

A photograph of nine diverse individuals of various ethnicities and styles, including men and women, posing in a dynamic, overlapping arrangement. They are dressed in athletic wear, primarily Nike brand, such as tank tops, shorts, and leggings. The background features a dramatic sunset or sunrise over a body of water with a large, rocky cliff on the right side.

A BRIEF HISTORY OF ADVERTISING

GUTENBERG PRESS

THE INVENTION OF COMMUNICATION AS WE KNOW IT

HISTORY OF MODERN ADVERTISING CAN BE TRACED THROUGH DEVELOPMENTS IN MEDIA USED TO DELIVER ADVERTISING MESSAGES AND CHANGES TO THE APPROACH TO ADVERTISING MESSAGES. LET'S START WITH THE METHOD OF DELIVERY...

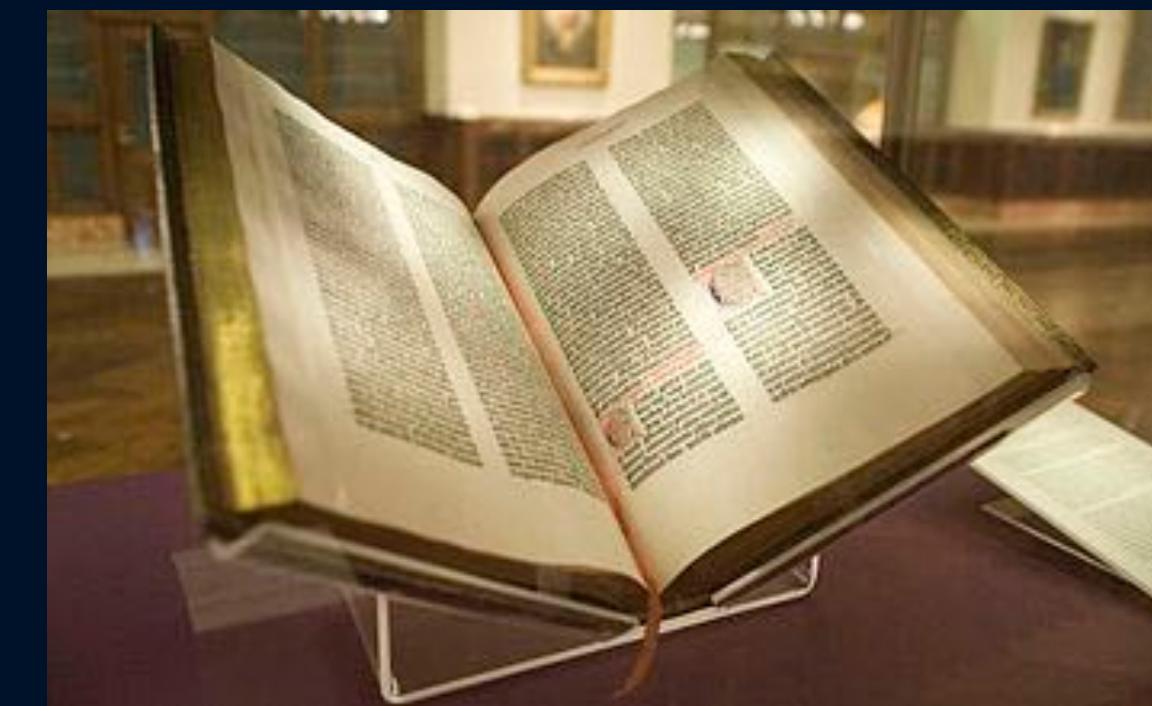
JOHANNES GUTENBERG INVENTED MOVEABLE TYPE PRINTING PRESS AROUND 1436

FIRST FORM OF MASS COMMUNICATION WHERE REPLICATION WAS MECHANICAL

FIRST FORM OF MASS MEDIA: ABLE TO BE SENT TO MULTIPLE PEOPLE WITH THE SAME MESSAGE.

MODERN ADVERTISING CAN ESSENTIALLY TRACE ITS ROOTS TO GUTENBERG PRINTING PRESS.

FOR THE FIRST TIME, THE RECORDING OF INFORMATION NO LONGER BELONGS TO THE ELITE FEW



GUTENBERG PRESS

The Publick Adviser,

WEEKLY

Communicating unto the whole

Nation the several Occasions of all persons
that are any way concerned in matter of Buying and
Selling, or in any kind of Employment, or dealings
whatsoever, according to the intent of the OFFICE
OF PUBLICK ADVICE newly set up in
several places, in and about London and
Fifeshire.

For the better Accommodation and Ease of
the People, and the Univerſal Benefit of the
Commonwealth, in point of

PUBLICK INTERCOURSE.

From Tuesday May 19 to Tuesday May 26.

In Bartholomew Lane on the back side of the Old Exchange, the drink called *Coffee*, (which is a very wholsome and Physical drink, having many excellent vertues, cloyes the Onifice of the Stomack, fortifies the heat within, helpeth Digestion, quickneth the Spirits, maketh the heart lightesom, is good against Eye-sores, Coughs, or Colds, Rhumes, Consumptions, Head-ach, Dropie, Gout, Scoryy, Kings Evil, and many others) is to be sold both in the morning, and at three of the clock in the afternoon.

THE INVENTION OF COMMUNICATION AS WE KNOW IT

JOHANNES GUTENBERG INVENTED MOVEABLE TYPE PRINTING PRESS
AROUND 1436

FIRST FORM OF MASS COMMUNICATION WHERE REPLICATION WAS
MECHANICAL

MODERN ADVERTISING CAN ESSENTIALLY TRACE ITS ROOTS TO GUTENBERG
PRINTING PRESS.

