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INTERNET AND SOCIAL NETWORKS AS A TOOL FOR THE CONTEMPORARY MARKETING CAMPAIGNS

INTERNET A SOCIÁLNÍ SÍŤE JAKO NÁSTROJE PRO SOUČASNÉ MARKETINGOVÉ
KAMPANĚ

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Executive summary
Theoretical basis of the work
Problem analysis and current situation
Proposals and contribution of suggested solutions
Conclusions
References
Appendices



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Abstract

The goal of this paper is to analyze new practices utilized for the planning of marketing campaigns. It is focused on the usage of internet and related social networks, which have significant growth of number of users in recent years. Moreover, compared to television campaigns for example, their costs are substantially lower. How do the internet campaigns stand with and are they genuinely successful? This is one of the fundamental questions, which is going to be discussed in the thesis. Furthermore, there will be analysis of distinguished and original campaigns which contributed to the development of new media utilization.

Abstrakt

Záměrem této práce je analyzovat nové praktiky používané při plánování marketingových kampaní. Zřetel je dán zejména na použití internetu a sociálních sítí, které zaznamenávají v posledních letech značný růst počtu uživatelů. Navíc například oproti televizním kampaním, náklady na ně jsou podstatně nižší. Jak si na tom tedy stojí internetové kampaně a je vůbec internetová kampaň úspěšná? Tato otázka je jedním z hlavních témat, kterými se bude práce zabývat. Další částí bude analýza význačných a originálních kampaní, které přispěli k dalšímu vývoji užívání nových médií.

Keywords

Internet, social network, marketing campaigns, key success factors

Klíčová slova

Internet, sociální síť, marketingová kampaň, klíčové faktory úspěchu

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Statutory declaration

I hereby declare that this master thesis has been written by myself without any external unauthorised help, that it has been neither presented to any institution for evaluation nor previously published. All used information sources are properly cited including complete reference to the original work.

Brno, 30 August 2011

.....

Signature

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Introduction

A century ago, people were, in order to communicate with friends, dependent on a letter delivery by horses, or on the telegraph. These methods were slow, lengthy, imperfect and expensive. Furthermore, the technological evolution has caused that the invention of the telephone was in many way better than its predecessors. It was a faster and finer way how to communicate with the others. However, the telephone was still an amenity for those more affluent. Recently, the situation has changed so dramatically, that it is possible to communicate globally even nearly for free of charge. The reason for that is the internet and social media.

If the people own at least an average computer, they are able to surf on the internet even in less developed countries in the world. They can surf and be social, by using social media. According to the latest statistics, one of the biggest global social media, Facebook, counts more than 700 million socially oriented users who exchange their feelings, expressions, thoughts, in sum, spend their free time there. Sometimes they can even share advertising and that is the factor that is interesting for the purpose of this study.

The marketing has evolved in common manner as the communication media which will be demonstrated in further chapters. It was practically caused by the technological evolution, which is the same reason why we have Facebook today. It also caused that marketers were discovering more sophisticated methods of how to sell goods and one of these approaches was social media marketing.

Combining both, quick responding and high users' database, various marketing campaigns have, recently, spread within social media and remarked tremendous success. A proper example might be Old Spice Guy campaign from Old Spice. To support imagination, the campaign has collected over 6 million self-imposed views on YouTube in only one day.

Therefore, in this paper, two enormous phenomena are going to be discussed – Social media and Marketing campaigns. At the first sight, they might be perceived as absolutely different terms, and they truly are. However, there is something hidden, in terms of business, between them, a relationship which should be revealed. The aim of the diploma thesis is, therefore, to analyze this relationship and summarize it into the form a success list.

In the theoretical part, the thesis will describe the term marketing and review it from various perspectives. The discussion will lead into the identification of the critical factors. The same will be performed with technological and globalization aspects to receive a summarized theoretical success list of best practices for current marketing campaign creation.

The analytical part will be divided into four parts. Firstly, the analyses will assess the environment of the campaign creation with a scope of the social media by using PEST analysis. Secondly, three famous and successful social media campaigns will be analytically discussed. Thirdly, in order to receive a practical data, a survey was undergone with Czech top advertising agencies about the social media integration. Lastly, the personal experiences of a social media usage in Epicare campaign will be assessed, as it is a reliable source of exemplar errors of social media misuse. Certainly, the analytical research will be currently assessed with the theoretical success list.

The result of the thesis should, therefore, be a complete success list of best practices of using social media in marketing campaigns based on literature, environmental analysis, practical examples of social media campaigns, interviews with agencies, and personal experience.

1. Theoretical Review

1.1. Marketing

Marketing, or marketing campaigns, represent here a process, whereas social media is a tool. For a correct use of the tools the process has to be clear, otherwise the potential is never maximized. Therefore, this chapter will discuss about marketing from different angles and perspectives, with intention of widening the knowledge about this term.

Marketing, in the course of time, absorbs various definitions made by marketers, professors or interested observers. Each definition has, of course, different meaning, or just adds something that is regarded as important to be supplemented for better defining. Some of the definitions even appear to be contradictive between each other.

This chapter is sort of reflection about Marketing as a term seen from different angles. The close-up initiates with McCarthy's and Chartered Institute of Marketing (CIM) definitions. They are apt examples of the contradiction and different opinion of what marketing means. E. Jerome McCarthy, the founder of famous four Ps, stated that marketing is "*the right product, in the right place, at the right time, at the right price*"¹.

The pillar of McCarthy's statement is the concentration on the product. CIM, however, has declared that "*marketing is the management process that identifies, anticipates and satisfies customer requirements profitably*"¹. This definition basically regards Marketing as customer care, which is not even mentioned in the 4P statement.

(<http://marketingteacher.com/lesson-store/lesson-what-is-marketing.html>)

Moreover, it is possible to continue in the polemic because CIM's definition does not consider only the customer identification but also its satisfaction, in short-term, and anticipation in the future, in long-term retention. This all might be contradictive with other definition and contradiction of different authors would never come to an end.

¹ Marketingteacher.com: *What is Marketing?* [online]. c2011, [cit. 2011-06-12].

Contradiction is not a sole aspect that covers defining Marketing. Also creativeness of some authors is occasionally too punctilious in order to define this economic discipline. Sometimes, the term Marketing could be understood with certain difficulties and multiple readings as it might be a considerably long statement. The American Marketing Association Board of Directors, of which the primary role is to provide strategic guidance, direction and advice for the association and to provide fiduciary oversight to protect the business property of the association, approved the following definition:

*“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”*²

The definition of marketing by Philip Kotler proclaims that *“marketing is something that satisfies needs and wants through an exchange process”*³. He also adds that *“customers will exchange what they value (e.g. money) only if their need are being met.”*³ It was presented on Learn Marketing, an internet teaching institution, and in contrast followed by another claim which is again slightly different.

*“Marketing is not about providing products or services: it is essentially about providing changing benefits to the changing needs and demands of the customer.”*⁴ People buy benefits more likely than products or services.

Giving definitions above should have illustrated and specified the meaning of Marketing. However, other definitions were found. This problem dwells in the effort of enriching the definitions by diverse experience and subjective opinions. There are situations where defining goes beyond the borders of the customer orientation. Therefore, the important question to ask is whether the target groups of costumers are

² Marketingpower.com: *Definition of Marketing* [online]. c2007, [cit. 2011-05-14].

³ KOTLER, Philip; KARTAJAYA; SETIAWAN, Iwan. *Marketing 3.0 : From Products to Customers to the Human Spirit*. 1st edition. Hoboken: Wiley, 2010. ISBN 9780470598825

⁴ Marketingteacher.com: *What is Marketing?* [online]. c2008, [cit. 2011-06-05]. Available at:

the targets of the marketing effort or not. Like the American Marketing Association Board of Directors said in its definition of marketing, the target groups can be, apart from customers, partners and societies at large.

More likely, they are just extensions needed to be considered with an intention to influence the most important group, the group of customer.

Obstacles are not met only while searching for diversity of definitions. This would definitely not be an issue after citing few of them which present only a minority of the Marketing literature.

The last example has been chosen on purpose from Wikipedia. Its English section claims that “*Marketing is the process by which companies determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development*”⁵. The reason why even Wikipedia is mentioned is rather demonstrative. This thesis speaks, among marketing and internet, also about social media as a tool. Wikipedia is one of these social tools where, moreover, definitions or articles themselves are written by users. Although, it has rather negative reputation among the professors, Wikipedia offers, in many cases, referencing.

Therefore, even the definitions are opposite and passably qualitative. The further importance of the cooperativeness, which Wikipedia as a cooperative social media definitely is, will be discussed, for instance, in the success list.

Because the number of diverse definitions nearly approximates to a number of stars in the sky, it is recommended to select one which will be worked on and mastered. This section will summarize above mentioned definitions to obtain a final ideal statement. Marketing could then be referenced as every **activity** done in order to make a product wanted and saleable. By activity is meant, according to the topic of the thesis, any activity focused mainly on social media. However, as the statement is simple to

⁵ Wikipedia.org: *Marketing* [online]. c2009, [cit. 2011-05-14].

understand it is considerably more complicated to be put into a practice. As a matter of fact, the **quality** of these activities dwells in the ability, capability, knowledge and principally every quality that makes marketer continuously better than others.

Last interesting and, in contrary with uncertain defining, sure statement about marketing is its future – which will be changing. Marketing is one of the most evolving disciplines of the modern economics. Within past sixty years Marketing has changed its appearance dozens of times and, as it is strongly dependant on technological evolution, it will keep its changing character also in the future with high probability.

The next chapter is indeed an appropriate example of how marketing have been changing from the first cases when Marketing as a term was defined until the last noticed change. It will demonstrate the flexibility that marketing has at disposal within its lifetime.

1.1.1. Historical Evolution of Marketing

Marketing has maybe only a century long history, but rich of changes. The first notes about marketing in the Economic Library of Universita Degli Studi di Parma date back to year 1882, when a cook lady proposed better techniques to sell products. Changes in the patterns and intensity of economic activity, as well as the rise of economics as a science, particularly in the 19th century, made the way for studies of marketing.

Marketing emerged as a separate technical field only in the late 19th century which is according to Robert Bartels's book *The History of Marketing Thought* the period of discovery of marketing basic concepts and their exploration.⁶

From the creation of the meaning, Marketing was slightly gaining popularity between the organization and the awareness of its potential and necessity arose in the second half

⁶ BARTELS, Robert. *The History of Marketing Thought*. 2nd edition. Grid Pub, 1976. ISBN 978-0882440859

of the 20th century, which is also understood as production era. At that time Marketing started to belong to a group of the most important activities in business world.

Kotler, in his book *Management and Marketing: analysis, planning, and control*, highlighted the importance of its presence and not merely. In that period company generally performed in three tasks in the pursuit of profit.

- *raise money* (finance)
- *produce or acquire products* (production)
- *sell them* (marketing)⁷

These points are in common sense logical. Entrepreneurs strived to raise money, which was followed by production and at the last concern was who sell the product to. In certain degree it is understandable. The markets that time were much less competitive than in 2011 and that is even one of the reasons why this marketer's method might be currently considered as obsolete.

Sometimes the production marketing was obsolete much before than nowadays. Already in late 60's, Porter mentioned the example of the Elgin Watch company - the firm, famous of producing elegant luxury watches, which ended up in difficulties because of obsolescence of its practices. At the time, firm faced up to a competition in form of cheap watch producers. Customers have a negligible intention of wearing luxury watches. They wanted a watch that will show them the time for and all this for a cheap price. Problem of the company was exactly the obsolete concept of marketing where selling the product was put in the last position. Namely that marketing process began and ended entirely with selling the existing product.

In that period the Marketing was undoubtedly understood in obsolete way, in comparison with current approaches. Another good illustration of obsolescence offers American Marketing Association which claimed in 60's of the previous century that

⁷ KOTLER, Philip. *Marketing management : analysis, planning and control*. 3rd edition. London: Prentice-Hall, 1975. ISBN 0135579678

Marketing is “*the performance of business activities that direct the flow of goods and services from producer to consumer or user*”⁸. Business that time was highly production oriented. However, even if Marketing evolves in time as people see through the practices, this approach is still actually perceivable in companies as utilized method even if it should be out of date.

Today’s customers are choosing goods and firms that satisfy deeper needs for creativity, community and idealism. Leading companies realize they must reach these highly aware, technology-enabled customers, and that the old rules of marketing won’t help them do this. Instead, they must create products, services, and corporate cultures that inspire, include, and reflect their customer’s values.⁹

Marketing throughout the history of the last 60 years changed from product-centric (also known as Marketing 1.0) to consumer-centric (marketing 2.0). Today the marketing is transforming once again as a response to a dynamic changes in the environment.

Companies expand their focus not only to consumers but pick up humankind issues. It was proclaimed that marketing has moved from customer-centric to human-centric (so-called Marketing 3.0).⁹

Although Marketing 1.0 is an old concept, its presence and usability is still seen in the companies nowadays. The same could be declared about Marketing 2.0. However, Marketing 3.0 is the recommended method by marketers, the one that hypothetically offers more opportunities.

Very common statement was proclaimed by Louis E. Boone and David L. Kurt in their book *Contemporary Marketing*. They separated marketing evolution into four eras – the

⁸ KOTLER, Philip. *Marketing management : analysis, planning and control*. 3rd edition. London: Prentice-Hall, 1975. ISBN 0135579678

⁹ KOTLER, Philip; KARTAJAYA; SETIAWAN, Iwan. *Marketing 3.0 : From Products to Customers to the Human Spirit*. 1st edition. Hoboken: Wiley, 2010. ISBN 9780470598825

production, the sales, the marketing and the relationship era (equivalent to Kotler's definition).¹⁰ The most important and actual is the last one, the relationship era, which examines the epoch from a different perspective. It would be inadequate proclaiming which of Kotler's or Boone's and Kurt's statement is more reliable and, therefore, it is considered that both are truth – aim is to be friendly (Boone, Kurt) and responsive to human issues (Kotler).

Product centric marketing came out of the mass production in the early parts of the 20th century. It can be named as a product-centric era. Afterwards, the information technology boom caused another twist which initiated into another era – information age. Information was often referred as an additional factor of production besides land, labor and capital. Moreover, another significant role was played by internet - quick exchange of the information in short period of time worldwide.

According to the previous paragraph, probably the most significant factor, causing the change of the society and, therefore, marketing habits, is technological evolution. The phenomenon related to this evolution is inseparably internet as mentioned in previous chapters. The next chapter will describe what the historically most important finds and terms indispensable for 21st century marketing are.

1.1.2. The important pillars of marketing evolution

Throughout the history of Marketing, various methods and tools were invented in order to gain the market and consequently increase sales and profits. All could not be mentioned here, due to its tremendous quantity. There are, although, few terms that have been present and highly utilized in companies everywhere on the world. This chapter is devoted to the term that most companies still utilize: Marketing Mix.

¹⁰ BOONE, E. Louis; KURTZ, R. David. *Contemporary Marketing*. 14th edition. Cincinnati: South Western College Pub, 2010. ISBN 0538746890

1.1.3. Marketing mix

Due to constant developing of markets, the perception of marketing mix is changing. There are various forms, from famous 4Ps, 4Cs until 4S. The principle of the marketing mix dwells in identifying fundamental tools which above named models content of.

First notices about marketing mix dates back to 1948, when James Culliton proclaimed that marketing manager should be a “mixer of ingredients”. It means that marketing manager ought to fallow recipes prepared by others, sometimes prepare his own as he becomes skillful, sometimes adapts a recipe from ingredients available immediately, and at some point invents new ingredients no one else has tried.¹¹

The marketing mix term was set up by Neil Borden which was composed of fourteen elements. However, the most known and widely used form of 4Ps was proposed by an American professor Jerome McCarthy. In his book *Basic Marketing. A Managerial Approach* the number of final elements is reduced to four.¹²

1. *product*: select the tangible and intangible benefits of the product;
2. *price*: determine an appropriate product pricing structure;
3. *promotion*: create awareness of the product among the target audience;
4. *place*: make the product available to the customer.¹³

Marketing mix consisting of these four elements enables the company to meet basic marketing objectives and is the minimum to satisfy the requirements of the consumer. Some literature, however, speaks about 4P's' extension. According to an article of The Times 100, which is one of the leading business studies websites, the marketing mix is extensible by other three P's, due to the contemporary changes in marketing. As written

¹¹ BANTING, Peter; ROSS, E. Randolph. The marketing mix: A Canadian perspective. *Journal of the Academy of Marketing Science* [online]. March 1973, vol. 1, iss. 1. [cit. 2011-6-25].

¹² Omegaaccountancy.co.uk: *Four P's and the Marketing Mix* [online]. c2008 [cit. 2011-06-14].

¹³ Omegaaccountancy.co.uk: *Four principles of marketing mix* [online]. c2011, [cit. 2011-06-19].

in previous chapters, the last era of the marketing is concentrated more on the customer itself by making relationship or sharing global difficulties for instance.¹⁴

In this case, the right example would be an extension stated by Bitner and Booms that apart from the traditional 4 P's, product, price, place, promotion, there are three additional P's consisting of people, physical evidence, and process.¹⁵ The main reason of the extension is the fact that a significant part of the companies nowadays offers a service as their product as so do carry out manufacturing companies which apart of the product market also connected services.

P extensions seem to be endless and the article of the Fahd Khan Afridi demonstrates other versions of marketing mix models. Starting with Paradox, Perspective, Paradigm, Persuasion, Passion, finishing with Porter's Political Power and Public relations often referred as "Mega Marketing", is just a fraction of the other mentioned in this article. There exist various marketing mixes, such as 4 C's, but this paper will not cover them.¹⁶ At the end, marketing mix extension and other form are, to some degree, hairsplitting or, alternatively, a game with words. For instance, one element of the 4 P's is promotion which is then dividable into advertising, public relations, personal selling and sales promotion. Public relations are obtained by decomposing basic 4 P's model. However, Kotler, as mentioned in previous paragraph, understand public relations as an extension of marketing mix. This is, among many others, a sole example of the game with words. The intention was, however, to point in simple manner that 4 P's model might be still appropriate tool even nowadays, just depending on the knowledge of the marketer.¹⁷

This was an outlook on marketing mix. After defining marketing and evolution of the marketing, the aim was and still is digging a tunnel through the theory until the social media utilization for marketing campaigns will be defined. The next chapter will,

¹⁴ Thetimes100.co.uk: *Marketing mix (Price, Place, Promotion, Product)* [online]. c2011, [cit. 2011-06-04].

¹⁵ Valuebasedmanagement.net: *Extended marketing mix 7* [online]. c2008, [cit. 2011-06-13].

¹⁶ AFRIDI, Fahd Khan. *Extended Services Marketing Mix and Emergence of Additional Marketing Ps. The Journal of Managerial Sciences*[online]. May 2009, vol. 3, iss. 1. [cit. 2011-5-23].

¹⁷ KOTLER, Philip. *Marketing Essentials*. 1th edition. London : Prentice-Hall, 1984. ISBN 0135572320.

therefore, discuss a question which elements of the 4 P's are relevant to social media utilization.

1.1.4. 4 P's model and social media campaign

Retrospectively, 4 P's marketing mix model is composed of four elements - price, product, promotion and place. As it will be demonstrated in further lines, not every single element has a contribution into the scope of the main topic. In fact, apart of some nuances, the only element relevant for social media application is promotion. Following paragraphs attempt to support this statement.

First discussion is about 4 P's first element. **Product** is "*any combination of goods and services offered to satisfy the needs and wants of consumers. Thus, a product is anything tangible or intangible that can be offered for purchase or use by consumers*".¹⁸ It could be an MP3 player or a flashlight, nevertheless, the product remains the same even if the social media are utilized or not. There is, however, a thought that reflects this issue into different perspective. Kotler wrote that marketing trend dwells in so-called co-creation, which refers to a process where costumer partially creates the product.¹⁹ For this purpose, the social media, as a communication channel, would play an important role for products where the customization is available. However, this fact will be considered only tangentially because no further research was conducted.

The next element discussed is **Price**. Allen Trueell described price as "*value exchange that occurs between buyers and sellers for a product or service. Factors related to price include legal and regulatory guidelines, pricing objectives, pricing strategies, and options for increasing sales*".¹⁸ Creating a price is, therefore, a complex science itself. Prices changes are dependent on many factors, namely: a fixed amount, quantity break, promotion or sales campaign, specific vendor quote, price prevailing on entry, shipment

¹⁸ TRUEELL, Allen. *Marketing Mix* [online]. c2005, [cit. 2011-05-28].

¹⁹ KOTLER, Philip; KARTAJAYA; SETIAWAN, Iwan. *Marketing 3.0 : From Products to Customers to the Human Spirit*. 1st edition. Hoboken: Wiley, 2010. ISBN 9780470598825

or invoice date, combination of multiple orders or lines, and many others.²⁰ In this list, promotion and sales, which could be potentially influenced by social media usage, is solely a fraction of all factors and, therefore, it will not be considered as the aim of this paper.

Place is a last element of marketing mix excluded from this research. This element might be misleading because place does not stand for the place where the information but the place where the physical product is. It is also understood as collaboration between “*producers, wholesalers, and retailers*”.²¹ Again, social media might be, for instance, a communication channel between these groups. Nevertheless, it is irrelevant to a customer-oriented purpose of the thesis.

The only acceptable element is **Promotion**. It is “*the communication link between sellers and buyers for the purpose of influencing, informing, or persuading a potential buyer's purchasing decision*”.²² Already a definition gives a hint about the connection with social media because social media is, as any other media, a communication channel. In this type of company-client communication, the full potential of the social media might be asserted. In the next chapter, it will be spoken about Promotion with more details.

1.1.5. Promotion

It was already noted that the promotion is the “*communication link between sellers and buyers for the purpose of influencing, informing, or persuading a potential buyer's purchasing decision*”.²² A significant factor, to be mentioned, is that the promotion refers to communication. It is maybe a process but a process of transferring a message where the social media plays a role of a tool.

²⁰ Wikipedia.org: *Pricing* [online]. [cit. 2011-06-18].

²¹ TRUELL, Allen. *Marketing Mix* [online]. c2005, [cit. 2011-05-28].

²² BOONE, E. Louis; KURTZ, L. David. *Contemporary Marketing*. 14th edition, 2010. South-Western College Pub. ISBN 978-0538746892

In the basis the promotion can be separated into two groups:

1. *Above the line promotion*: Promotion in mass media (e.g. TV, radio, newspapers, internet, mobile phones, and, historically, illustrated songs) in which the advertiser pays an advertising agency to place the advertisement
2. *Below the line promotion*: All other promotion. Much of this is intended to be subtle enough for the consumer to be unaware that promotion is taking place (e.g. sponsorship, product placement, testimonials, sales promotion, merchandising, direct mail, personal selling, public relations, trade shows)²³

First group is oriented on mass media, as it is remarkable at the first glance. Social media represent this group significantly, especially because it is extremely popular media with wide potential. This will be, incidentally, analyzed in further part of this paper. Second group is fascinating due to the role with media and social media primarily. There are many examples where public relations, sales promotions (below the line promotion), for instance, are realized through the social media, such as giveaway contest of apple on facebook called “Apple Giveaway.”²⁴ That is also one of the reasons why it will be spoken about public relations and sales promotions in further chapters.

As any measurable process undergone in the company even promotion has objectives to fulfill. Fundamentally, there are three basic objectives:

- 1) *To present information to consumers as well as others*
- 2) *To increase demand*
- 3) *To differentiate a product*²⁵

The promotional mix is afterwards decomposable into elements. As in marketing mix, even elements of promotional mix vary with different literature. According to Harrell,

²³ BOONE, E. Louis; KURTZ, L. David. *Contemporary Marketing*. 14th edition, 2010. South-Western College Pub. ISBN 978-0538746892

²⁴ Facebook.com: *Apple Giveaway* [online]. c2011, [cit. 2011-07-01].

²⁵ BOONE, E. Louis; KURTZ, L. David. *Contemporary Marketing*. 14th edition, 2010. South-Western College Pub. ISBN 978-0538746892

there are seven elements²⁶ whereas Mangold and Faulds stated just five of them.²⁷ To avoid polemics about validity of each statement, it will be continued only with five elements, also due to the orientation of the article to social media. These elements are:

- 1) **Advertising** - Presentation and promotion of ideas, goods, or services by an identified sponsor. *Examples: Print ads, radio, television, billboard, direct mail, brochures and catalogs, signs, in-store displays, posters, motion pictures, Web pages, banner ads, and emails.* (Not Always Paid For)
- 2) **Personal selling** - A process of helping and persuading one or more prospects to purchase a good or service or to act on any idea through the use of an oral presentation. *Examples: Sales presentations, sales meetings, sales training and incentive programs for intermediary salespeople, samples, and telemarketing. Can be face-to-face or via telephone.*
- 3) **Sales promotion** - Media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. *Examples: Coupons, sweepstakes, contests, product samples, rebates, tie-ins, self-liquidating premiums, trade shows, trade-ins, and exhibitions.*
- 4) **Public relations (and Publicity)** - Paid intimate stimulation of supply for a product, service, or business unit by planting significant news about it or a favorable presentation of it in the media. *Examples: Newspaper and magazine articles/reports, TVs and radio presentations, charitable contributions, speeches, issue advertising, and seminars.*
- 5) **Direct Marketing** is often listed as a the fifth part of the marketing mix²⁶

This was a description of marketing and its derivatives in broad terms. It is a way how the marketing was working over last century until now. Here comes out a discourse if these practices are applicable even currently. For this reason, the other part of this paper will

²⁶ HARRELL, D. Gilbert.. *Marketing: Connecting with Customers*. 2nd edition, 2001. Prentice Hall. ISBN 978-0130334947

²⁷ MANGOLD, W. Glynn; FAULDS, J. David. Social media: The new hybrid element of the promotion mix. *Business Horizons* [online]. July 2009, vol. 52, iss. 4. [cit. 2011-6-26].

take a look at the changes that have happened in these years, especially in terms of technological evolution and with consequent arrival of internet and social media.

1.2. Technological evolution²⁸

The marketing evolution is, in high degree, consequent to the technological evolution. This statement is supported by the claim of Volker Schmidt who said “*the impact of technology on marketing is dramatic*“.²⁹ The social media boom is similar to the technological boom of other milestones in technological evolution and this chapter will be, therefore, aimed towards the technology, how it evolved and what the significant technologies were, to demonstrate the social media potential.

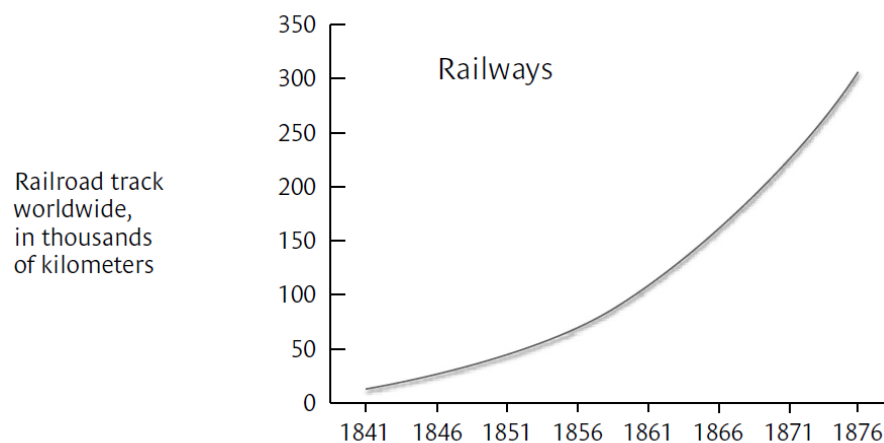


Figure 1: Evolution of Railways within 1841 and 1876 (Source: Carr [5])

The moment when the cave man took a rock in his hand and used as a tool is probably the first notion about technology. Rock was replaced into a stick and afterwards stick with the rock at the top has transformed into a weapon. The technological evolution has begun. Thousands of years have passed since then which have endowed the world with

²⁸ CARR, G. Nicholas. IT Doesn't Matter. *Harvard Business Review*. [online]. May 2003, vol. 81, iss. 5. [cit. 2011-6-28]. Available at <<http://www.proxios.net/pdf/ITDoesn%27tMatter.pdf>>.

²⁹ SCHMID, Volker. *The Impact of Technology on Marketing Strategy*. 1the edition, 2005. Termpaper. ISBN 978-3-640-91456-2

couple of technologies which are indispensable in 21st century. The word is about railways, electricity, telegraph, internet and social media.

Railways, electricity and internet evolution have approximately the same course. In certain periods of time their popularity was enormous. The number of kilometers of railways has risen exponentially in the 30 years. Between 1846 and 1876 the world's total rail trackage increased from 17,424 kilometers to 309,641 kilometers (see **figure 1**). American businessmen have probably seen the high potential of this technology – speed, capacity and reach higher than steamship – and exploited the situation. Indeed, during this same period, total steamship tonnage also exploded from 139,973 to 3,293,072 tons, which underlines the volume of the goods transported that time. The similar boom was recorded with electricity where in USA the number of electric utility generating capacity has increased by nearly 15000 units in period of 30 years (see **figure 2**).

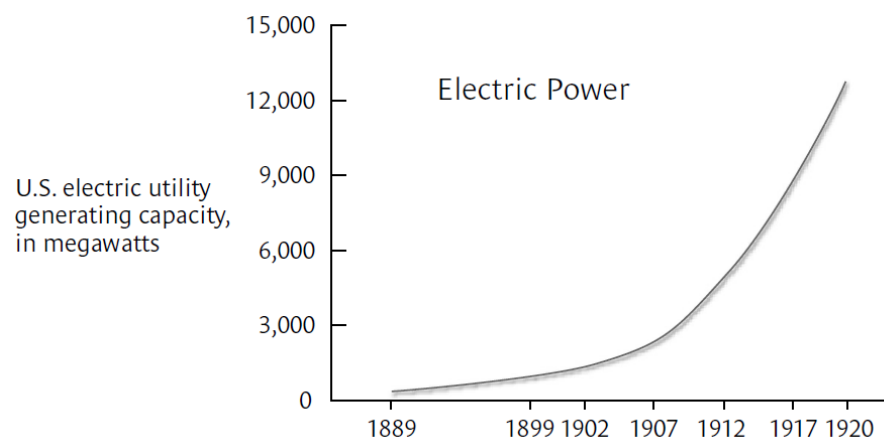


Figure 2: Evolution of Electric Power within 1889 and 1920 (Source: Carr [5])

Furthermore, other enormous growth was recorded by the number of internet users. There is however a slight difference in comparison with previous two. The number of host computers on the internet has swollen by nearly two hundred millions in only twelve years (see **figure 3**). The growth with arrival of information technology has become much swifter.

