

**EMOTIONAL FACTORS AFFECTING VIRALITY IN  
ADVERTISING: THREE CASE STUDIES OF ADVERTISING  
AGENCIES IN THAILAND**



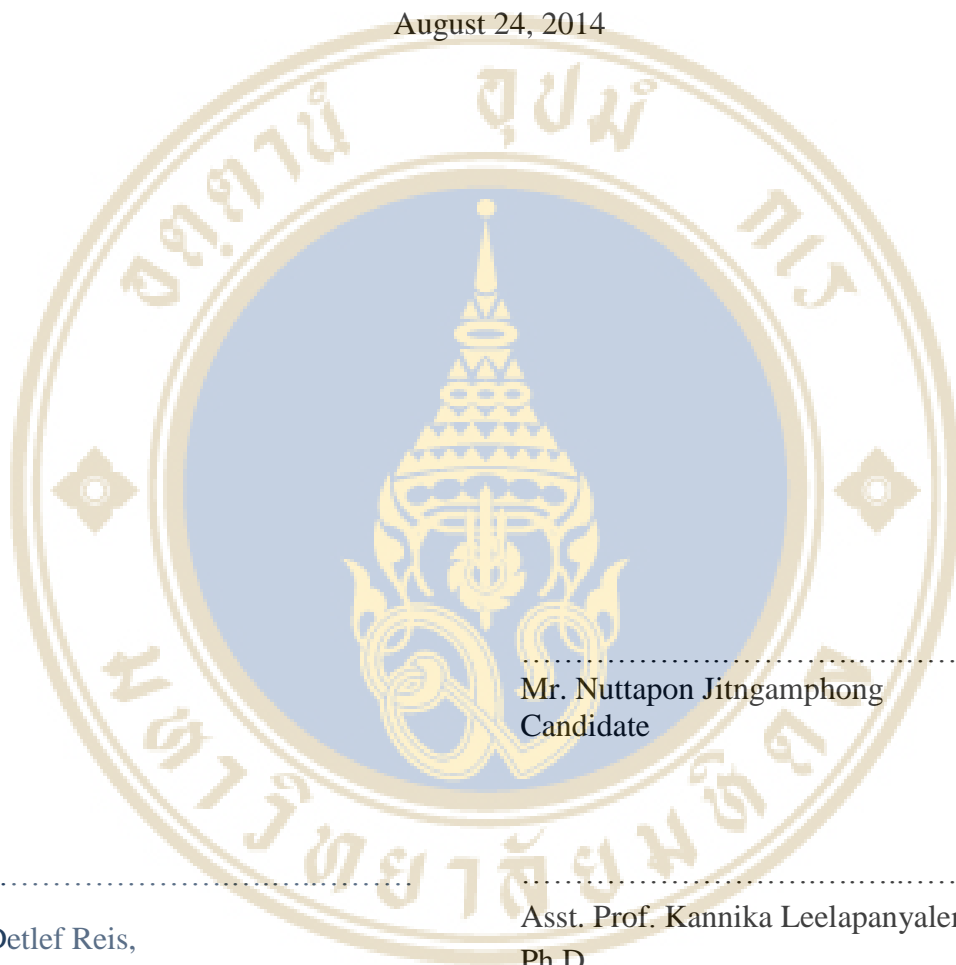
**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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**EMOTIONAL FACTORS AFFECTING VIRALITY IN  
ADVERTISING: THREE CASE STUDIES OF ADVERTISING  
AGENCIES IN THAILAND**

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Mr. Nuttapon Jitngamphong  
Candidate

Dr. Detlef Reis,  
Ph.D.  
Advisor

Asst. Prof. Kannika Leelapanyalert,  
Ph.D.  
Chairperson

Assoc. Prof. Annop Tanlamai,  
Ph.D.  
Dean  
College of Management  
Mahidol University

Asst. Prof. Prattana Punnakitikashem,  
Ph. D.  
Committee member

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Nuttapon Jitngamphong

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NUTTAPON JITNGAMPHONG 5549310

M.M (NEW TECHNOLOGY VENTURES)

THEMATIC PAPER ADVISORY COMMITTEE: DETLEF REIS, Ph.D., ASST.  
PROF. KANNIKA LEELAPANYALERT, Ph.D., ASST. PROF. PRATTANA  
PUNNAKITIKASHEM, Ph.D.

**ABSTRACT**

In this project, objective is set to investigate emotional factor in Thai's creative agencies case studies. To what extent which emotional factors affect the viral campaign?

According to the objective of this study, we try to use qualitative research by interview creative professional in digital advertising agency company in Thailand, who has a good background and experience about emotional value in online advertising. This will help us to understand how emotional value important in their point of view, and the most common emotional in their works.

Finally, we can create lesson learn. To what extend, how emotional factors affecting viral campaign in online advertising. Furthermore, the viral campaign can reach more online consumer with cheaper cost. The viral campaign in Thailand not success much and it should have a reason behind. That is the reason to initiate this research.

**KEY WORDS:** Emotional / Online Advertising / Viral campaign / Agency

28 pages

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## CHAPTER I

### INTRODUCTION

*“This big idea is that success in work and life depends on more than just the basic cognitive abilities typically measured by IQ tests and related measures; it also depends on a number of personal qualities that involve the perception, understanding, and regulation of emotion” (Cherniss, 2010, p. 184)*

Not only Cherniss but also every creative professional in Thai’s creative agency also cares about the emotional value. Branding is consumer perceived value, that why every brand want to communicate their brand to change consumer perception. Consumer insight is invisible iceberg. Creative professional need to understand value of the product itself, and also understand the consumer perception in-term of functional benefit, emotional benefit, and social benefit to consumer. They use integrated media to be a brand speaker. For today, World is changing to become online. Internet is one of the most important tools to communicate the brand.

Unfortunately, consumers usually make mistakes; they forget things; they get confused. But consumers have emotional. That is, they usually have feelings, sometimes intense, other times barely perceptible, when they make purchase or engagement. Every real estate broker knows that purchasing a home is invariably an emotional experience for the buyer. Most brokers understand that emotional cues can make selling a home a whole lot easier.

The root definition of consume is “to get.” The origin of the word emotion is “to move.” That why consuming is an act of emotional engagement. Emotional values are part of product and service branding. When people asked what particular brands represent, some kind of emotional identification is almost always made.

