

Star in a Viral Marketing Video

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APPENDIX A: Viral Marketing Video Analysis Chart

Task #1: Viral Marketing Videos. Watch the videos below. Complete the chart with your group. Compare your answers with other groups.



Item	Video #1	Video #2
A. Product or service being marketed		
B. Target market (Who will buy the product?)		
C. Major character roles and minor character roles		
D. What happened?		
E. Most surprising/interesting part of the video		
F. Setting(s) (Where does it take place?) Music?		
G. Main message of the video		
H. Was the video successful? Why or why not?		
I. Which video did you like best? Why?		
J. Number of hits (viewers) on YouTube		
K. Estimated cost to make the video		

APPENDIX B: Star in a Viral Marketing Video! Plan



My name is Casey Neistat and I'm a popular YouTube personality. In 2012, Nike paid me to make and star in a video as part of their "Life is a sport. Make it count!" marketing campaign. I used a Nike fitness tracker wristband during a 10-day around-the-world trip. My friend, Max Joseph, travelled with me and helped make the video that you just watched.

Instructions: Work with a partner. The two of you have been selected to make and star in a viral marketing video. Take 15 minutes to brainstorm your ideas. You will make a mini-presentation to other groups about your viral marketing video plan. Think about the items below when you make your plan.

