

# Successful tyre change for Goodyear

Goodyear launched a Europe-wide “Run on Flat” viral campaign in March 2006. Consisting of three viral clips produced by Leagas Delaney, London, the campaign was launched by GoViral in nine different languages with active seeding in five selected markets: Germany, France, the UK, Sweden and Denmark.

All three clips were created in a fun storyline with fatal endings for the character trying to change a tyre in an awkward situation. The payoff was: “Changing tyres can be dangerous”, which indeed is a truthful message. Nine different language versions allowed consumers in these countries to view the clips in their own language. As part of the overall campaign, the video clips were also marketed as a streaming banner in other media, but this was not part of the viral campaign.



## Campaign objectives and strategy

The objective of the viral campaign was to raise awareness of the Goodyear brand thru engagement with viral material. The target for the campaign was 700,000 views. The viral campaign was executed with three seeding bursts on connection points to activate potential car buyers in the target audience. The campaign was deployed by a three step approach placing material on contextual, non-commercial and commercial sites.

Several seeding angles were created and attached to the clips such as “Why women only change tires once in their life...”. These seeding angles were one liners catching the attention of the users. It was seeded on 600 sites using both high-volume entertainment seed routes and targeted car sites.

## The result

The result has been 1 million tracked views in the first week, and 9 million tracked views after nine months. The campaign spread to 176 countries and appeared on more than 1,500 websites and blogs.

3.4 million views were in the five European target markets, which is 36% of the total views. Nine months after launch of the viral clips, the campaign still generates up to 6,000 views daily and shows only a slow monthly decrease.

From an average cost per view (CPV) at €0.30, the contact price has decreased along with the huge amount of views to an average cost per view of €0.025. The results have been very successful, and Goodyear is currently exploring new viral marketing initiatives.

### Campaign info

**Client:** Goodyear Inc.  
**Ad agency:** Leagas Delaney  
**Media Agency:** Mediacom  
**Launched:** 03-2006  
**Markets:** 5 European markets  
**Target:** 700,000 views

**Total views:** 9,200,000  
**Actual views/target:** 1,310%

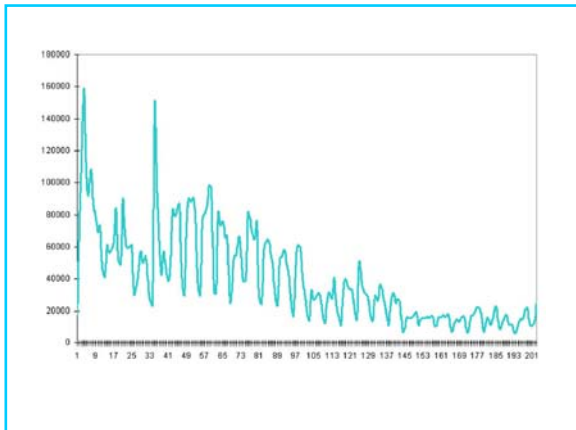
**GOODYEAR**

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

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## Campaign statistics

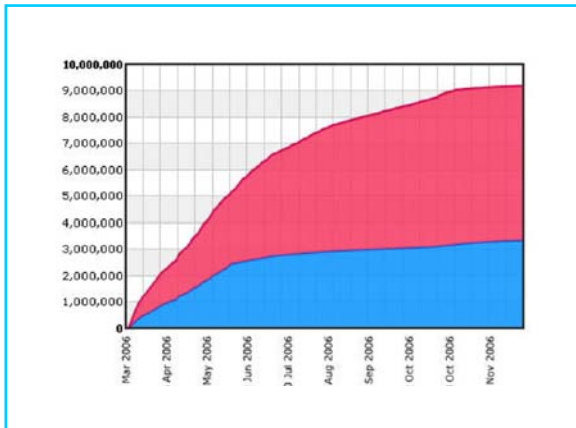
The following figures show the amount of daily views which the campaign has generated, the total number of views and the views reached within the five target countries.



### Daily views

This figure illustrates daily views. Three seeding bursts were chosen to reach a broad audience and to keep the awareness level high.

The number of daily views peaked the first week, and a second peak was reached after new seeding a month later. The campaign has now entered a phase with a lower but steady number of daily views between 3,000-6,000. This phase is known as the "long tail" of viral campaigns.

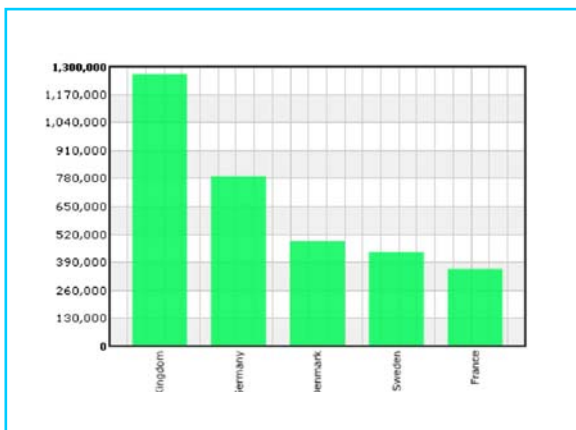


### Total numbers of views

This figure illustrates the total number of views accumulated from campaign start.

The campaign has entered a phase with a steady quarterly growth of 9%.

The increase since the end of the campaign period is 33%.



### Views reached in target countries

Targets for the five markets was reached in the first weeks after seeding. UK topped with more than 1.2 million views followed by Germany, Denmark, Sweden and France.

Total views: 9,200,000  
Views in target markets: 3,345,000  
36% of views in target markets

GoViral is a viral seeding agency. We launch viral marketing campaigns for leading creative agencies, media agencies and advertisers worldwide. Our global Seed&Track™ solution help marketers reach people globally in 27 countries and tracking the result at the same time. In all countries we seed on local languages, on local sites and with local seeders. We bring marketing materials, such as commercials, games, stories etc. to the places where people meet on the internet - creating high-volume, targeted and cost-effective viral marketing campaigns. [www.goviral.com](http://www.goviral.com).

London office contact: Claus Moseholm, [claus@goviral.com](mailto:claus@goviral.com), +44 77 26 01 76 14  
Copenhagen office contact: Jonas Lyngbo Hjort, [jonas@goviral.com](mailto:jonas@goviral.com), +45 23 25 55 25  
Stockholm office contact: Kristofer Mencák, [kristofer@goviral.com](mailto:kristofer@goviral.com), +46 70 77 87 417  
International contact: Jimmy Maymann, [jimmy@goviral.com](mailto:jimmy@goviral.com), +45 22 20 70 50