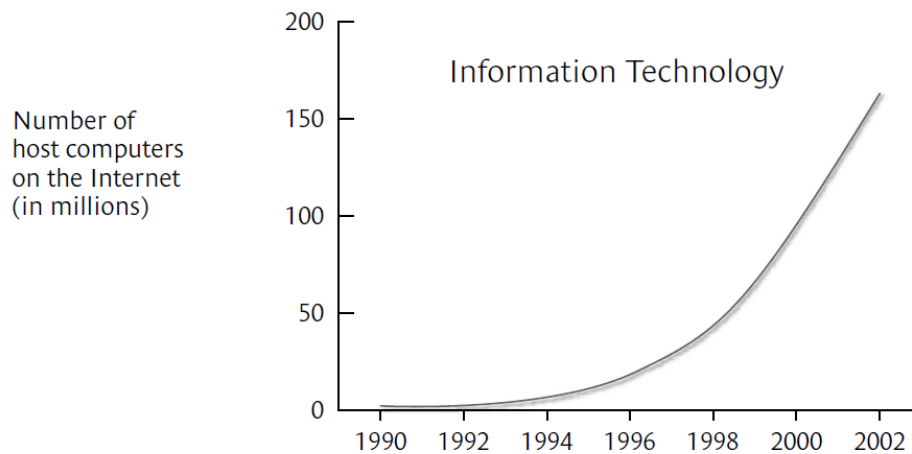


Figure 3: Evolution of Information technology within 1990 and 2002 (Source: Carr [5])

The internet and social media are in the strong relationship mainly because social media is dependent on internet in the same manner the internet is dependent on electrical power. The social media phenomenon, Facebook, has reached five hundred millions active users in five and a half years (see **figure 4**). That was in July 2010. According to the facebook home web site, in June 2011, facebook dispose of seven hundred fifty millions active users which are, approximately, 37.5 % of the total number of over two billions internet users. Other significant social media, such as tweeter or YouTube, have alike progress, however, disposing of more serene statistics in comparison with Facebook.

This chapter has underlined that social media is undoubtedly a phenomenon of this era. Its course resembles electricity or internet booms. These have created a distinguished attribute - dependence. There is a tremendous potential that even Facebook will create the same dependency.

This also points out that the time period of this boom is faster. Like the boom took 30 years in rail roads, it lasted only 5 years in the life of Facebook. That is an important statement, because the technology boom currently explodes tremendously. This technological evolution goes hand in hand with marketing as stated previously.

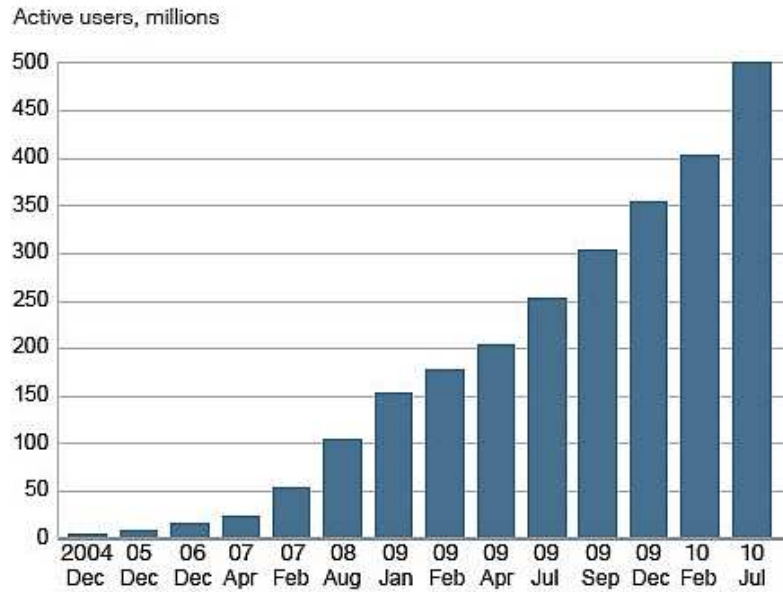


Figure 4: Evolution of the Facebook within 2004 and 2010 (Source: *The Rise of Facebook* [35])

Marketing evolves rapidly according to above graphs. In terms of business, there is less time for marketers to react, to prepare campaigns, to be more responsive than the competition. This fact is, incidentally, another partial reason why this era proves to be fast, highly responsive and competitive.

Another factor often heard in association with business in general is globalization. In Nottingham Trent University's course of European Business and Finance it was a widely discussed issue. Does an impact of globalization on marketing exist? And if yes, it is positive or negative? This and other similar questions covering the relationship between these two will be answered in next chapter.

1.3. Globalization³⁰

In this chapter, the actual, even though ancient, phenomenon known as globalization will be discussed. As a process affecting cultural, economical, political and other

³⁰ Globalization101.org: *What Is Globalization?* [online]. c2007, [cit. 2011-07-04].

happening around the globe, globalization has a significant role in business terms and definitely in marketing.

*“Globalization is a process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology. This process has effects on the environment, on culture, on political systems, on economic development and prosperity, and on human physical well-being in societies around the world.”*³¹

Even the globalization is a recently widely spoken term but is not at all a new process. There are notes about people (later corporations) who *“have been buying from and selling to each other in lands at great distances, such as through the famed Silk Road across Central Asia that connected China and Europe during the Middle Ages”*³¹ about four thousand years ago. This trend does not reach an end. For centuries, people and corporations have invested in other countries, like it is noticeable on China, for instance, as a manufacture of the world.

Technology has been another principal driver of globalization, since it had spurred increases in cross-border trade, investment, and migration. Since 1950, for example, the volume of world trade has increased by 20 times, and from 1997 to 1999 the flows of foreign investment nearly doubled from \$468 billion to \$827 billion.

Furthermore, a constant progress in information technology has significantly transformed economic life. Information technologies have given to all sorts of individual economic actors, such as consumers, investors and businesses, valuable *“new tools for identifying and pursuing economic opportunities, including faster and more informed analyses of economic trends around the world, easy transfers of assets, and collaboration with far-flung partners.”*³¹

³¹ Globalization101.org: *What Is Globalization?* [online]. c2007, [cit. 2011-07-04].

1.4. Economic Globalization

Globalization is sometimes heard with adjective “economic”. Economic globalization refers to increasing economic interdependence of national economies across the world through a rapid increase in cross-border movement of goods, service, technology and capital.³² This recent boom has been largely accounted by developed economies integrating with less developed economies, by means of foreign direct investment³³, the reduction of trade barriers, and in many cases cross border immigration.

The cultural similarity and global technological availability caused that globalization has affected even marketing. A derivate so-called global marketing refers to “*marketing on a worldwide scale reconciling or taking commercial advantage of global operational differences, similarities and opportunities in order to meet global objectives*”.³⁴ Truly, if the global communication, due to the internet primarily, has become such a simple way which speeded up the cultural exchange, it is understandable the marketers have made use of this potential.

In these chapters, the importance of the technology and globalization phenomenon for business was stated. The main aim was to describe the connections with marketing and, therefore, justification for the topic of the following chapters. It will be spoken about internet, its communication, and social media which are the factors shaping contemporary marketing.

³² MOHAN, R. Joshi. *International Business*, 1st edition, 2009. New Delhi and New York: Oxford University Press. ISBN 0195689097.

³³ Foreign direct investment (FDI) or foreign investment refers to the net inflows of investment to acquire a lasting management interest in an enterprise operating in an economy other than that of the investor.

[34]

³⁴ Wikipedia.org: *Global marketing* [online]. c2011, [cit. 2011-06-06].

1.5. Internet and communication

There existing various changes in our history have transformed the manner of how the business is done in recent years. The way marketing campaigns -which are the scope of this paper- are realized, has changed significantly. Because the marketing campaign is based primarily on communication between customers and companies, the next chapters will describe tools that are widely utilized in today's practices: internet and social media.

Furthermore, it will be likewise spoken about new possibilities of communication, growth and the fast evolution of the internet. It is appropriate to clarify that it will be impossible to introduce all, therefore, the choice will be limited only to some factors, relevant in relation to the creation of social media campaigns.

1.5.1. Internet³⁵

There are thousands of definitions of Internet. Four the purpose of this paper the appropriate definition is taken from the most available resource: Wikipedia. *“The Internet is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP)³⁶ to serve billions of users worldwide. It is a network of networks that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless and optical networking technologies”*.

The internet redefined and reshaped most traditional media including telephone, music, film, and television and gave birth to new services such as Voice over Internet Protocol (VoIP) and IPTV. Even books and newspapers are transformed into electronic form and

³⁵ Wikipedia.org: *Internet* [online]. c2011, [cit. 2011-06-08].

³⁶ The Internet Protocol Suite is the set of communications protocols used for the Internet and other similar networks. It is commonly also known as TCP/IP named from two of the most important protocols in it: the Transmission Control Protocol (TCP) and the Internet Protocol (IP), which were the first two networking protocols defined in this standard. [83]

are present on websites or, importantly, into blogs and web feeds. The internet “*has enabled or accelerated new forms of human interactions through instant messaging, Internet forums, and social networking.*” This statement just declares a significant presence of the internet in the group of other mass media which affects, apparently, contemporary marketing campaigns.

Undoubtedly, the internet has brought vast other changes into the communication. Apart from communication channels mentioned above, a significant role has electronic mail, or email which is an important service available on the internet. The main concept dwells in “*sending electronic text messages between parties in a way analogous to mailing letters or memos predates the creation of the Internet.*”

There is no necessity going into details. For the purpose of this paper, it is enough to broadly describe what the internet is and what changes it brings, in terms of communication. Primarily, it is the possibility of fast high distance communication for relatively globally affordable prices. This factor is the main reason why the internet is globally popular.

1.5.2. Internet as media

Media, or mass media, is an aggregate of all possible media utilized in a process of mass communication. It represents a message of public character spread to wide audience. Mass media are composed by television, radio, print, outdoor advertising, and last but not least internet with social media.

According to McQuail, mass media are not characterized solely by a significant number of communicators, but most importantly seen as media that suppose existence of mass and form them. Mass refers to people, on a large scale, able to communicate in one moment exactly via mass media. Mass media have a significant ability to affect a demand.³⁷ Thus, medial market represents now the most dynamically growing part of

³⁷ MCQUAIL, D. *Úvod do teorie masové komunikace*. 2nd edition. Prague: Portál, 2002. ISBN 80-7178-714-0.

the economy. It offers an increasing number of communication opportunities, target audience and impact upon them.

Media affects are intended or unintended implications of an activity of mass media.³⁷ The term media power refers to general potential a media has to successfully, and systematically in particular, influence. The example of media effects is, for instance, exactly a daily influence of consumer advertising.

1.5.3. Internet in the world and Czech Republic

As every mass media, even the internet has a large scale of users worldwide. Since the first network launched in 1968 in National research laboratory in United Kingdom, nearly half a century has passed and the internet connection is now available even in the poorest countries in the world such as African Somalia with 106 thousand users, with the growth over 52 thousand percent in last ten years (see **appendix 1**). The internet is definitely not a taboo. However, the penetration is still weak, even if the growth is enormous. The spectrum of internet user is scoped more to Europe. The internet usage in Europe reaches nearly sixty percent of all population. In Czech Republic, then, over sixty five percent people are connected to the internet (for further information see **appendix 2-4**).

Then next chapter will declare how the internet is seen currently by the economists. Some of them have described the current age of the internet as Web 2.0. A curiosity about Web 2.0 is its creation. The name was created by economists and technologically has vague signification.³⁸ However, Web 2.0 has, in terms of marketing, appreciable value because it describes important technological, behavioral and trend changes.

³⁸ KAPLAN, M. Andreas, HAENLEIN, Michael. Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizont* [online]. January-February 2010, vol. 53, iss. 1. [cit. 2011-6-10].

1.5.4. The Web 2.0³⁸

In recent years it is often spoken about Web 2.0 as the last phase of the network evolution, but not even one unambiguous definition about its proper meaning exists. In this paper, the Web 2.0 will be considered as a platform providing a new modality of interaction in which this increased interactivity has made the content more independent on the person who created them, allowing the birth of the online participation culture.

There is a set of basic functionalities that are necessary for Web 2.0 functioning. Among them are Adobe Flash (a popular method for adding animation, interactivity, and audio/video streams to web pages), RSS (Really Simple Syndication, a family of web feed formats used to publish frequently updated content, such as blog entries or news headlines, in a standardized format), and AJAX (Asynchronous Java Script, a technique to retrieve data from web servers asynchronously, allowing the update of web content without interfering with the display and behavior of the whole page). For the purpose of our article, Web 2.0 is considered as the platform for the evolution of Social Media.

Naturally, the adoption of the term Web 2.0 implicates its differentiation from precedent model, and therefore, replaces Web 1.0 which is characterized by unidirectional interaction and linear navigation.

In **Table 1**, there is an illustration of the principal differences between Web 1.0 and Web 2.0 which are identified by Giacomazzi and Camisani.³⁹

It seems to be clear that this increased interaction tends to relate the enterprises present on the Web even more tightly with the consumers: from one point of view, the direction of the power shifts more towards the clients at the expense of the enterprises, from the other, this situation reveals, for the companies present on the Web, a powerful opportunity to create strengthened relationship with proper consumers.

³⁹ GIACOMAZZI, Franco; CAMISANI CALZOLARI, Marco. *Impresa 4.0. Marketing e comunicazione digitale a 4 direzioni*. 1st edition, 2008. Prentice Hall: Financial Times. ISBN 9788871925059.

Table 1: Difference between Web 1.0 and Web 2.0 (Adapted from: Giacomazzi and Camisini Calzolari [6])

	Web 1.0	Web 2.0
Interaction	Static	Dynamic
Instruments of utilisation	Web Browser	Web Browser, RSS Feed reader
Technological architecture	Client-Server	Web services
Utilization	Reading	Reading, writing and contribution
Creation of content	Programmers	Programmers, all the users

In conclusion, Web 2.0 might be also understood as a consciousness for marketers of changes that have arisen. There are some notions even about Web 3.0⁴⁰, however, it is still considered as a concept, despite various definitions present of the internet resources.

This brief description of Web 2.0 is, nevertheless, enough for the purposes of this paper. The main scope will aim to social media where the Web 2.0 description had, more or less, interconnecting and introducing meaning. The next chapter will concern itself with the phenomenon of social media.

1.5.5. Social media^{41 42}

Probably the first notion about social media dates back to a year 1979, when Tom Truscott and Jim Ellis from Duke University created the Usenet, a worldwide discussion

⁴⁰ Labnol.org: *Web 3.0 Concepts Explained in Plain English* [online]. [cit. 2011-05-28]. Available at

⁴¹ BOYD, M. Danah; ELLISON, B. Nicole. Social Network Sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication* [online]. Dec. 2007, vol. 13, iss. 1. [cit. 2011-6-12].

⁴² KAPLAN, M. Andreas, HAENLEIN, Michael. Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizont* [online]. January-February 2010, vol. 53, iss. 1. [cit. 2011-6-10].

system that allowed internet users post public messages. Afterwards, the first blog is known as “Open diary”, created by Bruce and Susan Abelson in late 80’s. The high speed internet availability growth added to the popularity of this concept. Social networking sites such as MySpace (in 2003) and Facebook (in 2004) had lead to the creation of the term social media (see **appendix 4**).

Some authors tried identifying social media. Boyd and Ellison has stated that social media has broader significance⁴¹ (social media are sometimes replaced by the term new media), two authors, Andreas Kaplan and Michael Haenlein of Kelley School of Business, summarized social media as the use of web-based and mobile technologies to turn communication into interactive dialogue. Indeed, due to modern technologies social media accessible apart form desktops, also from laptops, mobile and smart phones and other portable devices with connection to the internet. Furthermore, they stated that social media is "*a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content*".⁴² Social media are media for social interaction, as a superset beyond social communication, but mainly still communicating just interactively using ubiquitously accessible and scalable communication techniques.

Social media can take on many different forms, including Internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking. By applying a set of theories in the field of media research (social presence, media richness) and social processes (self-presentation, self-disclosure) the classification scheme for different social media types were created. There are six different types of social media:

- *collaborative projects* (e.g. Wikipedia)
- *blogs and micro-blogs* (e.g. Twitter, Blogger)
- *content communities* (e.g. YouTube)
- *social networking sites* (e.g. Facebook)
- *virtual game worlds* (e.g. World of Warcraft)

- *virtual social worlds* (e.g. Second Life)⁴³

Each group includes these technologies: blogs, picture-sharing, vlogs, wall-postings, email, instant messaging, music-sharing, crowdsourcing, and voice over IP, to name a few. Many of these social media services can be integrated via social network aggregation platforms.

1.5.6. Social media examples

As demonstrated in previous chapter, social media is broad term and writing thesis with scope on every social media would be very complex. Therefore, the social media chosen for this research are Facebook, Blogger and YouTube. The main reason for this decision is practical part of this paper where these three social media are utilized as tools in marketing campaigns (more detailed list of contemporary social media contained in **appendix 5**).

1.5.7. Facebook

Facebook is a social networking site. Users may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Facebook users must register before using the site. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics.⁴⁴

1.5.8. Blogger

⁴³ KAPLAN, M. Andreas, HAENLEIN, Michael. Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizont* [online]. January-February 2010, vol. 53, iss. 1. [cit. 2011-6-10].

⁴⁴ Wikipedia.org: *Facebook* [online]. c2011, [cit. 2011-06-13].

Blogger is a blog-publishing service that allows private or multi-user blogs with time-stamped entries. It was created by Pyra Labs, which was bought by Google in 2003. Generally, the blogs are hosted by Google at a subdomain of blogspot.com. Up until May 1, 2010 Blogger allowed users to publish blogs on other hosts, via FTP. All such blogs had (or still have) to be moved to Google's own servers, with domains other than blogspot.com allowed via Custom URLs. In July of 2011 a news outlet announced that Google intends to change the name of the service from "Blogger" to "Google Blogs," as part of a larger plan to re-brand or retire all non-Google brands in its portfolio of products and services.⁴⁵

1.5.9. YouTube

YouTube is a video-sharing website, created by three former PayPal employees in February of 2005, on which users can upload, share and view videos. The site uses Adobe Flash Video (Flash Video is a container file format used to deliver video over the Internet using Adobe Flash Player) and HTML5 (HTML5 is a language for structuring and presenting content for the World Wide Web, a core technology of the Internet.) technology to display a wide variety of user-generated video content, including movie clips, TV clips, and music videos, as well as amateur content such as video blogging and short original videos. Most of the content on YouTube has been uploaded by individuals, although media corporations including CBS, BBC, Vevo, Hulu, and other organizations offer some of their material via the site, as part of the YouTube partnership program.⁴⁶

1.6. Communication mix on the internet and social media

In this part of the thesis, two different but, in the mean time, interconnected topics were discussed. In the first part, the term marketing was presented. The discussion revealed definitions and tools commonly taught at business schools as marketing principles. Furthermore, the theory was decomposed into the marketing tools usable for social

⁴⁵ Wikipedia.org: *Blogger* [online]. c2011, [cit. 2011-06-13].

⁴⁶ Wikipedia.org: *YouTube* [online]. c2011, [cit. 2011-06-13].

media. Second part described the technological evolution, globalization and definition of attributes of actual age. By putting these theoretical bases together, the new term arises, social media promotional mix. The introduction to this chapter will, however, initiate with communication on the internet. The internet, with new form of Web 2.0, has many attributes in common with social media, even if social media is still a subset of the internet.

1.6.1. Marketing communication on the internet⁴⁷

Internet has brought many changes to economic questions through a relatively short period of time. It participated in various domains such value for the customer, pricing, costs or in distribution channels. The most significant changes are in communication, its speed and form.

Centuries ago, the way to send a message was a short distance process. Sending information from one part of the globe to another was basically impossible. Half a century ago, the media used for exchange of information was, among others, mail and letters. At the end of the 20th century people were called with the phone. Furthermore, the emails were developed and, recently, messages are left on the walls of the social networks.

The geographical position has unimportant value for a virtual information exchange. With an internet connection users are able to interact with them-self worldwide with no additional expenses. Especially the inexpensiveness has theoretically a potential for a usage during a business plan initiatives.

1.6.2. Communication mix for the internet

⁴⁷ JANOUC, Viktor. *Internetový marketing – Prosaďte se na webu a sociálních sítích*. 1st edition, 2010. Computer Press. ISBN 978-80-251-2795-7

Marketing communication on the internet could place various goals due to its wide scope. These goals are divided in accordance with the direction of the communication. Four fundamental circles of goals were defined.

- *to inform*
- *to influence*
- *to prompt to action*
- *to maintain relations*

Above circles of goals demonstrate the direction towards the customer. However, the communication is interactive and even customer interacts back. For this reason, there were defined other three circles describing goals of the direction from the customer

- *information about the purchase*
- *Information about requirements, needs, satisfaction etc.*
- *information about the customer him-self*

1.6.3. Reasons of generating information

The internet enables quicker collecting of information with relatively low costs. Majority of this form of information was practically impossible or considerably expensive to collect. And what is the goal of marketing? This gathering information from customers can lead to the changes in the supply. Concrete main reasons of generation of information are:

- *lowering costs on the research of customer reaction*
- *selection of products with the highest customer potential*
- *definition of segments, where does the interest comes from*
- *lowering the budget on marketing*

The most typical and best stimulus, even if data are collectable basically from every single part of the internet, is given by:

- *e-mailing*
- *websites allowing stimulus gathering (forums, voting, surveys, questionnaires etc.)*

- *analysis of a visit rate of the site*
- *analysis of an advertising and key words*
- *web seminars*
- *blogs*
- *phone calls*
- *online chats*
- *offline activities* (customer-representative meetings, professional meetings)

1.6.4. Communication mix for social media

Before writing about communication mix for social media, it is necessary to present a factor often linked with this topic – Integrated Marketing Communication (IMC). In already mentioned article, wrote by Mangold, it is stated that IMC *“is the guiding principle organizations follow to communicate with their target markets. Integrated marketing communications attempts to coordinate and control the various elements of the promotional mix - advertising, personal selling, public relations, publicity, direct marketing, and sales promotion - to produce a unified customer-focused message and, therefore, achieve various organizational objectives”*⁴⁸

Here comes out an interesting question. Are the tools and communications with customers same as they were fifty years ago? According to the literature review from the first parts of this paper, it would be inappropriate responding yes.⁴⁹ The technological evolution, globalization, with consequent arrival of social media have caused that even IMC is spread into world in different ways. This statement is, incidentally, supported by practical evidence. Companies, such as General Electronics and Procter and Gamble, have incorporated social media into their IMC strategies and promotional efforts.

⁴⁸ MANGOLD, W. Glynn; FAULDS, J. David. Social media: The new hybrid element of the promotion mix. *Business Horizons* [online]. Jul. 2009, vol. 52, iss. 4. [cit. 2011-6-26].

⁴⁹ There is still majority of the people who does not have internet and therefore not even the social media. In Czech Republic 4 millions citizens do not have internet connection. Answer then would be No, especially when we take into consideration e.g. rural marketing which uses different, more obsolete, techniques to attract customers with rural residence.

According to Mangold there are two interrelated promotional roles of social media in the marketplace where social media:

- **enable companies to talk to their customers** (*The first role of social media is consistent with the use of traditional IMC tools. That is, companies can use social media to talk to their customers through such platforms as blogs, as well as Facebook and MySpace groups. These media may either be company-sponsored or sponsored by other individuals or organizations*)
- **enable customers to talk to one another** (*“Conventional marketing wisdom has long held that a dissatisfied customer tells ten people. But that is out of date. In the new age of social media, he or she has the tools to tell 10 million consumers virtually overnight.”*)⁵⁰

It is more probable that, according to what was proclaimed, social media communication mix is not different from the classical one. As social media is a sort of a tool in marketing practices, the same counts for the communication mix. Social media is rather its hybrid element because it *“combines characteristics of traditional IMC tools (companies talking to customers) with a highly magnified form of word-of-mouth (customers talking to one another) whereby marketing managers cannot control the content and frequency of such information”*.⁵⁰

Another hybrid aspect of social media is also that it *“springs from mixed technology and media origins that enable instantaneous, real-time communication, and utilizes multi-media formats (audio and visual presentations) and numerous delivery platforms (Facebook, YouTube, and blogs, to name a few), with global reach capabilities”*.⁵⁰ That is, however, one of the reasons why the *“emergence of a highly educated, historically affluent, and an increasingly skeptical and demanding consumer population facilitates its acceptance in the marketplace”*.⁵¹

⁵⁰ MANGOLD, W. Glynn; FAULDS, J. David. Social media: The new hybrid element of the promotion mix. *Business Horizons* [online]. Jul. 2009, vol. 52, iss. 4. [cit. 2011-6-26].

⁵¹ MANGOLD, W. Glynn; FAULDS, J. David. Social media: The new hybrid element of the promotion mix. *Business Horizons* [online]. Jul. 2009, vol. 52, iss. 4. [cit. 2011-6-26].

Due to these changes, the paradigm of communication can not be viewed from the traditional perspective anymore. After incorporating of social media into organization's IMC, the new communication paradigm is obtained (see **figure 5**).

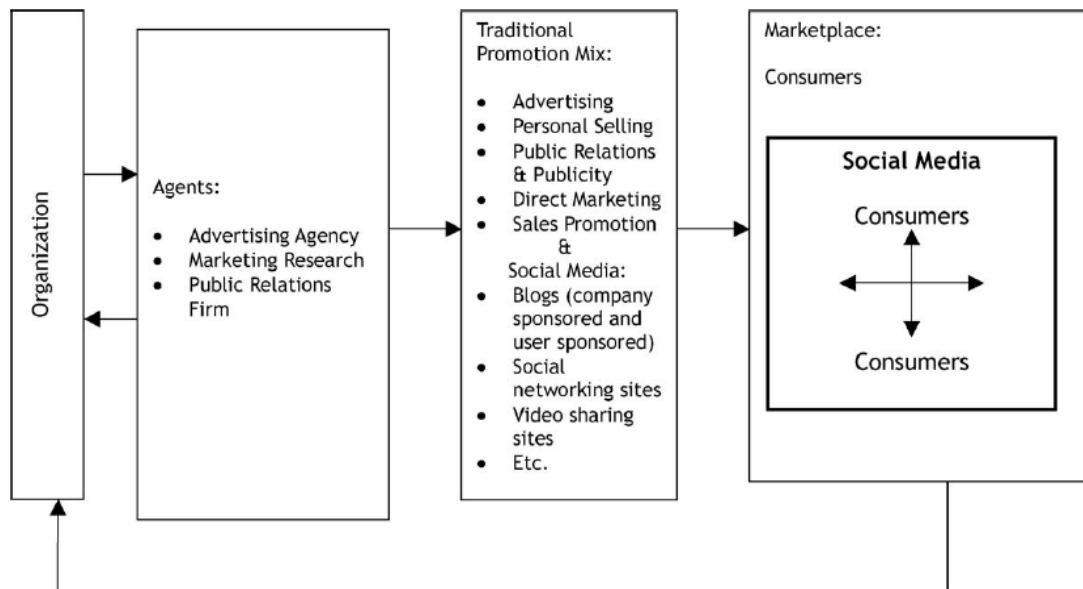


Figure 5: The new communication paradigm (Source: Mangold and Faulds [10])

- *vast amount of information about products and services is being communicated by individual consumers to other consumers via social media forums*
- *consumers are responding to this information in ways that directly influence all aspects of consumer behavior, from information acquisition to post-purchase expressions of satisfaction and dissatisfaction*
- *consumers are turning away from the traditional elements of the promotion mix; in particular, they are reducing their reliance on advertising as a source of information to guide their purchase decision-making*
- *communication is about talking with customers, as opposed to talking at them, i.e. influencing the discussions taking place in the social media space.*⁵²

⁵² MANGOLD, W. Glynn; FAULDS, J. David. Social media: The new hybrid element of the promotion mix. *Business Horizons* [online]. Jul. 2009, vol. 52, iss. 4. [cit. 2011-6-26].

1.7. Possibilities of facebook presentation⁵³

Because Facebook has been the main social media title through entire thesis, it will be focused, in few paragraphs, on its main presentation forms. Facebook offers various options of how to communicate. According to Bednář, “*it is not correct, not even practically possible, to choose only one communication option*”.⁵³ To have an optimal impact on the target group it is recommended to combine them. The fundamental means of communication are profiles, groups, pages and applications.

1.7.1. Profile

The profile represents initial virtual identification of a physical person (not a company, neither an institution) which is needed for further creation of any kind of presentation. Profile has, as it is a principle of facebook, virtual friendships with other profiles, is part of the group, fan of pages.

As mentioned above, profile (see **figure 6**) represents a real person and, therefore, contains a name and photography. Friends of the profile are real friends of the person and if not, they suppose the profile is in accordance with a real person. Friends share messages, videos, photos and links on their walls (kind of bulletin board where friends and profile owner post a contribution to a discussion) or as a private message.

⁵³ BEDNÁŘ, Vojtěch. *Marketing na sociálních sítích*. 1st edition, 2011. Brno: Computer Press. ISBN 978-80-251-3320-0.



Figure 6: Example of a profile on Facebook (Source: Facebook.com)

The profile picture, for instance, is important for the profile because it identifies its owner and distinguishes him from the others. Profiles without profile pictures are at the disadvantage. Mainly, it makes less authentic and credible impression.

In business purposes, the profile, however, is an adequate choice only for public employees and non-profit organization. Otherwise, Facebook has right to delete any profile breaching this rule.

1.7.2. Group

The group (see **figure 7**) is, in its purpose, a page devoted to a discussion about certain social issue. Each Facebook user can be, through its user profile, a member of unlimited number of groups. As well as user profiles, groups dispose of walls where users can leave their comments which can be consequently commented, shared and assessed.

Each group has its administrator who manages it. They can invite, authorize, and delete members of the group, or moderate discussion and comments. Standard administrator of

a group is its creator; alternatively, administrator competences are delegable. Again, each group has its picture which should as precisely as possible represent the express the topic of the group.



Figure 7: Example of a group on Facebook (Source: Facebook.com)

The basis of each group is sharing interests. They can represent interests *against* something e.g. group against global warming, interests *supporting* something e.g. fans of Matrix movie, or *shared* interests such as “I don’t want to wake up in the morning”. Essential factor, therefore, is that title has to be motivating enough to attract people for joining the group and leaving the comments.

The Facebook groups have “*purpose in marketing campaigns. Groups are utilized to support community building and communication between clients, or alternatively partners*”. Furthermore, it is possible to create and popularize a fans’ group of product, which is, afterwards, handed over to a community of users. They will, consequently, control discussion, opinion exchange and the like.

1.7.3. Page

Groups and pages represent approximately the same form of presentation. Pages (see **figure 8**), in this case, serve as place where the company can represent itself. Therefore, the purpose changed from interest sharing to presenting, communicating information, news, offer services or products.



Figure 8: Example of a page on Facebook (Source: Facebook.com)

From technological point of view, majority of features is similar to the groups. Pages are not created with possibility of administrative delegation – administrator is company itself or paid agency. Furthermore, it is impossible to utilize a mail merge (“masivní korespondence“ in Czech). On the other hand, groups should have, according to Facebook legislatives, only communication purposes and, therefore, for a product presentation there are pages.

1.7.4. Application

Application is a specific communication tool accessible on Facebook. Compared to other forms of presentation, it is considerably more demanding on realization and maintenance. It can be, however, very attractive and gain an attention of the audience.

Technically, application is a program which runs outside Facebook. Users, however, perceive it as internal application because it is displayed “inside”. Application can work with user’s information, publish messages on users’ walls (if permitted), can in the name of the user communicate with others and the like. Applications are games, quizzes, surveys, object sending etc.

Original and well maintained application represents high marketing potential. It is more effective to use application, rather than groups or pages, to interact with users. However, the application is more demanding on development and implementation.



Figure 9: Roshambull⁵⁴ application on Facebook (Facebook.com)

1.8. Contemporary Marketing Trends

The following chapter will acquaint the reader with a contemporary marketing. How marketing evolved was already discussed in previous chapters, nevertheless, the current practices were not. The changes of the marketing actually result from technological evolution, such as emerging social media phenomenon, presence of globalization (connection discussed in previous chapters) or changes in socio-demographical behaviors. In consideration with these factors, it will be demonstrated where the marketing finds itself currently and how the current age acts like.

