

UNIVERSITY OF ECONOMICS
PRAGUE

DIPLOMA THESIS

2018

Shpilkin Vladimir

University of Economics, Prague

International Business – Central European Business Realities



Viral marketing - Campaign planning and implementation

Author: Shpilkin Vladimir

Thesis instructor: Ing. PhDr. Antonín Pavlíček, Ph.D

Scholar year: 2017/2018

Declaration:

I hereby declare that I am the sole author of the thesis entitled “**Viral marketing – Campaign planning and implementation**”. I duly marked out all quotations. The used literature and sources are stated in the attached list of references.

In Prague on 27.06.2018

Signature

Shpilkin Vladimir

Faculty Acknowledgement

I would like to thank my thesis supervisor, Ing. PhDr. Antonín Pavlíček, Ph.D. of the High School of Economics Prague for his support and advises, his honest and open opinion and readiness to help whenever I needed. Without his help I would never come to the ideas presented in this work.

I would also like to thank each and every one among 20 great people, both men and women, who agreed to participate in the interview related to the topic and provide me with their honest answers, thoughts, feelings and opinions.

Moreover, I would like to thank everyone of the High School of Economics Prague for their wisdom and good attitude towards every student.

And, finally, I would like to thank my parents, who gave me a chance to live my dream and be, where I am now. Thank You.

Table of Contents

Introduction 7

Research Objectives 8

Chapter 1: Virality Core Principles..... 9

1.1. Viral Marketing- Definition..... 9

1.2. Marketing History 9

1.3. Development of the Marketing Communications 11

1.4. Appearing of the Integrated Marketing Communications 13

1.5. Marketing& Marketing Communications Development and Their Impact on Viral Campaigns ... 13

1.6. History of the Term 14

1.7. Explanation of the Name of the Term 14

1.8. Word of Mouth 15

1.9. Concept of Word of Mouth..... 15

1.10. Reasons of its Importance 16

1.11. Reasons Why Word of Mouth Can Be More Effective, Than Traditional Advertising 18

1.12. Tupperware Case 19

1.13. Electronic word of mouth 20

1.14. Differences of the Electronic Word of Mouth with the Classical Word of Mouth 21

1.14.1. Written word vs. Spoken Word 21

1.14.2. Degree of Visibility 22

1.14.3. Speed of Reach 22

1.14.4. Narrow Reach vs. Broad Reach..... 22

1.14.5. Degree of Trust 22

1.15. Conclusion on Word of Mouth 23

Chapter 2. Viral Campaign Creation 24

2.1. Creation of a Successful Word of Mouth Campaign Principles..... 24

| | | |
|---------------------------|---|----|
| 2.1.1. | Selecting a Right Name | 24 |
| 2.1.2. | Selecting a Right Place/Time | 25 |
| 2.1.3. | Creating Remarkability | 25 |
| 2.1.3.1. | Remarkability. Snapple Case | 26 |
| 2.1.3.2. | Remarkability. Nike case | 27 |
| 2.1.3.3. | TiVo Inc..... | 30 |
| 2.2. | Conclusion on Remarkability | 31 |
| 2.3. | Easiness of the Advertisement | 31 |
| 2.4. | Game Mechanics | 31 |
| 2.4.1. | Game mechanics. Burberry Case | 33 |
| 2.4.2. | Conclusion on the game mechanics | 34 |
| 2.5. | Sustaining of the Word of Mouth..... | 34 |
| 2.5.1. | Emotional Triggers | 35 |
| 2.6. | Summing Up on Marketing Development& Word of Mouth | 36 |
| 2.7. | Measuring Campaign Effectiveness | 36 |
| 2.8. | Plan preparation and Definition of Metrics for Effectiveness Evaluation | 37 |
| 2.9. | Viral Coefficient Counting..... | 37 |
| 2.10. | Watching Time& Audience Retention | 40 |
| Chapter 3. Virality | | 42 |
| 3.1. | Viral Campaign Goals | 43 |
| 3.2. | Opportunities and Challenges of Viral Marketing | 44 |
| Advantages | | 45 |
| 3.2.1.1. | Alternativeness | 45 |
| 3.2.1.2. | Accessibility | 45 |
| 3.2.1.3. | Quickness of Action | 46 |
| 3.2.2. | Disadvantages | 47 |
| 3.2.2.1. | Lack of control | 47 |
| 3.2.2.2. | Not Necessarily Cheap | 47 |

| | | |
|--|---|----|
| 3.2.2.3. | Short-term Orientation | 48 |
| 3.2.2.4. | Potential Blurring of the Message | 50 |
| 3.2.2.5. | Not Necessarily Effective | 50 |
| Chapter 4. Viral Campaign Steps | | 54 |
| 4.1. | International Viral Marketing Campaign Planning | 55 |
| 4.2. | Making the campaign Successful..... | 56 |
| 4.2.1. | Provoking High-Arousal Emotions | 56 |
| 4.2.2. | Introducing Value | 58 |
| 4.2.3. | Sewing through appropriate channels..... | 58 |
| 4.2.4. | Choosing the right time..... | 60 |
| 4.2.5. | Creating a story..... | 61 |
| 4.2.6. | Do Not Cross the Line..... | 62 |
| Conclusion | | 63 |
| List of References | | 65 |
| Appendixes | | 70 |
| Appendix 1: Interview content for the group 1(Gentlemen) | | 70 |
| Appendix 1A: Interview with Artem Khlynin. | | 71 |
| Appendix 1B: Interview with Pavlo Sologubov. | | 73 |
| Appendix 1C: Interview with Evgeniy Okishev. | | 75 |
| Appendix 1D: Interview with Svyatoslav Kondratov..... | | 77 |
| Appendix 1E: Interview with Gleb Remizov | | 79 |
| Appendix 1F: Interview with Artem Polyakov..... | | 81 |
| Appendix 1G: Interview with Vladimir Evdokimov. | | 82 |
| Appendix 1H: Interview with Paul Dreano. | | 84 |
| Appendix 1I: Interview with Stepan Solovyev. | | 86 |
| Appendix 1J: Interview with Nikolay Bodnoruk | | 87 |
| Appendix 2: Interview content for the group 2(ladies) | | 88 |
| Appendix 2A: Interview with Anna Zavodova..... | | 89 |

| | |
|--|-----|
| Appendix 2B: Interview with Alexandra Medvedeva. | 91 |
| Appendix 2C: Interview with Kateryna Nosova | 93 |
| Appendix 2D: Interview with Daria Shamedzka. | 95 |
| Appendix 2E: Interview with Maria Davydova | 97 |
| Appendix 2F: Interview with Ingrid Vorman. | 99 |
| Appendix 2G: Interview with Emma Otazu. | 101 |
| Appendix 2H: Interview with Anastasia Prokopieva. | 103 |
| Appendix 2I: Interview with Kateryna Zhuzha. | 105 |
| Appendix 2J: Interview with Natalia Buravceva. | 107 |

Table of Figures

| | |
|--|-----------|
| Figure 1. Comparison of Annual Revenues of Nike, Adidas Group and Puma in Billion USD | 29 |
| Figure 2-Burberry`s Instagram Subsribers Growth 2014-2018 | 34 |
| Figure 3-Three Scenarios of Viral Growth..... | 39 |
| Figure 4: Google Trends Rating for Volvo Trucks 2013-2016..... | 48 |
| Figure 5: Ice Bucket Challenge Google Trends Rating..... | 49 |
| Figure 6: Evian Google Trends Rating 2004-2011 | 51 |
| Figure 7: Number of Evian Consumers per one week in the US in 2008-2010..... | 52 |
| Figure 8:BMW Group Car Deliveries 2001-2003..... | 57 |
| Figure 9: Red Bull Google Trends Rating 2004-2018..... | 61 |

Introduction

The development of technologies in the twentieth century brought a huge amount of the inventions, which changed the life of humanity. One of these inventions was Internet, which created a revolution in the life of the whole humanity. It didn't only give quick access to the mass audiences to the enormous amounts of information, but also enabled people to communicate with each other faster, than ever before, exchange information and knowledge. It blurred the geographical and time zone borders.

Internet created an enormously big field for business activities as well, including the advertising ones. Combined with the growing prices of mass «classical advertising», less trust towards the advertising in the conventional media and oversaturation with the advertising overall, Internet become a real salvation for the firms, who cannot offer old-fashioned commercial campaigns. What is more, it is getting harder and harder for the firms to get their messages to the consumers. So far, Internet has become an integral part of the modern lifestyle. All these factors combined created a growing interest trend towards alternative and more cost effective methods of advertising- guerilla, ambient and, of course, viral marketing.

Reason of scientific interest

Relative novelty of the topic, and, as a consequence, a relatively small overall research done on it, numerous cases of the viral campaigns success, potentially huge opportunities, developed a strong scientific interest towards the theme. In the modern scientific literature, the analysis of the phenomenon of viral marketing is concentrated primarily on its features, mentioned earlier, meanwhile, attention to, first and foremost, measuring the risks and benefits of viral marketing campaigns, their planning, implementation and measuring of the effectiveness is given only in bare outlines and not deep enough, what was the reason for choosing this topic.

Research Objectives

The academic goal of this work will be to create a detailed analysis and compilation of the main principles of carrying out a viral campaign, its main features and unique aspects, as well as the process of planning, effectiveness evaluation& measuring and which components are needed to be taken into account in order to achieve success.

This will be done by the research of the already existing theories and literature dedicated to the topic, what is going to be the theoretical part, and by drawing statements& conclusions, coming out from the analysis of the numerous viral cases, combined with the interviews carried out among the ordinary people by the author of the thesis, what is going to be the analytical part of the paper.

Proper planning and quality execution is the key to the success and significant results of every campaign. Therefore, it is very important to have the right management with clearly defined positions, principles and tasks that should be followed by companies so that they do not expose themselves to waste of money and unnecessary risks. And, hopefully, this work will be useful for those who decides whether to implement this technique or not, by giving a hand in measuring all pros and cons and, as an outcome, preventing from making mistakes and incurring unnecessary costs or helping to achieve success.

Chapter 1: Virality Core Principles

1.1. Viral Marketing- Definition

Viral Marketing- is one of the many marketing subspecies. This term refers to a set of different methods of advertising in the progression close to the geometrical. The term itself is relatively new and appeared in 1996 (Fast Company, 2018). One of the core features of this type of advertising, which actually is the reason of the word “viral” in the name is the growth of the auditory in the fast progression in the short amount of time, what reminds a virus spread.

However, before starting the discussion about the viral marketing itself, in order to fully understand the reasons for the appearance of this term particularly in this period of time- end of the twentieth century, and fast viral growth of dozens of companies, like Hotmail, EBAY, Facebook, MySpace, LinkedIn, Twitter , PayPal, YouTube , Skype, it is necessary to look on the development of marketing as a scientific discipline in the last century, as well as the development of communications in marketing, and the evolution of communications themselves. This will not only explain why this term became so popular just recently, why so many cases of growth came up, but also will provide some understanding of the specifics of the campaign planning to proceed further so get a clear understanding of the major details of viral marketing and viral campaigns by the end of the research paper.

1.2. Marketing History

Marketing is a fairly young scientific discipline. The first marketing course was read in 1902 in a number of US universities, precisely at the Universities of Michigan, Berkeley and Illinois. During the next century, marketing has developed continuously with the market (Files.eric.ed.gov, 2018).

The development process of marketing as a science, which eventually led to the emergence of one of its species-viral, can be divided into 4 stages - the era of production; the era of sales; an era of direct marketing and an era of relationships (Scott, 2017).

The first stage was the era of production, which lasted until 1925. At that time, the prevailing opinion was that a good product would sell itself, and the main concern for the company is simply to produce its goods.

Nothing can characterize the attitude of businesses to its customers and marketing, than Henry Ford's famous phrase: « Any customer can have a car painted any color that he wants so long as it is black» (Ford and Crowther, 2012). It was believed that it is enough to produce the best goods to bypass competitors. However, these thoughts were proved by time to be wrong, and the manufacturers gradually moved to the view that if the goods are promoted properly, the sales and market share will be much more impressive.

The next era was the era of sales, which begun in 1925. In the developed Western countries, ways of selling products were improved and volumes of production grew. Manufacturers already had to think more about the more effective ways of selling their goods.

It was a time of great discoveries, and the market began to be filled up with goods absolutely unaccustomed for the customers, such as refrigerators, the first television sets etc. And incredulous buyers needed to be convinced that the new product would make their lives easier and better. Sales specialists began to appear large companies, but they still possessed just a secondary role.

The third era, called the era of marketing, began after the Great Depression. As the leading economies continued their recovery and the standards of living were increasing, the demand for the population in various goods began to grow more and more and only those companies survived that began to pay sufficient attention to consumer demands and focused on it.

After that, the development of marketing went even more rapidly. It has already ceased to be regarded as something secondary, becoming an essential part of the success of any company. Marketers together with the creators of products, defined consumer requests and tried to satisfy them. Orientation to the market helped to achieve financial success quickly, consumers were eager to accept new products.

The last stage, still ongoing, is the era of mutual relations. Its characteristic feature is the desire of marketers to establish and maintain stable relationships with consumers. This is the key for the creation of a stable customer base, maintaining a good reputation, as well as a great way to stay afloat in the midst of fierce competition.

1.3. Development of the Marketing Communications

In today's fast-changing world in which businesses participate in constant race for the success and survival, and increase their advertising budgets, negligent attitude to advertising and all marketing communication in general is a direct way to the failure.

That is why the development of marketing communications was also intensively going on. In earlier times, the classic scheme of communication between a brand and a person meant only one-way interruption communication, when a person was constantly interrupted by various commercials, trying to get one's attention. And the messages were simply product-focused (Scott, 2017). Horizontal communication between the customers was quite underdeveloped. Everything was changed by the Internet. In 1995 the so-called «Communication revolution» occurred. This year Netscape, the first browser, which allowed easy and affordable Internet connection and web browsing went public (Scott, 2017). The transition to an informational society radically changed the communication environment of the consumers, as well as the ways and style of obtaining information, including commercial information. The communication is no longer a one-way interruptive process, from that point of time it became aimed at delivering useful content at the exact moment, when a person needs it. It was the moment, when the modern way of communication emerged, which is about the interaction with the customers, about teaching them, and giving various choices and ability to communicate better with not only the other consumers, but also with the sellers themselves. And for the brands there was no longer need to spend enormous amounts of money on costly, and not necessarily effective, commercials. There was no longer need for the firms to wait, until they will be finally noticed- from now on they could make it to be noticed themselves. With the modern ways of communication, but first and foremost, the social media, businesses can contact the customers directly, without the «media filter».

So it is logical, that in order to create proper links between the firms and people, each company, which is oriented on the B2C market, and regardless of its size, cannot do anything without a serious investment in marketing communications. It is also clear, in pursuance not only to make an advertising campaign, including the viral one, successful and spend the budget efficiently, but also to reach overall strategic goals, marketing communications must first have a clearly formulated strategy and be integrated.

Today, countless articles, expert reviews, video and product-dedicated sites are available on the Internet. Each and everybody can see, if and how anybody have tested a certain product on practice, any person can leave a response that will be read by thousands of readers in a blog, in a

social network or on a thematic Internet forum. The development of social networks, blogs and so on contributes a lot to the formation and strengthening of horizontal links between the consumers. As a result, both positive and negative information about the brand or a product spreads much faster than before.

1.4. Appearing of the Integrated Marketing Communications

The concept of integrated marketing communications originated in the late 20th century in the US. By that time, market situation was changing again. Precisely it was the falling degree of effectiveness of the media, and falling consumers' susceptibility to advertising messages came as the result of years of pouring of hundreds thousands of advertising messages daily. Consumers were becoming more pragmatic about various kinds of advertising campaigns. In response to this, the methods of indirect advertising, on direct contact with them, began to gain in popularity. The book presented in the year 1993 by Professor Don Schultz and named "Integrated Marketing Communications: Putting It Together and Making It Work" was presenting a completely new way on the marketing communications. It introduced the concept, which is based on a detailed coordination of the planning of various communication components, like various types of advertising, direct marketing, sales promotion and their joint use, taking into account the specific market situation, in order to ensure maximum communication impact on the consumer (Schultz, Tannenbaum and Lauterborn, 1994).

The concept of IMC is designed to create the company's all-departments-single-effort marketing communication process. This involves creating a system of communication messages using various means of marketing communications that do not contradict each other. The main aim is to increase the overall effectiveness of marketing communications by searching for optimal combinations of various communication and marketing tools.

1.5. Marketing & Marketing Communications Development and Their Impact on Viral Campaigns

Marketing and marketing communications continue to develop and move towards more cost effective and efficient ways of product promotion, as customers are becoming more and more oversaturated with the advertisements. They are bombarded by various commercials from everywhere. An average person gets roughly 600-700 signals from brands per day (Berger, 2014). And they tend to believe them less and less. So, alternative ways of products & services promotion are essential for every business, which aims to be successful.

Viral campaign effectiveness depends hugely on the communication mix used during the promotion stage. And not a single campaign became successful using just one communication tool. It was the development of marketing communications and birth of the Integrated Marketing Communications, which led to the understanding how to carry out large scale advertising

campaigns, which spread rapidly among peoples and nations and through the borders and continents and turn out viral

1.6. History of the Term

The term was coined in 1996 by Professor Jeffrey Rayport in the article, named «The Virus of Marketing». In this article Rayport predicted, that v-marketing will need some time for acceptance, but in the future, «it will be essential to the success of lots of fast new businesses. And the sooner they know it, the better they'll do». And the article is finished with the line: «so spread the word» (Files.eric.ed.gov, 2018). More than 20 years have passed since this article was published, and time has proven, that he was right. Starting with Hotmail- the first case of modern viral marketing, and finishing with modern Web 2.0 giants, like Facebook or Instagram.

As it was mentioned earlier, the real problem for the modern marketers is that it is becoming harder and harder to reach the customer. People are reacting on the messages less and less and non-standard ways of advertising as guerilla, ambient and, of course, viral marketing, are started to be perceived more and more serious.

1.7. Explanation of the Name of the Term

It was the combination of many factors, listed above in the paper, like the development of technologies and means of communication, but first and foremost- the need of brands for a better reach to the customers, and the development of horizontal instant communication between people, led to the emergence of modern viral marketing in 1996, at the dawn of the era of mass Internet usage. The term was first coined by the professor of the Harvard Business School Jeffrey Rayport in his article The Virus of Marketing (Files.eric.ed.gov, 2018). However, the very phenomenon of viral marketing arose long before the appearance of the term and the emphasis was on personal (face to face) communication with customers. Nevertheless, modern viral marketing is very tightly connected with the Internet and modern ways of communication.

The reference to the biological term is not accidental. The process of information transfer is similar to the way the virus epidemic arises. It spreads quickly with a constant exponential increase in the number of infected and has unpredictable results just like a real virus. The term itself combines a mix of various methods of advertising distribution, characterized by spreading in a progression close to the geometric, where the main disseminators of information are the recipients themselves. The self-spread is achieved by creating a content that can attract new

recipients. This is the key principle of viral marketing-the creation of a message that can interest a user so much that he or she will want to share this information with the other people in a variety of ways-that is, advertising is obtained with autonomous distribution, through the natural mechanisms.

As it became clear from the description of the term, its specifics are based on the fast spread of information between the people themselves. And this leads to the main fundament, the core, the backbone of each viral campaign- spread of the information between the people, or, as it also is called, the word of mouth.

1.8. Word of Mouth

The reason of the broad discussion about this term, which is going to follow afterwards is because most of the literature on virality concentrates mainly of word of mouth as the leading force of such type of promotion. So, it is necessary to pay some attention towards word of mouth as well, as it is going to give a hand in understanding of virality and the process of its creation and maintaining.

1.9. Concept of Word of Mouth

What is the word of mouth? The easiest answer is, that it is a part of natural communication process between the human beings. From the marketing perspective word of mouth is about people talking about what you actually offer, it`s about daily consumer conversations. And, as any other form of marketing, it can be plannable, trackable and controllable. But, word of mouth marketing in most of the cases is not only just about marketing- it is much broader. It`s about outstanding products, which people are eager to show everyone, it`s about the message they want to pass to each other.

Thus, the meaningful concept of Word of Mouth (WOM) is based on the exchange of information relating to goods or services between the consumers themselves (Berger, 2014). This is a quite natural process of exchanging views on specific products, about the desire to share their impressions, both positive and negative with relatives and friends, colleagues and friends.

The good thing about the word of mouth is that it is able to transmit the messages for considerably long amounts of time and retrieve them afterwards. The research carried out, has shown, that audio stimuli is superior to the visual one. There were two groups participating in the study. The first one was given a message, based on a visual basis, the other one was given the audio one. After some time, they were asked to recall it, and from the first group only 49% were able to do it, whereas in the second one- 70% (Berger, 2014).

And, finally, it gives a good reason for the firms to start using it is really helping to increase the sales- companies which actively use word of mouth generate sales, which are from 3 to 10 times higher, than ones, which are generated by “classical” marketing.

1.10. Reasons of its Importance

People love to share stories, gossips, news and information about them. People share things that make them good look to the others. The desire to share opinions, thoughts and experience has become the crucial reason of the rapid growth of the popularity of various social networks. They help people to tell their friends how great the recent trip to Amsterdam was and chat with the classmates about the upcoming exams, share our opinion on that new gadget, which was bought a couple of days ago and discuss the reviews on that new movie. Just a scientific fact- people share 16.000 words per day and 40% from all conversations are about personal experiences and relationships. What is more- there are more than 100 million conversations about brands occurring every day (Berger, 2014). But the fact is, that there is something more than just vanity in all this- and that it is joy. There was a scientific research carried out by Harvard neuroscientists Jason Mitchell and Diana Tamir. They found out that exposing information about the self is essentially rewarding. The scientists used special brain scanners and asked their volunteers to share some personal information and attitudes or opinions about the other person. And a discovery was made, that the reaction of the brain circuits was the same, as the reaction on getting rewards, such as food or money (Berger, 2014).

These two scientists also carried out another research. They prepared a number of personal questions, which made people to self- disclose. And they had an opportunity not to answer and pass on to the next question or respond on it and share the information with the others. In addition, to make the experiment more interesting they divided people into two groups, in one of them people were paid for not sharing the personal information, and in the other they were paid for the information disclosure. The result was that people were willing to forgo their payment,

but to share the information. Overall, people were willing to have a 25% pay cut, but to share their thoughts (Berger, 2014).

