

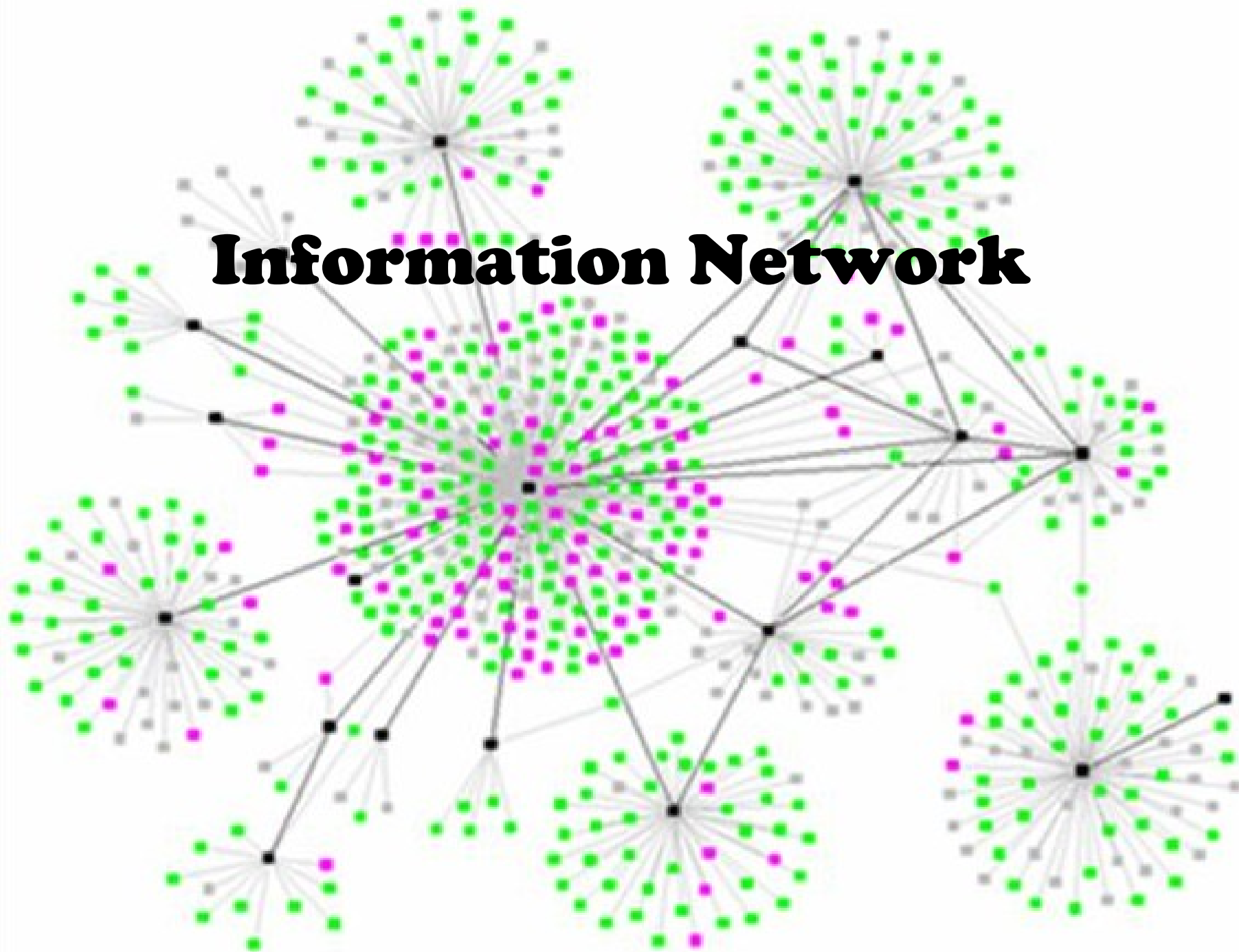
The Seven Secrets of Buzz

*GIGSE 2007
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What is Buzz?