As quoted in: *“Emotions . . . are found throughout much if not all of our life, not just in more or less discrete and event like emotional goings-on. Emotions and affectivity are found in the backgrounds, the tones and tastes of life . . . various forms*

*and levels of interest, concern, and live-lines. [Emotions] characterize and help make up the ordinary, often unremarkable and often unnoticed, flow of life.”*

*(Michael Stocker – Syracuse University Professor of Ethics and Political Philosophy)*

Emotions are not easy to define, especially if you are looking for a single sentence or phrase. One such definition found is that an emotion is a “valance affective reaction to perceptions of situations.” (Barlow and Maul, 2010). In this situation, we scope the emotional for the affective reaction (push the pressure point) to create compulsion to share.

We are going to use this emotional to drive the viral campaign in online world. With the success case of viral strategy, it will generate a lot of consumer-generated content. Those contents are creditability than brand, because the closer relationship between the sender and receiver has more impact. This will become best option to influence consumer to perceive of a brand.

In this project, objective is set to investigate the use of emotional factors in digital advertising in Thai’s creative agencies case studies. And also, to investigate some common missing emotional value in Thai’s creative agency. Furthermore, to what extent which emotional factors affect viral campaign?

According to the objective of this study, we try to use qualitative research by interview creative professional in digital advertising agency company in Thailand, who has a good background and experience about emotional value in online advertising campaign. This will help us to understand how emotional value important in their point of view, and the most common emotional in their works. We also review the result of the work base on past success. Our interviewees are working in Thai’s creative agency. So, we can get a lot of suggestion and recommendation based on their experienced. In working process and working environment. They are forced by time-orientated project. Reviewing process mostly dismisses. This is the most common mistake to miss their opportunity to develop the better work result.

Finally, we can create lesson learn. To what extend, how emotional factors affecting viral campaign in online advertising. Furthermore, the viral campaign can reach more online consumer with cheaper cost. The viral campaign in Thailand not success much and it should have a reason behind. That is the reason to initiate this research.



## CHAPTER II

### LITERATURE REVIEW

This chapter provides overview about relevant study concerning to topic in this study. We are living in the digital world that rapidly changed due to technology. Branding change to use digital channel to communicate to their customers. Most of the success stories in the branding all are included emotional into the communication. The literature explores emotional factors in online advertising campaign. This is also consistent with Libert's (2014) work, which suggests that certain specific emotions were extremely common in highly viral content. Emotions that fit into the surprise and anticipation segments of Plutchik's wheel were overwhelmingly represented.

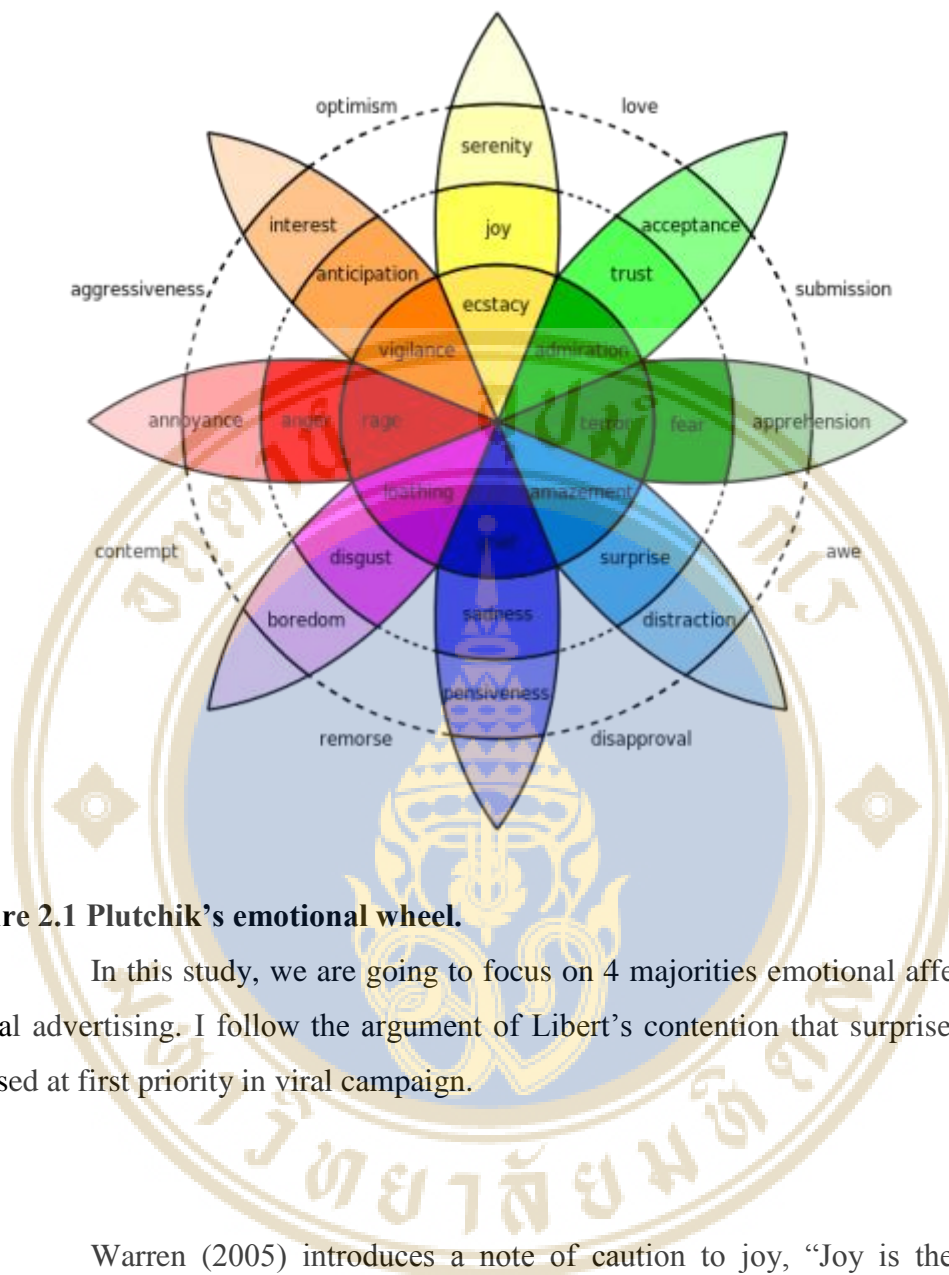
#### **Emotional theory**

*“Human emotions have deep evolutionary roots, a fact that may explain their complexity and provide tools for clinical practice”*

- (Robert Plutchik / 2001 / *The Nature of Emotions*)

As we have learned from Ekman, (2003, p.11), six of universal emotions are anger, disgust, fear, joy, sadness, and surprise. McCloud (2006, p.83) extended Ekman's ideas and included facial expression in his book, *Making Comics*. He also point out some interesting about emotional “These 6 basic emotional primaries from Ekman be modified and mixed to create many of the expression we see every day.”

