to "click" with the ladies, why not learn from the best - LUDACRIS.

AXE Clix is the newest way AXE helps guys "click" with more girls. That's why they hooked up Jason Newman, a young music freelance, with a sweet internship - Almost Famous-style.

Read all about Jason's experiences on tour with hip-hop superstar Ludacris. Jason's got all the access! He's got backstage passes at the shows and his very own throne on the AXE Clix Tour Bus - the ultimate place to "click" with the ladies...

Jason wants to share the inside scoop about the real Ludacris tour. Want the 411? Come and get it...

ADD TO FRIENDS FORWARD TO FRIENDS ADD TO FAVORITES ADD TO GROUP





About Jason Newman

Age: 27
 Hometown: New York City
 Occupation: Music Journalist
 Status: Single
 Looking For: Fan Girls that are Cute and ClixWorthy!

Desktops:

Choose your Wallpaper!

800x600 800x600

Discussion

Contact Us

- Andy Abramson
 - aabramson@comunicano.com, 858 523 1800
 - Susan Getgood
 - sgetgood@getgood.com, 978 562 5979
 - Gary Goldhammer
 - gary.goldhammer@edelman.com, 714 749 8967
 - Chris Heuer
 - chris@socialmediacclub.com, 408 834 0884
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