⁵⁴ Roshambull is the Red Bull version of Rock Paper Scissors game (commonly referred to as RoShamBo)

1.8.1. The age of participation and collaboration⁵⁵

The last age is declared as the age of participation, named by Scott McNealy, Chairman of Sun Microsystems. In this age, people create news, ideas, and entertainment as well as consume them. One of the enablers of new wave technology is the rise of social media. They can be classified as *expressive*, which includes blogs, Twitter, YouTube, Facebook, Flickr, and other social networking sites. On the other hand, Wikipedia, Rotten Tomatoes, and Craigslist are categorized as *collaborative*.

Social Media allow users what they are unable to do in common life. They express their feelings, opinions, public videos, pictures and discuss about interesting topics they have seen and gossip with people all around the world. This is highly powerful aspect of the social media. The founder of Facebook has sensed the potential and done the maximum to spread his social network world wide. Nowadays, Facebook declares having over seven hundred millions active users (mentioned in previous chapters). It is evident and slightly shocking that Facebook, apart from user account, offers likewise the account for professionals – sites and fan groups for commercial purposes.

One of the social media technologies is blogging. Blogs could be understood as personal online newspaper. Fashion, automotive review, politics, and more are the topics bloggers express themselves about. In early 2008, over 13 million active blogs were found around the world. Certainly, writers' density varies with each country as it is remarkable with other media. Moreover, the readership, the potential group for marketing purposes, varies analogously. Unlike in Japan where 74 percent of internet users read blogs, only around 27 percent of Internet users in the United States read blogs. Although the readership is low, 34 percent of blog readers in the United States are influencers. As a result, U.S. blogs stimulate follow-up actions by 28 percent.

Even Europe rejoices at the growing popularity of the blogging phenomenon. According to Czech Statistical Bureau, more than 28 % of EU 27 population uses chats,

⁵⁵ KOTLER, Philip; KARTAJAYA; SETIAWAN, Iwan. *Marketing 3.0 : From Products to Customers to the Human Spirit*. 1st edition. Hoboken: Wiley, 2010. ISBN 9780470598825

discussion forums, instant messaging, blog writing and social media presence as a communication expression activity. More interesting is that 43 % of internet users utilize exactly the social media.⁵⁶ This trend is, therefore, not particular only to American and Japanese internet users.

Another popular form of blogging, and one of the fastest growing forms of social media, is Twitter. Bloggers are able to broadcast tweets of total length of 140 characters or fewer to those who follow them. This type of blogging is considered as simple blogging, mainly because users can easily send their tweets from handheld devices such as cellular and smart phones. Commonly, as on facebook, users express their feelings, thoughts, activities and moods with friends and fans.

In different point of view, this era is proved to be more drastic for companies. Consumers' ability to communicate with one another limits the amount of control companies have over the content and dissemination of information. Vollmer and Precourt named this the era of social media where “*consumers are in control; they have greater access to information and greater command over media consumption than ever before.*”⁵⁷

1.8.2. The age of globalization paradox and cultural marketing

Once again, the technology, as one of the most important factors, stands behind globalization and new cultural tendencies. Technology allows travelers to journey quicker and everywhere around the globe. Technology makes population connectable with others world wide, starting with the telephone line, through GSM technologies and finishing with the internet on smart phones. Journalists from Africa can send articles and photos of the corrupted dictators. There are videos mediated from the BBC helicopter from Japanese tsunami streamed live across the globe. Factor driving it is the intention of majority of media followers to know global happenings and feel them

⁵⁶ Czso.cz: *Internet a Komunikace* [online]. c2010, [cit. 2011-06-24].

⁵⁷ VOLLMER, Christopher; PRECOURT, Geoffrey. *Always on: Advertising, marketing, and media in an era of consumer control*. 1th edition, 2008. New York: McGraw-Hill. ISBN 978-0071508285

which change their life. One day might be, therefore, full of joy based on the national holiday but, at the same time, contradictory by negative happening elsewhere.

The year 1989 symbolized the rise of the globalization when Chinese government used its military strength to put down a protest in Tiananmen Square. A series of pro-democracy demonstrations led by students, intellectuals, and labor activists resulted in a military crackdown that left between 400 and 800 civilians dead and between 7,000 and 10,000 injured. In the same year in Europe, another historical event occurred. The Berlin Wall, which had separated West Germany from East Germany, was knocked down, laying to rest a tangible symbol of the Cold War. These two events happened at the same year and were paradoxical. The Tiananmen Square event marked the fall of the pro-democracy movement in China while the destroying of the Berlin Wall represented the beginning of a new world freedom and democracy. Globalization liberates but at the same time puts pressure on nations and people around the world.

Particular example about a year 1989 is solely a fragment of the tangle of other paradoxical examples. While democracy is finding more global roots, the new, nondemocratic superpower, China, grows in power. China has become the world's factory and holds a key role in the global economy. Despite the growing influence of democracy in the world, the cash-rich nation proves the capitalism does not require democracy. The political landscape remains national. This is the political paradox of globalization.

Globalization also calls for economic integration but does not create equal economies. The processes of privatization, liberalization, and stabilization have been mismanaged, and therefore many third world countries and former communist states are actually worse off now than they were before.

1.8.3. The Age of Creative society and human spirit marketing

This last force that brings forth contemporary marketing is the rise of a creative society. Those are people who work in creative sectors such as science, art, and professional

services. According to Pink (Whole New Mind), they are “*the highest level of social development in human civilization*”.⁵⁸ The number of these people is much smaller than the number of working class, their power in society is increasing. They create or use new technologies and concepts. It is not a surprise that they are also the most expressive and collaborative consumers who make the most of the use of social media. The overall society is influenced by their lifestyle and attitudes. As the most advanced member of the society, “*they favor collaborative and cultural brands*”.⁵⁸ Contrarily, they, however, criticize brands that have negative social, economical, and environmental impacts on people’s lives. A proper example of their impact is noticeable on Greenpeace KitKat fake ad which came viral and caused that KitKat ceased to use palm oil received from lumbering in Indonesian rainforests. The video was spread into world much easily again, due to technological availability (YouTube) and global interconnectivity (globalization).

1.8.4. The age of a deeper vision of the companies

The new marketing era speaks about companies as something more than just corporation with a desire of enormous profits. That “something more” means a deeper meaning for a customer. Marketers need to identify the anxieties and desires of the consumers to be able to target their minds, hearts, and spirits, which is according to him the pillar of the modern marketing. Generic anxiety and desire of the consumers is to make their society, or the world at large, a better place to live.

Some corporations have intentions to make these global topics less grave by using philanthropy. According to the book *Compassionate capitalism (Compassionate Capitalism: How Corporations Can Make Doing Good an Integral Part of Doing Well)* it might be one of the most potential weapons of the modern marketing. Authors stated that philanthropy makes the corporate leaders passionate about a social happening and therefore encourages them to donate personal or corporate money to do so. Other reason of the potential strength of this trend is the marketing value which philanthropy

⁵⁸ PINK, H. Daniel. *A Whole New Mind: Moving from the Information Age to the Conceptual Age*. 1th printing edition, 2005. Riverhead Hardcover. ISBN 978-1573223089

represents for a company. The problem however is the implication. Many companies struggle on implication philanthropy into the nature of the company which is usually stumbling block number one.⁵⁹

1.9. Success list according to the literature^{60 61 62}

Even if the success list should be the output of this thesis, it was decided to summarize best practices of various literatures about social media utilization for marketing purposes. The final success list will be adjusted in accordance with the practical research results. There are myriads of resources about best practices usable as references on the internet. It would be not correct, however, to consider them for this research as their academic value tends to be low. Therefore, three distinct academic resources will be summarized.^{60 61 62}

First observation of the literature has revealed that all authors practically divided best practices into two groups – planning with preparation and realization with communication. Moreover, **Table 2** summarizes the main success factors.

⁵⁹ BENIOFF, Marc; SOUTHWICK, Karen. *Compassionate Capitalism: How Corporations Can Make Doing Good an Integral Part of Doing Well*. 1th edition, 2004. Career press. ISBN 978-1564147141

⁶⁰ MANGOLD, W. Glynn; FAULDS, J. David. Social media: The new hybrid element of the promotion mix. *Business Horizons* [online]. July 2009, vol. 52, iss. 4. [cit. 2011-6-26].

⁶¹ KAPLAN, M. Andreas, HAENLEIN, Michael. Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizont* [online]. January-February 2010, vol. 53, iss. 1. [cit. 2011-6-10].

⁶² BEDNÁŘ, Vojtěch. *Marketing na sociálních sítích*. 1st edition, 2011. Brno: Computer Press. ISBN 978-80-251-3320-0.

Table 2: Summary of the success list based on literature review (Adapted from: Mangold and Faulds [10], Kaplan and Haenlein [42], and Bendář [1])

Planning and preparation	Realization and Communication
<ul style="list-style-type: none"> • Choose carefully 	<ul style="list-style-type: none"> • Be active
<ul style="list-style-type: none"> • Pick the application, or make your own 	<ul style="list-style-type: none"> • Be interesting
<ul style="list-style-type: none"> • Ensure activity alignment 	<ul style="list-style-type: none"> • Be humble
<ul style="list-style-type: none"> • Traditional and social media integration 	<ul style="list-style-type: none"> • Be unprofessional
<ul style="list-style-type: none"> • Access for all 	<ul style="list-style-type: none"> • Be honest and Polite
	<ul style="list-style-type: none"> • Provide information
	<ul style="list-style-type: none"> • Be outrageous
	<ul style="list-style-type: none"> • Never delete comments
	<ul style="list-style-type: none"> • Provide exclusivity
	<ul style="list-style-type: none"> • Support causes that are important to consumers

1.10. Planning and preparation

1.10.1. Choose carefully

There are hundreds of Social Media applications with new ones appearing on the horizon every day and because “being active” is another success factor, active presence on each of the media is impossible. Therefore, social media should be chosen and combined carefully depending on the target group. For example, when the U.S. Army undertook an initiative in 2007 to reach the Hispanic community, it decided to utilize the social networking site Univision rather than the more popular Facebook. However, another reason Univision was chosen is because it offers a moderating service which checks comments from users for appropriateness before posting them on the site. In

contrast, other applications, including Facebook, allow users to post messages without supervision. Therefore, choose the media also depending on their features.

1.10.2. Pick the application, or make your own

There are two ways of doing so, buying or making the application. In some cases, it might just be best to join an existing Social Media application and benefit from its popularity and user base. After all, there is no need to reinvent the wheel if somebody has already done it, especially given that Social Media show positive network externalities in the sense that they get more attractive to join the more participants they already have. It's all about participation, sharing, and collaboration, rather than straightforward advertising and selling.

1.10.3. Ensure activity alignment

Sometimes, it might be decided to rely on various Social Media, or a set of different applications within the same group, in order to have the largest possible reach. In this case, it is crucial to ensure that your Social Media activities are all aligned with each other. Using different contact channels can be a worthwhile and profitable strategy. However, one goal of communication is the resolution of ambiguity and reduction of uncertainty, and nothing is more confusing than contradictory messages spread across different channels.

1.10.4. Traditional and social media integration

According to all three literatures, the integration of traditional and social media is a key. While these two arenas can be considered as completely different, in customers' eyes they are both part of the corporate image. A proper example is the actions of soft drink giant Coca-Cola. In June 2006, a pair of performance artists shot a video featuring a series of geysers they created by dropping Mentos brand mints into 2-liter bottles of Coke; the clip became a major hit on YouTube. Realizing customers' enthusiasm for this performance, Coca-Cola fostered the sensation by airing the video on late-night

television and ensuring broad digital distribution across different content communities. Besides the advantage of high impact/low cost media coverage, the campaign also resulted in a measurable sales uplift.

1.10.5. Access for all

It is worth checking that all employees may actually access to the social media. One possible approach involves defining groups of employees whose primary objective is the management of corporate Social Media; all other staff members are treated as occasional participants rather than expecting that everybody would spend 6 hours a day on social media. It is, however important to highlight that every employee needs to identify himself or herself when posting a comment, for example, on the corporate blog. Otherwise, end-consumers could get the impression that anonymous accounts are used to enable employees to post fake messages and overly- positive feedback, which could severely damage the credibility of whole Social Media campaign. It is, therefore, advantageous if the content is generated by people themselves than by agency.

1.11. Realization and Communication

1.11.1. Be active

Social Media are all about sharing and interaction, it should be, therefore, ensured that the content is always fresh and that the customers/users are engaged in discussions. Considering Social Media efforts, the firm's involvement must extend beyond responding to negative comments and defending product offerings only. It counts also vice versa, not only company but users should be active. Social Media is less about explaining why this product is better than the other. It is more about engaging others in open and active conversation.

In being active also consumers should be included because feel more engaged with products and organizations when they are able to submit feedback. The feedback comes

in the form of criticism, accolades, and helpful suggestions. Taken as a whole, this feedback contributes to a sense of community in which honest, open communications are encouraged and customer engagement is enhanced.

1.11.2. Be interesting

The first step is to listen to the customers. Important is to know what they would like to hear; what they would like to talk about; what they might find interesting, enjoyable, and valuable. Then, develop and post content that fits those expectations. Coffee powerhouse Starbucks, for example, created the “My Starbucks Idea” platform, via which customers can submit new ideas for the company. These ideas are subsequently voted on by other users, with the winners being considered for implementation by Starbucks top management. Third, the best way how to be interesting is to cause curiosity. Lastly, it should not be omitted that communication has to be comprehensive. Nothing is interesting if it is not understood.

1.11.3. Be humble

Before any social media is entered, some time should be first spent on discovering it and studying its history and basic rules. It is more convenient to participate only once the necessary understanding is gained. When aerospace and defense firm Boeing decided to launch its first corporate blog, the site was designed such that users were not allowed to comment on what they saw. Interaction and feedback are critical elements of all Social Media, blogs included. Hence, many readers perceived the Boeing blog as a fake and simply a corporate advertising in disguise. If there is one certain path to failure, it involves thinking that Social Media is just about posting existing TV spots on YouTube or putting prefabricated press announcements on corporate blogs.

1.11.4. Be unprofessional

It should be tried to blend in with other users without being afraid to make mistakes. Bill Marriott, Chairman and CEO of the Marriott International Hotel chain, uses his blog, for example, to post regular updates and stories from his travels to Marriott properties around the world - very much in the same way as would a work colleague when describing her last vacation. Social Media users are common people, who understand that things do not always go smoothly. If the communication is nice to them, the response such as a free advice on how to do it better the next time, could be, for instance, obtained.

1.11.5. Be honest and polite

It is recommended to be honest and respectful to the rules. Some Social Media, such as Wikipedia, may not allow companies to be involved, and, therefore, the way in should not be forced. Anheuser-Busch, an owner of SeaWorld marine mammal parks, tried to “rectify” misleading information on Wikipedia through the use of PR firms, and failed miserably at it. It should not be expected that other participants can not find out who stands behind some anonymous user account; after all, it is dealt with some of the most technologically sophisticated people on the planet. Furthermore, anybody should not be offended, neither the company nor the user. A special attention should be then paid to conflicts because it is better to avoid them completely or at least mute them if they occur.

1.11.6. Provide information

Consumers are more likely to talk about companies and products when they feel they know a lot about them. For example, Procter and Gamble’s “Ask Julia” portion of its website, www.pg.com, provides detailed information on a variety of subjects that may be of interest to consumers of the company’s products. Subject categories include personal and beauty, house and home, health and wellness, baby and family, and pet nutrition and care. Similarly, the “Science Behind the Brands” portion of the website provides detailed information about the company’s product innovations, its research and

development efforts, and the scientific foundations for products in such categories as hair care and dandruff treatment, skin care, beauty care, and fabric and home care.

1.11.7. Be outrageous

People talk about things they find to be somewhat outrageous. For example, Burger King played a joke on its customers by telling them that its lead item, the Whopper, was no longer being sold. Their reactions were then recorded on video. Abbreviated versions of these reactions became the focal point of a new advertising campaign. Viewers were also encouraged to go to the related company website, WhopperFreakout.com, to see expanded video versions of customers' reactions.

1.11.8. Never delete comments

The comments should not be deleted and if so, it should be done as the last option with caution. Certainly, vulgar, violent or offending comments breaching the rules of social media behavior might be deleted instantly. However, comments using arguments, even negative for the campaign, should be argued back with respect of other points demonstrated in this review.

1.11.9. Provide exclusivity

People like to feel special. Feelings of being special can be produced by offering products, information, and special deals that are available exclusively to a subset of consumers. For example, Unilever offers its readers coupons and product samples from Dove's "Campaign for Real Beauty." Roadrunner Records enables online participants to subscribe to weekly e-newsletters and to preorder new albums. It also provides daily news pertaining to the heavy metal music community and an updated list of heavy metal tours. Participants are also allowed to hear new songs before they are released to the general public and to watch various artists' music videos.

1.11.10. Support causes that are important to consumers

People tell others about things to which they are emotionally connected. Organizations can leverage emotional connections by embracing one or more causes that are important to their customers. “Product Red” (2008) is among the best known cause-related campaigns. Participants in the campaign sell products that are red in color and then dedicate a portion of the revenue from those products to the Red campaign. The money raised is used to fight AIDS and other diseases in Africa, and to support the communities in which those diseases are in an epidemic state. Corporate participants include Motorola, American Express, Gap, Converse, Hallmark, and Dell. Specific products and brands include Emporio Armani, Apple iPod, and Windows Vista.

Customers may also be emotionally linked to finding cures for such diseases as cancer, diabetes, and heart disease. These linkages may be related to their personal health conditions or to the health conditions of those around them. Other emotional linkages include environmental issues, animal rights, education, and child welfare.

PRACTICAL PART

2. Environment analysis of social media advertising

Even if the world has become more global, which means that citizens of countries share more common interests, common laws and political systems, the situation of being the same is, however, still far from the truth. The same counts for the companies which can not choose one advertisement for a certain product and apply it in every country in the world.

There is a large amount of obstacles that has to be considered. For this reason, it is required to have deep knowledge of the global environment. In order to present these obstacles, this chapter will indicate, if not all, at least the most significant factors affecting communication mix on new media around the world. This global environment will be analyzed through a utilization of a standard PEST analysis oriented on the internet and social media.

2.1. Political factors

It is not a mystery that a freedom of human expressions is one of the pillars of institutional laws in various democratic countries in global terms. The same could be applied for the freedom of expressions on the internet and social media. Unfortunately, it is rather not so. Considering the variety of existing political regimes, freedom of the expression is, from firms' and users' perspectives, occasionally missing. The political factors are described underneath.

Table 3: The world's censorships of the internet (Adapted from: Julliard [41])

Enemies of the Internet

-  Myanmar
-  China (exclude Hong Kong and Macau)
-  Cuba
-  Iran
-  North Korea
-  Saudi Arabia
-  Syria
-  Turkmenistan
-  Uzbekistan
-  Vietnam

Countries under Surveillance

-  Australia
-  Bahrain
-  Belarus
-  Egypt
-  Eritrea
-  France
-  Libya
-  Malaysia
-  Russia
-  South Korea
-  Sri Lanka
-  Thailand
-  Tunisia
-  Turkey
-  United Arab Emirates
-  Venezuela

Political **regimes** have an extraordinary impact on the use of the social media. It comes from their political system. As it happened in former Soviet Union, where border were closed and the only expression allowed was a message inclining to the communism, the same, in some degree, could be found currently in People's Republic of China, North Korea, Vietnam, Syria, Iran, and so forth (see **Table 3**).⁶³ The similar facts about these countries are exactly the regimes. Very commonly they are analogue to the Soviet Union as they are socialistic republics, unitary states, or they are influenced and controlled by the religion, such as Islamic Republic of Iran⁶¹.

The situation is even worse in North Korea, where the state, as the only state in the world, has a total control over the whole internet connection. Furthermore, other countries are described rather as the “enemies of the internet” and the “countries under surveillance” which is analyzed by Reporters without Borders (Reporters sans

⁶³ JULLIARD, Jean-Francois. Internet Enemies. *Reporters without borders* [online]. Mar. 2011. [cit. 2011-6-25].

frontières, RSF), a Paris-based international non-governmental organization (as seen in **Table 3**).⁶⁴

Afterwards, from the users' perspective, the internet is not accessible with the same freedom as it is in countries without internet surveillance. That is the reason why people can not or just partially use Facebook in China, for instance, where the site usage remains marginal. This is not necessarily due to users' preference but rather an issue of accessibility.

The Chinese government implemented the Golden Shield Project, commonly known as the Great Firewall of China, to monitor and censor the web within the country. It is, furthermore, declared that 350 million pieces of information, including text, photos, and videos, were blocked by this system on the Chinese web in 2010, which is one of the main reason why Facebook is used only by less than 1% of the entire Chinese population.⁶⁵

This aspect should be considered and, actually, should be included into the success list, especially when it is intended to penetrate foreign markets. Using Facebook in China would give the firms less opportunity, in terms of number of users, than in Czech Republic where the users' base is about 8 times bigger.⁶⁶

The same restriction could play a serious role in the perspective of the firms. Not only that the companies, such as Facebook in China, have limited opportunities, it means also that the market is practically closed to them.

Another term that could be, furthermore, related to social media is a demerit good. In some countries, goods such as tobacco, alcoholic beverages, recreational drugs, etc. can not be medially presented. In many countries, the so-called Advertising Standards

⁶⁴ The organization also provided a detailed map where the world's most internet controlled countries are color highlighted (see **appendix 6**)

⁶⁵ SYNTHESIO. *Social Media and Censorship in China* [online]. c2011, [cit. 2011-6-25].

⁶⁶ Socialbakers.com: *Facebook Statistics by country* [online]. c2011, [cit. 2011-6-17].

Authority is responsible for this, and many other factors. The name varies with different states and, in Czech Republic, the body is called Czech Advertising Standards Council⁶⁷ (equivalent to “Rada pro reklamu” in Czech), Advertising Standards Authority (ASA) in United Kingdom⁶⁸, or Spanish Asociación Autocontrol de la Publicidad⁶⁹.

ASA is the self-regulatory organization (SRO) of the advertising industry. Its role is to “regulate the content of advertisements, sales promotions and direct marketing” by investigating “complaints made about ads, sales promotions or direct marketing”.⁶⁸ As stated by John Plunkett “Marketing messages that appear on company websites and social media services such as Facebook and Twitter are to be subject to the same regulations as adverts that appear on television, newspapers or other media.”⁷⁰

Lastly, each social media has its own code of conduct that has to be observed. These rules are, incidentally, specified during the account creation. Without accepting them, the users or companies are unable of even creating the accounts or other forms of presentation. Failing the adherence to the rules, the social media may even stick to the possibility of deleting the account. For instance, the common problem has happened also to Burger King’s campaign called Whopper Sacrifice where the company challenged a dispute with Facebook and was practically obliged to leave the campaign. This campaign is mentioned more in detail in the campaigns’ analytical part of this paper.

2.2. Economical factors

In economical terms, social media seem not to be affected by factors including economic growth, interest rates, exchange rates and the inflation rate. For example, if the political restrictions are low and technological factors are high enough, there is not

⁶⁷ Rada pro reklamu [online]. c2011, [cit. 2011-6-18].

⁶⁸ Advertising Standards Authority [online]. c2011, [cit. 2011-6-18].


⁶⁹ Asociación Autocontrol de la Publicidad [online]. c2011, [cit. 2011-6-18].

⁷⁰ PLUNKETT, John. ASA to regulate social media marketing [online]. c2010, [cit. 2011-6-19].

such an economical factor that would affect the usage of social media. Certainly, if the country dispose of high economic growth, interest rates, etc. even the buyers' potential is higher, as the country is richer. The richness of the country could and probably reflects how many people are possessing computers and internet access because they could effort it.

Table 4: Gross Domestic Product at Purchasing Power Parity of Countries per Capita of Top and Bottom 10 Countries (Adapted from: *International Monetary Fund* [40]) (for geographical map see **Appendix 8**)

First Ten countries

1.  Qatar 88,559
2.  Luxembourg 81,383
3.  Singapore 56,522
4.  Norway 52,013
5.  Brunei 48,892
6.  United Arab Emirates
48,821
7.  United States 47,284 ,
8.  Hong Kong 45,736
9.  Switzerland 41,663
10.  Netherlands 40,765

Last Ten Countries

174.  Togo 858
175.  Malawi 827
176.  Sierra Leone 807
177.  Niger 755
178.  Central African Republic 745
179.  Eritrea 681
180.  Zimbabwe 434
181.  Burundi 411
182.  Liberia 392
183.  Democratic Republic of Congo
328

Therefore, more interesting, in terms of social media, is Purchasing Power Parity. The concept is founded on the law of one price, the idea that in absence of transaction costs and official barriers to trade, identical goods will have the same price in different markets when the prices are expressed in terms of one currency.⁷¹ In other words, it describes how it is easy to buy a computer, internet connection, and alternatively a product offered on the internet (social media) (see **Table 4**).

⁷¹ KRUGMAN, R. Paul; OBSTFELD, Maurice. *International Economics: Theory and Policy*. 8th edition, 2008. Addison Wesley. ISBN 978-0321488831

This index is, however, imperfect because it reflects the Gross Domestic Product, even if the differences between the currencies are eliminated by embracing Power of Purchase Parity. Furthermore, especially in countries such as Qatar, this index is failing because the wealth is not distributed equally between the citizens but it is rather hold by individuals.

Table 5: Quality of Life index 2011 (Source: *2011Quality of Life index* [52])

Quality of Life

1	 Iceland	0.935	128	 Burkina Faso	0.339
2	 Norway	0.921	129	 Zimbabwe	0.317
3	 Sweden	0.912	130	 Ethiopia	0.307
4	 Switzerland	0.910	131	 Haiti	0.298
5	 Luxembourg	0.901	132	 Congo-Kinshasa	0.258
6	 Austria	0.897	133	 Sudan	0.254
7	 Finland	0.896	134	 Central Africa	0.229
8	 New Zealand	0.892	135	 Chad	0.189
9	 Germany	0.886	136	 Afghanistan	0.152
10	 Canada	0.884	137	 Somalia	0.135

The most appropriate might be the index of Quality of Life. This index comprises not only wealth of the country, but education, healthcare, democracy, peace and Environment.⁷² A simple test unveiled its probable relevance. After consulting the statistic information about Qatar (leader of GDP PPP per capita statistics), the internet connection is possessed by 66% of the Qatar's population (represents an incredible growth from 28% in year 2009). However, considering the same method, Iceland (first of Quality-of-Life index) disposes of 97% households having broadband Internet access in 2011, followed by Norway with 94.4% and Sweden with 92.4%. This index seems to have a certain connection.⁷³ The following **Table 3** indicates first and last ten countries in order to the ranking of Quality-of-Life index in 2011.

⁷² Wikipedia.org: *Quality of Life* [online]. c2011, [cit. 2011-6-23].

⁷³ Internetworldstats.com: *Internet world statistics* [online]. c2011, [cit. 2011-06-25].

This indicates that in the countries at the last positions, such as Somalia or Afghanistan, the social media marketing would probably fail, because neither the internet connection, nor the potential of customers would be allowed.

The last factor that might have an impact on the usage is the internet taxation. In United States of America was internet taxation common form of taxation, even if the Internet Tax Freedom Act, a law valid since 1998, has slowed the impact. Currently, In Texas, for example, the internet users are obliged to pay \$25 per month for the internet access.⁷⁴ This might happen even in Czech Republic, where this type of taxation could be demanded as the Cybernetic Safety Authority represents costs that could be leveraged on citizens.

2.3. Social and Technological factors

These two factors have, in terms of Social media, interconnected importance. As such, social media is, in broad terms, a process of **social** gathering, based on cultural preferences and interests allowed by the **technology** of the internet. Therefore, in this section they will be discussed together. Although the technological factors do not point to the customer acquisition's potential such as in comparison with Quality-of-Life index, it indicates immediately how many internet connections there are in the country.

In order to use social media, the technological development is not obliged to be necessarily high in the country. The social media are, de facto, not requiring a fast internet connection, as the communication on this media is mostly realized by text exchange. However, with some more sophisticated social media such as YouTube, the complications might occur due to the requirement of high speed internet connection. For this reason, YouTube offers videos in various qualities where the low quality videos are able to be watched even with slower internet connection. Furthermore, YouTube likewise disposes of so-called buffer which allows users to download video in the computers' memory to watch it lately.

⁷⁴ Wikipedia.org: *Internet tax freedom act* [online]. c2011, [cit. 2011-06-26].

The same difficulties could be proclaimed about the necessity of having high-performance computers, however, social media has common requirements on speed of the computer as the internet requires.

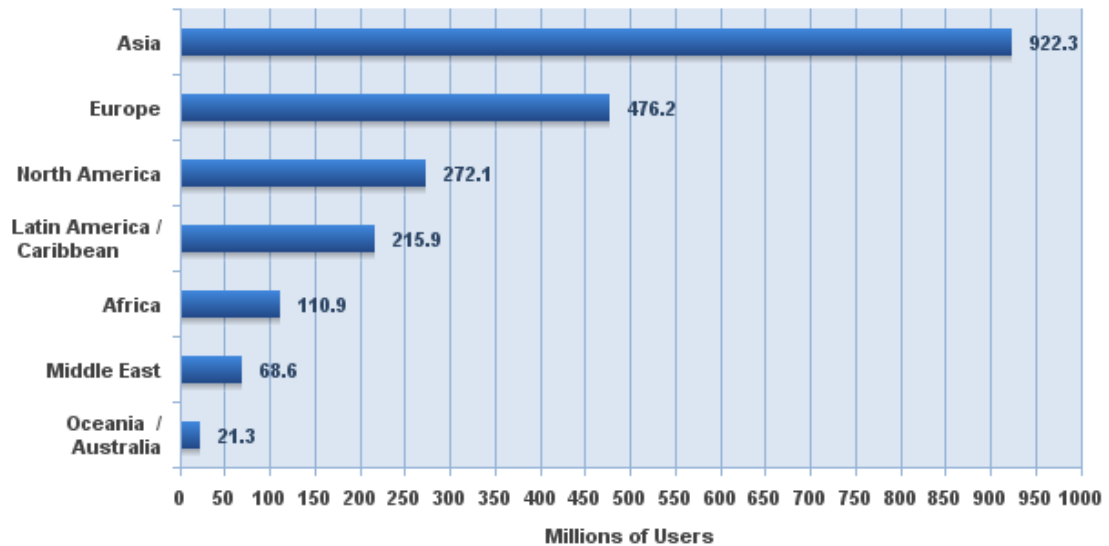


Figure 10: Internet Users in the World by Geographic Regions (2011) (Source: *Internet world statistics* [37])

An interesting insight is symbolized by **Figure 10**. The most internet connections are in Asia which is, however, not surprising as the continent gather nearly 4 billions people. However, the internet penetration is 23.8%. According to the same source, in Europe, despite to its second position, the internet penetration is 58.3%. Even more positive statistics are listed in association with North America penetration, where the penetration represents 78.3%.

Therefore, the choice of whether to stick to internet oriented campaign, which is superior to the social media, depends largely on the technological factors of each country, where the marketing intention is planned. This is one of the reasons, why “choose carefully”, in terms of social media, is one of the factors of the theoretical success list. Further information about social media statistics will be demonstrated in further paragraphs in connection with social factors.

There is a significant social factor affecting social media and it is a language. There are numerous languages around the world and selecting an appropriate one can impact the results of the campaign. According to the Vistawide.com, a total number of living languages of the world is 6912.⁷⁵ However, not all of these languages are suitable for social media or the internet in general. For instance, if the company is internationally oriented then selecting a language play tremendous role.