FOR THE FIRST TIME, THE RECORDING OF INFORMATION NO LONGER
BELONGS TO THE ELITE FEW

EARLY EXAMPLES OF ADVERTISING: ADVERTISEMENT IN LONDON FOR
COFFEE APPEARED IN 1657



THE INDUSTRIAL REVOLUTION

AND THE RISE OF INDUSTRIAL SOCIETY

MACHINES REPLACE ANIMALS AS THE MEANS OF PRODUCTION

STARTED 18TH CENTURY, MATURED 19TH CENTURY, REACHED ITS HEIGHT IN THE 20TH

RISE OF THE URBAN WORKING CLASS, CONSUMER SOCIETY AND DISPOSABLE INCOME

MASS PRODUCTION

STANDARDISED PRODUCTS PRODUCED IN AN ASSEMBLY LINE

PRODUCTION IS MECHANISED

RISE OF MASS MARKETS AND CONSUMER SOCIETY

UNIFORM GOODS BEGIN TO BE PRODUCED IN GREATER QUANTITIES

MORE PRODUCTS NEED ADVERTISING

MORE PEOPLE NEED ADVERTISING TO



THE INDUSTRIAL REVOLUTION

AND THE RISE OF INDUSTRIAL SOCIETY

MACHINES REPLACE ANIMALS AS THE MEANS OF PRODUCTION

STARTED 18TH CENTURY, MATURED 19TH CENTURY, REACHED ITS HEIGHT IN THE 20TH

RISE OF THE URBAN WORKING CLASS, CONSUMER SOCIETY AND DISPOSABLE INCOME

MASS PRODUCTION

STANDARDISED PRODUCTS PRODUCED IN AN ASSEMBLY LINE

PRODUCTION IS MECHANISED

RISE OF MASS MARKETS AND CONSUMER SOCIETY

UNIFORM GOODS BEGIN TO BE PRODUCED IN GREATER QUANTITIES

MORE PRODUCTS NEED ADVERTISING

MORE PEOPLE NEED ADVERTISING TO

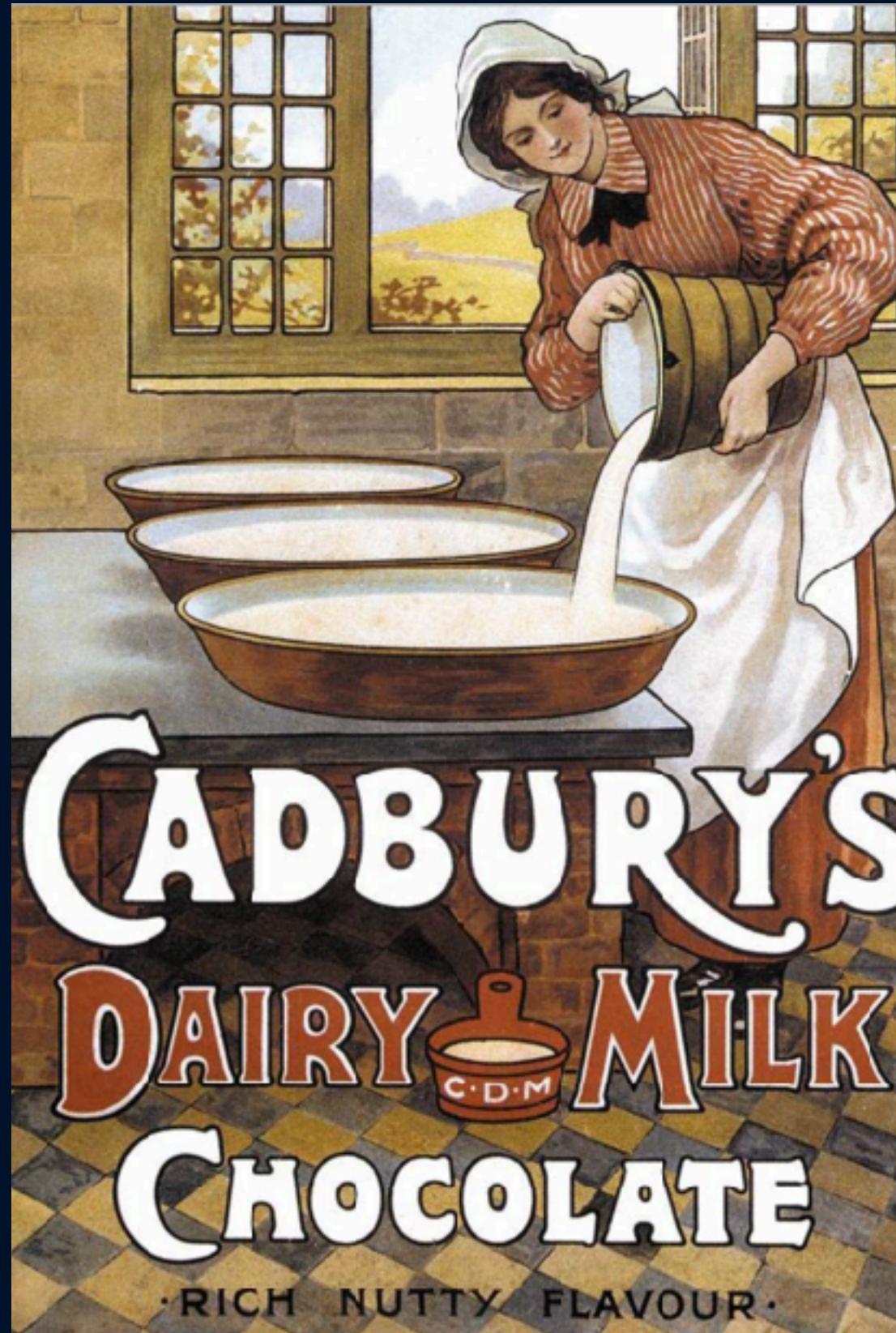
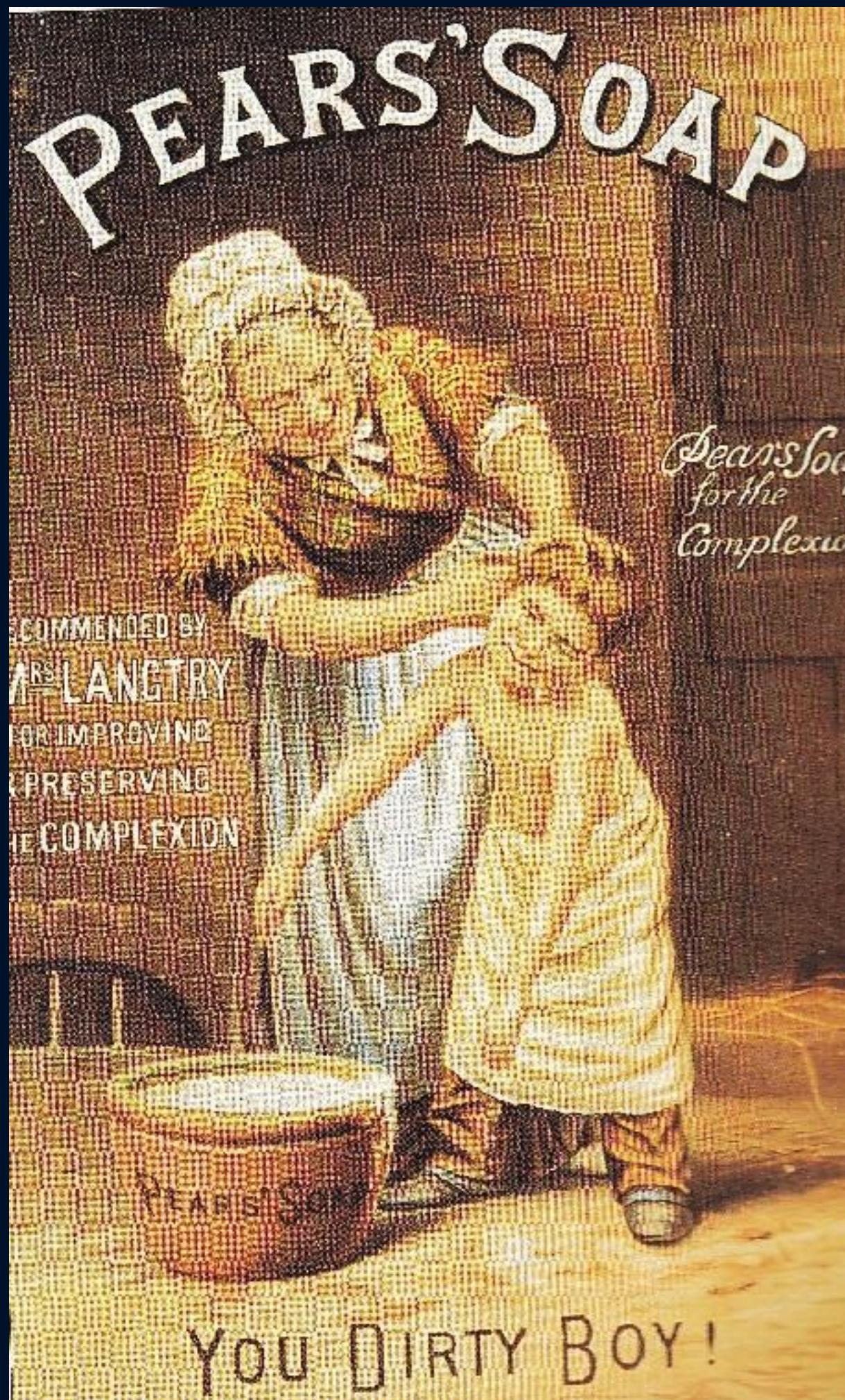
1900 - 1945

THE BIRTH OF MODERN ADVERTISING

EMERGENCE OF BRANDS LATE 1800'S EARLY 1900'S

GREATER EMPHASIS ON BRANDING AND PACKAGING

BEGINNINGS OF HOUSEHOLD NAMES



THE BIRTH OF RADIO

CHANGES TO MODERN COMMUNICATIONS

WEAF OF NEW YORK IS CREDITED WITH AIRING THE FIRST PAID RADIO COMMERCIAL, ON AUGUST 28, 1921

UK FIRST RADIO BROADCAST WAS IN 1922 WITH THE BIRTH OF THE BRITISH BROADCASTING ASSOCIATION (BBC)

A NEW WAY OF REACHING OUT TO MASS AUDIENCES, MORE IMMEDIATE AND PERSONAL

THE FIRST UK RADIO ADVERTISEMENT WAS NOT BROADCAST UNTIL OCTOBER 1973 WHEN THE FIRST COMMERCIAL RADIO STATION (LBC) APPEARED FOR BIRDSEYE FISH FINGERS

THE BBC - STILL AD FREE TODAY BUT SUBSIDISED BY LICENCE FEE



THE BIRTH OF TV



CHANGES TO MODERN COMMUNICATIONS

1938 BBC BROADCASTS FROM ALEXANDRA PALACE

1955 – ITV BEGINS BROADCASTING AT 7.15PM ON SEPTEMBER 22

FIRST ADVERT WAS A 70-SECOND AD FOR GIBBS SR TOOTHPASTE

1950's MASS MARKETING

THESE INNOVATIONS + THE INDUSTRIAL REVOLUTION LEAD TO THE ERA OF MASS MARKETING



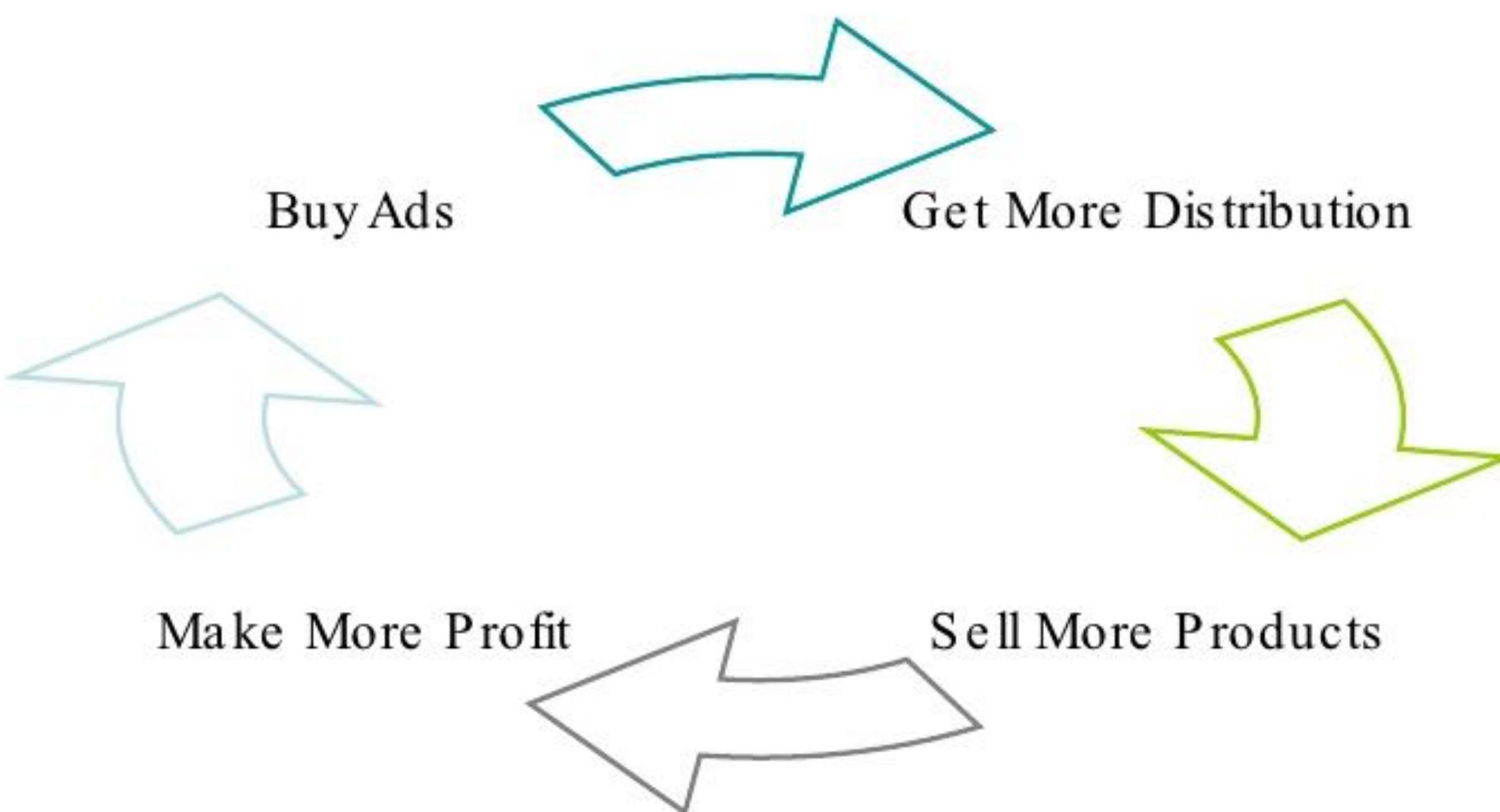
WHAT IS MASS MARKETING?

Mass marketing is a market strategy in which a firm decides to ignore market segment differences and appeal the whole market with one offer or one strategy which supports the idea of broadcasting a message that will reach the largest number of people possible.

USING WHICH CHANNELS?

Traditionally mass marketing has focused on radio, television and newspapers as the media used to reach this broad audience. By reaching the largest audience possible, exposure to the product is maximised, and in theory this would directly correlate with a larger number of sales or buys into the product.