But what is even more important, is we do not only like to share information with other people every single day, but also that the things others tell us can have a really significant impact on what we think, do, read or buy. Word of mouth helps to make 20-50% of all purchasing decisions. People always believe their friends more than various advertisements for various reasons. People tend to maintain contact with people belonging to their group of interests, tastes and way of life and they believe their personal experiences. That for example, this washing powder is really better, because it was proven by somebody's personal experience.

Numerous studies around the world show that the era of ATL advertising approaches its end, while the PR era is gaining momentum (Scott, 2017). The same studies have shown that people acknowledge the recommendations of other consumers as the most reliable source of information about products and services, as well as the views of friends, acquaintances and relatives - 84% of respondents from 60 countries.

Word of Mouth advertising can be considered as the most trusted ways of advertising, comparing to the new types, like advertising on the Internet, and the "classical" advertising, such as on TV and print media. And the following paragraphs are going to show it more precisely.

There was a study carried out in the US in 1955, which showed, that Word of Mouth is seven times more authoritative, than printed media, in terms of persuading consumers to make a brand switch (Home and Marketing, 2018).

What is more, people's trust towards the authorities is becoming lower and lower. Thus, the research, which was carried out by the Pew research center has shown, that trust towards the government in the US has been steadily falling, except the year 2001. In the year 1964 77% of people have trusted the government, and in the year 2014- just 24% (Pew Research Center for the People and the Press, 2018). The research occurred in 2013 in Britain has shown, that only 18% of the total population trust the politicians (Ipsos MORI, 2018).

And this gloomy tendency towards distrust to almost everything spreads on advertising as well, especially on the online one, as the research, carried out by the Rakuten Marketing has indicated. Online advertising is considered as "disruptive" by 83% of the people asked. What is more, 42% of people don't trust brands, and 69% are not confident towards online advertising. Social media ads' trust was on the level of 43%, while online banners got 39%. The lowest degree of

credibility was shown by the mobile ads, podcast ads and pop-ups with faith varying from 39% to 38% and 25% respectively. Whereas trust towards the social media is still strong. Print ads were trusted by 83% of the respondents. TV ones- by 80% and radio ads by 71% (Digiday, 2018).

At same time the level of trust towards the word of mouth advertising is considerably higher, disregarding its form- both face to face word of mouth and electronical one. "Nielsen Global Trust in Advertising" report compares level of trust to various ways of advertising.

Recommendations from friends and relatives are the most reliable ones- 92% of the 28000 respondents trust their acquaintances and family members either "completely" or "somehow". Moreover, 70% of the consumer reviews based online were also considered as worth of confidence (Digital Wellbeing, 2018).

So, drawing a conclusion, it can be said, that, comparing to the others, word of mouth is the most effective way of advertising, as it is the most trustful and non-disruptive one. In this case, the very phenomenon of WOM and communication between consumers as its result are very promising tools for disseminating positive information about the company or its specific products. As the research has shown, traditional advertising is still useful, but word of mouth is much more effective.

1.11. Reasons Why Word of Mouth Can Be More Effective, Than Traditional Advertising

This happens for two main reasons. The first one is that word of mouth is more convincing. Ads always tell that their product is better, and it makes them much less credible. Always the same story- scientists prove that particularly this toothpaste is better, than the others, or that 9 of 10 customers prefer this type of shampoo. A friend is not interested in selling - he just advises. People say everything straight. This is good and this is bad. And you believe your them, because you know that a friend used the service or goods him or herself, and the company did not pay him or her for advertising. The second reason is that word of mouth is much more targeted. The vast majority of the firms always try to advertise in a way, that will allow them to reach them the largest number of interested customers possible. But for many companies it may be a huge problem. Company which produces and sells snowboards and skis will spend its money into nowhere buying ads on TV because this is a very specific market and most of the viewers don't even snowboard or ski. Or even if the purpose of reaching the maximum amount of people will be reached, the money still be wasted, because even if some proportion of the audience like

snowboarding and skiing- they probably don't need new skis or a snowboard. It will be more efficient for the company to advertise with the help of the opinion leaders, who could be famous skiers and snowboarders and have their own YouTube channels or blogs. Or to advertise directly in a shop, which sells snowboards and skis. Placing ad on the back of the ticket to the famous snowboarding competition or a slope. In all of these cases only the interested customers will be reached, because, probably, people who watch snowboarders or skiers on YouTube and go to the competitions and slopes, most probably practice snowboarding and skiing themselves and speak about that with their friends and colleagues, who, with a very high possibility, may be doing the same or plan to try it, wanting to get this specter of emotions as well.

A conclusion can be drawn from all this that word of mouth is naturally directed towards an interested audience. People don't share news with everybody- they select particular people, who may find this piece of information most relevant for themselves. Word of mouth tends to reach only those individuals, who are really interested in the thing being discussed. Thus, customers, who came by the referral of their friends shop much faster, spend more and stay more loyal.

1.12. Tupperware Case

After the end of the WW2 technology of production safe food-storage containers was invented by Earl Silas Tupper. His company, named Tupperware was producing plastic food-storage containers at the price of \$1.39. In 1949 Tupper's fourteen-piece set of bowls and tumblers, was available in multiple stores across the country, including J.L. Hudson- the tallest department store in the world by that time. Despite the huge nation-wide marketing campaign in the newspapers, magazines and on the billboards, the sales were disappointing. At first, customers, who were new to the product, didn't even get how to use it, whether to use it at all and what's so unique in the product. It was not sold country-wide and the sales, at the beginning, were extremely low. But the company was saved by Brownie Wise, a single mother from Michigan, who was working as a distributor for Stanley Home Products, a direct seller of various household items, like detergents, mops and floor waxes. One of the sellers, Gary McDonald, working for Wise, discovered how useful Tupper's products can be, but they were bought only after someone demonstrated how to use them and that these containers are extremely helpful for food storage. And what is more, the product had no other real competitors on the market, except zippered plastic bags sold in three for 1, 98\$, comparing to Tupper's containers for 1, 39\$ (Penenberg, 2010).

Then, Brownie Wise got a couple of the containers into her hands, and, after understanding, how useful they really are, started to distribute them by going from house to a house. She also relied on a network of her friends to do this job as well, they asked their friends, and their friends- their friends, so on. Such type of job made a perfect use of a part-time labor of sociable housewives. They were just going around the neighborhood, gossiping about everything with the other housewives, who in return had some nice time, chatting with the women like themselves and, at the same time, helping them to earn some money. Some of them later became distributors as well. This technique enabled multiple expansion of the firm- both the number of buyers and the number of sellers expanded virally. The more Tupperware sold, the more sellers it attracted into the company. Due to this technique everybody profited- the dealers of the Tupperware products, sub dealers and the buyers.

As the result, on an average week in 1949 Wise alone brought 1500 dollars of profit to Tupperware, what is actually worth of 14000 dollars today, and annually she and her army of ladies brought revenues of 152,149.13\$ to Tupperware, in today's dollars this sum equivalent to 1.4 million dollars. Tupperware growth continued until 1970-ies, reaching a top in 1976 with half a billion dollar sales. But then the saturation point was reached and a steady decline began (Penenberg, 2010).

Expensive and big-scale advertising didn't help Tupperware to sell more and to become nation-wide known. So what did? Two interconnected things- word of mouth and social influence. Both of them were a reason of huge success of the other viral campaigns as well, so they deserve a closer look and examination, what will be done precisely in the next paragraphs.

1.13. Electronic word of mouth

Electronic word of mouth, or eWOM, is a modern sub-category of the classical word of mouth, but if classical WOM is about the daily face-to-face communication, or personal communication, the eWOM is about people's communication via the web.

Today, world's average internet penetration is 53%. The highest is in Northern Europe (94%), Western Europe (90%), North America (88%), Southern Europe(77%) and Eastern Europe(74%). In the other regions it is also rather high, mediating from 69% and 68% in Oceanic region and South America respectively, to roughly 50% in the Northern Africa and Caribbean. The lowest internet penetration is on the African continent, where the highest result belongs to South Africa and it is 51%, while in the Eastern and Central regions it is just 39% and 13% respectively (Wearesocial-net.s3.amazonaws.com, 2018).

The main platform for eWOM is often called the new media, opposing the old, classical media of newspapers, magazines, TV etc. The new media services, which are enabling eWOM can be divided into several distinctive types (Scott, 2017):

- Social networks. People there can create a community of friends, be members of various interest groups, or even create them themselves. Members of the social networks are actively sharing information, their opinions on various issues and so on. The most obvious example- Facebook.
- Specialized video and image sharing networks, which simplify the process of sharing videos, images and, of course, commenting them. The best examples- YouTube and Instagram. They are a kind of social networks too, but their main purpose is about sharing videos and images first and foremost.
- Blogs. Blog is a kind of a personal diary. These are specialized personal websites, where individuals write their opinion on various topics. Blogs are providing means of discussion between the users online too.
- Review cites. Users there share their opinion on various products or services. The most famous examples are TripAdvisor or Rotten Tomatoes.
- Message boards. They serve as an online space for discussion of topics of interests between the people. One of the most famous boards is 4chan, but there are hundreds, if not thousands of them,
- Others. They include mobile applications for messaging, like Viber and WhatsApp, various Wikis and so on.

1.14. Differences of the Electronic Word of Mouth with the Classical Word of Mouth

1.14.1. Written word vs. Spoken Word

Classical word of mouth is relying, mainly, on the spoken word, but the electronic word of mouth is more about the written word. A person may easily forget, what the other person has told him recently, but the web never forgets. A message, which was sent ten years ago could be easily found, a piece of information, published in 1999 could be easily found as well. In other words- various online sources keep a record of the materials, which were posted.

1.14.2. Degree of Visibility

The amount of daily face-to-face conversations taking place every day is huge, but the new media have allowed to significantly increase the volume of interactions taking between the people and the speed of them. Kaspersky Lab presented a study, where a stunning fact was revealed-93% of all internet users share information about them and their lives digitally (BiztechAfrica, 2018). It is hardly possible to observe and analyze the information that people shared personally, unless the person met will start to show his or her pictures and share information about him or herself. But with the saved written communication peoples` conversations started to be much more visible for the other people and it can be used by the marketers, of course, for gathering information and getting peoples` opinions. And they don`t have to carry out mass personal surveys- with the web this work became much easier.

1.14.3. Speed of Reach

Forbes research has shown, that 59% of the people are sharing the information even without a close analysis of it (Forbes.com, 2018). The speed of information flow increases from year to year and the amount of people sharing it is increasing too.

1.14.4. Narrow Reach vs. Broad Reach

An average person communicates personally with a limited amount of people on a daily basis, but using the variety of new media services, mentioned above, web users can publish their opinions to the vast online audiences and have an opportunity to reach an unlimited number of people, because internet blurred the borders between the users and the geographical location lost its importance. What is more, sometimes peoples` friends and relatives do not share their interests and views and the web provides an opportunity to communicate precisely with the people, who have the same tastes and interests. Nowadays, Internet is an important facilitator of the communication

1.14.5. Degree of Trust

Electronic word of mouth is definitely better in terms of people reach, both in amounts reached and with the speed it has been done, but eWOM lacks something classical WOM has- and that is lack of face to face interaction, with physical contact, body language and senses which are necessary for the creation of a trusted contact. Moreover, many users of the web like to hide their faces behind the fake accounts, not to reveal their real names and stay anonymous. While it is very hard to stay this way speaking person to person. All this affects the degree of

trustworthiness, making classical WOM more trusted generally between the customers and will become even more important.

Even more, a research carried out by the Keller Fay Group has discovered, that just 7% from the total word of mouth happens online (Berger, 2014). This leads to a conclusion, that effects of the electronical word of mouth are overestimated. The reason why is that people are able to see how many times the video was shared or liked-thanks to a huge amount of data recorded. So, at a first glance it seems really a lot, but the truth is that offline conversations are much more effective in terms of spreading the word of mouth.

1.15. Conclusion on Word of Mouth

Making the conclusion on this section of the research, it could be said, that taking into account such factors as development of communication means, which accelerates the spread of information in many times, rising of costs of advertising in the traditional media, high degree of trust towards it, and, of course, the natural human will to exchange information- word of mouth, in both its formats- both “classical” and modern electronic is a powerful advertising tool, necessary to be reckoned.

Chapter 2. Viral Campaign Creation

2.1. Creation of a Successful Word of Mouth Campaign Principles

As it became clear from the previous paragraphs, word of mouth is a very effective tool of a product promotion and one of the main pillars of a successful viral campaign, which relies on the spread of information by the users themselves. So, it is necessary to understand how to generate word of mouth in order to make people talking about the product.

There are lots of examples of things in the modern world that have caught on. There is even a new word, which has become so popular in the recent years and means, as Cambridge Dictionary says: « A situation in which something is advertised and discussed in newspapers, on television, etc. a lot in order to attract everyone's interest» (Dictionary, 2018). And this word is hype. Hype can be around new iPhone features, new Pepsi ad, and new smoking bans in the public places, new video on YouTube or a song. These are all examples of social epidemics. They can start with an organization, or just an individual or a set of individuals and they start to spread almost like a virus, from person to person.

There are many examples of how things caught on and became contagious, but it is much harder to make the product or service contagious. But the best thing in word of mouth is that it is available to everyone, it is just necessary to understand, how to make people talking.

In order to create a buzz around your company or store, it is necessary to know some basic rules for creating a word of mouth, using which, this free sales channel will bring maximum possible results.

2.1.1. Selecting a Right Name

The very first and one of the most important factors of the successful campaign is the name of the company, or a campaign, which has to be catchy, easy to pronounce and remember. Think about the top-brands, which are known by everyone: Coca-Cola, Apple, Nike, H&M, Ikea, Facebook, and YouTube. Slogans and names of the advertising campaigns, which these firms use are also very bright and sticky- Apple has «Think Different», Nike-«Just Do It», which at first was the name of an advertising campaign, but became such a tremendous success, that developed into an official company's motto. All these brand names or their slogans or campaign names, as well as many others, are united by the fact that their names are catchy, easy to remember and pronounce. In order to get people talking about the firm's campaign and, hence,

first of all they need to remember the name of your brand. Even if all the necessary conditions are created and the company qualitatively stands out among the others, a difficult name will always prevent the dissemination of information about the firm at the necessary level.

2.1.2. Selecting a Right Place/Time

Of course, place and time, at which a campaign is going to be run, is crucial for the success. It is obvious, that the success of each campaign, including the generating the word of mouth one, depends on the surrounding conditions. If a company sells beer in Germany, of course, its better to promote it time before the Oktoberfest. The best time to promote cold drinks and ice cream is end of spring, beginning of the summer.

Moreover, conditions of the market and cultural conditions should also be taken into account. It is unwise even to plan generating a buzz around the new pork sandwich for a fast food company in a Muslim country.

2.1.3. Creating Remarkability

The next factor is the uniqueness and remarkability of the product, which gives it distinctive features and differentiates it from the others. More simply: make it interesting, be interesting.

Before introducing a product or a service to the public, it is crucial to understand clearly, whether a person will tell about this product to his friends or no. Word of mouth can be thought of as a kind of a currency. Social currency. Thus, people use money to buy products and services, and they use social currency «to buy» desired positive impressions and emotions from their friends and relatives. So, in order to be talked about, companies need to create social currency. Companies should give people an ability to talk about themselves, and at the same time to promote their business. There are some ways how to achieve that and giving a product a sort uniqueness, distinctive features that will make it different from the numerous others and will attract attention of the customers, thus making it remarkable is one of the best options.

Remarkable is something, that can be described as unusual and worthy of attention. And what is the best aspect of something, what is remarkable? The answer is simple- it is worthy of being remarked. And remarkable things help to mint the social currency, because they help people, who talk about these things more remarkable. The desire to be liked is a fundamental feature of the human character. Sharing various amusing, extraordinary and entertaining things makes people seem more entertaining and extraordinary. And people who possess these features of the

character are more interesting to speak to, more likely to be asked to go out somewhere, to be invited or agreed on a second date and more likely to be a center of attention on a party.

A scientific research was carried out by the professors Raghu Iyengar and Jonah Berger. They took a list of 6500 products and brands and analyzed how much word of mouth they get. The brands examined varied from the biggest to the smallest. And then Berger and Iyengar asked a number of respondents how frequently they discuss these brands. The result was predictable- more remarkable brands, like Facebook and YouTube, or products, like Hollywood movies, were discussed twice more, than less remarkable brands like Wells Fargo (Berger, 2014). The research has also shown, that the same principles can be applied to the posts in social networks- that more interesting ones are shared more frequently. Remarkability explains why a certain person is spoked about more, than the other or why this video is more shared, than the others. So the final idea is very simple- the mass attention can be attracted by remarkability. The case study in the following section is a good demonstration of how beneficial remarkability is.

2.1.3.1. Remarkability. Snapple Case

Snapple was the company that implemented these ideas perfectly. That`s a beverage company, selling various types of juices, teas and water. History of Snapple counts 46 years- it was founded in 1972 in New York, but the most dramatic period of it happened in the 1990-ies- beginning of 2000-nds, when it has done a path of a tremendously successful brand, which was almost acquired by Coca-Cola, but in the end was bought by Quaker Oats at the price of 1, 7 billion USD in 1993. At this time the deal was considered as one of the biggest ever. But Quaker`s rule almost ruined the company, which lost in its market price almost six times and in 1997 was sold to Triarc`s Beverages for just 300 million USD. In 2000 Snapple became a part of Cadbury`s Schweppes for 1, 45 billion USD (Dr Pepper Snapple Group, 2018). And, finally, in 2008 Snapple became a part of the newly formed «Doctor Pepper Snapple Group».

In 2002 Marke Rubenstein, executive VP of Snapple`s ad agency was rethinking the ways of attracting new customers. Snapple has already become remarkable with its funny commercial featuring Snapple Lady, who was in fact a real Snapple Employee, who was reading letters of various Snapple consumers, who were asking all the kinds of questions to her. But the company needed something new and the idea of «real-facts» was created. These facts were quite amusing and entertaining. Fact number 12 noted, that kangaroos cannot walk backwards. And fact number 73 tells, that an average person spends over 2 weeks of his life waiting for a traffic light to change. A person drinking Snapple with his or her friends will definitely tell about the fact

seen to the others. These facts became so infectious among the customers that they developed into a part of a popular culture. They are constantly posted in various social networks, comedians use them for their jokes and sometimes they seem to be so unbelievable, that people dispute over them, if they are actually true (Berger, 2014). These facts are talked about, because they are really remarkable. And talking about them creates social currency. What is more, it gives the company certain sense of uniqueness, because operating on the beverage market is very difficult- there are dozens of companies operating in the same field and producing the same type of products, so in order not only to stay afloat, but to be successful certain creativity has to be used by the company`s marketers. And Snapple`s campaign and overall willingness to be creative and remarkable were one of the many other reasons, that helped the firm to become much stronger and to lead «Dr. Pepper Snapple Group» towards its today`s success. Thus, share prices of the group grew from 29 USD per share in April 2008 to almost 96 USD in January of 2018(Nasdaq, 2018). Steadily growing share prices means one simple truth: the company is performing well and it is trusted by the investors. Of course, successful viral campaign is not the only key reason of the steady growth of the shares prices, but it is one of the many important factors, that together made the company prosperous.

2.1.3.2. Remarkability. Nike case

Another company that has shown and is still showing creativity and distinctive way of thinking that allows it to be remarkable is Nike. The history of the Nike brand includes several outstanding advertising campaigns, which invariably resulted in a significant increase in sales and brand popularity. However, everything began with the search for the founders of the company of that niche on the US market, which was still free- a niche of affordable and American sport shoes.

At first the company was called «Blue Ribbon Sports» and was engaged in the sale of Japanese «Tiger» sneakers in the American market. When the company's income allowed it to become an independent brand, namely in 1971, the company received its current name -Nike, in the honor of the Greek goddess of victory. The name of the company itself gave it a certain shade of uniqueness. The company was showing that the idea of winning and being the best is laid in the whole foundation of it company. In 1975, an idea of making the sole of the sneakers rippled appeared, what, as it was believed, would give the athlete the best starting moment. The idea and technology were unique, which allowed Nike to win 50% of the US sports shoes for athletes market by the end of the 1970s (Frisch, 2011).

The next goal of the company was to get the attention of the much wider sections of the population, not only of the professional sportsmen and for this purpose the company started to attract famous sportsmen to participate in Nike's advertising campaigns. It is believed that Nike was one of the first in the history of world advertising, who started to use sports stars to promote the brand and its products

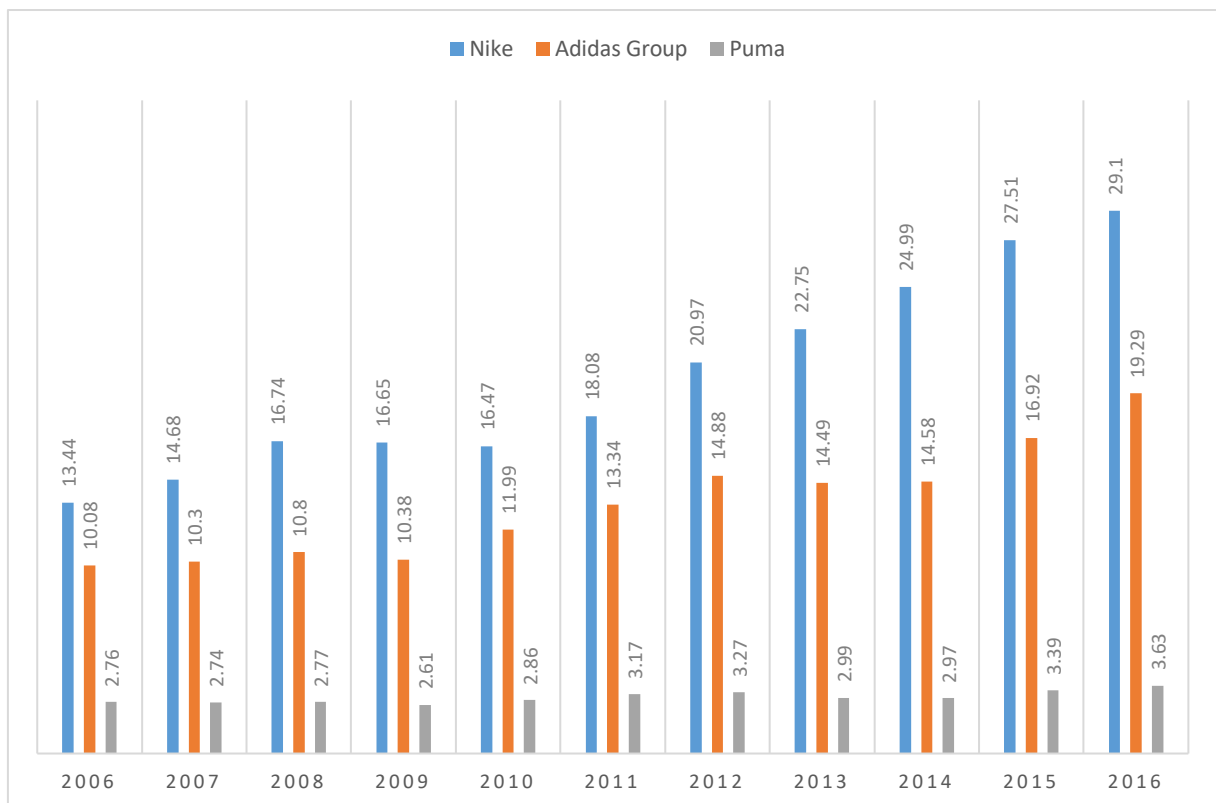
The most successful advertising campaign was conducted with the participation of a newly rising basketball star - Michael Jordan, for whom the super-sneakers Air Jordan, designed in such a way as to reduce the load on the foot when landing. The sneakers were forbidden to wear during the matches by NBA, but this was used to make the commercial even more successful. It was pretty modest, showing Jordan with a ball in his hands with a camera going slightly down in order to show the sneakers, while the voice on the background was saying, how Nike developed new historical shoes, but the NBA threw them out of the game, and that it cannot throw You, player, out of it. This simple masterpiece pointed to each and every ball player and told them, that they can wear such unique shoes, that even NBA banned them from wearing. And taking into account the fact, that despite the ban and fines, Jordan continued to wear these shoes during the matches. But this game was worth the candle- the sales rocketed up, like Jordan in the Air Jordan 2 commercial. Sales grew by more than 4 times, from 870 million to 4 billion dollars a year. The advertising campaign was designed primarily for male audiences aged 13 to 25 years. It was their share that accounted for half of Nike's sales in the mid-80's. The purpose of this advertising campaign was to give the consumers a feeling of being rebel, like the legendary basketball player, a member of the "elite" team. Moreover, it gave the sense of being «the local Jordan» for everyone, who was wearing these sneakers, while playing basketball with friends. This commercial was a perfect example of the success, which can be achieved by giving both the products and their consumers a sense of remarkability.

However, Nike missed the whole fitness revolution-a time when sport became massively popular among women. As a result, Reebok overbeat the rival. And Nike, in order not to remain in the shadow of its competitor, it was necessary to catch up. This is how the legendary slogan "Just Do It" has appeared, which later became the official motto of the company and one of the most famous slogans in the history of advertising. The advertising campaign "Just Do It" was full of determination, passion, and humor. This cheerful and short slogan appealed to a sense of victory over oneself, a feeling that is certainly experienced by any person in some periods of life. The word Nike has become synonymous with passion and victory spirit: if you want to be different from the crowd and show it, that you are a victor-just wear Nike. And the customer, buying Nike

products, had an aim not only to get high-quality sports equipment, but also to receive recognition and respect in the eyes of others.

As the result, Nike today is the undisputed leader in the sporting goods market and statistics only confirms this. Brand value of Nike in 2017 was much larger, than of Adidas-27.02 billion USD comparing to 9.22 billion USD (Global revenue of Adidas, 2018).

Figure 1. Comparison of Annual Revenues of Nike, Adidas Group and Puma in Billion USD



Source: (Global revenue of Adidas, 2018)

Moreover, a bright and memorable slogan, coupled with a much more active and creative advertising, provides greater attention to Nike buyers, rather than to its direct competitor, Adidas.

Thus, both of these companies have a football sub-division - Nike Football and Adidas Football. And one can see that Nike, which regularly attracts football stars to advertise its products, produces bright and memorable advertisements with the participation of, again, football stars, has much more followers on Facebook than Adidas. Thus, in December 2017, 45.08 million

people were signed on the page of Nike Football, and on the page of Adidas Football-28.49 (Statista, 2018).

Attention paid towards Nike Football on YouTube is much greater than to Adidas. By April, 2018, the amount of people subscribed on Nike Football channel was 2,83 million people, whereas only 1,285 million- on the Adidas one.

Nike Football is superior to the Adidas on the YouTube in all aspects. The amount of the overall video views on Nike`s channel is close to 189 million, and just 60 million- on the Adidas. The amount of people subscribed on Nike`s channel in March 2018 was close to 14 thousand people and only 7 thousand people- on the Adidas`s (Socialblade.com, 2018).

Top-3 watched Nike Football YouTube videos have 11,5; 11 and 9,4 million views, while Adidas one- just 7,6;7 and 5 million (Socialblade.com, 2018).

Despite the fact, that the ads of these companies look more or less the same, the techniques are quite similar as well- top football stars as the main characters, decent music and remarkable visuals, Adidas has much less impressive results. This shows, how important it is become remarkable and noticeable among the first.

2.1.3.3. TiVo Inc.

TiVo, by the time of its foundation in 1997, was a pioneer in the industry of home entertainment. In 1999 the company presented its first product, named Personal Television System and, later renamed to TiVo, at the Consumers Electronics Show (TiVo, 2018). It was a personal video recorder and the company got extremely successful in the following years, having 34 million DVR users by the end of 2009 (Numbers, 2018).

The irony is, that TiVo enabled the users to skip the advertising on the TV, what became a real headache for the advertisers and is another evidence of the fact, that new ways of advertising are needed to be found and developed, and viral marketing is one of the best alternatives.

But it is not only about the amount of subscribers and the revenues of the company. It`s about how remarkable and useful this product is. US President Donald Trump with his tip on news and television, considers TiVo as “one of the greatest inventions of all times” (The Verge, 2018)

Such an opinion, expressed by a man of high rank and income, and, rather unordinary temper, possessing an access to the most modern and high-tech products on the market, is not only a

good way to spread the word of mouth, but also a good evidence, that originality and usefulness are among the best ways to catch not only the ordinary buyer, but even the US president. Moreover, it is a best proof of the simplest market credo possible- happy customer is the best advertising ever.

2.2. Conclusion on Remarkability

In the end a conclusion can be drawn, that when a company creates a buzz around itself and its products, stays remarkable and worth of discussion, it helps the firm to create the word of mouth around itself, which, in the end can bring better attention, better position on the market and better profits and companies like Nike and Snapple are the best proofs of this. Unconventional and creative solutions allowed them to distinguish themselves from their competitors and to come to today's success after a series of setbacks.

2.3. Easiness of the Advertisement

Despite all benefits, that word of mouth can bring, one has to keep in mind the truth about the word of mouth- is capricious and lazy. So it is crucial not only to create all necessary conditions for its spread, but also to help it along its way, in order to get anywhere with it.

One of the ways to do that is to create the message which will not only start to spread among people at a fast pace, but will also be able to sustain its path for a long time. The best way to achieve this is to create a content which will be as easy to recall by almost everyone, as possible. So, creating anything longer, than a simple message will be a mistake, because it will be forgotten almost immediately.

2.4. Game Mechanics

The third option to generate word of mouth about the company is to use the game mechanics. Game mechanics «are the elements of a game, application, or program-including rules and feedback loops- that make them fun and compelling» (Berger, 2014). Good games have good game mechanics that make people, who are playing them, more motivated, attached emotionally, engaged and wanting always more. Game mechanics can motivate us on two levels. The first level is internal motivation. The second level is interpersonal motivation (Berger, 2014).

On the first level game mechanics motivate individuals to achieve things, what is, undoubtedly, enjoyed by the majority of people. One of the good examples can be various promotions and

discounts, like buy four-get-fifth free sandwich cards, which can be given in the local bistro. It motivates people to buy more as they are getting closer to their goal of getting their reward of a free sandwich.

The second level of motivation of game mechanics is the interpersonal level. The key feature of it is that it encourages social comparison between the individuals. An experiment was carried out in the Harvard University. Students were given a choice what to prefer- a job, where they could earn 50000 USD per year, but comparing to the others they would be earning twice more, than the others, who would have only 25000 per year. In the next option they could earn 100000USD per year, but earning, comparing to the others, who would have 200000USD per year, twice less. Surprisingly, majority of the people preferred option A- they were ready to earn less for themselves, but to be better, than the others (Berger, 2014).

People, like many other animals, have a social hierarchy and care about it. People love the feeling of being the first and having the high status. It can be seen in how people love to share about their accomplishments. They love to show how much money they have by buying various expensive things, like cars, accessories and cloth. People love to publicize how they succeeded in various sports, how many people follow them on Instagram, how many points they scored on the exam, because doing well makes people look good in the eyes of the others, at least how it's meant to be in the eyes of those, who share their achievements with the others. The love of being above the others lies in the human nature. And game mechanics helps to create social currency, using which people «buy» these feelings.

2.4.1. Game mechanics. Burberry Case

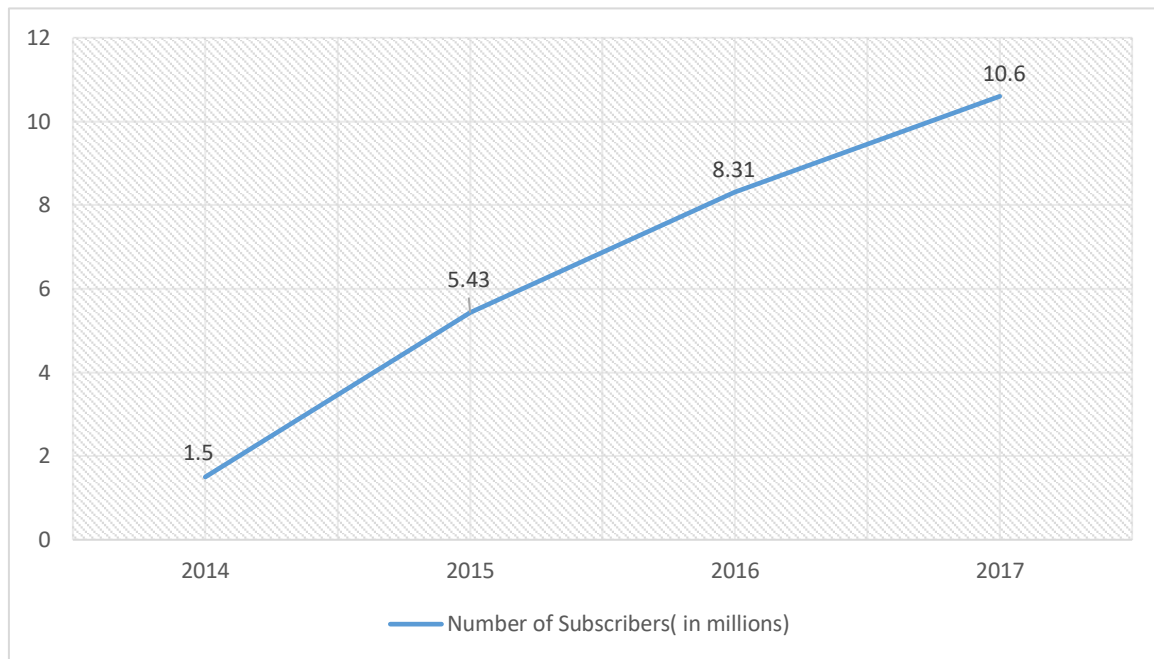
One of the British oldest fashion houses, Burberry, is the brand that understands this mechanics perfectly. For luxurious niche brands like Burberry advertising via classical media, like TV and newspapers is pointless. And this seems to be very logical- a very few people, who watch TV and read newspapers buy Burberry clothes. So the best way to promote its products with alternative ways, for example, via the word of mouth.

In 2009 Burberry launched a website called «Art of Trench». Opening the website, one can see a montage of pictures and videos of common people wearing clothes of the brand (Kingdom, 2018). The idea behind was, that everybody- a model, or an average person, can become one of many Burberry faces. People were asked to send pictures of themselves, or their relatives and friends and that the best one would be chosen and become a part of a set of pictures, showing various personal Burberry styles. The reaction of people was predictable: they started sending their photos, telling their friends and to generate the buzz around the whole firm and its campaign. Burberry website gathered millions of views from various countries and the sales rose up by 50 percent (Berger, 2014). By 2011 annual growth of the company was 86%, it was one of the top-ten fashion brands with the value of 3,38 billion USD (Word-of-Mouth and Referral Marketing Blog, 2018). Today, brand value of the firm is 4,34 billion USD, what can be considered of an undoubted success (Forbes.com, 2018). And one of the main reasons of it, with the wise management, of course, is company`s huge reliance on digital marketing- 60% of its marketing budget goes on digital marketing (Davies et al., 2018).

Burberry implements this technique ever since in all social networks, where it presents, and, of course, at the main photo-sharing one- Instagram. Burberry`s account has 11 million followers, with roughly 206000 people subscribed on its account only in March, 2018.

Overall, the amount of people subscribed grew almost 10 times since 2014- from 1,5 million to 11,2 million (Socialblade.com, 2018). And in the modern world, where the mass attention can undoubtedly be considered as crucial for the brand`s success, Burberry`s accomplishment in achieving people`s sight concentrations, can be acknowledged as an important gain.

Figure 2-Burberry`s Instagram Subsribers Growth 2014-2018



Source: (Socialblade.com, 2018)

2.4.2. Conclusion on the game mechanics

Concluding the part on the game mechanics, it can be said, that this technique can be considered and attention attracting as well and thus be included for the preparation of the viral marketing campaign. Burberry`s case is the best evidence of how an entertaining and adjustable to the modern trends strategy can create a buzz, surrounding the company and its products. And this buzz created will be a long term one.

2.5. Sustaining of the Word of Mouth

It is hard to make people talking about your product. But what is even harder is to keep people talking about it. And sustaining of spreading the information by the users themselves is crucial for the success of each viral marketing campaign.

Word of mouth can be differentiated into two types- the immediate word of mouth, which happens, obviously, in a short period of time, like hours and days, and an ongoing word of mouth, which goes in a much longer timespan-weeks and months (Berger, 2014). Both of them are valuable and both of them should be taken into account while planning the viral campaign, because the success of it in the short perspective heavily depends on the immediate word of

mouth. But for the long-term perspective, for sustaining growth over a certain period of time, ongoing word of mouth is critical.

But sustaining word of mouth is a real stumper. If a person walks into the office one day, dressed like clown, of course, it will be very remarkable and the whole office will probably gossip about it for the whole day. If the person will repeat the action and will enter the office the next day dressed like clown, or anybody else, he or she will, of course, get a lot of immediate word of mouth, but if the action is going to be repeated every day for the next two months, nobody will be surprised anymore and neither immediate, not ongoing word of mouth would be generated. So the question arises: how to make people continue talking?

2.5.1. Emotional Triggers

No doubt, all people experience emotions in one way or another, which affect their behavior and decision-making, respectively. Psychologist Robert Plutchik identified eight basic primary emotions that govern the behavior of each individual: joy, trust, fear, surprise, sadness, anticipation, anger and disgust (Uvm.edu, 2018). These emotions depend on the product and eventually establish the consumer's attitude to the brand.

Of course, it is best when the buyer experiences positive emotions while thinking about the brand. Bright, positive and enthusiastic emotions will make the buyers to purchase faster. Impulsive actions are usually performed in a similar state of mind, affected by the emotions. Thinking of Oreo, for example, a customer will think of joy it got the last time while eating the snack. Having Apple at the top of mind, a person will remember these emotions he had opening a new gadget. Looking on every successful brand one shall see, that all successful brands are more or less emotion-provoking, and the emotions are positive and high-arousal. These brands make people fascinated, excited, interested and not just only positive.

Looking on the giants, which grew virally, like Facebook, EBay, PayPal or even the earlier-mentioned Tupperware it can be seen, that they are high-arousal emotions-provoking too. Moreover, their viral growth and word of mouth around these firms relied on giving the positive emotions to the people who use their products, that created the triggers, that made the people to bring their friends, colleagues and relatives and made people come back again themselves. First users of Facebook were intrigued by a cite, where they can see at the other personal lives, or find new acquaintances or just speak with the people they couldn't speak before due to any reason. And it stayed the same way till today. First users of EBay were surprised, because now they could shop without even leaving a room. And PayPal newcomers were eager to use it, because

now they could easily transfer the money to anybody without going to the bank and sitting in a line there and it stayed the same way. Tupperware buyers new, that they will get a good-quality containers and will have a good chat with a nice seller-lady. These companies, except Tupperware, are still giving positive emotions and thus creating emotional triggers, that make people continue speaking about them all the time, generating constant word of mouth, attracting those, who didn't use their services before.

To cut it short, in order not only to keep people talk about the brand and its services, but also to make the whole viral campaign and after-viral growth successful, companies have to create positive associations with them and their products in the minds of their customers.

2.6. Summing Up on Marketing Development& Word of Mouth

This part of the paper has analyzed the history of marketing and marketing communications, what was necessary to get, why viral marketing as a term appeared at that exact time, and not earlier, despite some successful campaigns, which can be now called viral as well, in the before-the-internet era, like Tupperware. What is more one of the main reasons of the success of every viral campaign- word of mouth was analyzed, as well as its electronic version- electronic word of mouth and the differences between them were mentioned as well. The main reasons of the successful word of mouth campaign were looked on, like remarkability and game mechanics. In the end, the idea how to sustain the buzz around the product, and that is building emotional ties between the brand and the customer, was also discussed. This information was relevant for understanding the main tips for starting and sustaining viral campaign.

2.7. Measuring Campaign Effectiveness

Viral marketing, being a relatively young subject of scientific interest, does not yet have a proper established metrics for determining the success of the campaign. No doubts, appearance and evolution of the several of online tracking tools have made it easier to measure campaigns' success, but still, measuring effectiveness is a rather complicated task.

Today, the evaluation of the quality of viral advertising is more under the influence of myths and misbeliefs. So the question comes up: which methods are necessary to be used in order to evaluate the effectiveness of a viral campaign?

2.8. Plan preparation and Definition of Metrics for Effectiveness Evaluation

First of all, before even starting the campaign, even on the stage of the preparation, it is crucial to create a detailed plan and make any judgements only after having it. And this is the first tip for each and every one, who wants to launch a viral campaign. It will never be successful, without a proper plan. Virality never happens accidentally- it is a huge set of various conditions, ideas used and techniques implemented. And thinking in a way, that viral campaign can help to achieve the desired goal with much less efforts and time spent, than on the «normal» campaign - is a very short-sighted and even a misleading and wrong point of view, which is creating myths and misbeliefs around virality. So, in the process of creating a successful advertising campaign with a viral basis, it is necessary to adhere to the plan.

- First and foremost, definition of the business goal is needed. What is the task of the content that you create? Is its goal just to attract new users? Or to change the perception of the brand? Or to promote the product? The answer on these and the other related questions should be given.
- Second, identification of the key performance indicators by which you will evaluate the success of your campaign is necessary. Is the key indicator just the inflow of new subscribers? Or is it amount of referrals? Or is it number of product mentions? Depends on the goal.

Content and campaign must be created in accordance with the audience and purpose. Proper evaluation and examination is possible only with known, previously set indicators.

2.9. Viral Coefficient Counting

As the metrics have been identified, it is also important to take into account one of the most important metrics which actually shows, whether the campaign went viral or not is the viral coefficient. This is a formula, which calculates virality, or, mathematically speaking, the exponential referral cycle, and is used to see, how many new users were attracted by the existing ones (Penenberg, 2010).

In order to count the viral coefficient in a simple version, number of invited people by one user is needed(x) plus the acceptance rate(y).

- $X*Y < 1$ - insufficient growth rate
- $X*Y = 1$ - flat and steady growth
- $X*Y > 1$ - exponential growth

A more complicated, but more precise computation is presented below.

Counting of the viral coefficient goes in the following way:

1. The current number of users/ subscribers should be taken. For example, 1000.
2. The average amount of the referrals they do should be calculated. It could be, for instance, 10.
3. These two values are to be multiplied (1000×10). It will make 10000 possible new users.
4. The desired action should be selected. It could be registration on the web-site or the channel subscription. From all the people invited, 20% could perform a desired action and become subscribers of the channel. This is called also “accept rate”. The amount of the referrals is to be multiplied on the positive actions or acceptations percentage. In this particular case it will make $10000 \times 0,2$. This will make 2000 new subscribers/users.
5. In the beginning, the initial amount of users was 1000. With the newcomers it made 3000 in total. In order to make the final calculation and count the viral coefficient one should divide the new amount by the old one, thus- $3000/1000$. The viral coefficient is 3.
6. So, in order to grow virally the coefficient has to be bigger than 1. Only with this coefficient viral growth is possible. The one which is lower, will not result in a proper growth.