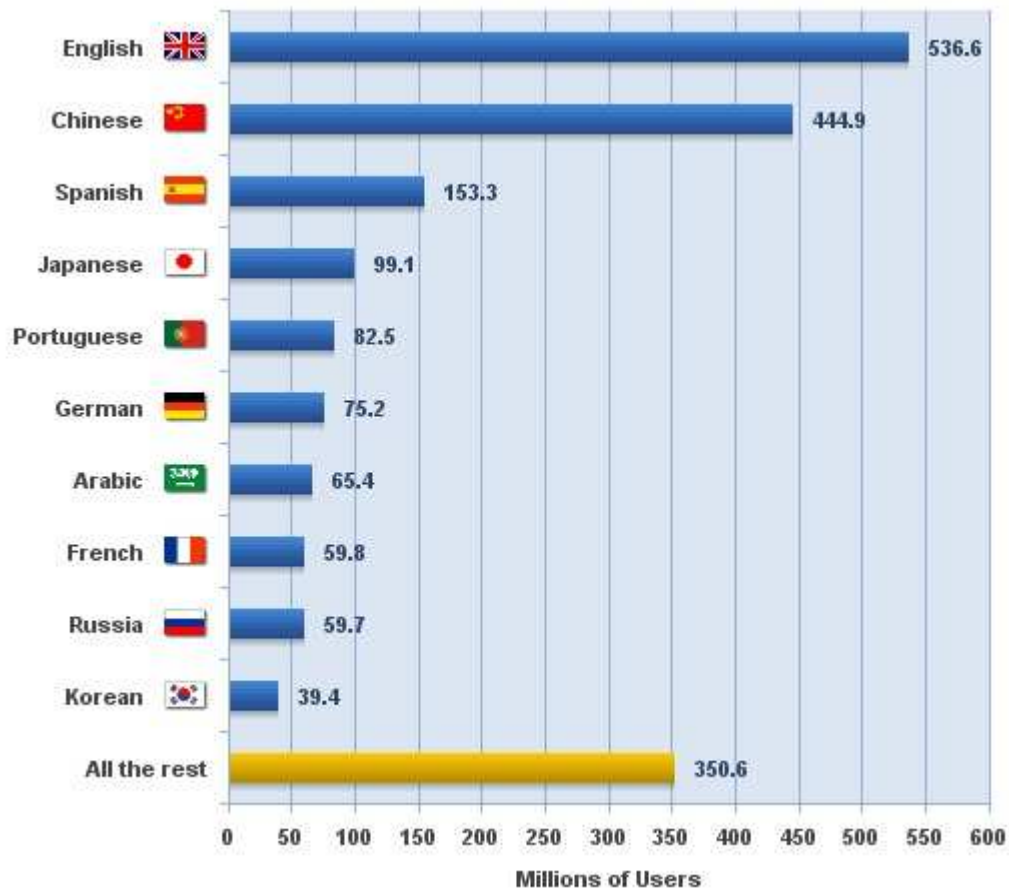


Figure 11: Top ten languages in the internet in 2010 (Source: *Internet world users by languages* [39])

According to **Figure 11**, English, followed by Chinese and Spanish, are the most current languages of today's internet. This statistical assumption about the usage of languages likewise applies to the internet campaigns. In ideal situation and considering only the language perspective, the campaign undergone in France might be utilized or

⁷⁵ Vistawide.com: *Language statistics* [online]. c2010, [cit. 2011-06-27].

participated by users from countries where the same language is spoken, for instance in Belgium, Canada, Switzerland, and even in Ivory Coast if the assumption is exaggerated enough.

The social factors in general include health consciousness, population growth rate, age distribution, career attitudes and emphasis on safety. For the social media purposes it would be rather irrelevant. However, the demographical or anthropological research is a social factor that contributes maximally to marketing campaign decisions, especially, when they are considered from the technological point of view. This refers to the, above mentioned, mix of social and technological factors.

There is an enormous social media environment where YouTube, Facebook or Twitter represents just a fraction of all (for examples of most common social media see **Appendix 5**). Lot of them are being created, lot of them also finished their activity and left the social media scene. It is therefore necessary to be informed about these changes and not merely.

There are examples of social media that are preferred among the others because the majority of these users utilizes one language, share common interests, live in the same city and so forth. An exact example is offered by social media such as Tuenti.com where the majority of users are Spanish natives.⁷⁶

The basic insight into these demographical and anthropological data is offered, for instance, by Ignite Social Media. In their statistical reports, the social media's search traffic, top regions, top cities, gender, age breakdown, salary breakdown and education, is remarkable at a first sight. According to these data, the selection of appropriate social media is more reliable.

According to the same resource, the Facebook, for instance, had the highest proportionate interest levels to the area (based on the search query on Google.com) in

⁷⁶ CHAPPEL, Brian. *2011 Social Network Analysis Report – Geographic – Demographic and Traffic Data Revealed* [online]. c2011, [cit. 2011-06-28].

Tunisia, Turkey and Italy in 2010. On the other hand, the same statistics for Twitter does not include Tunisia even in the top 20 ranked countries (see **Appendix 8**). Therefore, the priority of social media for the campaign in Tunisia would be probably given to Facebook over Twitter due to this statistics.⁷⁵

Common data, such as education level could be utilized in the same manner. Another social network Douban.com which has majority of users with graduate degree is more suitable for a campaign of selling books, for instance, than Vkontakte.com which contrarily has registered users with high school education (see **Appendix 9**).

2.4. Conclusion

The environmental analysis has offered the insight of social media from four different points of view - political, economical, social and technological. Each element has contributed to the final version of the success list because the environmental research has widened some of its factors. The **Table 6** summarizes the chapter.

Table 6: Changes and assessment in Planning and Preparation after Environmental research

Planning and preparation	
• Choose carefully	• Based on Legal aspects
• Pick the application, or make your own	• Based on Demography and Anthropology
• Ensure activity alignment	• Based on Language Applicability
• Traditional and social media integration	
• Access for all	

The planning and preparation's element "Choose carefully" should be widened by other three aspects highlighted in the **Table 6** – Choose carefully based on legal aspects, demography and anthropology, language applicability.

Legal aspects are noticeable in political factors of the PEST analysis. Because there are many obstacles such as political regimes, freedom of expression, religions, the social media is somewhere not present or its features are limited. Moreover, there are institutions such as Advertising Standards Authority that regulate the content of advertising in social media and, therefore, demerit goods such as cigarettes, alcohol, etc. have restricted possibilities.

Demographical and Anthropological information may serve in the marketing campaign creation. The correct and proper data, such as gender, education, geographical statistics, practically distinguish which social media could be utilized in the campaigns.

In a global scope, there are thousands of languages but only few of them are applicable internationally. The international campaign undergone only with Czech language would fail. However, using English instead may already widen the possibilities. Commonly, some social media are preferred among the others also based on the language.

3. Analysis of social media campaigns

In this chapter, three social media campaigns will be discussed in order to extend the theoretical success list. These three campaigns are examples of successful campaigns as they won couple of contests. Therefore, they, undoubtedly, offer information unveiling the success and that is the reason why they will be analyzed. Namely, these campaigns are “The Man Your Man Could Smell Like” of Old Spice, Burger King’s Whopper campaigns, and “The Doubles” campaign supporting Bezpecnedomeny.cz realized by Loosers Prague.

3.1. The man your man should smell like of Old Spice⁷⁷

Even if the old spice was one of the firsts who invented body wash for man the category has grown and competition raised (Nivea, Axe, Dove, etc.) and, therefore, needed a successful campaign. The company has undergone a research where it was discovered that women are making more than half of the body wash purchases. Therefore, they decided to target men and their ladies together for the first time. The question, however, was how the couples could be convinced to have conversation about body wash and how they can get ladies to stop buying ladies scented body wash for their partners and choose old spice in stead. For this reason, the collaboration between Old Spice and the advertising agency Wieden+Kennedy was established.

3.1.1. Old Spice

Old Spice is a prominent American brand of male grooming products. It is manufactured by Procter & Gamble, which acquired the brand in 1990 from the Shulton Company. The Shulton Company, original producer of Old Spice, was founded in 1934 by William Lightfoot Schultz. The first Old Spice product was a fragrance called *Early American Old Spice* for women, introduced in 1937. Old Spice for men followed in

⁷⁷ BACO, Marek. *Old Spice Guy rocks the social networks [Video] + [Case Study]* [online]. c2010, [cit. 2011-06-28].

1938. Since then, Old Spice has been offering products such as shaving soap and aftershave lotion, deodorant sticks, body washes and body sprays I several scents, marketed with a nautical theme (Sailing ship trademark).⁷⁸

3.1.2. Wieden+Kennedy⁷⁹

Wieden+Kennedy (W+K; earlier spelled Wieden & Kennedy) is an independently owned American advertising agency best known for its work for Nike. Founded by Dan Wieden and David Kennedy on April 1, 1982, in Portland, Oregon, it is one of the largest independently-owned advertising agencies in the world.

The agency came to prominence in the 1980s with its iconic work for Nike, including the tagline "Just Do It." Over the years the agency has added offices in New York City, London, Amsterdam, Shanghai, Beijing, Tokyo, Delhi and in late 2010, Sao Paolo. The agency was regularly assessed as the advertising agency of the year. Lately, for instance, Ad Age named Wieden+Kennedy agency of the year for 2010

Apart from Nike, Wieden+Kennedy has collaborated with world's leading companies such as Coca Cola, ESPN, Microsoft, Honda, etc. The agency has, therefore, rich experiences in the field of advertising campaigns.

3.1.3. The man your man should smell like campaign

The agency's aim was, therefore, to create a campaign for both genders, male and female. According to the global interactive creative director of Wieden+Kennedy, Iain Tait, had an idea about a man loved by the women and equally loved by men. He said

⁷⁸ Wikipedia.org: *Old Spice* [online]. c2011, [cit. 2011-06-28].

⁷⁹ Wikipedia.org: *Wieden+Kennedy* [online]. c2011, [cit. 2011-06-29].

that it was a “*woman's man that was okay for men to love. And we realized there were no edges to where he could exist*”.⁸⁰

During the super ball in USA, they have launched the spot with Isaiah Mustafa, a charming former NFL (American National Football league) player, where he, with only a towel covering his lower parts of a body (see **Figure 12**), stated “*Hallo Ladies! Look at your man, now back to me, now back at your man, now back to me. Sadly, he isn't me. But if he'd stop using ladies scented body wash and switch to old spice, he could smell like he's me*”.⁸¹



Figure 12: The Old Spice Guy during the response campaign (Source: Borden [26])

Launched, apart from the television, on YouTube channel, “the man your man could smell like” has become the most seen video with total number exceeding eleven millions views within few days. Recently, the total number reached thirty five million views. The campaign, which is an important aspect for this research, has stimulated the buzz by fielding within media environments where couples would be watching together, in shows such as *Lost* (an American popular television series), *American Idol*

⁸⁰ BORDEN, Mark. *The Team Who Made Old Spice Smell Good Again Reveals What's Behind Mustafa's Towel* [online]. c2010, [cit. 2011-07-01].

⁸¹ BACO, Marek. *Old Spice Guy rocks the social networks [Video] + [Case Study]* [online]. c2010, [cit. 2011-06-28].

(Analogue of Czech “Česko hledá superstar”), Vancouver Olympic games 2010⁸² and in the cinemas during the days couples were expected together, such as valentines day or independence day.⁸³

In the first three months the brand captured 75% of all conversation in the category. With over than a half of this buzz shared by the women, the old spice guy mania has burst and people from all around the world was creating parody videos and the man your man could smell like was a topic of many discussion programs in the television.

On the heels of this success, various spots with Isaiah Mustafa shot with, at least the same, popularity. However, the company intended to stay in contact with customers on more personal level and other social media were involved in the campaign.

3.1.4. Old Spice Guy on social media

After using a full potential of traditional media, the plan was to interact also with social media. For these purposes, groups called Old Spice Guy were created on the platform of Facebook, @OldSpice on Twitter or Old Spice channel on YouTube.

The Facebook page or Twitter profile creation is a question of several minutes due to the limited options of differentiation of its appearance. The sole possibility of distinguishing is the page picture. Old Spice has, therefore, designed the picture of Isaiah Mustafa graphically modified for each launched product variation (see **Figure 13**).

The picture modification certainly is a demonstration of being interesting, however, in this campaign it had only a fractional importance. Social media’s principal function is to communicate. Therefore, a response campaign has come into existence for this channel.

⁸² BACO, Marek. *Old Spice Guy rocks the social networks [Video] + [Case Study]* [online]. c2010, [cit. 2011-06-28].

⁸³ LIU-THOMPCKINS, Yuping. *Best Practices — Old Spice Marketing Campaign* [online]. c2010, [cit. 2011-07-02].



Figure 13: The changes in Old Spice Facebook page pictures (Source: *Old Spice Ad; what's going on here?* [54])

3.1.5. Response campaign

The Wieden+Kennedy has realized, that only responding to a tweets or comments on Facebook can be insufficient for an advertising of these dimensions. The idea was, therefore, replying on chosen comments from Twitter, Facebook, YouTube, etc. by the Isaiah Mustafa himself via approximately thirty seconds long videos on YouTube channel. The preference was given to YouTube over the firm's web site simply because the top representatives were convinced that *"people are very familiar with the ways of sharing it, liking it, and favoring it, and just the fact that it can go everywhere very quickly was a huge positive"*.⁸⁴

The initial step was made by posting a short comment telling *"today could be just like the other 364 days you log into twitter, or maybe the Old Spice man shows up."*⁸⁵ The

⁸⁴ BORDEN, Mark. *The Team Who Made Old Spice Smell Good Again Reveals What's Behind Mustafa's Towel* [online]. c2010, [cit. 2011-07-01].

⁸⁵ BACO, Marek. *Old Spice Guy rocks the social networks [Video] + [Case Study]* [online]. c2010, [cit. 2011-06-28].

company, afterwards, started to single out the fans on Twitter, Facebook and YouTube and send them these responses. In total, the number of video responses reached 186 in three days (12 July, 2010 -29 videos uploaded, 13 July, 2010 - 89 videos uploaded, 14 July, 2010 - 65 videos uploaded).⁸⁶

The campaign had such a success that in a day time it counted over 5.9 million views on YouTube, and exceeded 40 million at the end of the week. The brand's twitter following increased 2700 %, Facebook fan interaction went up 800 %, and the traffic to oldspice.com increased 300%. In the six months, since the old spice guy first appeared, the campaign has generated more than 1.4 billion impression. Furthermore, the campaign had an impact on the turnover. In the six months since lunch, the sales of old spice body wash has increased 27% from a year ago, 55% in the last three months, and 107% in the last month.

3.1.6. The communication close-up

Each of the video uses scenery (equivalent for “rekvizita” in Czech) of the bath room from the original advertising spot. The Old Spice Guy stays in the middle as always covered only by a towel. During the video response, of which the length does not cross the boundary of one minute, only some stage properties were utilized. At the first sight simple process, however, considering the realization time, involvement of the recording crew, response writing by creative directors and copywriters, this campaign was extremely demanding. After these efforts, together, 186 video responses were recorded and posted on social media within 3 days which makes it considerably fast. The number is high for each video to be presented in this paper. Some comments and reactions are, however, worth mentioning.

Highly entertaining and demonstrating, how far the responding can go, is a reaction of Johannes S. Beals comment (see **Figure 14**). The content of the message was “*Can you*

⁸⁶ STONE, Jordan. *Old Spice videos viewed 11 million times* [online]. c2010, [cit. 2011-07-03].

ask my girlfriend to marry me? Her name is Angela A. Hutt-Chamberlin".⁸⁷ A couple of hours later, a message appeared on Old Spice's Twitter account, linking to a new YouTube video of the Old Spice guy proposing for J. S. Beals, complete with romantic candles, a wedding ring and a slightly disconcerting proposal speech "*It seems like yesterday that you met J. S. Beals, but your love has blossomed from a seed into a fully grown love plant, and now it's time to fertilize that plant*".⁸⁶ Couple of minutes after the clip was launched J. S. Beals posted that his girlfriend has accepted the proposal. The total number of views was one million and a half after in August 2011.



Figure 14: The Old Spice Guy's marriage proposal (Source: *Re: @Jsbeals, Old Spice* [96])

Old Spice has integrated some of the participating American actors who participated into a discussion. With Alyssa Milano, for instance, four videos were made. Probably the most interesting was the third one (see **Figure 15**), where, according to the video, she has commented "*Are you flirting with me, oldspice guy?*". The Old Spice Guy reaction was "*Me? No! And I'm definitely not bringing you these frequently frequent flowers with a hand written note from my heart to your door step via my bear feed running over the Californian Mountains neither. Or am I?*". This video response has

⁸⁷ BACO, Marek. *Old Spice Guy rocks the social networks [Video] + [Case Study]* [online]. c2010, [cit. 2011-06-28]. Available at <<http://digitalfreak.posterous.com/old-spice-guy-proposes-for-fan-she-says-yes-v>>

collected fewer views than previous one, however, still reaching the border of one million and two hundred hits.⁸⁸



Figure15: Old Spice Guy is flirting with Allyssa Milano (Source: *Re: @Alyssa_Milano 3, Old Spice* [95])

The creativity of the agency goes even further and they truly sent the flower. After receiving them, she published photos of them and the letter written by Old Spice Man (see **Appendix 10**). She has, afterwards, created her own video, where she is answering in the bathroom. This participation form has a significant role in the social media marketing which is demonstrated in the next paragraph.

These bathroom video reactions made by individual were considerably common on the web. They have done the campaign even more interconnected and communicative. More importantly, these parodies themselves were advertisements and supported the campaign. For instance, a parody formed by a YouTube popular user named TimothyDaLaGhetto2 (see **Figure 16**), has gathered more than one and a half million views and created a space for nearly seven thousand comments.⁸⁹

⁸⁸ *Re: @Alyssa_Milano 3, Old Spice* [online], c2010, [cit. 2011-07-04]. Available at <http://www.youtube.com/watch?v=s5KIYhXa_8E>

⁸⁹ *Old Spice Guy Parody* [online]. c2010, [cit. 2011-07-05]. Available at <http://www.youtube.com/watch?v=9dY_YLukQ5w>



Figure 16: The campaigns parody video (Source: *Old Spice Guy Parody* [94])

TimothyDeLaGhetto2 is a typical representative of a user processing his own YouTube channel. As such, he expresses his opinions on current phenomena by posting videos. These popular users have usually a fan group containing of millions followers⁹⁰, which makes them promotional support of the campaigns. Another popular user is Tobuscus, with a fan group counting millions as well, who has parodied the Old Spice with the similar number of views as the preceding user.⁹¹ This fact just demonstrates the strength of individuals, as it was mentioned in the practical part.

Moreover, Sesame Street, which is an American television program for youth, has spread the viral of “I’m a monster”, an Old Spice Guy parody, on YouTube after being broadcasted in television with a popularity getting closer to eight million views.⁹²

⁹⁰ TimothyDeLaGhetto2 [online]. c2008, [cit. 2011-07-05]. Available at <<http://www.youtube.com/user/TimothyDeLaGhetto2>>

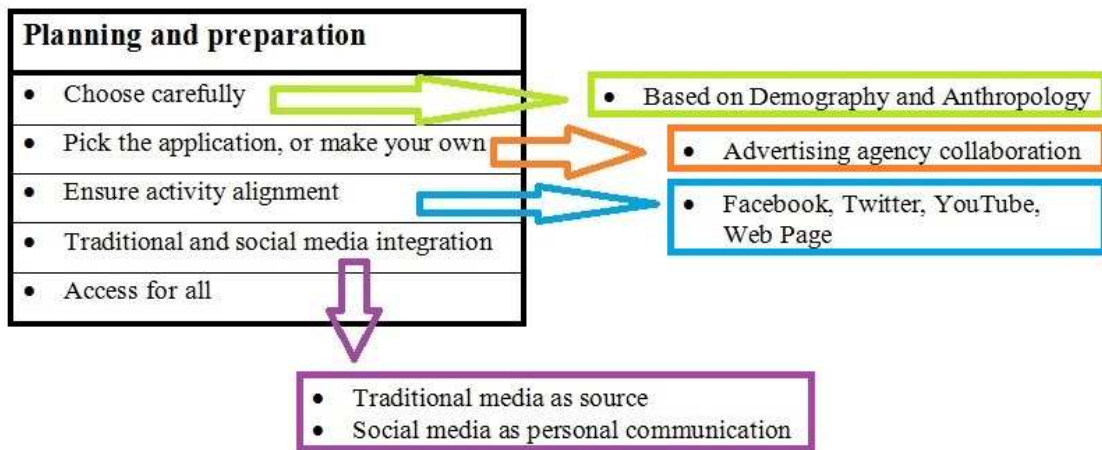
⁹¹ Re: @OldSpice, *Old Spice Parody* [online]. c2010, [cit. 2011-07-05]. Available at <<http://www.youtube.com/watch?v=YMx4cunamcI>>

⁹² *Sesame Street: Smell Like A Monster* [online]. c2010, [cit. 2011-07-06]. Available at <<http://www.youtube.com/watch?v=zkd5dJIVjgM>>

3.1.7. Conclusion

This short analysis was an example of how sophisticated the campaign was even if information discussed here were only a fraction of every single aspect of the total success. However, even from this basic information various conclusions can be detected. The success factors supplemented by this chapter are summarized in **Table 7** and **Table 8**.

Table 7: Changes and assessment in Planning and Preparation after Old Spice’s campaign research



Despite the lack of the detailed information about the anthropological researches, at least the idea of aiming at the couples together based on the research is inspirational. It gave the W+K team a clue of how the campaign should look like. Furthermore, it highlighted the importance of interconnection of different media such as placement of the initiative advertising to media, not necessarily social, where couples would discover it together.

The introduction of social media in this case started after the madness about the advertisement has occurred and not before. This process might be considered as gathering fans until their base is numerous enough to be convenient for the engagement of the social media.

Table 8: Changes and assessment in Realization and Communication after Old Spice’s campaign research

Realization and Communication	
• Be active	✓
• Be interesting	✓
• Be humble	
• Be unprofessional	→
• Be honest and Polite	
• Provide information	
• Be outrageous	✓
• Never delete comments	
• Provide exclusivity	✓
• Support causes that are important to consumers	✓

- Professional in design
- Unprofessional (casual) in communication

The graphics, such as picture changes, was not proved to be enriching the campaign as whole. It is rather based on communication, as mentioned in theoretical part, or interactions with the customers/users. Afterwards, it was most probably the creativity and sense of humor that have made the communication more attractive. Nevertheless, each step of the agency was maximally supported by Old Spice and that has widened the borders and given almost unlimited space for their creativity.

The communication was significantly reactive. More than active, it was almost overactive. It is no more spoken about answering the comments fifty times a day with words. The campaign has posted 186 professional video’s reactions made by creatives, digital strategists, developers and producers.

Other factors which might be usable in the campaigns are the individual channels, such as TimothyDaLaGhetto2 on YouTube. It would surely require deeper research. However, the campaign has shown that these channels’ videos have a recognizable visit rate. Involving them might have a substantial impact on its spread of the campaign.

It would be appropriate mentioning some negative parts of this campaign. Actually, as one of the best campaigns of last decades and multiple awards' winner, this campaign does not have many negatives. There is, however, at least one controversy in accordance to the success list.

One aspect of this list proclaims that it is appropriate to be unprofessional. However, the Old Spice Guy answers with a flowery language reminiscent of a poet or a writer. It might devalue the relevance of being unprofessional in the success list. It truly requires deeper research in this field. According to this notion, in stead of being unprofessional it would be more suitable the term, be socially professional because in this case, Old Spice Guy, represented a sort of social god. By being socially professional it is rather meant to be unprofessional or professional wherever and whenever it is required.

The last controversy with the success list is being polite. The campaign is slightly provocative. It was narrated how the other men are less handsome than the Old Spice Guy. However, its appearance, flowery language, and the amusing shade have actually covered the provocation and changed it into the amusement. After all, he did not perpetrate a mistake by insulting any of the users directly.

3.2. Whooper campaign for burger king

The Burger King, a global fast food corporation based in United States of America, has recently presented two campaigns, however, very similar to each other. The first, named Whooper Freakout, was launched in December 2007 and the second, Whooper Sacrifice, picked up the threads of the success of the previous campaign in January 2009.

3.2.1. Burger King

Burger King, often abbreviated as BK, is a global chain of hamburger fast food restaurants headquartered in unincorporated Miami-Dade County, Florida, United States. The company began in 1953 as Insta-Burger King, a Jacksonville, Florida-based restaurant chain. After Insta-Burger King ran into financial difficulties in 1955, its two Miami-based franchisees, David Edgerton and James McLamore, purchased the company and renamed it Burger King. Over the next half century the company would change hands four times, with its third set of owners, a partnership of TPG Capital, Bain Capital, and Goldman Sachs Capital Partners, taking it public in 2002. In late 2010 3G Capital of Brazil acquired a majority stake in BK in a deal valued at \$3.26 billion (USD).⁹³

3.2.2. Crispin Porter + Bugosky

Crispin Porter + Bogusky (also known as CP+B), a member of publicly-traded MDC Partners, is an advertising agency founded in 1965 by Sam Crispin. Crispin then became partners with Chuck Porter and Alex Bogusky. As of 2011, Porter is the only member still working for CP+B. The main success was obtained through the collaboration with labels such as BMW MINI, Microsof, Philips, and, in this paper analyzed, Burger King. Apart from popular campaigns for Burger King, has succeeded with a campaign called

⁹³ Wikipedia.org: *Burger King* [online]. c2011, [cit. 2011-07-07].

'I'm a PC'. This campaign that followed fought back against Apple's Mac vs. PC campaign contributed to Windows 7 becoming the fastest selling version of Windows to date.⁹⁴

3.2.3. Whooper Freakout⁹⁵

The campaign was launched with the aim of increasing sales of its flag product, Whooper, and prompt customers to consume it more often than they did previously. The company also wanted to discover how much Americans love the Whopper, a burger with fifty years' history. In fact, this jubilee was a proper occasion to discover the popularity of this burger.

The idea, therefore, was that everybody, who came to some chosen Burger King restaurants in United States of America, were told that the Whopper was removed from the menu and was no longer available, of course, only as a mystification. This campaign was approved and, consequently, employees of the Burger King restaurants were informed and little cameras were installed to record the impressions of the customers.

The campaign was launched January 9th, exactly on the day of its anniversary. Some of the customers were visiting Burger King appositely to eat the Whopper, so their reactions were displaying consternation with surprise together. Some of the customers have been consuming this burger since thirty years. These customers were discussing even with a manager of the restaurant. Exactly this was the moment the campaign was heading for. The impressions declaring the sympathies towards the Whopper and defending it together with credibility due to the replacement of actors by the consumers themselves were the fulfillment of the campaign.

⁹⁴ Wikipedia.org: *Crispin Porter + Bogusky* [online]. c2011, [cit. 2011-07-07].

⁹⁵ PULIZZI, Joe. *A Video Case Study that Works – Burger King Whopper Freakout* [online]. c2007, [cit. 2011-07-08].

These impressions were recorded and cut into a nearly eight minutes long videos and placed on the web site whopperfreakout.com and on YouTube (see **Figure 17**). The shorter version was presented as a Television spot.



Figure 17: Whopper Freakout clients' reactions (Source: *Burgerking Whopper Freakout Commercial* [92])

As a result, the video at whopperfreakout.com has received more than 1.3 million views. Furthermore, on YouTube, the full-length video, clips from it, or different versions of the commercials have been posted 22 different times and collectively they have garnered more than 217,000 views which was a significant number. Even if the number is smaller than at Old Spice Guy videos, it has to be considered, that the difference between those campaigns are two year and even the number of the YouTube users was lower.⁹⁶

Moreover, five parodies of the Whopper Freakout campaign have been posted on YouTube and together they have drawn more than 135,000 views, which represents more than a half of the visit rate on YouTube. This is one of the aspects of a current era.

⁹⁶ Sogoodblog.com: *Analysis of the Whopper Freakout Campaign* [online]. c2008, [cit. 2011-07-08].

Even the parodies themselves support the raising of the brand, in this case product, awareness and more importantly, without any effort of the company. The same could be told about blogs. On Whopperfreakout.com, visitors are offered a code to embed the full video onto their blog or website. The video has been afterwards embedded on 17,086 different blogs and websites which have common affect as the parodies.⁹⁷

The main part of the campaign was, therefore, the viral marketing component. It was, however, supported by other, and this is important, promotional elements such as TV advertisements, print, and online ads, according to the case study.⁹⁸

In this study, the creativity was demonstrated and, more importantly, the interconnection of web, YouTube platform and traditional media. However, this campaign was mentioned for one particular reason. It served afterwards as an introduction for another campaign, where social media were utilized.

3.2.4. Whopper Sacrifice

The previous Whopper Freakout campaign has proved that the Whopper was still important for the American customers according to their expressions. The Whopper Sacrifice proceeded from this success and had intention to follow up the product's popularity. The pillar for the creation of this campaign was the research, the company undergone, that has shown the Facebook users have numerous online friends that they do not even know, users that they would rather delete. This research was inspiring enough to create this campaign.

The Whopper Sacrifice was a Facebook application that served users to delete their friends. Furthermore, when the total number of deleted users was ten, the application offered them a voucher that could be exchanged for a free Whopper at the Burger King restaurant. The application's text, incidentally, explains the campaign the best. "*What*

⁹⁷ Sogoodblog.com: *Analysis of the Whopper Freakout Campaign* [online]. c2008, [cit. 2011-07-08].

⁹⁸ Icmrindia.org: *Burger King's 'Whopper Freakout' Marketing Campaign* [online]. c2010, [cit. 2011-07-08].

would you do for a free WHOPPER? Would you insult an elected official? Would you do a naked handstand? Would you go so far as to turn your back on friendship? Install Whopper Sacrifice on your Facebook profile and we'll reward you with a free flamebroiled Whopper Sandwich when you sacrifice 10 of your friends".⁹⁹

3.2.5. Application close-up

Facebook applications, as mentioned in theoretical part, are not pre-created as pages or groups. The application creation is highly demanding a computer skills and knowledge about programming languages such as Java (programming language). Therefore, for the businesses it is, more or less, impracticable to involve applications in their marketing campaigns without third party, an advertising company for instance. On the other hand, the application gives a professional impression. So did the Whopper Sacrifice.

There were various possibilities how to get to this application. First option was realized through the Burger King Facebook page, where the campaign was promoted. Due to the success of the previous campaign, the number of Burger King's fans was higher, and, therefore, offered even higher potential for the success of this campaign. Another possibility was enabled through other media such as blogs, Television, print,¹⁰⁰ and the whoppersacrifice.com web page.

It is not a surprise that a professional advertising agency such as CP+B has programmed an excellent application starting with appearance, continuing over design, functionality, and ending with interactivity. First task asked to be accomplished was the choosing a friend from the list. On the right side, there is a typical statement the application utilized "Friendship is strong, but the Whopper is stronger" (see **Appendix 11** for the application appearance).

After your friend has been selected, removed, and a button "Watch the sacrifice" clicked, the right part of the screen changed into an execution where the profile of the

⁹⁹ D'SOUZA, Natasha. *Social Media Marketing - Whopper Sacrifice* [online]. c2009, [cit. 2011-07-09].

¹⁰⁰ Unfortunately, it was impossible to trace further information about the traditional media support.

former friend was, literally, burned in flames. The execution was accompanied by the text “You liked X¹⁰¹” and “You love the Whopper”, as shown in **Appendix 11**.

Users were able to delete any friend to the total number of the ten. The barometer situated under the sacrificed friend indicated how many friends were missing in order to receive a free Whopper. By deleting the last victim, the application offered a voucher after filling in an executor’s personal data. Apart of the motivational purpose of the voucher, it had another significant meaning - collecting data. The campaign was, afterwards, easily measurable, for instance, in the level of return on investment.