TV-Industrial Complex



1950's MASS MARKETING

THESE INNOVATIONS + THE INDUSTRIAL REVOLUTION LEAD TO THE 1950'S ERA OF MASS MARKETING

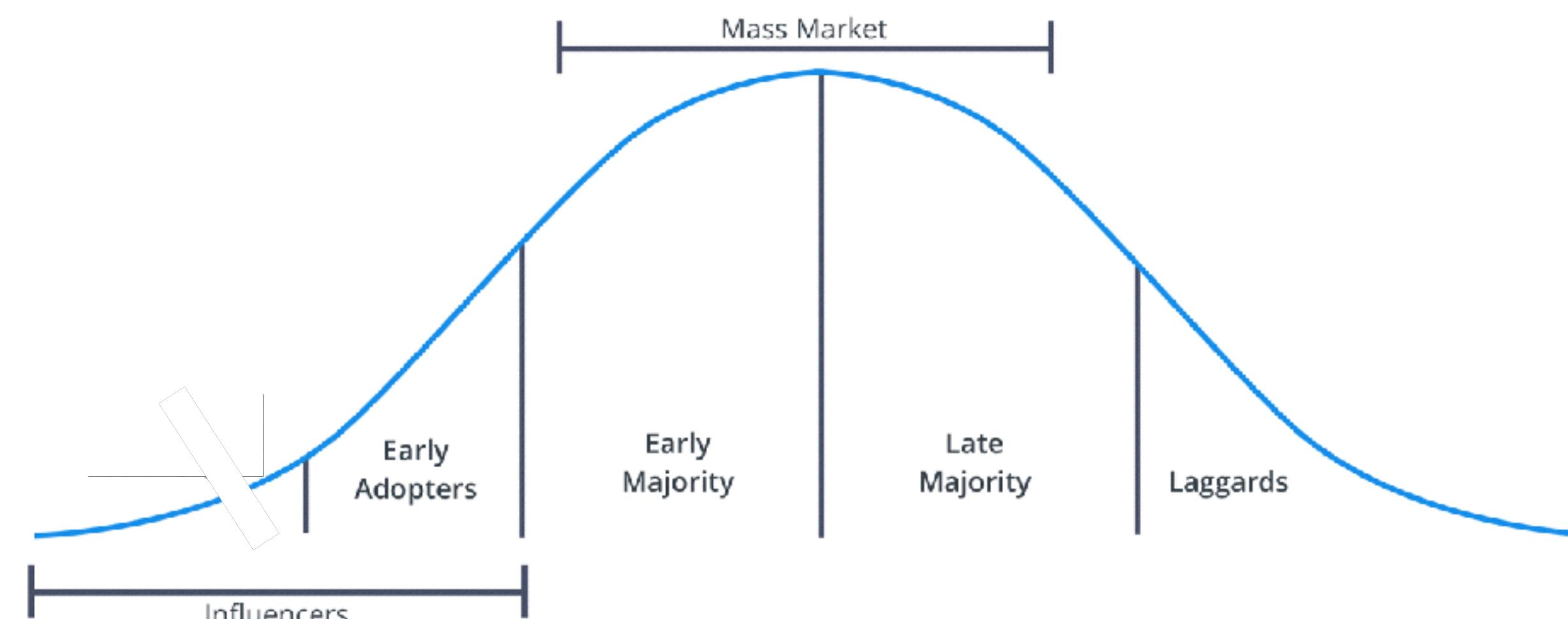
UNDERLYING THEORY

Being able to spread ideas through the mass media gives rise to the TV industrial complex. Buy some Ads, interrupt some people = distribution. Use this distribution to sell more products. Take the profit from that to buy more ads. Repeat each step. This is all based on interruption marketing when the method of gaining peoples attention is paying for Ad placement.

AUDIENCE SEGMENTS

This TV industrial complex and the underlying mass market economics relied on a central idea, making average products for average people. In marketing this would be selling to the early and late majority.

1950's MASS MARKETING



THESE INNOVATIONS + THE INDUSTRIAL REVOLUTION LEAD TO THE 1950'S ERA OF MASS MARKETING

UNDERLYING THEORY

Being able to spread ideas through the mass media gives rise to the TV industrial complex. Buy some Ads, interrupt some people = distribution. Use this distribution to sell more products. Take the profit from that to buy more ads. Repeat each step. This is all based on interruption marketing when the method of gaining peoples attention is paying for Ad placement.

AUDIENCE SEGMENTS

This TV industrial complex and the underlying mass market economics relied on a central idea, making average products for average people. In marketing this would be selling to the early and late majority.



The man in the Hathaway shirt

AMERICAN MEN are beginning to realize that it is ridiculous to buy good suits and then spoil the effect by wearing an ordinary, mass-produced shirt. Hence the growing popularity of HATHAWAY shirts, which are in a class by themselves.

HATHAWAY shirts wear infinitely longer—a matter of years. They make you look younger and more distinguished, because of the subtle way HATHAWAY cut collars. The whole shirt is tailored more generously, and is therefore more comfortable. The tails are longer, and stay in your

trousers. The buttons are mother-of-pearl. Even the stitching has an ante-bellum elegance about it.

Above all, HATHAWAY make their shirts of remarkable fabrics, collected from the four corners of the earth—Vivella, and Aertex, from England, woolen taffeta from Scotland, Sea Island cotton from the West Indies, hand-woven madras from India, broadcloth from Manchester, linen batiste from Paris, hand-blocked silks from England, exclusive cottons from the best weavers in America. You will get a

great deal of quiet satisfaction out of wearing shirts which are in such impeccable taste.

HATHAWAY shirts are made by a small company of dedicated craftsmen in the little town of Waterville, Maine. They have been at it, man and boy, for one hundred and twenty years.

At better stores everywhere, or write C. F. HATHAWAY, Waterville, Maine, for the name of your nearest store. In New York, telephone OX 7-5566. Prices from \$5.95 to \$20.00.

1950's OGILVY & MATHER

THE FOUNDATION OF ONE OF ADVERTISING'S TIGHTENS OF INDUSTRY

THE BEGINNING

Originally started in Fleet Street in 1850, by Edmund Mather, Ogilvy & Mather formed under its current name when merged with several other companies to start offices in New York's Manhattan in 1948. The agency has since risen to be one of the most prestigious agencies in the world.

EARLY AD SUCCESSES

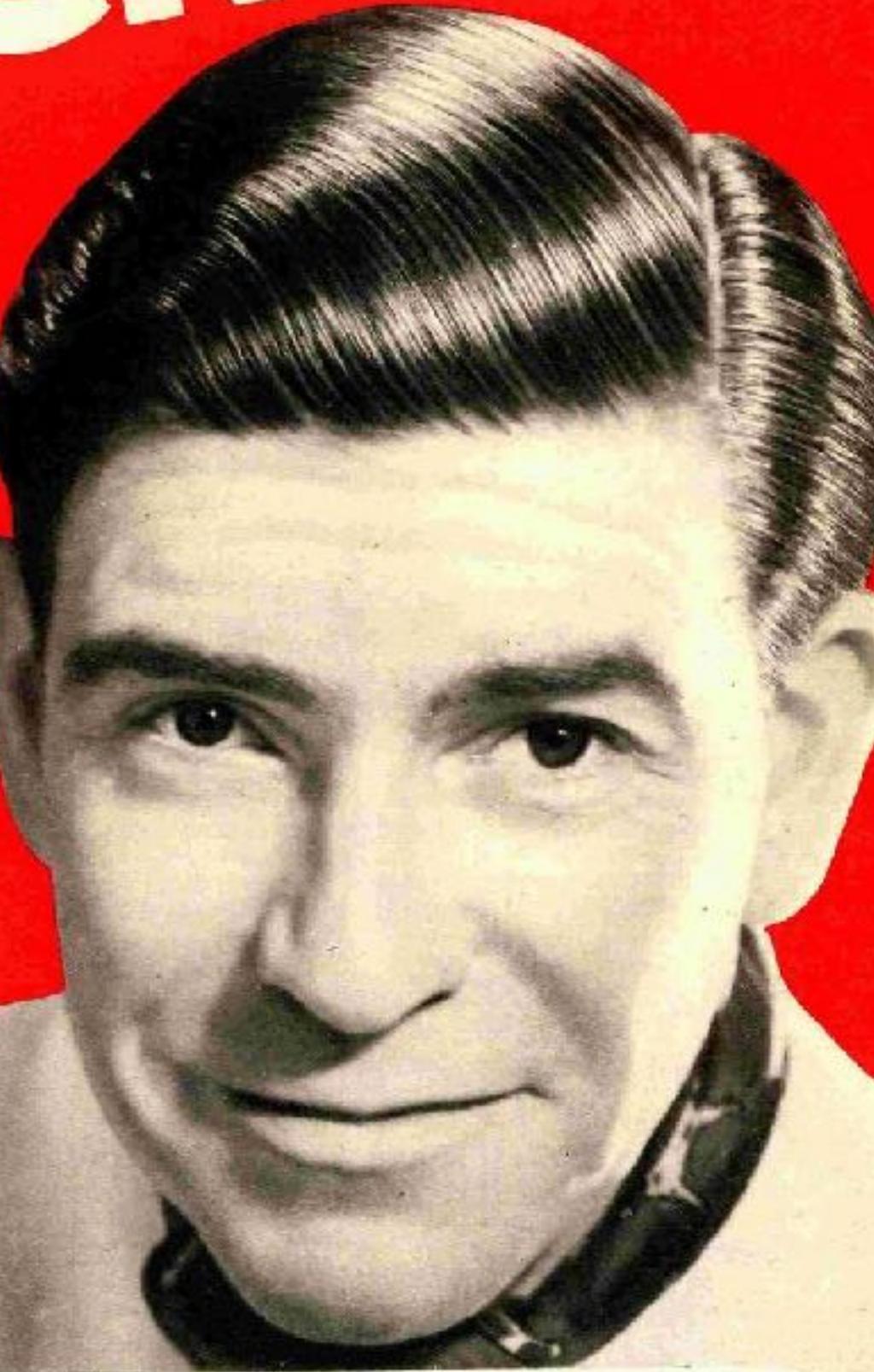
Breakthrough campaigns in the 50's mass marketing era were for The Hathaway Shirt Company. The advertisement featured an aristocratic man in an eyepatch that Ogilvy purchased on the way to the ad's photo shoot. C. F. Hathaway Company sold out of shirts within a week of the first ad's printing. The campaign increased the shirt maker's sales by 160 percent.

Yes Sir!