Information Network



Big Ideas



Big Ideas



Little steps



Word of Mouth is 10 times more effective than advertising

- Advertising is important for product awareness, or for activation of the internal force.
- The word of mouth effect is 10 times larger than marketing efforts (Goldenberg, Libai, & Muller, 2001)
- Internal responsible for as much as 80% of the sales (Mahajan, Muller, & Srivastava, 1990).

How advertising works

THE JAMES GANG CREATIVE



A man in a blue shirt and white pants is rowing a boat made of computer monitors and speakers on a blue sea. The boat is filled with various electronic devices, including monitors and speakers, and is surrounded by a blue sea. The man is holding a wooden oar and looking towards the camera with a slight smile. The background shows a blue sky with a few birds flying.

How advertising works

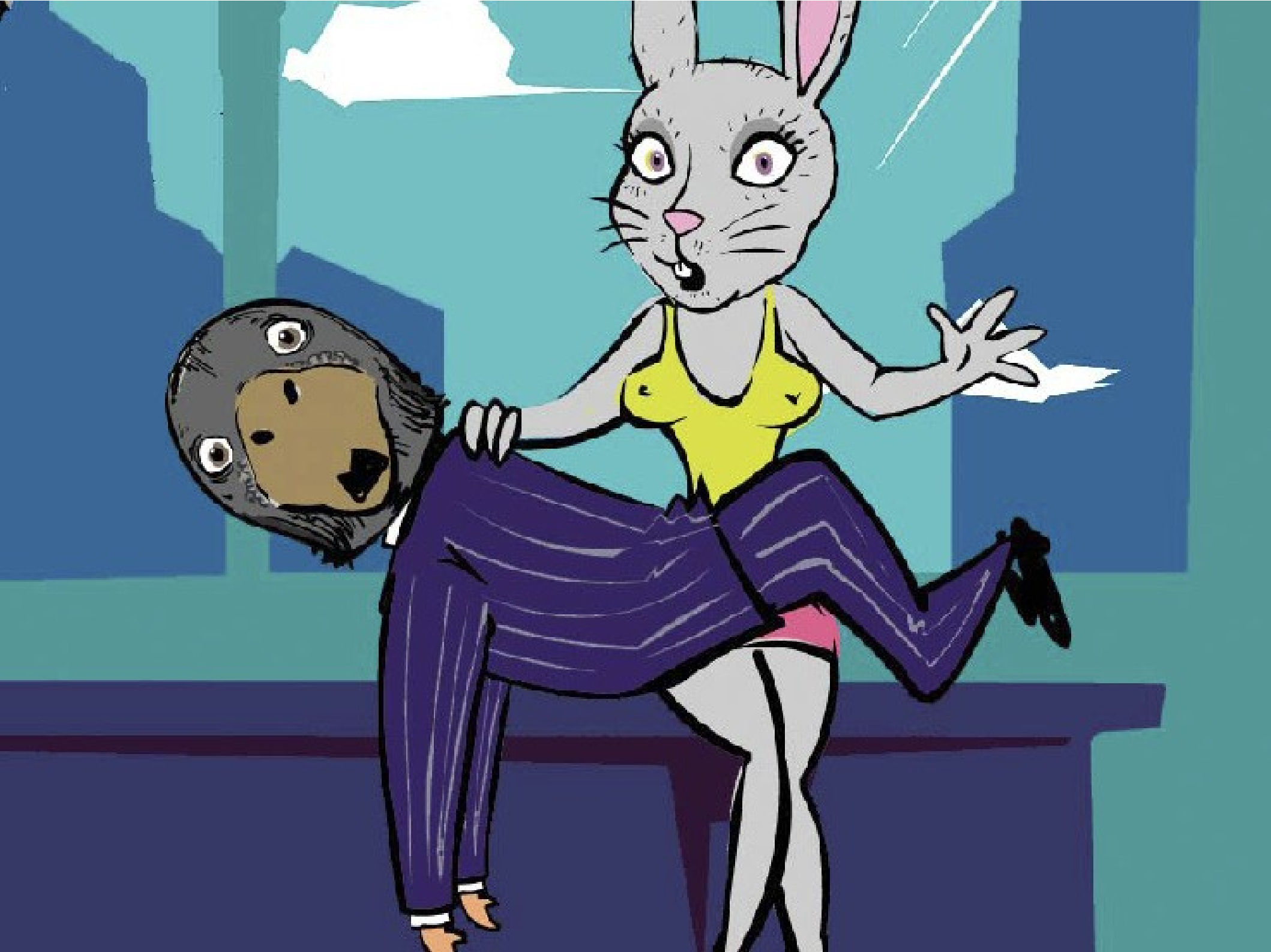
1. Gets noticed.
2. Offers you something you always wanted.
3. Tells you how to get it.