The campaign had an immediate success and users started to delete, without a compromise, their friends, especially after the intervention of traditional media after two days.¹⁰² In five days the total number of sacrificed users overreached 42 thousand users, 128 thousands users during the eighth day and finally over 233 thousands after ten days. These 233 thousand users were deleted by over 82 thousand people in this short period.¹⁰³

Burger King was obliged to stop the campaign after only ten days due to the Facebook. According to a blog of a Wall Street Journal, the reason of the closure was a breaking the rules of the customers privacy. As the blog mentioned, Facebook “*wants to encourage creativity from developers and companies*”, however at the same time “*must ensure that applications meet users’ expectations*”.¹⁰⁴ Whether it was a question of privacy or finance (Facebook’s economical growth is based on the growth of the users and this campaign had opposite influence) Burger King “*has decided to conclude its campaign rather than continue with the restrictions they placed on their application*”.¹⁰⁵

¹⁰¹ X stands for a name of a friend

¹⁰² D’SOUZA, Natasha. *Social Media Marketing - Whopper Sacrifice* [online]. c2009, [cit. 2011-07-09].

¹⁰³ YouTube.com: *Burger King, WHOPPER SACRIFICE* [online]. c2010, [cit. 2011-07-09].

¹⁰⁴ La VALLEE, Andrew. *Burger King Cancels Facebook Ad Campaign* [online]. c2009, [cit. 2011-07-09].

¹⁰⁵ SMITH, Justin. *Whopper Sacrifice Forced to Disable Behavior by Facebook* [online]. c2009, [cit. 2011-07-09].

Despite the closure of the application, the goal was nearly reached. The campaign wanted to give away 25 thousand coupons (vouchers), which was nearly fulfilled by distributing approximately 23 thousands of coupons.¹⁰⁶ The closure itself gave an opportunity for the last idea. Burger King and their agency Crispin Porter responded brilliantly to a controversial situation. By staying in character, they found a way to create even more buzz.

They have updated the Whopper Sacrifice web site with a message telling fans that “*Whopper Sacrifice has been sacrificed by Facebook after your love has proved to be stronger than 233 thousands friendships*” (see **Appendix 12**). They then invite people who have been sacrificed to send an “Angry-Gram”. It is basically another campaign using facebook, where a burger, personalized by each user, is sent between friends. This burger then was then jumping around on the screen while screaming insults (see **Appendix 13**).¹⁰⁷

3.2.6. Conclusion

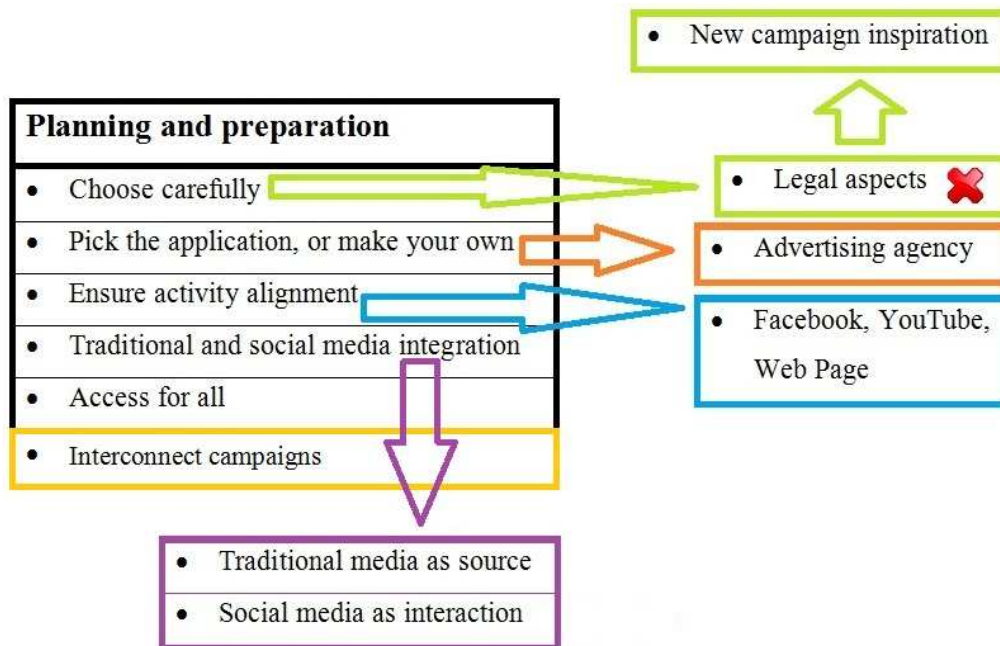
Once again a social demographical or anthropological research is inspiring enough for a creation of the campaign. As it is proved in this case, the company knew Facebook users wanted to delete some of the friends which has consequently erupted into the social media madness.

A confrontation with a theoretical success list has occurred (for summary see **Table 9** and **Table 10**). Again, in stead of being unprofessional, the campaign, apart of the interesting idea, was designed in a sophisticated manner. In comparison with groups, the application is, more or less, demanding professionalism according to their visual purpose. It seems that the written communication, such as on the Facebook’s wall, is the place where the company should be unprofessional, i.e. more social.

¹⁰⁶ D’SOUZA, Natasha. *Social Media Marketing - Whopper Sacrifice* [online]. c2009, [cit. 2011-07-09].

¹⁰⁷ RIES, Tonia. *Facebook Disabling its Campaign* [online]. c2009, [cit. 2011-07-08].

Table 9: Changes and assessment in planning and preparations after Burger King’s campaigns research



The campaign also approved that the interconnection between each media is important. A new notion is however, that even the interconnection between each campaign could play a key role. In Burger King’s example, the campaign started by the Whopper Freakout, where the campaign showed the popularity of the burger. The second, Whopper Sacrifice, has demonstrated how far each consumer can go to demonstrate the feelings towards the burger. Finally, after the confrontation with Facebook, they let exposed their anger into an angry burger. This interesting connection might be used inspirationally even for other campaigns.

The reaction on the bad happenings, such as the legal dispute between Burger King and Facebook, has demonstrated its strength. The proper reaction has led to the other success. It sounds as a proverb “Every cloud has a silver lining” (equivalent for Czech idiom “Všechno zlé je pro něco dobré”) if it is suitably employed.

Table 10: Changes and assessment in realization and communication after Burger King's campaigns research

Realization and Communication	
• Be active	• Delegation to users
• Be interesting ✓	
• Be humble	
• Be unprofessional ✗	• High quality design
• Be honest and Polite	
• Provide information	
• Be outrageous ✓	
• Never delete comments	
• Provide exclusivity ✓	
• Support causes that are important to consumers ✓	

In comparison with Old Spice Guy, there were absolutely no actors. The only faces involved in these campaigns were of, what it is known, common consumers and Facebook users. Therefore, the result was that they delegated the activity on users, which is definitely positive. The consumers expressed their feelings towards the Whopper, deleted fans and sent angry grams towards the others. This is a powerful factor in social media – user, because they make campaigns more believable.

3.3. Bezpecnedomeny.cz by Loosers Prague

The notion “Bezpecnedomeny.cz” was a campaign originated in February 2011 from the advertising agency Loosers Prague and designed for CZ.NIC, which promoted how dangerous the surfing on the internet can be without security measures. Moreover, the campaign was supported by a supplemental campaign “The doubles” which used the potential of the social media to multiply the success of the original campaign.

3.3.1. CZ.NIC

CZ.NIC, z. s. p. o., is, according to their web site, an interest association of legal entities, founded in 1998 by leading providers of Internet services. The association currently has 83 members. The key activities of the association include operation of the domain name registry for the .CZ domain, operation of the CZ top-level domain, and public education in the area of domain names.¹⁰⁸

3.3.2. Loosers Prague

Loosers Prague is a small measure advertising agency based in Prague which has collaborated, throughout its young history, with labels such as Nestlé, Renault, Allianz, Česká Pojišťovna, etc. The agency’s typical characteristic is its guerilla marketing and ROI approach of which aim is investment minimization but efficiency in the meantime. Loosers Prague participated as a finalist in various agency rating contests and won a gold price in Zlatá Pecka and Cristal Awards in year 2007.¹⁰⁹

¹⁰⁸ NIC.cz: *O sdružení* [online]. c2011, [cit. 2011-07-08].

¹⁰⁹ *Loosers Prague* [online]. c2011, [cit. 2011-07-08].

3.3.3. Bezpecnedomeny.cz¹¹⁰

The idea of this campaign comes from the fact that 85 % of Czech internet domains are insecure. Even the web pages that at a first glance should be valid are in fact unprotected. According to the test which is freely accessible on www.dnssec.cz, enterprises such as Česká Spořitelna or Komerční Banka and many others do not dispose of a proper domain security. Practically, it means that a hacker can create a duplicate of web pages in order to mislead the information, steal personal data, passwords or entire accounts.

The people were unaware of this which led into a spread between the online journals such as Regiony.cz, Lidovky.cz, and Financninoviny.cz, and finishes as a television spot during the day of the safe internet 8th February 2011 which was a second day since the campaign has begun.

3.3.4. The Doublers

The Doublers was maybe a supplementary campaign, however, with its importance caused that the whole campaign has recorded such a viral success. The people were unaware of the possibility how a hacker could easily reach their personal data. To prove them that it is easy to be tricked, the agency tricked people in the reality. The campaign was, therefore, based on a simple though *“If it is easy to steal somebody’s life, it is afterwards much easier stealing somebody’s web page”*.¹¹¹

The Doubles campaign was separated into two parts. First part’s purpose was to confuse the population and steal the life of the famous Czech people. The second one has, afterwards, explained how simply people can be befooled in the reality and on the internet and point out the danger of the Czech internet piracy.

¹¹⁰ YouTube.com: *The Doubles Campaign Case (Dvojníci)* [online]. c2011, [cit. 2011-07-08].

¹¹¹ BLIZOVÁ, Iva. *Dvě fáze pro lepší šeptandový efekt*. [online]. c2011, [cit. 2011-07-20].

3.3.5. Pranks with celebrities

The agency has found doubles of four Czech celebrities (Leoš Mareš, Diana Kobzanová, Sámer Issa, and Michal Dvořák). Furthermore, they were filmed and photographed in amusing and controversial situations. This material was then virally spread where Leoš Mareš's video, for instance, had the most sizeable success.



Figure 18: The video of “Leoš Mareš“ being tricked (Source: YouTube.com)

The agency has created a video where youngsters took a dog's excrement and spread it on the handle of the doors of Leoš Mareš's car. The quality of the video, recorded by a cell phone, and their youth typical speech at the back ground assisted the credible impression. The rest of the video showed how Mares came and got dirty. Of course, it was not real excrement and, furthermore, Mares was in fact Lukas Gala, the double.

The video was planted on YouTube by Ofunky12, a profile which was created for the purpose of this campaign. Commonly, it was placed also to servers such as Stream.cz and Lide.cz. Meantime, they have created Facebook groups and fake profiles of the celebrities.

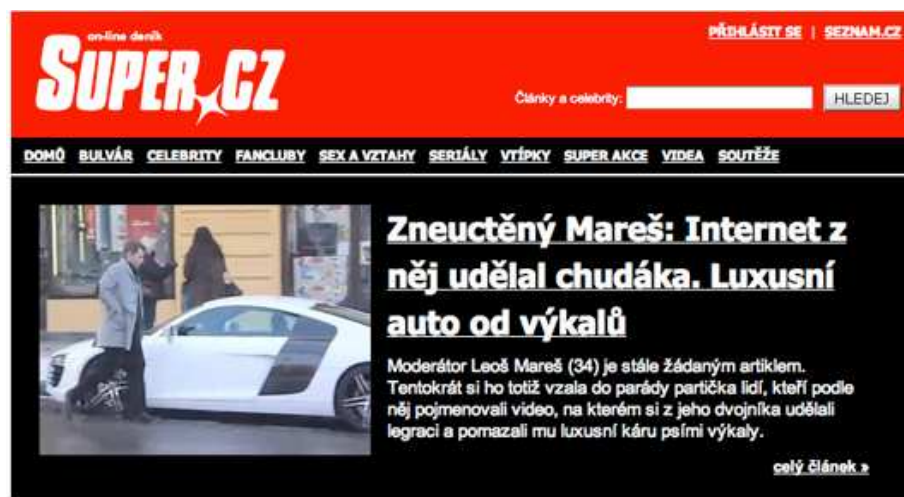


Figure 19: The fake information spread within tabloid press (Source: *Super Postřeh* [23])

Fake photos were propagated in a different way. The agency has created a public relations company and utilized it for the spread of the photos within the serious and tabloid prints. For imagination, the first tricked journal was Reflex.cz, followed by TN.cz, and Super.cz.

The reaction of the people was significant and created lot of controversy on social discussions. Some of the users were irritated, the others were entertained. Of course, not every single user believed it. There was approximately an equal balance between those who were skeptical and naïve.

3.3.6. Unveiling the truth

After three weeks of madness and spread of fake information, Losers Prague decided to release the behind scenes video (see **Figure 20**). They express the message how vulnerable they are in the reality, which underlined how vulnerable they are even on the internet. The thread hidden in Czech internet caused the high visit rate of their web page, bezpečnedomeny.cz. The users learned, besides other information, the steps of how to secure the internet connection to avoid common fraud on-line. They were so

shocked that they started creating forums and participating into discussions about the safety of the internet in Czech Republic which made the campaign even more thriving.



Figure 20: Unveiling the truth by adding a special button on YouTube video (Source: YouTube)

3.3.7. The results

The campaign had a significant success in term of how many parties were involved into this fraud. A million users have watched the fake videos of stories of celebrities. 15 media has been caught into a trap and posted fake photographs and videos. The videos unveiling the fraud were watched more than 200 thousand times. The campaign together had more than 3 million views in communication channels. Apart from Czech media also foreign have pursued the campaign and reached a total number of 60 media involved in 6 countries. More than 70 thousand people have visited bezpecnedomeny.cz and tested the quality of 814 thousand domains. The whole campaign was, in fact, established with the budget of only 250 thousand CZE and its marketing value was estimated at 6.5 million CZE. ¹¹²

¹¹² BLÍZOVÁ, Iva. *CZ.NIC hackli realitu* [online]. c2011, [cit. 2011-08-20].

3.4. Conclusion

As regularly in this document, new findings about success list are summarized in **Table 11** and **Table 12**.

Table 11: Changes and assessment of Planning and Preparation after Bezpecnedomeny.cz campaign's research

Planning and preparation	
• Choose carefully	• Against ethics (on purpose)
• Pick the application, or make your own	• Advertising agency collaboration
• Ensure activity alignment	• YouTube, Web Page
• Traditional and social media integration ✓	
• Access for all	

The Doubles have demonstrated how the forbidden rules of social media marketing can actually be a very convenient aspect of a campaign. It was said, that campaigns should be honest because the reaction of mad crowd of customers who has been deceived could ruin everything. In this case, however, the avoiding these rules was a sort of genius. The people were tricked but for a good reason, for their safety. It could not be, therefore, considered as contradictory to the code of the behavior on social media.

Even this campaign confirms that a research is an inspiration and, therefore, should be considered. The information that 85 % of the internet domains are not secured has itself a significant value for a campaign. The same could be proclaimed about the interconnection of different media, in this case print, internet and social media, and their importance in the contemporary campaigns.

In terms of communication on social media, the agency was rather passive than active. To a certain extent, it is caused by the hidden purpose of the campaign. Again, it was a user itself who has taken the initiative and communicated, supported by other media involved such as print.

Table 12: Changes and assessment of Realization and Communication after Bezpecnedomeny.cz campaign's research

Realization and Communication	
• Be active	→ Delegated to users
• Be interesting ✓	
• Be humble	
• Be unprofessional ✓	
• Be honest and Polite ✗	→ Trick the society on purpose
• Provide information ✓	
• Be outrageous ✓	
• Never delete comments ✓	
• Provide exclusivity ✓	
• Support causes that are important to consumers ✓	

4. Research within advertising agencies

As the purpose of this thesis is to analyze a success list of the contemporary marketing campaigns, the personal research of the advertising agencies has been undergone. Most successful campaigns, in general, are not created by companies themselves, but rather by professionals. After all, Mangold has written that “*in the traditional marketing communications model, the content, frequency, timing, and medium of communications by the organization is in collaboration with an external agent, i.e. advertising agencies, marketing research firms and public relations firms*”.¹¹³ Therefore, in order to receive a qualitative data, the goal of this research was to identify professional who stand behind successful campaign.

4.1. Agencies identifications

One of the first attempts was to localize advertising agencies which brought many difficulties. First obstacle was identifying the list of these agencies. Due to the limitation of physical research, caused by my foreign exchange traineeship, the research methods were limited to only internet resources.

On the internet, there are several servers offering the list of the companies. The list of the servers of the Czech market was narrowed to final three servers – Firmy.cz, Firmy-cesko.cz, and Wlw.cz. Each of these servers disposes of passable database of Czech companies. Afterwards, advertising companies were localized. As a result, more than thousand of agencies were found. Firmy.cz has offered more 1736 agencies, Firmy-cesko.cz 1613, and the professional search engine of the products and services, Wlw.cz, has provided a list of 863 agencies (see **Appendix 14**).

¹¹³ MANGOLD, W. Glynn; FAULDS, J. David. Social media: The new hybrid element of the promotion mix. *Business Horizons* [online]. July 2009, vol. 52, iss. 4. [cit. 2011-6-26].

The number of the advertising companies is, however, misleading. After conducting further research, it was discovered that agencies included in the list were highly oriented in different type of the media, such as print, television, billboards, expos, and did not contain any nomination of social or new media utilization (see **Appendix 15**). Further research would be, therefore, irrelevant due to misleading data. On the other hand, it was possible to further analyze agencies that are new media oriented but this method would be extremely time-consuming.

Other aspect of abandoning this quantitative research the quality of the data received. Again, the goal of this thesis is defining the success list of contemporary marketing campaign. As such, the topic is already broad and, therefore, it should be undergone with the most qualitative data possible. Thousands of small measure agencies, offered by databases, would not be appropriate cornerstone and would be likewise misleading.

The priority of the research was, therefore, identifying the most successful Czech advertising agencies. There were two methods possible – identifying agencies by the most successful campaigns or identifying agencies by the ratings. These methods, as it was demonstrated afterwards, were, into some degree, overlapping, mainly because the most successful campaigns were created by the most successful agencies. The only exception was “The Doubles” created by LOOSERS Prague and MEC global which is one of the best Czech Media agencies.

Appropriate list of best agencies was presented in the Agency of year 2010. This contest was leaded by AKA (Association of Communication Agencies) which is the trade body for leading agencies in the Czech advertising, media and marketing communications industry accounting for 85% of the media market and marketing services.¹¹⁴

According the AKA’s web site¹¹³, **Agency of the Year** is a “*gala ceremony where the best advertising agencies as well as the best media agencies for the past calendar year are announced. Strategie magazine, Mladá fronta publishing, and Gordica Communication work together with the AKA to organize the ceremony and assess the*

¹¹⁴ *Představuje se vám Asociace komunikačních agentur* [online]. c2011, [cit. 2011-05-28].

agencies' performance.” The results should be qualitative enough to receive a suitable list of agencies.

Advertising agencies of the year 2011 were following:

1. *Mark BBDO*
2. *Euro RSCG*
3. *Young & Rubicam*
4. *McCann Erickson*
5. *Saatchi & Saatchi*
6. *Ogilvy Group*
7. *Kaspen Jung von Matt*
8. *Leagas Delaney Praha*
9. *Wunderman*
10. *Mather Communications*¹¹⁵

Every agency listed above is either MNE (Multinational Enterprise) or subsidiary of a famous world leader in advertising industry. This list is widened by other two important agencies:

11. *MEC Global*
12. *Loosers Prague*

4.2. Discussion approach

Identifying agencies is one issue and convincing them about collaboration is another. Logically, the bigger and more successful the company is, the higher the rate of inquiring it has. According to that, I automatically rejected the option of typical indirect email survey. Based on the personal experience with previous surveys, the most direct approach possible was chosen – telephone survey.

¹¹⁵ Mediar.cz: *Reklamní agenturou roku je Mark/BBDO, mediální OMD Czech* [online]. c2011, [cit. 2011-08-15].

All twelve agencies were contacted in on the number of the reception, obtained on their web sites. These companies dispose of various sections and employees. The aim was, therefore, to be redirect to an employee standing behind the creation of the marketing campaign with focus on social media. The questions were answered by new media director, head of digital, art director, and so on, which demonstrates the quality opinions obtained.

4.3. Questions

Composing the questions for a survey is a complicated task. If the number of questions is immoderate the responder has intention to not answer or to answer poorly. Contrarily, the validity of the answers from two questions only. For this reason, six questions were identified with a total of 10 - 20 minutes of discussion length. Questions are composed with intention to receive a response in form of best practices and opinions of superior agency employees (see **Appendix 16**).

4.4. Answers

According to the list of advertising agencies, the collaboration was asked to all of them. However, the success was obviously lower than twelve responses. From the total list, eight agencies have promised the collaboration. The time delays of some answers have caused that at the end of the research only four companies were elaborated in this research.

The following section will therefore offer the opinions on social media issues from Jan Páv (New media director of Mec Global), Michal Popelář (New media director of Wunderman), Helena Šídová (Art director of Loosers Prague), and Jaroslav Malina (Digital account manager of McCann Ericsson). The section is divided into each question of the questionnaire transformed into a title, on which the opinion is, consequently, expressed by each representative.

4.4.1. The usage of Social Media in marketing campaigns

Do you use social media in marketing campaigns? Could you state an example of the most successful campaign and, if acceptable, the less successful one, which you gain valuable experiences from? (If a less successful campaign could not be named, could you at least name the factors affecting the failure and valuable experience learned from it?)

Jan Páv

The company MEC Global does not really have any example of marketing campaign. The main reason for that are the current practices of companies using advertising companies. More than complete collaboration where the advertising company realizes whole campaign, MEC Global's task is rather partial collaboration on certain parts of the campaign, so-called projects.

It might exist a client research, customer service and so on. But the experiences, we have gained, suggest that problems are caused by the absence of a vision, goal or direction of the company. Many companies, due to the social media boom, create a site on facebook and do not lead the communication in that direction to make them more solid and credible.

Michal Popelář

We definitely use social media. A perfect example is a campaign for ford focus called "Golden Hands" (an equivalent for Czech – Zlatý ručičky). It is a combination and connection of blogs, facebook, viral videos and facebook contest. The main goal of this campaign was unconventionally approaching potential clients and showing the strengths of the car. At the end, the facebook contest counted 40 thousand entrants and videos posted on YouTube had about one million hits.

For the less successful campaigns – I would say that there are campaigns not fulfilling the goals but, due to company's restrictions, I can not tell you more. However, what can be said are the experiences gained from them. First example worth considering is in my opinion exaggerated expectations, specially, what the target group of clients is capable to do on social media. Occasionally, the people just react in different way than it is expect, that their mood is not guessed right.

Helena Šídová

Yes, according to our guerilla marketing orientation, we intend to maximize investment. New media definitely allow that even if at the end they are not absolutely costless. One of the campaigns that we are proud of and where we utilized new media is called “The Doubles” which is a part of a campaign named Safe domains (Bezpečné domény) of a cz internet domain provider CZ NIC.

The main vision of this campaign was a demonstration how easy it is to deceive somebody, especially internet users. We created a video with body doubles of Czech stars Leos Mares, Diana Kobzanová, and others, and faked funny affairs and pranks with them. This campaign was successful mainly because it met its goals.

Speaking about less successful campaigns, we found difficulties mainly in the collaboration with our clients. The advertising is about creativity and if your hands are tied up your work is limited then. It depends on the client but generally companies do not give you absolute freedom. They are even scared of certain “new methods” and using new media. Therefore, it may have an effect at the final budget and tools used. That is basically why the less successful campaigns, if it could be named in this way, are worse or even sometimes canceled.

Jaroslav Malina

Today, social media are (also according to the number of Czech users) a communication channel which is not good to ignore. Therefore, the answer is obvious -

yes, social media are utilized in our campaigns. Of course, it depends on the type of the client we have and I would divide it into three groups:

1. **We don't use at all** – for instance, it concerns clients who has older, conservative target group indicating less representation and less activity on social media. Not always the usage of social media has its purpose.
2. **We use as a communication support** - it is more than suitable to have the communication about the label/campaign within the social media under control. Some clients, however, do not require social media as a prior communication channel. It is then necessary to, at least, monitor the situation about the label and react adequately.
3. **We fully use – occasionally**, campaigns are built exclusively on the social media. In these cases, the communication is supported by certain activity, for instance, on Facebook (it might be games or contests)

Valuable experiences are gained permanently and each campaign unveils something new for us. Social media is undergoing tumultuous changes. New functions, new clients, new social networks (Google+) are occurring. In the point of view of the provider, the rules of usage are changing, etc. – it all influences the behavior of users and what was successful on social networks at the end of 2010, might be an absolute fiasco in spring 2011.

4.4.2. Positives and negatives of Social Media

Which are the positive and negative aspects of the utilization of social media (blog, chats, and social networks) in marketing campaigns?

Jan Páv

Indisputably, new media is contemporarily the easiest and most effective way how to get close to people. Before, it was difficult to reflect the peoples' interest without new media. Clients were addressed based on social-demographical characteristics. Currently, the people gather with others in order to share interests. Therefore, it is

irrelevant if you are a 20 years old boy playing football or a 60 years old lady in retirement. Relevant is that you both enjoy your free time knitting a sweater.

Another advantage is gathering very interesting information, how people perceive your product or your marketing. If the promotion, for instance “3+1 for free”, is adequately attractive. Therefore, even at the initiation of a campaign comments tell us to do a real step. However, these actions are time and money costing and knowhow demanding caused by new media complexity. This might be a negative aspect.

I can give another example of negative aspects of new media – feedback. Companies are scared of it. Personally, I perceive it as positive because, especially the negative feedback, like bad comments about our product or direction to a competition, can turn into an experience with correct answering.

Michal Popelář

As positive we can consider the wider creativity. The possibilities for the creation widened since the new media has been introduced. With the usage of the new media there is a higher potential of participation of the people in campaigns. It creates a media space that, in other media, would be paid.

The other positive aspect might be measurability. Social media is actually easily measurable. On the other hand, the negative aspect of social media is the reacting or commenting. Every negative reaction is immediately visible. Social media users communicate quickly and badly made campaign comments can, therefore, put the campaign into a danger.

Helena Šídová

There is this paradox in defining positive and negative aspects in new media. Firstly, in terms of influencing, positive aspect is that new media are widely used by young generation. This generation is also highly influenceable which brings the importance of

to this media. Secondly, if your client desire biasing generation of seniors new media represent more or less inefficient tools in this case which we understand, therefore, as a negative.

Jaroslav Malina

The communication speed has undoubtedly both, positive and negative aspects. Whichever communication has possibility to be transmitted and spread between the other and other users. In the ideal situation, the message is spread by the users themselves, with any intervention. This aspect might be, however, more of a handicap than a help, especially when the crisis communication is being solved.

Potential negative, which must be counted with, is a fact that each message, once put on the internet, is impossible to take back. It is, afterwards, facile to find and inaugurate it at any time.

4.4.3. Difference between classic and new media

Which is a difference between classic (TV, radio, print) and new media (blogs, chats, and social networks) in terms of electivity, effectiveness, costliness, time expenditure, etc.?

Jan Páv

Traditional or classic media, if you want, communicate the classical idea of the campaign. Contrarily, the new media (I do not want to refer to social media only, because there is always a mix of new media) engage the potential customers (the target group) in the plot of the campaign. Because the clients receive thousands of information a day, the communication on new media is deeper, it has to attract.

Other difference might be a content changes. The content on new media changes more dramatically than on classical media, again in order to be attractive. From the other

point of view, both classical and new media have some production costs and some evaluation costs. In the case of new media, there are, however, other costs needed to be considered. Speech is about human costs or maintenance.

Michal Popelář

The only difference, to my mind, is the measurability. Of course, the television might be very effective in some examples and so do social media. Therefore, as I mentioned before the measurability is the main factor making the difference between those two. It can not be said which of media is more effort demanding, it is approximately similar.

The similarity counts even for costs of each. Working with social media is definitely not a costless activity, considering the time and labor costs, which erases the difference between these two media. However, there might be a difference of the purpose of classical and social media.

Helena Šídová

Even if the social media are absolutely not free and in some cases new media campaigns are really expensive, there is a higher potential of doing more economical campaign using new media. Just to enter into an interesting broadcast time on TV, there is a need of high financial resources. Therefore, financing is for our company a main difference.

Other aspect of new media is a freedom. Advertising has a lot in common with creativity and borders limit it. On new media there is higher concentration of an interaction with users. Classical media has a limited time for an advertising spot and, therefore, it enables us to transmit a basic thought. Contrarily, time on new media is “unlimited” (based on a budget of the campaign).

Lastly, we consider new media as more effective than classical media, due to our guerilla marketing and ROI marketing orientation.

Jaroslav Malina

In terms of measurability, generally, digital media are distinctively easier to measure in comparison with traditional media. Analytical tools facilitate, with proper usage, observe and assess statistics to the level of units of visitors/users.

In terms of time cost, the communication primarily on social media is highly demanding – in consideration to traditional media, there is a lack of space for a reaction, neither in order of hours nor of days. Regarding this aspect, social media are excessively fast communication tool – people are getting used to the communication with answering within few minutes. If the company is unable, as for time, to do so, users will lose interest in this type of communication. Effectiveness is, naturally, a relative term – even campaigns/communication in traditional media are made very effectively.

4.4.4. Purpose of each media

Does each medium have its purpose in marketing campaigns? If yes, what is the purpose of classical and social media? The example is above mentioned - “The man your man could smell like” campaign (classical media serve as an introducer, social media afterwards as a developer of the public interest with long intention)

Jan Páv

Until now we considered media as classical and new which is a division based on technological evolution. To understand better the purpose, we are going to leave this level and look at it from a firm’s point of view, of what a firm disposes of. Let’s say that there are three groups of media possessed by the advertising company – paid, owned, and earned. Each of these media serves a different goal.

Paid media interfere with its information a certain number of people. They are able to transmit limited information. The owned media is your headquarters. You have full control, wider possibilities and more effective way to communicate much more

information. It is a place where you can interact with your clients into your business. The last group is earned media which helps you creating a certain reputation. If a people speak about you with good intention, your popularity will grow and will be manifested on the growth of your turnover for instance.

The funniest part of it is that both classical and new media have their own equivalents in paid media (paid advertising in TV or on WEB) and meet the same goal. The same could be said about other two groups. In owned media you have your covers of the products and, contrarily, you have your web site. Therefore, from this point of you, each classical or new media has nearly the same purpose for the advertising agency.

Michal Popelář

There are cases where the television, as classical media, is necessary for generating an attention of a brand coming into the market, for instance, where the presentation on a mass scale to the people in form of video is irreplaceable, especially for the brand building. An adequate example of irreplaceable television advertising might be a yogurt producer. There is no other effective manner of presenting a yogurt than in the television spot. However, the borders of using different media are currently disappearing. What was impossible to realize on the internet in the past could not be said about today's practices anymore. Last thought I would like to mention is that each media purpose changes with the type of product and campaign. There is a need to always find certain mix between these two.

Helena Šídová

Yes, each media has its own purpose. There are occasions where classical media start a campaign but they are not used anymore. Contrarily, new media might represent a main skeleton of our campaign and afterwards are excluded from the list. Unfortunately, there is no such a universal recipe for choosing the type of the media. The purpose of the utilization of each media depends on each product and, likewise, on our clients preferences.