BRYLCREEM

YOUR HAIR

for the **CLEAN***
smart look



**NOT GREASY ✓
NOT MESSY ✓**

Brylcreem is different—you can tell that at once. Different because its pure oils are emulsified to prevent excessive oiliness: because it's not greasy, not messy. Different because it grooms your hair the healthy way, gives that *clean*, smart look which goes hand in hand with success. Brylcreem *your hair* and see the difference. Brylcreem comes in tubs 1/6, 2/3 and 4/1, or handy tubes 2/3.

BRYLCREEM YOUR HAIR

BECAUSE Brylcreem contains valuable tonic ingredients and pure, natural *emulsified* oils.

BECAUSE Brylcreem gives the *double* benefit of day-long smartness and lasting hair health.

BECAUSE Brylcreem ensures a clean scalp, free from dandruff.

BRYLCREEM — THE PERFECT HAIRDRESSING

1950's USP's ARE KEY

THE IDEA OF THE UNIQUE SELLING POINT TO GAIN MARKET ADVANTAGE

WHAT IS A USP?

The Unique Selling Point is a marketing concept first proposed as a theory to explain a pattern in successful advertising campaigns of the early 1940s & 1950's.

WHY WAS IT IMPORTANT?

The USP states that such campaigns made unique propositions to customers that convinced them to switch brands giving larger market segments to brands with unique advertising campaigns distributed widely to the population.



Think small.

Our little car isn't so much of a novelty any more.
A couple of dozen college kids don't try to squeeze inside it.
The guy at the gas station doesn't ask where the gas goes.
Nobody even stares at our shape.
In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.
Or using five pints of oil instead of five quarts.
Or never needing anti-freeze.
Or racking up 40,000 miles on a set of tires.
That's because once you get used to



some of our economies, you don't even think about them any more.
Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one.
Think it over.

©1968 VOLKSWAGEN OF AMERICA, INC.

1960's SOFT SELL ADVERTISING

THE RISE OF THE SOFT SELL IN ADVERTISING (STILL ON A MASS SCALE)

HARD SELL ADVERTISING

Favoured in early advertising hard selling involves the advertisement or seller focusing heavily on the quality of the product and explain how purchasing such a product will be a rational decision that will help improve the buyer's life. Cost benefits are often a feature of this approach as is message repetition or repeated calling/ direct appeal to customers.

RISE OF THE USP

The 1960's saw the rise of Soft Sell that uses a more subtle, casual, or friendly sales message, the Think Small Beatles adverts being a great example of this. Advertising theories have concluded that a soft sell, with an implied conclusion rather than an overt hard sell, can often be more persuasive as it is less likely to repel prospective buyers.

1960 - 70's THE CYNICISM EPOCH

A CHANGE IN APPROACH TO MESSAGING

RISE OF FLOWER POWER, ANTI-CONSUMERISM, COUNTERCULTURE.

**CONSUMERS FEEL PATRONISED BY ADS, MASS PRODUCED GOODS
AND CONFORMITY**

**ADVERTISERS DEVELOP A LESS-SCIENTIFIC AND MORE-ARTISTIC
APPROACH TO ADS.**

MORE STORY TELLING & NON CONFORMIST CONTENT.

1970's COLOUR TV & VCR'S

NEW INNOVATIONS IN MASS MEDIA & RECORDING

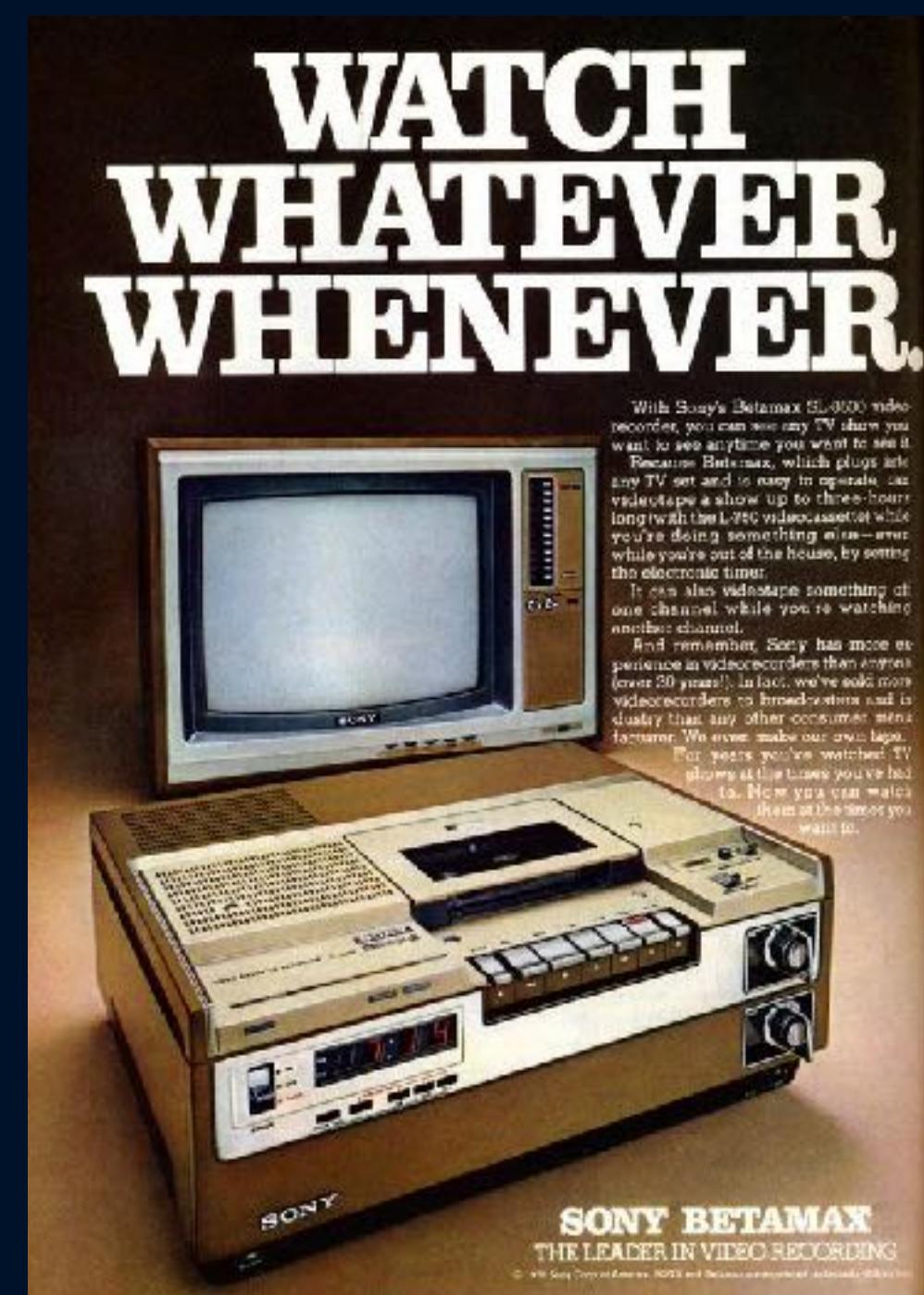
BBC2 BROADCAST ITS FIRST COLOUR PICTURES FROM WIMBLEDON IN 1967.

BY 1969, BBC1 AND ITV WERE REGULARLY BROADCASTING IN COLOUR.

VIDEO HOME SYSTEMS (VHS) WERE INTRODUCED FROM THE 1970'S IN JAPAN

FOR THE FIRST TIME PEOPLE COULD WATCH WHAT THEY WANTED, WHEN THEY WANTED

AND PEOPLE COULD FAST FORWARD PAST THE AD BREAKS



1970's & 80's PRODUCT PLACEMENT



PRODUCT PLACEMENT & CELEBRITY ENDORSEMENT



PRODUCT PLACEMENT

Product placement is a marketing technique in which references to specific brands or products are incorporated into another work eg a film. During the 70's and 80's the use of product placement on television grew, particularly to combat the wider use of VCR'S that can skip traditional commercial breaks.

CELEBRITY ENDORSEMENT

Celebrity endorsement is a form of advertising campaign or marketing strategy used by brands, companies, or a non-profit organization which involves celebrities or a well-known person using their social status or their fame to help promote a product. Marketers use celebrity endorsers in hopes that the positive images of the celebrity endorser of the brand will also be passed on to the products or the brand image associated with the celebrities.

1990's CREATION OF WWW

THE WORLD WIDE WEB AND ADVERTISING

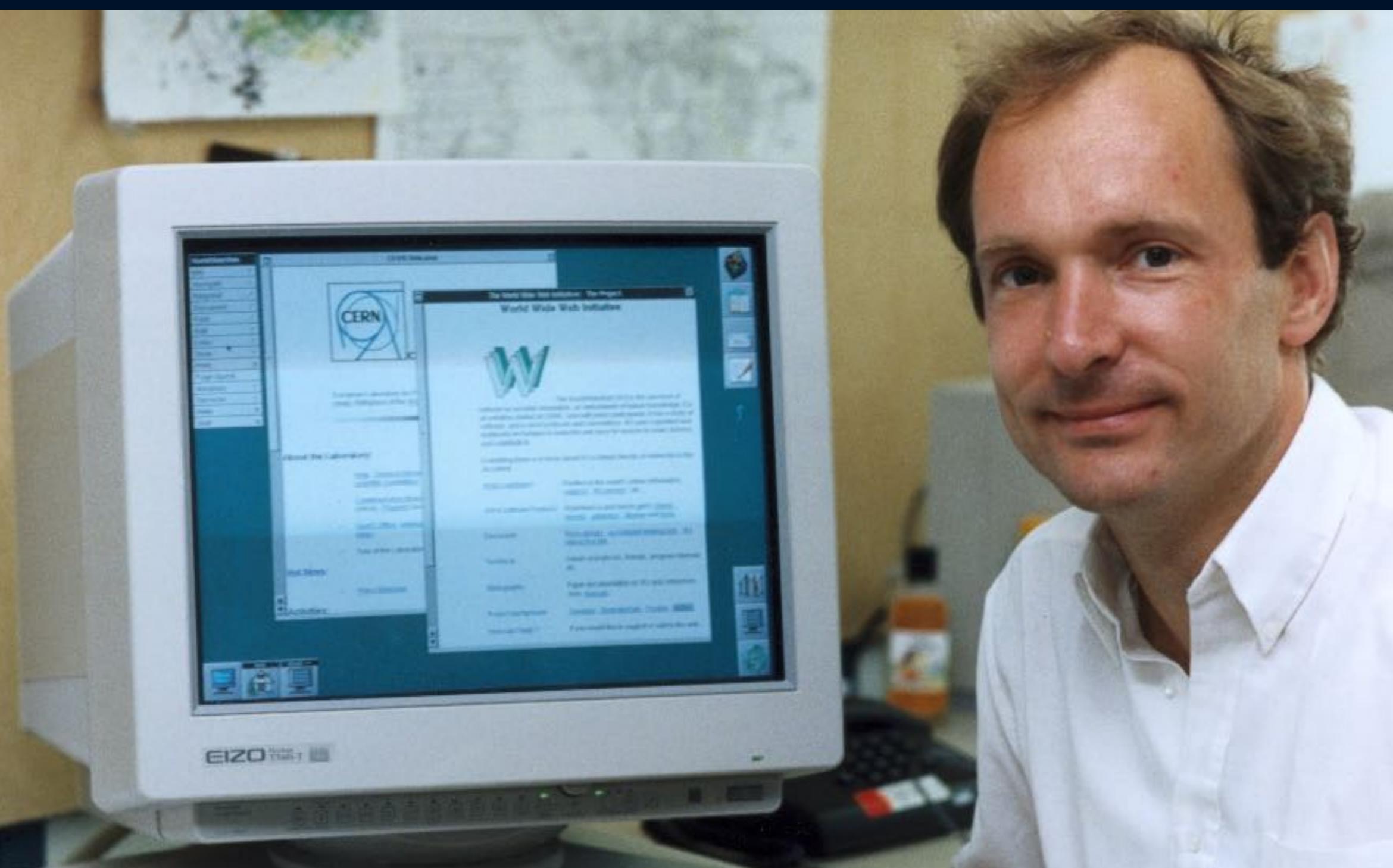
BY 1993 THE INTERNET HAD 5 MILLION USERS AROUND THE WORLD.