How Word-Of-Mouth Works



How Word-Of-Mouth Works

1. You discover something very important
2. You tell your friends



The Seven Secrets of Buzz

1. Buzz is a story

**Your product
is the story**

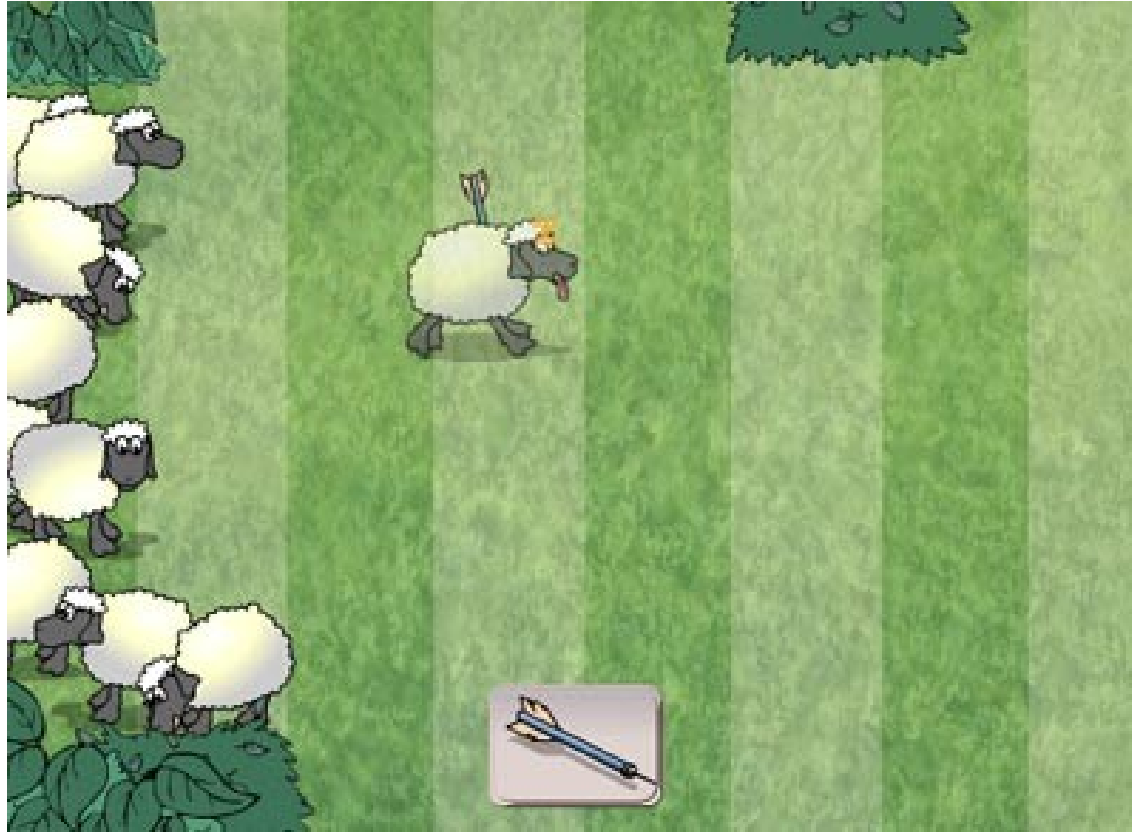


It has to be a story with meaning



THE JAMES GANG: CREATIVE

Don't follow the crowd



Sheep Dash! is simply a game which test your reaction times and explain you how a cup of tea or coffee can affect your performance. **BBC Science & Nature**

