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Viral FAQs

What is a viral?

A viral is a piece of content (usually video) that self-propagates as it's forwarded from person to person via the internet.

Why choose viral?

It delivers your marketing messages through peer-to-peer recommendation.

It stimulates emotional connections with your brand to inspire active engagement not passive consumption.

It raises awareness of products and brands, builds loyalty and ultimately generates revenue. And it's cost-effective.

How do you demonstrate the success of a viral?

This really depends on the campaign objectives – whether raising awareness, increasing web traffic or sales, or even driving data capture.

Views are the staple metric, along with honours, comments and seeding reports. Combine this with keyword search popularity, website visits, social media tracking or awareness studies for a full picture of your campaign's impact.

What makes strong viral creative?

An emotional reaction from your target audience, which may come from shock-factor, humour, controversy, spectacle or even sentimentality.

The content, or at least the punchline, must align with a memorable brand or product message. This is essential if you want to drive traffic and ensure recall.

Ultimately, it must inspire a strong wish to share it with others. Our creative team know the difference between just a good idea and an idea that will go viral.

What is seeding?

Creating momentum for the content to 'go viral'. Whether commercial or organic, it essentially puts your content in front of defined audiences and key influencers. We always guarantee a minimum numbers of views, so you can feel confident when your viral is let loose.

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How much does it all cost?

We recommend spending upwards of around £35K for the whole campaign – which would cover the strategy, creative, production and seeding to the UK. We'll do our best to develop concepts to fit your budget and your needs – but we'll only agree to produce work we know will be a success. See our ratecard.

It all sounds a bit risky... is it?

It's risky to do a rubbish viral. Once unleashed, you can't call it back.

We always work to protect brands and also get the best out of them. How? By observing web etiquette, defining brand boundaries upfront, advising on PR and internal education, doing pre-release testing and by being totally straight with our clients.

The real question is: what's the risk of churning out passive marketing?

When do virals fail?

When key stake-holders are not engaged early enough, or if viral factor is compromised by trying to cram in too many marketing messages or product placements.

Is viral just a fad?

Viral just means the spread of something from peer to peer. Word of mouth is nothing new, but marketers are increasingly joining the conversation.

The evolution of digital media has eased the transfer of content and experiences. This isn't going to fade out, but will play out in different ways as things change.

Do virals work in B2B?

Yes. But you need to think broadly about your definition of viral. Creative will be targeted to your specific audiences so wouldn't be considered 'viral' to the mainstream. Your strategy will also need to consider the ways in which your audiences are networked.