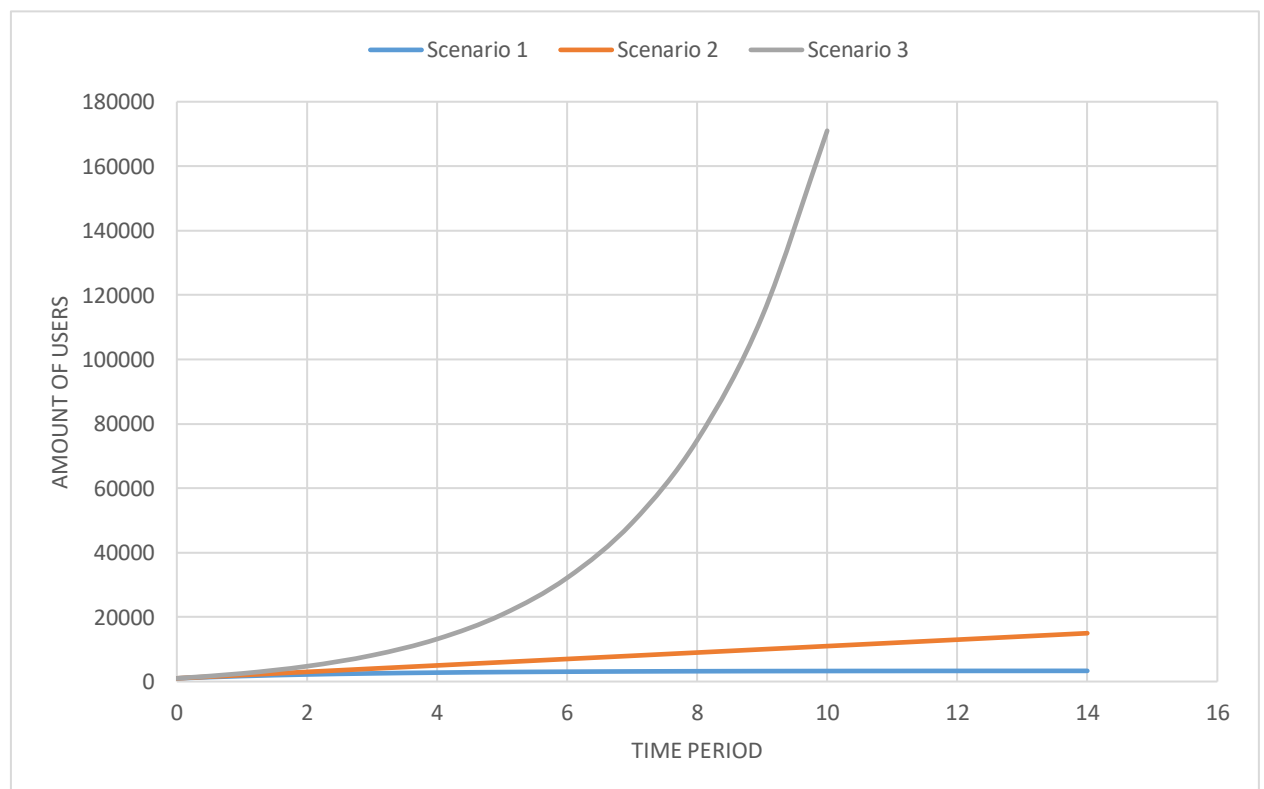
The graph and the table below shows the pace of growth with the coefficients of 0.7, 1 and 1, 5

Table 1- Viral Coefficient Calculations

| Viral Coefficient | 0.70 | | 1 | | 1.5 | |
|--------------------------|------------------------|-------------|------------------------|-------------|------------------------|-------------|
| Time | <i>Amount of users</i> | Gain | <i>Amount of users</i> | Gain | <i>Amount of users</i> | Gain |
| 0 | 1000 | 0 | 1000 | 0 | 1000 | 0 |
| 1 | 1700 | 700 | 2000 | 1000 | 2500 | 1500 |
| 2 | 2190 | 490 | 3000 | 1000 | 4750 | 2250 |
| 3 | 2533 | 343 | 4000 | 1000 | 8125 | 3375 |
| 4 | 2773.1 | 240.1 | 5000 | 1000 | 13187.5 | 5062.5 |
| 5 | 2941.17 | 168.07 | 6000 | 1000 | 20781.25 | 7593.75 |
| 6 | 3058.819 | 117.649 | 7000 | 1000 | 32171.875 | 11390.625 |
| 7 | 3141.1733 | 82.3543 | 8000 | 1000 | 49257.8125 | 17085.9375 |
| 8 | 3198.82131 | 57.64801 | 9000 | 1000 | 74886.71875 | 25628.90625 |
| 9 | 3239.174917 | 40.353607 | 10000 | 1000 | 113330.0781 | 38443.35938 |
| 10 | 3267.422442 | 28.2475249 | 11000 | 1000 | 170995.1172 | 57665.03906 |
| 11 | 3287.195709 | 19.77326743 | 12000 | 1000 | 257492.6758 | 86497.55859 |
| 12 | 3301.036997 | 13.8412872 | 13000 | 1000 | 387239.0137 | 129746.3379 |
| 13 | 3310.725898 | 9.688901041 | 14000 | 1000 | 581858.5205 | 194619.5068 |
| 14 | 3317.508128 | 6.782230728 | 15000 | 1000 | 873787.7808 | 291929.2603 |

Source: Author

Figure 3-Three Scenarios of Viral Growth



Source: Author

From the three scenarios analyzed above, the importance of the coefficient becomes obvious.

In the first case, the growth is insufficient. It slows down quite soon and finally stops at all, making a slope curve. The reason is that people do not refer enough. In the second case the growth goes on at a linear rate. However, it is not enough to be called viral. In the third case, as it is seen on the curve, the growth goes at the exponential rate. It is necessary, that not only enough people are to be seeded with the “virus” but that they also speak about it, by attracting as much people as possible.

The main impact of the viral coefficient is that enables to count the coefficient immediately, while carrying out the campaign, and to see, whether any changes and improvements are needed.

As it was mentioned above, videos are one of the most effective tools for viral campaigns. And one of the most common fallacies connected with the videos is in the belief, that the success of a viral ad can be judged by the number of views. But this is not a correct indicator at all. It is necessary to understand, that the number of views is a superficial mark. The situation, when the number of views tell almost nothing is quite common- these views can last for seconds, comments under the video can be provided by bots, as well as likes and dislikes.

2.10. Watching Time& Audience Retention

Something more, than the amount of people watched a video is needed. This is the watch time and audience retention. These metrics will show how long the roller is watched and whether it is seen at all till the end. These indicators can be considered as the ones which are showing the quality of the video itself, because it is providing a picture, of how much the content is entertaining for the audience.

Another indicating value is the target audience reached. When creating a viral video ad, it is crucial to focus on a certain segment of the audience. In order to understand how this audience is involved in watching videos, special metrics must be used, which will tell about sociological parameters of those who watch your video.

All these may sound really challenging, but modern social networks and video-sharing services, like YouTube with YouTube analytics can provide a lot of possibilities of monitoring all of the parameters, which were mentioned above, such as median watching time, age segmentation and, of course, the content of the comments- the amount of positive and negative ones, the amount in which the product was mentioned and so on.

Number of views is also an important metrics. But not the number of total views, but the number of effective views. The effective view is counted in a way of multiplying of the amount of the people of the target group on the average retention time.

So, if 1.000.000 people of the targeted group has seen the video and have stick to it for the 80% on average (retention time), then the number of the effective views will be counted by multiplying the first value on the second. In this case- $1000000 * 80\%$ - hence, the number of effective views will be 800.000 (Penenberg, 2010).

What is more, the amount of brand references can also be considered as an important measure of the campaign results. It shows the amount of search requests of the brand via various search engines. Thanks to modern technologies, young companies, without proper possibilities to monitor how many times they were searched for, can use various Google services, like Google Trends and Google Analytics in order to see, how frequently people are showing their interest in the firm`s services and products. However, it does not necessarily mean, that people will go straight to the website of the company or buy what it is offering.

In fact, the effectiveness of viral advertising needs to be assessed using criteria that are determined even before the start of work, together with selecting the campaign goal. And for this it is necessary to prepare the planning of the campaign evaluation from the very beginning.

Chapter 3. Virality

This part of the paper is going to focus precisely on virality and viral campaigns. Based on the vast analysis of the data analyzed, tips for the successful viral campaign are going to be introduced, discussed and analyzed at the same time, with the help of the case studies and set of interviews results carried out among colleagues, relatives and friends.

The interviewees were divided into two groups. Group 1 consisted of males and group 2 consisted of females. Both groups were offered to see a set of 3 commercials. The questions asked to the participants are to be found in the appendixes section: appendixes 1 and 2.

Group 1 was offered to see the following ones:

- 1) Tide Superbowl 2018 Commercial
- 2) KIA Stinger “Feel something again” Superbowl 2018 Commercial
- 3) Doritos Superbowl 2018 Commercial

Group 2 was offered to watch:

- 1) Tide Superbowl 2018 Commercial
- 2) KIA Stinger “Feel something again” Superbowl 2018 Commercial
- 3) Dove Real Beauty Commercial

These commercials were considered by the author as good “viral” examples, which skillfully use many of the “tips” mentioned above and provide an interesting ground for some personal reflections.

The core idea of giving the commercials in a following way was to see, how both men and women react on the same and on the different advertisements: which emotions do they feel, what thoughts do they have, what are the general differences in the perception of the commercials between the sexes and what conclusions do the participants make in the end: do they decide to buy a product afterwards or at least to look for more information about it, are they eager to spread the commercial among their friends and relatives.

3.1. Viral Campaign Goals

Companies or individuals, or just everybody, who are planning to launch a viral campaign has certain goals behind. And, a logical question arises: what goals can be achieved with a viral campaign?

Roughly, after analyzing numerous commercials, their functions can be split into two main categories. The first one is attention attraction and, hence, everything what can happen afterwards. The second is consumer affection.

First and foremost, the main goal of each viral campaign is to achieve maximum awareness among the huge masses of people in a short amount of time. And as a result this will lead to an increase in traffic and, hence, of useful actions performed by the users, such as registration, subscription, calling to the order service, filling out contact forms (what can happen to public petition, for example) or making a purchase etc.

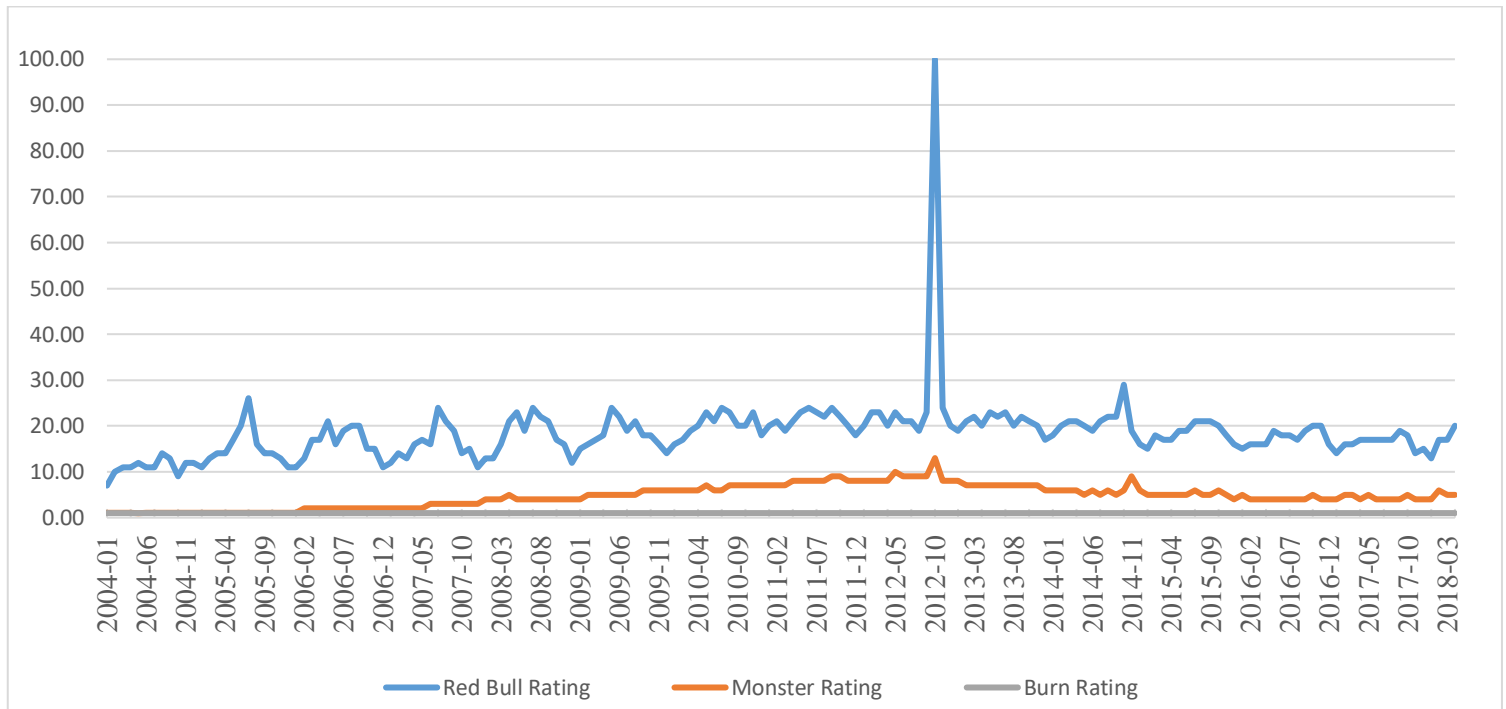
The second one, “the consumer affection” sounds like quite a loose definition, but some points are hidden under it.

Virality is an emotion-based technique. By provoking various emotions, a company, or a brand, or an institution can create a favorable situation for themselves. It can be, for instance, help with positioning of the product, especially, if the company is introducing a new type of the product on the market and wants to be sure, that consumers will perceive it in the way the company wants. Or it can be positioning of the brands against its rivals.

Red Bull got this feature of viral marketing much better, than his rivals, such as Monster Energy drinks or Burn. Red Bull is famous for its distinctive viral ads, which are launched time to time almost everywhere- radio, TV and, of course, Internet.

The graph below shows, how much more popular, at least on Google, Red Bull, than his rivals is.

Graph 1-Comparison of Red Bull, Moster and Burn Google Trends Ratings in 2004-2018



Source: (Google Trends, 2018)

The highest point of interest ever was reached, when Austrian skydiver, Felix Baumgartner, performed a parachute jump from the highest altitude ever, under the Red Bull sponsorship. That could be a good example of remarkable marketing idea that can finally develop into a viral advertising campaign that could also help to build a distinctive brand image.

Viral campaigns can create the strongest emotional and physical interaction of the viewer with the content. Such involvement is a unique feature of this form of advertising. A well-designed and made viral video will help to establish a strong connection between the brand and the target audience. What is more, it is definitely good for a brand, when it can be considered, as the “top of mind” one- this allows the brand to stand above its competitors.

3.2. Opportunities and Challenges of Viral Marketing

Viral marketing, as any other type of marketing activities has its strong and weak sides, understanding of which is crucial as well.

Advantages

Among the main advantages of virality under are:

3.2.1.1. Alternativeness

As it was said earlier, people are overfilled with marketing messages, they are tired of one-way old-style advertising and viral marketing presents a good alternative opportunity for the advertisers. Virality has word of mouth at its foundation, or simply, spreading of information voluntarily by individuals themselves. And that presents a new opportunity for the people, as the information can be obtained from the people they can possibly know, or even if not, the information is anyway spread by other people, not the faceless marketing machine, whose main goal is to gain as much profits as possible. Ordinary people do not have such a purpose. And it makes this information more trustful. And this gives those, who wants to promote their products, a better chance to be heard and understood by the customers.

During the process of carrying out the interview, it was noticed, that interviewees tended to react positively on the ads introduced. No commercials from the introduced were completely disliked and caused feeling of rejection. Of course, some of the moments were liked, and some were not, but the overall pattern of interviewees' assessments was positive. Some of the interviewees explicitly stated, that they liked freshness of the ideas. Thus, interviewee 1C stated: "All three ads presented above are extremely original and fresh. The content was captivating, and I did not have any desire to switch the commercial off." (Appendix 1C). Participant 1B gave a prompt answer on the question: "How good were these commercials in catching Your attention?"- "Better than most of the commercials I usually see." (Appendix 1B). The same pattern of thoughts tended to remain among all the participants, who really liked originality of the ads and non-standard approach of the authors.

3.2.1.2. Accessibility

The first strong side of the viral advertising is its accessibility. In order to implement a full-fledged advertising campaign a lot of time and money will be required, while viral marketing will cost much less money, but, in not all of the cases. Thus, commercials took for the interview involved huge financial costs, as they attracted high-level stars and were shot in an expensive film-style.

However, virality can be created even with the scarce funding and there are precedents, when little money or no money at all were spent on the advertising- Hot or Not and Hotmail campaigns

are the best examples, as well as many other so called Web 2.0 giants, like Facebook, Twitter, Instagram, PayPal and numerous others, which were based on unique and fresh ideas first and foremost. (Berger, 2014).

3.2.1.3. Quickness of Action

The second strong sider is quickness of action. People learn about the advertiser or his products not only from the usual forms of advertising, like TV and printed media (however, from these sources as well), but also directly from their acquaintances, relatives or just ordinary people who are easier to trust, and, are generally much more trusted, as it was mentioned before.

A good example of the combination of both is one of the most known viral campaigns ever- the so-called “ice-bucket challenge”. Initially, the campaign was aimed at raising awareness about amyotrophic lateral sclerosis and raising funding for finding a cure for this illness. The campaign was organized in the form of a flash mob, in which people poured over themselves a bucket of ice water and made a donation. The campaign became world-wide known because of the participation of celebrities of all kinds- from Mark Zuckerberg and Bill Gates to Barack Obama and George Bush Jr. The campaign spread to the other continents and not only well-known people, but also the ordinary ones were participating in the flash-mob and donating money, encouraging the others to become a part of the cause. People were posting the videos on their profiles on various social networks. In the end, the goal was reached, as people become more aware of this illness and the campaign raised proper funding for the further research of the cure.

Overall, the campaign raised 115 million USD in total, 98 million of which were raised between 28th of July and 28th of August (BBC News, 2018). The campaign reached maximum trend rating on Google-100 points out of 100(Google Trends, 2018).

3.2.2. Disadvantages

From the weak sides of the viral marketing the following ones should be considered as first and foremost are difficulties in planning a viral campaign and predicting its result. Definitely, it is very hard to create something viral from its origin. There are lots of factors which have to be taken into consideration, like the initial seed, the message, which “viral tips” are best to be used. Moreover, it is quite difficult to predict the result. It is almost impossible to calculate how well “a virus” will go, speed with which the virus will spread, and whether it will spread at all and will the message inserted by the creators will be correctly decoded by the recipients.

3.2.2.1. Lack of control

Lack of control is often seen as a viral marketing problem. The marketer cannot control who watches the video or who gets advice on a particular product, and in what context all this happens. Moreover, after the launch of the campaign, it becomes impossible to control the spread of the message. And the main problem in that is that the message maybe wrongly decoded, its content can be blurred but it will continue to spread anyway. For instance, this happened with a world-wide famous Volvo commercial with Jean Claude Van Damme. It is true, that it became a great success, but the initial message about the safety was misinterpreted and turned into the enormous amount of the parodies, with which Volvo could do almost nothing. The message started to spread. However, it is worth mentioning, that it attracted a huge attention towards the brand anyway, so it could be said, that the commercial was a huge success, but the problem is, that it could happen the other way around.

3.2.2.2. Not Necessarily Cheap

Sometimes the cost of the idea and the production of the ad can be rather costly. Thus, Volvo has spent of its worldwide famous set of ad videos with Jean Claude Van Damme almost 170 million USD, with the cost of production of each equaling almost 30 million USD (TheLocal.se, 2018). But the result was worth to spend so much money on. The video was issued in November, 2013. Till today, this video is the most viewed one among all Volvo channels with 88, 5 million views by April 2018 only on the official channel, not counting the copies. This made a video a total hit and the most viewed automobile commercial ever. The amount of attention the company has attracted towards itself from all over the world can be also judged by the amount of parodies and jokes all over the Web. And, as it was mentioned before, commercials selected for the interviews were quite costly as well.

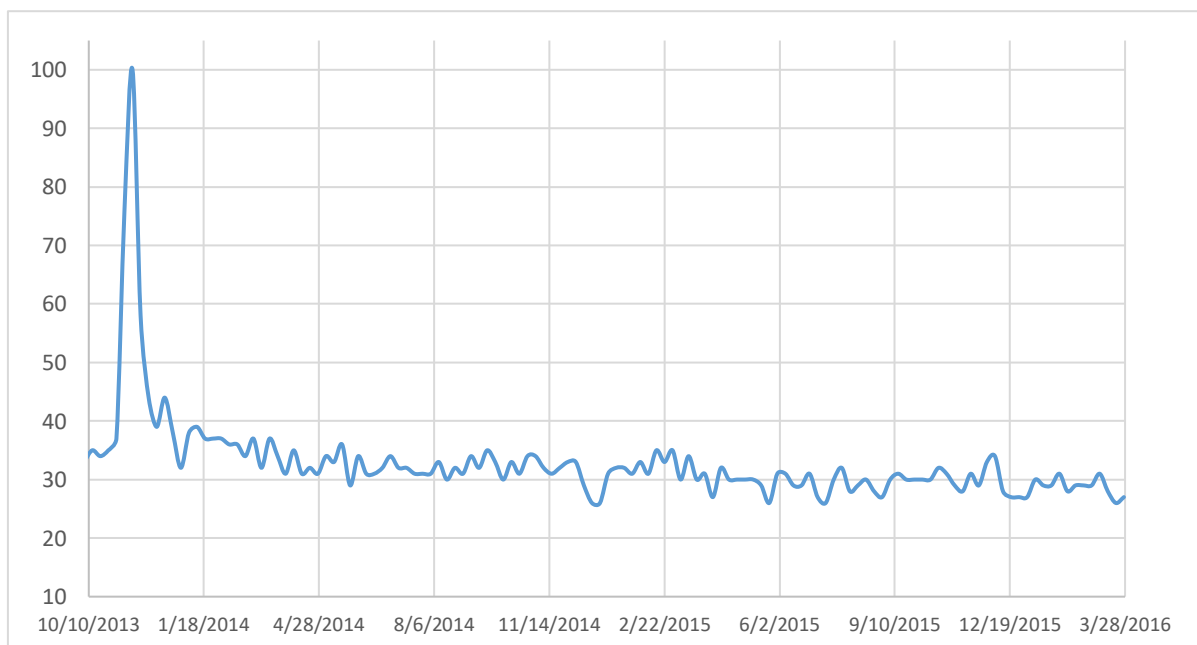
However, this means that if marketers use viral marketing, then it's better that there is a scalable project whose geographic coverage can grow in the most unpredictable manner. Unlike a real virus, which is usually transmitted only in a certain place through a touch or a personal touch, viral advertising can jump from continent to continent. If the recipient sends a video to his friends in Japan, the question remains whether the company will be able to provide its services there. If not, then this communication was wasted. Of course, it did not cost anything, but this can give rise to dissatisfaction in markets where the company may well work in the future, or intrigue potential competitors and thereby stimulate the creation of imitations.

3.2.2.3. Short-term Orientation

Also, viral campaigns are rather short-term and reach their maturity peak phase and start towards the depression stage rather soon. Cases of Volvo and Ice Bucket Challenge are quite expressive in this sense.

