

Viral Marketing & Web 2.0

... Chances for Trolleybus Marketing?



Structure



- ❑ Digital natives - the next generation of customers!
- ❑ Web 2.0 – new prospects for marketing!
- ❑ Viral Marketing & Co – spreading word-to-mouth!
- ❑ Conclusion

Digital natives – who are they?

Generations	Birth Years	Ages in 2011
Silent Generation	1925 - 1945	85 - 66
Digital Immigrants A digital immigrant is an individual who was born before the existence of digital technology and adopted it to some extent later in their life.		
Digital Natives	1994 -	17 -

A **digital native** is a person for whom digital technologies already existed when they were born, and hence has grown up with digital technology such as computers, the Internet, mobile phones and MP3s.

Source: Wikipedia

Digital natives – who are they?

Digital natives:

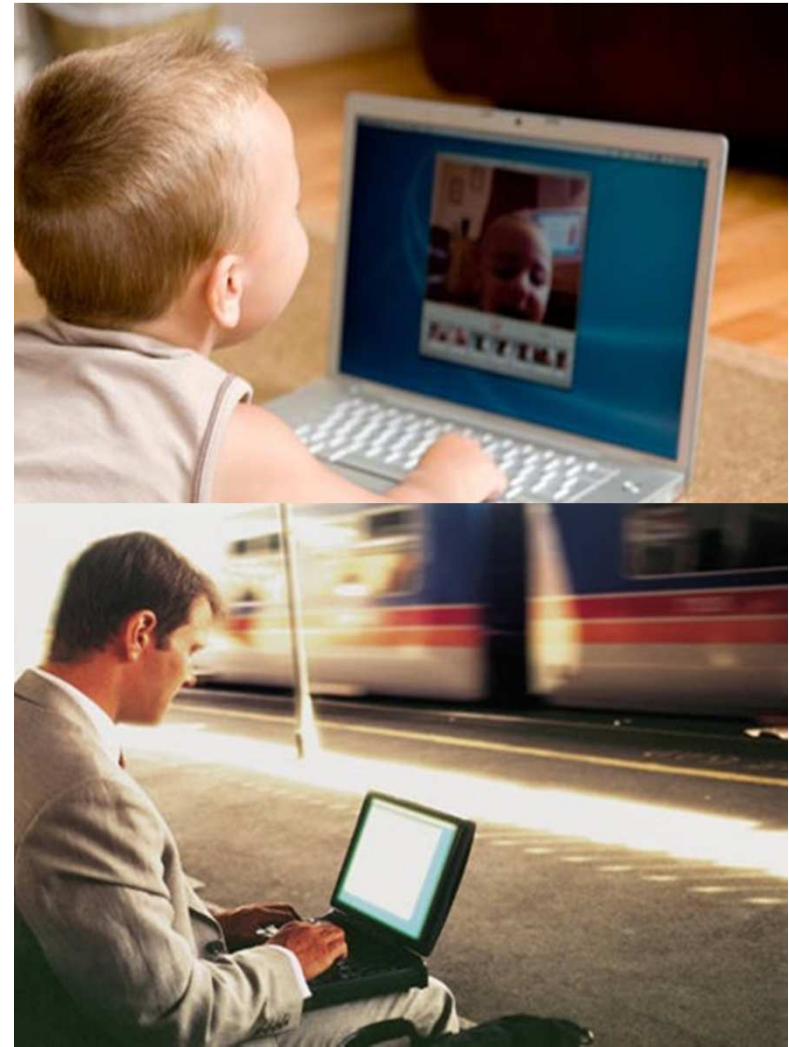
- grown up with digital technology
- view digital technology as ubiquitous & naturally
- use digital technology interactive & individually

Digital immigrants:

- Not grown up with digital technology
- Adapt themselves to the digital environment

= *consequences* on information search, reception and processing

Source: Wikipedia



Digital natives – what do they want?

http://www.youtube.com/watch?v=7_zzPBbXjWs



Source: Youtube

Digital natives – what do they want?

Personalised, individual information



Source: GfK 2010

... a new mobility behaviour?

