

Factors that make a marketing campaign go viral

Case study: Campaign "Share a Coke" by Coca Cola in Vietnam

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<p>Abstract</p> <p>This paper aims at finding out underlying factors that make a marketing campaign go viral by analysing a case study with the aids of theoretical framework and quantitative research. "Share a Coke" campaign in Vietnam, which created a huge viral effect in Vietnam in summer 2014, was chosen to be the case study for this thesis. The theoretical framework of the thesis would mainly be based upon the theories established by Six Principles of Viral Marketing (Dr Wilson 2000), Inclusive Word of Mouth model (Buttle 1998), Motives of WOM (Ditcher 1966), and STEPPS (Jonah Berge 2013). The main research method of this thesis is online survey carried out in Facebook.</p> <p>The results from analyzing theories and quantitative research shows that self-involvement, message-involvement, culture, free online softwares for creating personalized Coke online and Facebook are noticeable viral-making factors for the Share a Coke campaign in Vietnam. Combining all those factors, Coca-Cola encourages customers to engage to the Share a Coke campaign by various ways (buying your personalized Coke or/and your friends/ family members' Cokes, sharing official Coke or/and online virtual Cokes, etc).</p> <p>The paper suggests that based on the outcome of the case analysis, the viral-making cornerstones of a marketing campaign are motivations of involvement (e.g: self-involvement, product-involvement, message involvement, other involvement), common behaviors and emotions (herd mentality, emotion of surprise, happy, sad, etc), and social media (Facebook, etc).</p>			
<p>Keywords Viral marketing, Share a Coke, Vietnam, Coca-Cola, Word of Mouth , Social Media</p>			



SAVONIA

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1 INTRODUCTION

“Reach” - the fraction of a specific market category, demographic group or niche that an advertiser is able to get access to at least once during an advertising campaign (investorwords), is always a very important and sought-after metric for marketing activities. However, cluttered environments due to severe competition together with numerous methods to avoid exposure to unwanted advertisements available make it more than ever difficult for marketers to get their message reached by a large amount of customers. Traditional marketing methods are either outdated or not attractive enough to get the expected result/reach and thus are replaced by modern marketing techniques, such as the notable viral marketing. Concept and definition of viral marketing will be discussed in detail later, but it can be simply understood as getting the information/message spread as wide as possible by interpersonal networks. Some marketing campaigns are very successful in creating that “viral” effect, some are not. This paper, by analyzing a chosen case study, aims at giving readers thoughtful ideas about some underlying factors that make a marketing campaign effective in term of Words of Mouth (WOM). The case study of this research is a successful marketing campaign of Coca-Cola: “Share a Coke”. This is a multi-national campaign, but, because of restricted resources such as time, space, knowledge, the scope of the case study is limited to the country Vietnam, the writer’s home country. The foundation of the study would mainly be based upon the theories established by Six Principles of Viral Marketing (Dr Wilson 2000), Inclusive Word of Mouth model (Buttle 1998), Motives of WOM (Ditcher 1966), and STEPPS (Jonah Berge 2013).

Objective of the thesis and research problem

The objective of the thesis is to clarify factors that make a marketing campaign go viral. That objective is achieved by finding answers for the research problem: What are main contributors for the “viral effect” of the “Coca-Cola campaign “Share a Coke” in Vietnam? The main research question: What are the driving emotions and motivations for Vietnamese customers to engage in and create WOM for the campaign “Share a Coke”? is set to give the direction to solve the research problem.

Structure of the thesis report

Chapter one introduces the thesis topic, objective and structure as well as research problem and question. Chapter two is dedicated to the information of the case company “Coca Cola” and the case study: “Share a Coke” campaign. Chapter three provides theoretical frameworks of viral marketing. Specifically, chapter 3 is divided into two parts: WOM and Social Network, two main components of viral marketing. Fundamental theories are Six Principles of Viral Marketing (Wilson 2000), 4 involvements (Ditcher 1966), Inclusive Word of Mouth model (Buttle 1998) and STEPPS (Berge 2013). Chapter 4 analyzes how Coca-Cola, from the case study, applied theories of viral marketing mentioned in the previous chapter. In the chapter 5, the empirical viewpoints about the research problem are collected by the quantitative researches through online questionnaire. The final result from online survey will then be combined with the case study analysis from chapter 4 and the conclusions will be drawn in the last chapter.

2 COCA COLA COMPANY AND "SHARE A COKE" MARKETING CAMPAIGN

2.1 Coca Cola company

The Coca-Cola Company, headquartered in Atlanta, Georgia, is a leading American multinational beverage corporation. In addition, they are manufacturer, retailer and marketer of non-alcoholic beverage concentrates and syrups with more than 3500 different products sold in more than 200 countries. Coca-Cola Company is recorded to supply a daily average of nearly 2 billion servings of beverage to people worldwide. In 2013, the company has gained \$46.9 billion net operating value, including \$8.6 billion net income (Coca-Cola official website).

Despite possessing more than 500 brands (including 17 billion-dollar brands), Coca-Cola Company is best recognized for its signature product Coca-Cola, which is invented in May 8 1886 by pharmacist John S. Pemberton in Columbus, Georgia and is first served at Jacob's Pharmacy. The Coca-Cola formula and pattern is bought in 1889 by Asa Griggs Candler who later incorporated the Coca-Cola Company as a Georgia Corporation in 1892. Regarding to the product image, Coca-Cola is globally well-known for its traditionally unique contour bottle shape and the Spencerian script logo. Today, the brand "Coca Cola", estimated value of nearly \$80 billion, was ranked by interbrand among World's Most Valuable Brand (Coca-Cola official website).

Regarding to social networks, Coca-Cola is the biggest brand after Facebook that has more than 80 million fans in Facebook.

Coca Cola in Vietnam

Coca-Cola is first introduced in Vietnam in 1960 by opening its first bottling plant. However, for political reasons related to Vietnam War, it left the market in 1975. Nearly 20 years later, in 1994, thanks to President Bill Clinton renewal of diplomatic relation, Coca-Cola re-entered Vietnam and started its long-term business in this promising market. (Business Week). On August 1995, Coca-Cola Indochina and Vinafimex undergoes their first joint venture, headquartered in the North. This is followed by another joint venture in the central region - Coca Cola Non Nuoc headquartered in Da Nang City in 1998. Later in the same year, the Vietnamese government allows the joint ventures to undergo restructures to become 100 % foreign owned enterprise. Coca Chuong Duong in south Vietnam is the pioneer in shifting to 100 % foreign owned. The joint ventures in Da Nang and Ha Noi follows Coca Chuong

Duong on August 1999, and all three now belong to Coca Cola Indochina. In June 2001, after getting permissions from the Vietnamese government, the three Coca Cola enterprises merged into one, under the management of Coca Cola Vietnam, headquartered in Thu Duc district in HCM City (Vietnamnet).

It is not until mid 2014 that the Coca-Cola Company's executive vice president Irial Finan claimed the company's first profit in Vietnam after 20 years of operation. (Vietnam Investment Review). According to data from the Ho Chi Minh City Tax Department, Coca-Cola has continuously suffered annual losses no less than \$4.8 million since entering Vietnam. Coca-Cola's accumulated losses up to September 30, 2011 are at VND3.77 trillion (\$180.9 million). In 2006 and 2007, the company announced losses of VND228 billion and VND198 billion respectively. Since the Coca-Cola Company always report losses while still expanding investment, the company is faced with doubts of transferring pricing activities for tax evasion. The brand therefore does not have a good image in Vietnam (Tuoitre News).

2.2 "Share a Coke" Campaign

The campaign "Share a Coke" starts in Australia in 2011 and supposes to be "the first time in its 125-year history that Coca-Cola has made such a major change to its packaging and the limited edition bottles are expected to fly off shelves as people search for their friends' names"- Lucie Austin, then Marketing Director for Coca-Cola South Pacific. The idea of the campaign is simply to use "the power of the first name in a playful and social way to remind people of those in their lives they may have lost touch with, or have yet to connect with"- Miss Austin states at the time of launch (Coca-Cola Journey. Local idea goes global: Share a Coke, Coca-Cola 2013).



IMAGE 1. Names in Lights: The iconic King's Cross digital sign in Sydney, Australia (Coca-Cola Journey 2013)

Like other marketing activities by Coca-Cola, “Share a Coke” campaign aims at increasing sales, in other words increases Coke consumption by triggering people to talk about Coke. Those objectives of Coca-Cola were materialized by concrete execution. Specifically, personalized coke bottle with 150 of Australia’s most popular names on the front of millions of Coca-Cola bottles are introduced to the market and 150 name songs are created and broadcasted on-air nationally through a partnership with Austereo. These songs are considered as inspiration to connect via Facebook. Sydneysiders are invited to SMS with their name or a friend’s name, which is projected live onto the iconic ‘Coca-Cola’ sign at Sydney’s King’s Cross. They then receive a Multi Messaging Service (MMS) enabling them to share their friend’s name as it light up by Facebook and email. With the aid of Facebook and smartphone apps, consumers can easily connect and ‘Share a Coke’ by creating a personalized virtual ‘Coke’ can to share with a friend. Furthermore, they can make their own Television Commercial (TVC), featuring their friends’ profile pictures (Coca-Cola Journey. Local idea goes global: Share a Coke, Coca-Cola 2013).

The above mentioned implementation of the campaign got paid off. Young adult consumption has risen by 7 %, making 2011 the most successful summer ever. More than 18 million media impressions were earned by the campaign. The same trend happened in the virtually/online world. Traffic on the Coke Facebook site and the Facebook page increase by 870 % and 39 % respectively. Coca-Cola has become the most talked about Facebook page in Australia and 23rd globally. 76,000 virtual Coke cans have been shared online and 378,000 custom Coke cans have been printed at

local Westfield malls across the country. The campaign is also supposed to change attitudes of young adult toward the brand in a more positive way (Marketing Magazine 2012).

Following the first impressive success in Australia, the “Share a Coke” campaign has been quickly launched in many countries: United Kingdom, Israel, Norway, China (nick-name instead of official first name printed in the coke product) and Denmark. These countries listed are just to name a few and currently more than 100 countries have participated gaining positive results. For example, in the UK the campaign is officially announced on 29 April 2013. During the period between 28 April and 12 May, 51 % of the UK Twitter population are exposed to a mention of Coca-Cola, an increase of 3 % two weeks prior to the campaign launch). Additionally, the campaign reaches 40 % of the UK Facebook population an increase of 5 % in reach two weeks prior to the campaign launch (YouGov. 2013).

“Share a Coke” Marketing Campaign in Vietnam

The campaign: “Share a Coke” has been launched in Vietnam since June 2014 with the Vietnamese name: “Trao Coca-Cola, kết nối bạn bè” (means “Sharing Coca-Cola, connecting friends”). Like other “Share a Coke” campaigns in other countries, personalized Coke bottles and cans with most popular Vietnamese names such as Nam, Thảo, Quỳnh, Yến, Linh, Tùng, Tuấn, Đức, Hà and etc have been introduced to the market. Besides popular first names, Coca-Cola also promotes Coke products by printing eight pronouns addressing intimate family members such as *Bố yêu* (Daddy), *Mẹ yêu* (Mommy), etc. On the opening day of the campaign, 130,000 Coke bottles were given to customers by 1,000 promoters in 200 points of purchase in Ho Chi Minh City and Ha Noi. The “Share a Coke” campaign can be said to reap huge success in Vietnam, even though a few argues that the bottles and cans with the personal name will eventually be thrown away into the dustbin. Furthermore, allegation of the Coca-Cola company tax evasion in Vietnam and claims of the company taken advantage of its customers to market the product do not have significant impact on the campaign.

After the campaign being starts, a large number of Vietnamese customers, especially the youth group, look for the Cokes bottles and cans their name, their family members’ and their friends’ names. In addition, the campaign attracts more attention when a number of Vietnamese celebrities share personalized Cokes with their own name or even someone else name. Those kinds of images of Vietnamese celebrities have

gotten thousand “Likes” in Facebook. Conversation about the personalized Coke continues to spread out on the internet. Some people ask ways to acquire their own personalized Coke when they cannot find their names from cokes bottles and cans sold in the market. This problem of the limited number of names available in the physical Coke was solved by the availability of personalization of coke cans online. The virtual personalized Cokes are highly favored because users can freely choose the text for their name, nickname, anything they want to say and the style at totally no cost. With the aid of many free simple software programs, many personalized virtual Coke have been created and then shared on social network. Irrefutable, virtual personalized cokes, in combination with social network and digital technology, play a decisive role in contributing to the success of the “Share a Coke” campaign in Vietnam (VN Express 2014).

3 VIRAL MARKETING

In comparison to other methods of marketing, viral marketing does not have a long history. The word “viral” derives from medical and health science literature, and it is based on an analogy of the spread of an infectious disease. An epidemic occurs through the spread with compounding affect from the seed of an individual (Mather and Crofts 1999, Mather 2000).

In viral marketing perspective, the virus of disease is replaced by the marketing message or idea. Steve Jurvetson and Tim Draper, two venture capitalitsts from Draper Fisher Jurvetson firm, is believed to be the first to coin the term “viral marketing” in 1996 and they define it as “enhanced word of mouth” . They help Hotmail, an email service provider, to become the vanguard of putting “viral marketing” into practices. Notably, the budget for that campaign is relatively low at less than \$5.000. Steve Jurvetson and Tim Draper come up with a quite simple but efficient idea by attaching the tagline “Get your free Web based e-mail account at Hotmail.com” at the end of each message. The result was incredible: more than one million registered users after only six month of the launch and one year later the number increased to 12 million. After the case of Hotmail, viral marketing is viewed as a low cost but wide-reached marketing method (Kaikati and Kaikati 2004).

Concept of viral marketing are refined over time. Wilson (2000) describes viral marketing as any strategies that encourage individuals to pass on a marketing message to others, thus creating the potential for exponential growth in the exposure and influence of the message. At the turn of 21st century coincided with the development of information technology and boom of internet, viral marketing refers to word-of-mouth (WOM) empowered by internet (Goldenberg et al., 2001) or “a new interpretation of the good old word-of-mouth-paradigm” Welker (2002). Similarly, Kaikati and Kaikati, 2004, defines that viral marketing is word of mouth that ensures individuals to share the message to their network via digital platform. In other words, “viral marketing” is interchangeable with the term “Word-of-mouse” or “eWOM”, the combination of WOM and internet. Recent definitions of viral marketing are: “a form of unconventional marketing” (Cova et al., 2008), “the potentiality of social networks in connecting people” (Kasavana et al. 2010).

Principle of Viral Marketing

In order to have a successful viral marketing, many factors are to be considered. Every successful viral marketing campaign tends to follow some, if not all, “The Six Simple Principles of Viral Marketing” by Dr. Wilson drawn from the supposed first successful viral marketing for Hotmail

Gives away products or services

In order to create “viral effect”, the product/services need to be available and more importantly be easily reachable and noticeable. A simple way apply this is “Gives away products or services”. It is important to realize that first impression counts. Clearly everything that is free or at least cheap will attract customers immediately. It influences customers to be more willing to try or expose to products or services. Naturally, free products or service are not enough to persuade customers love the products or services instantaneously. In order to win the customers’ heart and become “viral”, the products or services need to go beyond customers’ expectation. In other words, customers love to experience something special, either from the product/service or even from the way they receive the products or services. In short, “Gives away products or services” alone is not enough to create WOM but it is an excellent way to start WOM as it gives customer a good chance to know and try the products or services!

Provides for effortless transfer to others

One of the key words for viral marketing is wide-spreading. In order to achieve it, the marketers have to ensure the accessibility to the viral factor and the process of sharing. Firstly, anything that are expected to be shared (the message/story/product) must be easy to catch (possess/ access/ understand). One of the most effective measures for this step is “give away products/ services” which is just the previous principle. Secondly the process of transmit from one to others must be simple. Any requirement for transferring that costs much of time, effort, money such as asking for member register, limiting the access ...therefore should be avoid. Of late, most, if not all, marketers tend to make use of internet because thanks to it the process of sharing became really convenient. Internet helps saving the time for sharing while still reaching to large number of people.

Scales easily from small to very large

Of course every marketer seeks to make his campaign spread like wildfire. But first of all, he needs to make sure the strategy is built from small to large as it would help the company to handle constantly with huge quantity of customer when the boom explodes. Otherwise, other efforts would be useless.

Exploits common motivations and behaviors

Clearly, popularity is a major goal of viral marketing. In order to make the product/message become popular, the marketer need to master the consumer common motivation in order to stimulate the desired behavior. What kind of involvements and emotions that most stimulate people to share something to others? It will be discussed in detail in the part Motivation of WOM.

Utilizes existing communication networks

Social scientists indicate that each person has a network of 8 to 12 people in his or her network of friends, family, and associates. A person's broader network may consist of scores, hundreds, or thousands of people, depending upon her position in society. (Wilson 2005). The power of communication networks is the core of viral marketing. According to Nieslen Research, 2011, "recommendation from the people I know" is the most reliable source for promotional message/recommendation (92%). If the sources stems from another promotion media like TV/ magazine, the trustworthiness of the message is much lower (only 54%). In the technology ages, the communication network is showed more explicitly in social media pages (such as facebook) and it will be further discussed in the section on Social Media.

Takes advantage of others' resources

A marketing campaign can be quite costly. However, the company can save money and private resources by using resource that are available from others.

It can be seen from the brief literature review of viral marketing that two key components of viral marketing in the modern time are word of mouth and social networking, which will be discussed in the next chapters.

3.1 Words of Mouth (WOM)

The concept of WOM and its effect on consumer behavior have been researched since 1960s. TABLE 1 provides brief definitions on traditional/oral WOM. As can be

seen from TABLE 1, the definition of WOM has varied slightly by time but the core idea of WOM remained the same: a form of unpaid promotion via interpersonal communication about a product or service or message that reaches beyond expectation

TABLE 1. Definitions of WOM

Author	Definition
Arndt, 1967	[WOM] is defined as oral, person to person communication between a receiver and a communicator whom the receiver perceives as noncommercial concerning a brand, a product, or a service
Richins, 1983	the WOM communication was defined as the act of telling at least one friend or acquaintance about the dissatisfaction
Brown and Reingen, 1987	the WOM exists at the macro level of inquiry (flows of communication across groups) as well as the micro level (flows within dyads or small groups)
Higie et al., 1987	"conversations motivated by salient experiences are likely to be an important part of information diffusion"
Singh, 1990	telling others about the unsatisfactory experience (that is, negative WOM)
Bone, 1992	WOM communication is conceptualized herein as a group phenomenon – an exchange of comments, thoughts, and ideas among two or more individuals in which none of the individuals represent a marketing source

The internet has a power impact on WOM in current time leading to the term electronic WOM being coined without changing the original motivation of engagement (Hennig-Thurau et al 2004). eWOM is defined by Hennig-Thurau, Qwinner, Walsh and Gremler (2004) as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multi-

tude of people and institutions via the Internet”. The key difference between traditional WOM and eWOM is the channel of communication. While the discussion about a product or service is taken face to face in traditional WOM, it is taken via online platforms in eWOM.

In a world where people are surrounded daily by hundreds of advertisements through traditional channels like television, newspaper as well as modern digitalized sources in the internet, whose credibility is still a big question mark, WOM is considered to be an effective strategy to gain credence and attention of customer. Studies show that consumers take peoples’ opinions seriously into consideration when making a purchasing decision (Hill et al 2006). In 2006, 40 % of the participants from a survey performed by Sharpe Partners has conveyed that they are likely to forward a favourite branded message to their friends (Ferguson 2008). In order to explain how “the world’s most effective, yet least understood marketing strategy” (Misner 1999) works, theoretical framework of WOM and Motivations of WOM are discussed in the next sections.

3.1.1 The concept of WOM

Literature reviews of WOM above shows explicitly that WOM is about communication. Therefore analysing a communication model is the stepping-stone for the comprehension of WOM. Several theories exist about communication proposed but model of communication by Harold Lasswell (1948) and Schematic diagram of a general communication system by Shannon and Weaver (1949) provide the most fundamental frameworks for communication process.

WHO	SAYS WHAT	IN WHICH CHANNEL	TO WHOM	WHICH WHAT EFFECT
COMMUNICATOR	MESSAGE	MEDIUM	RECEIVER	EFFECT

FIGURE 1. Model of communication (Lasswell 1948)

Communication is an information exchange process via a channel between two or more parties to get any specific purposes. FIGURE 1 shows the key components of a conversation which may be applied in marketing communications. The marketer has to identify who will be involved in the communication, including communicator(s) and

receiver(s). Normally, the communicator would be the seller or celebrity, leader opinion, etc and the receiver would be target group chosen from segmentation. Then, marketers also need to have a clear message they want speaker transfer to receivers, and they have to choose the channel in which the conversation happens. In addition, they need to have a clear expectation of the outcome. Message content (what to say) is a decisive factor to duration of the conversation and the engagement of the receiver with the communication. Unless the marketer has a highly interesting message that creates “Wow” reaction, the message will be likely to be forgotten. The effectiveness of the communication is somehow affected by the means of communication because of its power to approach predominant target group. As the result from information and communication technology’s development, people have more convenient channels for interaction that are super speedy and widespread. Personal (face to face) and telephone conversation are gradually replaced by online interaction via popular network platforms such as Facebook, twitter, blog and etc. Revolution of media is also the core factor that transforms traditional WOM into eWOM as discussed in the literature review of WOM section. Finally, the communication would be for something. It is expected to bring into some effect. In the case of WOM, the effect is for example to increase the sales and establish or boost the company’s reputation. (Lasswell 1948)

In 1949, Shannon and Weaver also introduce Schematic diagram of a general communication system. The basic of model is quiet similar to the one by Harold Laswell, except it includes one new factor: Noise.

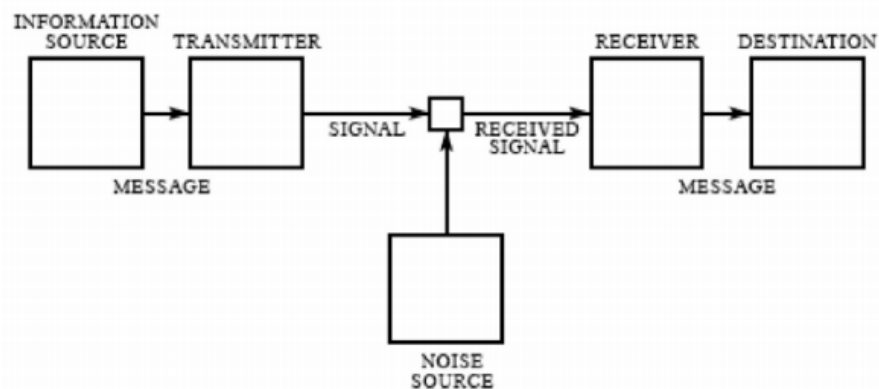


FIGURE 2. General Communication System (Shannon & Weaver 1849)

Noise is the interference that keeps a message from being understood or accurately interpreted (Hybels and Weaver II 2001). Noise can be classified into three forms: external, internal and semantic noise. External noise normally comes from the outside environment, including but not limited to factors that might affect to the sound quality. On the other hand, internal noise occurs when the mind of the receiver does not concentrate on the message but on something else. Finally, the semantic noise is the issue related to the meaning of words used in the message that might cause problem in understanding properly. Obviously, noise adversely affects to the communication process, and it is the toxic for viral marketing. The marketers therefore have to try their best to eliminate or reduce noise during the marketing campaign

Communication is the core of WOM. Yet, it alone is not sufficient to make the formula for WOM. Some catalysts for communication to create WOM can be found from the inclusive WOM model by Buttle 1998. Although published long time ago, it is still a noteworthy reference to clarify the aspects facilitating the communication in WOM. In his model, Buttle mentions the environment of WOM and divides it into two sets of variable namely extrapersonal and intrapersonal environment which respectively affect and associate the seeking of WOM input and the production of output WOM.

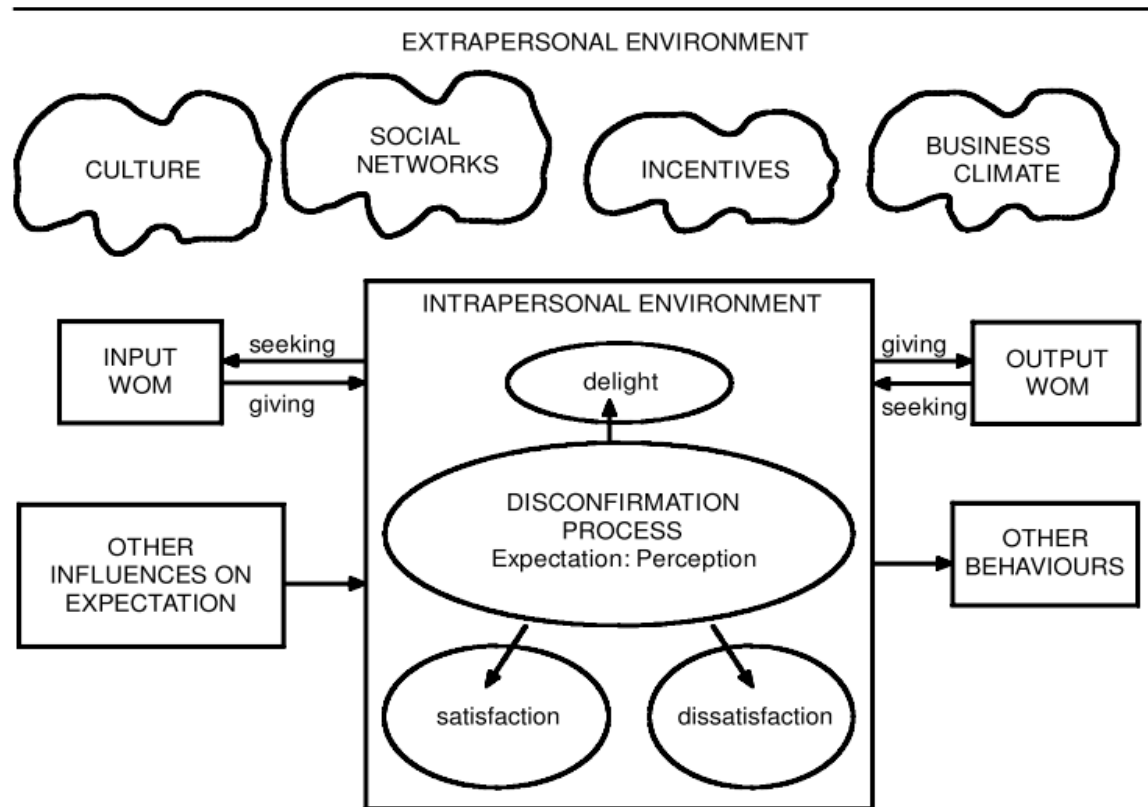


FIGURE 3. Inclusive Word of Mouth model by Buttle (1998)

Intrapersonal environment

Intrapersonal environment concerns processes or states that are related to expectation.