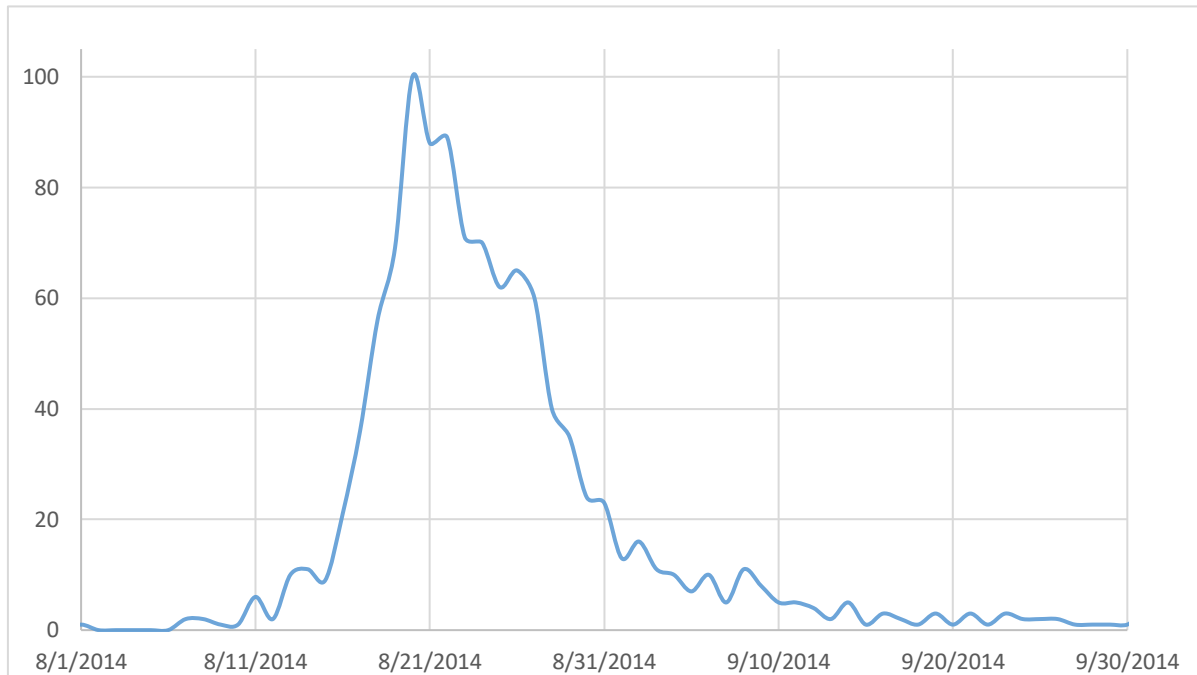
Thus, Volvo Trucks campaign was in top Google Trends with 100 points rating just for a week. The overall trend started to gain popularity by the beginning of January, reaching its highest peak by the middle of November and returning to the normal values by the end of December.

Figure 4: Google Trends Rating for Volvo Trucks 2013-2016



Source: (Google Trends, 2018)

Figure 5: Ice Bucket Challenge Google Trends Rating



Source: (Google Trends, 2018)

For Ice Bucket Challenge the picture is quite the same- fast growth, fast fall. The campaign's awareness rocketed in a week and attracted mass attention for a period over just a month and then fell down.

The conclusion is obvious- virality is good for raising awareness in a short period of time. What is more, a research has shown, that only 15% of the videos, which are aimed to go viral, a truly going this way. (Econsultancy, 2018) Thus, the chance, that a certain viral campaign will become successful is not quite high. What is more, more and more big businesses are using this technique, and withstanding competition with them with small budget is even harder, and requires additional efforts and creativity, and, again, it still does not guarantee the result. Think of the last five years, how many commercials were filmed, that have been successful? On the first attempt, an ordinary person will be able to recall not more than ten-fifteen.

3.2.2.4. Potential Blurring of the Message

Another conclusion coming out from the analysis of the viral campaigns- sometimes the initial message can be partially lost. In this case, again, Volvo commercial can be looked on. The amount of parody videos and overall “hype” around the commercial shows, that the initial message of the company regarding its long path towards the perfection of its trucks, making them safe and smoothly-running, was partially absorbed by the content of the ad, so that content of the ad can be easily recalled due to its remarkability, but the message of the ad is blurred in the remarkable plot of the commercial.

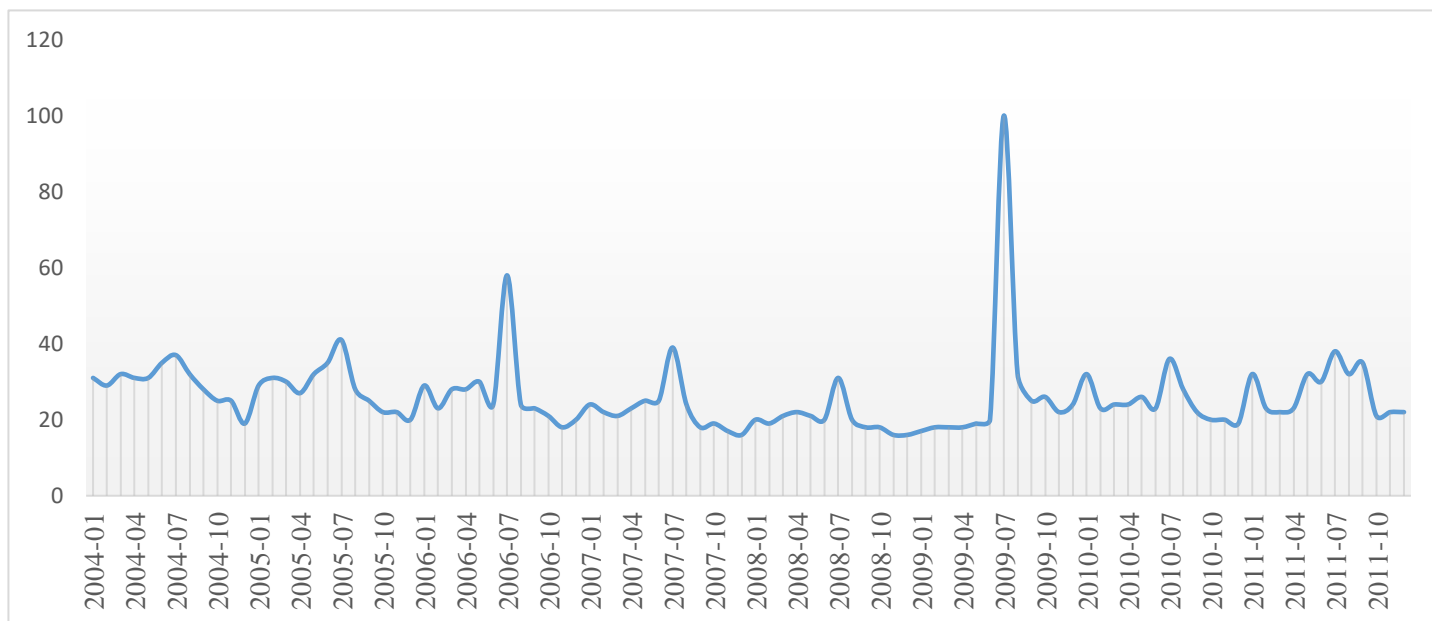
This thesis was also driven as the result of the interviewees responses. Thus, Tide ad was mostly liked by the interviewees, who called it either “fun”, “funny” or “funky” etc. (Appendixes 1A, 1B, 1C, 1F, 2G, 2H). But the problem is, that the participants tended to perceive it more like a funny video, not the commercial, promoting a product. Thus, interviewee 2H said, that she would share the first ad “because of its witty plot” (Appendix 2H). And interviewee 2B claimed, that for her Tide commercial is “just a funny video”. (Appendix 2B). This shows the general picture, that message may be easily blurred by over- concentrating on either humor or other high- arousal emotions.

3.2.2.5. Not Necessarily Effective

One of the most smashing viral ads ever is Evian’s “Baby Rollers” campaign. It was launched in the summer 2009 and by November 2009 it became the most successful viral ad ever with ~45 million views.

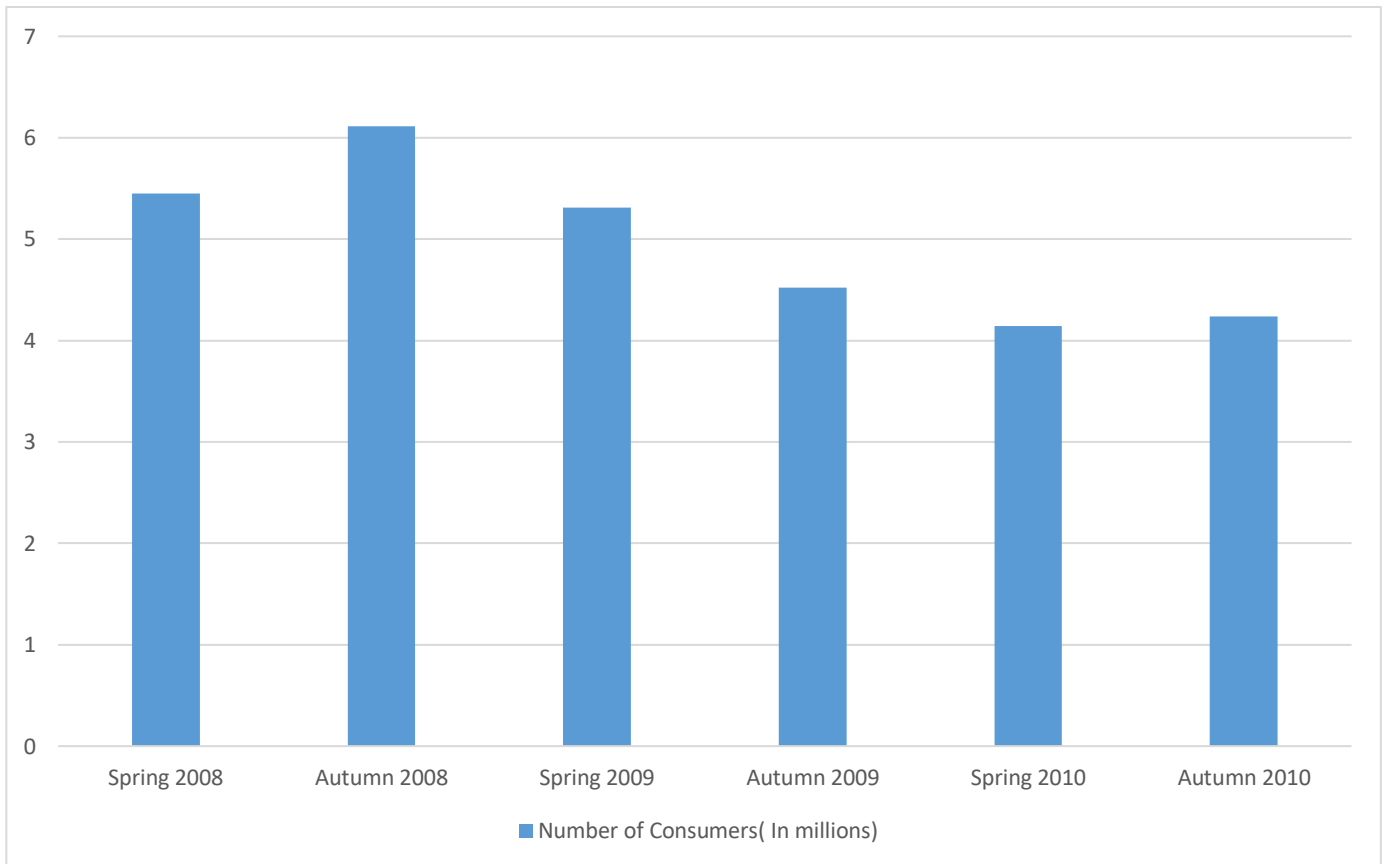
Looking at the figures below one can see again, that interest towards the campaign was quite short term as well. It reached the maximum search rating for just a month-long period, after what returned to the normal values.

Figure 6: Evian Google Trends Rating 2004-2011



Source: (Google Trends, 2018)

Figure 7: Number of Evian Consumers per one week in the US in 2008-2010



Source: (Statista, 2018)

What is more, despite such an increase towards the brand- its sales at that period didn't grow at all. Moreover, the amount of people, who purchased Evian water even fell during the period, when "Roller Babies" commercial was gaining success.

The results of the questionnaire give the same outcome- even if the ad goes viral and the campaign is a success, it does not result in the growth in sales& revenues.

This conclusion on non-relation between the success of the campaign and sales-figures was also made after the analysis of the interviews' content. Thus, for instance on the questions related to the decision-making on purchasing a product after watching the commercial (questions 7,8,9) response negative answer was given in group one for 13 times and one participant was not sure- in total there were 30 answers on these questions combined. Making a simple count, it can be said, that among the male participants almost a half did not make a purchase decision after

watching the commercial. In the group 2 the situation looks even gloomier- 19 negative responses with 30 responses on these three particular questions overall.

So the conclusion coming is simple- viral success not necessarily leads to a purchase decision and, hence, increase in sales figures.

Chapter 4. Viral Campaign Steps

After all pros and cons and risks of carrying out a viral campaign were analyzed and the decision to launch the viral campaign has been taken, it is vital to start the proper planning.

Before even launching your viral campaigns, it is important to keep in mind some of the main previous actions:

Viral advertising should work for the brand. Regardless of the type of content and the way it is going to be performed, viral advertisement should be organized and shown in such a way that it will contain numerous brand references. Simply put, whenever an ad is shown- a banner, a logo or a trading mark or anything, which will link it to the brand, have to be shown. This will provide a connection with the brand and create memorable associative images in the minds of potential customers.

It is also crucial to be prepared to withstand the demand: if the strategy and campaign are going to work out and new audience will start to come by, it is necessary to be ready to be able to reply on the growing demand. This involves a sufficient number of products, technical support and other factors necessary for customer service (such as delivery methods, order processing, etc.)

The fact that viral advertising can possibly create a great demand, and if there are not enough capabilities to cover it, in the worst case scenario, lead to loss of customers and the collapse of business.

One of the best examples of that is eBay, which in 1999 was on the edge of complete fall, as the inflow of new users was so significant, that the company simply couldn't keep the site up. This resulted to the outflow of the users, and, to the significant fall of the shares prices- from 180 USD per one to 136 USD. The company lost almost 5 billion of its market capitalization (Penenberg, 2010).

- 1) The first step is, of course, strategy development. This is a very significant stage, which consists in defining the goals and objectives of the "virus." Also at this stage, the ways of achieving the set goals and tasks are determined. However, this is done only with the correlation of the plan with the financial possibilities.
- 2) The second is the idea development, or designing the virus component of the campaign. The whole success of the viral campaign, how it will carry on, whether the targeted audience will pay

attention to it, whether there will be any public resonance, depends primarily on the creative idea.

- 3) The third step is the embodiment of a viral idea. This stage is connected mainly with the selection of a media format, which is going to be used for the representation of the idea. There are many media formats for today, the main ones are: videos, flash games, flash applications, banner ads, photos, pictures etc. The media format is selected depending on the idea, its cost and, consequently, budget available, the tasks assigned, and other factors. The most common and widely spread form of viral advertising in social networks is a video clip, and, nowadays, viral advertising is associated, mainly, with this format. Viral advertising videos are usually not very long, with the usual duration of no more than 5 minutes. They have, in most of the cases, catchy content, like an unusual visual (Evian's "Baby Rollers"), catchy musical background (for instance, recent KIA Stinger ad with Steven Tyler from the Aerosmith). It makes them emotions-provoking and help to create almost immediate emotional connection with the viewer. It is possible to create good-looking and catchy videos with the help of the modern technologies even with scarce funds. So, currently, this format can be considered as the most appropriate tool for viral idea spread.
- 4) The fourth stage is the distribution of a viral product or "seeding". At this stage, it is important to properly run the "virus" and "seed" it adequately, what means to distribute it among the proper audience, among sufficient amount of people, at the right place, at the right time.

Of course, launching on the most visited sites, like various social networks, most watched channels, or most attended events (like Super Bowl in the US) gives a greater probability of the effective outcome, rather than launching on any little-known portal. Usually, viral advertising is launched immediately in several places. This determines the number and speed of propagation. In this sense, "sowing" in social networks seems to be the most optimal option, because, due to its specifics, it is initially oriented to communication and entertainment, and also has a huge number of users and high attendance.

4.1. International Viral Marketing Campaign Planning

It makes viral marketing is one of the most effective ways of advertising. It uses the natural habit of people of sharing with others new and useful, and sometimes not, information. The methods of viral marketing are not new and appeared, and were used, long time ago, as the Tupperware case has shown. Their essence consists in creation of such conditions at which the goods or services are actively recommended by clients themselves, most of which were mentioned before, such as remarkability, good name, easiness to recall the content of the message and so on.

One can understand at a glance whether any idea has virality in its basis. This is the idea that a user will voluntarily tell to friends everywhere about the commercial.

Due to the fact that the majority of the population has a low level of trust in advertising in general, and even more so from the manufacturer, the basic principle of viral marketing is that a person receiving an information message must be sure that it comes from a person who is not interested, for example, from a friend or a stranger. For example, a person will readily listen to a positive response from a "living person" about the product and, most likely, will buy this product. And vice versa: having seen the advertising video of this product, he will ignore it, as it is widely believed that advertising embellishes the quality of the goods.

The main dilemma for the campaign planners is how to make the campaign successful. In the part of the paper, which was dedicated to the word of mouth(WoM) it was discussed, what is actually needed to make people talking about the product and, later, keep them talking about it. But, making viral campaign really working is a much harder work. So, the goal of this section is to find the best ideas needed for the best possible outcome of the viral campaign.

The main thing everyone, who wants to implement a viral technique, must know is that at the heart of the success of viral campaigns is the human nature.

4.2. Making the campaign Successful

This section of the thesis will primarily concentrate on the subjective ideas and conclusions on the main tips which have to be followed in order to launch a successful viral advertising campaign, which were drawn on the basis of numerous interviews carried out among the 20 individuals and secondary data analyzed.

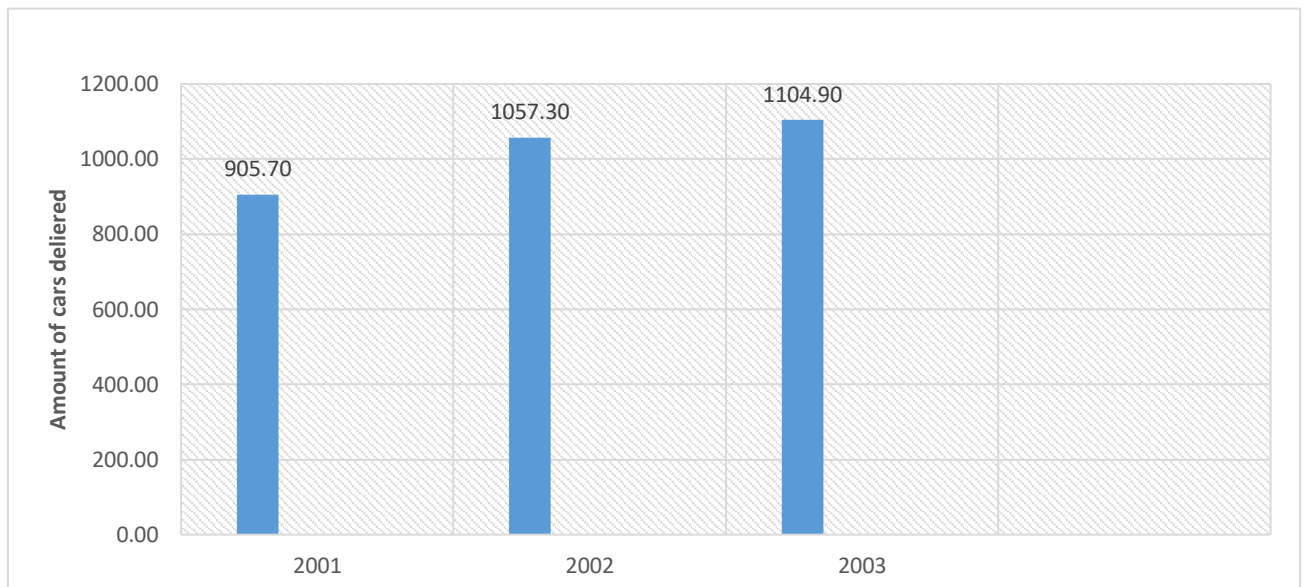
4.2.1. Provoking High-Arousal Emotions

A common misconception is that we are talking only about positive emotions. In fact, people are encouraged to share strong emotions that cause high physiological activity (enthusiasm, astonishment, fear, anger), and weak (sadness, trust, regret), on the contrary, do not contribute to viral spread. Here is a good example of viral advertising using strong emotions.

In the campaign, The Hire- a set of eight video commercials, showed on the Internet in 2001-2002, BMW has shown clips, more looking like movies, with superstars, like Madonna, Clive Owen, Adriana Lima starring in them, with chases and a fast racing, that caused a rush of adrenaline instead of the mainstream standard advertisings with family members or just rides

somewhere in the countryside. It resulted in the growth of the revenues and overall sales of the BMW Group in 2002. Thus, in 2001, BMW revenues equaled 38,5 billion EUR, whereas in 2002, after the commercial they were counted on the point of 42,4 billion EUR (Bmwgroup.com, 2018).

Figure 8:BMW Group Car Deliveries 2001-2003



Source: (Bmwgroup.com, 2018)

A numerous amount of “viral” cases introduced and described above have one common feature. All of them are emotion provoking- starting with Tupperware and finishing with Volvo. They made people to feel themselves either remarkable, or excited, or made them laugh. The “Ice-Bucket Challenge” which was about helping the people with amyotrophic lateral sclerosis- a very dangerous illness, created a positive image around this campaign and provided people with high-arousal emotions-joy, fun, excitement, compassion.

Interviewees, while watching the successful viral commercials, have also marked, that all of them are provoking certain high arousal emotions. This was fun, joy and involvement (Appendixes 1A,1B, 1C, 2A, 2B) in case of Tide commercial, or it was excitement, puzzlement and passion in case of KIA (Appendixes 1C,2A) and inspiration and a huge pattern of deep emotions, expressed by all ladies, who have participated in the interview in case with Dove commercial. Overall, all participants, without exclusion, wanted to share at least one commercial from the 3 introduced.

But if it has to be emotional, does it have to be necessarily positive emotions oriented? Of course, people do share negative emotions as well, and they do it all the time, and they share various information filled with negativity, which makes them feel angry or irritated. But the thing is, that sharing the negativity will not help the company or an institute, or anyone or anything, who are launching a viral campaign, to build a good image of it, it will not help to increase a good-sense awareness about the company, will not bring new loyal customers.

