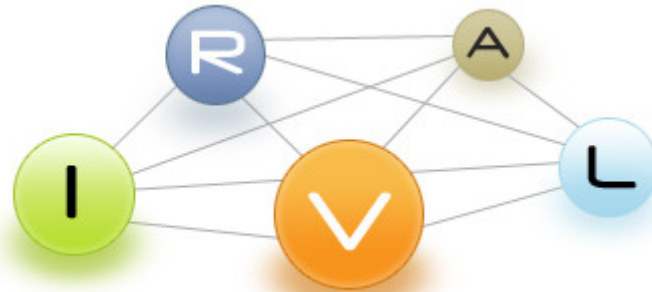


clayology



“Viral marketing is like succeeding in Hollywood: every actor wants to do it, only a few succeed.”

Lets understand why viral marketing is becoming the most considered method of advertising for corporate world wide at this time of recession. Also, how is it going to save a lot of money for your clients and company by partnering with clayology.com .

Viral Marketing

- An attempt to deliver a marketing message that spreads quickly and exponentially among consumers.
- Today, this often comes in the form of an email message or video.
 - Contrary to alarmists' fear, viral isn't evil. It isn't dishonest or unnatural.
- At its best, it is word of mouth enabled, and at its worst, it's just another interruptive marketing message.
 - Example:
<http://www.virginmobile.com>
"Richard Branson is naked"

Viral Marketing > Key Ingredients

Like succeeding in Hollywood

- Everyone wants to do it, not everyone succeeds
 - There is no guarantee recipe for instant success but...
Key ingredients for the success stories were
 - Huge fun factor, new factor, intriguing factor, sexy factor
Creative copy writing and visuals.
 - You should look cool when forwarding to friend
Easy to forward.
 - Praise should go to you as forwarder for finding it!
Cool and easy to summarize story.
 - Energy and drive of posters is crucial.
- Selected and motivated underground posters working day and night
– Credible look&feel (professional amateurism)
Rumour should be believable; people are credible, corporations not.

Viral Marketing > Definition

- Definition
- Viral ads are online promotional campaigns that (hopefully) spread "like a virus." One minute nobody's heard of it, next minute, it's everywhere.
 - Characteristics:
 - Facilitates and encourages people to pass along a marketing Message

- Viral marketing depends on a high pass-along rate from person to person. If a large percentage of recipients forward something to a large number of friends, the overall growth snowballs very quickly. If the pass-along numbers get too low, the overall growth quickly fizzles.
- If successful, it spreads like a 'virus' and grows exponentially

Viral Marketing > What is not

- Evangelism marketing
- Your customers love you so much that they will tell others about you. Highly profitable and targeted, but also fairly focused and controllable.
- Influencer marketing
- Tightly targeted campaigns, often conducted offline, to get a very small, highly-influential demographic/psychographic to use your product, hoping the masses will then copy them slavishly.
(Celebrities, ultra-trendy youth, ...)
- Buzz marketing
- A type of PR whereby you engage in either publicity stunts or plant content (Blogs, articles, message board postings) hoping to get a "buzz" generated about your brand. Often used as part of the "seeding" campaign to help get the word out about a new viral ad.

Viral Marketing > Differentiators

- Key: unless you're actually marketing a related entertainment or charitable brand, most viral ad campaigns aren't focused on the brand itself.
- Campaigns may raise sales or otherwise help your brand as a by-product. But, the main focus of the campaign is on the creative -- the thing that's so neat-o that people feel compelled to spread the word.
- The heart of a viral ad campaign is the content. People don't spread the ad because they love your brand, they spread it because they can't help but adore your content. They're not evangelists serving you, they are self-serving.

Viral Marketing > History

- 1995-2000
- Hotmail went from zero to 30 million users with a then-revolutionary viral email ad
"Get your own free email at hotmail.com"
- 2001-2003

- During the worst days of the dot-com-bust when no one could afford any other kind of online advertising.

