

# Examples of successful viral marketing campaigns

## Examples of Successful Viral Marketing Campaigns

### 1. Old Spice - "The Man Your Man Could Smell Like"

The Old Spice campaign featuring the famous "The Man Your Man Could Smell Like" commercial is a classic example of viral marketing. The ad went viral on various social media platforms, gaining millions of views and shares. The character in the commercial, played by Isaiah Mustafa, quickly became a cultural sensation, leading to a significant increase in sales for Old Spice products.

### 2. Blendtec - "Will It Blend?"

Blendtec, a blender manufacturer, created a series of YouTube videos called "Will It Blend?," in which they blended various unusual items like iPhones, golf balls, and even a video camera. The videos became immensely popular, generating millions of views and attracting attention to the Blendtec brand. The campaign successfully showcased the durability and capabilities of Blendtec blenders, resulting in increased brand awareness and sales.

### 3. ALS Ice Bucket Challenge

The ALS Ice Bucket Challenge was a viral campaign that aimed to raise awareness and funds for amyotrophic lateral sclerosis (ALS) research. The challenge encouraged people to dump a bucket of ice water on themselves, donate to the ALS Association, and nominate others to do the same. The campaign quickly gained traction on social media, with numerous celebrities and public figures participating and challenging others. It raised over \$115 million for ALS research, significantly exceeding the initial fundraising goals.

### 4. Dove - Real Beauty Sketches

Dove created the "Real Beauty Sketches" campaign to challenge beauty standards and promote self-acceptance. The campaign involved an artist sketching women based on their own descriptions and then sketching them based on how others described them. The emotional video went viral, sparking conversations about self-esteem and body image. The campaign received millions of views and helped increase Dove's brand image as a promoter of real beauty and self-confidence.

### 5. Dollar Shave Club - "Our Blades Are F\*\*\*ing Great!"

Dollar Shave Club, a subscription-based razor company, launched a humorous video titled "Our Blades Are F\*\*\*ing Great!" The video featured the company's CEO in a comedic sketch, highlighting the hassle and expense of traditional razor brands while promoting the convenience and affordability of Dollar Shave Club. The video went viral, driving thousands of new subscribers to the company within 48 hours of release.

### 6. Nike - "Write the Future"

Nike's "Write the Future" campaign was launched during the 2010 FIFA World Cup. The campaign featured a high-production commercial that depicted various soccer players and their potential future outcomes based on the World Cup performance. The video generated significant buzz and was widely shared on social media platforms. The campaign successfully engaged

football fans and increased Nike's brand visibility during the tournament.

#### 7. Red Bull - Stratos Space Jump

Red Bull sponsored the world record-breaking Stratos Space Jump, which involved Felix Baumgartner freefalling from the edge of space. The live streaming of Baumgartner's jump attracted millions of viewers worldwide and generated extensive media coverage. The campaign effectively showcased Red Bull's brand message of "giving wings to people and ideas" while highlighting its association with extreme sports and adrenaline-filled adventures.

#### 8. GoPro - "Fireman Saves Kitten"

GoPro's viral marketing success came through user-generated content. The video, titled "Fireman Saves Kitten," featured a firefighter using his GoPro to rescue a kitten from a burning building. The emotional and dramatic footage gained widespread attention and exemplified the durability and quality of GoPro cameras. The video accumulated millions of views and helped solidify GoPro as the go-to brand for action cameras.

These examples of successful viral marketing campaigns demonstrate the power of creative and engaging content, the effective use of social media platforms, and the ability to capture the attention and interest of a wide audience. By studying and analyzing these campaigns, marketers can gain insights into the strategies and techniques that can lead to successful viral marketing campaigns. Remember, while these examples serve as inspiration, crafting a viral campaign requires a thorough understanding of the target audience and a unique approach that resonates with them.