You must be on a mission from God

Big Idea: Buzz is a story
Little Step: Know your story

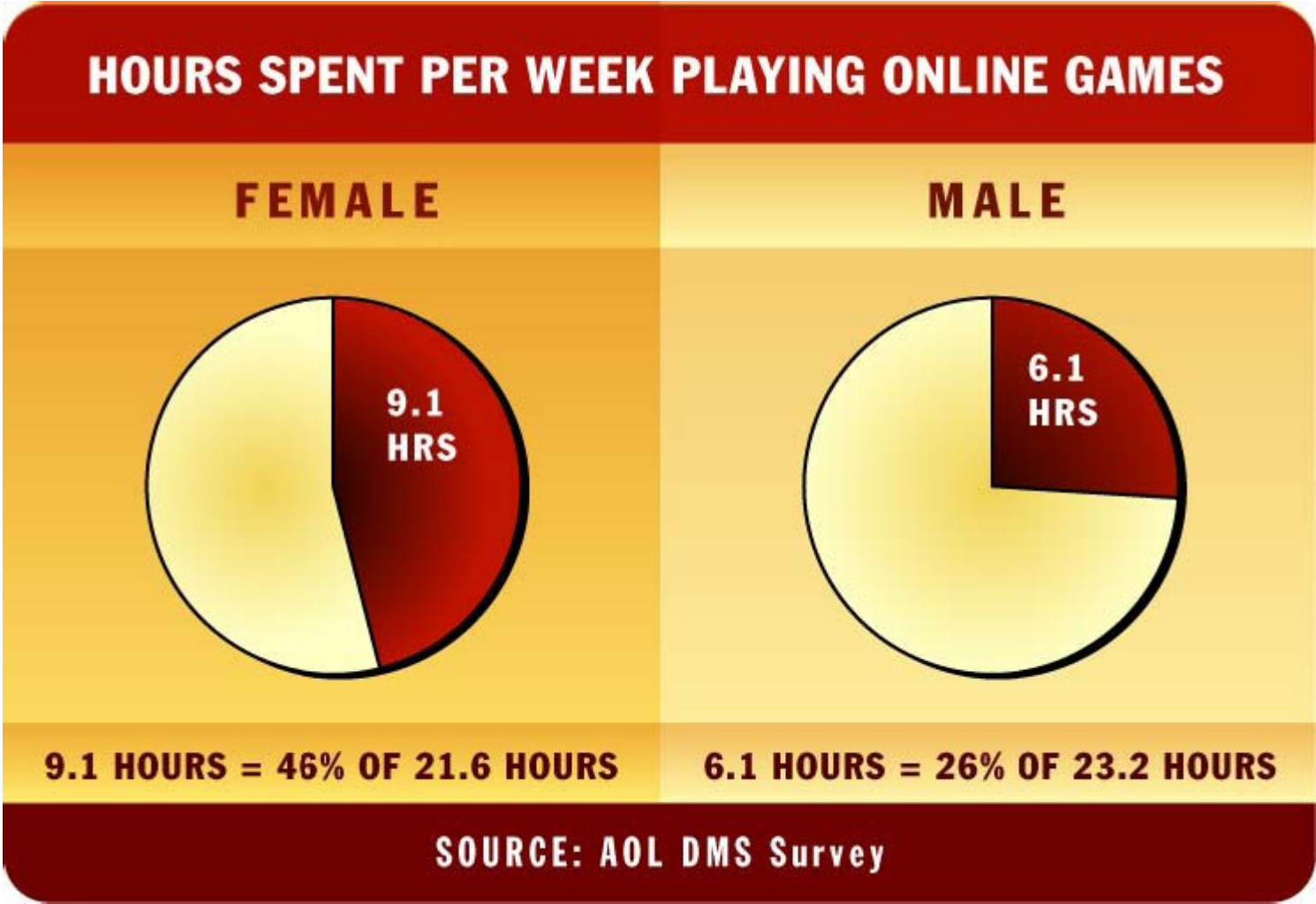
**2. You can't create
your own buzz**

Who says you're good?

