

Viral Marketing Campaign Modeled After: Recognize the Moment

DRINK RESPONSIBLY *Recognize the moment*

Problem: Those who consume alcohol often fail to moderate their consumption and in turn make irresponsible decisions.

Client: ABSOLUT Vodka

Audience: Males and females 21 to 25

Campaign Elements

ABSOLUT has created a site that is committed to giving their consumers the tools they need to make consumption and celebration decisions responsibly. The Recognize the Moment campaign is a vital part of that commitment. The site launched on March 9, 2009.

From the ABSOLUT site, visitors are able to send themselves text message reminders to finish their drinks and call it a night. They can watch streaming video testimonials about how others recognize the moment. They can also send their Facebook friends reminders to drink responsibly. The site also is broken down into different sub-sites that can be accessed by clicking the Tips and Tools, Text the Moment, Facebook, Video Library and Links tabs. Each tab contains categories that expand on the concept of recognizing when you have consumed too much alcohol.

Goals and Objectives: To promote responsible drinking through interactive mobile, video, and social networking channels. The campaign also reaches out to consumers through these outlets to give them knowledge and tools to drink alcohol safely.

Results: Despite the Recognize the Moment campaign being over a year old, it recently launched its Facebook fan page last month. The page has only achieved 27 fans. Absolut has not created a Twitter account for this campaign, which is surprising considering that social networks are a vital component of a successful viral media campaign.

The Text the Moment feature on the campaign site seemingly works selectively. It seems that the texts will only be sent during hours after 7 pm or there is a seven hour processing time. If this is the case than the campaign only promotes responsible evening drinking.

Our viral marketing campaign: The Writing's on the Wall

Problem: Members of social networking Web sites such as Facebook and Twitter publish impaired posts after consuming too much alcohol. Posts may be rude, crude, offensive, or detrimental to one's career.

Client: Cyberbullying Research Center

Audience: Males who are either employed students, or professionals 21-37 who are Facebook or Twitter members.

Campaign Elements

We will develop a website called www.writingsonthewall.org sponsored by the Cyberbullying Research Center that will have visitors participate in a series of online sobriety tests that will evaluate if the user is in a suitable condition to use social networking sites. The sobriety tests will test the user's discretion when posting photos, awareness of public access, and responsibility. Other tests will be incorporated that are less reliable such as a clicking accuracy and spatial games. Another component that we would incorporate into our viral marketing site would be a live chat feature for those intoxicated online users that simply want someone to talk to. The chat administrators for the Cyberbullying Research Center will be volunteers and all information that users provide will be confidential.

After the tests are completed the user will receive a score and a rank that will indicate whether or not they are too intoxicated to social network.

The site will also include a page of stories about people who have posted while intoxicated and suffered consequences in return.

Execution and Implementation

To drive people to the site, we would start a campaign in which we would take to the bars of major cities and college towns, places where students and professionals live. In the bars, we would have coasters in the silhouettes of pin-up girls, with the Web site on the back. The coasters would read "Take me home tonight." The idea is that the bar patrons would take the coasters home and then visit the Web site when they leave the bar.

Also, the urinals at a bar tend to be the one moment of clarity for patrons, where slight sobriety returns. Patrons are away from the atmosphere of the bar, and their vision becomes slightly less hazy. It is in the bathroom where we would put up posters.

We were thinking Post-it notes that were super sticky so they stuck to bathroom walls in bars. The Post-it notes would say something akin to, "Hey! You took some nice pictures out there! Can I show them to your boss?" or, "That Facebook status you posted last night when you were drunk was hilarious! Your professors loved it!"

We could also have a girl writing her "number" on a piece of paper or a hand, with "Call me" on the poster. That phone number would be a hotline with someone to perform on-spot sobriety tests and then lead them to the Writing's on the Wall Web site.

Goals and Objectives:

The goal of our viral marketing campaign is to simply raise awareness about and spare social network users the sometimes harsh consequences of irresponsible social networking and online posting. These consequences may include job loss, academic probation or expulsion, or even jail time in certain cases.

Evaluation:

In order to determine if awareness is being spread the site administrators would be able to account for site hits, number of online sobriety tests taken and chat volume. Campaign directors would be able to account for hotline call volume and the number of Post-it notes, posters, coasters, and other promotional items that are distributed.

Distributed materials example:

