

Viral marketing

Level

Upper-intermediate and above

Tasks

Describing an effective advertisement

Completing the missing information on a set of screen shots from a television programme

Reading a transcript of a television programme on viral marketing

Identifying the 'odd-word-out' from a set of collocations

Planning the creation of a viral advertisement

How to use the lesson

- 1 Tell students about a cinema or television advertisement you like and why you think it was effective. Hand out the worksheet. After students have discussed other effective advertisements, elicit some feedback.
- 2 Ask students to complete the missing information on a set of television screen shots by scanning the article.

Answers

Screen one: *Viral Marketing / Eddy Johnson*

Screen two: *Eamon Barrett / Marta Harris*

Screen three: *Microsoft*

- 3 Ask students to read the whole article. Ask them to tell you which speaker they agree with most, and about their own knowledge and experience of viral advertisements. Deal with any useful vocabulary such as: *business-to-consumer / mass marketing / brand awareness / controversial / buzz*.
- 4 Ask students to find one word in each line that does not form a collocation with the word at the beginning.

Answers

(1) – (e) *brand* (2) – (d) *consumer* (3) – (c) *viral*

- 5 Ask students to work in small groups. Each group should firstly decide who their client is – assign companies if students need more guidance. They then come up with an idea for a suitable viral marketing product and consider the work involved in creating this product. Ask each group to present their idea to the class. After the presentations, give students any useful language feedback.

Related websites

Send your students to these websites, or just take a look yourself.

<http://www.graphico.co.uk/viralmania/microsoft-box-office.htm>

http://en.wikipedia.org/wiki/Viral_marketing

<http://www.skivecreative.com/>

<http://www.videoclipstream.com/akamai/h-l/honda/>