

Does viral marketing work better than traditional forms of advertising in reaching today's more savvy consumer?

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**Nirmalya Kumar,
Professor of Marketing,
London Business School**

"Viral marketing techniques should usually complement rather than substitute traditional advertising. Viral marketing is best in reaching: (1) prospects who fall outside traditional media consumption patterns, (2) a small niche target segment where traditional advertising is largely wasted on non-prospects, or (3) a close knit community with high inter-links. It works best for really new products as they have the cachet of a 'find' or high-involvement products."

**Ted Woehrlé, ceo of
Procter & Gamble's
Tremor unit, US**

"At P&G Tremor, we believe viral marketing programs only work if they create real word of mouth advocacy for a product or brand. Today many so-called viral marketing firms do little more than build awareness without the important advocacy message which drives sales. Even the most effective word of mouth advocacy programs, however, work best when integrated into a broader marketing program. They simply accelerate results."

**Andrew Gerrie, ceo,
Lush, UK**

"By Lush's target audience passing on information to their own contacts, there is an emotional 'buy in' and the effectiveness of the campaign is increased. Lush ben-

efits and our customers are, hopefully, happy to have spread the word. Lush does not advertise, but this one-on-one approach using email can be more targeted and endorses our image as a pioneering, fun brand that looks for exciting ways to reach our customers directly."

**Thierry Maillet, associ-
ate director, Marketing
Intelligence, Paris**

"Viral marketing belongs to a scope of new tools (co-advertising, brand-stretching, customisation, limited editions, street marketing, flagship stores, etc) driven by consumers' lifestyles and is efficient and less costly than traditional marketing. It is a very profitable technique if included within the range of new marketing tools. Unfortunately, companies do not combine traditional and new marketing tools successfully, thereby losing out on brand consistency."

**Julie Baker, marketing
director, Sara Lee
Household & Body Care UK**

"Viral marketing is an extremely effective way of reaching the Brylcreem audience and penetrating their personal deflector shields. The key to making them work is to produce something that has a value to them, something that they will want to (and be proud to) pass on to their mates. All our viral activity links closely with the work of our advertising and PR agencies."