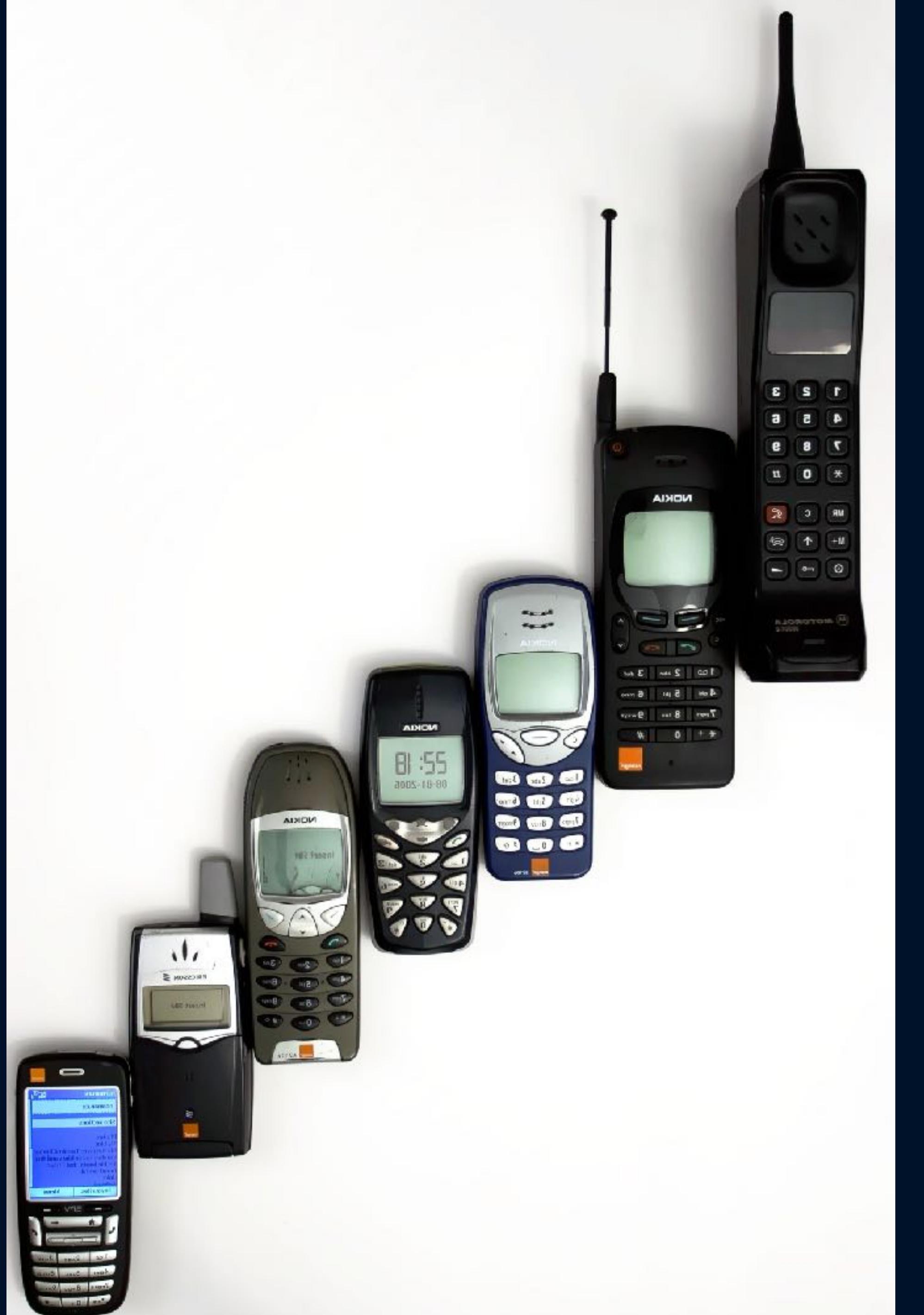
THE INTERNET & THE WEB CHANGES THE WAY ADS ARE DELIVERED.

EARLY INTERNET ADS: POP UPS, EMAIL SPAM AND BANNER ADS

AND THEN SOFTWARE WRITTEN TO ELIMINATE IT

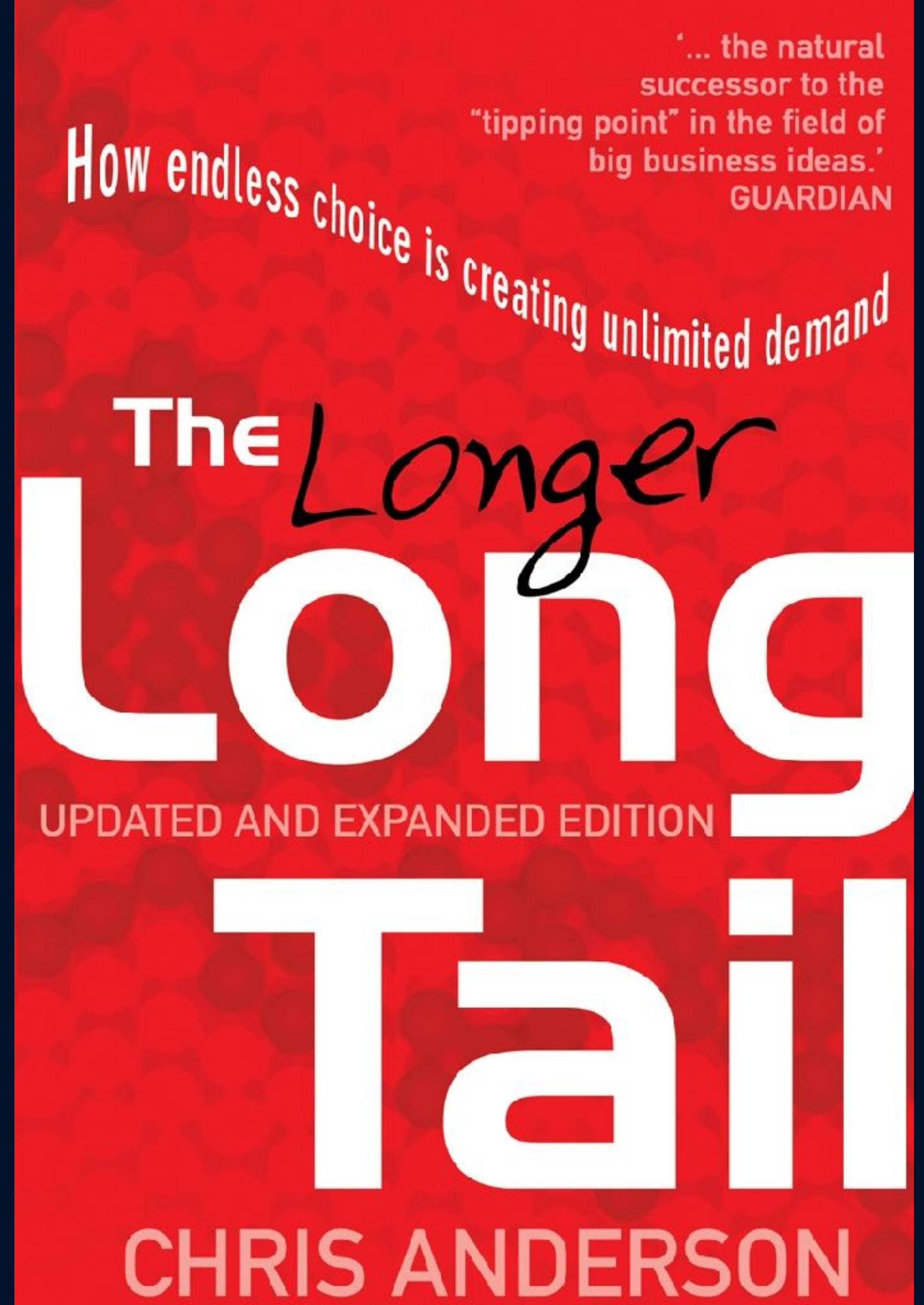
THE CYCLE OF INTERRUPTION BROKEN AGAIN!