According to physiological and anthropological are combined to be our basic emotional. As we know form Plutchik's psychoevolutionary theory of basic emotions, 4 basic emotional are joy, trust, fear, and surprise. These basic emotions create 4 opposite emotional – sadness, disgust, anger, and anticipation as following figure:



**Figure 2.1 Plutchik's emotional wheel.**

In this study, we are going to focus on 4 majorities emotional affecting in digital advertising. I follow the argument of Libert's contention that surprise will be focused at first priority in viral campaign.

## **Joy**

Warren (2005) introduces a note of caution to joy, "Joy is the settled assurance that God is in control of all the detail of my life, the quiet confidence that ultimately everything is going to be alright, and the determined choice to praise God in every situation."

Brown (2013) point out some interesting issue about joy, "If you ask me what's the most terrifying, difficult emotion we feel as humans," she says, "I would say joy." Because the fear stems from having our joy taken away.

A former study, Warren (2012) describe the important of joy, "Finding joy is a challenge for me. I'm not naturally an upbeat person; I'm more of a melancholy.

When I talk about joy, I'm not doing so from the perspective of a generally peppy person who never has a bad day. In fact, it's because of my own inability to live with joy that led me to explore why my experiences didn't line up with Scripture."

As I was observed from the past, most successful viral video in online world is use 'joy' as emotional value to grape user attention. From those statements, I am going to choose joy as the 1<sup>st</sup> emotional value in this study.

### **Sadness**

Look back into your life experience; sadness is the most impact emotional to drive you to share something. Sadness create the moment of depress. In this moment you need to talk to someone to reduce your violent.

I have embraced the work of Timothy (2010, p.2). "Sadness can make sufferers better able to cope with life's challenges and spur them to greater achievements, I prefer to adapt scientific findings to show solidly how sadness could actually be good for us."

Kahneman (2010, p.3) says, "Sadness draws better attention". It cause of the power of emotion in this moment. Sadness is one of the most important factors to force people to action.

As we know from AP Business Writer - Mark Jewell in 2014, "sadness can make you spend more". This is a good conclusion after Jennifer Lerner said in a phone interview, "This is really different from the idea of retail therapy, where people are feeling negative and want to cheer themselves up by shopping. People have no idea this is going on."

In this study, we try to understand more about emotional value in advertising. We want to understand the hidden force to drive people to act. In conclusion, we choose 'sadness' in our emotional list.

### **Fear**

Dr. Watson notes, "We have shown experimentally that when you condition a child to show fear of an animal, this fear transfers or spreads in such a way that without separate conditioning he becomes afraid of many animals. If you take any one of these objects producing fear and unconditional, will fear of the other objects in

the series disappear at the same time? That is, will the un-conditioning spread without further training to other stimuli?"

As we have learned from Paul L.Gower in his book, 2005. "Fear is a normal human emotional reaction - it is a built-in survival mechanism with which we are all equipped. Fear is a reaction to danger that involves both the mind and body. It serves a protective purpose - signaling us of danger and preparing us to deal with it. The major components of fear are sensations, feelings, cognitions and behaviors. Fear can be individual or collective such as expressed in the national fear in the United States related to terrorism. The Washington DC sniper attacks caused widespread fear in a large geographic region far out of proportion to the real danger. Individuals must cope with fear on a daily basis in a myriad of forms: financial fears, health fears, relationship conflict fears, dental appointments, fears about the future etc. This new book collects important research which helps shed light on important issues in this field which touches all of us each day."

It is noteworthy that fear can be erased from the brain. From the academic journal Science on 20<sup>th</sup> September 2012, Uppsala University notes "Newly formed emotional memories can be erased from the human brain." In the study the researchers showed subjects a neutral picture and simultaneously administered an electric shock. In this way the picture came to elicit fear in the subjects that meant a fear memory had been formed. In order to activate this fear memory, the picture was then shown without any accompanying shock. For one experimental group the reconsolidation process was disrupted with the aid of repeated presentations of the picture. For a control group, the reconsolidation process was allowed to complete before the subjects were shown the same repeated presentations of the picture.

## **Surprise**

A former study concludes, "Surprises are inevitable; they come from the limits of people's knowledge and understanding of their environment and themselves. Although advance in science, technology, and organizations have increased our ability to comprehend and control our environment; painful surprises are still with us. Modern science, technology, and organizations have, in fact, further complicated our

interaction with the environment, creating new and more complex problems, and opportunities for surprise.”

Some surprises are caused by difficulties in acquiring the growing amount of information needed for effective control of the environment and by limitations in our ability to judge that information once it is at hand. In other cases, surprises occur because someone deliberately prevents us from getting needed information or misleads us by providing false information.

Malick (2014) expresses a study on surprise, “The brain likes surprises, because the brain finds unexpected pleasure more rewarding than expected ones, it may have little to do with what people say they like.” It means that surprises are more stimulating. So, we may subconsciously desire the unpredictable experience over the experience that we consciously believe we prefer.

As we know from Libert’s (2014) previous study about “The emotions that make marketing campaigns go viral.” Emotions that fit into the surprise and anticipation segments of Plutchik’s wheel were overwhelmingly represented.

### **Online advertising**

“Along with the rapid increase in the number of internet users around the world, the World Wide Web has become the fastest growing advertising medium in this decade.” The Interactive Advertising Bureau (2007) reported US online advertising revenue’s growth from 1998’s US\$1.8 billion to \$20 billion in 2007. The 10 fold increase not only signifies the importance of online advertising to the advertising and media industry, but also the rapid advancement of technology in online advertising delivery and display formats that requires researchers to help the media and advertisers to capitalize on the new medium and the society in understanding the increasing impact of the medium. This article reviews the trend of online advertising for today.

Ha (2010) proposes the definition of online advertising as “Deliberate messages placed on third party web sites including search engines and directories available through Internet access.”

Aaron Taube expresses his opinion in a page on 14<sup>th</sup> March 2014, “The 8 Digital trends that will change the future of advertising.” One of them is digital video

is exploding. From the historical data and forecasted trend, e-Marketer predicts U.S. digital video ad spend, which totaled \$4.18 billion in 2013, will grow all the way to \$12.27 billion in 2018.

Ozoda Muminova concludes in *theguardian.com* on Friday 20<sup>th</sup> December 2013 about the top 10 trends for 2014. “The combination of three biggest digital phenomena of 2013 will create another powerful trend in 2014, that of ‘visual sharing.’ Success of Twitter-owned Vine, a mobile service for sharing six-second looping videos, and Facebook’s introduction of video on Instagram, mean that video will be the format of choice for people to share their moments and a go-to tactic for brands to engage with consumers.”