Jaroslav Malina

Definitely. In general terms, it is, however, impossible to declare that traditional media are fitting this better than that. Nowadays in information and communication choked era, it is needed, for above-average campaign, to always find something more, something that has a chance to attract the consumer. If there is a chance of attracting them on traditional media, because they use this media, it will be stuck to traditional media usage. And vice versa. Mentioned campaign – Old Spice Guy – had an idea and was perfectly elaborated from the beginning. It succeeded in every media and sold everything which had a chance to attract the consumer. That is the reason of its success.

4.4.5. Mechanisms for success measurement

Do you have any mechanism which you utilize for measuring the success of campaigns on social media? If yes, could you name them?

Jan Páv

The answer of Jan Páv was due to the breakdown of the recording device eliminated.

Michal Popelář

It is possible to measure the success on the volume of sold products that the campaign generated which is, however, frequently complicated. What we intend doing is measuring the impact on the sales during the period of the campaign – sales, turnover or profit.

The other methods are mediated parameters where it is estimated, based on the number of people involved, how many of them could buy the product. This is measured with methods such as visit rate, number of video watched, the time spent on the site, number of registrations, contacts gathered, and such like. These are two methods used in our company but they are considered more as standard than effective.

The important is to discover if the campaign was worth the client's company investment. As effective we understand a campaign that meet the goals (such as visit rate limit) assigned by the client.

Helena Šídová

Because we outsource the measurement of the success I can not give any example of the measurement method.

Jaroslav Malina

As stated above, digital media offer easier, less costly and more accurate ways to measure. In terms of success measurement, it is imperative to always (with a client, i.e. a company who intends to promote the product) determine the criterion of success. Under different circumstances, it can be increasing the brand awareness, simply increasing the number of fans on Facebook and visit rate on web page, or, contrarily, the result of the sophisticated measuring of media impressions.¹¹⁶ Speaking of internet shops, the main goal is often predominantly a conversion (e.g. to buy).¹¹⁷

4.4.6. Key Success Factors of contemporary marketing campaigns

Which are, in your opinion, the key success factors of the contemporary marketing campaign? What should it contain and, contrarily, eschew? (Taking in account social media)

¹¹⁶ An impression is a single display of a particular ad on a web page. Some search engine advertising fees are based upon the number of impressions, while the majority are based upon the number of clicks (PPC) (Source: *Definition of Impression* [75])

¹¹⁷ Conversion rate is the ratio of visitors who convert casual content views or website visits into desired actions based on subtle or direct requests from marketers, advertisers, and content creators (Source: *Conversion Rate* [78])

Jan Páv

It is quite amusing but marketers intend to search complex methods of how to succeed in customer attraction and basically forget the basics that are learned in first lessons at school. I am speaking about a relationship between people, the way how you treat them, having certain respectability, adhering to code, something that exists only marginally in current practices shaded by the pursuit of money. Respectability, the code is the foundation that we teach our clients, because there is lack of them who follow these rules.

As mentioned before, other factor considerably affecting the success is knowledge. In my opinion, anthropology is term a successful marketer should be familiar with, simply just because clients and their needs, thoughts, and wishes are understood.

Michal Popelář

Definitely, the strategy is one of the success factors. The campaign is not successful just because you make video and send it on YouTube. It is necessary to know before the start of the campaign how it will be collaborated with the potential customers. Strategy and planning from the beginning until the end of the campaign should not be absent.

Speaking of Old Spice, started in television it was afterwards about well decided steps after it created unexpected feedback. Therefore, even being prepared and reactive are the factors of success.

At the end, I would mention the creativity as other factor, however, it is a factor that should be automatically considered and not only for social media but for campaign in general. Therefore, successful campaign is simply about knowing what you want to express, keeping this direction, and expecting unexpected.

Helena Šídová

Excuse my repeating but I consider the creativity as a main factor. New media is only a media, it is a tool. As a movie fan wants to see an interesting movie, the same applies for advertising. Therefore, new media and consequently users should be engaged creatively.

Undoubtedly, each campaign has to stick to a plan. Without precise planning the campaign would fail in first steps.

Lastly, according to our personal experience, we found one factor extremely contributive – internship, traineeships. In our midst, we regularly accept student interns and trainees. This young blood new visions and ideas have often helped us to achieve positive results that we would, on other occasions, not reached. Therefore, if you are not willing assuming interns, be, at least, open to an alternative and new ideas.

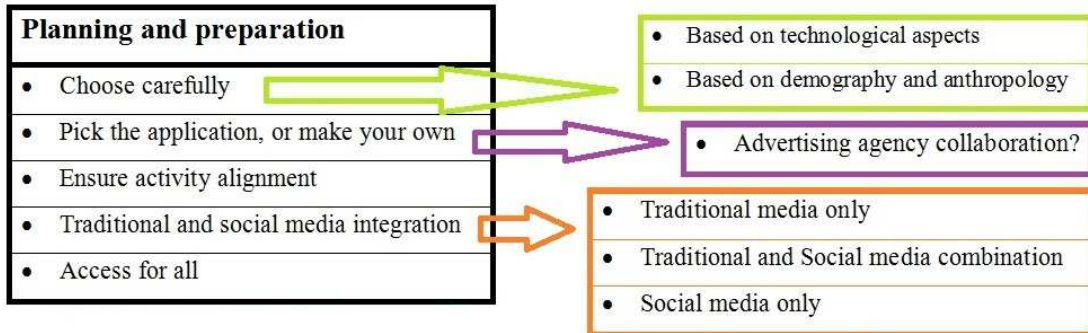
Jaroslav Malina

Important is to realize what do we want to say and to whom, which is, of course, applicable for any campaign. The main factor of the communication on social networks is their simple, very fast spread, and, primarily, their mutuality. It is, therefore, recommended to work carefully, for instance, with deleting negative reactions or comments, etc., because these steps are always turned against the label.

4.5. Conclusion

The four different professionals have brought also four different perspectives and make it even more interesting. Apart of different views, there were some factors highly repeated in their speeches and, surprisingly, very often they corresponded to the success list of the literature (for summarization see **Table 13** and **Table 14**). First of these success factors was being active.

Table 13: Changes and Assessment of Planning and Preparation after research within advertising agencies



During the interviews, everybody has mentioned that social media are simple communication with very fast spread and mutuality of each message. Therefore, utilization the social media as a tool for marketing purposes without being active is meaningless. The communication has to be reactive, constant, prepared and the unexpected should be expected.

The campaign should take advance of the speed of the spread of information on social media. In the mean time, it should not be forgotten that this spread has negative and positive version. Of course, spread should be the positive message. However, whether the positive or the negative message about the company represents a problem that what is once said can not be taken back. However, according to Jan Páv, even the negative message is something that company should react on because it is possible to be changed in favor of the campaign. These comments should be almost never deleted.

It was commonly answered that the creativity is also another success factor. The creativity has connection to the success list where it is referred as being interesting. In fact, the creativity might be considered as one of the aspects of being interesting. The creativity on social media is nearly unlimited, in respect of technological possibilities for example, and creates an opportunity. However, the customers receive thousands of

information a day and, therefore, that is a reason why the communication on social media has to be creative, interesting and original in order to attract them.

Table 14: Changes and Assessment of Realization and Communication after research within advertising agencies

Realization and Communication	
• Be active ✓	
• Be interesting	• Be creative
• Be humble	
• Be unprofessional	
• Be honest and Polite	• Be respectful and adhere to code of conduct
• Provide information	
• Be outrageous	
• Never delete comments	• Be brave and react
• Provide exclusivity	
• Support causes that are important to consumers	

The conversation on the social media has to be not only interesting but relevant at the same time. The marketer should know what he wants to say and to whom because the communication on social media is not about creating a page on Facebook and waiting but more about the collaboration with users. According to these answers received from these interviews, it is, therefore, required to involve a strategic plan of the communication with a certain goal, vision or a direction of the company.

The interviews have also presented new success factors. Probably the most significant is education and literacy, especially about social media, from the technological point of view, and about users, from the perspective of anthropology and social demography.

It is more than necessary to study the technological evolution of the social media. For instance, the fact that Facebook is a phenomenon today does not mean that it will be

true also in a year time from now. A new phenomenon could occur even tomorrow. Moreover, there are also many types of social media. Some of them are utilized for amusement, others are more serious. Therefore, these types of social media should be analyzed because even users' behavior are different everywhere and each of the medium should be utilized for different purposes.

The last statement of the previous paragraph has certain connection with this one because it describes user's behavior. On social media and in communication mix in general the knowledge should be aimed also to the social demography and anthropology. Research in these areas could reveal the consumers' needs, thoughts and wishes and point out media which should be used for the campaign. Some of this knowledge about clients could be obtained on social media itself. However, the gathering of information is time costing and expensive which should be considered.

Last, but not least, factor discussed was identified as adhering to a certain code of behavior. The users/clients are people and, therefore, it is obligatory to treat them in this way. The firms almost constantly oversee this fact which should always a priority. The visitors of the firm's presentation should be therefore treated with respect.

5. Personal research of campaign for Epicare



Epicare is a facial hair removal and threading. It was invented by Dr. Hamid Reza Makhmalchi and his wife Mrs. Deepthi Makhmalchi as a response to a woman constant complaining about their frustration with facial hair.

Epicare™ was first launched in India in 1999, and sold over 10,000 pieces during the first 6 months. Epicare™ then moved to Malaysia in 2002 where it won the Tesco “Values Award”, for selling an innovative and functional product that is value for money. (Tesco is a reputed and huge supermarket chain from U.K.). Since then Epicare™ has relocated to Toronto, Canada and is now available in over 16 countries and continues to expand into new territories. The distribution in Italian market is represented by a Swedish company called Scandinavian Blonde.¹¹⁸

5.1. Scandinavian Blonde¹¹⁷

Scandinavian Blonde is a Swedish company founded in 2001 with an idea of distributing natural beauty medicaments, according to its official site for the body and spirit. With own range of products, the company had intention to reliably answer the growing need of the market for the sweet and natural medicaments for health protection and conservation. Since the foundation of the company, they have commercialized products in Sweden and Italy, through pharmacies, herb shops, and medical

¹¹⁸ ScandinavianBlonde.it: *Chi siamo* [online].

practitioners, their label “Naturhälsan” which contains two lines – the health thermotherapy and health aromatherapy.

5.2. Goal of the campaign

This Swedish reseller of pharmaceutical goods saw a potential in Epicare of which it is also a distributor in Swedish and Italian markets. Apart of direct distribution to pharmacies, herb shops and medial practitioners, one of the company’s intentions is raising Epicare’s awareness in Italy by using new marketing trends (social media), public relations and sales promotions. The target groups are Italian ladies, from 15 to 50 years old, who care about how they look.

The company decided to initiate collaboration with an Italian blogger called Rockandfiocc.com. The blogger’s mission was to publish a personal Epicare experience video on the blog. The second step was launching the giveaway contest on the Epicare page on Facebook.

5.3. Rockandfiocc.com

Rockandfiocc.com is a fashion, art, movie, music, and personal blog from Parma, Italy, established in 2008. It has its own facebook fan created by one of the followers. Language used in posts is, apart from several exceptions, predominantly Italian. The awareness about Rockandfiocc.com was widened by local journals and magazines. From its creation until February 2011, it gathered 364 followers.

Rockandfiocc.com uses a platform of the server called Blogger which offers various predefined layouts of the website. However, the general website’s layout has been changed in order to support the professionalism (see **Appendix 17** and **Appendix 18**).

5.4. Presentation of Epicare on Rockandfiocc.com¹¹⁹

The campaign started on Wednesday, 6 April 2011, when Rockandfiocc.com wrote a post with a title “Let me introduce you... Epicare! (Post per sole donne!)” (Post only for women). The post was composed of three main parts.

5.4.1. Text on Rockandfiocc.com

The content of the text of the campaign is written in spontaneous, unprofessional manner as it would be Rockandfiocc.com’s ordinary post (for the complete text of the blog, see **Appendix 19**). In another part of the post there is a link to the website of the Scandinavian Blonde where the Epicare is presented. Lastly, as introducing post, more brand building and PR than advertising, it mentioned that there is no hurry to buy Epicare, because in the near future there will be a giveaway content. Final apologies for the girlish voice were interposed as a “post scriptum”.

5.4.2. Video on Rockandfiocc.com

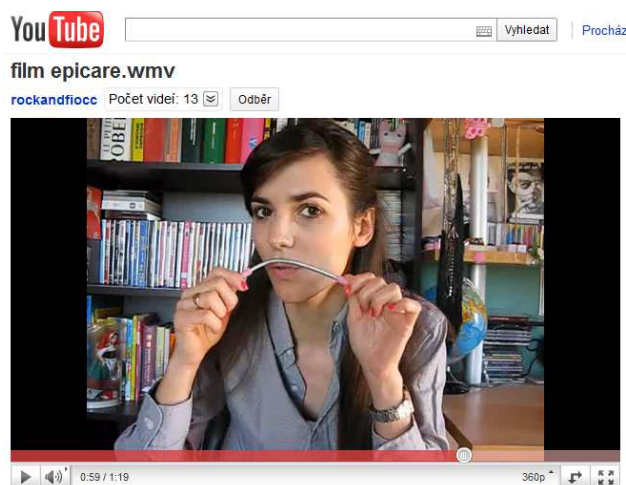


Figure 21 Epicare presentation video with Rockandfiocc.com (Source: YouTube)

¹¹⁹ Rockandfiocc.com: *Let me introduce you... Epicare! (post per sole donne!)*[online]. c2011, [cit. 2011-7-17].

It is a classic case of utilizing YouTube services with consequent embodying into a blog. It does not require many technical skills. Only procedure necessary to do is creating a profile on YouTube which allows users to upload videos¹²⁰. After video is uploaded, it is a question of couple of clicks to receive a link code generated by the YouTube itself, right underneath the video. This link is then written simply as a text of the post and the features of both social network sites, utilizing attributes of Web 2.0, visualize the video for readers right where the link was written. Of course, the link code is then hidden and does not appear in the text.

On this video, there is Rockandfiocc.com presenting Epicare in a minute long review where she presents how the product works, how it can be cleaned, how long it can be used, etc. No special effects were used. The video is taken in the room with a photo camera Canon G9.

5.4.3. Comments on Rockandfiocc.com

This is a part which emphasizes the social aspect of social media – the space for readers’ comments. This post received thirty six comments which is, considering the average of six comments per post, a recognizable success. However, there were some comments showing signs of negativity and criticism.

One of these comments was written by anonymous readers¹²¹ who shared a disappointment of posting an advertisement on her blog. In his words Rockandfiocc.com “felt out of her style”. This reader demands an explanation, why she was compelled to do advertising on her blog.

¹²⁰ A compatible video format has to be provided in format that is readable for YouTube. Common formats are .wmv, .avi, .mov, etc. Failing that, there are various programs, i.e. WM Converter or Format Factory, allowing the conversion of the most occurring video formats into those supported by YouTube server

¹²¹ Those are, as commonly seen, the most critical ones. With their hidden identity they have no shame to criticize, respond negatively and often react with intention of insulting and even abusing the author. Bednář named this user as a “Hater”. However, not all anonymous readers are necessarily haters [1]

Second example of negative comments was uttered by anonymous reader again. This time, the reader did not avoid bad manners and kept insulting the author in his comments. He has written that Rockandfiocc.com has obviously “the voice as chicken”, than she even “seems to be an idiot”.

5.4.4. Reactions on negative comments

According to the fundamental best practices from the theoretical section of this paper, presenter has to be active and, if possible, can not delete the comments. Otherwise, the Hater could be giving other negative comments which would put into a danger entire campaign.

First negative comment, classable as “demonstrating disillusion”, was reacted, in accordance with the precedent literature review, honestly unveiling the truth about the relationship between Rockandfiocc.com and Scandinavian Blond. The representatives of both groups are, actually, friends from childhood. A negative comment was eliminated in this way.

The second comment, classable as “insulting”, was a heavier issue to be solved. The reader has, obviously, broken the rules of behavior on blogs and, as such, should have been deleted. This method is, however, recommended only as the last resort, even if in this example it would be an appropriate reaction. Therefore, the campaign has undergone an experiment. In stead of deleting, the response was created in form of modified video. This video will be presented in next section as it takes part in consequent giveaway contest.

5.5. Epicare Giveaway contest on Rockandfiocc.com¹²²

The first post intended to present the product. Readers had time enough to see it and consult it, in comments' section, with the author and the others. It also presented the following giveaway contest that should have come soon. A week later, on 15th April, Rockandfiocc.com posted an Epicare Giveaway Contest. Similarly to the first presentation, the post was composed of three significant parts.

5.5.1. Giveaway video

As mentioned above, this video was created in order to eliminate the negative vulgar comment where the voice of the Rockandfiocc.com was described as “chicken voice” and sounded “like an idiot”. Of course, perception of the voice color is, more or less, relative and, therefore, irrelevant. However, the attempt was not arguing but offering, literally, another voice. The video was, therefore, the same with a difference that it was dubbed by a man's deep voice to eliminate “chicken's voice” which was too irritating for this reader.

5.5.2. Giveaway text

The writing style again demonstrates a great deal of unsophistication. The first part briefly introduces the video with question, if the video is “less irritating”. The other parts presented the giveaway content, who wins, how many products, what contestants have to do and where to go.

5.5.3. Giveaway comments

Commentary section has shown the success of the voice dubbing. The post has received nineteen enthusiastic comments which is, according to its average of five comments,

¹²² Rockandfiocc.com: *Epicare Giveaway!* [online]. c2011, [cit. 2011-6-13].

again a positive result with answers such as “I’m dying of laugh” or “Hahaha, the video is marvelous”. Readers were also proving excitement about the giveaway and with words “Let me try this thing” and “I have already commented on the facebook page of Epicare” they demonstrated the intention in participating in the contest. How successful it was will be uncovered in the Epicare Facebook page section

5.6. Epicare on Facebook¹²³



Figure 22 : Epicare’s Facebook page (Source : *Epicare – Italia* [31])

Scandinavian blonde has utilized even Facebook as communication channel for its campaign. The campaign on Facebook started on 30th March, before the post on Rockandfiocc.com was released. It has given the company a time to prepare its presentation on Facebook. From the four possible options (i.e. profile, group, page, and application) they have chosen a page and named it Epicare – Italia (see **Figure 22**). As it was mentioned in the theoretical part, the page practically suggests itself for the company’s presentation.

¹²³ Facebook.com: *Epicare – Italia* [online]. c2011, [cit. 2011-6-17].

The Facebook page is largely same with the other presentations on Facebook, especially because there is not such a space for customization. The only diversification possibilities for diversification are page picture, and wall, which is the most significant communication feature of both.

5.6.1. Profile picture on Facebook



Figure 23: Epicare – Italia’s page picture on Facebook (Source: *Epicare – Italia* [31])

As there are not many possibilities for diversification of the Facebook page, even the Page picture could play an appreciable role in the campaign. Definitely, well designed picture is perceived more professionally than just a blank space. However, it is more a necessity than advantage. Scandinavian Blonde has, therefore, utilized picture made during the photo shooting with a blonde model holding Epicare close to the face (see **Figure 23**).

5.6.2. Wall Communication on Facebook



Figure 24: Epicare presentation video on Facebook (Source: *Epicare – Italia* [31])

Communication on Epicare – Italia’s page started on 30th March 2011 with posting the presentation video of Epicare via YouTube (see **Figure 24**). The same model as on page picture demonstrates how this beauty tool works.



Figure 25: Epicare photo shooting pictures (Source: *Epicare – Italia* [31])

The next contribution on the wall was posted again by Scandinavian blonde on 4th April. This time, users could watch the pictures realized during the photo shooting. These photos, afterwards, appeared automatically at the top part of the page in the album (see **Figure 25**).



Figure 26: Rockandfiocc.com presentation video posted on Facebook (Source: *Epicare – Italia* [31])

Following contribution, again with a delay of few days, was posted on 7th April. It was the same video which was recorded and posted on Rockandfiocc.com. At the end of the campaign this video was “liked” by three users.

On 12th April, Scandinavian blonde has posted “Giveaway contest on rockandfiocc.com soon” and the first notions of comments, wrote by users, were seen on 15th April, the same day the giveaway contest was presented on rockandfiocc.com (this fact just demonstrates and supports the theoretical part about how fast social media are).

Ten comments from users have appeared as they participated in the contest. Few other messages appeared days after. This trend was continuing until they finished, with time delay of a month, on 17th July, by a Tunisian girl asking possibilities of distribution to her country. However, no reaction was made from the site of Scandinavian blonde ever since the “Giveaway contest on rockandfiocc.com soon” message.

The winners of the giveaway contest were contacted personally by Rockandfiocc.com using Facebook’s profile and no other information about this event was provided.

5.7. Summary

The giveaway contest, at its end, counted 41 facebook users who pressed on “like” button which added them as the page follower. According to these data, the conversion of 364 potential facebook page followers¹²⁴ was only 11.8%.

The conversion itself is not negligible and in some cases would be more than sufficient, however, in this case it was a contrary. The problem dwelled in the number of potential Facebook followers. Even if the social media can often surprise and the interaction of users can cause a tremendous spread, the chances were, in this case, rather infinitesimal.

At the first sight, the campaign proved to be a failure and it truly was, however, it can not be stated whether this campaign was successful or not, because the goals did not specify e.g. how many followers it should attract. Where the campaign did not succeed was undoubtedly the communication as it did not follow basic rules on social media, i.e. those stated in theoretical part as best practices.

The conclusion part will assess this campaign in the scope of these best practices, try to identify, if there are any, new success factors, and, finally, suggest various solutions.

5.8. Conclusion and Recommendation

Immediate thought about the campaign is the connection with the distribution. The company is a reseller of beauty and healthy products in Sweden and Italy. Epicare is then an object of reselling activities. In this campaign, the promotion of Epicare would raise awareness of Epicare itself and less of the company. This might give an option for local Italian distributors, who would profit from the popularity of the product. In other

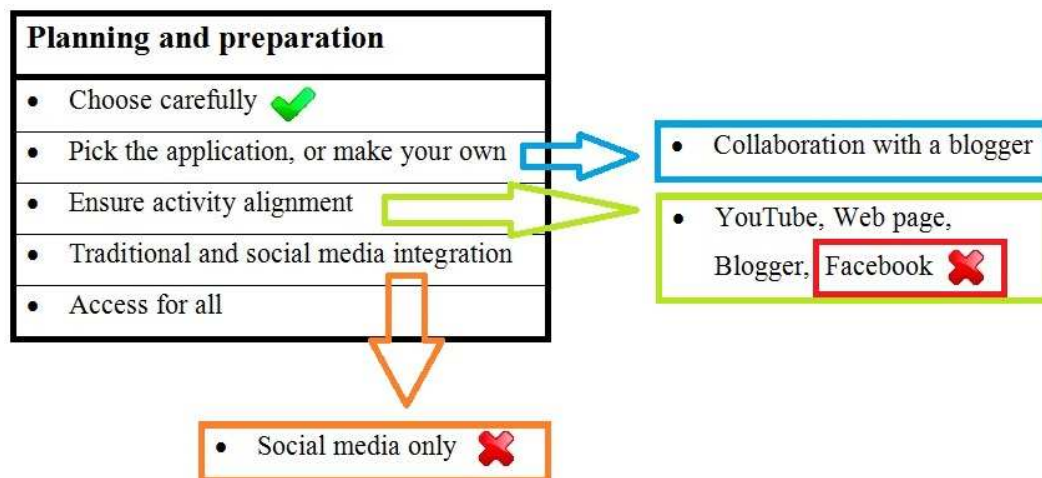
¹²⁴ 364 is the number of Rockandfiocc.com followers and, therefore, potential for conversion. However, this campaign is aimed on girls and women, from 15 to 50 years old, and, due to the lack of statistics about the demography of the followers, the conversion is, however, only approximate.

words, this activity might open borders to the competitors. Even if this topic is related more with distribution it plays a significant role in effective promotional mix.

Planning and Preparation

Preparation of the campaign also shows certain imperfections (see **Table 15**). First of all, the campaign does not dispose of concrete goal. “Italian ladies, from 15 to 50 years old, who care about their looks” is not enough. Speaking of marketing campaigns, they should have a measurable goal because at the end, as it was proved by Epicare campaign, it is impossible to measure the success of the campaign. Therefore, the campaign should have, for instance, further goals such as “5000 Epicare followers on facebook page”. Such an expression is important at the beginning of the campaign as an indicator how intensive and sophisticated the process has to be to.

Table 15: Changes and Assessment of Planning and Preparation for Epicare



The campaign has the intention to profit from the new trends such as social media. For this reason, even blog was chosen. However, Rockandfiocc.com dispose of only 364 followers is insufficient source of potential facebook “likers” or possible buyers. According to a theory, social media may spread information to millions of users. In this case, however, the probability reaches the bottom.

In order to maximize the number of potential “likers” in level of social media communication, more bloggers should be contacted for instance. Therefore, in stead of orienting only on Rockandfiocc.com, it would be appropriate to collaborate with other bloggers, oriented in fashion and beauty. The more bloggers are involved, the more potential followers are available. Theoretically, if each blog gives us 40 fans, then after hundred blogs we will have 4000 followers.¹²⁵ Consequently, such a big group can increase itself by its prestige.

Few exemplars of Epicare as a reward for the participation might be a motivation high enough to convince the bloggers to collaborate. Each blogger would afterwards, make similar presentation on their blogs with videos which would be then usable for the facebook presentation, make it interesting and active.

It is not necessary to rely solely on blogs. Another attraction of the potential users interested in Epicare might be found on Facebook itself. There are many groups sharing their interests on this social network. As explained in the theory, users on facebook create groups where they express their mood or incline to some activity or desire. Another source of potential “likers” is right there. It would be then necessary to localize groups, such as “I care about how I look” or “I hate hair removal” and put there some videos or use other profiles, such as Rockandfiocc.com, to share with others some comments and links to Epicare page. Of course, such an intervention should fallow the best practices.

In the level of interconnection of each segments (blog, YouTube, Facebook), which is one of the best practices, this campaign proved to be working. YouTube was utilized for video broadcast on Rockandfiocc.com and Facebook. Rockandfiocc.com has then made reference to Facebook’s Page. However, this reference, as noticed after in the analysis, was falling behind. The giveaway article has maybe mentioned with words where the giveaway contest will take a place, however, did not dispose of a direct link to this

¹²⁵ It is a positive forecast, excluding the possibility that bloggers read each other and so on. For precision if would require detailed measures and calculations.

Facebook page. This could have been misleading and refereeing to another page of a competitor reseller. However, this indisposed direct link might be as a part of the giveaway contest. For example, finding the correct Facebook page would higher the user's chance to win the contest.

The best practices, furthermore, advises that new media should not only be connected within themselves but also new media should be combined with other media. Certainly, this rule is not strict for the success of the campaign, but strengthens the potential success. The campaign, or generally the product, might be presented in the journals and magazines for ladies. The presentation at a Beauty or Fashion Expos in local area suggests itself automatically.

Realization and Communication

The purpose of social media is to communicate and, therefore, the reaction on each comment on the wall comprises the success of the campaign. Rockandfiocc.com, which had a role of the presenter of the campaign, has performed well. The reactions in its Epicare post were not immediate. However, the purpose of the blog is to post about different topics about fashion, art, movies, etc. Epicare is only a marginal topic and, as such, the situation did not require instant reactions. The reactions were made only at the day, or slightly around, when the post were created which was proved to be enough.

The activities on Rockandfiocc.com were following the best practices (for complete summary see **Table 16**). The blog was active (reacting on comments), interesting (adding videos and lunching the giveaway contest), unprofessional (e.g. familiar language and sloppy layout of the text ware used), not deleting the comments (successful reaction on negative comment), and being honest (explaining why the advertising is on the blog).

The same could not be said about the giveaway contest and communication on Facebook Epicare page. At the first glance, there is an obvious lack of reactions from the company's side. Besides, the first posts about how to use Epicare and pictures from

photo shooting, were left uncommented. The circumstances, however, have offered many occasions to do so. Together, there were fifteen comments which were passed unnoticed. This all have led to the consequent abandoning the Facebook page. Indeed, the campaign on Facebook was, according to the literature review, breaching basic rules of social media communication – being active and being interesting.

Table 16: Changes and Assessment of Realization and Communication for Epicare

Realization and Communication	
• Be active	✘
• Be interesting	→
• Be humble	
• Be unprofessional	
• Be honest and Polite	
• Provide information	✔
• Be outrageous	✔
• Never delete comments	→
• Provide exclusivity	✔
• Support causes that are important to consumers	✘

• YouTube, Blogger,	✔
Facebook	✘

• Negative comment counteraction	✔
----------------------------------	---

The errors are, therefore, familiar. There are many options how to solve this active and interesting issue. Taking in consideration theory again, the solutions might be:

Being polite – At the beginning of the campaign, it is not recommended to expect the best. The comments are not written by professional writer but by common users. Therefore, if the comment is not a comment, it should not give a page administrator reason why not to react. Expressing modesty and politeness with an answer such as “Thank you for the first comment!” does not harm anybody.

Being interesting – There is a large array of responses possibly usable to react on comments or just being interesting. This aspect, however, depends on the humor and

social classification of those who communicate, in this case, with Epicare - Italia. For instance, modest and polite comment could be modified into “First comment! Thank you! You are the leader of our contest at the moment!!! :)” by adding slight amount of humor.

The results of the contest could be given continuously on the wall. Consequently, the rules of the game could be slightly changed to give another opportunity to those who have already reacted – “The leaders of the contest are X, Y, Z. You really want to let them win? Girl, who have already commented and aren’t in the list, don’t despair! Nobody said you can’t write a new comment to be in the game again, did we?”.

Being active – after answering itself, for instance, by using methods mentioned above, the problem of being passive is automatically changed positively into being active. Of course, the results are not guaranteed, however, the reaction is often much better than leaving the communication apart.

After the end of the giveaway contest, they didn’t post the results on the wall. It seems the facebook page was left to death after that. The proper reaction would be, for instance, asking the winners for first experiences with the product in form of comment or even an individual video or at least displaying their names.

6. The success list

According to the definition proclaimed in a theoretical part, the social media marketing effort is any activity done on social media in order to make a product wanted and saleable. The **quality** of these activities dwells in the ability, capability, knowledge and principally every quality that makes marketer continuously better than others. Therefore, the success list is a summary of key success factors crucial for these social marketing efforts.

This research proved that many of these factors are repeatedly utilized in the campaigns and by the advertising agencies. The success list reflects the basic behavior more than new methods of social media communication. As the research was undergone generally, without any specification based on demographical, geographical, or cultural research, even the success list will be generally oriented. It is, therefore, extremely difficult to identify any other success factor because generality narrows the objectivity of success factors applicable for every company.

Furthermore, some of the factors found were inferior to the factors of success list gathered from the literature and, therefore, it would be inappropriate to state them as other factors (such as speculation about Public Relations, if they are part of the Marketing or separate discipline). Therefore, the new general success factors will be stated and inferior factors will be assigned to existing factors with a purpose of broadening the meaning of the superior factors.

6.1. Planning and Preparation

The success factors, mentioned in the literature, were proved by the practical part to be relevant to the success of the campaign. In the Planning and Preparation part of the success list, all points matched with the practical analysis. The findings of the practical research caused that two additional factors were appended and some of the existing

success factors were extended. The final success list for Planning and Preparation is summarized in **Table 17**.