- 2004-2005

- Advertisers wanting to break through increasing clutter while appealing to "cool" consumers who otherwise hate ads.

Viral Marketing > Human Motivators

Successful viral ad promos appeal to any one (or all three) of these basic human motivators:

– Entertainment

- Fun, humour, games, quizzes, videos, songs... anything to pass the time not working.

– Greed

- Sweeps entries and other free offers.
 - "Limited free stock" vs rest of catalogue for sale.

– Charity (and/or fear)

- You can help save the world. Ask all your friends to sign this online petition/buy this item/visit this Web page daily... etc.

Viral Marketing > Why?

- Because consumers growing tired with advertising.

- It's the same reason why product placements in movies, TV and videogames are so hot right now.

- It's a way to put your brand in a context that consumers feel good about. (Instead of an ad they want to zap.)

- Standing out in a cluttered world

- Uniqueness catches the eye

- Position your product in an original, creative way

- The possibility of outrageous reach

- If your campaign is a viral hit, you'll reach far more people than you ever dreamed possible.

- Campaign can "go viral" ... exploding to hundreds of thousands of viewers.

Viral Marketing > Typical Elements

- Give away products or services
- Effortless communication to peers
 - Scalability
- Exploits common motivations and behaviors
- Utilizes existing communication networks
 - Use others' resources

Viral Marketing > The Maths

- The critical factors:
 - likeliness to forward
 - amount of friends forwarded
 - Studies reveal
- 25% of people sometimes forward messages
 - 75% never does (your handicap)
 - Exponential growth-rate:
likeliness to forward * number of destinies > 1
 - Examples:
 - **25% * 4 friends = 1 = status quo effect**
 - **10% * 8 friends = 0,8 = no exponential**
 - **15% * 10 friends = 1.5 = exponential effect**
 - **5% * 20 friends = 0.8 = not exponential**

Viral Marketing > Reasons to forward

An online survey revealed the following reasons to forward:

1. Make people laugh
2. Recommend something
3. Competition (join or help you win)
4. Earn you some money / reduction
5. Call for charity, noble cause
6. Join a petition
7. Sex
8. Prank
9. Self appreciation
10. Chain mail

! Any of the above can be marketing vectors for your product.

Viral Marketing > Tips

- Encourage forwarding and do so both explicitly (asking) and implicitly (showing how-to)
 - Allow broadcasting via email copy/paste of groups of emails
 - Play on group/tribe factor appeal to their drivers/motivators/group characteristics
- Look for news events / hot topics as carriers
- Make sure that both forwarder and recipient get bonus
 - Forwarder should look cool / get praise
 - Recipient should laugh / be entertained
- Make sure that recipient can become new forwarder
 - Easy forward link
 - Light or no personalization

Viral Marketing > Checklist

1. Plan the campaign
2. Define objectives: buzz or traffic
3. Research the audience - where and how to stimulate
4. Timing and phasing
5. Seed the viral spread
6. How to stimulate e-influencers & drivers
7. Measure and monitor
8. Attachments sizes and forwarding mechanisms
9. Incentives and legalities
10. Follow-up the campaign

Top line guidelines to getting it right

Three key factors will increase the likelihood of a successful online viral marketing campaign:

1. Appropriate wow factor material that users want to seek out, talk about and pass on of their own freewill
2. Appropriate specialist seeding to places where users already gather
3. Strategically planned use of the technique as a means to an end
! Online viral marketing is definitely shaping up as a credible, strategic synthesis between word-of-mouth techniques and topdown advertainment-style approaches to brand marketing.

Used wisely, with a strategic end goal in mind, it can be a key

success driver within any brand's overall marketing activity.

Quotes

- “Our ongoing series of online viral marketing campaigns have proven their value in providing high brand exposure to a wide-as-possible audience, and ultimately contributing to car sales.”