LATE 1990's MOBILE PHONES

MOBILE PHONES REACH THE MASS MARKET



LATE 90's/2000's THE LONG TAIL

HOW THE INTERNET CHANGED THE ECONOMICS OF SELLING

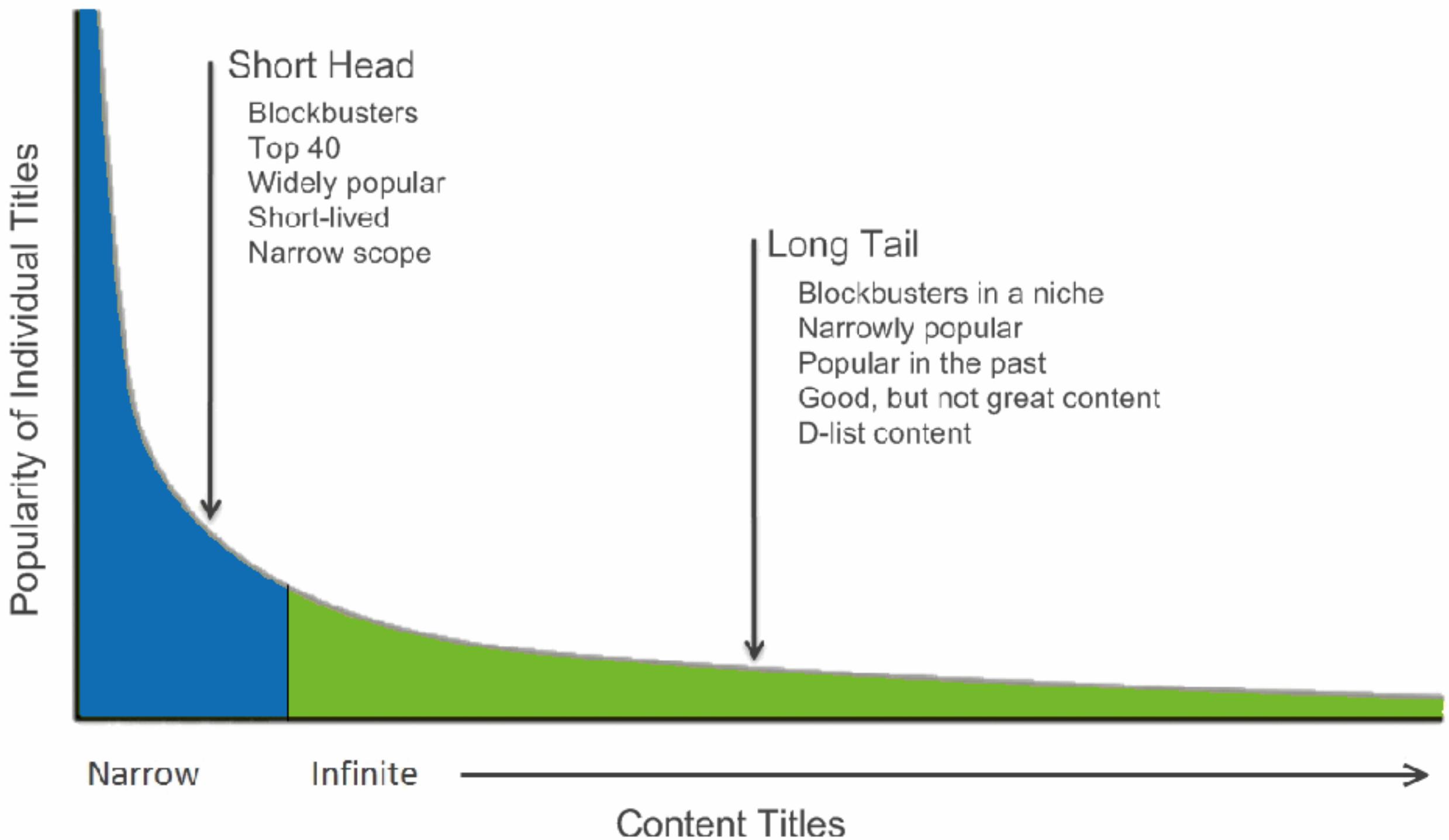
STORES & THE BLOCK BUSTER HIT

In the Long Tail Chris Anderson argues that the internet fundamentally changed the economic market of selling and buying products. In the time before the web physical stores stocked physical products and holding stock was a financial risk as shop space = business cost. As a result, shops would sell a lot of stick with little variety as block buster products were more likely to convert into sales and profit. This meant little choice for the customer.

THE INTERNET & ENDLESS PRODUCT CHOICE

With the rise of the internet, sellers no longer had to rely on physical stores to make sales. With the rise of online sellers, especially in music and media (with no physical product) sellers were able to offer a huge variety of products to customers who may only be niche audiences. This has caused what marketers call the long tale. This has its own unique challenge for advertisers who now have millions of products to advertise to niche target audiences

The Long Tail



LATE 90's/2000's THE LONG TAIL

HOW THE INTERNET CHANGED THE ECONOMICS OF SELLING

STORES & THE BLOCK BUSTER HIT

In the Long Tail Chris Anderson argues that the internet fundamentally changed the economic market of selling and buying products. In the time before the web physical stores stocked physical products and holding stock was a financial risk as shop space = business cost. As a result, shops would sell a lot of stick with little variety as block buster products were more likely to convert into sales and profit. This meant little choice for the customer.

THE INTERNET & ENDLESS PRODUCT CHOICE

With the rise of the internet, sellers no longer had to rely on physical stores to make sales. With the rise of online sellers, especially in music and media (with no physical product) sellers were able to offer a huge variety of products to customers who may only be niche audiences. This has caused what marketers call the long tale. This has its own unique challenge for advertisers who now have millions of products to advertise to niche target audiences

2000's ADVERTISING EVERWHERE

ADVERTISING SATURATION

BY 2000 CONSUMERS ARE SEEING UP TO 10,000 ADVERTISING MESSAGES EVERY DAY

ADVERTISING FIGHTS FOR CONSUMER EYE BALLS IN THE AGE OF THE ATTENTION ECONOMY

EARLY TO MID 2000'S ADVERTISING INDUSTRY IS IN FLUX

MOVE AWAY FROM BIG CAMPAIGNS WITH BIG IDEAS (NO BLOCKBUSTER COMMERCIALS)

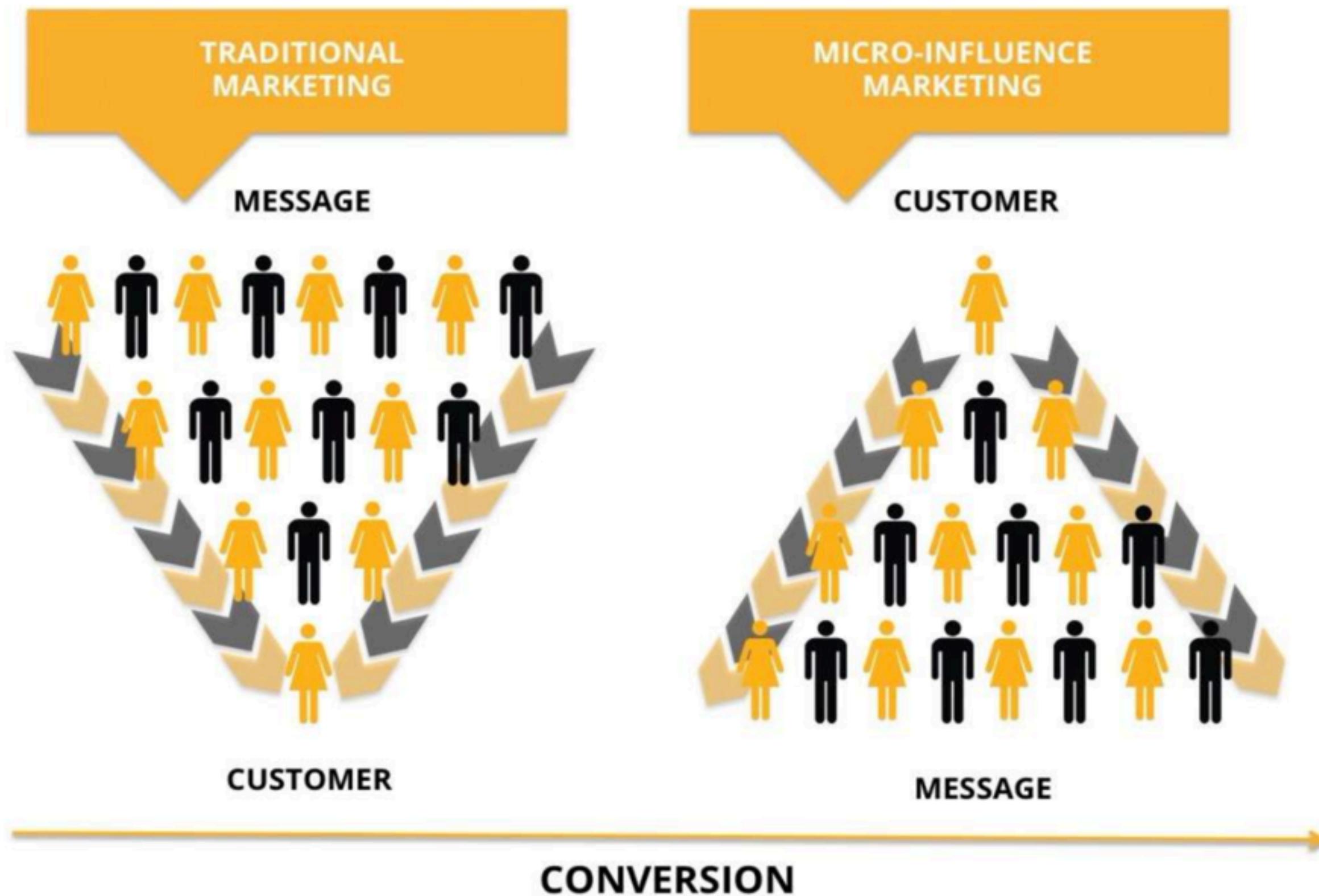
RISE OF GETTING THE CUSTOMER INVOLVED WITH VIRAL AND SOCIAL MEDIA CAMPAIGNS

ADVERTISERS WANT THEIR CAMPAIGNS TO SPREAD, TO EMBRACE THE VIRAL TUNNEL.



2000's THE VIRAL TUNNEL

Viral Funnel



THE RISE OF THE VIRAL TUNNEL

TRADITIONAL MARKETING

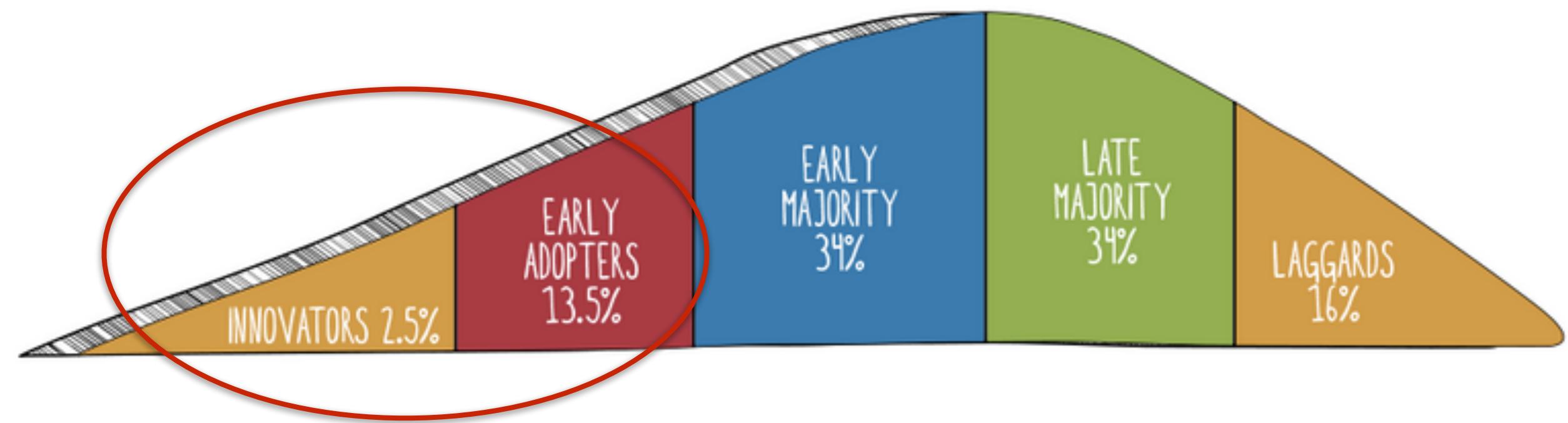
In traditional marketing advertising messages are made by the agency and directed down to the customer.