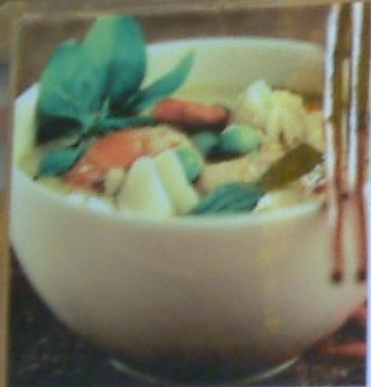


THE JAMES GANG: CREATIVE

Know your customers



Listen to your customers



ThaiExpress™

The Orange Card



All it takes.


20

comments. feedback. suggestions
email: manager@thaiexpress.com.sg

**Get the key influencers
on your team**



THE JAMES GANG: CREATIVE

A close-up photograph of a baby's face and upper torso. The baby is wearing a light-colored t-shirt with the text 'I Google' printed on it. The background is a solid, warm orange color.

**Let your customers
spread the word**

I Google

THE JAMES GANG: CREATIVE

Get the fanatics on your side

Big Idea: You can't create your own buzz

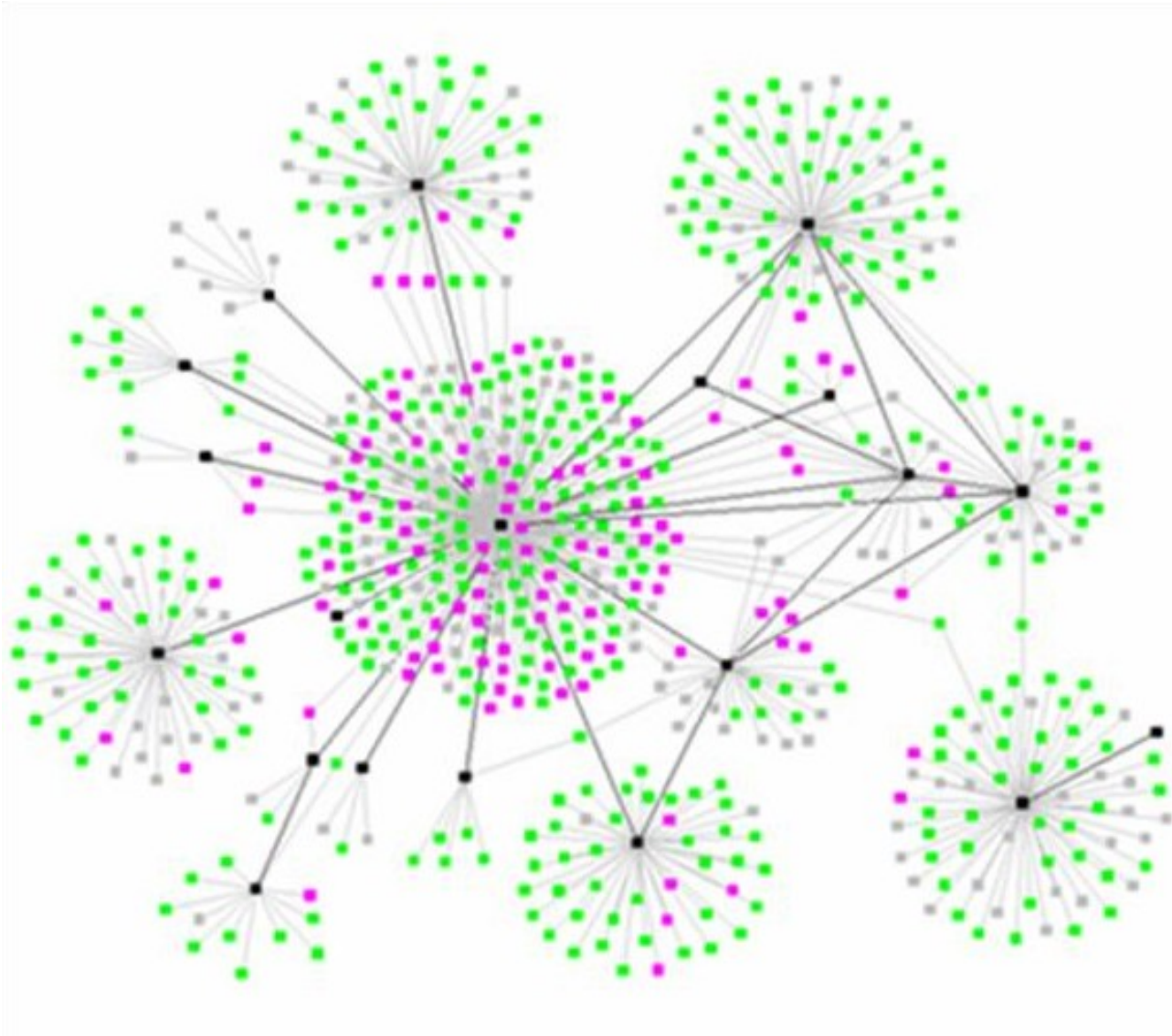
Little Step: Identify your ideal group of fanatical fans

