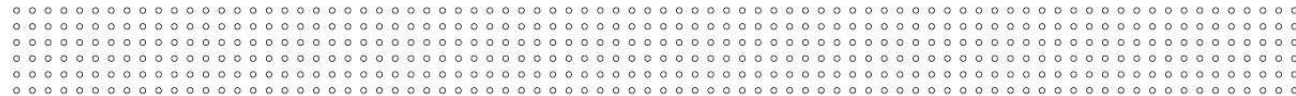


# MARKETING 2.0.

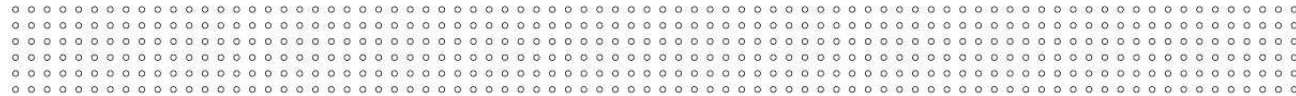
## Changes & Challenges



June 2008



# VIRAL MARKETING



# MONEY CANT BUY YOU ADVERTISING SUCCESS

With new media communications you can't „book“ media reach the way you could with traditional media. Efficient interactive media is more a question of the size of the idea rather than the marketing budget.

"All I am interested in is brand engagement and creative persuasion and I don't give a damn whether this is analogue, digital or live". (adliterate) Richard Huntington



# PARAMETERS FOR INTERACTIVE BRAND COMMUNICATIONS:

## Think big!

The borders between classic communication (the core idea) and BTL (adaption of core idea) disappear.

Today it's more about the overall will of all disciplines to get the customer involved, win him for the brand and entertain him.

„Web 2.0 should be understood in terms of leveraging different technology platforms to reach consumers in the way they want to be reached.“

Vinny Lingham (Clicks2Consumers)



# THINK CROSSMEDIAL!

Interactive media it is about managing an intelligent concept.

The advertising idea runs through the various media genres, which are selected by the specific advantages they have to offer.

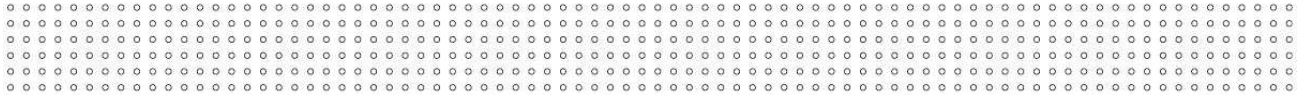
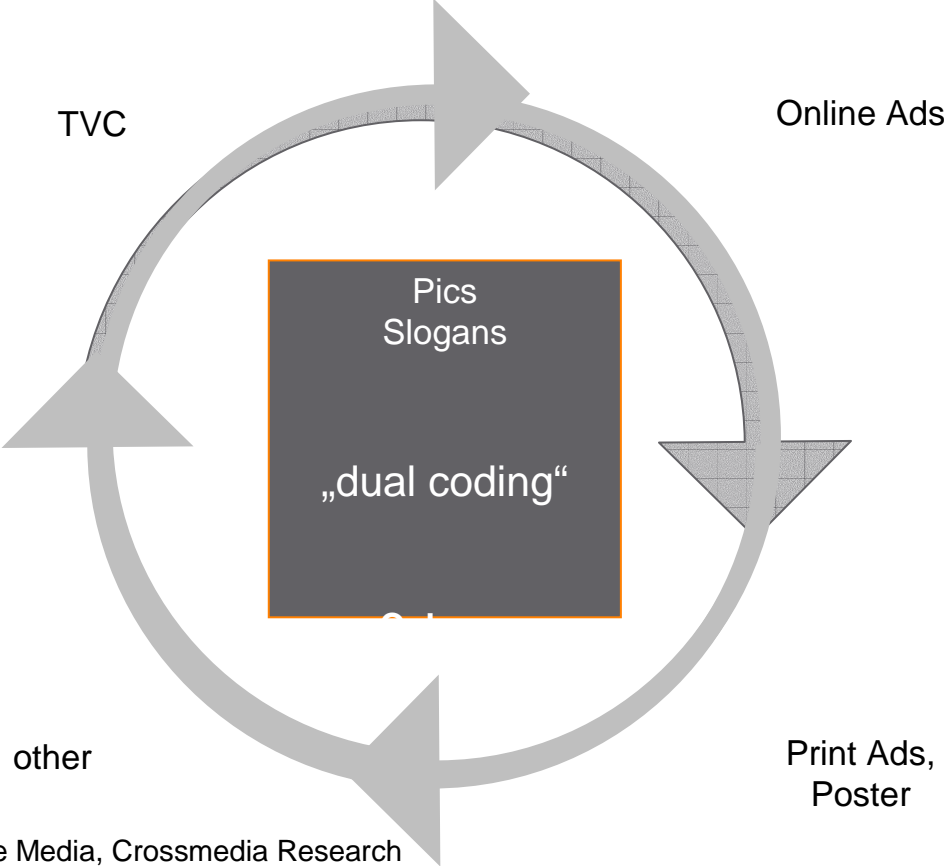
Thus consumers can be reached on many levels and the led through the various media genres in use.