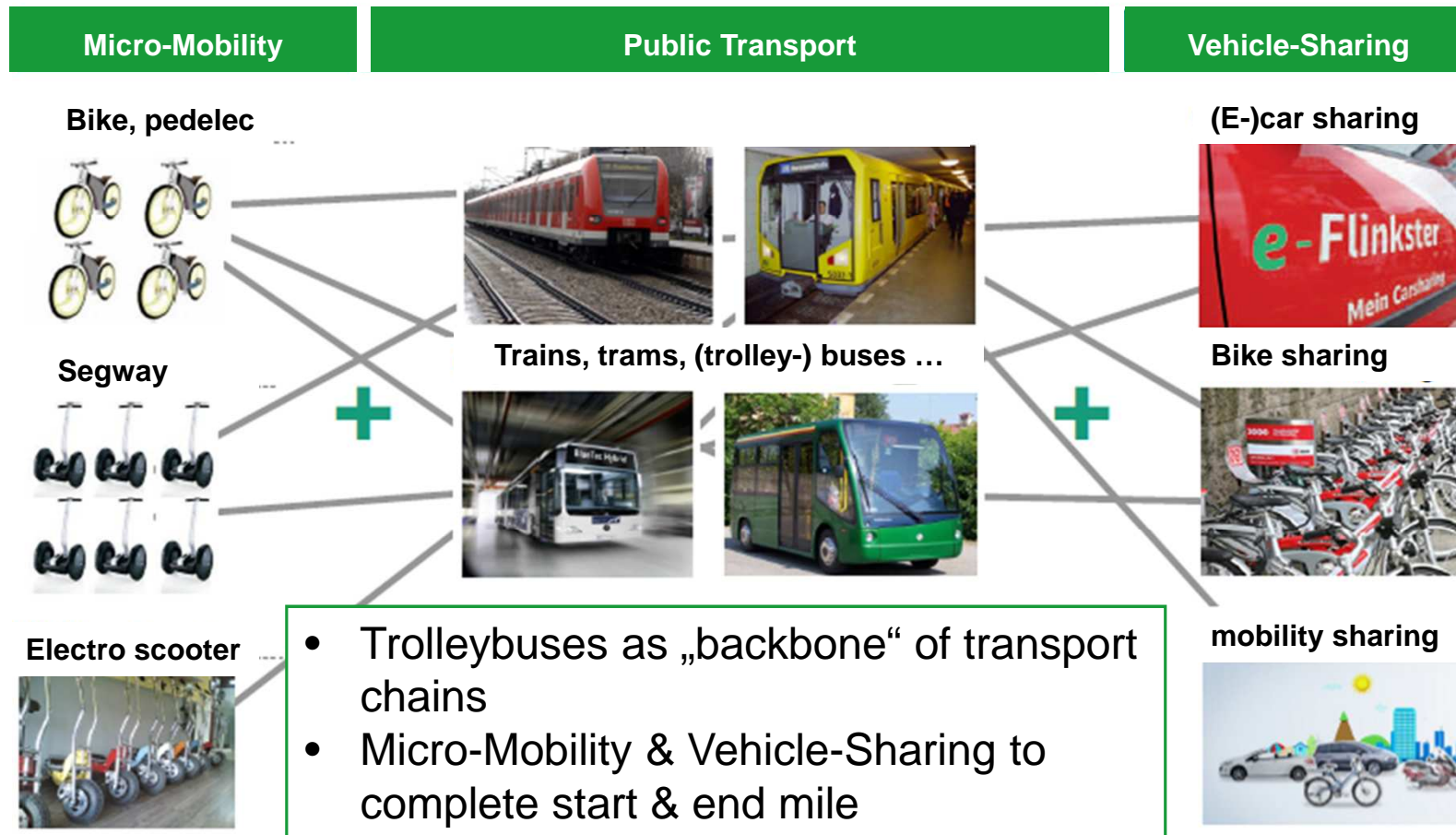
- **more time for media-usage:**
 - 18-21 year-old spend 14,1 hours a week on average online
 - 22-25 year-old spend 14,7 hours a week on average online
- **declining emotional connection to the car**, while other status symbols are increasingly important (eg. Smart phones)
- **assessment of climate change as a big or very big problem** of 76% of young people aged between 12 and 25 years – thus:
 - 52% want to save energy in everyday life
 - 44% want to ride by bike instead of car
- **their mobility behaviour is “multimodal”:**

They use the car, tomorrow the bike, the bus or tram or combinations of these means of transport, whatever appears as the “optimal way”; they act on impulse & need therefore information on demand

Quellen: 16. SHELL Jugendstudie, S.104, 178, 183; Bratzel 2010

... a new mobility behaviour?

Development of new combined transport offers



Source: Spath, IAO, 2011

Digital natives – how to reach them?

Provide them their “natural environment” & incentives!



Digital natives – how to reach them?



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Web 2.0 – what is it?

