



VAN Case Studies: 'Things I Can Do with my GD900' for LG

Client: Cosmic Station & Associates., Ltd

What they wanted:

LG, the worldwide electronics and telecommunications company, had produced a series of bitesize spoof video clips to generate awareness of their latest phone release - the LG Crystal GD900. They wanted these clips to be promoted to relevant audiences, maximising the potential sales of the phone. Cosmic Station & Associates., Ltd wanted to guarantee traffic to the clips (50,000 views), kick-starting their campaign and increasing the chance of their content going viral.

How we helped them:

LG needed a bit more than a straight-up media buy. They were looking to maximise the potential for getting natural, 'viral' traffic to their content so they got in touch with us. To achieve this we ran a campaign for them that included:

- **Seeding to social media and video sites.** We set LG Crystal up with channels on relevant social media platforms (Youtube, Metacafe, Daily Motion). By having their videos on multiple video platforms, we greatly expanded the number of potential viewers, increasing the likelihood of natural views and sharing of the video.
- **A placement across the Viral Ad Network.** To help launch their campaign, we delivered views on LG's Youtube videos. Increasing the number of views on a specific Youtube video can trigger a 'snowball effect' making other viewers more likely to view the content, increasing natural traffic.

- **Shareable ads.** Our ad units make sharing easy as we feature the youtube version of the video in our Fun units. This made it easy for LG's viewers to send a link to their friends, as well as being a reputable and trustworthy link to click on.

Why they are happy:

The various video clips received a fantastic reception across the seeded placements, also generating high natural traffic. This helped us achieve almost triple our target number of views for the campaign, with an equivalent cost (after the natural traffic) of under 4p per view.



LG's clip on Metacafe

"Our campaign massively exceeded our expectations and helped us to launch a number of our viral videos to an amazing response."

Sam Yoo, Cosmic Station & Associates., Ltd

This is our deluxe package, for campaigns over £10k. [Get in touch with Ian \(advertisers@viraladnetwork.net\)](mailto:advertisers@viraladnetwork.net) for more details on how we can help your campaign.

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