VIRAL MARKETING

Within the viral funnel, micro influencing or marketing is used to plant content out to loyal fans or friends and the power of recommendation or the marketing message spreads the message to consumers. It is argued that this can be a more meaningful process of marketing as consumers actually want to consume and pay attention to your message. The organic spread of the message often also makes this more cost effective too.

2000's THE VIRAL TUNNEL

IN THIS ERA SETH GODIN SUGGESTS...



BE REMARKABLE

To get your ideas to spread you must make a remarkable ad campaign and target this at the people who want to hear, who have a passion for your message or product....

KNOW YOUR AUDIENCE

Instead of going after the middle of market find out who the innovators and early adopt are within your market or who you might appeal to with a remarkable campaign. Target these people with the aim of making them engaged and excited with the hope that they will then spread your message. In an oversaturated market, this is the only way to be heard.

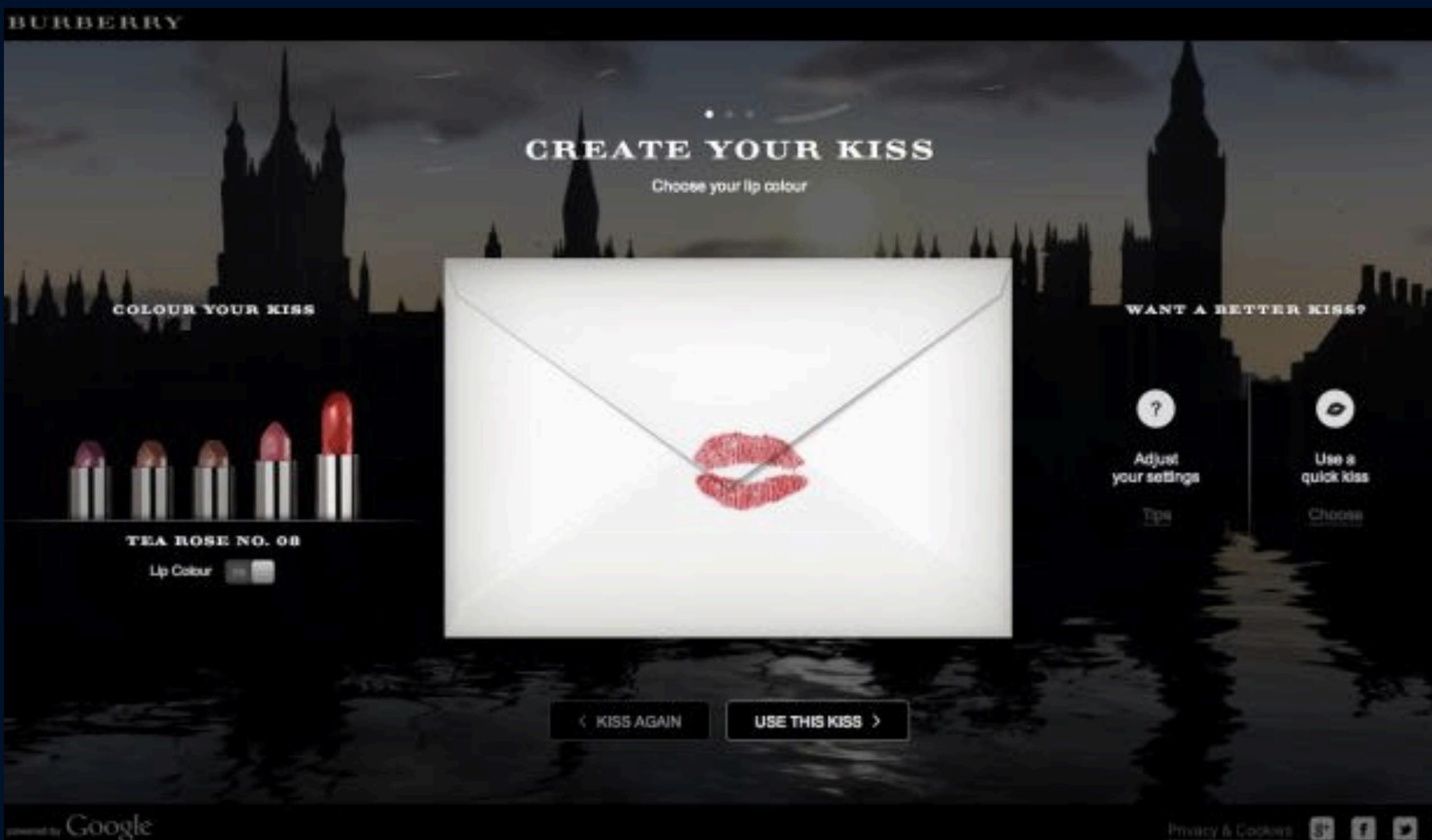
THE 6 ELEMENTS TO VIRAL MARKETING

1. FREE PRODUCT OR SERVICE

BACKGROUND

"Free" is the most powerful word in a marketer's vocabulary. A lot of viral marketing programs give away valuable products or services to attract attention. Free services or free software programs that perform powerful functions but not as much as you get in the "pro" version. Viral marketers practice delayed gratification. They may not profit today, or tomorrow, but if they can generate a groundswell of interest from something free. Free attracts eyeballs. Eyeballs bring valuable e-mail addresses, advertising revenue, and e-commerce.

EXAMPLE: BURBERRY KISSES



A black and white photograph of two women, Cara Delevingne and Gisele Bündchen, sitting on a large, clear glass bottle of My Burberry fragrance. They are both wearing light-colored trench coats and dark shorts. The bottle is positioned in front of them, and they are looking towards the camera.

THE 6 ELEMENTS TO VIRAL MARKETING

2. EASY TO TRANSFER

BACKGROUND

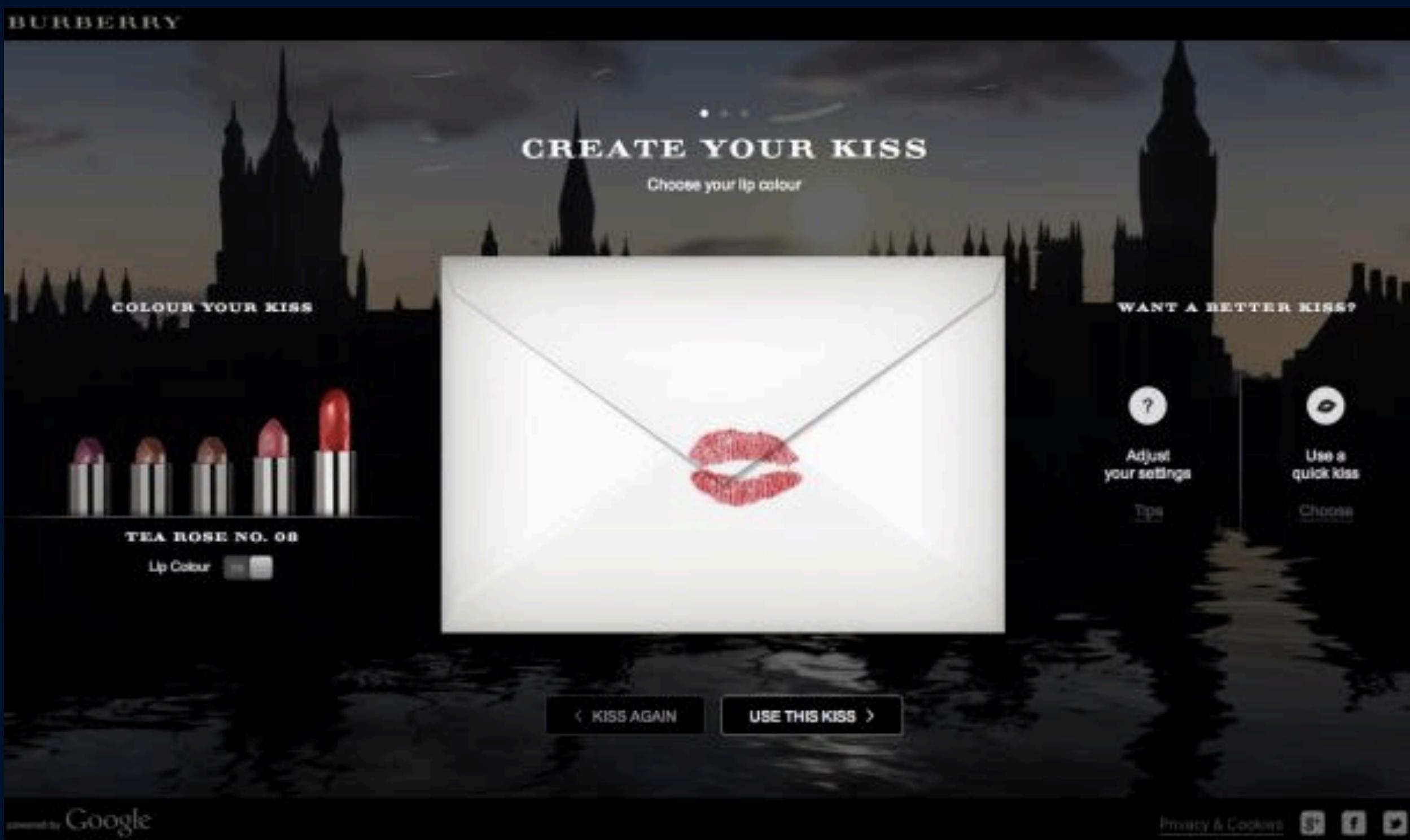
The medium that carries your marketing message must be easy to transfer and replicate: e-mail, website, graphic, software download. Viral marketing works famously on the Internet because instant communication has become so easy and inexpensive. Digital formats make copying simple. Social media is your obvious friend. Simplify your marketing message so that it can be transmitted easily.