- The term **Web 2.0** is associated with web applications that facilitate **participatory information sharing**, interoperability, **user-centered design**, and collaboration on the World Wide Web.
- A Web 2.0 site **allows users to interact and collaborate** with each other in a social media dialogue as creators (**prosumers**) of user-generated content (UGC) in a virtual community, in contrast to websites where users (consumers) are limited to the passive viewing of content that was created for them.
- Examples of **Web 2.0 include social networking sites**, blogs, wikis, video sharing sites, hosted services, web applications, mashups and folksonomies.

Source: Wikipedia

Web 2.0 – what is it?

Web 2.0 means:

- Communicating (Texting, Twitter)
- Socializing & sharing (MySpace Wikis, Youtube, Flickr, blogs)
- Buying and selling (eBay)
- Collecting & Archiving (Delicious, Google Doc)
- Creating (Flash)
- Meeting (Skype, ePal, Second Life)
- Coordinating (Wikis, ePal)
- Searching (Google, subscribed search)
- Reporting (camera phones, Youtube)
- Learning (searching, gaming, multi-tasking)

Web 2.0 – example

- 74 language versions
- German version: 17,6 Mio user
- 71,2% of all 18-24 years old have a Facebook account



Facebook.com

Most popular site on the web

665,000,000 user (April 2011)

8% of all web traffic

50% login every day

Facebook.com's Worldwide Traffic Rank

Country	Rank
Indonesia	1
Malaysia	1
Philippines	1
Singapore	1
Norway	1
United States	2
France	2
Italy	2
United Kingdom	2
Canada	2
Spain	2
Turkey	2
Australia	2
Argentina	2
South Africa	2
Egypt	2
Venezuela	2
Thailand	2
Colombia	2
Belgium	2
Hong Kong	2
Greece	2
Chile	2
Austria	2
Sweden	2
Nigeria	2
Switzerland	2
Czech Republic	2
Algeria	2
Bangladesh	2
Germany	3
Taiwan	3
India	4
Mexico	4

Web 2.0 – example

35 Hours Of Video Material Are
Uploaded Each Day on YouTube

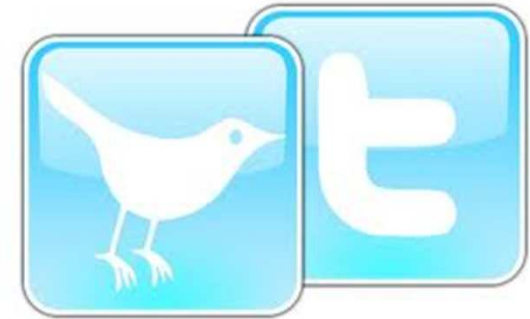
You Tube
Generation

2 Billion Videos Are Streamed
Each Day On YouTube

Source: Wikipedia (November 2010)

Web 2.0 – example

- **Twitter** is a website, which offers a social networking and microblogging service, enabling its users to send and read messages called tweets.
- **Tweets** are text-based posts of up to 140 characters displayed on the user's profile page.
- Twitter was launched in July 2006. Since then Twitter has gained popularity worldwide and is estimated to have **200 million users** (March 2011), generating 190 million tweets a day and handling over 1.6 billion search queries per day.
- It is sometimes described as the "**SMS of the Internet**".