### **Word-of-mouth strategy**

Soydanbay (2013) suggest that the word viral comes from virus, which is an organic structure that interacts with living organisms.

Tynski (2014) concludes that “At its heart, viral content marketing is simply good old-fashioned storytelling. If you can reach readers on an emotional and human level, you can find unprecedented success.”

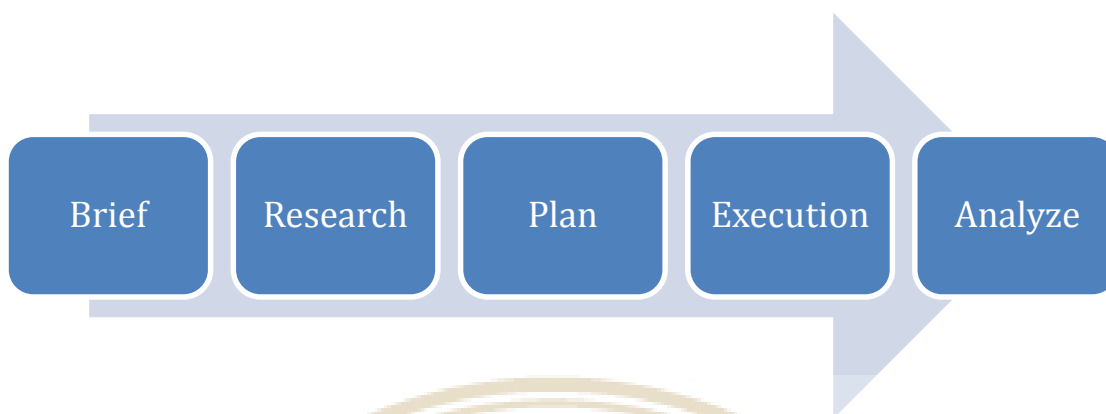
Linkletter et al. (2009) claim the influence of online video is so strong; certain clips have persuaded people to take unhealthy risks.

Now we are looking for simple definition of viral marketing that included n word-of-mouth strategy. Ciotti (2013) notes that viral marketing is simply the “spread of an ideas” that helps market your business or cause. It’s putting material out there that by its very nature attracts attention and discussion.

### **Process of Digital advertising**

Institute of Incorporated Practitioners in Advertising (IPA) provides a general process of the digital advertising start from Brief, Research, Plan, Execution, and Analyzing campaign effectiveness. IPA is the institute for advertising agencies in the UK. IPA provide standard of the advertising in the UK over 250 agencies in IPA membership.





**Figure 2.2 IPA's advertising agency process.**

Once the brief has been received from the client, research will take place to understand consumer's insight. By using the research, agency will identify who the target audience is and the media that should be used to reach that target in the most cost effective way. With this plan, the agency's creative people will have the job of converting the advertising communication into words and picture. In execution, production team will produce effective work to serve into each media channel. Finally, team need to analyze the result, and optimize the campaign to achieve higher campaign effectiveness.

From these documentations, it's mean that the technology growth cause rapid change in advertising. Braded content mostly communicate via online channel. The smart phone technology also creates the placement of consumer generated content. The number of contents in the Internet reduces the reach of content automatically. It's also mean to improvement in content quality. By the way, the quality of content still becomes invisible. So, we have this study.

This research scope for explores the case study of digital agencies in Thailand. Based-on IPS's advertising agency process, we can understand the important of emotional factors in the different point of view. Then, mapping the case into each majority emotional value. Experience from marketer in Thai's creative agencies also important that why we choose senior management team as interviewee. In this research we choose qualitative research to interview them about this topic too. Furthermore, we can know the most important emotional factor in their success case.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

The purpose of this study is to investigate emotional factors drive the viral campaign in online advertising. This chapter intended to describe the factors with in the success case of viral strategy. In this section, we are going to describe and explain research methodology of this study.

In this study, a qualitative research approach was chosen. The interview method is administrated to a selected sampling from selected creative advertising company. Creative leaders in company will be interviewed, to collect in-depth information of their existing success case. One universally popular methodology for carrying out the full range of qualitative research similar to ethnography is that outlined by Miles and Huberman (1994).

Objective of this study focused on collect and analyze the data regarding the success case of creative people in Thai advertising agency. In this interview, I am going to allow them to describe their option freely. Furthermore, the semi structured interview methods with interview question checklists and probing technique were adapted to this study. This will help us gain a lot of understanding in their experience without leading idea, as Mack et al. (2005) explained that “the use of open-ended questions and probing technique will gives participants opportunity to respond in their own words, rather than forcing them to choose from fixed responses”

The in-depth interview in this study is divided into 4 phases as following detail:

- First phase of interview was conducted the background on the interviewee, understand their role in Thai’s creative agency. This phase is very helpful to separate the role of each creative people in this industry.
- Second phase is used to describe their opinion about viral campaign trend in online advertising. And also, understand more key benefit of using word-of-mouth strategy in online advertising.



- Third phase is focusing on creative people lesson learn from the past. We are going to use this part to investigate missing emotional value in Thai's creative agency.
- Final phase of interviews were applied to used to investigate the emotional value in creative people point of view, to what extent how emotional factor affect viral campaign.

### **The study population and sampling**

The 1<sup>st</sup> one is Digital Project Manager at Lowe Thailand advertising company. Lowe Thailand is a global network of diverse agencies. There has one of the country's leading communications agencies since its establishment in 1970. Creative standards are highly regarded with the Agency winning an unprecedented 5 Lions at Cannes in 2008. With a staff of 210, Lowe Thailand provides comprehensive communications solutions through its diversified business units covering Advertising, Digital, Events/Activation, PR and Brand Consulting.

Another creative people are Managing Director of AdYim advertising company. AdYim is Thai's pure digital agency. This company is focusing on connect brands and consumers with expertise across all digital strategies.

In additional, I'm going to interview Production Director of AdYim advertising company. He has worked in website industry for 10 years.

### **Data collection**

The interviews of this study are conducted as informal one-on-one, face-to-face interviews. These questions are developed as open-ended questions, because it helped interviewees provide examples and opinions towards the interview.

All interviews are audio recorded with the permission of interviewees while the interviewer will take notes in order to check whether the interview goes along with the outline or not.