- get media experts (mobile, online)  
involved at an early stage of the creative process!



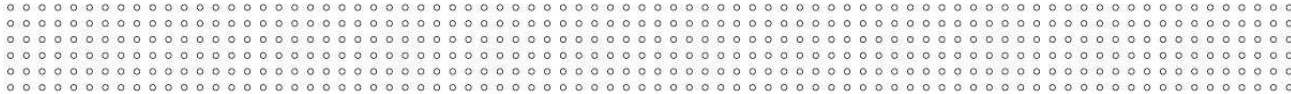
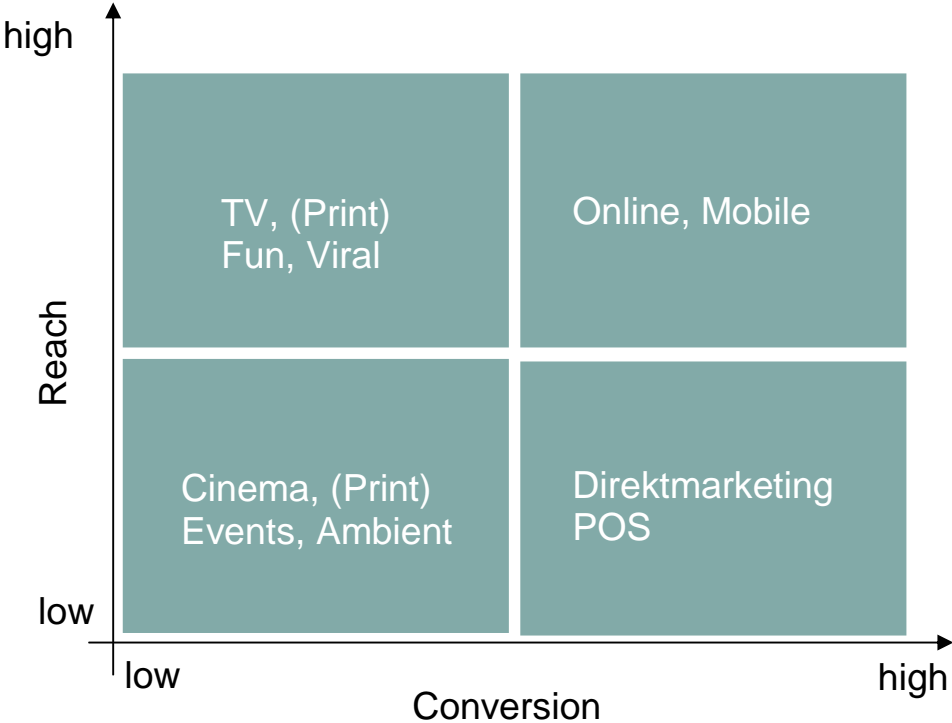
# COORDINATE THE CHANNELS!

For a holistic brand approach, harmonize in form and content:



# DEFINE A LEAD MEDIUM!

Consumers are guided from the lead medium to others. Make sure you will lead them according to your aims.



# KNOW YOUR CONSUMER!

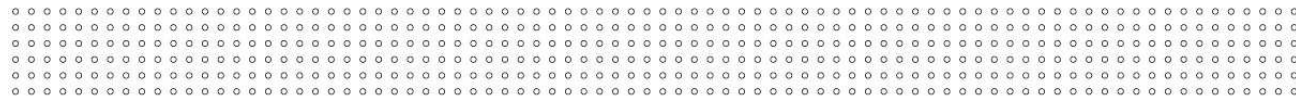
Be personally relevant to the recipient so your message is most likely to be remembered.

In networked communications this could be the linkage of a print ad to an online-game which offers the chance to win prizes.

Make them actively interact with the brand message and/or the product. This will rise the chance they remember and have a positive attitude towards the product and brand.