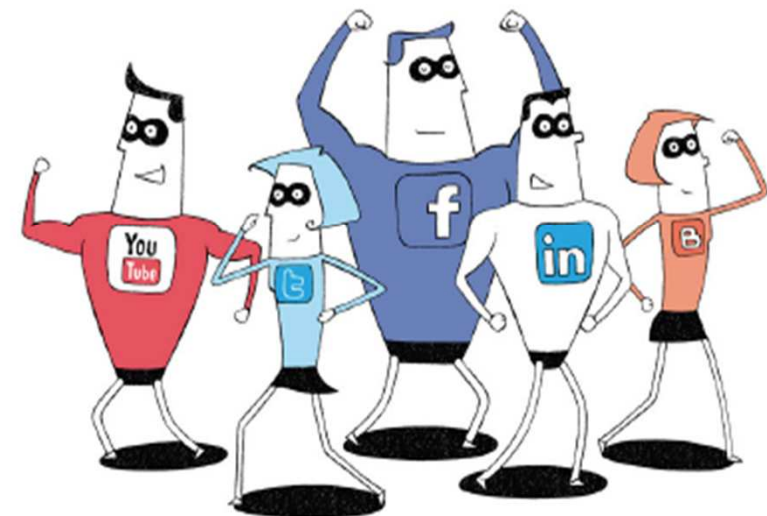
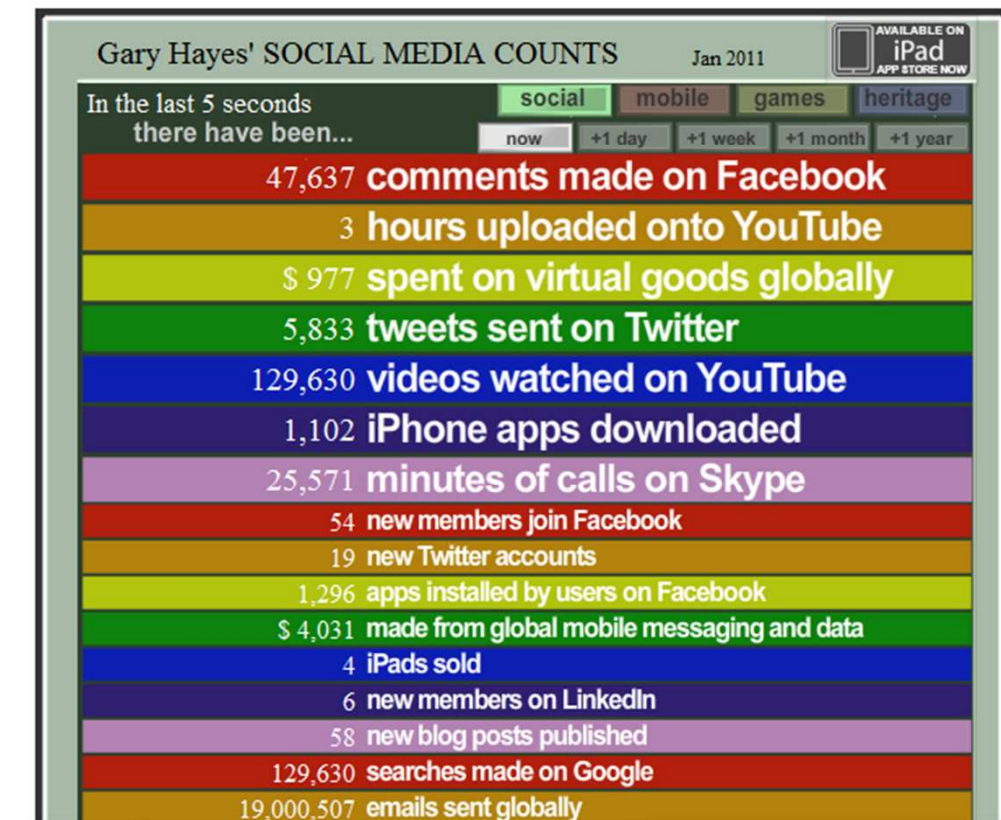


Web 2.0 – social media

Garys Social Media Count

by GARY HAYES on JANUARY 29, 2011 · 642 COMMENTS

3274 retweet Recommend 3K 73K 1397 Share 417 3,142 retweet



“We don’t have a choice on whether we **DO social media, the question is how well we **DO** it.”**




– Erik Qualman

American author of Socialnomics:
“How Social Media Transforms the Way We Live and Do Business”

Web 2.0 – a marketing tool?

What is it good for:

- To create an image & increase brand awareness
- To attract attention & generate „online-talk“
- To “spread” information about products/ services
- To improve customer relationship

		<i>Marketing approach</i>	<i>Implementation</i>	<i>Communication goal</i>
Web 0.5		<i>Company focus</i>	<i>Text</i>	<i>Factual information</i>
Web 1.0		<i>Customer focus</i>	<i>Text & pictures</i>	<i>Information & attractiveness</i>
Web 2.0		<i>Prosumer focus</i>	<i>Multimedia</i>	<i>Attractiveness & image</i>

... become a commercial star!



- Wall
- Info
- Photos
- Passenger Seat
- 2Originals
- ONE ORIGIN. TWO ORIGINALS.**
- BMW TV
- Video
- More ▾

About

Welcome to the official BMW Facebook page! http://j.mp/BMW_Imprint

5,999,957
people like this

Cars



CLICK ON THE BUTTON ABOVE TO 'LIKE' BMW.

IT'S ALL ABOUT CHARACTER. ONE ORIGIN. TWO ORIGINALS.

We searched the globe for a pair siblings to feature in our campaign ONE ORIGIN. TWO ORIGINALS. A pair who, despite coming from the same family, have totally different personalities. Here's an exclusive look into what went on behind the scenes. Here you will find out more about the applicants and the casting.