Table 17: Final Planning and Preparation success list

Planning and Preparation
<ul style="list-style-type: none"> • Choose carefully based on <ul style="list-style-type: none"> • <i>Legal Aspects</i> • <i>Demography and Anthropology</i> • <i>Technological Aspect</i> • <i>Language Applicability</i>
<ul style="list-style-type: none"> • Advertising Agency collaboration?
<ul style="list-style-type: none"> • Ensure Alignment
<ul style="list-style-type: none"> • Traditional and Social media integration <ul style="list-style-type: none"> • Traditional media only • Traditional and Social media • Social media only
<ul style="list-style-type: none"> • Access for all
<ul style="list-style-type: none"> • Interconnect the campaigns

6.1.1. Choose carefully

Firstly, before using social media for the campaign’s purposes it is necessary to examine **legal aspects** of the country where the marketing activity is planned. Different political regime has caused that some countries such as China or North Korea have the internet under the control. In these countries, the campaign would fail even at the beginning.

Furthermore, the freedom of advertising is also limited by Advertising Standards Authorities commonly present in countries which has to be considered. Demerit

products, apart that it is not recommended by the agencies to promote disreputable products, are forbidden to promote even on social media.

Lastly, each social media has its own code of conduct. If the rules are not adhered to, the social media might complicate the situation and even cause the removal of the campaign which happened, for instance, between Burger King and Facebook, as they were, practically, obliged to leave the campaign.

Demographical and anthropological research of social media might unveil information inspiring enough for a campaign creation. The same was proved in the case of each analyzed marketing campaign in this thesis. Each social media has different demographical and anthropological attributes. For this reason, if the users' education level on certain social media is, for example, lower than high school degree, the services of this media will not be utilized, most likely, for the promotion of scholar books. The same counts for other statistics, such as gender statistics, geographical usage, age, and it could be continued as far as the demographical and anthropological knowledge allows it. These data are, at the same time, readily available as the social media is highly measurable media.

If certain social media, such as Twitter, is currently popular, it does not mean that in two years time it will be true as well. The same counts for **technological aspects** of each social media. Without studying new trends and features of each social media, the target group may lose the interest in the campaign because it would not offer the technological possibilities that users require and might be perceived as obsolete.

There is immense number of **languages** actively used in the world. However, only partially they are used globally. In terms of the internet, the most utilized languages are English, Chinese, and Spanish, for instance. Even each social media has one language which is preferred among the others. These social media, where for example Spanish is utilized the most, should be identified for the campaign in Spain, such as social media so-called Tuenti.com. On the other hand, some languages are spoken even in different states and, therefore, the same campaign could be spread abroad, with international

intention even without changing it, assuming an ideal situation where even other aspects, such as technological and social are analogues in these countries.

6.1.2. Advertising Agency collaboration?

In the theoretical part, it is written that the application should be whether bought or made personally. After the practical analysis, this statement had to be modified. The campaigns on social media are not based solely on applications but on communication as whole. Therefore, it should be rather decided whether to include the professionals into the campaign, include them only partially, or not include at all. Naturally, the campaign realized by professional has much higher probability of success. There are, therefore, two possibilities – higher investment for professionals with higher success possibility or time investment of company itself with speculative success rate.

Therefore, for Multinational Enterprises, disposing of high budget for advertising, it is recommended to use the services of professional, i.e. advertising agencies, to not lose professionalism. In small companies, it is not off the point trying campaign independently. Example might be Tennis Warehouse (Tennis Warehouse is the world's biggest reseller of tennis equipment with headquarters in USA. For more information www.tenniswarehouse.com) with its public relations. Even if this research was not conducted in thesis due to its large content, at least the main idea could be mentioned as an inspiration. This company makes videos with tennis racquet where employees play with different tennis racquets and review them afterwards, using YouTube channel on their web pages. It is simple, cheap and effective form of brand awareness rising because this site is commonly referred in tennis forums as a link for the racquet reviews even in Czech Republic, as this tennis racquet testing is rather a rarity.

6.1.3. Ensure Alignment

It was proved that Ensure Alignment was a relevant factor of the success list, however, no changes were made. Anew, it might be decided to rely on various Social Media, or a set of different applications within the same group, in order to have the largest possible

reach. In this case, it is crucial to ensure that your Social Media activities are all aligned with each other. Using different contact channels can be a worthwhile and profitable strategy. However, one goal of communication is the resolution of ambiguity and reduction of uncertainty, and nothing is more confusing than contradictory messages spread across different channels.

6.1.4. Traditional and Social media integration

Likewise, the research of the campaigns has approved that it is rather not recommended to realize a campaign only through a single media. It counts, afterwards, that using traditional media increase the potential of the campaign but, at the same time, it raises the campaign's investment.

According to the questionnaire, the traditional and social media integration is, however, not necessarily a requirement. In some cases, the campaigns are composed of both media where traditional media holds the post of the users' accumulation and social media then a role of the personal communicator. The representatives of the contacted advertising agencies stated that campaign could be successful whether the integration is used or not because effective campaign could be undergone on every media.

However, the research of the campaigns has approved that it is rather not recommended to realize a campaign only through a single media. It is undoubtedly more favorable for the campaign to be, if the budget allows it, supported by other media. However, it not necessarily has to be a rule. For instance, when the followers' group of the company is numerous enough, such as current Old Spice Guy's group counting more than a million and a half followers (<http://www.facebook.com/OldSpice>), the campaign could start based on Facebook.

6.1.5. Access for all

The company should let employees to be present on social media as the final users' impression is less artificial and more believable, as stated in the theoretical part of the

success list. However, according to the results of the practical research, “Access for all” aspects’ relevance was not analyzed due to the lack of the information. Therefore, this success factor is adapted to the final success list from the theory.

6.1.6. Interconnect the Campaigns

Theoretical success list proposes that traditional and social media should be integrated in order to receive more positive results. However, in different point of view, the other activity, proved to be critical for the success, was the integrating between campaigns. For instance, Burger King with its Whopper Freakout campaign proved that clients like its product. It then served as the inspiration for another campaign, so-called Whopper Sacrifice, where Burger King wanted to discover if the clients are willing to receive a free hamburger by sacrificing and deleting friends on Facebook. In successful campaign, users are, literally, waiting for what will happen (vide realization and communication part of the success list), and, therefore, even the campaigns are recommended to be interconnected.

6.2. Realization and Communication

The Realization and communication part of the success list differs from the planning and preparation. The most significant reason explaining this controversy is knowledge. To prepare the campaign, the knowledge has to be high enough to avoid possible legal, demographical, anthropological issues that were mentioned in paragraphs before. It, therefore, requires high knowledge in these sectors and is crucial for the campaign’s existence.

The second part of the success list is, undoubtedly, important as well. In terms of the success list, it rather describes the general manners of behavior that have to be observed in order to attract the user. These factors do not require such an educational background but, at the same time, it is nearly impossible to modify or widen them. This paper is, as mentioned about general which is its limitation.

For successful modification of success factors of realization and communication part, the thesis orientation should be more specified, for instance, only on Facebook in Czech Republic using Application, with a certain product and target audience. More the research is specified, more the qualitative success factors is received. For instance, “**be humble**” and “**provide information**” factors were not approved and, therefore, their literature description is preserved. However, some nuances were received even in general research, such as this one was (see **Table 18**).

Table 18:Final Realization and Communication success list

Realization and Communication
<ul style="list-style-type: none"> • Be active <ul style="list-style-type: none"> - Delegate activity - Be long term
<ul style="list-style-type: none"> • Be interesting <ul style="list-style-type: none"> - Be outrageous - Provide exclusivity - Support causes that are important to consumers
<ul style="list-style-type: none"> • Unprofessional (casual) communication, professional design
<ul style="list-style-type: none"> • Adhere to social code of conduct <ul style="list-style-type: none"> - Be honest - Be polite
<ul style="list-style-type: none"> • Provide information
<ul style="list-style-type: none"> • Never delete the comments – be brave and counter-react

There were undergone certain changes and, for instance, **being humble** was deleted from the list. According to the theoretical success list, it represents activities from before the social media is even entered. Furthermore, social media should be studied not only demographically, for instance, but also from its history and technical features. Only when this knowledge is gained it is recommended to initiate the campaign.

Therefore, this factor was, due to its purpose, added to the planning and preparation part of the success list where it is stated under **Choose carefully** as **Technical aspects**.

6.2.1. Being active

Being active is the most important factor. As the social media is about communication, without being active the possibilities of creating a successful campaign would rapidly diminish. Moreover, every other success factor would be, without being active, unable to fallow because the being active is superior to the others.

The campaign for Epicare demonstrated that being passive can ruin the campaign. Users interested in this product posted various comments on the Facebook's wall which were left untouched. This passivity consequently caused that the users have disappeared and never posted again. According to the research of Advertising agencies, the reaction should be even immediate because the users are used to the responses within couple of minutes.

However, as the practical research demonstrated, activity could be occasionally delegated to the users, such as with using Facebook application. Burger King, with its Whopper Sacrifice, has basically created an application that remarked this trend. Users were deleting less wanted friends in order to receive a free hamburger and this process gathered 233 thousands sacrificed users without signification intervention. Certainly, there had to be established a certain parallel communication provided by the company, for instance, on Facebook's wall.

6.2.2. Being interesting

Constant activity on social media is crucial but not self-sufficient. In order to attract users on social media, it is necessary to be interesting as well. The first step is to listen to the customers. Important is to know what they would like to hear; what they would like to talk about; what they might find interesting, enjoyable, and valuable.

Consequently, it is recommended to develop and post content that fits those expectations.

According to the theoretical success list, there are other three factors that were decided to mention together under being interesting, as they fall into the same category. First of all, **being outrageous** is undoubtedly one of those. The same factor was utilized by Burger King or Bezpecnedomeny.cz. What they did was playing a joke, being scandalous and at the end humorous. Burger King, in its campaign Whopper Freekout, tricked the customers and said that its famous hamburger is not being sold anymore. The hidden cameras recorded the reactions of the customers and then use it on YouTube and television. Commonly scandalous was campaign The Doubles for Bezpecnedomeny.cz, where in order to prove that the internet users can be easily hacked and been rubbed of personal data, the company tricked reality by recording the doubles of Czech celebrities in humorous situations. Videos went viral, was even published in print and the believability of the content was largely discussed whether it is real or not.

Furthermore, social media users can be attracted by **providing exclusivity** or **supporting causes that are important to them**. Firstly, feelings of being special can be produced by offering products, information, and special deals that are available exclusively to a subset of consumers. Secondly, social media users tell others about things to which they are emotionally connected. Therefore, organizations can leverage emotional connections by embracing one or more causes that are important to their customers.

6.2.3. Unprofessional (casual) communication, professional design

The communication on social media could be even casual and the companies should not be afraid of making mistakes. However, the research has exposed that being unprofessional is not always a proper solution, especially in terms of design and technical sophistication. For instance, Whopper Sacrifice was a Facebook application that was excellently designed and programmed as its feature was not to communicate

but, more or less, to play. Even if the possibilities of the presentation vary with different social media, the communication should be, in general terms, casual and design professional.

6.2.4. Adhere to social code of conduct

Theoretical success list determined politeness and honesty as the success factors. However, there are more of these decent manners that the companies need to observe. According to the personal interview with Jan Páv, users should be treated with more respect which might be attained by the companies adhering to certain code of conduct and not necessarily only to politeness and honesty. As it was stated in the literature, today's internet users are educated and intelligent. Finding a negative expression, once said by the company, could be found at any time and used against it.

6.2.5. Never delete the comments – be brave and counter-react

The company which is present on social media has to count with, apart from admiring comments, with negative comments. These expressions should not be deleted if it is not necessary. In previous paragraph it was mentioned that users should be treated with adhering to the certain code of conduct. Nevertheless, it counts also vice versa that the users should behave equally. Therefore, insulting comments containing insults could be deleted.

However and what was interesting to discover during the research, was the counter-reaction. Although, the Epicare campaign was a social media fiasco, it has offered a proper elimination of negative expression. In stead of deleting a comment insulting the blogger's "chicken" and, sir-reverence, "idiot" voice on the video, a new video was created where the original voice was doubted by much deeper. This counter-reaction has formed a mass of dozens of positive comments eliminating the user with negative expression and caused that he did not react back.

The same was, incidentally, stated in personal research within the advertising agencies, where it was proclaimed that companies are in fact afraid of these negative expressions. The companies, however, do not need to be afraid because, according to this research, reacted back and turned in the favor of the company. Therefore, the comments should not be deleted but bravely responded back.

6.3. Be creative

Creativity was the term often mentioned within the advertising agencies. The factor is even more significant as with its extent became involved in both parts success list. The term describes a phenomenon whereby a person, collective or an organization creates something new. The same counts for campaigns and their communication because they should to be innovative, original and demonstrating something nobody have seen before in order to maximize a success potential.

Social media have opened the borders for creativity as they offer various features that were achievable with difficulties on traditional media. Such as example was “The man your man could smell like” of Old Spice. Apart of using creativity as the pillar of the campaign as whole where a handsome man in towel convince ladies audience that their boyfriend can at least smell like him by using Old Spice product, the creativity was likewise utilized in responding to the users comments. Due to the features offered by YouTube and Facebook, Old Spice decided to answer in form of a video on 186 chosen comments personally by that handsome, so-called, Old Spice Guy. This is just a fraction of what new media and WEB 2.0 have brought. Therefore, the companies should locate these features and use them in creative manner.

In the planning and preparation level, the creativity plays equally a significant role. Every campaign mentioned in the practical research witnessed that the creativity was utilized even at the initiatives. The Whopper Sacrifice campaign, for example, went against convention and offered deleting friends, based on data describing the Facebook

users would like to delete some of their friends as they have been accepted without any real friendship.

Conclusion

In the introduction, the goals were set. In the theory, the thesis described the term marketing and reviewed it from various perspectives. The discussion was led in order to identify the critical factors. The same was performed with technological and globalization aspects and the summarized theoretical success list of the best practices for current marketing campaigns' creation was received. The final output was facilitated by the fact, that other authors identified these factors in their publications and it is, in fact, summary of these authors.

The analytical part was divided into four parts. Firstly, the analyses assessed the environment of the campaign creation with a scope of the social media by using PEST analysis. This analysis unveiled and added new factors to the success list, such as importance of the demographical and anthropological research, knowledge of the social media features, code of conducts, languages etc.

Secondly, three famous and successful social media campaigns will be analytically discussed. Namely, the speech is about "The man your man could smell like", "Whopper Freakout and Sacrifice", "The doubles". The analysis of these campaigns brought various changes into the success list as well. For instance, it approved the importance of existing factors, such as being active, highlighted the necessity of the demographical and anthropological research of each media, approved that being unprofessional is not always appropriate solution, etc.

Thirdly, in order to receive a practical data, a survey was undergone with Czech top advertising agencies in scope of the social media integration. The survey was completed with four agencies and various opinions were received, especially because the representatives had different working position. Again, the success list was modified according to this new knowledge. The importance of term creativity was stated various times, as it is generally the main factor of the advertising. It was also proclaimed that just the presence on social media itself does not have any effect, which highlighted that

social media is a tool that has to be used in proper manners otherwise the campaign would be on the road to ruin.

Lastly, the personal experience of a social media usage in Epicare campaign was assessed. This research was an appropriate source of exemplar errors of social media misuse. The analytical research was assessed with the theoretical success list. After that, the amateur campaign has demonstrated the success factors which were not noticeable in successful campaigns, due to the campaign's professionalism. Therefore, the main achievement was the approval of necessity of communication factors that has to be fundamentally involved in the campaign. Necessary factors were, for instance, **being active** and **being interesting**. As a surprise, this campaign also indicated how the negative comments might be eliminated.

The result of the thesis is, therefore, a complete success list of best practices of using social media in marketing campaigns based on literature, environmental analysis, practical examples of social media campaigns, interviews with agencies, and personal experience. Some of the factors were replaced, as they have lost the importance and, contrarily, new factors were discovered.

The goals of the thesis seem to be accomplished because the purpose of this paper was to analyze social media and marketing practices to highlight the most common factors applicable for any organization. Rather than being more detailed, the research took in consideration various perspectives as the title was considerably general. However, it was demonstrated that social media were not created for the business and, therefore, marketers have to learn methods how to use them because it is simply a mass media with its advantages and disadvantages like any other.

There are various limitations in accordance with this thesis. One limitation refers to the previous paragraph where the generality of this work was mentioned. The research was elaborated in broad terms and it might happen, for instance, that in specific circumstances this model may not be applicable. There are hundreds of social media types that were not, due to the complexity, concerned.

However, as the research was general, it also offers the indications and proposals for further researches. I would recommend further research over co-creation of the product by using social media. The fact, that users are willing to exchange their thoughts and needs instantly, the companies can use it as an inspiration for the new product creation (co-product). Consequently, I would also recommend further research on the products not suitable for social media, as social media do not like bad reputation labels. Lastly, in more creative terms, the research could be even focused on how the humor affects social media marketing.

As the last statement, I would like to declare that the realization of this thesis highly contributed to my knowledge about current advertising and marketing campaigns and not merely in marketing terms. It enriched me by other significant knowledge, such as the internet legal issues in countries like North Korea or China. There were always new interesting aspects resulting from each research which is, incidentally, remarkable on the total length of the paper. I hope, if this obstacle is overcome, that my work can be contributive also to the readers.

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Appendix 1: Internet Usage in Europe (Source *Internet usage in Europe* [36])

Internet Usage in Europe					
EUROPE	Population (2011 Est.)	Internet Users, Latest Data	Penetration (% Population)	User Growth (2000-2011)	% Users Europe
Albania	2,994,667	1,300,000	43.4 %	51,900.0 %	0.3 %
Andorra	84,825	67,200	79.2 %	1,244.0 %	0.0 %
Austria	8,217,280	6,143,600	74.8 %	192.6 %	1.3 %
Belarus	9,577,552	4,436,800	46.3 %	2,364.9 %	0.9 %
Belgium	10,431,477	8,113,200	77.8 %	305.7 %	1.7 %
Bosnia-Herzegovina	4,622,163	1,441,000	31.2 %	20,485.7 %	0.3 %
Bulgaria	7,093,635	3,395,000	47.9 %	689.5 %	0.7 %
Croatia	4,483,804	2,244,400	50.1 %	1,022.2 %	0.5 %
Cyprus	1,120,489	433,900	38.7 %	261.6 %	0.1 %
Czech Republic	10,190,213	6,680,800	65.6 %	568.1 %	1.4 %
Denmark	5,529,888	4,750,500	85.9 %	143.6 %	1.0 %
Estonia	1,282,963	971,700	75.7 %	165.1 %	0.2 %
Faroe Islands	49,267	37,500	76.1 %	1,150.0 %	0.0 %
Finland	5,259,250	4,480,900	85.2 %	132.5 %	0.9 %
France	65,102,719	45,262,000	69.5 %	432.5 %	9.5 %
Germany	81,471,834	65,125,000	79.9 %	171.4 %	13.7 %
Gibraltar	28,956	20,200	69.8 %	1,162.5 %	0.0 %
Greece	10,760,136	4,970,700	46.2 %	397.1 %	1.0 %
Guernsey & Alderney	65,068	48,300	74.2 %	141.5 %	0.0 %
Hungary	9,976,062	6,176,400	61.9 %	763.8 %	1.3 %
Iceland	311,058	301,600	97.0 %	79.5 %	0.1 %
Ireland	4,670,976	3,042,600	65.1 %	288.1 %	0.6 %
Italy	61,016,804	30,026,400	49.2 %	127.5 %	6.3 %
Jersey	94,161	45,800	48.6 %	472.5 %	0.0 %
Kosovo	1,825,632	377,000	20.7 %	0.0 %	0.1 %
Latvia	2,204,708	1,503,400	68.2 %	902.3 %	0.3 %
Liechtenstein	35,236	23,000	65.3 %	155.6 %	0.0 %
Lithuania	3,535,547	2,103,471	59.5 %	834.9 %	0.4 %
Luxembourg	503,302	424,500	84.3 %	324.5 %	0.1 %
Macedonia	2,077,328	1,057,400	50.9 %	3,424.7 %	0.2 %
Malta	408,333	240,600	58.9 %	501.5 %	0.1 %
Man, Isle of	84,655	35,600	42.1 %	--	0.0 %

Moldova	4,314,377	1,333,000	30.9 %	5,232.0 %	0.3 %
Monaco	30,539	23,000	75.3 %	228.6 %	0.0 %
Montenegro	661,807	294,000	44.4 %	0.0 %	0.1 %
Netherlands	16,847,007	14,872,200	88.3 %	281.3 %	3.1 %
Norway	4,691,849	4,431,100	94.4 %	101.4 %	0.9 %
Poland	38,441,588	22,452,100	58.4 %	701.9 %	4.7 %
Portugal	10,760,305	5,168,800	48.0 %	106.8 %	1.1 %
Romania	21,904,551	7,786,700	35.5 %	873.3 %	1.6 %
Russia	138,739,892	59,700,000	43.0 %	1,825.8 %	12.5 %
San Marino	31,817	17,000	53.4 %	580.0 %	0.0 %
Serbia	7,310,555	4,107,000	56.2 %	926.8 %	0.9 %
Slovakia	5,477,038	4,063,600	74.2 %	525.2 %	0.9 %
Slovenia	2,000,092	1,298,500	64.9 %	332.8 %	0.3 %
Spain	46,754,784	29,093,984	62.2 %	440.0 %	6.1 %
Svalbard & Jan Mayen	2,019	--	--	--	0.0 %
Sweden	9,088,728	8,397,900	92.4 %	107.5 %	1.8 %
Switzerland	7,639,961	6,152,000	80.5 %	188.3 %	1.3 %
Turkey	78,785,548	35,000,000	44.4 %	1,650.0 %	7.3 %
Ukraine	45,134,707	15,300,000	33.9 %	7,550.0 %	3.2 %
United Kingdom	62,698,362	51,442,100	82.0 %	234.0 %	10.8 %
Vatican City State	832	480	57.7 %	416.0 %	0.0 %
TOTAL Europe	816,426,346	476,213,935	58.3 %	353.1 %	100.0 %

NOTES: (1) The European Internet Stats were updated for March 31, 2011. (2) Detailed data for individual countries can be found by clicking on each country name. (3) The population numbers are based on data contained in [U.S. Census Bureau](#). (4) The usage numbers come from various sources, mainly from statistics published by [Nielsen Online](#) , [ITU](#) , [GfK](#), and other trustworthy sources. (5) Data may be cited, giving due credit and establishing an active link back to [InternetWorld Stats](#) . (6) For definitions and help, see the [site surfing guide](#). © Copyright 2011, Miniwatts Marketing Group. All rights reserved worldwide.

Appendix 2: Internet Usage Worldwide (Source: *Internet usage statistics* [37])

WORLD INTERNET USAGE AND POPULATION STATISTICS						
March 31, 2011						
World Regions	Population (2011 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2011	Users % of Table
Africa	1,037,524,058	4,514,400	118,609,620	11.4 %	2,527.4 %	5.7 %
Asia	3,879,740,877	114,304,000	922,329,554	23.8 %	706.9 %	44.0 %
Europe	816,426,346	105,096,093	476,213,935	58.3 %	353.1 %	22.7 %
Middle East	216,258,843	3,284,800	68,553,666	31.7 %	1,987.0 %	3.3 %
North America	347,394,870	108,096,800	272,066,000	78.3 %	151.7 %	13.0 %
Latin America / Carib.	597,283,165	18,068,919	215,939,400	36.2 %	1,037.4 %	10.3 %
Oceania / Australia	35,426,995	7,620,480	21,293,830	60.1 %	179.4 %	1.0 %
WORLD TOTAL	6,930,055,154	360,985,492	2,095,006,005	30.2 %	480.4 %	100.0 %

NOTES: (1) Internet Usage and World Population Statistics are for March 31, 2011. (2) CLICK on each world region name for detailed regional usage information. (3) Demographic (Population) numbers are based on data from the [US Census Bureau](#) . (4) Internet usage information comes from data published by [Nielsen Online](#), by the [International Telecommunications Union](#), by [GfK](#), local Regulators and other reliable sources. (5) For definitions, disclaimer, and navigation help, please refer to the [Site Surfing Guide](#). (6) Information in this site may be cited, giving the due credit to [www.internetworldstats.com](#). Copyright © 2001 - 2011, Miniwatts Marketing Group. All rights reserved worldwide.

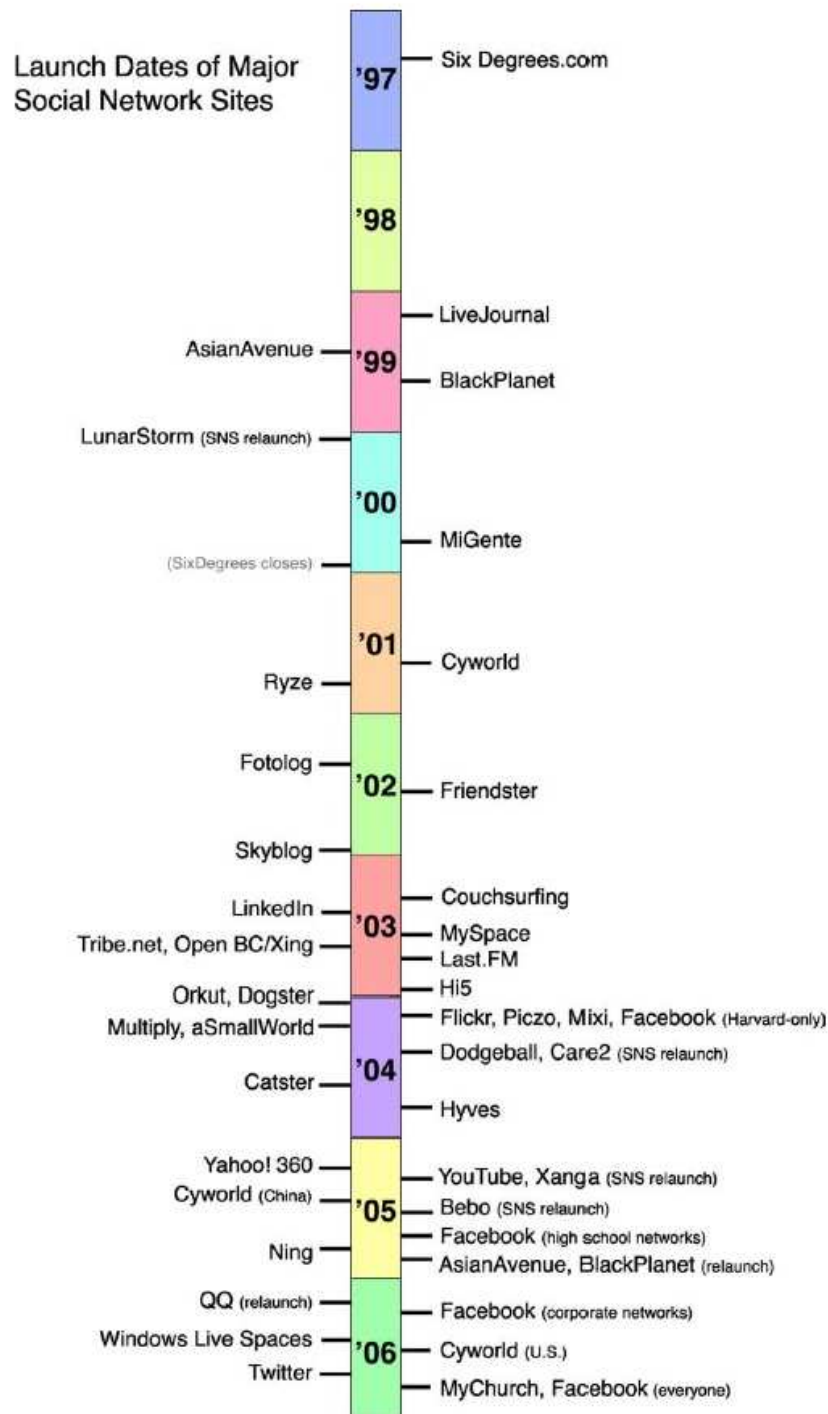
Appendix 3 : Internet Usage Statistics for Africa (Source: *Internet Usage Statistics for Africa* [38])

INTERNET USAGE STATISTICS FOR AFRICA						
AFRICA	Population (2011 Est.)	Internet Users Dec/2000	Internet Users Latest Data	Penetration (% Population)	User Growth (2000-2011)	% Users in Africa
Algeria	34,994,937	50,000	4,700,000	13.4 %	9,300.0 %	4.0 %
Angola	13,338,541	30,000	607,400	4.6 %	1,924.7 %	0.5 %
Benin	9,325,032	15,000	200,000	2.1 %	1,233.3 %	0.2 %
Botswana	2,065,398	15,000	120,000	5.8 %	700.0 %	0.1 %
Burkina Faso	16,751,455	10,000	178,200	1.1 %	1,682.0 %	0.2 %
Burundi	10,216,190	3,000	157,800	1.5 %	5,160.0 %	0.1 %
Cameroon	19,711,291	20,000	750,000	3.8 %	3,650.0 %	0.6 %
Cape Verde	516,100	8,000	150,000	29.1 %	1,775.0 %	0.1 %
Central African Rep.	4,950,027	1,500	66,500	1.3 %	4,333.3 %	0.1 %
Chad	10,758,945	1,000	187,800	1.7 %	18,680.0 %	0.2 %
Comoros	794,683	1,500	24,300	3.1 %	1,520.0 %	0.0 %
Congo	4,243,929	500	245,200	5.8 %	48,940.0 %	0.2 %
Congo, Dem. Rep.	71,712,867	500	503,040	0.7 %	100,508.0 %	0.4 %
Cote d'Ivoire	21,504,162	40,000	968,000	4.5 %	2,320.0 %	0.8 %
Djibouti	757,074	1,400	52,660	7.0 %	3,661.4 %	0.0 %
Egypt	82,079,636	450,000	20,136,000	24.5 %	4,374.7 %	17.0 %
Equatorial Guinea	668,225	500	14,400	2.2 %	2,780.0 %	0.0 %
Eritrea	5,939,484	5,000	250,000	4.2 %	4,900.0 %	0.2 %
Ethiopia	90,873,739	10,000	445,400	0.5 %	4,354.0 %	0.4 %
Gabon	1,576,665	15,000	98,800	6.3 %	558.7 %	0.1 %
Gambia	1,797,860	4,000	130,100	7.2 %	3,152.5 %	0.1 %
Ghana	24,791,073	30,000	1,297,000	5.2 %	4,223.3 %	1.1 %
Guinea	10,601,009	8,000	95,000	0.9 %	1,087.5 %	0.1 %
Guinea-Bissau	1,596,677	1,500	37,100	2.3 %	2,373.3 %	0.0 %
Kenya	41,070,934	200,000	3,995,500	9.7 %	1,897.8 %	3.4 %
Lesotho	1,924,886	4,000	76,800	4.0 %	1,820.0 %	0.1 %
Liberia	3,786,764	500	20,000	0.5 %	3,900.0 %	0.0 %
Libya	6,597,960	10,000	353,900	5.4 %	3,439.0 %	0.3 %
Madagascar	21,926,221	30,000	320,000	1.5 %	966.7 %	0.3 %
Malawi	15,879,252	15,000	716,400	4.5 %	4,676.0 %	0.6 %

Mali	14,159,904	18,800	250,000	1.8 %	1,229.8 %	0.2 %
Mauritania	3,281,634	5,000	75,000	2.3 %	1,400.0 %	0.1 %
Mauritius	1,303,717	87,000	290,000	22.2 %	233.3 %	0.2 %
Mayotte (FR)	209,530	n/a	10,620	5.1 %	n/a	0.0 %
Morocco	31,968,361	100,000	13,213,000	41.3 %	13,113.0 %	11.1 %
Mozambique	22,948,858	30,000	612,500	2.7 %	1,941.7 %	0.5 %
Namibia	2,147,585	30,000	127,500	5.9 %	325.0 %	0.1 %
Niger	16,468,886	5,000	115,900	0.7 %	2,218.0 %	0.1 %
Nigeria	155,215,573	200,000	43,982,200	28.3 %	21,891.1 %	37.1 %
Reunion (FR)	834,261	130,000	300,000	36.0 %	130.8 %	0.3 %
Rwanda	11,370,425	5,000	450,000	4.0 %	8,900.0 %	0.4 %
Saint Helena (UK)	7,700	n/a	900	11.7 %	n/a	0.0 %
Sao Tome & Principe	179,506	6,500	26,700	14.9 %	310.8 %	0.0 %
Senegal	12,643,799	40,000	923,000	7.3 %	2,207.5 %	0.8 %
Seychelles	89,188	6,000	33,900	38.0 %	465.0 %	0.0 %
Sierra Leone	5,363,669	5,000	34,100	0.6 %	582.0 %	0.0 %
Somalia	9,925,640	200	106,000	1.1 %	52,900.0 %	0.1 %
South Africa	49,004,031	2,400,000	6,800,000	13.9 %	183.3 %	5.7 %
Sudan	45,047,502	30,000	4,200,000	9.3 %	13,900.0 %	3.5 %
Swaziland	1,370,424	10,000	90,000	6.6 %	800.0 %	0.1 %
Tanzania	42,746,620	115,000	676,000	1.6 %	487.8 %	0.6 %
Togo	6,771,993	100,000	356,300	5.3 %	256.3 %	0.3 %
Tunisia	10,629,186	100,000	3,600,000	33.9 %	3,500.0 %	3.0 %
Uganda	34,612,250	40,000	3,200,000	9.2 %	7,900.0 %	2.7 %
Western Sahara	507,160	n/a	n/a	n/a	0.0 %	0.0 %
Zambia	13,881,336	20,000	816,700	5.9 %	3,983.5 %	0.7 %
Zimbabwe	12,084,304	50,000	1,422,000	11.8 %	2,744.0 %	1.2 %
TOTAL AFRICA	1,037,524,058	4,514,400	118,609,620	11.4 %	2,527.4 %	100.0 %

NOTES: (1) Africa Internet Statistics were updated for March 31, 2011. (2) CLICK on each country name for further data on individual countries and regions. (3) Population numbers are based on data from the [U.S. Census Bureau](#). (4) For help and definitions, see the [site surfing guide](#). (5) Internet usage information comes mainly from data published by [WWW, ITU](#), the [Nielsen Company](#) and other local trustworthy sources. (6) For growth comparison purposes, baseline usage data for the year 2000 is displayed. (7) Data from this table may be cited, giving the due credit and establishing an active link back to [internetworldstats.com](#) Copyright 2011, © Miniwatts Marketing Group. All rights reserved worldwide.

