

#InternetContentGoneViral

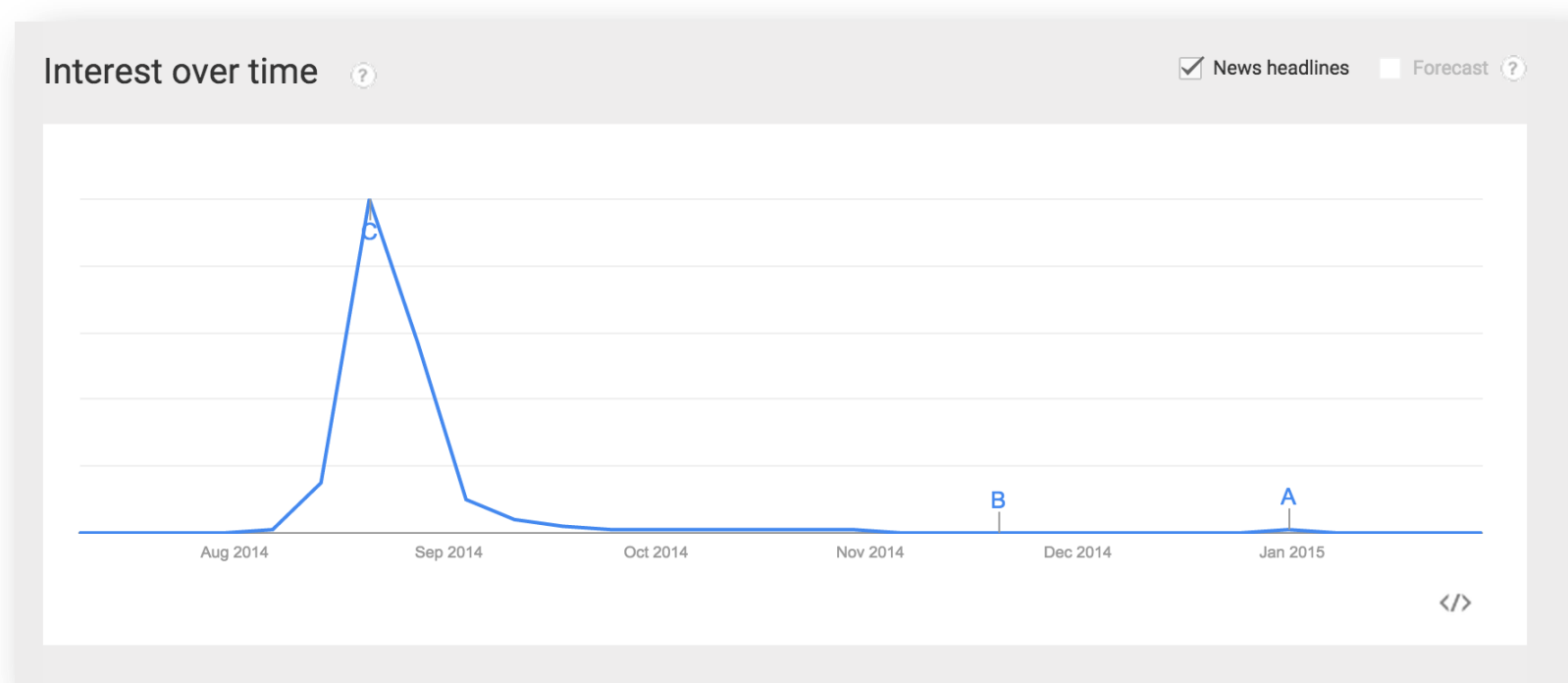
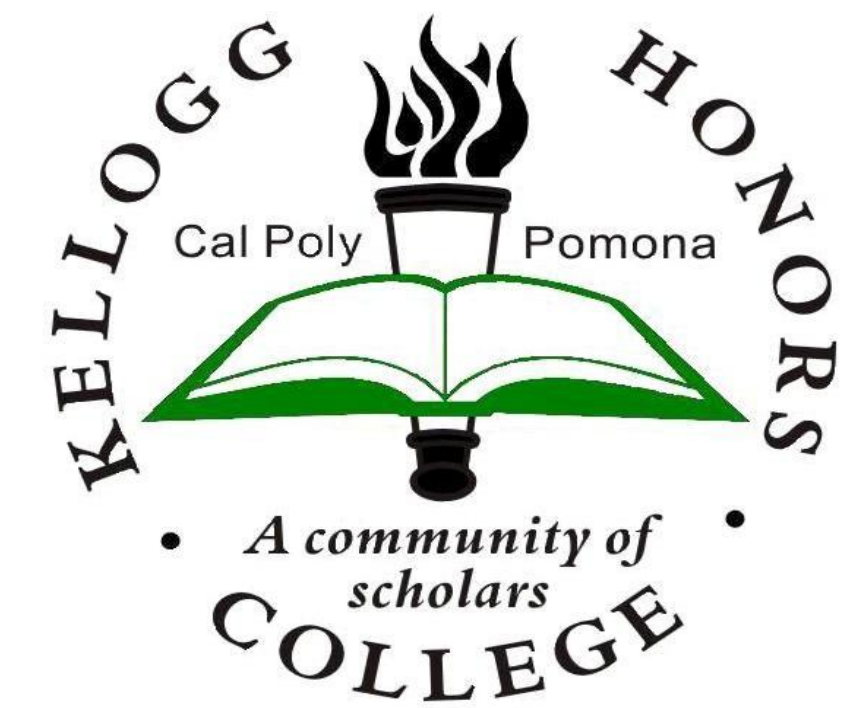
Case Studies on Viral Internet Content