Source: SevenOne Media,

Crossmedia Research



## CREATE ADDED VALUE!

Consumers will grant a company permission to communicate only if they know what's in it for them. A company has to reward consumers, explicitly or implicitly, for paying attention to its messages.

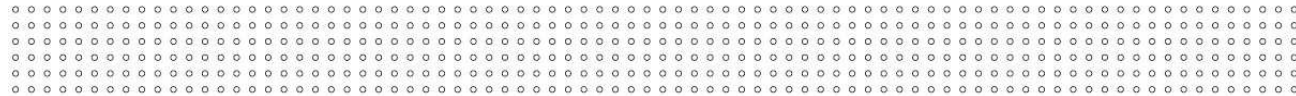
This can happen in two ways:

- by offering additional content  
(which is available through the lead medium)
  
- by „rewarding“ the customer by media adequate content  
(additional information, games, opportunity to give feed-back etc.)



# TRICKS TO VIRAL WEB MARKETING

- Viral marketing campaigns have a 500-1000 times greater impact than what you get from regular advertisements.
- Here are 7 tricks that help you to create a viral that works:

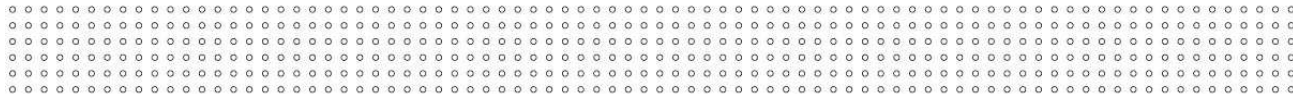


# MAKE PEOPLE FEEL

Create a very strong emotion! You want people's blood to be pumping of excitement.

- be filled with love or hate.
  - be very happy or insanely angry
  - be an idiot or a genius
  - be deeply compassionate or an egoistic bitch
- 
- Forget neutral, trying to please everyone, supporting several target groups or any of the many ways to be unbiased. Viral marketing is 100% about emotions.

Source: [www.baekdal.com](http://www.baekdal.com)



# BE UNEXPECTED

- Forget about trying to promote your products as just being great - everybody does that.
- Forget about trying to make it look cool - everyone else has "been there, done that".

Source: [www.baekdal.com](http://www.baekdal.com), [www.youtube.com](http://www.youtube.com)



# NO ADVERTISEMENT

- Virals are not just advertisements that people share.
- Nobody is interested in a campaign that promotes a product, shows how good it is giving it center stage!
- Viral marketing is all about a good story. When BMW put out BMW Films, the main ingredient was not the cars, but the story. Replace the car with another one, and it would still be great.

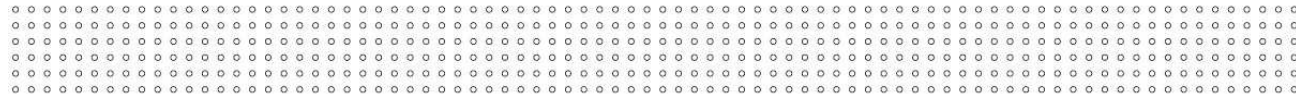
Source: [www.baekdal.com](http://www.baekdal.com)



## MAKE SEQUELS

- When you got people's attention you need to act, and one of the best ways of doing that is to give them more - make sequels. This can be many things;
- It can be extra movies similar in concept to the first one - like BMW Films and Nissan did.
- It can be a behind the scenes look
- Bloopers
- A blog about the process (like Nissan did)
- Extra material, goodies etc.
- ..or all of the above

Source: [www.baekdal.com](http://www.baekdal.com)



## ALLOW SHARING, DOWNLOADING

Sharing is what viral marketing is all about. Allow people to:

- Download the content, in a usable format (videos in MPG, pictures in JPG etc.)
- Allowing them to easily embed the content on their own sites  
(Note: remember bandwidth issues)
- Sending it to friends, either using a link or by sending the content directly.
- Publishing it on various social networks - Digg, YouTube etc.
- Allow people to add it to the bookmarking sites

Source: [www.baekdal.com](http://www.baekdal.com)



# ALLOW COMMENTS

- Another important element is to connect with your audience.
- You have to welcome both positive as well as negative opinions on your campaign.
- And, most importantly. Connecting with people through comments means talking back. Do not add comments if you do not want to participate yourself.

