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*The Effectiveness of Viral Advertising
Messaging Techniques on Social Media*

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Abstract

The media market has changed dramatically in the past decade with the increasing prevalence of the Internet and the growing use of social media. As these changes take place, the methods of marketers and advertisers are constantly evolving in order to remain relevant. This means using a variety of advertising mediums besides traditional marketing to reach consumers. This paper examines what types of messages are best served on social media. This study looks at the types of messages used by advertisers and asks if call-to-action messages or brand awareness messages are more effective on social media sites.

The Effectiveness of Viral Advertising Messaging Techniques on Social Media

The media market has changed dramatically in the past decade with the increasing prevalence of the Internet and the growing use of social media. As these changes take place, marketers and advertisers are constantly evolving in order to remain relevant. Marketers and advertisers are increasingly looking towards social media as a way to reach their target markets. One of the most intriguing and desirable strategies has been viral advertising. Viral advertising can be described as a mix of traditional advertising and electronic word-of-mouth advertising because it asks users to pass on branded content and advertising to other consumers (p. 29, Porter & Golan). This is ideal from an advertising standpoint because generally people are more likely to trust information passed to them from friends rather than just seen on the television.

Examples of successful viral campaigns are seemingly random with companies such as Volvo, Dove, Pepsi, and Kmart topping Adweek's list of "Most Viral Ads of 2013" (Nudd, 2013). At the top of the list with 4.24 million shares and over 61 million views was the "Dove Real Beauty Sketches" video. While Adweek's list only included viral videos, articles, photos and even tweets also have the potential to go viral. Since the success of viral advertising relies on the consumer sharing the message, usually using social media outlets, the question then becomes what types of messages are most likely to be shared by consumers.

There are two distinct message categories all advertising falls under, call-to-action and brand awareness or brand building. Call-to-action advertising asks the user directly to purchase the product or service showcased in the ad. For the purpose of this study

call-to-action also refers to ads that encourage the user to like a page or share a message. Brand awareness is any ad that's only intention is to build the brand or if the brand or product is not well known, getting the brand into consumer's consciousness. Examples of this type of advertising also vary but include creating an emotional response using advertising and inserting the brand into useful or relevant information. However, the message categories can be mixed and also garner results.

In order to discover what compels social media users to voluntarily pass on branded content, one must study and understand the message. This study consists of a focus group discussion and a look at the message strategies used by major companies to discover what messages are more likely to become viral, and thus are more successful on social media. Message is at the bottom of why this technique works and how brands make their content resonate with users.

Literature Review

While researching, guerilla marketing and advertising techniques helped inform my topic because the message principles of other, sometimes offline, guerilla marketing and advertising techniques apply to viral advertising. Therefore some of the articles referenced in the research focus on techniques such as product placement and sports guerilla marketing. One article, *Viral Advertising: Definitional Review and Synthesis* written by Petrescu and Korgaonkar (2011) focused mostly on defining the various terms that are associated with viral advertising. They define viral marketing as "online word-of-mouth, enhanced by the use of networks" (p. 216). While "buzz marketing" is "the amplification of initial marketing efforts by third parties through their passive or active influence" (p. 218). Furthermore, viral advertising they defined as, "unpaid peer-to-peer

communication of provocative content originating from an identified sponsor using the Internet to persuade or influence an audience to pass along the content to others” (p. 220). In this article, Petrescu and Korgaonkar also wrote about what types of branded messages have the best potential to go viral. They wrote about the great marketing potential in having customers pass on messages to friends virtually and stated that viral advertisements must differ from TV ads in that they should contain more “humorous or shocking scenes” (p. 214).

An article written by Kalpaklioglu and Toros (2011) concluded that viral marketing allows consumers to play the marketer’s role by sharing content with friends and argued that companies cannot overlook the power of recommendation, especially since the Internet makes it so inexpensive and easy to reach people. The authors recognize that this method is not guaranteed to work, but argue that it is something that should be continuously attempted because the payoff of something going viral is great.

Many of the theories presented in the articles seemed to be focused on the message and what types of messages are received well by consumers. This is especially true of the article by Dobeles, Toleman, and Beverland (2005). They argued that viral marketing’s success is solely based on the message because people do not pass on uninteresting branded messages. The five things that the authors suggest creators of the message be conscious of are capturing the imagination, visible product, well-targeted campaigns, credible sources, and varied technologies utilized. The authors concluded that the success of a viral marketing campaign ultimately rests on the perceived value of the message being transmitted because it needs to be important enough to pass on to friends.