3. Buzz builds buzz




Word spreads

Viral Marketing

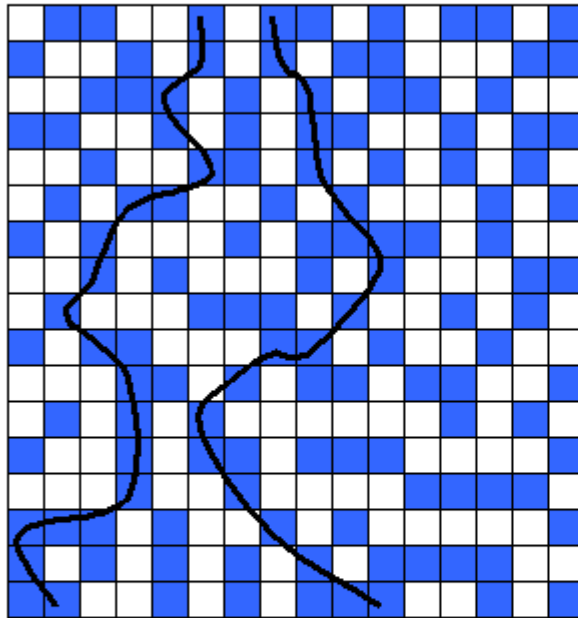


THE JAMES GANG: CREATIVE



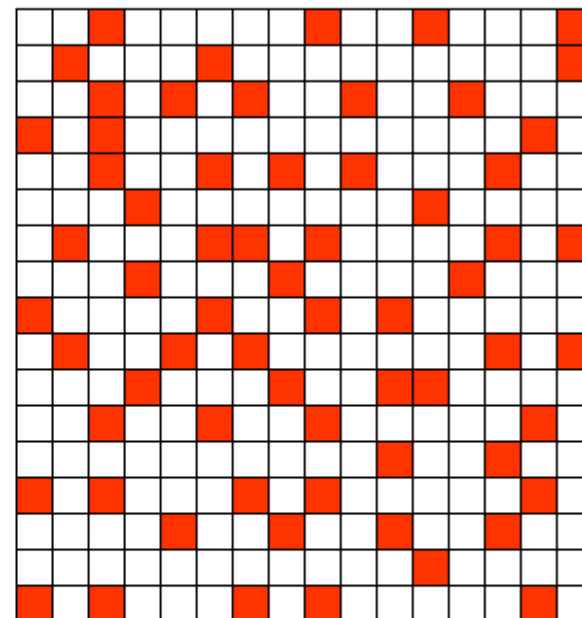
**Contagious ideas spread
through the network**