So, the conclusion is pretty simple- viral campaign should be based not necessarily on the good emotions, but on the more positive high-arousal emotions. It should be the one the first things everyone, who wants to launch a viral campaign, must think about.

4.2.2. Introducing Value

Another question regarding viral advertising is whether the customer wants the content to be launched to be just entertaining, or the client also expects that it will also be functional.

People like to be useful to others, because it helps them feel good. They will be happy to share something, which helped to improve their daily life, like an application, which helped them, for instance, either to save time, or money, or be in a better connection with the others, as it also helps them to feel themselves remarkable. Or, as it was described earlier in the “word of mouth” section, they want to get the value in the form of looking good to the others.

Interviews carried out, have shown proofs of that. Thus, Dove commercial, which was shown for group 2, consisting of ladies, was carrying a clear and prompt message, regarding the self-esteem. Interviewees remarked for numerous times, that problem with the self-esteem is a pending one for some of the friends, and therefore, they want to share it with them (Appendixes 2B, 2C, 2D, 2E, 2G).

4.2.3. Sewing through appropriate channels

The critical ingredient of success of the campaign is sewing through the appropriate channels. The question arises: which channels are best to use? Internet? Social networks, like Facebook, Instagram, Twitter, YouTube or somewhere else? With the development and growth of social networks and the gradual steadily declining role of advertising in conventional media, it is they who represent the primary channel for launching advertising. Especially for the companies with the modest budgets. By the end of 2017, 2, 13 billion people worldwide were using Facebook on

a monthly basis. Moreover, 1, 2 billion people among this number were active users on the daily basis (Statista, 2018).

Apart from the enormous amount of users, another undoubted advantage of Facebook is the Big Data- collection of information about the users, their interests and preferences. These data are especially useful for the organizers of paid campaigns.

Moreover, as it was numerously remarked before, the core idea of the virality is playing on the human psyche. People like to share information; people like to be talked about. Andy Warhol one said: “In the future, everyone will be world- famous for 15 minutes” (Penenberg, 2010). And indeed, social networks profiles are analogues of the reality shows, with people themselves as the main stars. And the majority of them want their reality shows to be more rated and remarkable. In order to do that, the content they post has to be remarkable and unique.

Social networks do make people happy. The research was carried out in Australia, which showed, that people who have many acquaintances and strong friendship ties, have 22% less chances to get a heart illness, or cold and flu, than people with a small amount of friends or without them at all.

This is an important feature of the people character`s and their online behavior that should be definitely used.

Other social networks, such as YouTube or Instagram, can also be very useful, due the huge amount of the attention paid on them daily. The amount of people using YouTube in 2018 is 1, 3 billion people. Each day 30 million people use it (MerchDope, 2018). Instagram, for instance, is used by 500 million people daily (Statista, 2018). And this is not just fact mentioning- it gives a better understanding, of how big these platforms really are. And, this can be both an advantage and a disadvantage. It is true, that quite an extensive amount of people can be covered, but at the same time it is easy to get lost among the others.

Overall, social media tools are a great for increasing the visibility and popularity of the advertised products and services. In this case, it is important that the video or a post, or a picture- anything generally, is seen by as many people as possible, and virality can be used for this purpose.

Banner ads have also been closely associated with viral advertising, but the truth is, that traditional banner ads do not works anymore. At the dawn of the Internet era, in the 1990-ies,

click- through rates of the pop-up banner ads were 50% high, as it was a new thing to all users. But afterwards, the situation started to change rapidly. The rates started to decline fast and a decade later, they were just 6%. By the end of the first decade they were around 1% and now they are around 0,02 % (Penenberg, 2010).

4.2.4. Choosing the right time

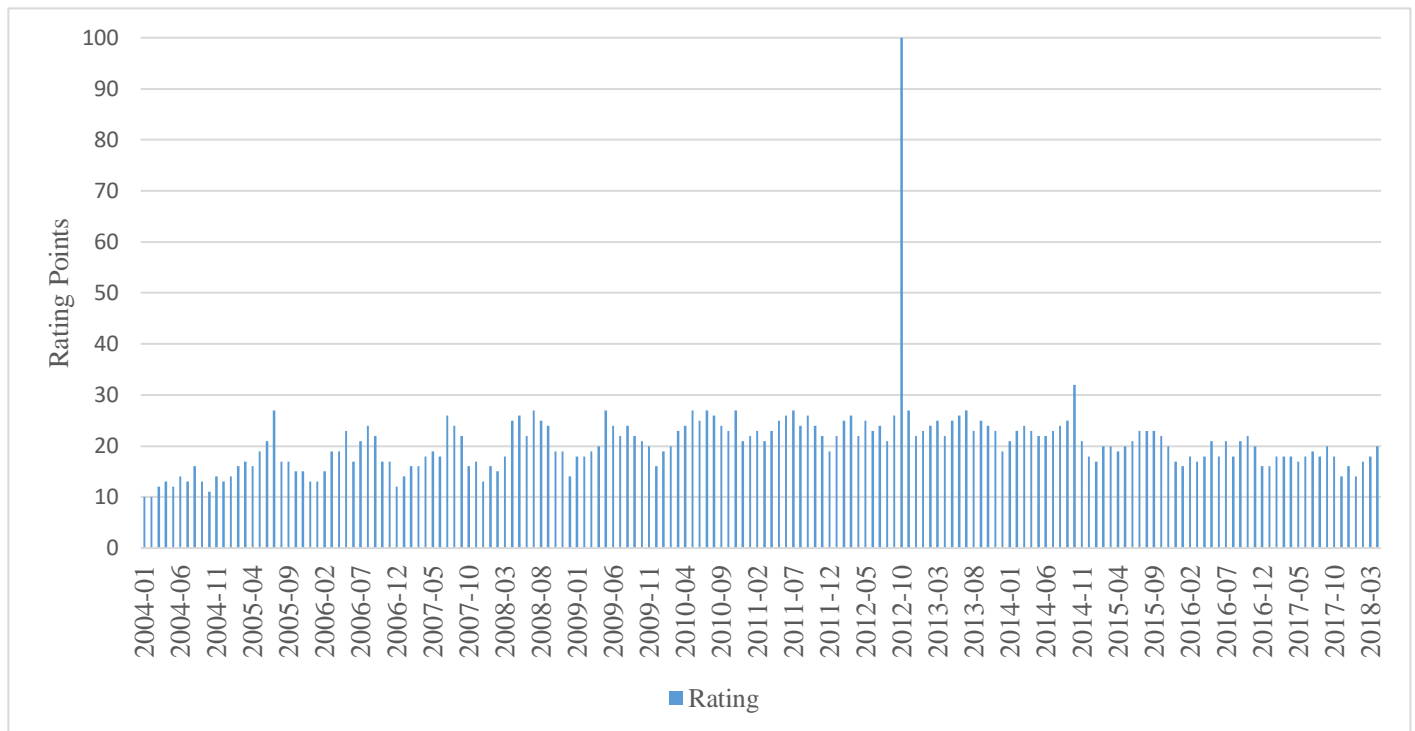
Correct date of the advertising campaign has its significance as well. Thus, a campaign carried out before a certain holiday has a higher chance for the success, as the users are more eager to share the content with each other.

Undoubtedly, there is a risk that an ad might get lost on the background of other campaigns, eventually topping out. In this case, it is worth shifting the start of the campaign to a later date, especially having a modest budget. Thus, users, oversaturated with the other ads might pay their attention on the fresh one, especially, if it differs from the others.

Delivering the ad and the product or service at the exact time, right at the moment, when customers want to be reached precisely at the point, when they are ready to buy something, and, afterwards be left alone, is the best tactics, that can be used by business. Viral campaigns, with their fast and downs are one of the best opportunities to act according to that tactics. This is what done, for instance, by Red Bull. This company is producing beverages which are to be consumed, obviously, mainly in the summer period. And this company act wisely in order to be above their rivals- they launch their viral campaigns each season, using multiple techniques- banners on the streets, city lights, and, of course, videos. Both of these companies are well-known for their unique- style of video ads, which already became their visit card and go viral almost each year.

The result can be seen on the graph, presented on the next page.

Figure 9: Red Bull Google Trends Rating 2004-2018



Source: (Google Trends, 2018)

Looking at the Red Bull graph, it can be seen, that it looks spiky, because of the rising interest towards the brand with start of the heavy viral advertising before each summer season. And this can be considered as the best tactics for the companies, which produce seasonal products.

4.2.5. Creating a story

One of the advantages of viral advertising is its independence from the structures used in conventional media products. If this is video, then it can be long or short, it all depends on the desire of the client. However, marketers still need to correlate it with the basic law of marketing - the consumer's interest. The problem is, how long will recipients watch the video before it seems uninteresting?

What unites a large part of the successful commercials presented as examples and analyzed before, is that all of them are small stories. They all have a plot, main heroes and are a sort of mini-movies. This format can be considered as the most appropriate for creating a successful viral video commercial. But, what is needed to be mentioned as well is that they must be of a very short amount of time.

These ideas also came as the result of the interviews carried out. Thus, some of the interviewees also stated, that they didn't like the length of the commercials seen- they considered the ads as too long, and mentioned, that they do not like this particular aspect. (Appendixes 1D, 1E, 2E, 2D, 2G). An answer given by the interviewee 1E on the question on what he didn't like in the ads is speaking for himself: "In my opinion, the last one could finish a bit earlier, I started to lose interest already." (Appendix 1E)

What is more, it is important to know how to tell the story and how to visualize it. The story has to contain a clear and well-defined message. Interviews have shown, that some of the participants disliked the commercials which had, as they thought, unclear and blurred message, which doesn't tell much about the products and is mainly concentrating on the other issues, like humor or just a bright picture.

Interviewees had a common positive attitude towards the good quality of the commercials and the style they were shoot in (Appendixes 1A, 1C, 2C,2D,2E).

So in order to make a successful ad, it is necessary to catch attention fast and tell the story shortly and with keeping the clear informational content in without over-concentrating on the emotions. It is true, that the emotional factor is very important in this particular case, but informational content has to be maintained anyway. Some of the interviewees even stated, that in some of the commercials there were too many emotions and not much real information, which they were lacking for (Appendixes 2A, 2B, 2C, 2E, 2G, 2I, 1B, 1C, 1D, 1H).

4.2.6. Do Not Cross the Line

This point is quite an obvious one, however, still, worth mentioning. It is easy to create a viral spread of information, based on negative emotions- people like to share information about various accidents, but in order to create a good image around the brand, of course, it is much wiser not to touch controversial topics, like religion, race or sexual orientation, or create a buzz around by insulting other companies or people. The risk of getting a lawsuit and the process which is going to happen afterwards is definitely not what should be sought for.

Conclusion

Drawing conclusions to everything, mentioned earlier, it can be said, that new promotional techniques, such as viral marketing, presenting an alternative to the classical ones, are a challenging and interesting topic for studying. The main goal of this academic paper was to analyze viral campaigns, the process of their creation and implementation.

The first part of the thesis, the theoretical one was concentrating on the development of marketing and its techniques, as well as marketing communications in order to understand how virality in its modern sense of understanding, appeared. Also huge attention was paid to the foundation of every viral campaign- word of mouth. This is what is definitely worth paying attention on. Word of mouth is an extremely effective technique of product promotion, as it is based on the voluntarily transfer of the information between the people, what makes this information much more trustable, what was proven not only by the data from various sources analyzed, such as scientific literature and web- sources, but also by the series semi-structured interviews carried out in order to draw empirical conclusions. Tips of word of mouth creation& sustaining were discussed and looked closely on with the help of some examples, so it can be said, that they are working and effective.

The second part of the thesis was the analytical one and was aiming on the closer look on virality, its positive and negative sides, how it can be created, which goals can the viral campaign pursue, how it should be launched and its` effectiveness should be measured. In order to make certain statements, numerous viral campaigns were analyzed and the conclusions from the interviews carried out were combined together and used as well.

In the end, it can be said, that launching a viral campaign can truly help the company to become well-known and recognized. It can increase its sales and, in certain cases, achieve new levels of development and become a giant, such as modern Web2.0 empires, such as Facebook or eBay. During the viral campaign, with the help of word of mouth, as its foundation, really trusted information is going to be spread among the users, and it may help to achieve certain goals, which company was aiming to fulfill, such as increase in sales or creating a distinctive brand image.

However, it is very risky to carry out viral campaign. Carrying out the campaign, its planning, measurement and implementation is a very complicated process, which requires many efforts and resources. The chance of success is rather low, what is actually logical, because the level of

competition is increasing- more and more companies implement virality for their product promotion, and for the young firms it may be very hard to compete with them in terms of financing, so they have to rely on luck heavily, that their campaign will be recognized among hundreds or thousands of others. Furthermore, the “virus” lifetime is very short. What is more, viral campaign may not necessarily bring profits to the company or will help to build a better image- the message is spread among vast amounts of peoples, so, again, it is very logical, that it may blur and its content may be lost or interpreted not in the way it was planned to, and, in fact, it may be very hard to follow the criteria on the creation of a successful campaign. In this case, it can be concluded, that there is no perfect formula for a successful viral campaign. There are too many “ifs”, which simply cannot be avoided. In some cases, for instance, it is worth to concentrate on the emotions, almost forgetting about the informational content. In the others it can work vice versa. And even if everything is followed properly, even if something new is invented, even if the budget allows to attract famous faces and the initial seed is big- the factor of luck can still be considered as the prevailing one. It was said in the beginning, that virality is based on the human nature. And it makes this technique so imperfect.

So, the final conclusion is very simple: the firm, deciding to run a viral campaign, must be ready to the fact, that the chance of failure is much higher, than the chance for success. However, not everything is so gloomy: at the best circumstances, viral campaign can bring lots of benefits to the company.

List of References

- Baker, R., Davies, J., Fernandez, J., Hosea, M., Baker, R., Fleming, M., Robinson, R., Vizard, S., Tesser, L. and Woollen, P. (2018). *Burberry dedicates 60% of marketing spend to digital - Marketing Week*. [online] Marketing Week. Available at: <https://www.marketingweek.com/2011/09/01/burberry-dedicates-60-of-marketing-spend-to-digital/>
- BBC News. (2018). *How much has the ice bucket challenge achieved?*. [online] Available at: <http://www.bbc.co.uk/news/magazine-29013707>
- Berger, J. (2014). *Contagious*. [United States]: Business Book Summaries.
- BiztechAfrica. (2018). *People share too much online: Kaspersky Lab*. [online] Available at: <http://www.biztech africa.com/article/people-share-too-much-online-kaspersky-lab/12505>
- Bmwgroup.com. (2018). [online] Available at: https://www.bmwgroup.com/content/dam/bmw-group-websites/bmwgroup_com/ir/downloads/en/2006/hv/geschaef tsbericht_2005_gesamt_en.pdf
- Bmwgroup.com. (2018). [online] Available at: https://www.bmwgroup.com/content/dam/bmw-group-websites/bmwgroup_com/ir/downloads/en/2006/hv/geschaef tsbericht_2005_gesamt_en.pdf
- Cole, N. (2018). *6 Myths About Word Of Mouth Marketing - Conversion Uplift*. [online] Conversion Uplift. Available at: <https://www.conversion-uplift.co.uk/word-of-mouth-marketing/>
- Dictionary, h. (2018). *hype Meaning in the Cambridge English Dictionary*. [online] Dictionary.cambridge.org. Available at: <https://dictionary.cambridge.org/dictionary/english/hype>
- Digiday. (2018). *The global state of consumer trust in advertising in 5 charts - Digiday*. [online] Available at: <https://digiday.com/marketing/global-state-consumer-trust-advertising-5-charts/>
- Digital Intelligence Today. (2018). *Word of Mouth Still Most Trusted Resource Says Nielsen; Implications for Social Commerce*. [online] Available at:

<https://digitalintelligencetoday.com/word-of-mouth-still-most-trusted-resource-says-nielsen-implications-for-social-commerce/>

Digital Marketing Education. (2018). *Youtube Statistics - 2018*. [online] Available at: <https://fortunelords.com/youtube-statistics/>

Dr Pepper Snapple Group. (2018). *History | Dr Pepper Snapple Group*. [online] Available at: <https://www.drpeppersnapplegroup.com/company/history>

Econsultancy. (2018). *Millward Brown: Only 15% of ads go viral online*. [online] Available at: <https://econsultancy.com/blog/5620-millward-brown-only-15-of-ads-go-viral-online>

Facebook: global daily active users 2017 / Statistic. [online] Statista. Available at: <https://www.statista.com/statistics/346167/facebook-global-dau/>

Facebook: popular product brand fans 2017 / Statistic. [online] Statista. Available at: <https://www.statista.com/statistics/265657/leading-product-brands-with-the-most-fans-on-facebook/>

Fast Company. (2018). *The Virus of Marketing*. [online] Available at: <https://www.fastcompany.com/27701/virus-marketing>

Files.eric.ed.gov. (2008). *The Development of Advertising and Marketing Education: The First 75 Years*. [online] Available at: <https://files.eric.ed.gov/fulltext/ED502731.pdf>

Forbes.com. (2018). *Forbes Welcome*. [online] Available at: <https://www.forbes.com/sites/jaysondemers/2016/08/08/59-percent-of-you-will-share-this-article-without-even-reading-it/#16c6396f2a64>

FORD, H. (2017). *MY LIFE AND WORK AN AUTOBIOGRAPHY OF HENRY FORD*. [S.l.]: BOOK ON DEMAND LTD,

Frisch, A. (2011). *The story of Nike*. Mankato, MN: Creative Paperbacks.

Global revenue of Adidas, N. (2018). *Adidas, Nike & Puma revenue comparison 2006-2016 / Statista*. [online] Statista. Available at: <https://www.statista.com/statistics/269599/net-sales-of-adidas-and-puma-worldwide/>

Google Docs. (2018). *Viral Marketing Questionnaire*. [online] Available at: <https://docs.google.com/forms/d/1Sz4mw3DvzsuhYVs1nOK6y1UJg7ty2dHgJUkb3AdNQU4/edit#responses>.

Google Trends. (2018). *Google Trends*. [online] Available at: <https://trends.google.com/trends/explore?date=all&q=%2Fm%2F0gl8r,%2Fm%2F061dl5,%2Fm%2F0421rd6>

Google Trends. (2018). *Google Trends*. [online] Available at: <https://trends.google.com/trends/explore?date=2013-10-01%202018-04-18&q=Volvo%20Trucks>

Google Trends. (2018). *Google Trends*. [online] Available at: <https://trends.google.com/trends/explore?date=today%205-y&gprop=news&q=%2Fm%2F011lc1w9>

Google Trends. (2018). *Google Trends*. [online] Available at: <https://trends.google.com/trends/explore?date=all&q=evian>

Google Trends. (2018). *Google Trends*. [online] Available at: <https://trends.google.com/trends/explore?date=today%205-y&q=Red%20Bull>

Google Trends. (2018). *Google Trends*. [online] Available at: <https://trends.google.com/trends/explore?date=today%205-y&gprop=news&q=%2Fm%2F011lc1w9>

<http://www.bbc.co.uk/news/magazine-29013707>

<https://trends.google.com/trends/explore?date=today%205-y&gprop=news&q=%2Fm%2F011lc1w9>

Instagram daily active users 2017 | Statistic. [online] Statista. Available at: <https://www.statista.com/statistics/657823/number-of-daily-active-instagram-users/>

Ipsos MORI. (2018). *Politicians trusted less than estate agents, bankers and journalists*. [online] Available at: <https://www.ipsos.com/ipsos-mori/en-uk/politicians-trusted-less-estate-agents-bankers-and-journalists>

Kingdom, B. (2018). *The Burberry Trench Coat | Burberry United Kingdom*. [online] Uk.burberry.com. Available at: <https://uk.burberry.com/the-trench-coat/>

McGrath, M. (2018). *Burberry - pg.4*. [online] Forbes. Available at: <https://www.forbes.com/pictures/fkmm45fghl/burberry/#28c68c685724>

Most valuable brands worldwide in 2017, b. (2018). *Most valuable brands worldwide 2017 | Statistic*. [online] Statista. Available at: <https://www.statista.com/statistics/264826/most-valuable-brands-worldwide-in-2009/>

Nasdaq.com. (2018). *Dr Pepper Snapple Group, Inc Dr Pepper Snapple Group, Inc Common Stock (DPS) Historical Prices & Data - NASDAQ.com*. [online] Available at: <http://www.nasdaq.com/symbol/dps/historical>

Numbers, T. (2018). *Up to 84% of commercial time is unwatched by TiVo users*. [online] TV By The Numbers by zap2it.com. Available at: <http://tvbythenumbers.zap2it.com/tivo/up-to-84-of-commercial-time-is-unwatched-by-tivo-users/>

Penenberg, A. (2010). *Viral loop*. 1st ed. New York: Hyperion

Pew Research Center for the People and the Press. (2018). *Public Trust in Government: 1958-2014*. [online] Available at: <http://www.people-press.org/2014/11/13/public-trust-in-government/>

Scott, D. (2017). *The new rules of marketing & PR*. 6th ed. Hoboken, New Jersey: John Wiley& Sons, Inc..