Another article written by Golan and Zaidner (2008) used Taylor's six-segmented message strategy wheel to look at the types of messages sent in viral advertising. Golan and Zaidner describe ad messages as either "informational or transformational" meaning ads either appeal to logic or emotions (p. 963). However, Taylor's six-segmented message approach expands these definitions to describe three sub categories in the informational and transformational classifications. "The transmission [informational] view is composed of... ration, acute need, and routine, while the ritual [transformational] view is composed of the ego, social, and sensory segments" (p. 963). Golan and Zaidner studied which messages were most often used in viral advertising. They found humor was the most used advertising appeal with 91 percent of the ads in the study using this appeal. Further they found that ego was the most commonly used of Taylor's segments with 51 percent. Also, they found that messages intended to create branding were far more common than those using a call to action (p. 967).

Viral advertising is important and effective as social media becomes more accepted as a means of communication. A 2011 study by Shu-Chuan Chu, discusses how viral advertising increases ad recall and purchase intentions because it associates a brand with a user's friend. This study found that the effectiveness of viral advertising was associated with the "engagement" of the user on the site, so "understanding their psychological characteristics is helpful for explicating the viral mechanism" (p. 39). Users who have positive attitudes about social media are more likely to disclose personal information and to join groups to receive promotional material. This study also concluded that it is more effective to send customized advertising messages directly to

users on Facebook and encourage them to pass on the message by providing incentives (p. 40).

Another study compared the effectiveness of viral advertising to television advertising (Porter & Golan, 2006). They found that with the increased consumer control of the media, many fortune 500 companies are utilizing viral advertising. Overall they found humor the most used tactic, but sex and violence were also used. Additionally viral ads must be provocative, so the increased use of those appeals is not surprising (p. 31).

Marketing books also proved helpful in my research, both *Guerilla Marketing* by Levinson (2007) and *Connected Marketing* by Kirby and Marsden (2006) take successful viral advertising concepts and apply them to business. Levinson is the first person to coin the term guerilla marketing and published a book that reads like a guide through the various marketing strategies and techniques that can be described as guerilla marketing. The Kirby and Marsden piece provided some interesting case studies about viral marketing. They analyzed successful viral campaigns from a variety of companies such as: Virgin Mobile, Trojan, Agent Provocateur, Ford, Mazda, Dr. Pepper, Burger King, and Bacardi Global Brands.

Levinson expanded on his work with Gibson in 2010 with *Guerrilla Social Media Marketing*. Levinson and Gibson describe the importance for brands to have an engaging Facebook profile page (p. 66). They also described the advantages of Twitter by writing, "Twitter allows people to learn more about you, and to deepen relationships with your brand in easily digestible bites" (p. 75).

Garfield and Levy's (2013) book, *Can't Buy Me Like*, describes the importance of brands to not try so hard to sell on social media. They also discussed the importance of thinking through viral campaigns, highlighting the infamous #McDStories campaign, where McDonald's Twitter feed asked followers to tweet stories about their experience with the restaurant (p. 161). In the McDonald's case, the hashtag went viral but instead of highlighting positive experiences, followers focused on the negative experiences they had at the restaurant. For this reason brands must understand the type of relationship that they have with their customers when creating content to be shared or created by the audience. "Low involvement goods" should not pursue viral advertising because people don't feel connected to these brands (p. 165). Also a list by the New York Times mentioned in the book placed the number one reason people share content is "to bring valuable or entertaining content to others" (p. 164).

An article that focused on overall guerilla communication, by McNaughton (2008) states the guerilla communication is best suited as public relations as opposed to advertising or marketing because of the strong word-of-mouth presence in guerilla communication. The author also believes that visual media is the most successful form of guerilla communication.

Researchers who wrote *The Effectiveness of a Buzz Marketing Approach Compared to Traditional Advertising: An Exploration* looked at the effectiveness of buzz marketing when compared to traditional ads. The authors of this article emphasized the importance of a credible source spreading the brand information, concluding that this is the most important factor in a buzz marketing campaign. The authors also found group

identity as a factor in the result of the credibility of the buzz marketing campaign because of the conformity that takes place (Notarantonio & Quigley, 2009).

