

GOING VIRAL

What your SME can learn from famous viral campaigns

Viral marketing remains one of the most difficult practices for any brand to master, but even an SME could take the world by storm if their campaign ticks all the right boxes. Read on to find out more...

RAGGEDY ANN

1918

A US toy company produces the 'Raggedy Ann' doll based on a popular children's book. It takes the nation by storm thanks to a tie-in promotional effort.



KEY THEMES:

- Tied in with a pre-existing product
- Chose its target market carefully and stuck to it
- Encouraged the media to get involved with product
- Was open to collaboration with other media

KEY LESSON:

Link your campaign with something already popular with the public, such as a movie or TV show.

DID YOU KNOW?

Raggedy Ann dolls turned over \$20m a year - or \$500m in today's money - around the same amount it would cost to build The Shard every year.

3M BOISE BLITZ

1978

3M decides to give away Post-it Notes to office managers in Boise, Idaho, as part of an attempt to improve sales across the US.



KEY THEMES:

- Products given away for free to attract interest
- Businesses became dependent on the product and word quickly spread
- Once 3M began charging, offices became so attached to Post-it Notes, they had no problem paying for them

KEY LESSON:

Don't be afraid to give your product away for a limited period of time.



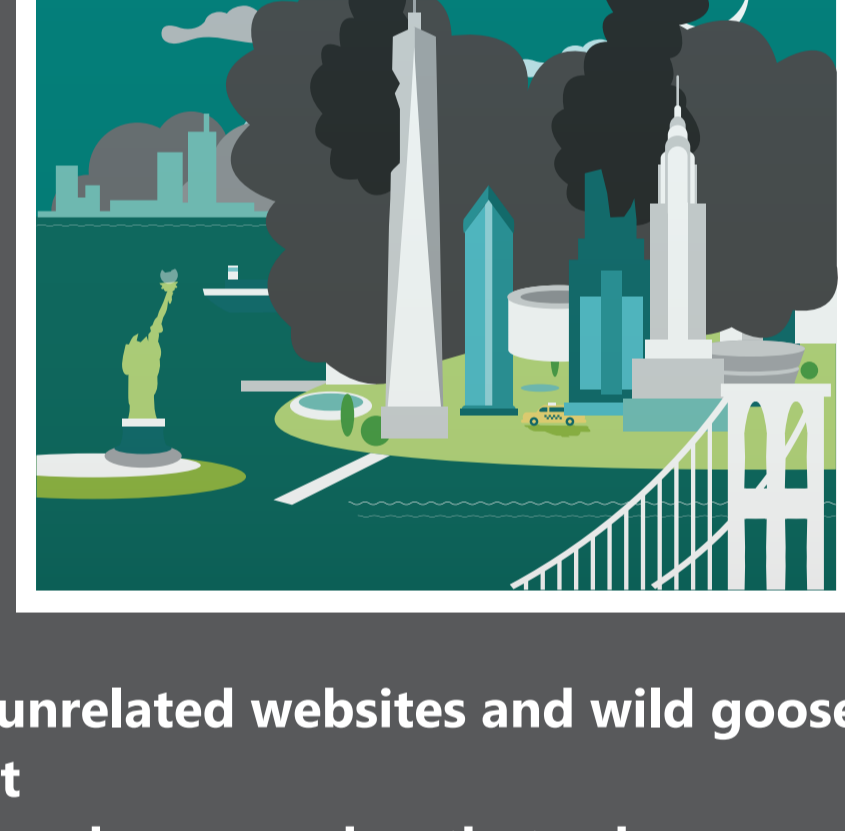
DID YOU KNOW?

90% of those given Post-it Notes as part of the Boise Blitz said they would buy a pack for their office.

CLOVERFIELD

2007

J.J. Abrams production company creates a number of fake products and websites that hint at the subject of his upcoming movie.



KEY THEMES:

- Teased audience with unrelated websites and wild goose chases to build interest
- Released a trailer with a phone number that, when rung, had a voicemail message of a monster roaring
- Generated a cult following that led to box office success

KEY LESSON:

Don't be afraid to be cryptic if your product fits the bill



DID YOU KNOW?

Cloverfield generated \$170m from a budget of \$25m

BARACK OBAMA '08

2008

Barack Obama's 'Hope' slogan captures the public's imagination and helps him to beat John McCain in the 2008 US presidential election.



KEY THEMES:

- The first aggressive use of online social media in a political campaign
- #Hope spread across Twitter, energising Barack Obama's target voter base
- The Hope slogan printed on merchandise helped fund Barack Obama's campaign

KEY LESSON:

A cleverly-created hashtag that suits your target audience can produce amazing results



DID YOU KNOW?

Over 200,000 events were organised through Obama's social media campaign

BAUMGARTNER'S JUMP

2012

Red Bull decides to fund and fund Felix Baumgartner's freefall jump from the edge of space as part of an attempt to renew its extreme sport credibility.



KEY THEMES:

- Backing a large, very public, event that will generate online interest
- Was livestreamed online with extensive social media support

KEY LESSON:

Back a public stunt or campaign that resonates with your target audience

DID YOU KNOW?



Over 8 million people watched Baumgartner's jump live on YouTube - the same number as Switzerland's population

Sources: <http://youtube-global.blogspot.ca/2012/10/mission-complete-red-bull-stratos-lands.html>, <http://www.raggedy-ann.com/patty.html>, http://solutions.3m.co.uk/wps/portal/3M/en_GB/Post-Its/Post-It/Solutions/History/, <http://www.boxofficemojo.com/movies/?id=cloverfield.htm>, http://www.pewworld.com/article/153628/barack_obama_online.html

