

Sprite freestyles into viral success



In 2007, Sprite launched a viral campaign across Norway, Sweden and Denmark. The campaign consisted of 3 viral clips – the Kite Surfer clip, the Skater clip, and the Snow Cannon clip – with the Kite Surfer clip being launched in May and the Skater and Snow Cannon clips in November. The aim of the campaign was to create brand awareness by creating content with a strong appeal with the target audience.

All clips are filmed in the hand-held mobile style and feature friends having fun – kite surfing, skating or making jokes with each other. This content has a very User Generated feeling, and is very strong within the main target group of teenagers and young adults.



Campaign objectives

In 2007, Sprite launched a viral campaign across Norway, Sweden and Denmark. The campaign consisted of 3 viral clips - the Kite Surfer clip, the Skater clip, and the Snow Cannon clip – with the Kite Surfer clip being launched in May and the Skater and Snow Cannon clips in November. The aim of the campaign was to create brand awareness by creating content with a strong appeal with the target audience.

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Campaign strategy

The videos were seeded on a wide range of viral entertainment sites where the target group go to find new, interesting online content.

On those sites you will reach a broad group of people who tend to be very active online and will thus have many connection points to other sites, including both blogs and discussion boards as well as other viral entertainment sites.

By choosing a strategy which included 3 clips, Sprite were able to keep a continuous level of interest going and establish a relationship with the audience over a longer period of time. Sprite are known for creating good, interesting content and are therefore careful to meet the expectations. By seeding the clips in intervals, the brand involvement was kept at high levels for several months and with a longer effect even after the active campaign period was over.

The result

Since the launch of the Kite Surfer clip – the first clip – in early May 2007, the 3 clips had by early April 2008 generated a combined total of 4,828,188 global views, with 1,800,514 views in target countries.

On an individual level, the Kite Surfer clip had after 11 months generated a total of 3,406,864 views, with 730,494 target views. This is a share of 21% target views, which may not seem a lot but is due to the fact that the longer a campaign has been on air, the more it will travel across borders and thus gain spill-over traffic. With 730,494 target views, the campaign had after 11 months reached 541% of the minimum guarantee of 135,000 target views – 45,000 views in each country. The Kite Surfer clip was being featured on 1,307 sites and had reached 168 countries.

The Skater clip, launched in early November 2007, had after 5 months generated 665,118 global views, with 594,026 views in target countries. This is a share of 89% target views, and with 594,026 target views the campaign had reached 440% of the combined minimum guarantee of 135,000 target views. The Skater clip was after 5 months being featured on 165 sites and had reached 120 countries.



After 4 months, the Snow Cannon clip, launched late November 2007, had generated 756,206 global views, with 475,994 in target countries. This gives a share of 63% target views, which is a fairly common share. With 475,994 target views, the campaign had reached 352% of the minimum guarantee of 135,000 target views. The Snow Cannon clip was after 4 months being featured on 222 websites and had spread to 139 countries.

Those results are all very good due to the strong creative material which has a high affinity within the main target group.

Campaign info

Client:	The Coca-Cola Company, Nordic Region.
Launched:	May 2007
Markets:	Denmark, Sweden, Norway
Minimum guarantee:	405,000
Target:	1,800,514
Total views:	4,828,188
Performance:	445%



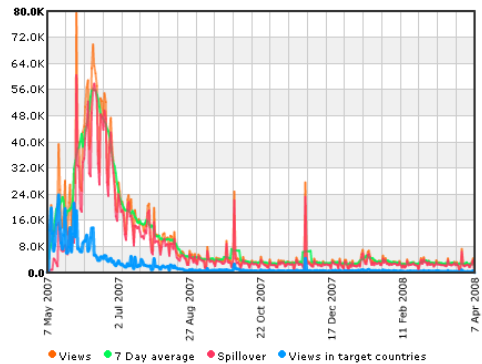
Campaign statistics

The following figures show the performance of each clip in terms of daily views, the total number of views, and the performance in the three target countries measured against the minimum guarantee.

Kite Surfer

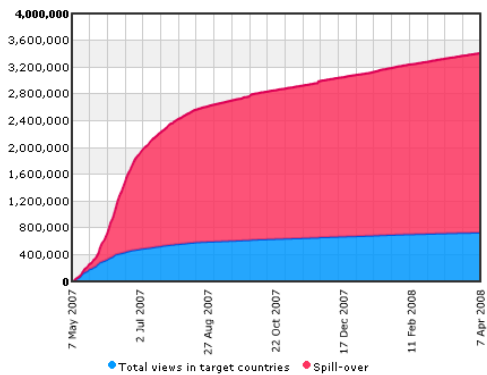
Daily views

As the illustration shows, the main bulk of traffic was generated within the first two months of the campaign, which is quite normal. By late August 2007, it went into the phase of long-tailing which means it had a gradually decreasing, and significantly lower, level of traffic, but nevertheless continued to generate views. Thus, after 11 months, the Kite Surfer clip still managed to generate around 4,000 daily views which is a very good achievement, given how long this clip has been out there.