Another article that studied buzz marketing did a case study of the Super Bowl and how it effectively uses buzz marketing. While this article did not focus solely on online buzz marketing, the authors did make some interesting points related to my topic. They emphasized the importance of placing television ads online immediately, citing recent Super Bowl ad successes that acquired many views on social networks even before the game was over (Mohr, 2007, p.38). Many of this year's super bowl ads even appeared online days before the game even aired.

While in the process of narrowing my topic, some interesting articles on product placement whose principle ideas can be related to viral marketing also informed my research. One by McDonnell and Drennan (2010) studied the creation of brand recognition through product placement. They measured the effectiveness of product placement by using fictitious brands digitally inserted into media. They noted that a variety of mediums were needed in an ad campaign to gain results. Additionally, Chen and Leu (2011) studied product skepticism by consumers and found that a credible message is the most important factor.

Methodology

Hypothesis:

Advertising messages on social media intended to create user interaction or go viral, are most effective when attempting to create brand awareness or a positive brand image that does not carry a specific call-to-action. When online content does not call the audience to

action it can be viewed as entertainment by the intended audience and will more likely be forwarded to other users.

Operational Definitions:

Guerilla Marketing- unconventional marketing tactics designed to gain maximum results from minimal resources.

Call-to-Action- advertising that has an intended message to purchase the product or services being advertised.

Viral advertising- advertising designed to create peer-to-peer interaction about a product

Viral marketing- a marketing strategy using techniques such as viral advertising to create brand identity and interaction online between users and the company.

Brand Recognition- advertising with the goal of creating a better exposure for the product or company or build the brand's public opinion.

Branded Messages- content created by a company on social media with the intention of being seen or shared by their customers.

Research Questions:

- Why do people choose to pass on branded messages to friends on social media?
- What are the motivations behind "liking" company pages on Facebook?
- Is viral marketing more effective as creating brand recognition or as a call to action?

This research is primarily qualitative. A focus group of seven BSU students, of a variety of class standings was conducted. Students were recruited from the dorms and from courses HOPR 1105 and HOPR 4889. There were two sophomores, one junior, and four seniors; the gender mix was almost 50/50 with three males and four females

participating. The ages of the participants ranged from 19-22 and all except one were undergrads at Bemidji State University; one female attended a different university. The purpose of the focus group was to establish an understanding of how social media is used and how users interact with brands on social media. The focus group was conducted in the Spring 2014 semester. The focus group was recorded for coding purposes.

In my focus group, I asked questions that focus on how the participants interact with advertising on social media. The questions will look at both “traditional” online advertising techniques such as banners/ side bar ads and pop ups, and ads that are voluntarily accessed by users. My goal was to observe how users react to these types of ads. I also looked for personal experience with sharing branded messages on social media through “liking,” “retweeting,” “sharing,” “posting” etc. I used Taylor’s six-segmented approach to help inform the questions and introduce message types to the participants. (See appendix for focus group questions).

Findings

As a way of becoming informed on the cultural and current relevance of social media messages, it was essential to look at corporate Facebook and Twitter pages. The hypothesis: advertising messages on social media intended to create user interaction or go viral are most effective when attempting to create brand awareness or a positive brand image that does not carry a specific call-to-action, was tested by discussing advertising messages with the seven students that attended the focus group. The questions asked at the focus group were designed to get an understanding of why they use social media, how people feel about advertising on social media, and what types of branded messages were most appealing.

After looking at the Twitter and Facebook posts of major brands two devices that overall seemed to garner the most 'likes' or 'retweets' were those with pictures or videos. I looked at the Walt Disney, Nike, Coca-Cola and Starbucks pages, among others. These pages, especially those listed have enormous amounts of followers on Facebook and Twitter. While these brands are popular brands before the advent of social media, these companies are interesting because their closest competitors outside of the virtual world, have significantly less 'likes' or 'followers.' Overwhelmingly on the successful branded sites the posts are brand building content that attempts to bring the brand into popular events or align the brand with a specific value.

Coca-Cola has over 81 million followers on their Facebook page alone and examples of their recent posts included links to games, pictures celebrating the Fifa World Cup, and pictures of cats for national pets day (<https://www.facebook.com/cocacola>.) Other successful corporate pages had similar content. Nike posts about sports events and Starbucks posts instagram photos of coffee in mugs. This coincided with other researchers work, according to Dobeles et al. "engaging messages get passed on," they must first, "capture the imagination by being fun or intriguing" (p.146).