Satisfaction and delight : When the customer's expectation are fulfilled (satisfaction) or exceed (delight). Satisfaction and delight are believed to motivate positive WOM

Dissatisfaction: When customer's experience is below his or her expectation. Dissatisfaction is believed to motivate negative WOM (Oliver 1997)

Extrapersonal environnement

Extrapersonal environnement contains following factors:

Incentives and business climate: Incentive and business climate are associated with the willingness of customer to give out output WOM. For example, when the purchase is considered as high-involvement or an expensive one, customers are more likely to spread negative WOM if the products or services do not meet their expectation. The level of concentration in the business industry also might affect to the reaction of the customers. Customer has fewer alternative and bear higher cost in the face of dissatisfaction in case the industry is highly concentrated (Fornell and Didow, 1980), leading to the decline of expression of voice response and the increase of incidence of exit. Another example of business climate 's effect to WOM is the frequency of advertising. Bayus (1985) observed that frequent repetitive advertising can increase WOM, particularly in the absence of other information sources.

Social networks: Since the information from sponsored promotional sources have little merits, customers tend to regard their family and friends as a preferable source of reference with the exception of complicated industry like automobile, electronic, medical treatment which require expert's counsel. According to Nieslen research, 2011, "recommendation from people I know" is the most trust worthy source of promotion messages. The change of interactive channel used in social networks (move to social media) has empowered the role social network, making it the integral component of viral marketing. Most, if not all, successful WOM are contributed by share among members in social networks. Social network will be discussed separately in the part 3.2

Culture: Human-made part of the environment includes both physical (e.g. tools, education systems, religious institutions) and subjective elements (e.g beliefs, attitude, norms, values) (Melvin Herskovits 1955). Despite globalization, every nation or even within a nation still has different cultures. For example the individual in individualism oriented culture is expected to be self-contained and independence while in socialism oriented culture is expected to comply to the collectivist society that does not attach much significance to one's viewpoint. (Hofstede 1980). Culture, therefore, plays an important role to the attitude of people which affect to the success of WOM exposure.

3.1.2 Motivations of WOM

Knowing how important WOM is, the point now is to look for the reasons why people share things and spread the WOM. Since this is the main key in explaining how to create WOM and then accelerate it to the level of viral. Many theories will be under scrutinized and analyzed to recognize the same pattern of WOM triggers. This framework is developed by Jonah Berge, 2013. The name of this framework is also an abbreviation of those first words from the main elements: STEPPS. The picture below describes those elements: Social currency, Triggers, Emotion, Public, Practical Value and Stories



FIGURE 4. STEPPS Model (Berger 2013)

In general, this framework helps explaining why people share things. The most fundamental idea people consider before telling things is social currency. Social currency is what, not necessary tangible, people receive when sharing things. Apparently, everyone wants to look good, cool and smart when they are sharing things, no one wants to talk about things that make them look unintelligent. Marketers need think twice if their content make the customers look bad when sharing it. Moreover, Berger suggests that customers should consider themselves as an insider, who has something to do with the content or brand, so that the message can be affectively passed along. Here, insider can be defined as a member of a group of limited number and generally restricted access to information or product. Another way to make customers an insider is by creating a link between customer and product. To do this, marketer can attach customer's personal traces on their products. Differentiation is also the long rooted desire of people, especially in their young age, so that they will likely to talk and share things that make them look different from others (Berger 2013).

After customers get something to talk about, they need chances or situations to share the information. They need triggers. Triggers are important as they push message to the top of mind and the top of tongue, and ensure customers to remember to talk about the message. There are indirect triggers, natural and artificial triggers. For example, people have a propensity for imitation. The proverb “Money see, monkey do” emphasizes our long rooted behavior. The mission for marketers, who want to make their messages go viral, is: “Making something more observable makes it easier to imitate. Thus a key factor in driving products to catch on is public visibility. If something is built to show, it’s built to grow.” Nowadays, Facebook is becoming a biggest public space ever, as we spend more and more time on it. Information has been posted, commented and seen by members. Since the circle of acquaintances on Facebook is around the same age, they are more easily adopt the behavior of other. Consequently, the more people see things the more likely they try to adopt the action, so Coca Cola can spread their image of coke more quickly through Facebook, where people can quickly see and post things (Berger 2013).

Berger states that: “messaging with an emotional component is more likely to be shared.” Emotion component can be seemed as the physically and spiritually responses after reading the message. It is placed in: “Effect”, the last column in model of communication (Lasswell 1948). People tend to share things that make them feel interested, shocked or even scared. . According to Berger, sharing activities is based on the characteristic of the emotion, the more arousal that the emotion issue the more likely that the message will be sent. Arousal typically happens when the body releases chemical in to the brain which stimulate emotions and reduce the conscious control. Some arousing emotion are joy, happiness, frustration, excitement, those emotions lead to the sharing activities as a defuse of energies (Berger 2013).

In this model, practical value and story plays only a minor role in the case study. Practical value is the usefulness of information, the more helpful the information is, the more likely that it will be spread. Most of us share the information that we think would helps our friends. However, the case study of Coca Cola does not reflex this, since the information here is only an image of coke with the name of drinkers, which can’t be utilized. The same trend goes for story, nothing is hidden behind the bottle. Berger notes our rich cultural history of storytelling and, certainly, good stories get passed along through generations. Since the young age, children want to listen to the whole stories with their wits and lessons. Stories are easier to remember than a piece of information, that’s how our mind remember Cinderella for ages. Moreover,

Berger suggests that: “Create a story or narrative that your user will invest in, with a product or service wrapped up in the middle”. This helps the message of the product to be easy to pass along (Berger 2013).

Rational involvement

Ditcher (1966) proposed four involvements that most likely promote sharing of information about brands. Even though it has been written half century ago, it is still valuable for modern marketing as many other researchers have used the Ditcher’s basic idea to develop new concept throughout centuries. The table below shows the development and precise meanings of those involvements.

TABLE 2. Motives of word-of-mouth (Ditcher, 1966, Engel et al. 1933, Sundaram et al 1998, Hennig-Thurau et al 204)

<i>Dichter (1966)</i>	<i>Engel et al. (1993)</i>	<i>Sundaram et al. (1998)</i>	<i>Hennig-Thurau et al. (2004)</i>	<i>Description</i>
Product involvement	Involvement	Product involvement; vengeance; anxiety reduction	Venting negative feelings	Consumer feels so strongly (positively or negatively) about product that a pressure builds up wanting to talk about it
Self involvement	Self enhancement	Self enhancement	Positive self-enhancement	WOM allows person to gain attention, show connoisseurship
Other involvement	Concern for others	Altruism; helping the company	Concern for other consumers; helping the company	Consumer feels a genuine need to help others make a better decision (or warn them against making a bad decision) or to reward a company for a good product
Message involvement	Message intrigue			Discussion stimulated by advertisements or other marketing messages
			Social benefits	Enjoyment from engaging in the social experience of online WOM
			Economic incentives	Response to direct economic incentives offered by website for posting online reviews (e.g. “WebMiles”)

Product-involvement: The consumer is strongly attached to the product and therefore feels the need to talk about it because of its superiority. In this kind of involvement, product is the major factor for WOM. Normally any special features of a product can also be a trigger for communication. Marketers have used many different techniques. For example, Blendtect’s viral marketing message underscores the quality of its product by showing videos of blending anything a customer can think of (iPhone, stone, etc). This campaign attracts millions of views, shares and boost sale

by 600 %. (World Tracker Academy).Pepsi use also the same tip when makes a small twist to its products offering blue cola with the same taste (Slate Magazine 2013).

Self-involvement: The consumer needs to be encouraged and get recognized by others, and they use the product as a mean to accomplish this. The products now become a tool to identify and differentiate users. In this case, the feeling or link between the consumer and the product play an important role, rather than the product itself. Apple attempts to attach its brand to customer through the campaign “I’m a Mac”. Consequently, Mac becomes a laptop for creative and rebellious thinkers and vice versa (Fast Company 2014).

Other-involvement: The consumer wants to share a positive experience with the receivers in order to helps others. In general, the reason for sharing is now based mostly on the end-user of the products. Sharing behavior is now a hint of caring and affection. Government usually uses this type of motivators, when encourages their citizen to pass the message to who’s in need such as with Obama’s care (Newsmax 2014).

Message-involvement: Message is one of decisive factors to make people engage to a marketing campaign or advertisement. A good message is normally a meaningful or funny or intriguing one that goes together with the culture value and normal norms. For example, Dove has created a marketing campaign that goes viral based on the message that people, especially women, more often than not misconceive that beauty has to come from a perfect appearance while in fact the real beauty could just shine from one’s aura or confidence. Dove has pointed out that our long-standing perception of beauty has been distorted by media, and real beauty is what hidden inside of us. Therefore the campaign encourages women around the world showing their real beauty without obsessing about their looks. This message is so meaningful and revolutionary that it spreads worldwide and turns “Real beauty” to the most successful marketing campaign (Advertising Age).

Emotions involvement (Irrational)

In general, every action a person take is based on his or her emotional state, and so does the sharing behavior. Viral success depends on consumers' active participation in forwarding messages to others, so campaigns are often more about the emotional impact of the message than the product itself (MindComet 2006).