### **Data analysis**

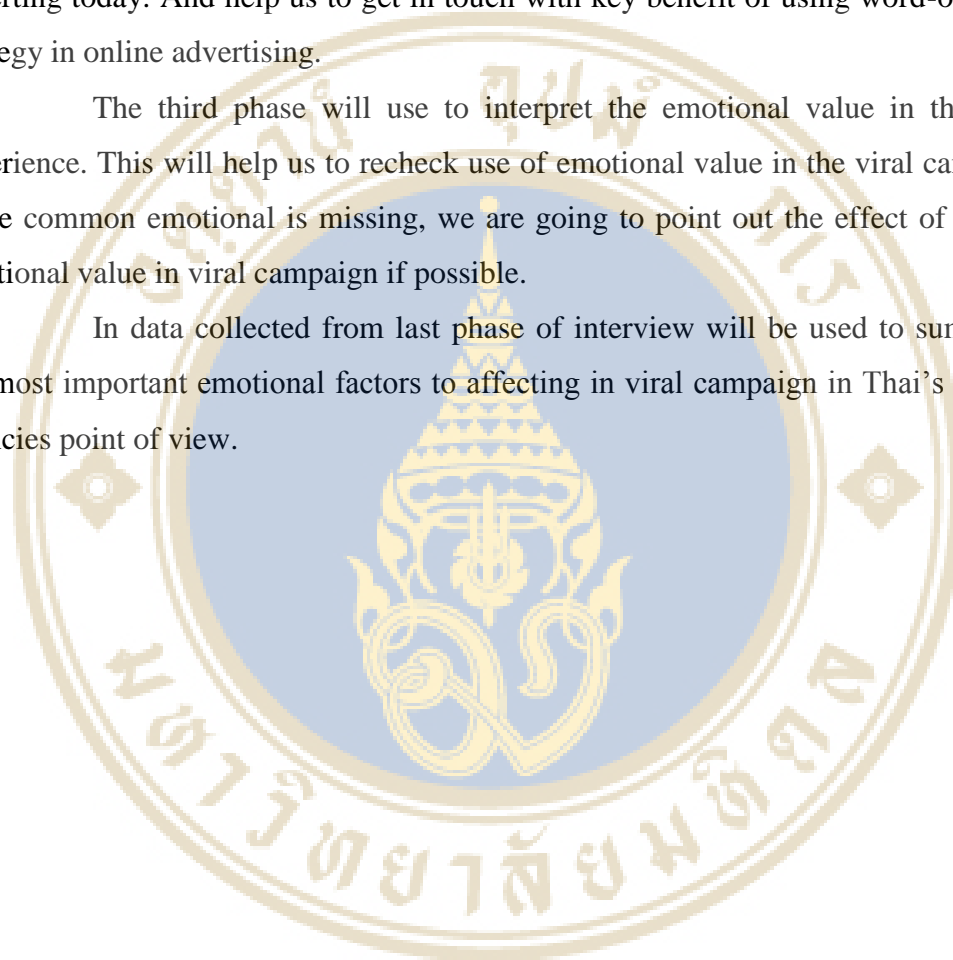
After we finished the interview, the data analysis starts from the transcribing of recorded interviews verbatim. Data collected from first phase will

conduct the background of each interviewee. By doing this, we able to understand the relation between the study and the interviewee background better. The collected data are then analyzed and described in the form of work process chart of digital agency company in Thailand. Then, we are able to point out the most important process of implementing the emotional value in the work.

In second phase of the interview used to describe the trend of online adverting today. And help us to get in touch with key benefit of using word-of-mouth strategy in online advertising.

The third phase will use to interpret the emotional value in their past experience. This will help us to recheck use of emotional value in the viral campaign. If the common emotional is missing, we are going to point out the effect of missing emotional value in viral campaign if possible.

In data collected from last phase of interview will be used to summarize the most important emotional factors to affecting in viral campaign in Thai's creative agencies point of view.



## **CHAPTER IV**

### **RESEARCH FINDINGS**

#### **Data analysis**

We are going to talk about findings from interview. To investigate and answer our research questions. This study will help us to understand more emotional factors affecting viral campaign in online advertising. And also the roles that support advertising campaign go viral. This chapter consists of an analysis data from interview. With background knowledge about online advertising from the interviewee, I have found some interesting experience that able to link back to our research topic. The analysis will be described in 4 phases of our semi structure interview. This group of question from interview question checklist in each phases used to describe their use of emotional factors in their past success case.

From each interviewee's experience, there is no escaping the fact that workflow of Thai's creative agencies are in the same process as IPA's story. Starting from get requirement and campaign objective from client, research for consumer insight, setup framework or strategy, find some creative way to present in digital media, production and prepare for media, monitor and optimize the campaign, summarize report. In those creative leader points of view, the collaboration in team is important. Mr. Tanapon, Owner and Managing Director of AdYim Digital Agency, who has finished more than 400 digital campaigns for 5 years mentions about many roles in each process that link together. This seamless linkage between team creates the high understanding of campaign role in digital world. This continuity creates a good performance of the digital campaign. Now we are going to look back in to success case of each interviewee. The interesting point is about the phasing in the campaign.

The case of Maybelline "BB stick" is one of a successful story from Mr. Tanapon. He is creative leader in this industry. His story begin with self-learning until he turn to be a famous guy in Search engine optimization (SEO). He is the owner of

ThaiSEOBoard, no.1 of SEO community in Thailand. With the power of understanding consumer insight, he creates the framework that lead BB Stick campaign goes viral. Not only success from creates the buzz in online advertising but also good planning to activate the sale. This viral campaign was picked as “Best Practice Case” from L’Oreal Paris worldwide.

“Key success of the campaign is about the phasing that create continuity of emotional from the consumer” – Tanapon, 2014

Another opinion from interviewee, Mr. Tawanon Punnameth, he has been worked as project manager in online agency for 4 years. Now, he is a digital project manager at LOWE. He has launched more than 40 campaigns since last 4 years. Based on a role closely to development team, his opinions mostly focus on technology. He is the creative leader in production team in execution process. He recounts the story of IPA’s advertising agency process as the ideal process that advertising agencies need to follow.

The model has its limitations, for last interviewee from this interview is Mr. Narongrit. He is founder and CEO of Aha! Web creation. In last year, Aha merged with AdYim online agency to work in campaign production, and turned Mr. Narongrit to be a production director. He point about the most important issues about the team management. From IPA’s advertising agency process, it needs to adapt to fit each resource in the company.

With more than 10 years experience as business owner, Mr. Narongrit’s points out the important of the team. In the role of production director, his responsibility is overall in time-constrain campaign production. He developed innovative workflow to implement viral campaign as fast as possible. In this viral campaign development, we don’t have much production time. Team need to work closely with client service and strategic planner to achieve campaign goal.

There is a general consensus in the literature that the processes of the advertising agency start from brief. Market research will take place to understand consumer’s insight. By using the research, agency will identify who the target audience is and the media that should be used to reach that target in the most cost effective way. The teams execute to the plan and achieve the best result from the campaign.