ONE ORIGIN. TWO ORIGINALS. Meet the siblings



Create your original film

You've got character, you can see it in your

... get messages from Barack Obama!



Firefox | Barack Obama (BARACKOBAMA) auf T... | http://twitter.com/#!/BARACKOBAMA

Suchen | Hast Du bereits ein Konto? Einloggen

2012
BARACKOBAMA.COM



Barack Obama

@BarackObama Washington, DC
*This account is run by #Obama2012 campaign staff.
Tweets from the President are signed -BO.
<http://www.barackobama.com>*

+ Folgen | Text follow BarackObama to your carrier's shortcode

Updates | Favoriten | Following | Follower | Listen



BarackObama Barack Obama
Thanks for all the #DinnerWithBarack ideas. Don't miss your chance to join the President for dinner: OFA.BO/XZ51q8
25 Juni



NPO_Elizabeth Elizabeth Campbell  von BarackObama
#DinnerWithBarack I'd discuss how nonprofits can battle our biggest problems and provide jobs. And inspiring my gen. to join the sector.
25 Juni



BarackObama Barack Obama
RT @LaDeeBug8: #dinnerwithbarack would be fascinating. I would probably ask him more about his time as a community organizer.
#inspiring
25 Juni

Folge Barack Obama auf Twitter

Verpasse keine Updates von Barack Obama. Melde dich heute an und folge deinen Interessen!

Anmelden »

Fragst du dich, wie Barack Obama Twitter nutzt?