Another recent example of marketers embracing a cultural event online through social media was the 2014 Super Bowl advertisements. Many of the big game ads were 'leaked' early by several companies to create buzz around their ad spots in the big game. Others, such as Newcastle Ale, did not purchase Super Bowl ad space, but instead released a sarcastic ad on YouTube starring actress Anna Kendrick entitled, "Anna Kendrick: Behind the Scenes of the Mega Huge Game Day Ad Newcastle Almost Made."

The video garnered 5.2 million views, almost 7,000 shares and more than 22,000 likes on Facebook.

They only exception to the rule seems to be sweepstakes or giveaways. Despite having a call to action these are very popular branded posts. Golan and Zaidner explain that as viral advertising becomes more common, “practitioners may find ways to use viral ads as vehicles leading to user action” (p.969). They cited an example from the 2004 presidential campaign, Moveon.org that encouraged users to register to vote. Some of the most popular posts on the Facebook and Twitter feeds from major coffee companies Starbucks and Caribou are ads for buy one get one specials, that often garner more shares and likes than their other posts. These encourage users to prove that they follow the page to get updates about the brands they like, however in order to keep the followers these sweepstakes produce, companies must keep the content on the page relevant and interesting. This probably explains why, except for giveaways or specials, brands tend to stick to interactive, brand building content with their social media followers.

In the focus group, all of the respondents, while on variety of social media sites, primarily used Facebook and checked it at least daily for updates. Most of the participants checked Facebook several times a day, or always had it open when using their computers. Five of the participants also had Facebook notifications on their phones, so they would check it when it alerted them of updates.

As a way to introduce the topic of viral advertising to the group, the “Dove Real Beauty Sketches,” “Jeff Gordon and Pepsi Max Present: ‘Test Drive’” and “Volvo Trucks- The Epic Split feat. Van Damme (Live Test 6)” videos were played. All three are popular viral videos that were featured on Adweek’s “Most Viral Ads of 2013” list

(no. 1, no. 7 & no. 10 respectively). They also all appeal to different demographics and different emotions. The Dove video is directed towards a female audience and features strong emotional appeals. The Pepsi Max video is targeted toward a young male demographic, but the humor in the video and shock value appeals to a wider audience. Finally, the Volvo video would fall under a more shocking category, and works because of how surprising it is to viewers. The videos were also chosen, as opposed to other viral ads on the list, because they were created purposely for an online audience and to be shared on social media.

The responses were mostly positive to all three of the videos. In the Pepsi Max video, NASCAR driver Jeff Gordon disguises himself and travels to a car dealership to test-drive a Camaro. He takes the unsuspecting dealer on a wild ride through the streets before returning back to the dealership and revealing his identity. A screen shown at the end that reads, "Pepsi Max: Zero Calorie Soda in Disguise." Three participants, two male and one female, had seen the video before. One saw it on Facebook, another looked it up online after being prompted to by a TV spot, and the last one, a NASCAR fan, heard about Jeff Gordon's participation in the ad and looked it up himself; he had also shared the video on his own Facebook feed after seeing it. A couple of the participants, who had not seen the video, would consider sharing it on social media because they found it entertaining. However, the video failed to create a strong favorable response to the company, as all of the participants felt the same after watching the video towards Pepsi.

In the Dove Sketches video, women are introduced describing the flaws on their faces. In the video, they are brought to a forensic police artist, who cannot see them, but asks them to describe their appearances while he draws them. Another person, asked to

study a particular women's face, enters the room and describes their person's features to the forensic artist. Afterward, both sketches are shown side by side to show how all of the negative features to women described to the artist do not appear in the sketch described by another person. All four of the females in the group had seen the Dove video and three had shared it on Facebook. The video so closely aligned with their values about beauty that they thought it was an important message to share. After seeing the video the group unanimously felt more favorable towards Dove. The three males of the group would not have shared the video, but felt it carried an important message for women. The length of the video and lack of Dove products, makes it feel less like an ad and more like a short film. This appealed to all of the women who shared the video who said a major contributing reason why they shared and enjoyed the video was the lack of branded content. Also interestingly, two of the females who used Dove products, felt better about using the products after seeing the video.

