

Danish Cancer Society gets global viral success



In November 2007, the Danish Cancer Society (Kræftens Bekæmpelse) and TRYGFONDEN launched a viral campaign to warn against the use of solarium. The aim of the campaign was to communicate the risk of cancer that using solarium implies.

The campaign material was a video clip starring Mascha Vang, a well-known female Paradise Hotel contestant stripping down to her underwear while getting ready for the grill. The video is a low budget production with a basic story shot in one location and in one take indicating how dangerous it can be going to the solarium. It's told in a fun way with a surprising twist and dramatic ending as the girl in the last scene sits down in the solarium and the solarium top shuts down over her, leaving her body clasped in the actual solarium, before featuring the pay off: "Solarium can cost your life – turn it off".



Campaign objectives & strategy

The main target group was young Danish adults, male and female, as this group tend to use solariums more than others, and teenagers who may only just have started it. The video was seeded on relevant contextual sites where teenagers and young adults meet to exchange views and discuss topics important to them, such as relationships and various forms of entertainment. In the initial seeding the content was also carried out on a wide range of viral entertainment sites in order to reach a broader audience and ensure momentum as well as a longer online life after the active period campaign period was over. In the last phase of the seeding commercial sites were activated to ensure featuring of the content. Throughout the seeding specific seeding angles were made to create awareness and interest in the video and draw the users' attention on the sites.

Apart from the viral video, the campaign also included a MySpace campaign page created by Halbye Kaag JWT and moderated by Kræftens Bekæmpelse.

User involvement

The campaign got a lot of awareness on blogs, forums, etc with many comments that reflected what people thought about the campaign and welcomed the initiative to make people think more about using solarium. And even some comments where people told how the campaign made them decide not to use solariums.

User comment

"I go to the tanning shop at least twice a month and must admit I'm terribly vain and addicted to frequent visits to the grill. But that will stop from today. You have convinced me. I do not wanna look like a walnut when I'm 40 so I'm getting the tan from a can from now on". (Source: www.myspace.com/sluksolariet)

The result

After 5 months, the campaign had generated more than 7.7m global views and been featured in 154 countries, which are outstanding results.

In Denmark, the target country, the campaign had generated close to 1.2m views after five months and by then exceeded the minimum guarantee of 45,000 views by 2,629%, and counting global views the guarantee had been exceeded by 17,301%.

With 1,183,071 target views, the Cost Per View had by April 2008 been reduced from its initial € 0.3 to nearly € 0.01.

The campaign material has a play-through rate of 70% in both target and non-target countries which means that the video has been played to the end 70% of the times it has been viewed.

The creative content has spread to a wide range of blogs, discussion boards and general viral entertainment sites along with being featured on national newspapers and broadcasting sites such as ekstrabladet.dk, tv2.dk, and avisen.dk. The Danish Cancer Society was also invited on to a main breakfast show to talk about the campaign and its results. Furthermore, in April 2008 the viral video earned a Creative Circle Award in the viral category, which was awarded for "creativity and great ideas in online and advertising".

Campaign info

Client:	Kræftens Bekæmpelse & TRYGFONDEN
Creative agency:	Halby Kaag JWT
Producer:	Friendly Film
Launched:	November 2007
Markets:	Denmark
Minimum guarantee:	45,000
Target:	1,183,071
Total views:	7,785,488
Performance:	2,629%

TrygFonden



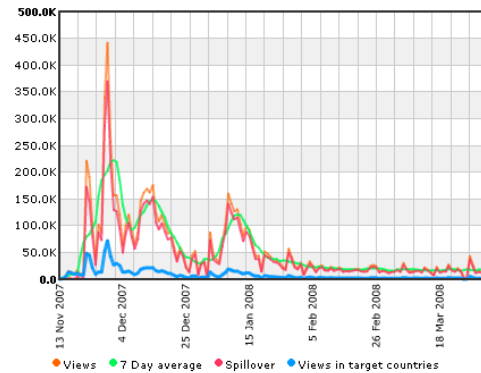
Watch the campaign at <http://5x5m.com/files/sluksolariet/>

Campaign statistics

The following figures show the amount of daily views which the Solarium campaign has generated, the total number of views and the views reached within the nine target countries.

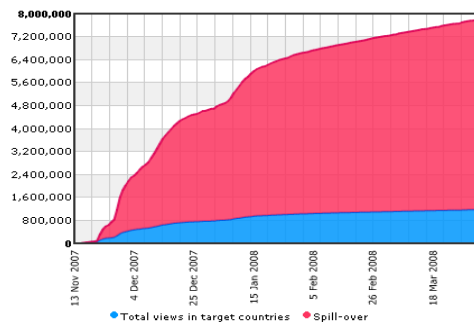
Daily views

This figure illustrates the development in daily views. The campaign picked up a week after launch, and two weeks into launch experienced its main peak. The main bulk of traffic was generated within the first 5 weeks of the campaign where after the traffic gradually slowed down, shortly interrupted by another minor peak, before slowly decreasing into the phase of long-tailing. Five months after launch the campaign still manages to generate very decent amounts of traffic everyday and is likely to still create reasonable volumes for a while to come



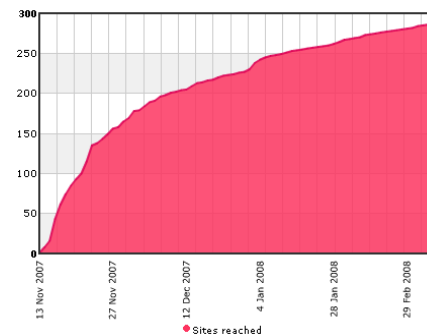
Total numbers of views

This figure illustrates the total number of views accumulated from campaign start. The blue area shows the views generated in the target market, and the red area is the views generated outside of these. As the illustration shows, there has been a very large share of spill-over traffic for this campaign. This often happens with very strong content as more popular campaigns to a higher extend will travel across borders to people in non-target countries.



Sites reached

This figure shows the number of sites reached. During the first month of the campaign, the material had a high pace of viral spread – which is illustrated by the steep upwards curve. This naturally slowed down later, as the news value of the material gradually wore out, but the material nevertheless managed to keep a decent viral spread over the following months and by April 2008, the material would still spread to new sites now again.



Contact

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