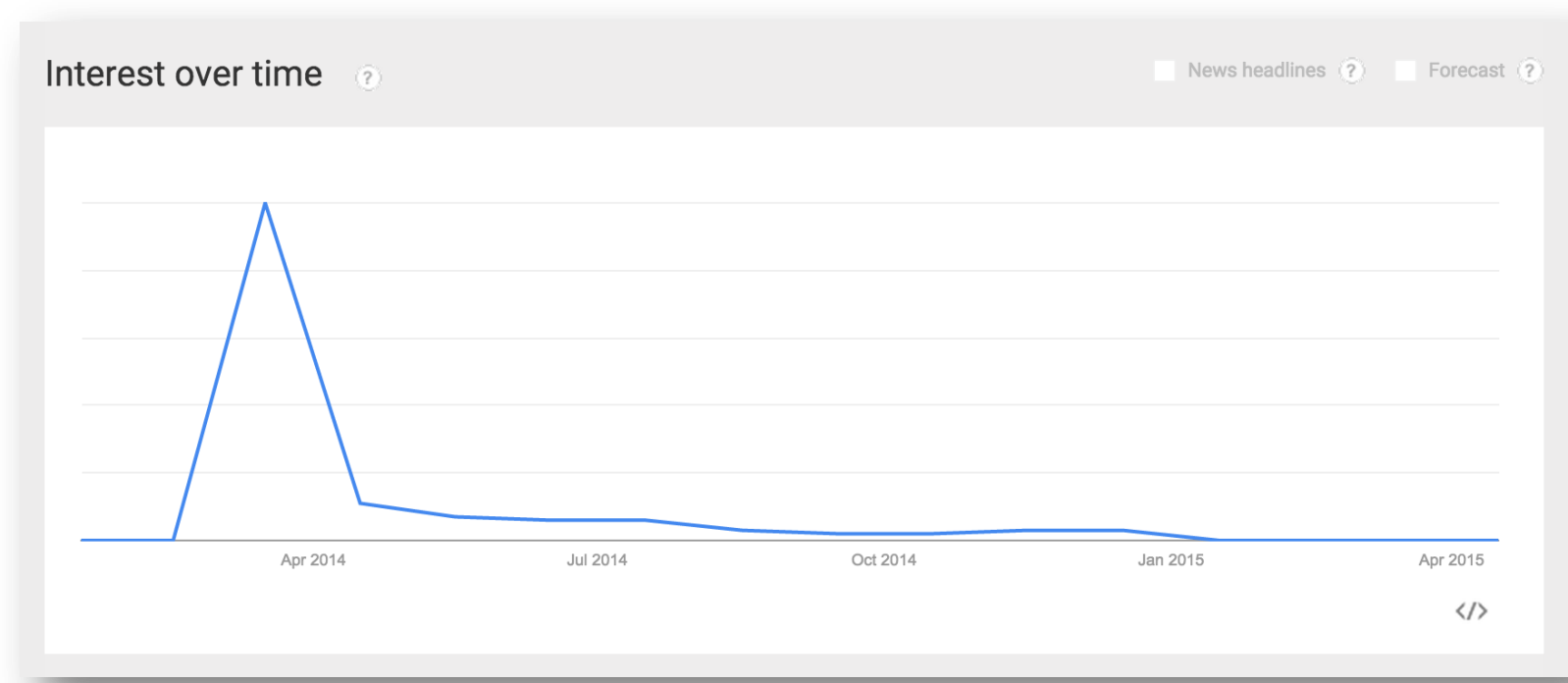
Nguyet Ta, Marketing Management

Mentor: Dr. Frank Bryant

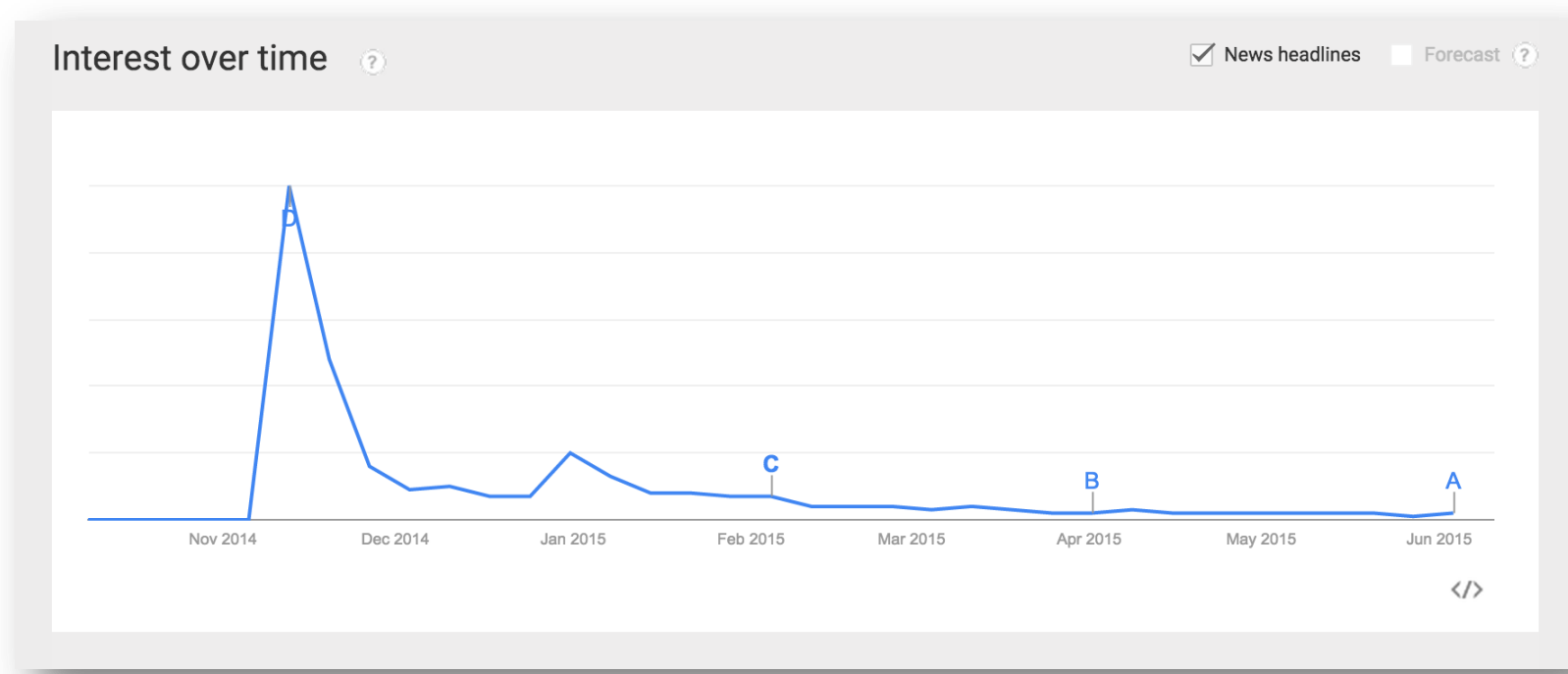
Kellogg Honors College Capstone Project



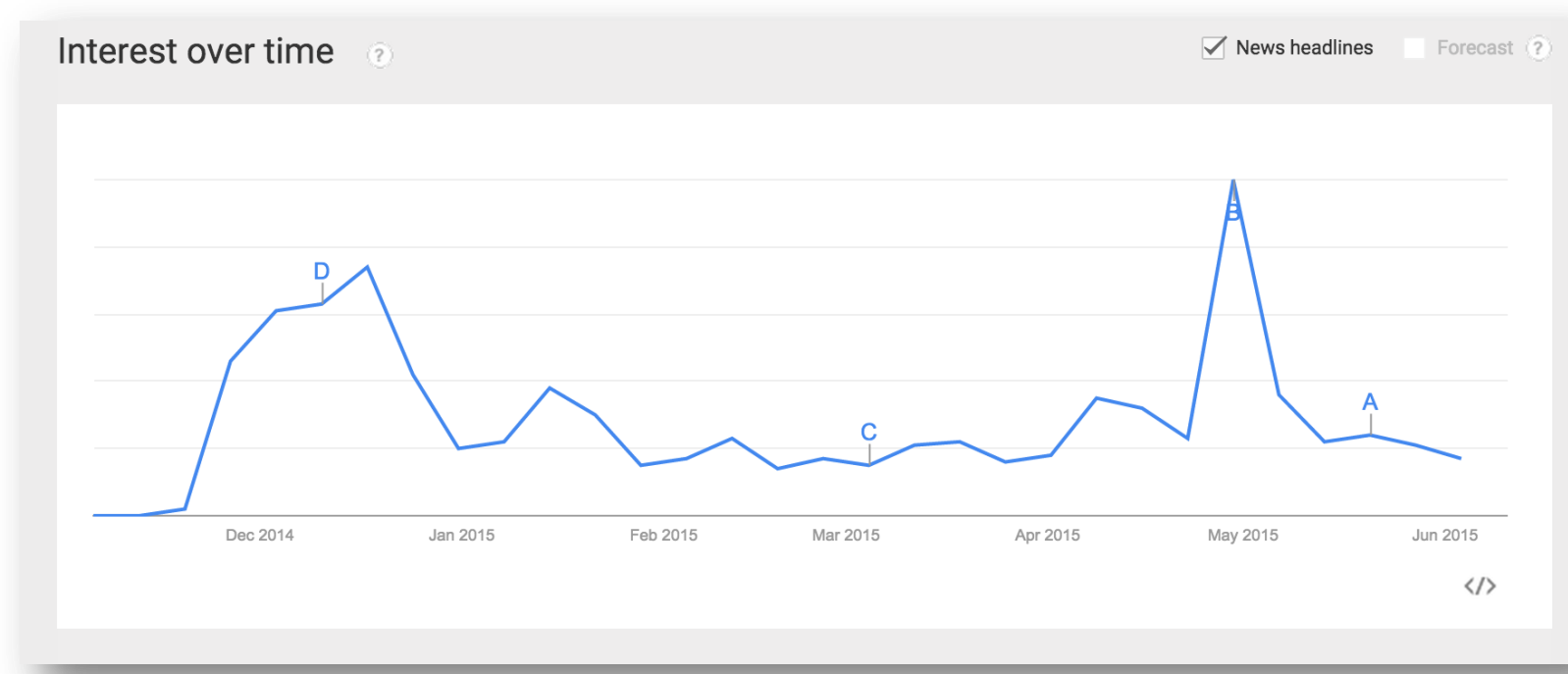
Case #1



Case #2



Case #3

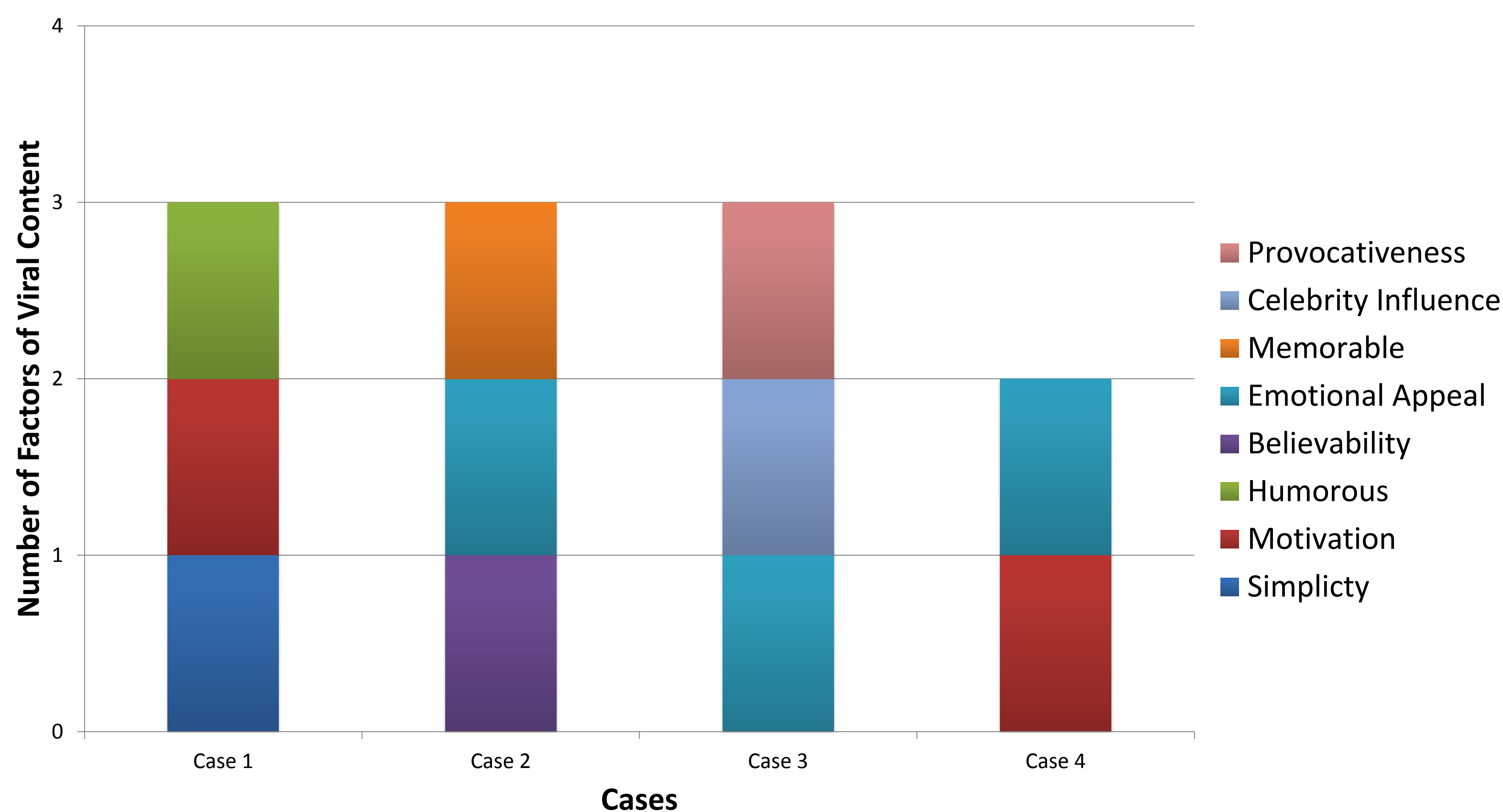


Case #4

Notable Factors of Viral Content

Emotional appeal is a strong component of viral content and marketing. In order for an audience to want to actively talk about and share content, they must have an emotional connection to the content. People will not share something that has no emotional appeal to them. Another component is motivation, which can also be referred to as reason to share or strong message. In order to motivate the audience to get involved with your campaign, you have to give them a good reason to. That reason should be tied into your emotional appeal. The audience must connect with the campaign's