Steve Jelliss, CRM Manager for Mazda Motors (UK)

- “Online viral marketing is best used not as a one-off tactical end in itself, but as an integrated strategic part of the overall marketing mix. It's a means to an end whereby it not only generates buzz, but also provides ongoing, quantifiable brand benefits, such as increased awareness, peer-to-peer endorsement and ultimately more sales.”

James Kydd, brand director for Virgin Mobile

Word of Mouth (WOM)

- The most powerful medium on the planet.
- It's the actual sharing of an opinion about a product or service between two or more consumers.
- It's what happens when people become natural brand advocates.
- It's the holy grail of marketers, CEOs and entrepreneurs, as it can make or break a product.
- The key to its success:
 - it's honest and natural.
 - Example:
<http://www.segway.com>

Buzz Marketing

Buzz Marketing

- An event or activity that generates publicity, excitement, and information to the consumer.
- It's usually something that combines a wacky, jaw-dropping event or experience with pure branding, like tattooing your forehead.
- If buzz is done right, people will write about it, so it essentially

becomes a great PR vehicle.

– Buzz marketing typically includes one shot of adrenaline and a chaser of product information.

– Example:

<http://www.subservientchicken.com>

Viral through Online Video

Viral Marketing > Success stories

<p>Dreamteam Bets</p>  <p>www.dreamteamfc.tv</p> <p>1 million visits in 2 weeks</p>	<p>Trojan Condoms</p>  <p>www.trojan.com</p> <p>35 million views in 3 months</p>	<p>Hamlet Cigars</p>  <p>1 million visits in 1 week</p>
<p>MTV</p>  <p>www.mtv.co.uk</p> <p>280'000 ecards in 3 weeks</p>	<p>FORD KA</p>  <p>200 sites have copied the clip!</p>	<p>Kozaks Game</p>  <p>Top50 > Top10 in 1 year</p>

Video Viewing HUGE

•141 Million Americans viewed online video in December 2007 alone

10 Billion Videos Per Month

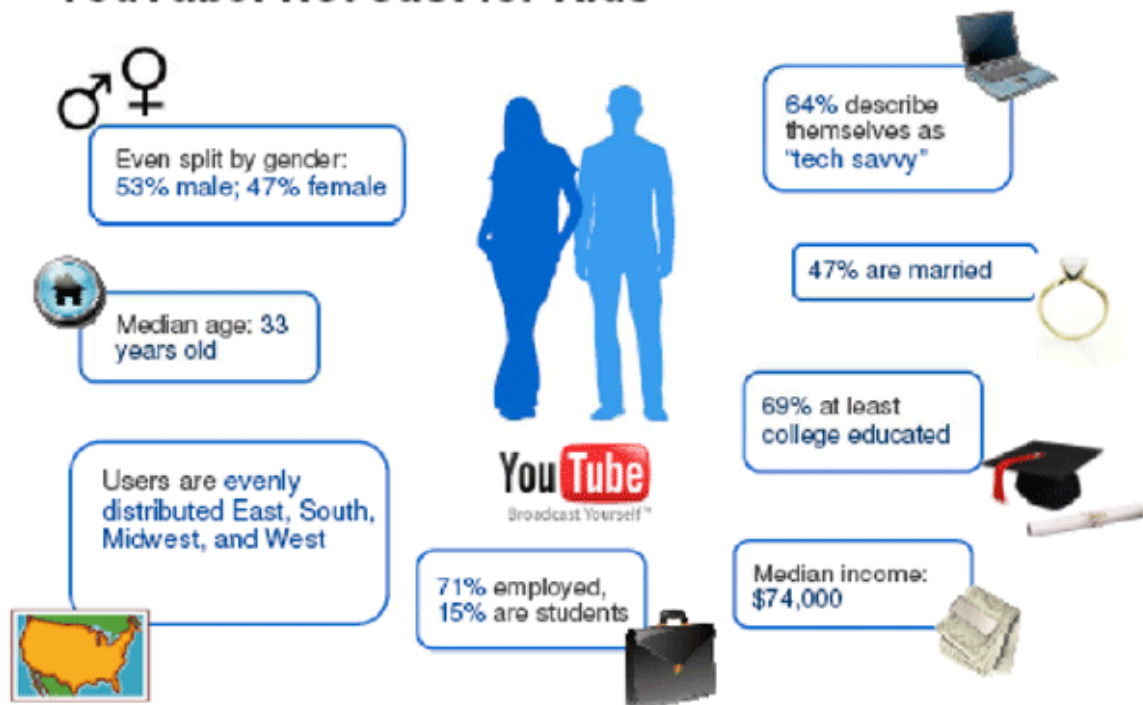
- “US internet users watched over 10 billion videos online in December 2007”
- YouTube: 3.2 billion