Heath, Bell, and Sternberg (2001) have also agreed that emotion affects strongly the selection of information to pass along. The researchers found out that messages with the same content but are different in style of written can vary significantly on the pass along rates. Phelps and colleagues (2004, p. 345) add that: highly emotional messages meet the standards for forwarding even among people who were infrequent senders of pass-along e-mail. Festinger, Riecken, and Schachter (1956) ; Moore (2010); Peters and Kashima (2007) ; Rime, et al. (1991) point out that people may share emotionally charged content to make sense of their experiences, reduce dissonance, or deepen social connections.

Out of all emotion, the emotion of surprise is one of the most useful tools for viral marketing. Surprise can make things easier to be remembered, shared and absorbed. (MindComet 2006) has stated that a popular viral message could be built around a nondescript product with a "wow factor" in the message. Similarly, Lindgreen and Vanhamme (2005, p. 125) argue that "emotions are key drivers of viral marketing campaigns." In particular, they claim that the surprise factor is an important emotion for viral success, because emotionality of the message is what likely drives consumer participation, employ strong emotional appeals, which result in sharing behavior.

According to a study by Fractl, surprise is one of the top ten driver of viral content. From the figure below, a great reaction flares up in our mind while being surprise. Peters, Kashima, and Clark's (2009) study on social talk looked at how social information that arouses emotion is communicated in everyday conversations revealed that people are more willing to share episodes that arouse interest, surprise, disgust, and happiness.

FIGURE 5 below shows how aroused different types of emotion could ignite. Among others, surprise has, no surprise, a really high arousal rate. Which result in high pass along rate

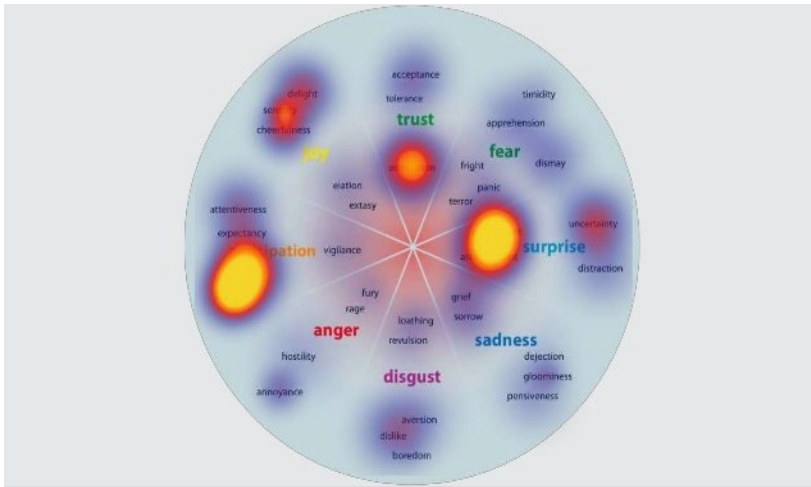


FIGURE 5. Eight basic emotion (Plutchik)

3.2 Social Media

Traditional media such as television, newspaper and radio just to name a few used to be the major channel for promoting marketing campaigns. However, people nowadays have more platforms to get information or news and interact to other people than before. The use of marketing channels thus also becomes more complicated. One visible trend is that social media, complementing to traditional media in many cases, is a popular choice for marketing campaign. According to Social Media Video (2013), 93 % of marketers use social media for business. Above mentioned theories, Inclusive model of WOM and Six principles of Viral Marketing, also emphasize social media (social network) as a major factor of viral marketing.

Elements of social media

Social media is defined as “group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content” (Kaplan and Haenlein 2010).

“Websites and applications that enables users to create and share content or to participate in social networking”(Oxford dictionary).

In short, this thesis discusses social media with regard to Internet (web 2.0), community (as the term “social” also suggested) and user-generated content.

Internet (web 2.0)

The Internet was first introduced as a network in late 1960s. However, it was not until 1991 that World Wide Web (WWW) was officially available for use. (Taprial and Kanwar, 2012). What makes the internet differ from tradition channels is the power to “turn what used to be a controlled, one-way message into a real-time dialogue with millions” according to Danielle Sacks, Fast Company reporter. Therefore, web 2.0, which remarked the Internet as the platform of the revolutionized computer industry (Tim O’Reilly, 2004), is believed to be the cornerstone of social media. Lately, the introduction of smartphone plus 3G technology put down the foundation for the advancement of internet. People now can access to the internet 24/7 easily by their mobile phone.

Community

As a cheap, fast and easy to access medium, social networking site is no doubt a popular choice for interacting with network of friend, family, or acquaintance, especially those who don’t live in close proximity. According to Pew Research Center, as of September 2014: 71 % of online adults use Facebook, 23 % of online adults use Twitter, 26 % use Instagram, 28 % use Pinterest and 28 % use LinkedIn. In the most popular social networking site, Facebook, adult users have on average 338 friends (the median is 200 friends). Moreover, participants from a survey by Pew Research Center reveal that the two most popular reasons joining Facebook, for both men and women are “seeing photos and videos from friends” and being able to “share with many people at once”. It can be said that Facebook specifically and other social networking site generally, provides the promising platform for two major activities of a viral marketing campaign: See and share.

Social media’s power to connect contacts together in one platform is of huge benefit for viral marketing activities as Gary Vaynerchuk states: “More contact means more sharing of information, gossiping, exchanging, engaging – in short more word of mouth.” Katz and Lazarsfeld (1955) also describe how information can flow in the network in the two step flow theory

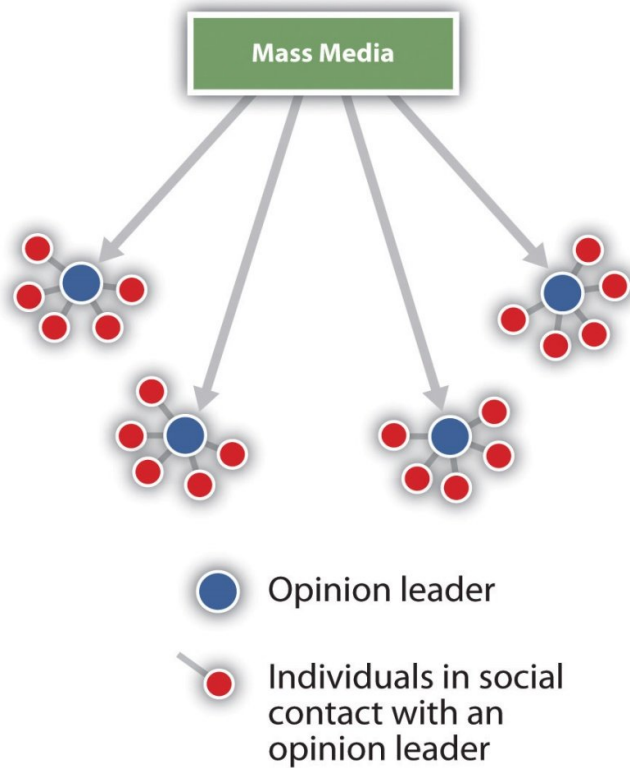


FIGURE 6. Two-step flow theory of mass communication (Katz and Lazarsfeld 1955)

In the community of social network, there are opinion leaders whose personal viewpoints are likely to affect to large number of people. A celebrity, an expertise, or hot blogger are considered as typical opinion leaders. You want to reach million engagers for your campaign? Celebrity is often a common choice as opinion leader. Let's reach ten celebrities who would like to share the content with their hundred thousand fans (to make it simple we skip the redundant).

User-generated content

“Social media encompasses all the services that facilitate creation, sharing and exchange of user-generated content” (Taprial and Kanwar) .

The merit of the social media is that anyone can create their own content. Social media is considered as the platform for everyone to share any information to others. You do not need to be a journalist or reporter to be able to speak or write out your opinion. And as mentioned before social media is like a community so the member can BE

exposed to many different viewpoints about one matter depending on the number of contact. Customers can freely choose their favourite communicator(s)/ speaker(s).

Only 54 % respondent trust ads they watch from TV or read from magazine and 47 % trust ad they listen from in radio. Compared to that from ad in traditional media, 92 % and 70 % respondents voted (completely/somewhat) for “recommendation from the people I know” and “consumer posted online” as two most reliable sources for promotional message /recommendation (Nieslen Research 2011).

Nowadays, with a busier lifestyle compared to the past, social media has become an indispensable part of life for many people. The ability to connect and exchange information anytime and anywhere between people is the magnet that makes social media so popular.

Social media in Vietnam

Vietnamese started to have access to the Internet at the end of the year 1997 (Vietnam Internet Association). Despite of the late coming, the number of internet users has been dramatically increasing in Vietnam. Vietnam has always been in the top 20 countries with the highest number of internet users since 2000. Specifically, in July 2014, Vietnam has more than 39 million Internet users who can access the internet at home, via any device type and connection and has ranked 15th worldwide and second in the ASEAN (Internet Live Stats). According to the latest statistics by WeAreSocial, in January 2015, Vietnam has 39.8 million Internet users, account for 44 % of the total population. Facebook is the most active platform in Vietnam, and 21 out of 100 Vietnamese has Facebook account.