In 2<sup>nd</sup> phase, we discussed with viral campaign trending in online advertising. Mr. Tanapon point out some interesting issues. Advertising budget in Thailand are quite stable, but for digital keep increase year by year. Some of them switch from offline to online. In online advertising, trend of display network had declined since last year. This situation caused from variety of new media in online advertising. YouTube started launch YouTube Thailand in June 2014. They started to launch pre-roll advertising in YouTube clip. This creates opportunity for brand to extend their TVC clip to be online. Digital TV also increases the alternative choice of agency to distribute the content to specific group of consumer. This segmentation help Thai's agency to understand consumer insight more than traditional media.

From his opinion, declined display media still take around 40%, social media take around 30%, and last 30% in search like Google AdWords. At this point, social network and search are act in the same role, to link consumer to online content. This linkage is called engagement. Mr. Tanapon shared the problem in online advertising about engagement. Online advertising didn't have a clear engagement definition. User engagement was vary by media type. Brands choose their own measurement, up to agreement with agency for example, social eyes, or talk about this value. Those values might not have any benefit to brand directly, but brand need to do something for activation later. He defined the engagement as continuity. For example, brand launches the campaign to create awareness of the new product. 2<sup>nd</sup> phase, engagement needs to be converted from the awareness to achieve the goal. In BB stick case, 2<sup>nd</sup> phase measurement is about like in online content. And this continuity link to the end of the campaign, to achieve ultimate goal for marketing that is the sale.

In discussion behind the story, we are going to investigate the use of viral campaign in this success case. Each phasing of this campaign has some emotional value behind the scene. At the 1<sup>st</sup> phase, focus point is about creates buzz in online media. Team starts the story with "Clue". Online consumers loved to know something unclear. From consumer insight, Women use at least 15 minutes to make-up in every morning. With this innovative product, we can help them to finish make up in 3 minutes. This story blast out through online media channel, such as make-up community, social networking, and website. Search volumes about the product rapidly increase in a week. For 2<sup>nd</sup> phase, after the story became talk of the town, team

distributed the product to some group of user to be lead user. And turn them to be a story maker to generate content. The celebrity was chosen to get trail product set. Then, cosmetic blogger felt excite a lot about our product story. They also become the second group of consumer that generated content in digital world. This exciting create continuity of emotional for this campaign. Now the voice of consumer was stronger in online world. Team started the registration campaign and randomly picked 100 people to get free product sampling. Base on excitement in current situation, those 100 people became so proud and share content to the world. At this stage, consumer fully want to get this product and we start tell them about the promotion. With this want, product ran out of stock in every shop with in 1 week. This is one of a successful story in online advertising world with word-of-mouth strategy.

In last 2 years, online media spread out vertically. Each medium has its character. It was categorized into online or offline channel. Technologies penetrate into every media horizontally. For example, digital television needs to have a set top box in every household, smart television include internet connection inside, billboard get smarter with internet connection, transit media achieve higher level of user experience with technology. Continuity will be the key success of the viral campaign, agency need to do well in integration to achieve higher consumer experience until activate to be viral.

The case from Mr. Tawanon is about alcoholic drink. Brand plans to launch a new product. That led to be objective of the campaign. Campaign need to promote new product to target consumer via online channel with limited budget. In operation process, team split the work into phasing. Each phase plan to achieve different objective, and link back to achieve campaign goal. Strategic planner split campaign into 2 phases, first phase objective focus on educate of the product by media, then let consumer enjoy in mini activity. The activity provides new technology like giga-pixel Panorama Photography. This activity serves the brand emotional value to online consumer, “open your world”. Along with opening a bottle of beer, it’s the start of a new journey of excitement and rejuvenation. Excitement will be created from new technology that represent with product in panorama world. This 2 stage of the campaign was planned to achieve the goal. Unfortunately, the from the time period of the campaign, we are not allow to share the result of the campaign in this



documentation. “Brand need to change their mindset. Brand need to be consumer’s friend, not a salesman anymore.” Shared Mr.Tawanon

For viral campaign trending in online advertising, Mr. Narongrit points out smartphone application trend in a viral campaign. Smartphone penetration helps the software development turn to be mobile application. Agencies also use smartphone to integrate with viral campaign too. Even if the client have limited budget, we also try to provide responsive website with mobile compatibility to reach most of the users in digital world. Look back on statistical data, smartphone user increasing everyday. Brands have no choice to reach online consumer via their device.

Not only smartphone trend cause a big change in advertising industry, but also media channel like YouTube also create new trend of video content. Most of the time, company use video content to promote their product. Video content can serve more feeling to online consumer. This is the reason why online video content can have more chance to go viral.

For the success case, Mr. Narongrit picked up a case of Maybelline New York in Color tattoo product. This campaign got “The Best Makeup Launch for Worldwide Digital Competition in 2013”. For the challenge, development team needs to implement the face detection system to attach color tattoo product on consumer eyes. If we did it good, consumer will able to use their image to test the result of using color tattoo product via our website. Production house as the partner from Maybelline try to implement this solution before, but their fail to implement with a good quality. Now turn to be our chance, our team success the implementation. Strategic planner increases the quality of work by adept the flow. Flow help consumer to challenge herself with the competition. Result from using the product shared to online and let them vote for the best look of each color shade. Until the last date of the campaign, who get highest vote point will get free product gift set.

From the discussion, we can confirm that trending of viral campaign is become more popular, because of the online media penetration in Thailand. Consumer has more experience about the branded content and try to avoid. The viral campaign with user generated content become more popular for today.

The 3<sup>rd</sup> phase, we discussed about the mistake in the success case. In the campaign period, content go well in online world. Content about the product growth without the media support. Brand gains a lot of sale, but consumer didn't repurchase the product. Product didn't give customer satisfaction as their expected. They loss trust to the product, the acceptance level go down. The sale growth of the product was declined. This is the true story that reminds the brand to say the true.

Mr. Tanapon also has his own checklist of emotional to use in strategic planning phase. He usually check the emotional checklist that have, greed, advice, warning, entertain, inspire, surprise, unity, and drama. This checklist helps him to continue the quality of work in term of viral campaign in online advertising world.

He noticed about user experience in viral campaign. In every online advertising platform, user had much more knowledge for viral campaign. This evolution make online consumer more aggressive. He believed market share of online advertising would be grown, because technology gets cheaper. Consumer can have a smartphone in THB 2,000. This will help online advertising to reach new group of audiences. Not only consumer gain benefit from technology, but also the industry. Infrastructure was developed to achieve higher level of the service. We have higher stability, reliability, and speed. This rapid growth generates a big gap between tradition advertising and online advertising. Some group of brand and agency stuck in traditional tools and mislead online consumer insight.