- Fox Interactive: 358 million
 - Yahoo: 340 million
 - MySpace: 334 million

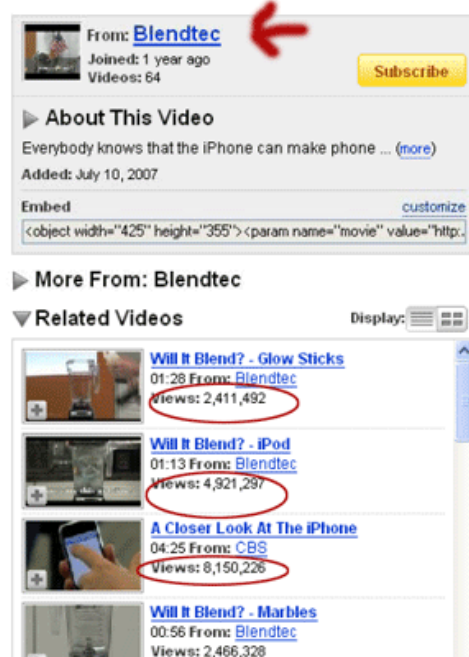
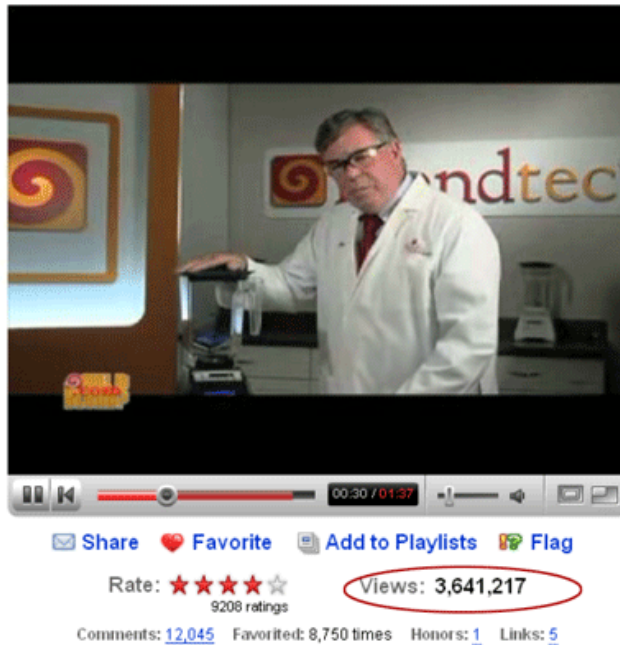
5 Billion Views On Normal Sites

- Most of those are embedded videos on people's sites and blogs

YouTube: Not Just for Kids



Will It Blend? - iPhone



The internet is one of the largest platforms for live action advertising, and both traditional ad formats and newer campaigns such as viral ads are being increasingly used by the largest clients in order to get their messages not only to core demographic of the young early-adopter, but also to increasingly wider audiences.