Socialblade.com. (2018). *adidasfootballtv YouTube Stats, Channel Statistics - Socialblade.com*. [online] Available at: <https://socialblade.com/youtube/user/adidasfootballtv>

Socialblade.com. (2018). *burberry Instagram Stats Summary Profile (Social Blade Instagram Statistics)*. [online] Available at: <https://socialblade.com/instagram/user/burberry>

Socialblade.com. (2018). *nikefootball YouTube Stats, Channel Statistics - Socialblade.com*. [online] Available at: <https://socialblade.com/youtube/user/nikefootball>

Statista. (2018). *Consumers of Evian in the U.S. 2017 | Statistic*. [online] Available at: <https://www.statista.com/statistics/228139/evian-consumption-usa/>

The Verge. (2018). *President Trump says TiVo is "one of the great inventions of all time"*. [online] Available at: <https://www.theverge.com/tldr/2017/5/11/15623284/president-trump-tivo-greatest-invention>

Thelocal.se. (2018). *Van Damme clip adds 'epic' value to Volvo*. [online] Available at: <https://www.thelocal.se/20140128/volvos-van-damme-ad-rakes-in-epic-profits>

TiVo. (2018). *History*. [online] Available at: <https://www.tivo.com/history>

Uvm.edu. (2018). *Cite a Website - Cite This For Me*. [online] Available at: http://www.uvm.edu/~mjk/013%20Intro%20to%20Wildlife%20Tracking/Plutchik's%20Wheel%20of%20Emotions%20-%202017%20Update%20_%20Six%20Seconds.pdf

Wearesocial-net.s3.amazonaws.com. (2018). [online] Available at: <https://wearesocial-net.s3.amazonaws.com/wp-content/uploads/2018/01/DIGITAL-IN-2018-003-INTERNET-PENETRATION-MAP-V1.00.png>

Word-of-Mouth and Referral Marketing Blog. (2018). *How Burberry Does Marketing In 2017 To Be A Top Digital Luxury Brand - Word-of-Mouth and Referral Marketing Blog*. [online] Available at: <https://www.referralcandy.com/blog/burberry-marketing-strategy/>

Appendixes

Appendix 1: Interview content for the group 1(Gentlemen)

Interviewer`s Note: *In this interview You are about to watch 3 commercials, that went viral and became quite successful at a certain point of time. The researcher`s goal is to understand precisely what were the main reasons of the triumph of these advertisements.*

P.S Your willingness to share personal thoughts and opinion is very much appreciated. Thank You!

- Commercial One: <https://www.youtube.com/watch?v=doP7xKdGOKs> – Tide Superbowl 2018 Ad Commercial

- Commercial Two: <https://www.youtube.com/watch?v=0YVbVXOjJv4> – KIA Superbowl 2018 Ad Commercial “Feel Something Again” with Steven Tyler from Aerosmith

- Commercial Three: <https://www.youtube.com/watch?v=Ey01ZlAoYes> – Doritos Superbowl 2018 Commercial

x) Probe Question. Please, shortly introduce Yourself.

- 1) Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?
- 2) Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)
- 3) Which commercial was the most emotion provoking for You and why?
- 4) How good were these advertisements in catching Your attention?
- 5) In Your opinion, what was the main message of the commercials You have just seen?
- 6) Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?
- 7) Will the Tide ad make You thinking about searching and/ or trying this brand products?
- 8) Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.
- 9) Will the Doritos ad make You thinking about trying the product?
- 10) Which aspects of these commercials You did You like the most in the ads seen? (i.e humor, music)
- 11) Which features of the ads seen did You dislike?
- 12) How would You be able to describe Your level of concentration on the videos watched (in numbers or percent)? Each ad one by one, please.

Appendix 1A: Interview with Artem Khlynin.

Artem Khlynin is a Master's degree student of VSE, Prague, 23 years old. Originally coming from Russia, he came to Czech Republic already 5 years ago and since then have been studying and working. He has some experience in marketing and sales, as he works as a marketing intern in GE Aviation company.

1) Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?

The Tide add impressed me the most because it broke the 4th wall. The ad did not hide its purpose and did it with some humour. The approach was not standard, at least less common. Other ads were great too but they were just great commercials and nothing more. Whereas Tide managed to create an idea that every add is a Tide add

2) Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)

I was surprised the most by the Tide ad - mostly by the 4th wall break. Amused by the mocking of other ads. Fun because of an idea that every ad essentially promotes Tide. Kia – not as emotional as it may be because I am not from the generation of the Aerosmith fans. I understood the message but did not associate myself with the target audience. Doritos – I was enjoying the combination of actors and music. Combination of actor's charisma and music made me smile.

3) Which commercial was the most emotion provoking for You and why?

The most emotion provoking is Tide because it planted the idea of every ad being a Tide ad in my head, at least for a couple of days.

4) How good were these advertisements in catching Your attention?

All ads captured attention from the very beginning and kept it till the end. Doritos ad in this sense is the most memorable as it has catchy songs that I repeated for some time in my head.

5) In Your opinion, what was the main message of the commercials You have just seen?

Tide – every ad is a Tide ad- sounds unusual. Kia – not very clear, maybe that Stinger is a good car and Steven Tyler approves it- that's a worthy sign for me. Doritos message was to show that those two products are very hot and icy.

6) Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?

As for me this is Tide – due to sharing the idea of every ad being a Tide ad. Kia – not sure, maybe only to Aerosmith fan. Doritos – most shared, as those actors did a great and memorable performance.

7) Will the Tide ad make You thinking about searching and/ or trying this brand products?

Not really, being honest. I thought that Tide has no other products except washing powder. It just made me remember the brand name.

8) Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.

This ad would not make me search for the car because it was not concentrated on the car itself but more on brand in general.

9) Will the Doritos ad make You thinking about trying the product?

Doritos would definitely be remembered and when I will want some spicy snack I would remember the product.

10) Which aspects of these commercials You can name as the most enjoyable for You?

It was definitely humor and non-standard approach, at least for Tide and Doritos. That is why I liked these ads the most. And only then goes Kia.

11) Which features of the ads seen did You dislike?

Kia – the car cannot technically burn wheels in reverse- and I don't like when the ad is misleading me. With the Doritos I felt that Morgan Freeman is just slightly not synchronized with the song.

Appendix 1B: Interview with Pavlo Sologubov.

Pavlo Sologubov, 24 years old, credit risk analyst at ExxonMobil, comes originally from Ukraine, but lives and works in Prague.

- 1) Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?**

All of them are not standard. With familiar and well-known faces. But first one impressed me the most because, in my opinion, it was the most creatively done.

- 2) Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)**

Tide ad was funny and interesting because producers used break of the 4th wall instrument and it's not usual for ads so it has definitely attracted my attention. While watching KIA commercial I felt a little disappointment at first because I thought that producers just wanted to build all commercial around one very familiar face, not even a real actor, just an old singer, moreover, honestly, I am not big fan of his music, but in the end I like how they played on a feeling of nostalgia.

3rd as 2nd commercial was built around familiar faces. But everything was done so creatively and funny that I really enjoyed it + I like those actors and it was interesting for me to see them in unusual role.

- 3) Which commercial was the most emotion provoking for You and why?**

Definitely the first- because of its play around the common advertising stereotypes.

- 4) How good were these advertisements in catching Your attention?**

Better than most of the commercials I usually see.

- 5) In Your opinion, what was the main message of the commercials You have just seen?**

To buy the product they are advertising. What else can be the main message of the commercials?)

- 6) Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?**

Maybe the 1st and the 3rd. 1st because of it's creativity and the 3rd because of actors.

- 7) Will the Tide ad make You thinking about searching and/ or trying this brand products?**

I should say yes. It attracted my attention, so why not.

8) Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer

No. Car is an instrument for me and this commercial didn't show any advantages of this car over the competitors, it only played on my feelings, what is nothing more than a decoration.

9) Will the Doritos ad make You thinking about trying the product?

Yes. The ad was rather funky and I like spicy chips, and like the way the product was introduced.

10) Which aspects of these commercials You did You like the most in the ads seen? (i.e humor, music)

I would state, that these are creativity and humor.

11) Which features of the ads seen did You dislike?

Use of non-actors but familiar person. Usually it is the evidence that producers have lack of creativity.

Appendix 1C: Interview with Evgeniy Okishev.

Evgeniy Okishev is a student of Saint Petersburg State University , currently he is on the first year of his masters studies, studying finance and audit, he is 23 years old.

- 1) *Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?***

All three ads presented above are extremely original and fresh. The content was captivating, and I did not have any desire to switch the commercial off. I was impressed by the first advertisement (“Tide”) as I wasn't sure which product it prompted until the very end. Additional effect was created by wordplay and bright scenes. The others were noticeable as well, but the first one really caught my mind.

- 2) *Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)***

I can say, that the emotions I felt were the following: with the Tide ad I felt involvement and had a sense of strong interest. With the KIA ad I felt admiration and puzzlement. And with the Doritos ad I felt involvement again and amusement. I simply love Peter Dinklage and was very glad to see him in this ad.

- 3) *Which commercial was the most emotion provoking for You and why?***

The second commercial (“Kia Stinger”) evoked a lot of bright emotions due to the strong music on the background and beautiful car actions.

- 4) *How good were these advertisements in catching Your attention?***

All three commercials were extremely exciting and attracted full attention.

- 5) *In Your opinion, what was the main message of the commercials You have just seen?***

As I got these commercials, their main goal is to show, how unique and outstanding these brand's products are. That in some cases, they are already so remarkable and useful, that you can put the Tide ad in every modern cliché-style commercial. KIA was trying to show it's uniqueness by showing a musical legend in their video. And Doritos simply attracted top actors to promote their products.

- 6) *Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?***

To my friends, I would probably recommend to watch the first commercial (“Tide”) as it was very witty and unconventional, and at the same time ridicules the other ads.

- 7) *Will the Tide ad make You thinking about searching and/ or trying this brand products?***

This product now will be associated with this particular ad, so if I see it in the supermarket I will probably pay attention on it and choose it.

8) *Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.*

To tell the truth, I was not encouraged to buy this car, or to search for more information. This commercial was very powerful, but unfortunately the creators did not show the internal design of the car, main features (even price), some advantages compare to other brands. For me it was not very informative, so from my point of view it is just a beautiful commercial.

9) *Will the Doritos ad make You thinking about trying the product?*

I would probably purchase products of this brand as the commercial shows the strong effect after trying this product.

10) *By which aspects of these commercials You can name as the most enjoyable for You?*

New outstanding ideas, the absence of clichés or even witting on them, quality content and bright picture

11) *Which features of the ads seen did You dislike?*

Focus on feelings of the audience but not on the features of the products; not very informative.

Appendix 1D: Interview with Svyatoslav Kondratov

Svyatoslav Kondratov, 24 years old. Master student of international relations faculty of the Metropolitan University Prague.

1) *Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?*

The first one was very original, made in a manner you won't expect from the Tide commercial. Kia Stinger and Doritos and Mountain Dew commercials, however, were the best for me due to the personal attitude towards creative careers of the stars invited to it.

2) *Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)*

1. I was surprised with the beginning; however, the second part was a bit overextended which made me bored (not the biggest fan of long ads and commercials). 2. Did not expect Steven Tyler to be part of the ad at all, which surprised me pleasantly. 3. It was pretty fun, felt very positive.

3) *Which commercial was the most emotion provoking for You and why?*

The second one, it is good, but pretty ambiguous, as it suggests to 'Feel something again' and makes some sort of a throwback to when Aerosmith started, but I doubt that younger version of Kia was as good as younger version of Aerosmith. Confused.

4) *How good were these advertisements in catching Your attention?*

Tide commercial was good, but boring. KIA one was good, but confusing. And Doritos was simply very good.

5) *In Your opinion, what was the main message of the commercials You have just seen?*

Very first one- you can easily adapt Tide commercial to any life situation you want. Kia can make us 'Feel something again', but never explains what exactly. You can start feeling again in Kia, or what? Is it the new model under the old brand that makes you feel something again? And the last one -fire-hot snack, ice-cold drink, you have to buy them together. Song of ice and fire(smiles).

6) Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?

The last one, as I have never expected to see those actors in the suggested situation, rapping. For fun or to know the opinion about it.

7) Will the Tide ad make You thinking about searching and/ or trying this brand products?

No, not really. It has no appeal.

8) Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.

I think no. It could, if I was in a search of a brand new car to buy. It looks very good and modern, though, thus it might be the reason to look at the details closely.

9) Will the Doritos ad make You thinking about trying the product?

Yes, it will.

10) By which aspects of these commercials You can name as the most enjoyable for You?

Good music in the second ad. Unexpected approach to the ad of snacks and drinks actor-wise.

11) Which features of the ads seen did You dislike?

The joke of 'No it's Tide ad' was a bit overextended for me and made it annoying.

Appendix 1E: Interview with Gleb Remizov

Gleb Remizov is 22, he comes from Russia, but lives in Prague and studies at the University of Economics, first year of his master studies of International Business.

1) Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?

Actually, all the commercials were kind of entertaining to watch and I did not have the usual wish to skip it. I liked the first two the most- Tide one because it was unpredictable and they had an actor from one of my favorite series and the Kia one because it was well shot and I just loved the music they used.

2) Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)

Tide – that was a surprise for me to see this actor and I felt some interest, fun; Kia – surprise to see Steven Tyler, enjoyment from music, little surprised at the end; Doritos – just slightly interested in what they were going to show.

3) Which commercial was the most emotion provoking for You and why?

The Kia one, because of the singer and music there, it was bringing back some good memories.

4) How good were these advertisements in catching Your attention?

The first one was really good in catching my attention, because it was unpredictable and I did not know what to expect from the next scene. The second one was catchy because of the soundtrack. The third one was still catchy, but just because I wanted to know how it would end up.

5) In Your opinion, what was the main message of the commercials You have just seen?

I think, the message was just to make the product memorable and recognizable and to show some creative approach in advertising.

6) Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?

The first one. Because it is funny and I can show it to my friends to laugh together

7) Will the Tide ad make You thinking about searching and/ or trying this brand products?

Not really, because I don't use such kind of product too often, but I would probably look for some other their commercials.

8) Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.

I am not going to buy a car in the nearest future, so I would rather go to listen to Aerosmith rather than searching for Kia info.

9) *Will the Doritos ad make You thinking about trying the product?*

I already know this product and I like it, so I would like to try the new product as well after getting to know that it exists.

10) *By which aspects of these commercials You can name as the most enjoyable for You?*

The most enjoyable thing for me when there is some idea in the commercial and it does not have usual clichés. Also if there are famous people involved.

11) *Which features of the ads seen did You dislike?*

In my opinion, the last one could finish a bit earlier, I started to lose interest already.

Appendix 1F: Interview with Artem Polyakov.

Artem is a medical student who lives in Saint Petersburg, Russia. He is 23 years old.

- 1) Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?**

Well, I consider them all as interesting, but my favorite is the first one, because it was funny. It was the most entertaining to follow till the very end.

- 2) Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)**

In the very first one that were curiosity and fun; with the second one, KIA – surprise, enjoyment; with the Doritos–again-fun and surprise. I didn't expect Peter Dinklage to appear in the Doritos ad. Overall, all of them were pretty cool.

- 3) Which commercial was the most emotion provoking for You and why?**

The first one, because I enjoyed how funny it was.

- 4) How good were these advertisements in catching Your attention?**

The first and the third were really catching my attention, first because of the humorous part, the third because of the cast and style. The second one was also pretty catchy.

- 5) In Your opinion, what was the main message of the commercials You have just seen?**

To make people interested in the product and raise awareness. At least to check them up.

- 6) Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?**

All three are kind of worth sharing, just to show your friends that commercials can be entertaining and fun to watch.

- 7) Will the Tide ad make You thinking about searching and/ or trying this brand products?**

No, but just because I am not so worried about finding a way to keep my clothes clean.

- 8) Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.**

I like cars, so, yes, I would try to find some information about this particular model.

- 9) Will the Doritos ad make You thinking about trying the product?**

I like spicy food, so I am pretty interested in trying this product after watching the commercial.

- 10) By which aspects of these commercials You can name as the most enjoyable for You?**

The most enjoyable was that they were not too long and made in a creative and unexpected way.

- 11) Which features of the ads seen did You dislike?**

The second one was lacking a bit of action, I guess.

Appendix 1G: Interview with Vladimir Evdokimov.

Vladimir is 23 and he studied engineering in Prague, Czech Republic, now he works for a start-up company.

1) Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?

The ads were surprisingly good and interesting to watch, I liked the third one especially, because they hired really popular actors and the ad was made in a very stylish manner.

2) Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)

Tide – interest and joy, Kia – cool beginning, interesting twist in the end, Doritos – surprised, then fun, then surprise, then fun again

3) Which commercial was the most emotion provoking for You and why?

The last one with Doritos. It was very colorful and enjoyable

4) How good were these advertisements in catching Your attention?

Pretty good

5) In Your opinion, what was the main message of the commercials You have just seen?

I think there was no clear message, they just wanted to make their products memorable and recognizable

6) Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?

Maybe the second one- I want to show my friends who like Aerosmith and Steven Tyler personally, how he looks and what he is doing for his living now.

7) Will the Tide ad make You thinking about searching and/ or trying this brand products?

Maybe, as soon as I don't care that much what washing powder I buy, I could choose Tide when I see it next time.

8) Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.

Yes, I did not hear about that model before, but I would check it up in the Internet or pay attention if I see something about it next time.

9) Will the Doritos ad make You thinking about trying the product?

I don't really buy such things, but I will recognize if I see it somewhere and probably try

10) *By which aspects of these commercials You can name as the most enjoyable for You?*

The second and the third were the most enjoyable, because they had their own style and celebrities involved. I also liked the songs

11) *Which features of the ads seen did You dislike?*

I don't really find any things I would have improved.

Appendix 1H: Interview with Paul Dreano.

Paul is 23 years old, he is a student at High School of Economics Prague and works for an international company.

1) Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?

The first ad was the most impressive one as it was very funny and unexpected. I liked the way they hid the plot and broke the 4th wall. The others way okay as well, but not so impressive for me.

2) Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)

I felt first curious, then I felt how fun this ad is. I felt just a bit lifted with the second ad, and felt almost nothing watching the third commercial(Doritos).

3) Which commercial was the most emotion provoking for You and why?

The second one was more intense, because it was a bit deeper, with more interpretations whereas the two others were more funny. But the most emotion- provoking was the Tide commercial- because of its humorous content.

4) How good were these advertisements in catching Your attention?

All of them were very catchy.

5) In Your opinion, what was the main message of the commercials You have just seen?

I think all of them want to say to us, customers: «Buy our exceptional product”.

6) Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?

I would share the first one or third one with my friends as there are famous actors, who play in “Game of Thrones” and “Stranger Things” TV- series in it.

7) Will the Tide ad make You thinking about searching and/ or trying this brand products?

Not really but I’ll remember the brand at least.

8) Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.

No really, but I will remember the brand. But they didn’t showcase enough the product in my opinion.

9) Will the Doritos ad make You thinking about trying the product?

Not at all, we don't even see the products. I believe the main goal was to catch our attention and remember the brand more than anything.

10) Which aspects of these commercials did you like the most in the ads seen? (i.e humor, music)

The music in the second one and the humor in the first one.

11) Which features of the ads seen did you dislike?

I honestly found the third one a bit annoying and confusing. It seems like it was part of other ads.

Appendix 1I: Interview with Stepan Solovyev.

Stepan Solovyev is a High School of Economics Prague student. He is 21 years old. He comes from Moscow, Russia,

1) Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?

That`s Tide for me. Why? Because they ridiculed typical brand advertising.

2) Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)

While Tide I felt myself perky and bouncy, KIA- optimistic and tensed, with Doritos- energetic

3) Which commercial was the most emotion provoking for You and why?

This is KIA one. They showed the line between youth and old age. Very emotional advertising.

4) How good were these advertisements in catching Your attention?

Pretty good. I watched all these commercials with pleasure.

5) In Your opinion, what was the main message of the commercials You have just seen?

Just to make memorable advertising. To attract people.

6) Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?

That will be Doritos. Simply because my friends love “Game of Thrones” TV series.

7) Will the Tide ad make You thinking about searching and/ or trying this brand products?

No. I don`t really care much about the washing powders, that is why.

8) Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.

No. I`m simply not quite a big fan of KIAs, saying openly.

9) Will the Doritos ad make You thinking about trying the product?

Yes. I like spicy chips and I enjoyed the ad, so when I will see the product on the shelf of the supermarket, I will consider buying it.

10) By which aspects of these commercials You can name as the most enjoyable for You?

That`s going to be Tide- because of the humor.

11) Which features of the ads seen did You dislike?

All features were great.

Appendix 1J: Interview with Nikolay Bodnoruk

Nikolai is 22, he comes from Ukraine, but lives and works in Prague.

1) Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?

The first one is interesting as u are looking forward to see what is next. The second is boring. The last one is just charming.

2) Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)

My favorites are the first and the third. The first one was able to provoke my interest and expectation, which kind of ad is going to be parodied next. Despite a well-known face of Steven Tyler, I had no emotions watching this ad. That`s simply it. The last one, Doritos, was also good. I felt involved.

3) Which commercial was the most emotion provoking for You and why?

The last one, Doritos, it generated interest because of the songs and famous stars participating in there.

4) How good were these advertisements in catching Your attention?

All of them did their job great and I felt absorbed, because of the good quality of the ads.

5) In Your opinion, what was the main message of the commercials You have just seen?

Tide`s message was to show, that with its products in every environment you can be clean and tidy. KIA`s was to show that having this particular car you, no matter how old are you, will be in trend and young.

6) Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?

I will share the first and the third. They have to sense and no real informational content, but they are pretty catchy.

7) Will the Tide ad make You thinking about searching and/ or trying this brand products?

No.

8) Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.

No.

9) Will the Doritos ad make You thinking about trying the product?

Yes.

10) By which aspects of these commercials You can name as the most enjoyable for You?

Tide: Humor.

11) Which features of the ads seen did You dislike?

All features were great.

Appendix 2: Interview content for the group 2(ladies)

Interviewer`s Note: *In this interview You are about to watch 3 commercials, that went viral and became quite successful at a certain point of time. The researcher`s goal is to understand precisely what were the main reasons of the triumph of these advertisements.*

P.S. Your willingness to share personal thoughts and opinion is very much appreciated. Thank You!

- Commercial One: <https://www.youtube.com/watch?v=doP7xKdGOKs> – Tide Superbowl 2018 Ad Commercial

- Commercial Two: <https://www.youtube.com/watch?v=0YVbVXOjJv4> – KIA Superbowl 2018 Ad Commercial “Feel Something Again” with Steven Tyler from Aerosmith

- Commercial Three: <https://www.youtube.com/watch?v=XpaOjMXyJGk> – Dove Real Beauty Commercial

- Probe Question. Please, shortly introduce Yourself.

- 1) Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?
- 2) Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)
- 3) Which commercial was the most emotion provoking for You and why?
- 4) How good were these advertisements in catching Your attention?
- 5) In Your opinion, what was the main message of the commercials You have just seen?
- 6) Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?
- 7) Will the Tide ad make You thinking about searching and/ or trying this brand products?
- 8) Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.
- 9) Will the Dove ad make You thinking about trying the product?
- 10) Which aspects of these commercials You did You like the most in the ads seen? (i.e humor, music)
- 11) Which features of the ads seen did You dislike?
- 12) How would You be able to describe Your level of concentration on the videos watched (in numbers or percent)? Each ad one by one, please.

Appendix 2A: Interview with Anna Zavodova.

Anna Zavodova is a 27 years old lady, who currently works and lives in Moscow.