4 ANALYZING "SHARE A COKE" CAMPAIGN IN VIETNAM BY THEORIES

In previous chapters, theories of factors that likely contribute to the success of the viral marketing campaign have been discussed. This chapter will discuss how and to what extent those theories contribute to make "Share a Coke" campaign go viral.

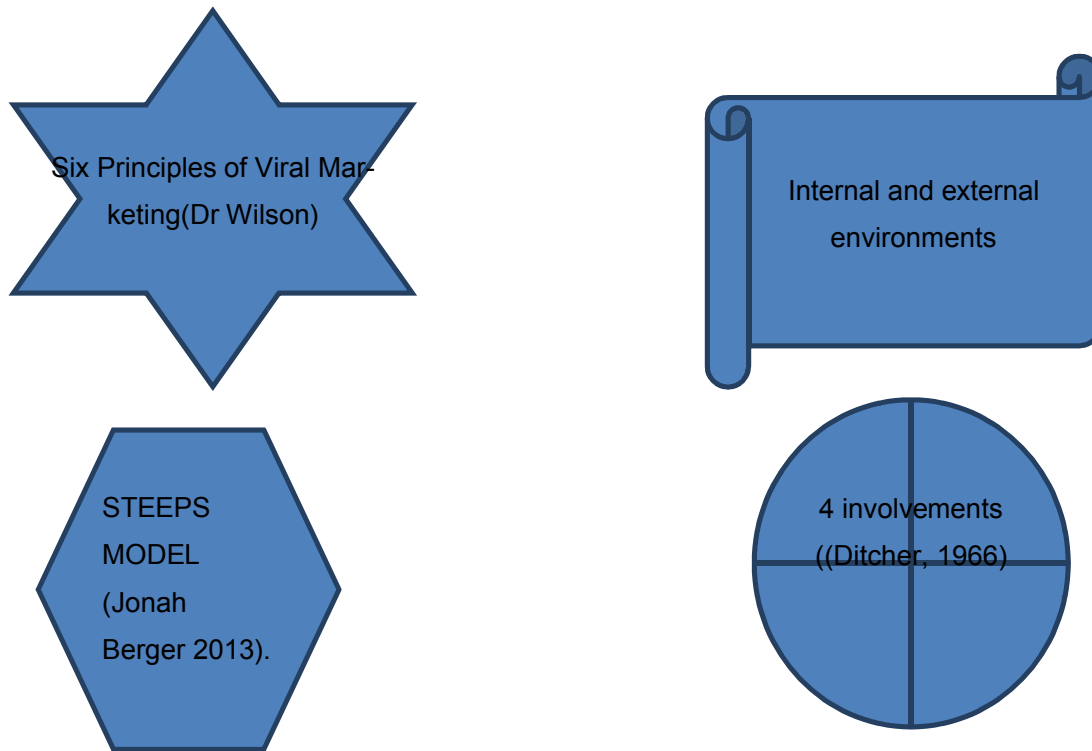


FIGURE 7. Theories used to analyse Share a Coke Campaign in Vietnam

4.1 Application of Six Principles of Viral Marketing

In order to make the Share a Coke campaign go viral, Coca-Cola followed almost all those six principles discussed in chapter two: gives away products or services, provides for effortless transfer to others, scales easily from small to very large, exploits common motivations and behaviors, utilizes existing communication networks and takes advantage of others' resources.

After launching the campaign, Coca-Cola first cooperated with supermarkets in Ho Chi Minh City to organize promotion events. Customers would get 1 free self-customized Coke for purchase of 5 Cokes. Those customized Cokes are made right

away on spot. That event attracted thousands of customers, especially those who cannot find their name on the available Cokes.

When the demand increases day by day, Coca-Cola takes advantages of many online softwares allowing customers to create and share virtual personalized Cokes. That has become a significantly contributor for the “viral” effect of “Share a Coke” campaign because it would not constrain the group of engagers only on who actually bought the Coke. People who couldn’t find their name or their friends name on the Cokes in the market, who were in a foreign country or who simply liked the campaign but not prefer drinking Coke (so they didn’t want to spend to buy it) still can create their personalized Coke online and share it. Virtual personalized Coke attracted large number of customers because it is free, absolutely self-customized (write anything one like on the Coke) and convenient (time-saving, don’t have to look for or queue to get the authentic personalized Coke).

The way Coca-Cola applies exploits common motivations and behaviours as well as existing communication network will be shown by analyzing the practices of Coca-Cola from other theories including 4 involvements, STEEPS and inclusive WOM model

4.2 Application of 4 involvements

Share a Coke campaign in Vietnam take use all four involvements mentioned in the Ditcher model: Self-involvement, Product involvement, Message involvements and Other-involvement

One of the biggest highlights of the “Share a Coke” campaign is that self-involvement and product involvement were interconnected. Normally, soft drink is unlikely to be categorized to high involvement product. However, Coca-Cola overcame that challenge in the “Share a Coke” campaign just by the act of featuring people’s name on its cans/ bottles. Name is the earliest personal thing one has and also most recognized identity by people around him/her. It is hard to find any other way that make Coke get more personalized than that. In that manner, possessing the specialized Coke becomes a new way of showing ego. “Share a Coke” campaign capitalized on the global trend of self-expression and sharing, but in an emotional way (Austin 2014). In addition, Coca-Cola is a global well-known brand. In 2014, it was ranked 4th in the world’s most valuable brand list published by Forbes. Clearly, the reputation of the brand Coca-Cola also plays an important role because as much as customers value their name, they would like to see their name attached with an iconic brand

than an unknown brand. Considering the link between self-involvement and product-involvement, it is sensible to expect that customers would feel strongly committed to the customized Cokes that featured their name than just traditional Coke or a similar personalized product yet from inferior brand.

The message of “Share a Coke” campaign is sharing the Coke to your friends/ your family members, especially those in your lives you may have lost touch with, or have yet to connect with. So customized Coke would not only be served as self-expression product but also as the reminders of their friends or their family members. That is a very effective message for a marketing campaign goes viral because it linked messaged involvement to other involvement, inspiring customer to give the product to many receivers.

4.3 Application of Inclusive Word of Mouth model

WOM of Share a Coke campaign in Vietnam is also made from elements in both Internal and External Environment of Inclusive Word of Mouth model by Buttle (1998)

4.3.1 Internal environments

For service industries, new-launched products or products that require a lot of innovation all the time like laptops, mobile devices and other electronic products, the satisfaction/delight about quality or quality per price proportion of the product/service is very likely to be the key factor that makes customer to share the information. Before deciding to use product or service mention above, customers tend to have already (new) expectation compare to the previous use. So the task to fulfill or exceed that expectation falls to the product's nature. For a well-known and time-honored beverage product like Coke, it is difficult to boost WOM via product experience because the product itself does not undergo considerable changes over time and most people has been familiar with the product. In turn, customers don't feel the need to talk about it even if they like the taste of Coke. Normally, customers don't really have new expectation from drinking a Coke. Therefore, marketing department of Coca Cola Company via “Share a Coke” campaign create expectation from possessing the Coke instead of from using the Coke. The satisfied expectation of finding out one's name labeled on the Coke (either physical or virtual one) is one of the triggers for WOM of the campaign.

In addition, as this expectation is just for a supplementary experience, dissatisfaction such as cannot find the required name on or that Coke was sold out are less likely to

lead to negative WOM. Instead, customers would even try to transform their dissatisfaction into satisfaction by for example creating virtual Coke online or order the Coke with a specific name.

4.3.2 External environments

The element Incentive is deeply explained in the section of four involvements model so this section analyzes the contribution of other factors of external environment: Culture, Social Network and Business Climate in the Share a Coke campaign in Vietnam.

Culture

Besides personal names, intimate pronouns in Vietnamese such as Anh yêu (Honey/Darling, use when speak to boyfriend/husband/big brother), Em yêu (Honey/Darling, use when speak to girlfriend/wife/ little sister), Bố yêu, (Dear Daddy), Mẹ yêu (Dear Mommy), Ông yêu (Dear Granpa), Bà yêu (Dear Grandma) is a highlight for Coca Cola campaign in Vietnam.

Family plays a very important role in Vietnamese culture. In Vietnam, children tend to live together with their parents (and in some cases also with grandparents) under one roof until they get married and in many cases the newlyweds will live together with the husband's family. So the bond of relationship between family's members is very strong. However, similar to other Asian/ Eastern culture, it's Vietnamese people have the stereotype of being shy to express their love to parents or other family's members. Therefore, those intimate family pronouns from Coke remind the younger generation (main target group of the campaign) about their family and show their love to their family members. Family is also a common used theme for other marketing campaigns and advertisements in Vietnam. For example, this is a tradition of Vietnamese culture to be together with family in Lunar New Year. However, many Vietnamese people, for some reasons, cannot be back to their family this Lunar New Year or experienced previous Lunar New Year far away from family. The cooking oil Neptune's brand has been introduced every Lunar New Year television commercial reminding Vietnamese people for visiting and more caring their old parents or grandparents. In the hectic life nowadays, the message from Neptune makes Vietnamese people spend time thinking to their family, especially the old. This year Neptune's touching commercial gets about three millions views in and thousands of comments in Youtube (Wilmar CLV Youtube).