Benefits

- Larger firms are increasingly using the internet to stream live action advertising. Importantly, this is often in active rather than passive situations: audiences are invited to click and view adverts that they would ignore on the TV (such as the Baileys ads, see case study below).

Online video occurs all over the web. The most notable are the dedicated sites, such as **YouTube**, **MySpace**, **Atom Films** etc., and the pre-roll advertising screens which appear on the main and home pages of the high-traffic internet sites.

YouTube

More than 100m videos are watched and 65,000 uploaded every day on YouTube

Many brands have started seeding ads on YouTube,

with Microsoft, Coca-Cola and Sony just some of the brands involved

Youtube features online video and viral games as well as traditional ads.

Viral Advertising (Video)

Online videos are part of the viral advertising phenomenon – as soon as a video is forwarded to a friend (and most of the online video sites have dedicated ‘share’ buttons) the video becomes viral.

Videos which are sent by friends to friends are likely to be viewed with the consumer’s full attention – if your friend likes it, chances are you will too. A video sent to me by a friend for OK GO has been viewed over 11m times.

Another definition of viral advertising: **Viral marketing** and **viral advertising** refer to marketing techniques that use pre-existing social networks to produce increases in brand awareness, through self-replicating viral processes, analogous to the spread of pathological and computer viruses. It can often be word-of-mouth delivered and enhanced online; it can harness the network effect of the Internet and can be very useful in reaching a large number of people rapidly.

Viral marketing sometimes refers to Internet-based stealth marketing campaigns, including the use of blogs, seemingly amateur web sites, and other forms of astroturfing, designed to create word of mouth for a new product or service. Often the goal of viral marketing campaigns is to generate media coverage via “offbeat” stories worth many times more than the campaigning company’s advertising budget.

The term “viral advertising” refers to the idea that people will pass on and share interesting and entertaining content; this is often sponsored by a brand, which is looking to build awareness of a product or service. These viral commercials often take the form of funny video clips, or interactive Flash games, an advergame, images, and even text.

Viral marketing is popular because of the ease of executing the marketing campaign, relative low-cost (compared to direct mail), good targeting, and the high and rapid response rate. The main strength of viral marketing is its ability to obtain a large number of interested people at a low cost.

The hardest task for any company is to acquire and retain a large customer base. Through the use of the internet and the effects of e-mail advertising, the business-toconsumer (B2C) efforts have a greater impact than many other tools of marketing. Viral marketing is a technique

that avoids the annoyance of spam mail; it encourages users of a specific product or service to tell a friend. This would be a positive word-of-mouth recommendation.

One of the most successful perspectives found to achieve this customer base is the integrated marketing communication IMC perspective.

What Clayology.com offers?

Clayology is a Clay Animation Studio with strong Online Marketing Expertise in New Media like Web 2.0, Social Media Optimization and Performance Based Marketing Online.

Clay or Stop Motion Animation

One of the most unique and interesting form of animation

Is a humorous form and therefore viral by nature

Clay Animation holds more attention as one it is unique and second has a novelty factor. It can be even termed niche.

In spite of the fact that it has been one of the earliest form of animation, clay was not more visible cause' it requires specialized talent, is time consuming, is labour intensive and therefore more expensive.

□ Clay Animation is also unique as they are not fully computer generated. They are hand made and cannot be replicated easily. Rather replicating one model is next to impossible.

International clay icons such as hit animated flicks like *Chicken Run* and *Wallace and Grommet*, claymation has so far been Hollywood's forte.

In India, Clay animated Poga, a series on MTV that spoofed alternative healing therapies. Channel V mascot - Professor Sodhi aka Simpoo. The Amaron ad featuring the clay figures of a hare and a tortoise and the ICICI icon, 'Chintamani'.

Clay Animation and Online Marketing Strategies like Viral Marketing, Webisodes, Mobisodes & Facebook Applications are going drive the future of Online Marketing.

Visit Us at : <http://clayology.com> for more details.

Clayology Pvt Ltd.