Differentiate from online, and offline consumer is the power of choosing. In offline, consumer has been forced to get information. But in digital, online consumer have a million choices. They are going to split into a niche community. Brand and agency need to understand their behavior and try to reach specific group of customer. Media differentiates the engagement for online consumer. This engagement can be measured by a lot of dimension. Furthermore, we have more accuracy to measure those engagements.

For technology forecast, Mr. Tawanon choose mobile phone as the most important player that will drive online advertising to a new world because consumer use their smartphone as the alarm. It will be the 1<sup>st</sup> thing that consumer pickup in the



morning. And end up the day with its too, that why smartphone technology will become the key player in nearest future.

Finally, offline and online team need to work closely, and share the knowledge to generate the most effective ideas to communicate to new integrated world. Common mistake of using emotional is about the continuity of the integrate media in the campaign.

We investigated this case in term of mistake, Mr. Narongrit bold up some interesting point about the phasing. He felt that campaign could be more perfect, if we added inspiration or a story in a flow of the campaign. If we looked at the campaign, we missed a lot of new group of consumer that we should. If we attached more emotional benefit of the product to the campaign, it will gain interesting from a new group of consumer in online channel too.

“Product usually has an emotional value to the consumer. Product usually make consumer feel”, explained Mr. Narongrit.

For some commentators showed that, not only focus on the emotional factors in campaign planning, but also focus on the trust from consumer. This trust will keep the trend go along, and sustain the product by itself. The communications need to allow campaign to touch consumer insight with product benefit.

In the last phase, we discussed about emotional factor in the success case. As we know that key success factors of the campaign is phasing. We choose to investigate the continuity of emotion in each phase. At 1<sup>st</sup> phase, emotional factors in this phase focus on a clue. The story begins with something unclear. We start to spread the solutions for shorter consumer makeup time. Consumer started to search a lot of story about the product benefit. If we link back to our emotional theory, I can say that it start with surprise with high intensity level to be amazement. Consumers have amazement about the product that understands their insights more than themselves. This amazement also generates online voice in a lot of make up community. For 2<sup>nd</sup> phase, when celebrities post the product in their own media, blogger also get the trial product to write a review. At this point, blogger was built the emotional of exciting. Their have same product as celebrities in the social. This delight turns blogger with their fan to be a brand supporter. In appropriate period, we activate the sale by promote the product in a proper period. The most interesting point is about our product

advocator. Their use online community to live broadcast about the product, and drive online user to the store.

At the investigation process, we agreed that personalize is the key success of this campaign. Online consumer can see result from using every shade of the product via online tools. They got over estimate experience. This experience creates amazement to online consumer. The story about the campaign was distributed to social media. Campaign went viral with in the 1<sup>st</sup> week period. They very delight toward the campaign. The vote system make they interest to comeback and vote again an again. From an attractiveness of the result, we provide promotion to a group of user that joins the activity. This phase objective is to unlock the sale. In 1<sup>st</sup> month after this activation, product ran out of stock.

Recommendation from Mr. Narongrit is about consumer insight. In each situation, consumer has unmet need inside their mind. If we can crack it our, and communicate the solution in their language. You will get an unexpected result from their action. This amazement will force them to do something such as sharing.

In conclusion, we found that the process of advertising agencies is mostly the same. Detail of each role was adapted to match with company's resources. To be confirming with IPA's advertising agency process in the literature. This model has its limitations; a lot of success case from the interviewee, role in viral campaign development affect a lot of different perspective. Most of the senior team is looking at overall picture of the viral campaign. This big picture also shows up the campaign phasing with consumer's emotional insight. Continuity will force them to action in a bigger level. This continuity will create the trend of the product when campaign goes viral. Consumer insights act as the base reason to improvise consumer emotional through the viral campaign. Technology growth fast and lead advertising agency to use viral campaign as a trend. From the case, they need to adjust the mindset of the brand to achieve higher trust from the consumer. To keep product sustain in the market without the campaign supported. The findings also confirm that the most important emotional factors are surprise in level of amazement. This factor draw more attention from online consumer.

## CHAPTER V

### DISCUSSION

From the research question, we investigated emotional value in the success case of Thai's creative agency. We started from review the role and process of the company. In the story, we found emotional factor in a viral campaign and also process of campaign development. This viral campaign, not only one emotional factor, but also many emotional factors affect in this case. The story of campaign was integrated to success. Campaign separated into each phase, different emotional factors attached in to it. Result from each phase empowered next phase result to higher level. Each steps created higher level of user's participation, until the campaign goes viral. Furthermore, there are several points arise from this data analysis that can be a topic of further discussion.

Firstly, in most of Thai's creative agency have a similar working process but in different team, environment, and condition. Each team member needs to take responsibility to achieve the campaign objective. Every role in team is important, because the viral campaign need to have continuity from start to the end. This flow need to run smooth as much as possible to achieve viral campaign objective. Based on interview in this investigation, each team position has different perspective to campaign. Big picture of the campaign come from strategic planner team to manage campaign run smoothly. This perfect tempo of campaign will be empowered by creative idea from creative team. If the brand not support the campaign well, or viral campaign plan has some mistake, media will take the role to push up campaign performance. Production teams that usually outsource take role to produce campaign with in limited time with no error. Finally, all team member need to monitor their work in their point of view. From investigation, role in Thai's creative agency cause to have difference point of view in viral campaign.

Secondly, trend of viral campaign change day-to-day. It's cause from technology that grows Internet into every media channel. Strategic planner needs to

keep update with integrated technology into new innovation advertising. This innovation can lead to continuity of the user experience to achieve the goal. Media spending have highly chance to shift from offline to online because of the performance of online media, and Internet penetration to traditional media. For future change, the platform, and behavior of the media might be changed, but the campaign development concept will be the same.

Thirdly, this emotional investigation in the viral campaign happened in evaluation process. Effective result of this investigation comes from the case in the past only. For the meaning of the success in online advertising need to be cleared. The objective of each phase needs to be defined. After we have a good plan for produce viral campaign. In the success case, we found emotional value from the emotional theory in each phasing. Users need to engage with continuity. Emotional in campaign will get higher in each phase. Phasing is the golden rule of viral campaign. In short-term trend, it will become a fad. Viral campaign needs to build up the trend. This continuity will enlarge the fad or fashion to be the trend. So, don't forget to split your work into reasonable phasing, and also check the emotional value in each phase. Then, link it back with continuity. Finally, you will get a good viral campaign.

Fifth, Based on basic emotional from Pluchick's psych evolutionary theory. Majority emotional that we focus on this study not cover all finding from the investigation. For recommendation, we need to add intensity to be more specific. In difference level of intensity, it causes different level of online consumer's participation. Not only specific intensity will help the investigation, but also advanced emotional need to consider too.