Total numbers of views

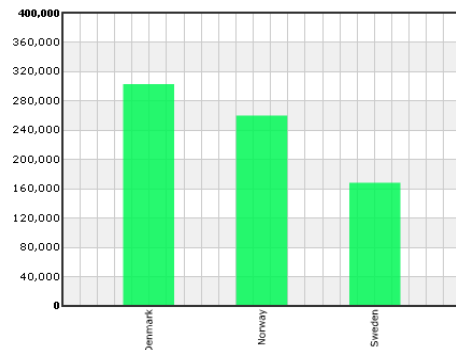
This figure illustrates how the first couple of months had a majority of target views, which is the blue section, but – with time – the amount of spill-over traffic has grown considerably. As mentioned, it is normal the longer a clip has been out there to gain an increasing number of non-target views because the material will travel across borders to sites and audiences outside target.



Performance in target market

This illustration shows the number of accumulated target views measured against the minimum guarantee – 45,000 in each market.

After 11 months, the Kite Surfer clip had reached 672% of the guarantee in Denmark, 576% of the guarantee in Sweden, and 373% of the guarantee in Norway.

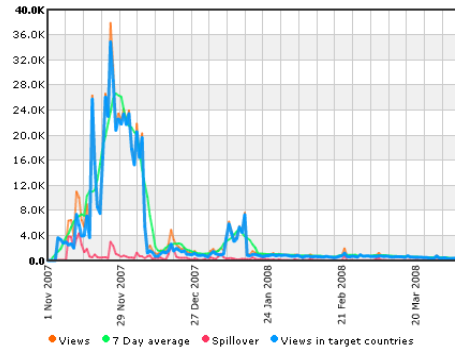


Watch the campaign at http://5x5m.com/files/friends_come_and_go

Skater

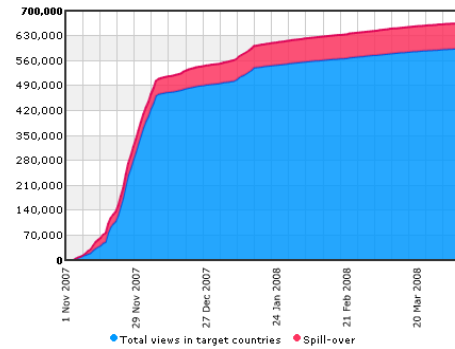
Daily views

The illustration shows how the main bulk of traffic largely came within the first month and a half of the campaign. By mid-December 2007, it went into the phase of long-tailing and 5 months after launch it generated around 500 hundred views a day.



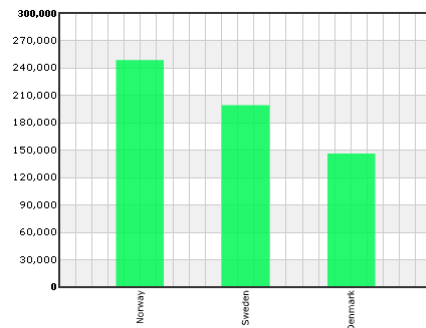
Total numbers of views

Unlike the Kite Surfer clip, the Skater clip has managed to stay largely within the target countries. The share of spill-over traffic has been fairly stable, and the increase in the accumulated amount of views has mainly been due to an increase in target views.



Performance in target market

The illustration shows the individual performance of each market measured against the minimum guarantee (45,000 views each). Thus, Norway had after 5 months reached 552% of the minimum guarantee, while Sweden had reached 442% of the minimum guarantee, and Denmark had reached 324% of the minimum guarantee.

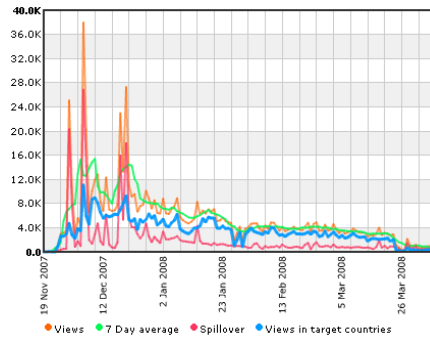


Watch the campaign at <http://5x5m.com/files/freakskater>

Snow Cannon

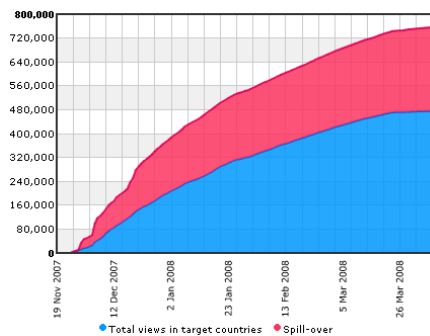
Daily views

The Snow Cannon clip was launched in late November 2007, and despite a major holiday 3 weeks after launch it managed to keep decent levels of traffic for the first 2 months of the campaign. As the illustration shows, it started going into the phase of long-tailing by late March 2008, 4 months after launch.



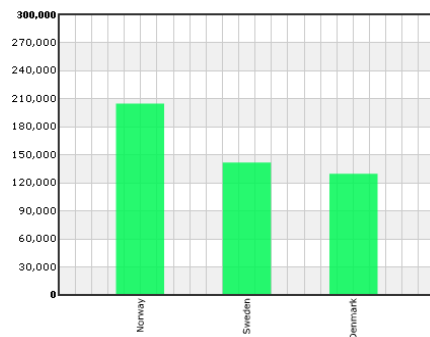
Total numbers of views

For the first 4 months of the campaign, the share of target views had steadily been of a around 60%, which is the average share for most campaigns.



Performance in target market

For the Snow Cannon clip, Norway had after 4 months reached 454% of the minimum guarantee, while Sweden had reached 314%, and Denmark had reached 287%.



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