In addition, Coca-Cola successfully plays with Vietnamese language. "Yêu" in Vietnamese means love and all those intimate pronouns can also be interpreted as subject loves.

[Anh yêu – The boy/man loves or darling (only for calling the boy/man), Em yêu – The girl/woman loves or darling (only for calling the girl/woman, Bố yêu: Dad loves or dear daddy, Mẹ yêu: Mom loves or dear Mommy, Ông yêu : Grandpa loves or dear Grandpa, Bà yêu: Grandma loves or dear Grandma]

In that manner, those pronouns have been used not only to call your loved one, but also to declare one's love to another by placing the person name one love after. This is frequently used romantic relationship. So while a girl can give the Coke with the label Anh yêu to her boyfriend or husband, the boy also can use that Coke together with the girl personalized Coke to express his love to her. For example, combines Anh yêu with the name Ngọc, the boy means I love Ngọc.



IMAGE 2. Coca-Cola post about creative content from the personalized Cokes (Coca-Cola facebook page)

Social Network

Facebook is the number one social page in Vietnam and Coca-Cola definitely makes best use of it. On 9, June 2014, Coca-Cola posts on its fan page to announce the campaign and it gains more than 190,000 likes, 8,000 comments and 1,000 shares.

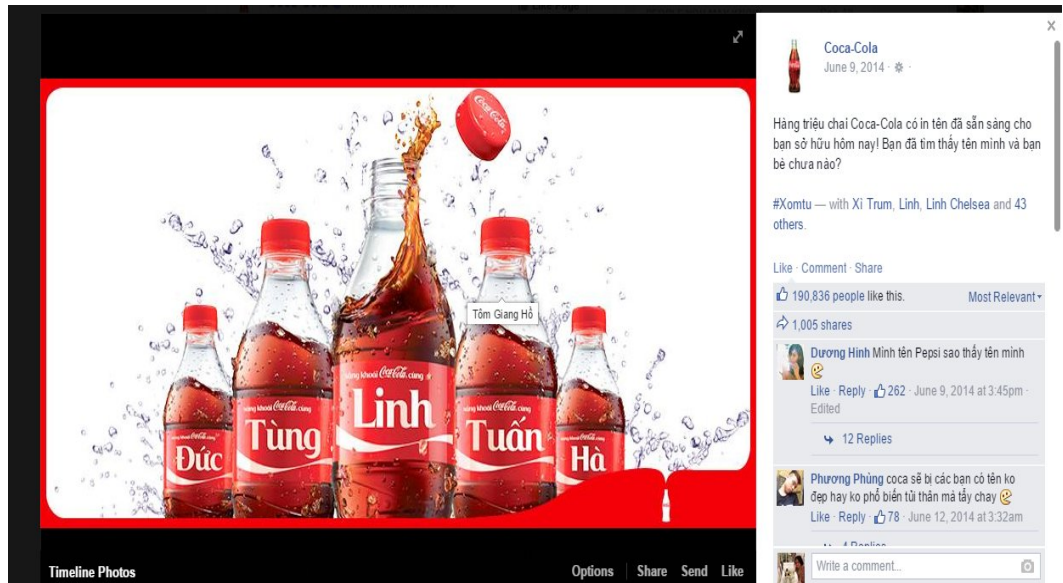


IMAGE 3. Coca-Cola introducing post for the Share a Coke Campaign in Vietnam on Facebook (Coca-Cola facebook)

Coca-Cola creates the hashtag #xomtu to encourage people to attach to their post the personalized Coke. The hashtag helped spreading brand awareness throughout social media platforms, not only for “Share a Coke” campaign but also for thereafter activities or campaigns.

The post to promote the second stage of the “Share a Coke” campaign in which Coca-Cola introduces Coke with cute and funny adjective to describe personality also gains more than 30.000 likes.



IMAGE 4. Coca-Cola introducing post about customized Coke of personalized characteristics (Coca-Cola facebook)

The promotion activities for Share a Coke also get support from Vietnamese celebrities and hot bloggers. They post the photo showing their name Cokes and even motivate their fans to engage to the campaign when asking “Has you found your name on the Coke? Their posts attract greatly their huge number of fans in Facebook. Hot blogger Huyme (his real name is Thanh) gets more than 60,000 “Likes” for his post. Likewise, Khong Tu Quynh, a Vietnamese singer, gets nearly 30,000 likes for her post.



IMAGE 5. Vietnamese hot blogger Huyme post about his personalized Coke on Facebook (Huyme Facebook)



IMAGE 6. Vietnamese singer Khong Tu Quynh post about her personalized Coke on Facebook (Khong Tu Quynh Facebook)

Business Climate

“Coca” is so popular in Vietnam that in some cases its name is used to replace soft drink in general. According to the survey of World Wide System (W&S) with 1910 (Vietnamese) members from VinaResearch (2013), 99.1 % participants know the brand Coca-Cola and 61.3% participants chose Coca-Cola when they were asked about the first soft-drink brand pop up in their mind. The reputation and credibility of Coca-Cola in Vietnam are the good platforms for launching the “Share a Coke” campaign in this promising market because Coca-Cola already gained customer trust. 89% participants do consider the credibility of the brand when they buy soft-drink and customer will feel much happy or proud when his or her name is featured on the product of a popular global brand. In addition, the survey shows that 57.2% Vietnamese have the habit of drinking soft drink at least three to four times per week. This suggests that Vietnamese customers have very high possibility to be exposed to or interact with the campaign by either direct or indirect means.

4.4 Application of STEPPS

Four elements from STEPPS Model (Berger 2013) that are visible in Share a Coke campaign in Vietnam are: Social currency, trigger, emotion, public.

Social currency: People earn many things when sharing their coke, both virtually or physically. While sharing people receive attentions from others, since this is the first

time other see the personalized Coke. Customers not only look good when sharing but also feel privileged, because of the rarity. Since it is hard for them to buy the product, they also want to share the message to claim their accomplishment, and to have a feeling of superiority. Sharing behavior can also satisfy both the desire of being among a trend and the sharer's ego.

Trigger: Coca-cola utilizes social media as a trigger. As described before, Facebook now become not only a place for people share this campaign but also a trigger. When a person sees a post, she or he is more likely to be influenced by it. This will boost Coca-Cola's image to the top of customers' mind and it will result in more sale as the campaign becoming more viral. Coca-Cola also creates a PR campaign on many different channels: newspaper, poster, and etc. These channels are good triggers, which besiege customers during the campaign.

Emotion: It contributes a lot to the success of this campaign. "Share a coke" campaign is assumed to ignite the feeling of surprise interest and joyfulness. For many years, customers get used to the traditional "Coca-Cola" Spencerian script on the label. Now they are approached new style Coke by which a person name, pronoun, funny adjective replace the brand on the label. From a cognitive point of view, this is a discrepancy between an incoming input (the new can) and a previous knowledge (the old can). The new personalized look astonished and aroused interest large number of customers (including people who were not loyal customer of Coca-Cola before) that trigger the desire of possession. By that way, customers are motivated to buy the Cokes that have their name or the name of people closely related to them. Then, the joyfulness when owning the customized Coke boosted customers to share that special Coke to others.

Public: Coca-cola wisely attaches all the meaning of this campaign to a bottle, which is easy to be recognized and remembered. Unlike other sophisticated phenomenon, customers can easy join this trend by doing simply buying and sharing, the same as other users. People easily adopt the behavior from others, and the more they see it, the more people fall under the inference of the herd mentality.

5 RESEARCH IMPLEMENTATION AND RESULT

5.1 Research method

Research methods refer to systematic, focused and orderly collection of data for the purpose of obtaining information from them, to solve or answer a particular research problem or question (Ghauri and Grønhaug 2005). There are 2 main types of research methods: Qualitative research and Quantitative research.

Qualitative research is research using methods such as participant observation or case studies which result in a narrative, descriptive account of a setting or practice. Sociologists using these methods typically reject positivism and adopt a form of interpretive sociology. (Parkinson & Drislane 2011). Qualitative research looks deeper to the respondents' perspective by analysing them in a certain situation. Merriam stated: qualitative researchers are interested in understanding the meaning people have constructed, that is, how people make sense of their world and the experiences they have in the world. (Merriam 2009). The purpose of qualitative research is to delineate some of the essential qualities of complex social phenomena. Many concepts in organizational theory, such as learning, replicating routines, power, authority, dynamic capabilities, or chaos, involve intricate webs of causes, effects, processes, and dynamics are about qualities. (Baum 2002)

Quantitative research is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics) (Aliaga and Gunderson 2000). Quantitative research is used to quantify the problem by way of generating numerical data or data that can be transformed into useable statistics. It is used to quantify attitudes, opinions, behaviours, other defined variables, and generalize results from a larger sample population. Quantitative research uses measurable data to formulate facts and uncover patterns in research. Quantitative data collection methods are much more structured than qualitative data collection methods. Quantitative data collection methods include various forms of the surveys such as online survey, paper survey and mobile survey... and systematic observations (Snap surveys 2011).