The Volvo "Epic Splits" video opens with a tight shot of actor Jean-Claude Van Damme, who does a voiceover describing how his body has been, "crafted to perfection," and he is going to perform the "most epic of splits." As the shot widens, it is revealed that he is standing on the mirrors of two Volvo semi-trucks. The trucks slowly drive apart from each other and Van Damme is put into the splits. The words, "this test was set up to demonstrate the stability and precision of Volvo Dynamic Steering" appear at the end of the video. The Volvo video had more mixed responses. One participant had seen it on Facebook prior. Most thought it was strange and shocking but would still share it on Facebook. Some made the distinction that they would probably share it with specific people rather than just posting it in their status. One participant had family members in

the trucking business and found it incredible that the trucks could steer so smoothly to support the “epic splits.”

After the videos the focus group discussed their own social media use and looked at their news feeds to see what they could find themselves. They noted the recent changes to the Facebook layout, as suggested pages and content appeared in everyone’s newsfeed. One participant found a Wendy’s ad that had been shared by a friend that had pictures of their new salads, advertised like a new fashion line. Another participant had a musician show up her newsfeed that two of her friends had liked. A couple participants also noticed people “checking-in” at places where social media users can share what business they are currently at. Everyone in the group admitted to personally ‘liking’ corporate pages for both local and national companies.

Finally, the participants looked at real Facebook posts from two different local coffee shops, disguised as coffee shop A and coffee shop B. One of the coffee shops uses more call to action messages and the other uses more brand building, engaging messages. They were instructed to look at the Facebook posts and decide which page they would more likely follow on Facebook. Six of the seven participants choose coffee shop B as the one they would rather follow.

The reason all of the people in the group used social media was very uniform. The group primarily used social media for entertainment and communication. Most said that the two were about equal as to why they used social media. When asked if they used it to keep up with brands or products they were more hesitant, as if it carried a negative connotation, even though towards the end of the session they all shared that they followed corporate pages. This reluctance is evident in other research, “76 percent of the

consumers in the USA...do not trust advertising” (Kalpaklioglu & Toros, p.4114). Still two participants admitted to checking the Xbox page and following larger companies such as Nike. However, everyone admitted to following pages from the content industry, such as authors, movies and musicians without any hesitation.

After each of the viral ads, in addition to answering if they would share the videos, participants were asked to discuss what they liked about the videos. One participant said, “I liked it [the video] because it did not feel like an ad, it was more of a touching story.” This quote accurately summarizes all of the participant’s responses. They enjoyed the entertaining aspects of the videos and did not mind that they were produced by brands. The entertainment value of the video became more important than their initial hesitation towards advertising. Also interestingly, after watching the Dove produced video, the group overwhelmingly felt better about the company. One participant said the video completely aligned with her idea of beauty, and made her feel good about purchasing products from Dove.

The discussion focused on the message of social media as most in the group felt that message was the most important factor when deciding whether or not to share branded content. “If it’s not funny, I am not going to share it,” said one participant, receiving laughs and nods from all the other participants. Another participant said that they had to feel the ad was relevant to them and their friends before posting or sharing it. Two also mentioned that if they agreed with the company’s message that they would share the content. This directly relates to the New York Times study cited in Garfield and Levy’s work (2013), that asserted the content people share on social media is an effort to bring “valuable or entertaining” messages to their friends and followers on social

media (p.164). A participant in the focus group also said that ads that appeal to logic would feel strange on social media, and would not be something they would be interested in sharing. Interestingly too, the group did not seem to care that sharing branded content made them a sort of brand ambassador. One participant admitted when he sees close friends sharing content he is more likely to click on it.

After looking at the coffee shop posts, the group discussed which they would rather follow and why. Most preferred coffee shop B, which had more entertaining, brand building content rather than calls to action. One mentioned, and others concurred, that the posts seemed more natural and like a person than the other coffee shop's posts. They enjoyed seeing posts that were not just specifically about the coffee offered at the shop. Although many of them would not tag their friends or like the post, they appreciated the company attempting to be more interactive. Although this post asked users to tag their friends, it was a humorous picture and therefore had a more brand-building message. The person who preferred coffee shop A's posts more found the posts to be "needy." Some of the posts encouraged followers to share or comment so as to garner interaction between users and the business. For him the posts did not come off as personable but annoying. He seemed to only have an issue with the call-to-action aspects of these posts.