- 1) *Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?*

Well, all these ads look very creative and made with taste, each of them provoke different scope of emotions and feelings and I enjoyed watching all of them. But, my favorite one is definitely a Kia ad now. It's done really great.

- 2) *Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)*

Being honest, while watching these ads, I expressed a certain degree of emotions towards each of them. Thus, I was sincerely smiling, while watching the Tide ad and touched, while watching the Dove commercial. But, I was most impressed by the Kia advertisement. Mainly because I felt emotions, passion, speed embodied into it.

Describing them separately, I can say that Tide ad is made with humor, it evokes a smile. It's really attention attracting and I really want to see a new ad like this. KIA ad in my opinion the most emotional. You start to recall similar moments from your life, cause a desire to feel such emotions "at the peak." Dove ad made me thinking, that people are often very critical towards themselves and exaggerate their so-called "shortcomings". Simply speaking, it shows that we are all unique, and it's crucial never to forget it.

- 3) *Which commercial was the most emotion provoking for You and why?*

As I have already stated- it's definitely a KIA ad. It made me feel nostalgic and provoked a wish to relive the best moments of the past and at the same time to move forward, to the future.

- 4) *How good were these advertisements in catching Your attention?*

All of them were equally good in attracting attention.

- 5) *In Your opinion, what was the main message of the commercials You have just seen?*

I think, that among these commercials only one convey a message. I didn't really get the message of the Tide ad. It was a bit blurred, I should say. I considered it more as a funny joke-type video, than a real ad. KIA commercial was definitely more emotions oriented, as I consider, that ads should give us some

understanding of the product, or at least describe it, what clearly was not a case here. It just showed a new sporty car. However, it did provoke my interest. Dove ad contained the most solid and interesting message. That` a very revealing and interesting experiment. I didn`t even have an idea, that people from outside see us better than ourselves. Maybe it's worth loving and accepting yourself more?

- 6) ***Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?***

I would definitely share all three.

- 7) ***Will the Tide ad make You thinking about searching and/ or trying this brand products?***

I don`t think so. I`m quite familiar with the product line of this brand, but it is not my first choice. But in case I won`t see my favorite brand on the supermarket shelf, I would pay attention on Tide.

- 8) ***Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.***

I think yes. As I have stated earlier, the ad didn`t really provide me with some precise details, so I would be interested to know more about the technical characteristics of this model of the car. Actually, I associate this brand with a "family" car, or a car for young people, and in this video, Kia positions his car as high-speed, sporty, so I want to know more about it.

- 9) ***Will the Dove ad make You thinking about trying the product?***

Yes, since I do not often use products of this brand, I would now turn my attention towards it. There is a message that the manufacturer thinks about each of his customers and for me it means something.

- 10) ***Which aspects of these commercials You did You like the most in the ads seen? (i.e. humor, music)***

In the first video (*Tide commercial, interviewer`s remark*) that was humor, in the second (*KIA ad, interviewer`s remark*) music, and in the third it was actors` play, how they expressed their emotions.

- 11) ***Which features of the ads seen did You dislike?***

There was nothing to dislike.

Appendix 2B: Interview with Alexandra Medvedeva.

Alexandra Medvedeva is a 24-year-old recently graduated VSE International Business student. Currently lives in Prague.

- 1) *Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?***

Taking the Tide ad, it is hard, being honest, to express any particular impression. Well, it is pretty amusing. The same goes to KIA. But speaking about the Dove ad- well, that`s pretty catchy. I had always connected Dove to soaps and shampoos but now it made me thinking and really stayed in my mind, standing above the others.

- 2) *Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)***

Tide ad provoked concussion and interest. KIA ad didn`t really provoke any emotions, I was just trying to recall, where have I seen this star. Dove ad made me feel really inspired.

- 3) *Which commercial was the most emotion provoking for You and why?***

Definitely the third one. It has a bright and clear message, which falls deep inside and makes me thinking about myself the other way.

- 4) *How good were these advertisements in catching Your attention?***

Honestly, only the third one was good at this. The others didn`t really manage to interest me.

- 5) *In Your opinion, what was the main message of the commercials You have just seen?***

I didn`t get the first commercial message. For me it was just a funny video. Nothing more. As for the second video really not sure. Was it just to show the fast sporty car, which makes you feeling younger? (*Laughs*). The third one was transmitting a clear and defined message, that we should love and accepted ourselves in the way we are, what is quite a distinctive message. We were impelled by the ideas of “model-like” beauty as an ideal, what made many people thinking worse about themselves, that they really are. And this ad gives an opposite and distinctive message, what I really liked.

- 6) *Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?*

I will share with the third one. The main reason-again, its message, of course. I would like to transfer these ideas to my close ones.

- 7) *Will the Tide ad make You thinking about searching and/ or trying this brand products?*

No. The ad didn't really convey me.

- 8) *Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.*

No as well.

- 9) *Will the Dove ad make You thinking about trying the product?*

I use it already.

- 10) *Which aspects of these commercials You did You like the most in the ads seen? (i.e humor, music)*

I was attracted by their plot. Each one of them has it.

- 11) *Which features of the ads seen did You dislike?*

They don't have a clear presentation of the product and are loosely connected with it.

Appendix 2C: Interview with Kateryna Nosova

Kateryna Nosova is a 24 years old Credit Risk Analyst at ExxonMobil, who currently resides in Prague, recent university graduate.

- 1) Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?**

The last add impressed me more than the others because it touches personal feelings more and makes to think that we should appreciate ourselves more, disregarding small

- 2) Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)**

In the first Main character was not much attractive to me, I would not want to watch this video over and over; but I was curious to see which scene is going to be the next

With the second one, I liked that it was bright and there was a lot of motion there.

Speaking about the third ad, the Dove one, I felt sadness during the first part when people were describing themselves worse than they are. After I felt happy to see how they reveal what pictures were created about them by others.

- 3) Which commercial was the most emotion provoking for You and why?**

That was definitely the last commercial, as it touched my personal feelings, as the topic of self “under-valuation” is close to many people.

- 4) How good were these advertisements in catching Your attention?**

All of them did well in catching the attention as all of them had storylines.

- 5) In Your opinion, what was the main message of the commercials You have just seen?**

Honestly, I did not fully understand the idea of this commercial. As I got KIA`s message, with this particular car people can appear as more young and cool. And the message of the last one was to show people that they often see themselves in a too gloomy way, than everything is in the reality.

- 6) Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?**

The last one can be shown to relatives or friends to remind them to appreciate themselves more and to search positive features in the appearance. The second add can be recommended to someone, who is searching for the comfortable, stylish car, as Kia corresponds to the modern expectations for the town car.

7) Will the Tide ad make You thinking about searching and/ or trying this brand products?

No, I did not like this commercial and it did not give me any associations with clean and soft clothes, with what I usually associate Tide.

8) Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.

Car was shown as very powerful, dexterous and light. I would consider searching for more descriptions of this car.

9) Will the Dove ad make You thinking about trying the product?

Yes, as it left associations with something delicate and pure.

10) Which aspects of these commercials You did You like the most in the ads seen? (i.e humor, music)

Colors and motion in the second one; music in the third commercial

11) Which features of the ads seen did You dislike?

Actor in the first commercial was not attractive to me.

Appendix 2D: Interview with Daria Shamedzka

Daria is a Belarus- born 22-year-old master student of the Charles University Prague. Works as a secretary for a Czech Company. Recent bachelor graduate.

- 1) *Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?***

That was definitely the third one: because of the interesting experiment shown in the video and a great conclusion “you are more beautiful than you think”. I assume that “Dove” tries to connect its production to this inspiring motto and they are actually successful with that. Regarding the others- they really didn’t catch me, being honest.

- 2) *Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)***

As I told, the first ad didn’t really touch me, so I didn’t really feel anything. I got bored with the Tide commercial. In the KIA commercial I was hypnotized by Steven Tyler’s charisma and I felt some nostalgia, even though a bit inspired at the same time. And I felt inspired with the third one as well.

- 3) *Which commercial was the most emotion provoking for You and why?***

That’s the third one, as I was already mentioned.

- 4) *How good were these advertisements in catching Your attention?***

They are not really effective because of the length: it is very unlikely for me to spend 3 min watching advertisement.

- 5) *In Your opinion, what was the main message of the commercials You have just seen?***

Can’t even say- I didn’t get it, really. With Kia is that with this car you’ll feel young again. And Dove will help to love and appreciate yourself more.

- 6) *Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?***

Probably the last one, as it will help to let them know that they are much more beautiful than they think.

7) *Will the Tide ad make You thinking about searching and/ or trying this brand products?*

No.

8) *Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.*

Not really, probably, because I am not interested in cars.

9) *Will the Dove ad make You thinking about trying the product?*

That's very unlikely – I like the idea of the video, but to me connection between this idea and Dove products is lost.

10) *Which aspects of these commercials You did You like the most in the ads seen? (i.e humor, music)*

Again- I simply didn't like the ad. With the second ad(KIA)- I really liked the way the commercial was filmed, and that it was not quite long. And with the Dove ad- it's distinctive message.

11) *Which features of the ads seen did You dislike?*

I didn't get the first video – so I can't say anything positive about it. And I think they are quite long.

Appendix 2E: Interview with Maria Davydova

Maria is a 23-year-old graduating VSE student, who currently is planning her future career.

- 1) *Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?***

They actually differ from each other and they also convey different levels of emotions which I would say cannot be compared.

- 2) *Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)***

The first one did not actually give me any emotions, it was quite funny but, personally I would not somehow single out it. The second one expressed from my perspective, I did like the way of how the commercial was filmed. The third one definitely won from emotional spectre since it made it personal for females. It was kind of touching

- 3) *Which commercial was the most emotion provoking for You and why?***

The last one, as it has a properly women-oriented strategy, as the dilemma of self-estimation is a very vital topic for almost every lady.

- 4) *How good were these advertisements in catching Your attention?***

I was really caught by the KIA ad- music, Steven Tyler, good picture, you know. However, Dove was good in this sense as well, as I know, that this brand is approaching to the ad-making process very seriously, so I would like to see at least a couple more of these.

- 5) *In Your opinion, what was the main message of the commercials You have just seen?***

I think, that they all are united by the idea to be remarkable and to stay in the memory of a potential client, being associated with certain emotions, which could be either fun or some deep idea, like with Dove.

- 6) *Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?***

In my case, the third one, most of my girlfriends have a problem with self-appraisal.

- 7) *Will the Tide ad make You thinking about searching and/ or trying this brand products?***

No

8) Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.

Yes, I would add it in the list of comparison- this is due to overall ad attractiveness, which attracted my attention towards the brand.

9) Will the Dove ad make You thinking about trying the product?

No more, than usually.

10) Which aspects of these commercials You did You like the most in the ads seen? (i.e humor, music)

The first advertisement I liked the picture, the change of frames and humor. The second advertisement is beautifully filmed and has great soundtrack. The third was strong with its ultimate meaning and emotions.

11) Which features of the ads seen did You dislike?

Tide was a little bit of misleading, some kind of predicative plot was seen in the second and length in the third.

Appendix 2F: Interview with Ingrid Vorman.

Ingrid is 27 y.o., was born in Munich then did her bachelor and master in Italy, in the finance field. Currently lives in Milan and works for Unicredit bank.

1) Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?

For me everything seemed to be fine and I did enjoy watching each of them. It was neither boring nor annoying. But among the I would single out the third one. It was the most touching one due to its content.

2) Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)

The first commercial actually has the most “remembering way” of presenting a product, it actually stays at the top of mind for a long time and you clearly know, which brand precisely was advertised- this is due to a funny content and playing with clichés. I was sincerely smiling, while watching it. However, I also felt that the ad lacked some informational content, I mean it didn't tell any practical features of the product. The second ad made me feel excited and provoked warm feelings of nostalgia and, surprisingly, motivation. I am a huge fan of Aerosmith music and was surprised to see Steven and I was wondering, how KIA will use such a charismatic man in its commercial. Well, I was not disappointed. And I also felt motivated, probably, because of the content of the ad, which clearly told:” No matter how old you are, you can always feel something again”. But, unfortunately, I also felt, that probably, my feeling won't be shared by much people, as lots of youngsters are just not familiar with Aerosmith music and won't get the message properly. And the third ad is quite good in transmitting its deep context message. But, for me it was the least catchy. I felt that this commercial is way too concentrated on women. But that's just details. I liked it anyway, just a bit less than the others.

3) Which commercial was the most emotion provoking for You and why?

Surprisingly, that was the third one! Its message, combination of music, picture and tears and emotions of women in the end made me feeling so touched. As well as many other women , I suppose.

4) *How good were these advertisements in catching Your attention?*

In case of the Tide ad it was caught by a combination of changing situations on the screen and play with clichés. The second one, probably, won't touch everyone, but it was filmed so good, that I definitely was the one, who was touched. Dove ad didn't catch me at the beginning, but once I started to understand the message and the commercial approached to its end, it touched me the most. Its ending is really powerful.

5) *In Your opinion, what was the main message of the commercials You have just seen?*

To increase a brand awareness.

6) *Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?*

I will send the second one because of Steven, definitely, and the third one to a couple of my girlfriends with problems with self-assessment.

7) *Will the Tide ad make You thinking about searching and/ or trying this brand products?*

Yes, maybe.

8) *Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.*

Not really, I already have my favorite car brands, and even such a mighty commercial won't change my preferences.

9) *Will the Dove ad make You thinking about trying the product?*

I already frequently use it, so it was not new for me.

10) *Which aspects of these commercials You did You like the most in the ads seen? (i.e humor, music)*

I really liked, that all these commercials are not boring and annoying, you enjoy watching them. And I also noted, that all of them have some hidden idea, what I really loved as well.

11) *Which features of the ads seen did You dislike?*

Nothing actually.

Appendix 2G: Interview with Emma Otazu.

Emma is 35 year old, she comes from France and runs her own business in online fitness coaching.

1) Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?

I did enjoy the second one the most since it is so close to my passion to speed and pure love to Aerosmith, I suppose it would really be touching both for males and females. However, from emotional perspective the third one was the strongest but from the very beginning it is not catching at all

2) Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)

The first commercial seems to be quite a positive one and doesn't show its message in the very beginning, what provoked interest and excitement. I mean, you think, that you watch another typical car commercial, and then it appears to be a washing powder ad. Amusing! What's regarding the KIA commercial- I watched it in one shot. I loved the integration of Aerosmith singer. The combination of pictures and music, as well as the content of the ad made me feeling elevated. Dove ad was good in transmitting its message to me. The content of the message : " love yourself, you are better, than you think of yourself" is very actual.

3) Which commercial was the most emotion provoking for You and why?

That's definitely the last one. It seemed to me to be the most emotional comparing to the others. They were using some tones of sadness, what definitely was a win-decision. Creators of the ad also were good in showing these emotions. All these pieces combined together made this particular ad the most touching for me.

4) How good were these advertisements in catching Your attention?

They all are good in catching attention, but they did this from the various positions. The first did it with a good picture and some sort of intrigue of what is really advertised. The second one caught me with the main actor. And the Dove- with its message and content. Dove seems to be the company which really loads its ads with some meaning. As you got, I was pretty caught by them all.

5) In Your opinion, what was the main message of the commercials You have just seen?

I think the main goal was to increase a brand awareness and change perception of the products.

6) Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc.? If yes, what will be the main intention of doing so?

The third commercial is a must-see for women, so I will definitely share particularly this one.

7) Will the Tide ad make You thinking about searching and/ or trying this brand products?

No, wouldn't like to change my existing preferences.

8) Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.

No, I'm not interested in the cars at all.

9) Will the Dove ad make You thinking about trying the product?

Despite its emotional content- no.

10) Which aspects of these commercials You did You like the most in the ads seen? (i.e humor, music)

What I really liked, is that the creators of the ad were able to insert a plot in such a limited amount of time. Of course, the plot differed from commercial to commercial, with the Tide being the weakest one and Dove- the strongest. But anyway, that was a remarkable feature for me.

11) Which features of the ads seen did You dislike?

There is one issue I didn't like in the Dove ad- it's a way longer than the others, that is why, even with its strong message, I lost concentration, while watching it. Moreover, one of the tasks of advertising is to show what are the key advantages of the product, and, unfortunately, I didn't notice that in all of them. They were good in provoking emotions, but bad with their informational content. As I am also promoting, but my own product, I notice such moments.

Appendix 2H: Interview with Anastasia Prokopieva.

Anastasia is a 25-year-old lady, who has recently graduated from the Metropolitan University Prague, faculty of International Relations. Originally she comes from Russia, but currently lives and works full-time in Prague.

- 1) *Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?***

All of them were great for me, but certainly third one stands out, due to its provocative nature and its self-esteem relation – very touching for every human being

- 2) *Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)***

The very first one was quite a humorous one, it had a unique way of presenting a product. The second one had a decent sound and the third, maybe, was a bit slow in delivering its idea for me, but very touching in the end.

- 3) *Which commercial was the most emotion provoking for You and why?***

For sure the third one. It is very humane, it catches attention and makes you want to see the experiment, lovely atmosphere, no porcelain faces, comforting colors, touching

- 4) *How good were these advertisements in catching Your attention?***

First one- only if seating in front of the TV; second(KIA), powerful sound and beats provoke to take a look what's on the screen; third – would see if advised. Provokes interest to see the experiment results, but dynamics and colors make it a bit blurred compared to other ads

- 5) *In Your opinion, what was the main message of the commercials You have just seen? To present product's advantage, show how it's distinctive from the others.***

- 6) *Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?***

I would share the first one, because of its witty plot, and the third one- because it speaks about the personality and I am interested to see how people how surround me, look on themselves in the mirror.

7) *Will the Tide ad make You thinking about searching and/ or trying this brand products?*

No

8) *Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.*

No, simply no interest in cars

9) *Will the Dove ad make You thinking about trying the product?*

No, too vague presentation, would not understand how related to Dove – only because a famous brand, try to relate how beauty products can emphasize natural beauty

10) *Which aspects of these commercials You did You like the most in the ads seen? (i.e humor, music)*

That was music in the second and people`s emotions in the third one.

11) *Which features of the ads seen did You dislike?*

Low dynamics of third.

Appendix 2I: Interview with Kateryna Zhuzha.

Kateryna comes from Ukraine, she is a student of CEMS Master in International Management in Prague University of Economics and Nova School of Business and Economics, with passion in project management, design thinking and agile.

1) *Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?*

From the Tide Superbowl 2018 Ad Commercial I have gotten a generally positive impression, it was strikingly funny and was relatable because of the way it was mocking the regular Superbowl Ad time.

From the KIA Superbowl commercial, I have received no impression. For me it was a regular car ad, with all the typical attributes I would expect to see in one. It was not impressive and it took effort to finish watching the commercial, despite the short duration of it.

The Dove commercial, I have already seen previously, on multiple occasions. This one was the most impressive for me, because primarily it was not aiming to advertise the good, but was rather aimed to touch the viewer with a personal message. Important to note though, that while the commercial never ceased to amaze me, it has not made me a prominent or a potential customer of Dove.

2) *Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)*

- Cheerfulness. Stemming from the fun in the Tide commercial.
- Sensitivity. Stemming from the Dove commercial and the way it portrayed beauty.
- Carelessness. Stemming from the KIA commercial.

3) *Which commercial was the most emotion provoking for You and why?*

Dove commercial, due to how it drew my attention to a very common feature people have – low self-esteem. While we all know this is an issue, since it's an intangible concept, it is very difficult to grasp. The Dove commercial managed to trigger the understanding of this intangible concept and made it tangible & relatable.

4) *How good were these advertisements in catching Your attention?*

Tide – 4/5. Kia – 1/5. Dove 5/5.

5) *In Your opinion, what was the main message of the commercials You have just seen?*

Tide – we're pretty much everywhere, you can trust us, if something is clean – it must have been thanks to us. Kia – we promote strength and independence and boastiness? Not sure if that was the case, had a hard time grasping the message. Dove – we promote natural beauty, everyone is beautiful in their own way – we help you uncover yours.

- 6) *Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?*

Tide, to share how catchy a commercial can be. Dove, to share the concept of loving-self.

- 7) *Will the Tide ad make You thinking about searching and/ or trying this brand products?*

No. It didn't really convince me.

- 8) *Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.*

No, it didn't catch my attention neither it sparked interest in the product.

- 9) *Will the Dove ad make You thinking about trying the product?*

As stated previously, no.

- 10) *Which aspects of these commercials You did You like the most in the ads seen? (i.e humor, music)'*

Humor and down-to-earth feeling.

- 11) *Which features of the ads seen did You dislike?*

Carelessness. Especially with the KIA ad. It lacked informational content and was concentrating way too much on the emotions.

Appendix 2J: Interview with Natalia Buravceva.

Natalia is a Russian 22-year-old freshly graduated bachelor degree student, who is about to start her full-time career in the field of hotel management

1) Please, shortly describe Your fresh impressions on the ads seen. Which one impressed You the most and why?

First one is funniest of all and it's a surprise to be Tide as it goes in a manly manner.

2) Can You, please, describe briefly the specter of emotions You have felt, while watching these commercials? (One by one)

First one was funny, so I guess it made me smiling, and if I am smiling- I am happy. Second one is about the cars, so I got little bored even though the 'picture' itself is pretty. Last one is a little typical ad on beauty for nowadays, so bored again however it still was pleasant to see such message.

3) Which commercial was the most emotion provoking for You and why?

First one because of the element of surprise and humorous content.

4) How good were these advertisements in catching Your attention?

The first one did a good job, I felt myself involved. The second was really bad and I got bored. And I will give 50/50 to the third one.

5) In Your opinion, what was the main message of the commercials You have just seen?

Inspiration in 2 and 3, finding and accepting yourself in 3

6) Which ads do You find as worth of sharing with Your friends, relatives, job colleagues etc? If yes, what will be the main intention of doing so?

The Tide one- just for fun.

7) Will the Tide ad make You thinking about searching and/ or trying this brand products?

No, just because I don't like the brand itself.

8) Will the KIA ad make You thinking about not necessarily purchasing this car, but at least about searching for more information about this particular model? Please, justify Your answer.

No, just because I am not interested in cars and generally all car ads are more or less the same- even with Steve Tyler.

9) Will the Dove ad make You thinking about trying the product?

Maybe just as an act to support a company distributing good messages on beauty.

10) Which aspects of these commercials did You like the most in the ads seen? (i.e humor, music)

General picture which is pleasant to be seen- colors, whole presentation of objects and people.

11) Which features of the ads seen did You dislike?

Cannot find those , however 3 min ad is too long for me.