From all of this reason, emotional factors happened a lot in the success case. The most important emotional factors in viral campaign are surprise in high intensity level. Brand need to adjust their mindset to match with online advertising trend. Not only one emotional per each viral campaign, but also phasing with continuity create higher chance to go viral, because online user will engage and lost in each process. If you can lead user until finish the flow in last phasing, you will get high value customer.

## **Recommendation for practitioner**

Result from this research might not be perfect, but it can lead to future research projects in both emotional, and marketing. In my opinion, Emotional is one key thing to implement in the marketing campaign, besides of an online campaign in Thailand. Consumer insight is the major tools for marketer to develop marketing campaign. When technologies change, marketer needs to learn to think in different way. They need to go online, and try hard to control online consumer flow. Emotional factors will help them to create continuity of consumer in online advertising.

With current technology of hardware, software, and network, we are going to lower technology capability to understand online consumer. One weakness of emotions revealed from Paul Ekman is about processes that need to be face-to-face. Face detection with higher level of camera helps the researcher to detect the emotional of the user instead of meet up to each other's. This technology can help the researcher to reach larger group of sampling. Finally, we can have more accuracy emotional factors in viral campaign.

For future researcher, viral campaign results need to be specific. For this measurement, user engagement needs to be defined. Perhaps Internet penetration will help brand to measure result from traditional media too.

## **Recommendation for company**

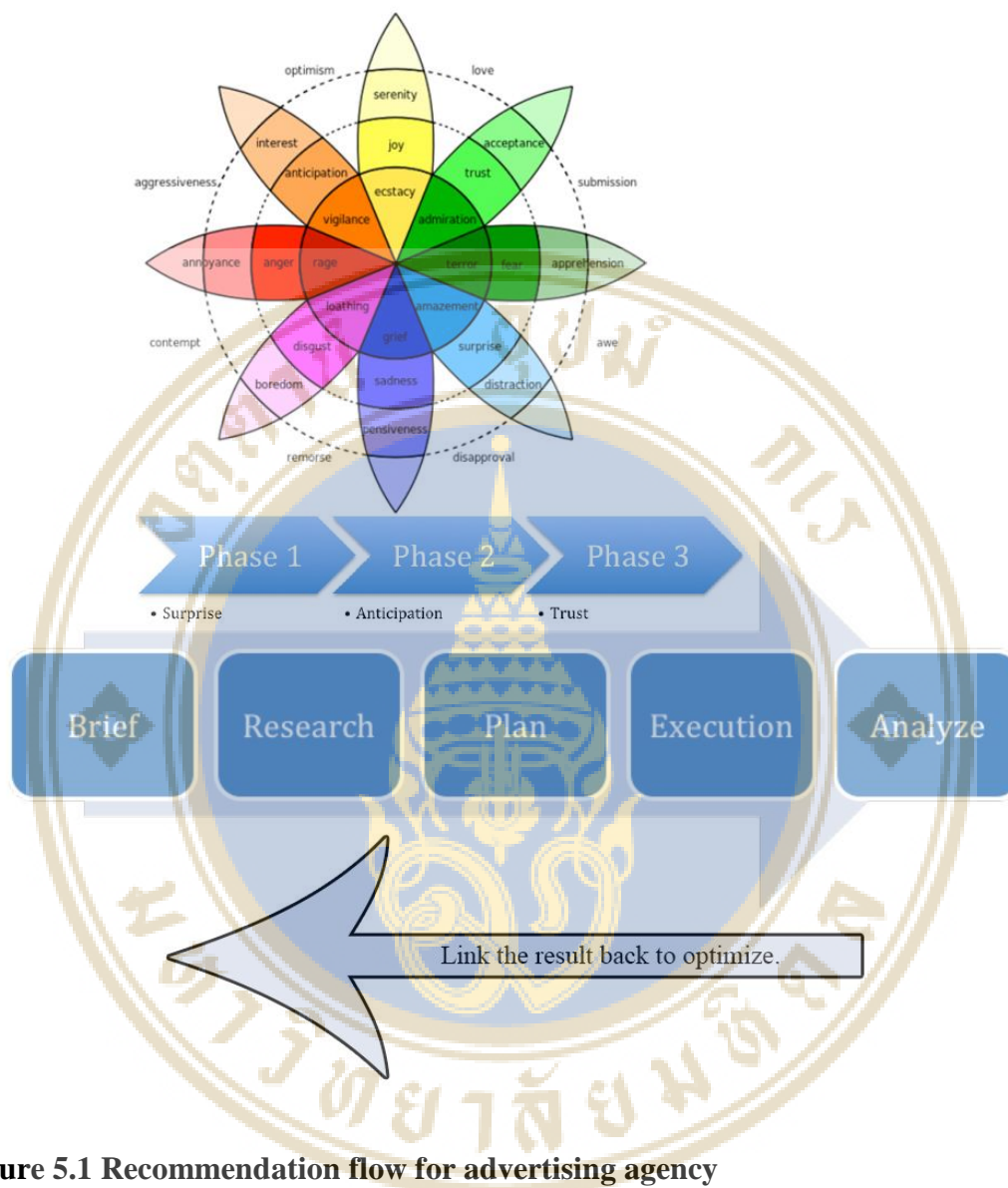
In AdYim that have around 70 people in company, they need to setup the workflow with evaluation process in campaign period. In this study, we investigated the content from the success case only. New story after will gain more benefit if them try to optimize campaign in each phase with statistical data.

In LOWE, company already has a standard for campaign development. In the team structure, they need to focus more on digital trend in the industry.

Technology might change the platform of the media in nearest future. The concept and standard workflow of the campaign still the same. Creative agencies need to include the emotional factors such as surprise and anticipation in the viral campaign. Strategic planners need to evaluate campaign result in every phasing. This



evaluation will help them to make improvement. Finally we recommend them to implement the workflow as following figure:



**Figure 5.1 Recommendation flow for advertising agency**

### Limitation

This research has a limitation. First of all, with the time constrain, we unable to interview widely range of the sampling. At the first stage, we planned to interview creative people in different company. In the result, I'm not get a chance to interview some interviewee, because in interview period I cannot make appointment with them. The strategic planner and creative is the best role for investigation. Second, semi structure in qualitative approach might not match with this investigation, because

emotional inspection needs to do it on consumer side. In campaign development process, the investigation in evaluation part is just only opinion with campaign result backup. It might have some hidden agenda to support the campaign that is not cover in our study. The quantitative approach in consumer perspective with in period of the campaign will have more efficiency.



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