

# VIRAL MARKETING PROJECT

## Project Description

**Viral marketing** describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence. Viral marketing is the new era marketer's version of "word-of-mouth" advertising. For example, Nike introduced two viral videos online featuring Kobe Bryant, one jumping over a moving car and another with Bryant jumping over a swimming pool filled with snakes to promote the release of its new Hyperdunk sneakers. The video showing Bryant leaping over an Aston Martin became an instant YouTube hit, generating over 2.5

million views in just a few weeks. A few years ago, Reebok enjoyed similar online viral success with their Terry Tate: O. ce Linebacker campaign.

For this project, you will need to develop your own viral campaign for a sports or entertainment product you come up with on your own. Your product could be athletic apparel, sports drinks, a sports franchise, a movie...the product for which you'll develop a viral campaign is entirely up to you!

## Project Details

Begin this project by doing an Internet search for the aforementioned Kobe Bryant and Terry Tate viral ads. Watch each ad and take notes on what you liked and disliked about the ads, as well as why you think they were so effective.

Next, search the Internet again, this time in an effort to find at least two additional examples of viral ads for sports and entertainment products. Again, take note of what you like and dislike about each ad and consider trying to figure out if the ads were successful.

After familiarizing yourself with the concept of viral marketing, come up with a sports/entertainment product or service for which your campaign will be centered around. Identify specific features about the product or service that will be the highlight of your viral marketing effort. Think about all the ways you can generate interest in your product by implementing this campaign.

The last step of this project is the actual creation of your viral ad and the campaign to support it. Will you have a slogan or tagline? What is the goal of your campaign? How will this help sell more of your product or service? Write a one page paper explaining your viral marketing campaign.

## Presentation

For your presentation, be prepared to show your video of a viral ad. Use the information from the one page paper you wrote to explain your product or service and be sure to explain to the class how and why your campaign will be effective.