

TRIGGER An aspect of the video likely to trigger viral sharing	VIRAL POTENTIAL									COMMENTS		
	LOW			MILD			HIGH					
<b>Funny...ROFL!</b> Humour is notoriously subjective: will your audience be tickled by a banana slip or a nip slip? A well-honed parody or a goofball prank? Satire or farce? Either way, to trigger viral activity a top-notch 'pay-off' is a must-have.	N/A	1	2	3	4	5	6	7	8	9	10	
							eg: Durex Sandwich					Eg: Mastercard Priceless – Blow Job
<b>Sexy...HOT!</b> This one's a slippery pole, ranging from amateur booty-shaking through celebrity upskirts and on to full blown sex tapes. Approach with caution: this is hot stuff and if you misjudge your target audience you'll get your fingers burnt.	N/A	1	2	3	4	5	6	7	8	9	10	
							eg: Dell: Olivia Munn					eg: Kylie Minogue Agent Provocateur
<b>Shocking...OMG!</b> As a species we seem to find disturbing or unexpected content strangely compelling. This includes physical shock (where we're 'frightened' by an unexpected image) and moral shock (where we're outraged by shocking/scandalous behaviour or events).	N/A											
							eg: Folklore PS3 Trailer					eg: Carlsberg Mentos
<b>Spectacular...AWESOME!</b> Has to be seen to be believed. Acts of human (or animal) prowess come under this heading, as do large explosions, freaks of nature and visual effects such as stop-motion photography sequences.	N/A	1	2	3	4	5	6	7	8	9	10	
							eg: Guinness Tipping Point					eg: Sony Bravia Balls
<b>Original...GENIUS!</b> The stuff of legend. A concept, creative or execution that's a genius idea and never been seen before. This video will seem off the wall and random today, but will be endlessly copied tomorrow.		1	2	3	4	5	6	7	8	9	10	
							It's all or nothing here really.					eg: Cadbury's Gorilla
<b>Moving...AWWWW!</b> There's more to viral videos than T&A. Videos with the human touch have the capacity to warm our cockles and melt our hearts. The very best ones give us goosebumps, inspire our souls, and renew our faith in humanity.	N/A	1	2	3	4	5	6	7	8	9	10	
							eg: Discovery – World is Awesome					eg: ITV Paul Potts sings
<b>Illuminating...COOL!</b> Guaranteed to make your synapses tingle or your money back. Whether it's a juicy news scoop, an industry expose, or a white-hot product review, these insightful clips are so ahead of the curve they're practically vertical.	N/A	1	2	3	4	5	6	7	8	9	10	
							eg: Google Earth 4.3					eg: Apple Macbook Air

AMPLIFIER An aspect of the video likely to increase, but not kick-start, viral sharing	AMPLIFICATION POTENTIAL									COMMENTS		
	LOW			MILD			HIGH					
<b>Celebrity...</b> A Tom Cruise interview? Boring. Tom Cruise making a fool of himself as he rants on about Scientology? Fun for all the family. With a well-chosen celebrity the viral amplification can be phenomenal.	N/A	1	2	3	4	5	6	7	8	9	10	
							eg: Snickers Get Some Nuts					eg: No. 5 Nicole Kidman/Baz Luhrman
<b>Zeitgeist...</b> Does this video ride the crest of a current trend or the coattails of another viral meme? Does it showcase current production techniques and a soundtrack that's achingly cool. It helps to have your finger on the pulse but you need a trigger to make a bang.	N/A	1	2	3	4	5	6	7	8	9	10	
							eg: Pot Noodle Tipping Pot					eg: Will it Blend iPhone
<b>Intrigue...</b> To hell with the gossips and let controversy be your new best friend! Videos that bring mystery or controversy in their wake can certainly get tongues wagging. Great for creating buzz, but be prepared for the sting of sharp-tongued critics.	N/A	1	2	3	4	5	6	7	8	9	10	
							eg: Bird poo in reporter's mouth					eg: Sunsilk Bride hair Wig Out

We define viral potential as the likelihood of viewers passing on the content - by posting, emailing, bookmarking, or linking to the content

We measure viral potential in terms of predicted viral uplift: Low potential >1% viral uplift Mild potential >10% viral uplift High potential >100% viral uplift

Viral amplification is the extent to which appropriate celebrities, timely content or a bit of old fashioned intrigue can augment viral uplift and further increase view volumes

CREATIVE EXECUTION	CAMPAIGN CONFIGURATION	DISTRIBUTION STRATEGY
<p>How can key viral triggers and amplifiers be strengthened through:</p> <ul style="list-style-type: none"> <li>● Script changes</li> <li>● Casting</li> <li>● Production methods and values</li> <li>● Post-production</li> <li>● Soundtrack</li> </ul> <p>How prominent should the branding be? Should there be an ident or a watermark?</p> <p>Will there need to be a re-evaluation of viral potential when creative completion is complete?</p>	<p>What is the primary objective of the video campaign?</p> <ul style="list-style-type: none"> <li>● Maximise view numbers</li> <li>● Maximize engagement, viral activity and WOM</li> <li>● Build brand awareness</li> <li>● Build brand credibility within a specific niche audience</li> <li>● Drive traffic to a microsite</li> </ul> <p>What type of campaign assets will be necessary/desirable to optimize for publisher pick-up and editorial content around the clip?</p> <p>What will Unruly publishers be offered in the way of</p> <ul style="list-style-type: none"> <li>● Images</li> <li>● Copy &amp; story angles</li> <li>● Prizes to offer their readers</li> <li>● Links to other related content</li> </ul> <p>Which image stills and title should be used to capitalize on the most viral aspect of the video?</p> <p>Would the campaign benefit from being run in a multi-video unit? And if so, which supporting video assets are most likely to increase engagement, viral activity, and time spent with the brand?</p> <p>Which 'Call to Action' should be displayed when the video has finished in order to optimize viral sharing?</p>	<p>Only when the final creative has been assessed and the Social Media Audit has been undertaken are we in a position to definitively identify the most appropriate sites and blogs to invite to the campaign.</p> <ul style="list-style-type: none"> <li>● Have we identified brand champions and brand critics?</li> <li>● What is the likelihood of negative blow-back?</li> <li>● Is the brand popular enough and the content strong enough to undertake organic as well as paid seeding?</li> <li>● Where will the video secure the highest levels of viral activity?</li> </ul> <p>Which Unruly tribes or hand-picked sites are most likely to share the content and which will deliver reach into appropriate target audiences?</p> <p>Should activity be multi-phased in order to fan out to a broader audience/slow budget burn-through/tie-in with key campaign dates eg transmission date, competition closing date?</p> <p>How can Unruly activity be used to complement and consolidate any broader campaign objectives and activity being undertaken by the brand?</p>