message. Emotional appeal and motivation are the strongest contributors to viral content based on the analysis of the four cases discussed in this paper.

Factors of Viral Content in Each Case Study



Case #1: ALS Ice Bucket Challenge

The ALS Ice Bucket Challenge was a campaign that went viral from July 2014 to September 2014. The way the content for this campaign was shared was people participating in the challenge posted videos of themselves dumping a bucket of ice water on their heads, donating, or both on their social medias and captioned included the hashtag, "#ALSIceBucketChallenge" in their captions. This campaign was shared predominantly on Instagram and Facebook. It became so popular that news outlets and celebrities started participating in the challenge, which created even more exposure for the cause propelling even more people to participate in the challenge. The challenge raised more than 115 million dollars for the ALS Association.

Case #2: Strangers Kiss For the First Time

"First Kiss" or commonly known as "Strangers Kiss For the First Time" is a video posted on YouTube that depicts 20 complete strangers, gay and straight, young and old, kissing each other for the first time. This video was shared via Facebook and news outlets. The video was written about on news outlets such as: Time Magazine, Yahoo News, Huffington Post, Slate, Mashable, BuzzFeed, and much more. As of June 2015, the YouTube video has accumulated over 101 million views and 470,000+ thumbs up. The length of the "First Kiss" video is 3 minutes and 29 seconds.

Case #3: Kim Kardashian Break The Internet

Paper Magazine released their Winter 2014 issue featuring Kim Kardashian on the cover. Kim Kardashian's magazine cover was shared not only on social media by the general public but as well as many news outlets. When the magazine cover was initially released, there was not a single news outlet that did not report on it; major news outlets such as BBC, Time Magazine, TMZ, USA Today, The Guardian, etc. The hashtag #breaktheinternet, tweeted out by Kim Kardashian herself to promote Paper's feature, has been used in reference to the photo more than 100,000 times on Twitter since it was released. The hashtag was immediately trending on Twitter.

Case #4: Black Lives Matter

The hashtag #BlackLivesMatter is correlated with a social justice movement that started after the acquittal of George Zimmerman in the shooting death of Trayvon Martin. Although the hashtag "Black Lives Matter" is what is being measured in terms of virality, the "Black Lives Matter" campaign is much bigger and harder to quantify with trackable metrics. The campaign went viral in November 2014 and still remains a popular searched topic according to Figure G.