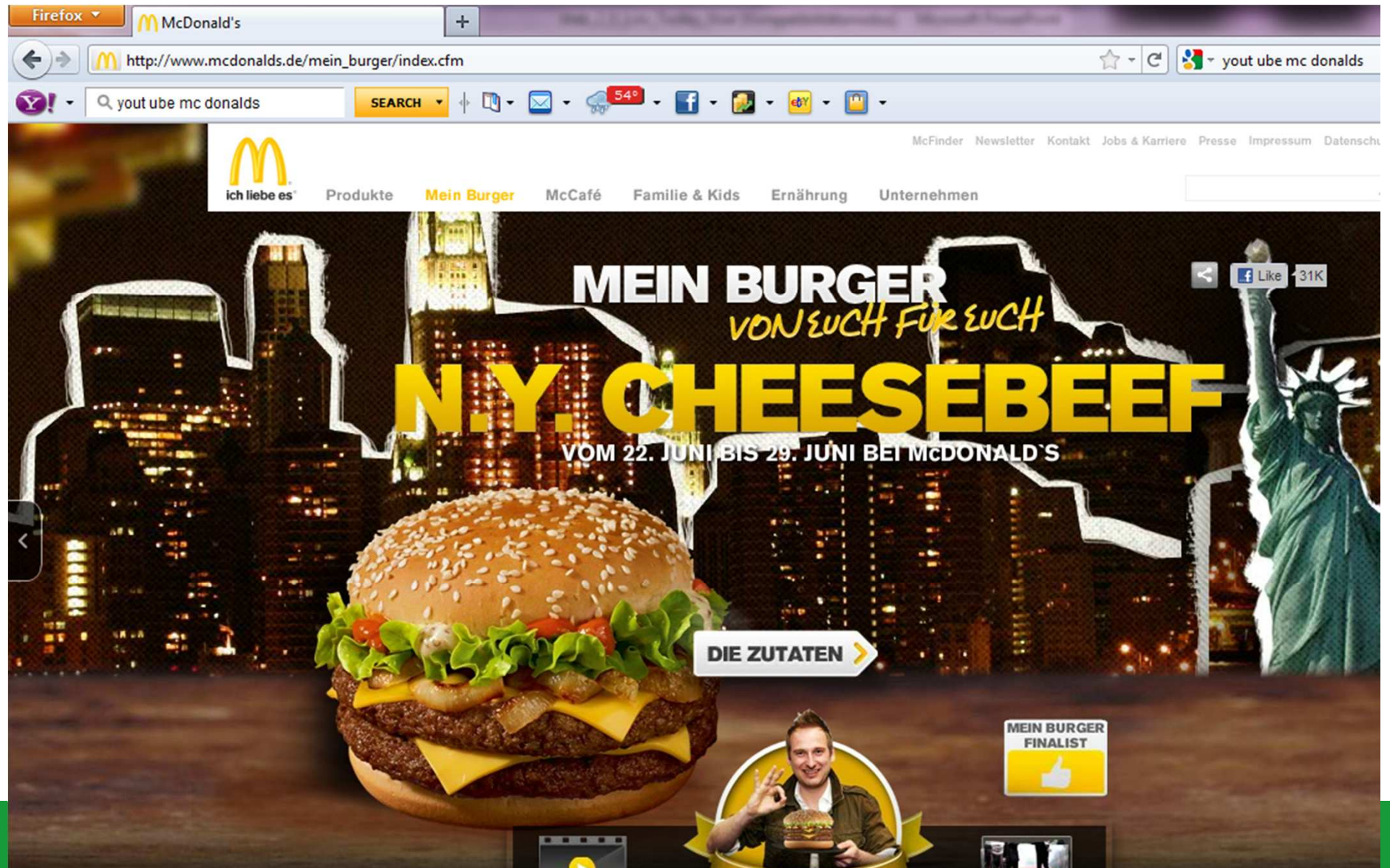
Entdecke, wem @BarackObama folgt

Über @BarackObama

1.387	695.244	8.842.273	146.796
Tweets	Following	Follower	Gelistet

Über uns | Hilfe | Blog | Handy | Status | Jobs | AGB | Sicherheit
Inserenten | Unternehmen | Medien | Entwickler | Quellen
© 2011 Twitter

... create a burger for McDonald's!



... shoot a spot for public transport promotion!



VIDEOWETTBEWERB: "EINSTEIGEN BITTE"

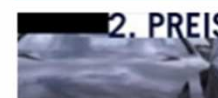
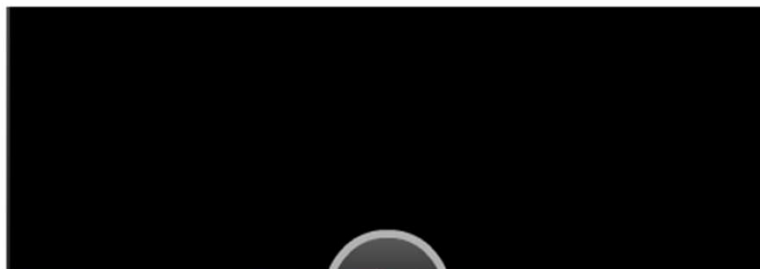
Es ist soweit: Die Sieger des großen Videowettbewerbs „Einsteigen bitte – Wahlwerbespots für Busse und Bahnen“ des Verbands Deutscher Verkehrsunternehmen e. V. (VDV) stehen fest. Oliver Rossol konnte mit seinem Spot „Tram-Erleben“ die Jury überzeugen und wurde zum Sieger gekürt. Er kann sich nun auf ein Wochenende in Berlin mit Blick hinter die Kulissen von Bahn TV freuen. Den zweiten Platz belegten Timo Albrecht und Lennart Kreienhop mit ihrer Einreichung „Unsere Tickets sind günstiger“, die sie sich ab jetzt auf einem neuen Sharp LCD-Fernseher ansehen können. Auf den dritten Platz des Siegereppchens schafften es Leonia Wade und Taryn Knerr mit ihrem Videoclip „Happy Tram Man“. Als Siegerpreis erhalten sie einen brandneuen Camcorder für zukünftige Videodrehs. Die drei Siegerspots könnt ihr euch weiter unten auf dieser Seite anschauen.

Wahlwerbespots für Busse und Bahnen

Ob Klimaschutz, sicheres und komfortables Reisen oder günstige Mobilität - Bus und Bahnfans bewiesen ihr Gespür für Regie und Kamera und fingen kreativ die vielfältigen Vorteile von Bussen und Bahnen in kurzen Videospots ein. Eine Jury aus Filmemachern, Politikern und Vertretern des VDV wählte unter allen eingereichten Clips nun die drei Gewinnerspots aus. Die Internet-Nutzer hatten ebenfalls die Möglichkeit, die Sieger mitzubestimmen.

Die besten zehn Wahlwerbespots für Busse und Bahnen gehen jetzt an die politischen Entscheidungsträger Deutschlands. Sie sollen zeigen, warum täglich 28 Millionen Fahrgäste den Öffentlichen Personennahverkehr (ÖPNV) wählen und wie wichtig eine gesicherte Finanzierung von Bussen und Bahnen für die Mobilität in Deutschland ist.

DIE GEWINNER



DIE JURY

Unter allen eingereichten Clips wählt eine Jury aus Filmemachern, Politikern und Vertretern des VDV die drei besten Beiträge aus.