Appendix 4: Timeline of the launch dates of many major Social Networks Sites (SNS) and dates when community sites re-launched with SNS features (Source: Boyd and Ellison [27])

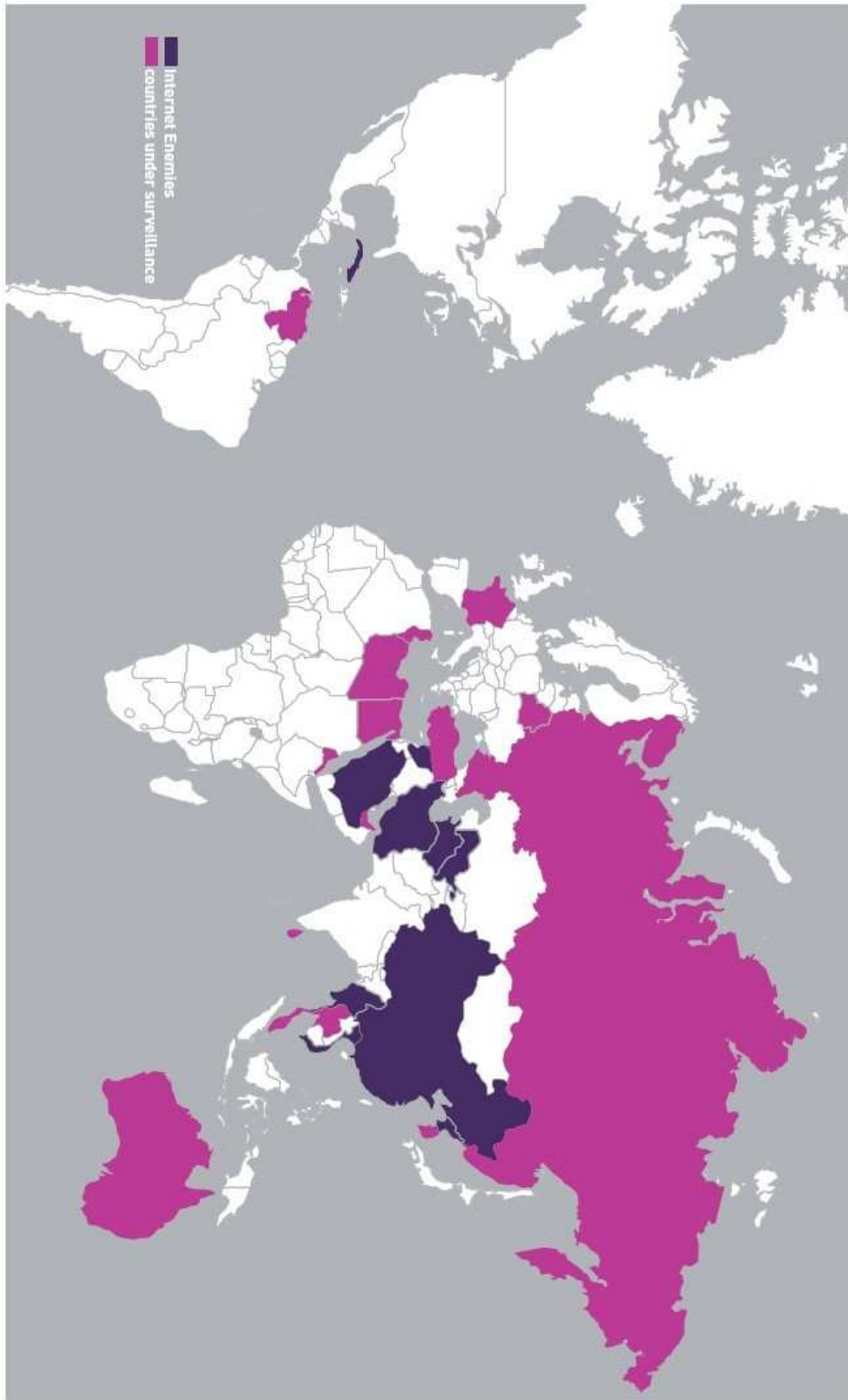


Appendix 5: Examples of social media (Source: Mangold and Faulds [47])

Examples of social media

- Social networking sites (MySpace, Facebook, Faceparty)
- Creativity works sharing sites:
 - Video sharing sites (YouTube)
 - Photo sharing sites (Flickr)
 - Music sharing sites (Jamendo.com)
 - Content sharing combined with assistance (Piczo.com)
 - General intellectual property sharing sites (Creative Commons)
- User-sponsored blogs (The Unofficial Apple Weblog, Cnet.com)
- Company-sponsored websites/blogs (Apple.com, P&G's Vocalpoint)
- Company-sponsored cause/help sites (Dove's Campaign for Real Beauty, click2quit.com)
- Invitation-only social networks (ASmallWorld.net)
- Business networking sites (LinkedIn)
- Collaborative websites (Wikipedia)
- Virtual worlds (Second Life)
- Commerce communities (eBay, Amazon.com, Craig's List, iStockphoto, Threadless.com)
- Podcasts ("For Immediate Release: The Hobson and Holtz Report")
- News delivery sites (Current TV)
- Educational materials sharing (MIT OpenCourseWare, MERLOT)
- Open Source Software communities (Mozilla's spreadfirefox.com, Linux.org)
- Social bookmarking sites allowing users to recommend online news stories, music, videos, etc. (Digg, del.icio.us, Newsvine, Mixx it, Reddit)

Appendix 6: The world map of cyber censorship (Source: Julliard [41])



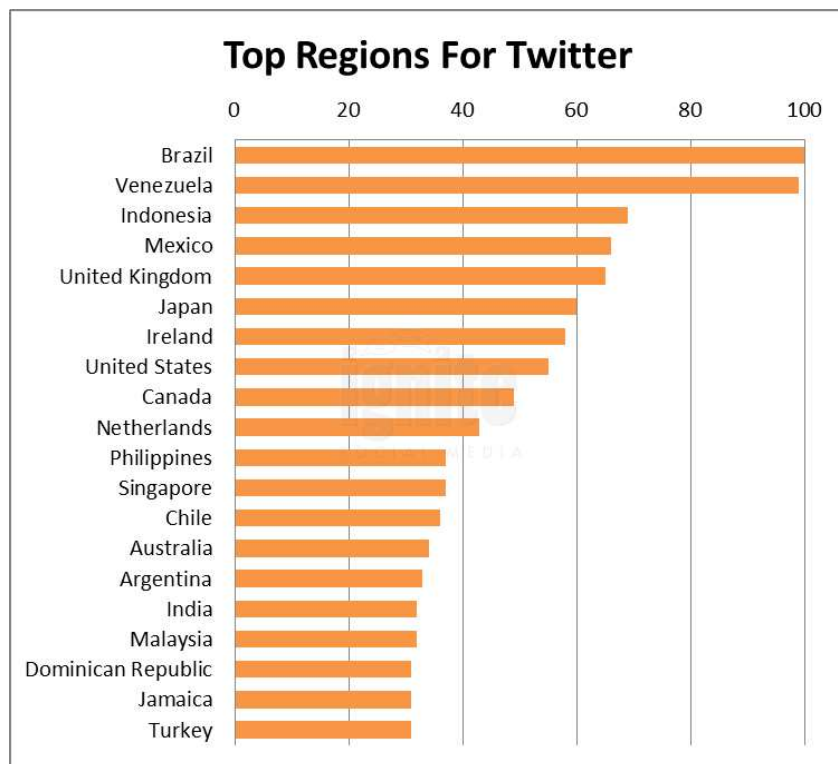
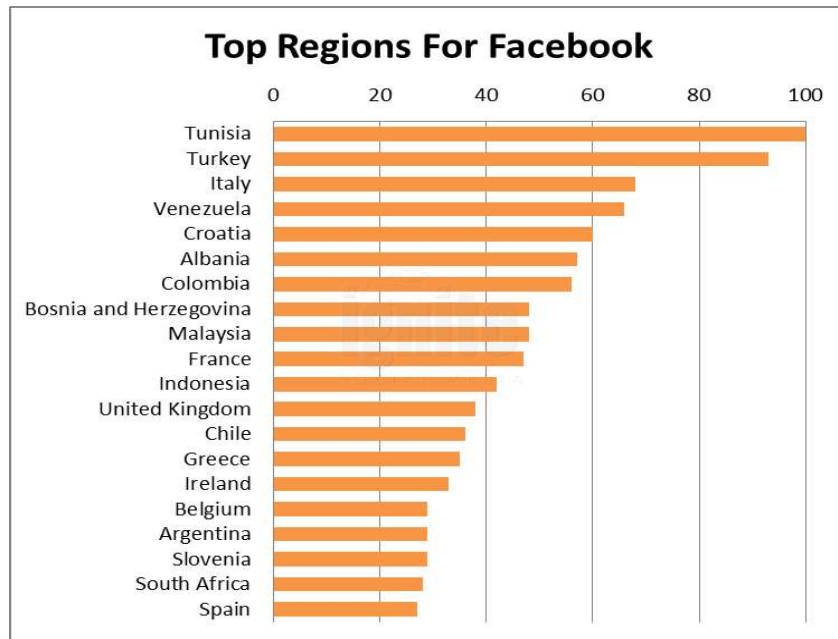
Appendix 7: Countries above and below the world GDP (PPP) per capita (Source: *List of the countries by GDP (PPP) per capita* [85])



Blue above world GDP (PPP) per capita

Orange below world GDP (PPP) per capita

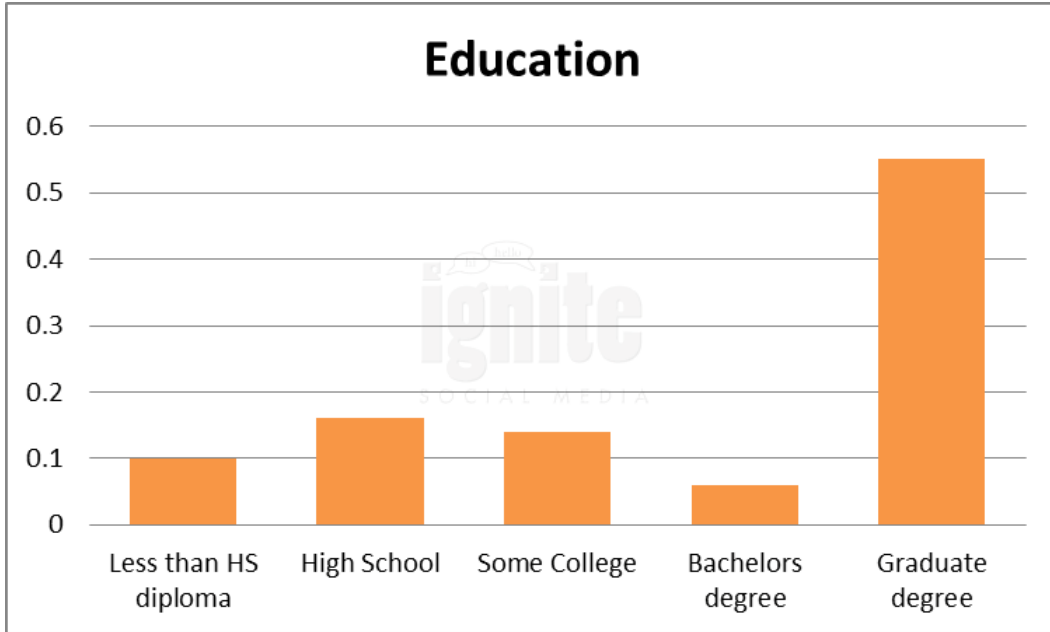
Appendix 8: Top Regions for Facebook and Twitter in 2010 (Source: Chappel [28])



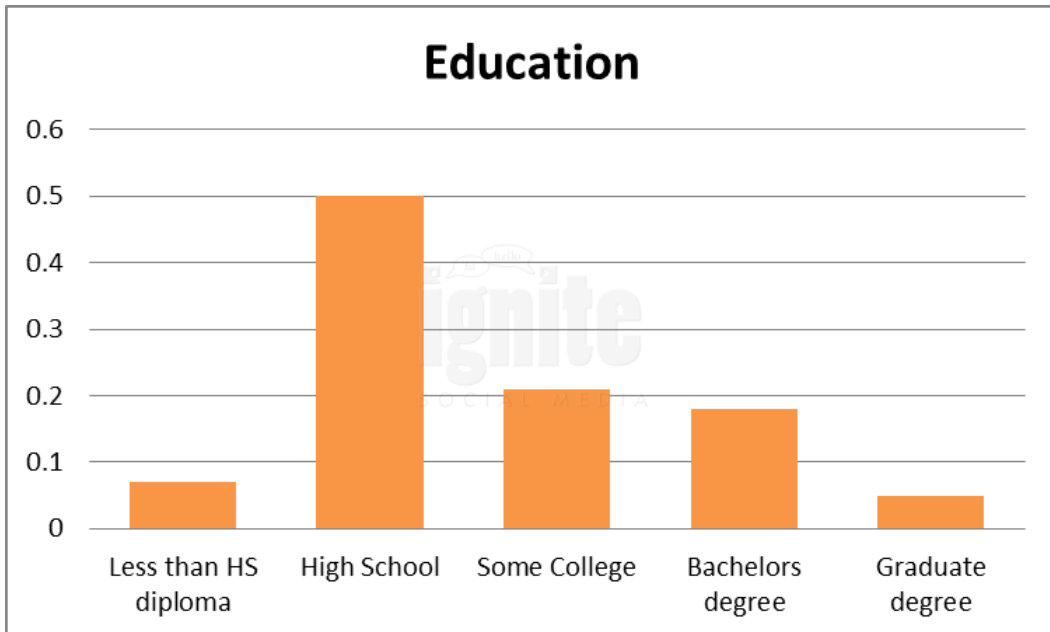
The X axis represents proportionate interest levels to the area based on the Google search query during the year.

Appendix 9: Education Breakdown for Douban.com and VKontakte.com (Source: Chappel [28])

Douban.com



VKontakte.com



Y axis numbers are percentages out of 100, therefore if the score is .52 then its 52% of the population

Appendix 10: Flowers sent to Allysa Milano from Old Spice Guy (Source: Milano [51])



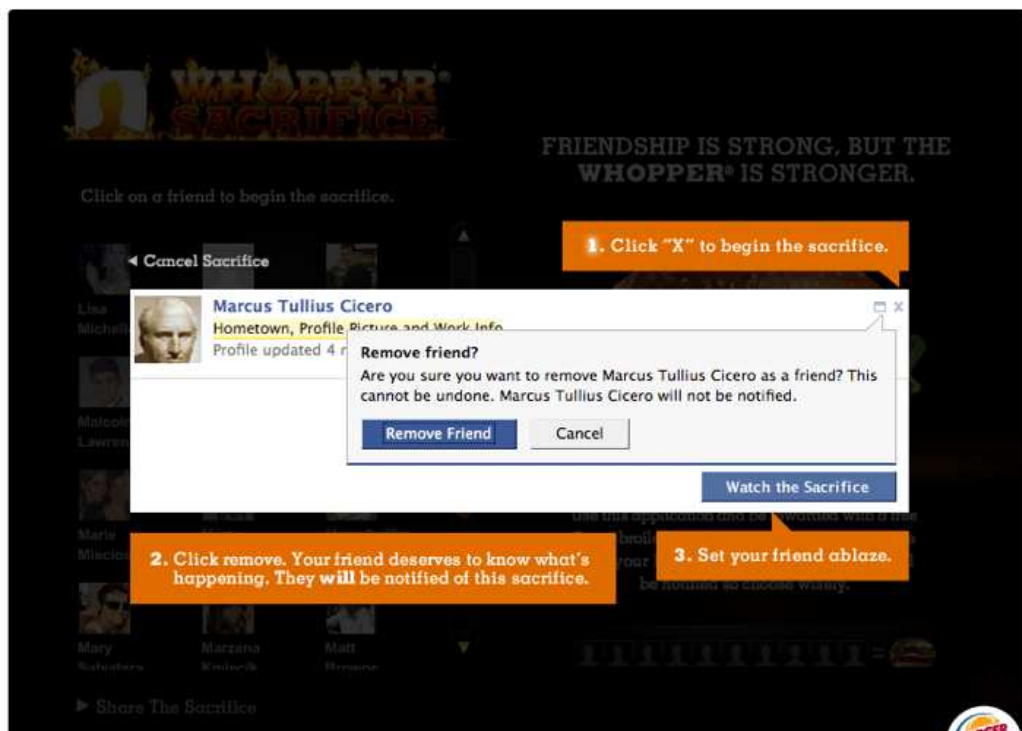
My Dearest
Allysa you are
My Special Sunshine
thats grows the
Flowers in My
Heart Garden.
I love you more
than I love gold
treasures covered
in Delicious Cakes
and thats a Lot.
The Old Spice
Guy.

Appendix 11: Whopper Sacrifice application progress (Source: Negretti [53])

Step 1



Step 2



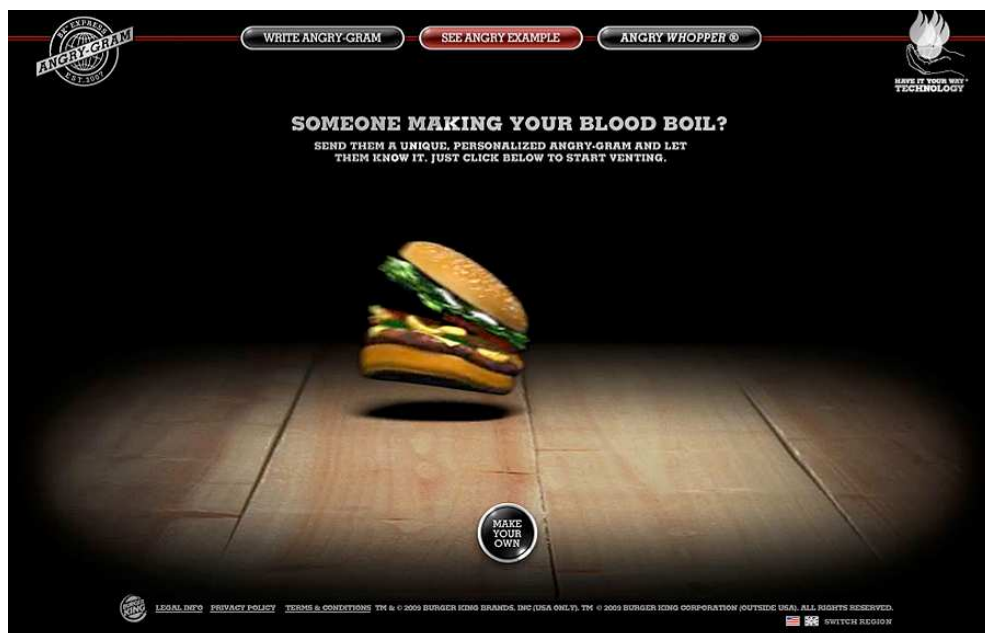
Step 3

The image shows a screenshot of a social media game titled "WHOPPER SACRIFICE". At the top right, there is a "Skip Animation" button. The main heading "WHOPPER SACRIFICE" is in a fiery, metallic font. Below the heading, the instruction "Click on a friend to begin the sacrifice." is displayed. A grid of 12 friend profile pictures is shown, each with a name: Lisa Michelle, Lotay Yang, Louie Tejada, Malcolm Lawrence, Maria Staar, Marie Miscioscia, Marta Negretti, Mary Griffin, Mary Salvaters, Marzena Kmienik, and Matt Rnwna. A vertical scrollbar is positioned to the right of the friend grid. On the right side of the interface, there is a large image of a man's head with flames erupting from it. Below this image, the text reads "YOU LIKED MARCUS. YOU LOVE THE WHOPPER!". At the bottom of the interface, there is a progress bar with 11 icons; the first icon is crossed out with a red 'X', and the last icon is a Whopper burger. A "Share The Sacrifice" button is located at the bottom left, and the Burger King logo is at the bottom right.

Appendix 12: Whopper sacrifice has been sacrificed (Source: *Facebook Disabling its Campaign* [60])



Appendix 13: Example of campaigns' integration - cancelled Whopper Sacrifice was replaced by Angry Gram (Source: *Facebook Disabling its Campaign* [60])



Appendix 14: Lists of advertising agencies in Czech Republic (Adapted from: www.wlw.cz, www.firmy.cz, www.firmy-cesko.cz)

Wlw.cz

The screenshot shows the Wlw.cz search engine interface. At the top, there is a navigation bar with 'Profesionální vyhledávač', 'Produkt', 'Vybrané obory', 'O WLW', and 'Další státy'. Below this is a search bar with the text 'Profesionální vyhledávač výrobků a služeb' and a search input field containing 'reklamní agentury'. A red 'Hledej' button is to the right. Below the search bar, there are radio buttons for 'Výrobky/Služby' (selected) and 'Název firmy', and a 'Rozšířené hledání' link. The main content area is titled 'Seznam firem' and shows 'Seznam dodavatelů produktu Reklamní agentury (863 dodavatelů)'. A red box highlights the number '863'. Below this, there are two company listings: 'AFIM s.r.o.' and 'Air Creative, s.r.o.'. On the right side, there is a 'Reklama' section with an 'expo data' logo and a list of keywords related to 'reklamní agentury'.

Firmy.cz



reklamní agentury Vyhledat firmy, služby

- Reklamní agentury 1736
- Reklamní služby 5261
- Mediální agentury 241
- PR agentury 200
- Umělecké agentury 676
- Velkoplošný tisk 153
- Webdesign a tvorba www stránek 3295
- Modelingové agentury 143
- SignMaking 480
- Všechny kategorie 123

Česká republika

- [Jihočeský kraj](#) [Jihomoravský kraj](#) [Karlovarský kraj](#) [Královhradecký kraj](#)
- [Liberecký kraj](#) [Moravskoslezský kraj](#) [Olomoucký kraj](#) [Pardubický kraj](#)
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The screenshot shows two search results. The first is for 'Honey Bunny s.r.o.' with a logo and a description: 'Nabídka služeb reklamní agentury se zaměřením na realizaci venkovní reklamy (CLV, billboardy, štitové plochy, reklamní obrazovky, netradiční formáty v rámci celé ČR), tvorbu grafických návrhů či webových stránek. www.honey-bunny.cz'. The second is for 'Alive - Fullservis reklamní agentura' with a logo and a description: 'Otevřít do nového okna Poskytující komplexní služby v oblasti propagace Vaší firmy a...'.

Reklamní agentury

Strana: ... 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41

[Pavel Nejman, Reklamní agentura](#)



Poskytujeme reklamní služby. Vytváříme polepy aut, samolepy, cedule, poutače, velkoplošný tisk.

nábř. T. G. Masaryka 2449, Rakovník

[Garantis - Jiří Štědroň - reklama](#)

logo
není
k dispozici

Výroba reklamy: velkoplošným tiskem a řezanou reklamou ze samolepících folií.

Dašická 1796, Pardubice

[Reklamaroznov.cz](#)

logo
není
k dispozici

Firma zabývající se reklamou a marketingem dle Vašich potřeb. Vytvoříme pro Vás grafický návrh a následně vyrobíme reklamní produkt. Zaměřujeme se...

Kulturní 1785, Rožnov pod Radhoštěm

[Karel Špalek-AdAMAIN](#)

Mediální a produkční agentura. Reklama ve všech rádiích v ČR a SR, v multikinech, televizi,

Appendix 15: Diversity of advertising companies (Adapted from www.firmy.cz)



[BRNOMETAL, s.r.o. - Reklamní agentura](#)

Naše **reklamní agentura** nabízí komplexní služby v oblasti reklamy. Portfolio našich služeb zahrnuje velkoplošnou reklamu, bigboardy, **reklamní předměty**, ale i mediální plány, navrhujeme ... od kreativního návrhu až po realizaci - DTP, výroba **reklamních předmětů**, mediaplány, inzertní plochy a vysílací časy v...

www.brnometal.cz - [Brno-Trnitá, Čechyňská](#) - (1 pobočka)



[KELIT - REKLAMNÍ AGENTURA](#)

Výroba reklamy, kompletní **reklamní kampaně**, velkoplošný tisk. **Reklamní agentura** nabízí polepy aut, autobusů, dodávek, lité a tiskové samolepky, tapety, fototisk. Světelná reklama. Vyrábíme **reklamní předměty**, billboardy. Velkoplošná reklama, laminace.

www.kelit-reklama.cz - [Hluboká nad Vltavou, Sadová](#)



[JIH - reklamní agentura, s.r.o.](#)

Reklamní agentura + DTP studio. Zajišťujeme **reklamní kampaně**, grafické návrhy včetně tisku, webdesign, **reklamní předměty**, 3D reklamu, světelnou reklamu, reklamu v médiích; pronájem billboardů, štitových stěn a autobusů včetně řešení grafiky a polepu.

www.jih-cb.cz - [České Budějovice 6, Senovážné nám.](#)


Appendix 16: Questionnaire devoted to the research within Advertising Agencies

In July 2011 server socialbakers.com stated that the number of facebook users in Czech Republic exceeded three millions, which is one third of Czech population. In advertising point of view, this social media abounds with attractiveness, especially when the usage (excluding labor cost etc.) is costless. This trend has a worldwide influence, since Facebook with approximately 725 million users, covers more than one third of world's internet users. Afterwards the success of "The man your man could smell like" campaign for Old Spice is inspiring and stimulating enough for running this research, for which I have created these questions:

- Do you use social media in marketing campaigns? Could you state an example of the most successful campaign and, if acceptable, the less successful one, which you gain valuable experiences from? *(If a less successful campaign could not be named, could you at least name the factors affecting the failure and valuable experience learned from it?)*
- Which are the positive and negative aspects of the utilization of social media (blog, chats, and social networks) in marketing campaigns?
- Which is a difference between classic (TV, radio, print) and new media (blogs, chats, and social networks) in terms of electivity, effectiveness, costliness, time expenditure, etc.?
- Does each medium have its purpose in marketing campaigns? If yes, what is the purpose of classical and social media? The example is above mentioned - "The man your man could smell like" campaign (classical media serve as an introducer, social media afterwards as a developer of the public interest with long intention)
- Do you have any mechanism which you utilize for measuring the success of campaigns on social media? If yes, could you name them?

- Which are, in your opinion, the key success factors of the contemporary marketing campaign? What should it contain and, contrarily, eschew? (Taking in account social media)

Appendix 17: Rockandfiocc.com modified design (Source: Rockandfiocc.com)



about me facebook bloglovin you like f.a.q press

SABATO 26 LUGLIO 2011


2 cose, ora che ho tempo per pensare

Non ho menzionato il fattaccio di Amy Winehouse perchè me ne frega sinceramente poco, e poi così imparo a drogarsi.

La sola cosa che mi ha colpita è il fatto che sia morta a 27 anni, come Hendrix, Cobain, Janis etc etc. (questa storia mi ha sempre affascinato).

Direi che me ne importa molto di più della morte del grande Lucian Freud, che vabè aveva i suoi 88 anni ma era di gran lunga più importante della Wino, e che cavolo

*I didn't mention the thing about Amy Winehouse because I honestly don't care, and she deserved it.
The only thing I was thinking is the fact that she's dead at 27, like Hendrix, Cobain, Janis etc. (I was always fascinated by this story).
I care much more about the death of the great Lucian Freud, at he was 88, but he also was way more important than Wino, don't you think?*



ABOUT ME

ROCK AND FIOCC
ITALY

Ciao, sono Giulia, ho 22 anni e questo è il mio blog.

[VISUALIZZA IL MIO PROFILO COMPLETO](#)


CONTACT ME:

rockandfiocc@gmail.com

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Appendix 18: Example of the classic layout of Blogger.com (Source: Blogger.com)

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FRIDAY, APRIL 30, 2010

Cras vulputate pharetra ullamcorper



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Posted by Lorem Ip Sum at 4:20 PM 0 comments

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Appendix 19: Complete text of Rockandfiocc.com post about Epicare presentation

Dear friends, this is a post only for you. What I'm going to publish in the video is a super effective product, sold by the girls of Scandinavian Blonde. I have already explained everything in the video, I hope it is understandable.

Normally, I don't speak about these products, but I thought this one might interest a lot of girls and I assure you that within me and my friends it had a success.

What do you think about it? Does it inspire you?

If you want to know more about it, and eventually buy it, you can check this website http://www.scandinavianblonde.it/site/product_info.php?id=97.

But wait a bit, you never know when a giveaway can occur... :)

Appendix 20 Complete text of Rockandfiocc.com post about Giveaway contest

How's the new video? Less irritating, right? :) (Lukas has ventured the dubbing)

Dear friends, here is a nice giveaway for you, thanks to Scandinavian Blonde.

How to obtain this utile instrument? Connect yourself at the Facebook page of Epicare and click on "I like". If you want write a cute comment on the wall explaining why do you want Epicare and we choose the winners at the end of April 2011.

I will contact you via Facebook and post you Epicare. There are four of them for you.

PS: to get idea about this product, what opinions about it in forums.