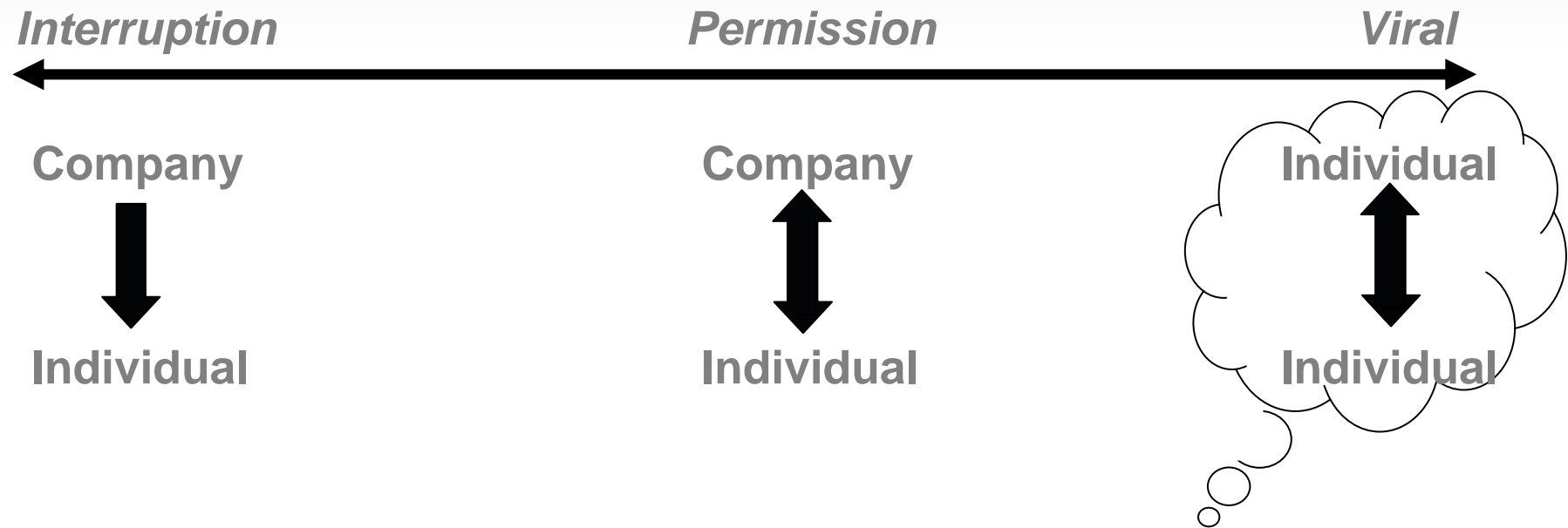


Viral Media – Get Involved!

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Background – the media spectrum



Background – Seth Godin – Business author

“We live in a world where consumers actively resist marketing. So, it’s imperative to stop marketing at people. The idea is to create an environment where consumers will market to each other... The future belongs to people who unleash ideaviruses”

“Unless you find a more cost-effective way than interruption marketing, to get your message out, your business is doomed”



Cost / benefit example

	<i>Interruption</i>	<i>Permission</i>	<i>Viral</i>
	←—————→		
Content	\$200,000	\$100,000	\$400
Media	\$8,000,000	\$500,000	\$10,000*
<u>Total</u>	<u>\$8,200,000</u>	<u>\$600,000</u>	<u>\$10,400</u>
Benefit	5 TV flights	Door-to-door	0.5 million highly salient views

* Possibility to supercharge a viral campaign with an initial 100,000 views, this can be enough to trigger a bigger viral

Commercial Viral Media (CVM)

- 'Viral' requires consumers of the media to pass along the message
- The viral 'rate' drops considerably if it is deemed commercial
- Our films are naturally viral whilst integrating a commercial message because the content is totally user generated, including the commercial element, and therefore remains intrinsically viral, this is CVM

Our Mission

- To create a market place for user generated CVM
- Bringing together a mass of low-budget advertisers seeking a high ROI with a large user base of global creative talent
- We are focused on supreme client satisfaction through delivering unparalleled brand engagement with an incredibly high ROI

Who we are

- A web based viral media company with thousands of members
- We are building a world class reputation as a key player at the cutting edge of the user generated CVM phenomenon
- We own our highly viral and innovative platform called our “Creativity Generator” which is the user interface and can be found at www.viralstreet.com

Our “Creativity Generator”

- Creativity is the coming together of two incongruent elements to make a new and logical whole
- With a critical mass of members we are able to achieve highly creative solutions for how a specific type of company can express a particular message by bringing together a viral video and its “commercial idea”
- The videos when combined with the ideas are extremely creative and salient, they make a synergistically viral duo, hence the commercial viral!

Example

Chinese girl menacingly playing with a switch blade knife

Type of Company: Retail

More Specifically: Florist

Reason Why: It would have been a lot easier if you had just bought her flowers...

To see more examples go to <http://www.viralstreet.com>

Categories for Ideas: Agriculture, Automotive, Business, Dining, DIY, Domestic appliances, Drink, Education, Entertainment, Fashion, Finance, Food, Games, Garden, Generic, Health, Hobbies, Home, Industrial, Jobs, Legal, Leisure, Luxury, Non-profit, On-line, Personal care, Pets, Real Estate, Resources, Retail, Sports, Technology, Travel

What we do

- The combination of our large creative talent pool and our “Creativity Generator” enables us to sell highly salient and viral marketing messages in the form of homemade videos with their commercial ideas
- We sell those videos, linked with their ideas, to companies wanting to promote their brand or increase their site traffic
- Ideas are specific to a certain type of company, they express how a specific video when combined with a strap line or voice over can be used to promote their business

What our members do

- Our members can make money in two ways:
 - by uploading a homemade video that we sell to clients; (they can specify the amount in US\$ they want to sell it for)
 - by entering an idea underneath a video that helps it get sold; (all ideas are sold for US\$100.00)

What our clients do

- Our clients begin by searching through our site to find a video with or without a linked idea, that they want to purchase. Usually it is the idea that causes them to want to purchase the rights to a certain video
- Once clients purchase from Viralstreet the rights to a video they customize it into a piece of viral marketing collateral by adding their branding, music, strap line or voice over (the idea) and then launch it on sites like tubemogul.com

How the pricing works

- For the time being:
 - The amount a client pays for a video is only the amount the author wants to earn from selling their homemade video. Viralstreet takes no commission and is paying the author of the idea US\$100
 - The price does not change if the video includes an idea or not, (but if a company is using an idea then they must purchase the video by clicking on that respective basket)

Next steps

- Watch the videos and read the ideas at viralstreet.com. If you decide to purchase the rights, simply register and then click on the basket and complete the simple purchase form
- Viralstreet operates a first come first served basis
- Once you own the rights to your film you can customize it with your brand and incorporate either the idea you found on Viralstreet or your own idea and then launch it as a viral
- Then you can monitor the views, learn, modify and repeat



"The old-media production and distribution hierarchies are crumbling. Everything is in flux, and nothing is a given anymore - except for the fact that customers are in control. Brands can and must start earning the attention of these customers through the creation of compelling and valuable digital content"

Laura Lang, President, Digitas

"The emergence of digital as the hub of marketing. More and more agencies with a robust digital discipline at their center will be asked to steer clients' brands."

Nick Law, chief creative officer, R/GA



Contact

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Begin now experimenting with viral media – Get Involved!

THANK YOU!