Conclusion

What this study does is to examine the message strategies of companies on social media, and notes which are effective and which are not. The message principles brand building content should continue to apply to future user generated content, as the key for brands to get their content shared. As companies increasingly find social media essential

for branding, these viral message techniques should be applied to all of their posts because they garner the most shares.

The focus group overwhelmingly supported the messages that did not include specific call-to-action. Additionally, and interestingly, if the message appealed to them, they would share it on social media, regardless of what company it originated from. As social media becomes a norm for almost all in society, it will become essential for companies to attempt to create that interaction with consumers on their social media pages. These viral advertising techniques provide companies a larger opportunity of reaching a wider audience as consumers will more likely share their messages. It also is a huge opportunity from an electronic word-of-mouth view as users generally focus on the message, and in sharing the content essentially become brand ambassadors. As noted in the finding section, many large brands and companies are already applying these messaging principles to their social media accounts. A recent article on Mashable, stated that over 79% of brands use Twitter to “increase brand awareness” (Petronzio, 2014).

The next step in this study would be to conduct a survey based on the focus group findings. The survey should focus on establishing if the focus group’s experience on social media is similar to the larger population. It also would be interesting to break out into other demographics such as high school aged students, or adults aged 25 and up.

Overall, the focus group’s findings seem to support other research done on viral and social media advertising. Applying viral advertising messaging techniques, so branded posts are more entertaining and interactive, will create are more dedicated following on a company’s social media page. Creating content that is engaging and entertaining aligns with how people use social media. It also creates the opportunity for

the company's content to be shared across social media because the message seems to be more important than the brand. Making the brand's posts more entertaining also can create a culture around the brand and make social media users feel more favorable towards the company.

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Appendix

Focus Group Questions and Flow

- I. Introduce Topic
 - a. Thank you for coming today. As you know this is a focus group for my senior thesis project. Today we will be discussing viral advertising techniques on social media. For my research I am studying the types of messages that are more likely to be shared by social media users. Before we begin, I would like to go over some terms with you so you know what I mean when I ask about specific message types, so we are all on the same page with what they mean.
 - i. Transmission Advertising- this type of advertising appeals to cognition or logic, simply informational information about the product ie. What kind of oil should you use for your car? Usually includes a call to action. Includes ration, acute need and routine.
 - ii. Ritual Advertising- appeals to emotions, senses and attempts to create an emotional bond with the company or product. Includes ego, social and sensory segments.
 - b. Ask about social media use
 - i. Which social media sites are you on?
 1. Which one do you use the most?
 - ii. How often do you use social media?
 1. Facebook, Twitter, Tumblr, Pinterest, Myspace
 - iii. Why do you use social media?
 1. Entertainment
 2. News
 3. Communication
 4. Learn about or connect with brands and products (including content industry)
 - iv. How do your friends use social media?
 - c. Show popular viral videos
 - i. Dove Portraits
 - ii. Pepsi
 - iii. Volvo
 - d. Discuss videos (after each one is shown)
 - i. Have you seen any of them?
 - ii. How did you see it? Did you like this video, why?
 - iii. Did you share it? Would you share it? Why?
 - iv. What was the purpose of the video?
 - v. After seeing this does it make you want to use the product?
 - vi. After seeing this does it make you feel more favorable towards the company, the same, or less favorable?
 - vii. Did this video appeal to your logic or your emotions? What aspects of the video used either of those appeals?

- II. Discussion about Social Media and Products
 - a. How often do you notice ads on Facebook?
 - i. In content or on the side?
 - b. Do you think you would be more likely to see it if it was in your feed?
 - c. Get out a device that can connect to social media
 - i. Check your feed and see if you can spot any ads- report back
 - 1. Is the content you find appealing to logic or to emotions?
 - ii. Check your previous posts for any shared content
 - d. do you interact with brands on social media? Like on facebook follow on twitter?
 - e. Have you ever liked a post on facebook from a brand?
 - f. What would make you inclined to share something on social media that is branded?
 - i. Does it have to be transmission or ritual advertising?
- III. Coffee Shop Examples
 - a. Use Cantabria and The Cabin Examples
 - i. Disguise them as A and B
 - ii. Cantabria uses more call to action on Facebook, The Cabin does more brand building and content
 - iii. Ask which coffee shop they would rather follow? Discuss