Percolation



50% Fill

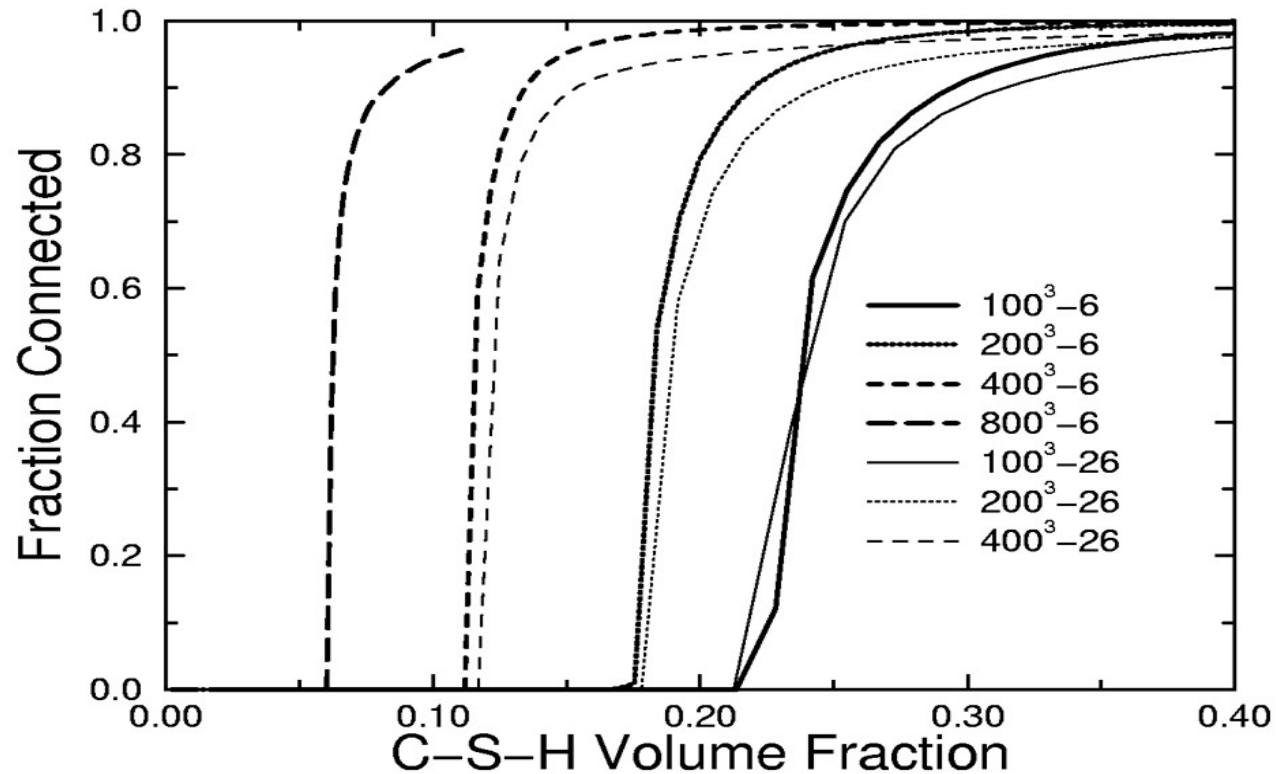
Percolation will occur (given diagonal and Sideways movement).



25% Fill

Percolation will not occur.

Percolation Phase



- The transition to the percolating regime, where almost all susceptible agents are infected, is usually very sharp.

