
Chapter 19 Advertising

Section 19.1 Advertising Media

Green Marketer Activity: Going Viral

Directions Viral campaigns can be risky because they depend on word of mouth to succeed. People are more likely to share content that uses humor, surprise, controversy, or anger, so viral campaigns often use these elements. Research a viral marketing campaign and answer the following questions.

1. Identify and describe a viral marketing campaign that used video, a game, or other Web content.

2. Analyze what made the content popular. State whether the campaign used elements of humor, surprise, controversy, or anger.