Source: [www.baekdal.com](http://www.baekdal.com)



# MAXIMIZE ACCESS

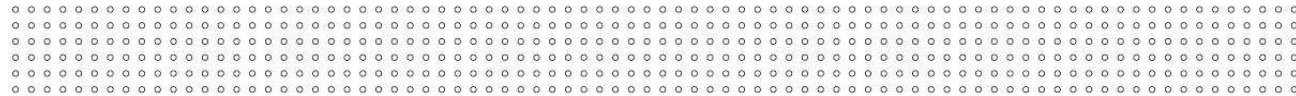
For a viral to get a life on its own it needs to be free:

- Do not require people to register
  - to become members
  - to download special software
  - to enter "unlock" codes
  - ... or to do something in order to get the right link.
- Viral marketing is never about exclusivity. It is about getting it out there for everyone to see.

Source: [www.baekdal.com](http://www.baekdal.com)



WHAT CAN WE LEARN FROM THIS?



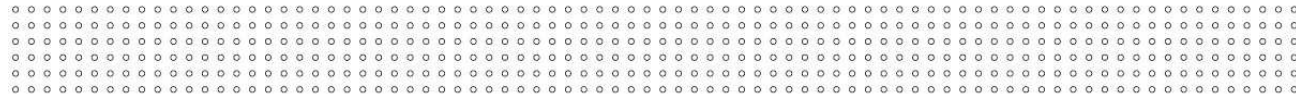
# LEARNINGS CAUSE-RELATED MARKETING & BRANDED ENTERTAINMENT

Teens are bored by classic marketing  
(even worse: they don't even notice it)

It's

difficult to find their „door of perception“

- Find cross-culturally relevant causes/content matching your brand and target group like Dove did (self-esteem).
- Develop emotional bond to a rather low-interest product or brand.



# LEARNINGS CAUSE-RELATED MARKETING & BRANDED ENTERTAINMENT

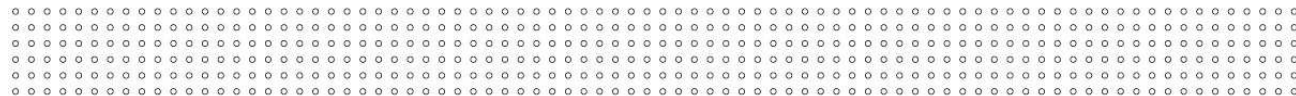
- ➔ Add regionalized content to international content – there are cultural differences.
- ➔ Work with professional 360 degrees content writers.
- ➔ Use brandfit content to differentiate from competitors.
- ➔ Entertain your target group within all media they're using: tv, social media networks, gaming, mobile, IP-TV channels



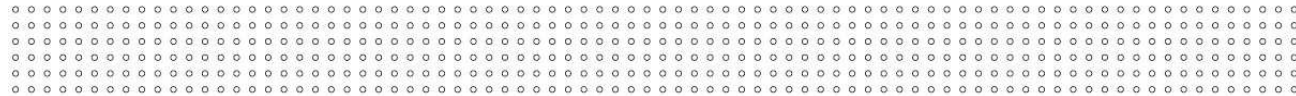
# LEARNINGS CONVERSATIONAL MARKETING

PR and communication today have much more jobs to master. The quantity regarding information about products and enterprises is rising and shifting from a sender-receiver relation to a highly sensible communication with consumers and consumer groups in communities.

Besides classical PR the supervision of opinions and communities in web 2.0 is of high importance.

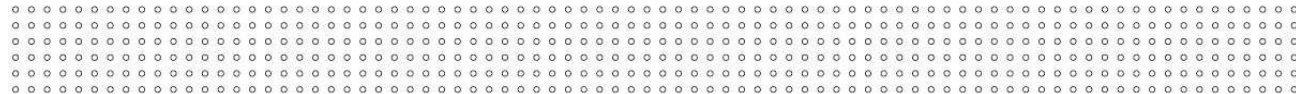


# CHECKLIST 2.0



# HOPF STRATEGIE FIT FOR 2.0 TEST

- Which channels are we using for brand communication?
- Is strategic planning in our enterprise focused on integrated marketing?
- Which channels are not integrated into our marketing targets and why?
- Is our branded entertainment integrated?
- Do we use cause-related marketing?
- Could we use cause-related marketing?
- Do we use conversational marketing?
- Could we use conversational marketing?
- Do we check and balance public discussions in blogs and communities regarding our brands and products?



## HOPF STRATEGIE FIT FOR 2.0 TEST

- Do we have research regarding our online communication?
- How creative are we regarding the use of today's possibilities?
- Do we work with professional 360 degrees agencies?
- Do we entertain our target group?
- Do we emotionalize our target group?
- Do we maximize access?
- Do we welcome positive and negative reactions of our consumers regarding our campaigns?
- Are we democratic, transparent, open-minded and surprising?