Hans-Jürgen Beerfeltz ist seit 1995 Bundesgeschäftsführer der FDP und als solcher für Strategie, Organisation und Kampagnenplanung der Partei verantwortlich. Er ist außerdem Vizepräsident a. D. der Bundeszentrale für politische Bildung.

... design a bus/ tram stop for your town!



Source: <http://www.urbanophil.net/index.php/architektur/strassenbahnstadtentwicklung-und-design/>

Web 2.0 – the other side of the coin!

Do you want to read or see this about your products or services?

The Most Reckless Bus Driver Ever!

Emily Griffiths // Jeff and Jer Showgram

Jeff & Jer Showgram,
Videos, Shows, Fun, Lifestyle

5/16/2011
6:50 AM



[Click here](#) to watch

0 comments print

Tweet 0

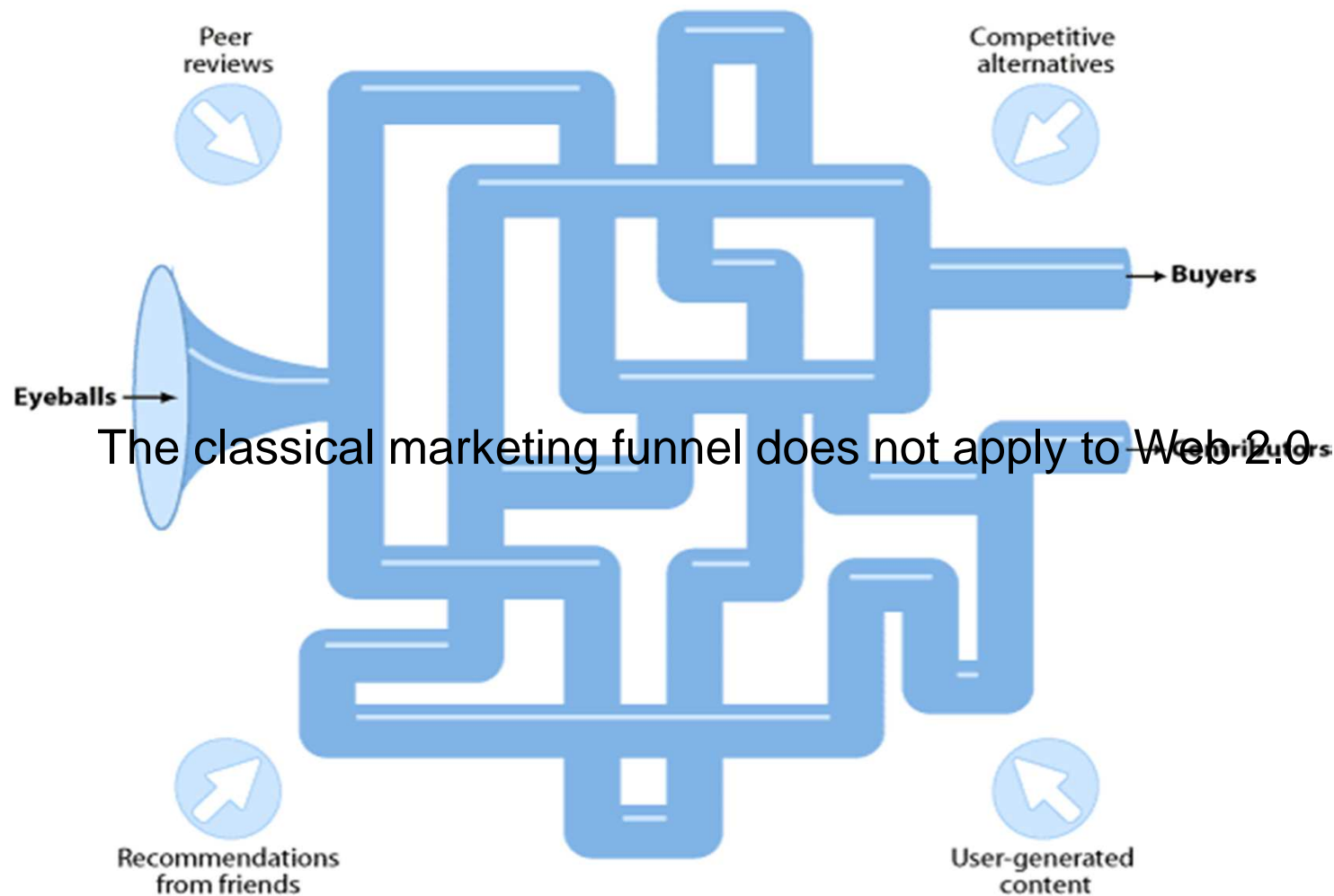
Like 11

Filed Under: bus, school bus,
driver

5 star: (3)
4 star: (1)
3 star: (1)
2 star: (0)



Web 2.0 – a new complexity!