EXAMPLE: MY BURBERRY

For the launch of "My Burberry" Burberry's signature fragrance, Social media users were able to create their own monogrammed bottles from within the Twitter and Facebook apps, meaning that they could share monogrammed versions of the campaign imagery with their followers. [Article here.](#)

THE 6 ELEMENTS TO VIRAL MARKETING

3. QUICKLY SCALABLE FROM SMALL TO LARGE



BACKGROUND

To spread like wildfire the transmission method must be rapidly scalable from small to very large and so must be the service, product or thing that you are promoting. Can you keep up with the demand that you are seeking to create by starting the viral marketing campaign?

WHAT TYPE OF PRODUCTS?

Think back to Burberry Kisses as an example where the offering was an automatically generated email (personalised but auto generated).

THE 6 ELEMENTS TO VIRAL MARKETING

4. EXPLOITS COMMON MOTIVATIONS & BEHAVIOURS

The screenshot shows a dark background filled with colorful glitter particles. At the top left is the website address "ShipYourEnemiesGlitter.com". A navigation bar at the top right includes links for "Home", "Process", "FAQ", "Reviews", and "Buy Now". The main headline "WE SEND GLITTER TO THE PEOPLE YOU HATE." is displayed in large, bold, white capital letters. Below it is a subtext: "Glitter as a Service: want to [redacted] off someone you dislike for only \$9.99? Let us send them some stupid [redacted] glitter that is guaranteed to go everywhere." A "BUY NOW" button is located at the bottom of the text area.

MOTIVATIONS & BEHAVIOURS

Clever viral marketing plans take advantage of common human motivations. Greed drives people. So does the hunger to be popular, loved, understood or to laugh / play pranks on others. The resulting urge to communicate produces millions of websites and billions of e-mail messages. Design a marketing strategy that builds on common motivations and behaviours for its transmission, and you have a winner.

SHIP YOUR ENEMIES GLITTER

Ship your enemies glitter was a single-purpose website that lets customers anonymously ship their enemies glitter started in 2015. Pay \$9.99 an ruin your enemies day. The business reportedly sold for \$85,000 less than two weeks after it opened as it was inundated with sales and it's creator could not keep up with demand.

THE 6 ELEMENTS TO VIRAL MARKETING

5. USES EXISTING NETWORKS

INFLUENCERS OR KEY PLATFORMS

Learn to place your message into existing communications between people or on existing platforms and you rapidly multiply its dispersion. This has now mutated into the argument that you should create content that addresses how it will be consumed. Video for Facebook is now made to be consumed on mobile not in 16 x 9 aspect ration.



THE 6 ELEMENTS TO VIRAL MARKETING

HOW MANY PEOPLE PAID 1 DOLLAR TO SEE HOW MANY PEOPLE PAID 1 DOLLAR?

FIND IT OUT. NOW.

1. CLICK THE BUTTON.
2. PAY 1 DOLLAR.
3. SEE THE COUNTER
4. TELL YOUR FRIENDS

PAY 1\$ WITH **PayPal**

IF YOU JUST PAID \$1 AND YOU CAN'T SEE THE COUNTER, PRESS F5 ONCE.

6. TAKES ADVANTAGE OF OTHERS RESOURCES

BACKGROUND

The most creative viral marketing plans use others' resources to get the word out. Think about how you can create campaigns or messages that might galvanise others to write about them for you. Playing into the media (who are always looking for press lines) will mean that you use their resources to spread your message rather than having to pay for this yourself.

RELATED PROJECT

Johan McCubbin set up "How many people paid 1 dollar to see how many paid \$1. When you paid to see how many other people have paid. Cleverly leveraging curiosity as a mechanism to make sales and headlines the website was picked up by the national press and made into a viral sensation. "I know there are loads of simple ideas that can make a man rich, all with just a bit of programming knowledge, I like creating things (and also like cash). I've had offers to sell it to people from all around the world, but it's my baby!"

Would you pay \$1 to find out how many other people have paid \$1? A new website shows curiosity pays

Johan McCubbin's site is the latest in a line of ridiculous but lucrative internet stunts, from the Million Dollar Homepage to the I Am Rich app



A fool and his \$1 are easily parted on the internet. Photograph: Flashpop/Getty Images

Johan McCubbin has an offer for you: pay him \$1 and he will tell you how many other people have paid him \$1 to find out how many people have paid him \$1.

It is a stupid idea. It shouldn't work. Who would pay? Yet, by the time his [website](#) crashed on Thursday night under the weight of interest, and PayPal limited his account due to "suspicious activity", he had earned ... well, that would be telling. But it is more money than anyone would have reasonably expected.



Alex Hern

@alexhern

Fri 1 Sep 2017 16.22 BST



1,663 | 131

THE 6 ELEMENTS TO VIRAL MARKETING

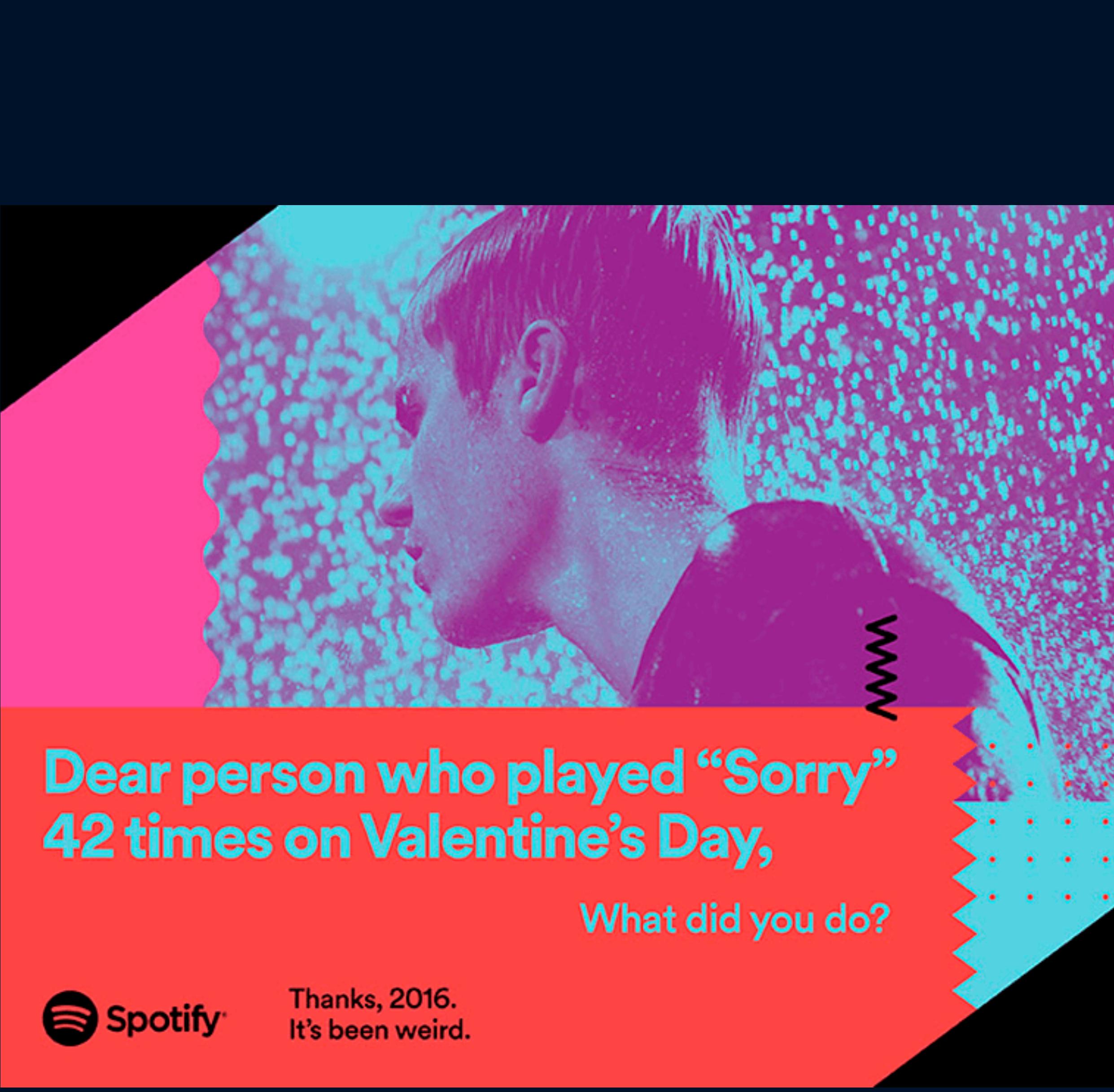
6. TAKES ADVANTAGE OF OTHERS RESOURCES

BACKGROUND

The most creative viral marketing plans use others' resources to get the word out. Think about how you can create campaigns or messages that might galvanise others to write about them for you. Playing into the media (who are always looking for press lines) will mean that you use their resources to spread your message rather than having to pay for this yourself.

RELATED PROJECT

Johan McCubbin set up "How many people paid 1 dollar to see how many paid \$1. When you paid to see how many other people have paid. Cleverly leveraging curiosity as a mechanism to make sales and headlines the website was picked up by the national press and made into a viral sensation. "I know there are loads of simple ideas that can make a man rich, all with just a bit of programming knowledge, I like creating things (and also like cash). I've had offers to sell it to people from all around the world, but it's my baby!"



2010's THE BIG IDEA AGE AGAIN?

THE FALL OF THE VIRAL FUNNEL MODEL?

VIRAL MARKETING CRAZE

The rise of viral & influencer marketing has been significant with all agencies now having social media departments but much debate is rising about the impact of social media campaigns around: a) are they visible? Do target markets know the difference between sponsored posts and organic influencer content? B) Do consumers trust influencers when they post sponsored content? Research suggests that consumers ignore and distrust ads even when they come from people they enjoy following.

THE RISE OF THE IDEA AGAIN

This has lead the advertising industry to retreat back to the model of ideas lead advertising where strong concepts and creativity help cut through the attention economy to the eyes and hearts of customers. The idea is still king after all. This doesn't however mean that we don't use all of the techniques and mediums mentioned to disseminate campaigns in the form of "touchpoints".

**Dear person who played “Sorry”
42 times on Valentine’s Day,
What did you do?**



Thanks, 2016.
It's been weird.



WHERE WILL YOU TAKE
YOUR CAMPAIGN?



THANK
YOU