Spread the word

Big Idea: Buzz builds buzz

Little Step: Identify your easy marks

THE JAMES GANG: CREATIVE

4. Bad buzz kills good buzz

A close-up photograph of a green frog wearing a dark blue cap with two circular cutouts. The frog is holding a lit cigarette in its mouth. The background is a blurred red and white pattern.

**Negative Word of Mouth
has bigger effect than Positive**



Bad News Travels Faster

THE JAMES GANG: CREATIVE

Bad News Travels Faster

- Leonard-Barton (1985) found that 20% of dentists were familiar with, yet rejected, a successful dental innovation; many of them were not even willing to try it as a result of NWOM.
- A major taxi company in New Zealand which lost almost 60% of its business as a result of an angry customer spreading her story to thousands of women throughout New Zealand (Cecil, 2001).

Impact of 1-star reviews is greater than the impact of 5-star reviews



Comparing Amazon.com and BarnesandNoble.com:

We find that 1) reviews are overwhelmingly positive at both sites, but there are more reviews and longer reviews at Amazon.com, 2) an improvement in a book's reviews leads to an increase in relative sales at that site, and 3) the impact of 1-star reviews is greater than the impact of 5-star reviews.

Judith Chevalier, Dina Mayzlin

The Effect Of Word Of Mouth On Sales: Online Book Reviews.

Yale School of Management New Haven, CT

**Never ignore bad buzz,
manage it**

Big Idea: Bad buzz kills good buzz

Little Step: Do not repeat your bad buzz

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**5. Use bad buzz
against the bad guys**

Find a common enemy

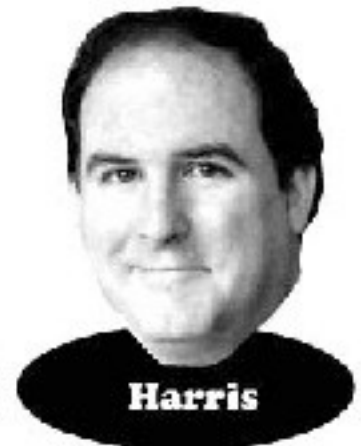


THE JAMES GANG: CREATIVE

WHACK THE PM!

Question 6:

ALL POLITICIANS ARE LIARS.
WHY SHOULD I TRUST YOU?



Whack some sense into these people.
Hit the one who says the most irritating things.

The enemy fuels your community's passion

Fans Tear Down Goal Posts



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41 ratings

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[akatsuki5](#) (9 hours ago)

THE JAMES GANG CREATIVE



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[Alejandro Sanz](#)

Creates an exclusive community of like-minded believers



Find a common enemy

Big Idea: Use bad buzz against the bad guys

Little Step: Identify your common enemy

**6. Buzz is
whatever people believe**

We believe we are saving money



Join us for

Grand

Winnings!



**Click
Here!**

**No Download
Required!**

It's okay to lie



www.NotMyNumber.com

**People have a very sensitive
bullshit detectors**



Play with belief

Big Idea: Buzz is whatever people believe

Little Step: Know what your customers want to believe

7. Buzz is beyond your control

**You are what other people
say you are...**



Your brand is your Google results



Get your customers define your brand



A large, stylized ice cream cone with a thick, purple, multi-lobed scoop of ice cream sits in the center. It has a brown, waffle-patterned cone. Above it is a white speech bubble with a black border containing the text "You are like ice cream". Surrounding the large cone are seven smaller, identical ice cream cones, each with a purple scoop and a brown cone. At the bottom, another white speech bubble with a black border contains the text "because I can never get enough of you." The entire scene is set against a solid yellow background.

You are like ice cream

because I can never get enough of you.

Let go of the controls

Big Idea: Buzz is beyond your control

Little Step: Give control to your customers

Seven Secrets of Buzz

- 1. Buzz is a story**
- 2. You can't create your own buzz**
- 3. Buzz builds buzz**
- 4. Bad buzz kills good buzz**
- 5. Use the bad buzz against the bad guys**
- 6. Buzz is what people believe**
- 7. Buzz is beyond your control**

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