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Viral marketing – what is it?

- **Viral marketing**, is referring to a marketing technique that uses pre-existing social networks to produce increases in brand awareness or to achieve objectives through self-replicating viral processes, analogous to the spread of viruses or computer viruses.
- It can be delivered by word-of-mouth or enhanced by the network effects of the Internet.
- Viral marketing may take the form of video clips, interactive games, eBooks, images, or text messages.

Source: Wikipedia



Viral marketing – examples



& Co – Guerilla marketing

- **Guerrilla marketing** is an **unconventional system of promotions** that relies on time, energy and imagination rather than a big marketing budget.
- Typically, guerrilla marketing campaigns are unexpected and unconventional, **potentially interactive**, and consumers are targeted in **unexpected places**.
- The objective of guerrilla marketing is to create a **unique, engaging & thought-provoking concept** to generate word-of-mouth, and consequently **turn viral**.



Source: Wikipedia

Guerilla marketing – examples



Guerilla marketing – examples



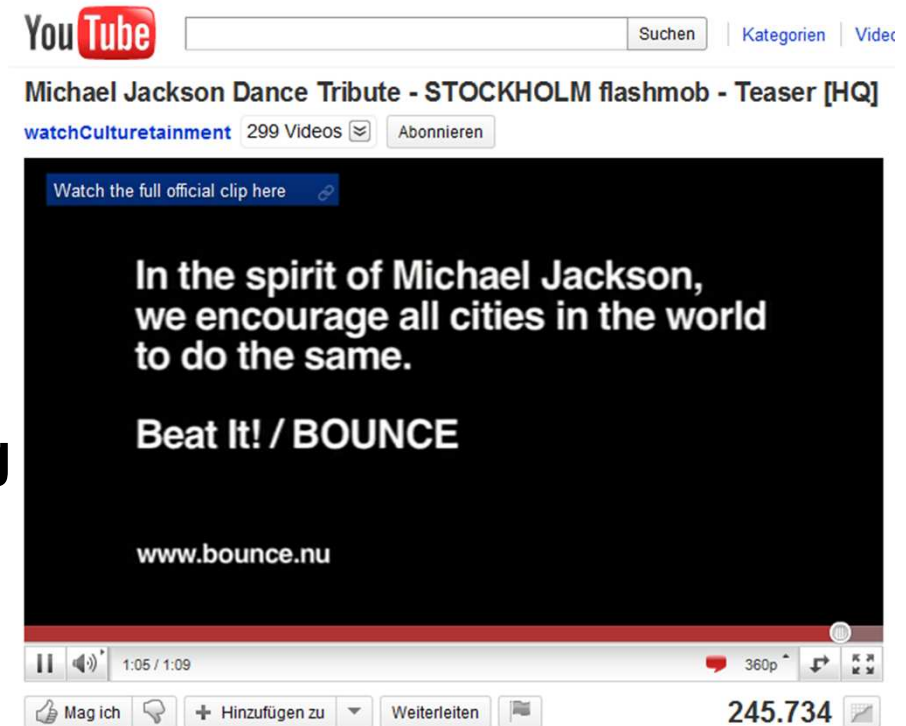
Campaign against dumping waste at a bus stop!

Advertisement for security glass at a bus stop!



Guerilla marketing – flash mobs

- A **flash mob** is a **group of people who assemble suddenly in a public place, perform an unusual** and sometimes seemingly pointless **act for a brief time**, then disperse, often for the purposes of entertainment and/or satire.
- Flash mobs are **organized via telecommunications, social media, or viral emails**.
- Although the original idea was apolitical, there are now also designated flash mob actions with **political, economic or marketing background**.



Source: Wikipedia

Guerilla marketing – flash mobs



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Conclusion

- In 2020 the net generation and digital natives will represent approx. 50% of potential customers of public transport.
- Web 2.0, social media, viral marketing & Co are communication channels to reach these customers.
- Interaction and relationship marketing will have an even greater relevance in the future. Social media connects people, messages and facilitates interaction.
- Only to rely on the Internet, is the wrong way, it needs cross-media approaches.
- The principle of a centralized “transmitter” is outdated. Anyone can be an author. Consumers become “prosumers”!
- The relevance of content is crucial to the success: provide benefit, convenience and entertainment!

Thank you for your attention!

www.trolley-project.eu

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