TABLE 3 depicts the differences between quantitative method and qualitative method.

TABLE 3. Qualitative vs Quantitative Research (Snap Survey 2011)

	Qualitative Research	Quantitative Research
Objective / purpose	<ul style="list-style-type: none"> • To gain an understanding of underlying reasons and motivations • To provide insights into the setting of a problem, generating ideas and/or hypotheses for later quantitative research • To uncover prevalent trends in thought and opinion 	<ul style="list-style-type: none"> • To quantify data and generalize results from a sample to the population of interest • To measure the incidence of various views and opinions in a chosen sample • Sometimes followed by qualitative research which is used to explore some findings further
Sample	Usually a small number of non-representative cases. Respondents selected to fulfil a given quota.	Usually a large number of cases representing the population of interest. Randomly selected respondents.
Data collection	Unstructured or semi-structured techniques e.g. individual depth interviews or group discussions.	Structured techniques such as online questionnaires, on-street or telephone interviews.
Data analysis	Non-statistical.	Statistical data is usually in the form of tabulations (tabs). Findings are conclusive and usually descriptive in nature.
Outcome	Exploratory and/or investigative. Findings are not conclusive and cannot be used to make generalizations about the population of interest. Develop an initial understanding and sound base for further decision making.	Used to recommend a final course of action.

5.2 Implementation of the research

Quantitative method was used for the research of this thesis. The purpose of this research was to collect the practical viewpoints about the research problem: what are

the factors in making the Share a Coke campaign in Vietnam go viral. Since Facebook is also the major channel for this campaign, the quantitative research was implemented by offering questionnaires to Facebook users.

The author posted questionnaire on Coca-cola Facebook page, fan page and personal Facebook page from 10/03/2015 to 10/04/2015. The answers from respondents will be automatically collected by Google form. The author also asked some of the respondents directly. The survey received a total of 132 responses.

Background of the research

Age group and gender of respondent

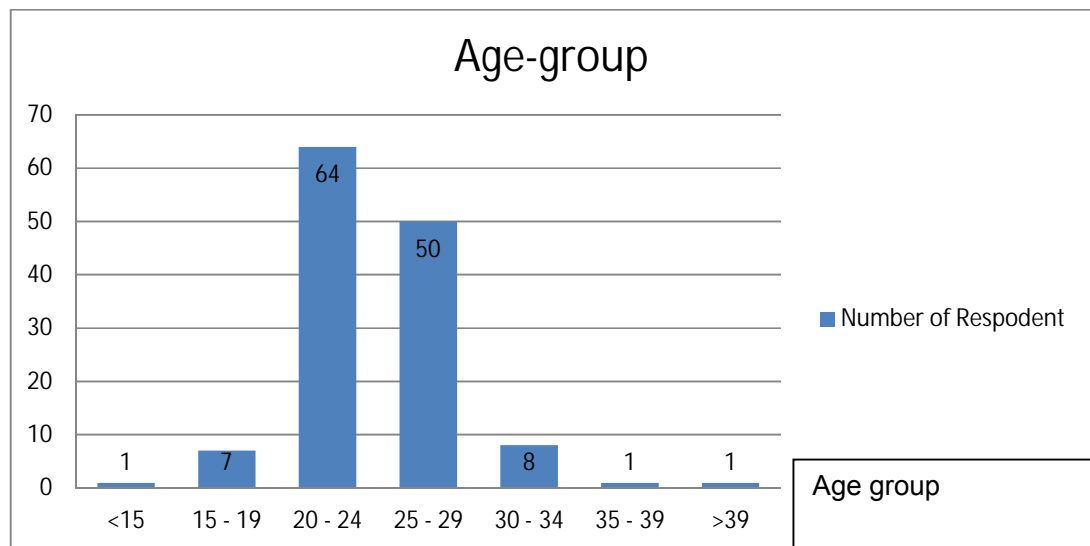


FIGURE 8. The age group division of respondents (N= 132)

FIGURE 8 indicates that a high percentage of survey participants are in their 20s. Out of 132 survey taker, 64 respondents are 20-24 years old (account for 48 %) and 50 are 25-29 years old (account for 38 %). The reason behind it is that the main target group of the Share a Coke campaign and the dominant group of Facebook users are both the young ones. In addition, Moore states that younger people are more likely to participate in online survey than older people (Goyder 1986; Moore and Tarnai 2002). Therefore, this age group is more likely to answer a survey than the older folk.

People under 19 or over 30 year old make up only 14 % of the respondents. The reason for this is that they might be less active on social network or have fewer experiences with this campaign of Coca-Cola than people age of 20 to 29.

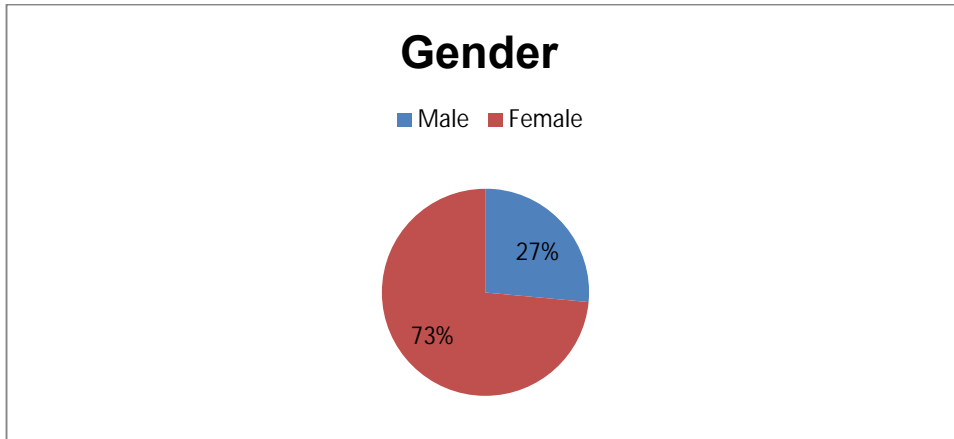


FIGURE 9. Gender of respondents (N=132)

Among 132 respondents, 73 % is female and 27 % is male. No clear explanation can be developed for this difference. However, one indication toward the reason is seen by a research by Vinasearch. It has found out that female often recognize the soft drink brand better than male. This may lead to the larger number of online female fans for Coca-Cola in Vietnam. Moreover, according to Curtin: women are more likely to participate than men (Curtin et al 2000; Moore and Tarnai 2002; Singer et al 2000)

Occupation of respondents

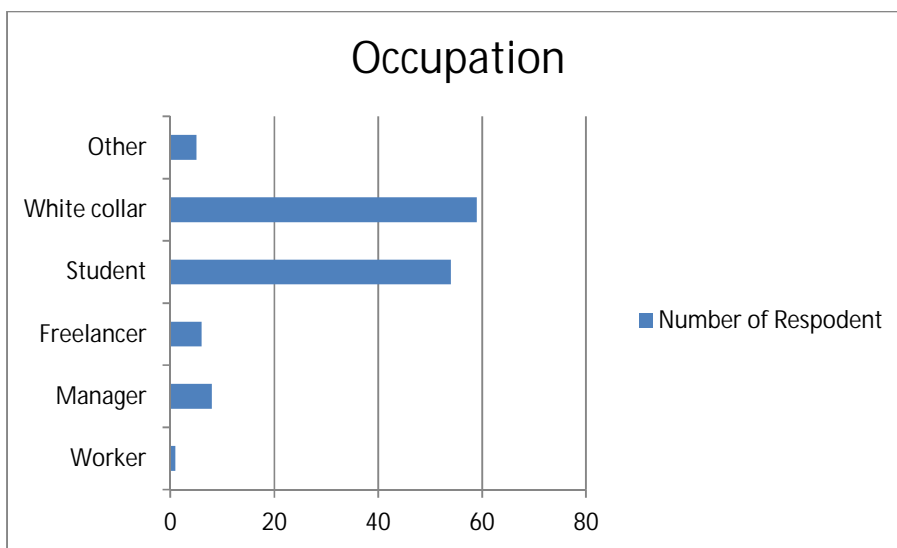


FIGURE 10. Occupations of respondents (N=132)

According to FIGURE 10, most survey participants are students and white-collar workers (84 % of total respondent), which is in correspondence with the ages of respondents. Those occupations may lead to differences in networking size, eating and sharing behaviours. Particularly, 89 % of students, the highest figure among others group share their coke with family members when asked about the recipients for their share. The last question of the survey shows that 76 % white collars accept others brand if they organize the same campaign.

5.3 Research results

5.3.1 Popularity and rating of Coke in Vietnam

Unsurprisingly, there is only one respondent who does not know about Coke before the campaign, yet she still notices the Share a Coke campaign. This shows the popularity of Coca-Cola in Vietnam. Vinasearch also publish the similar result from their survey in 2013 that 99 % Vietnamese customers know the brand Coca-Cola. Besides being a highly recognized brand, Coke is also a favourite drink in Vietnam. The figure below shows the rating of Coke by 132 respondents on the scale of 1 to 5 in which 1 is do not like and 5 is like very much.

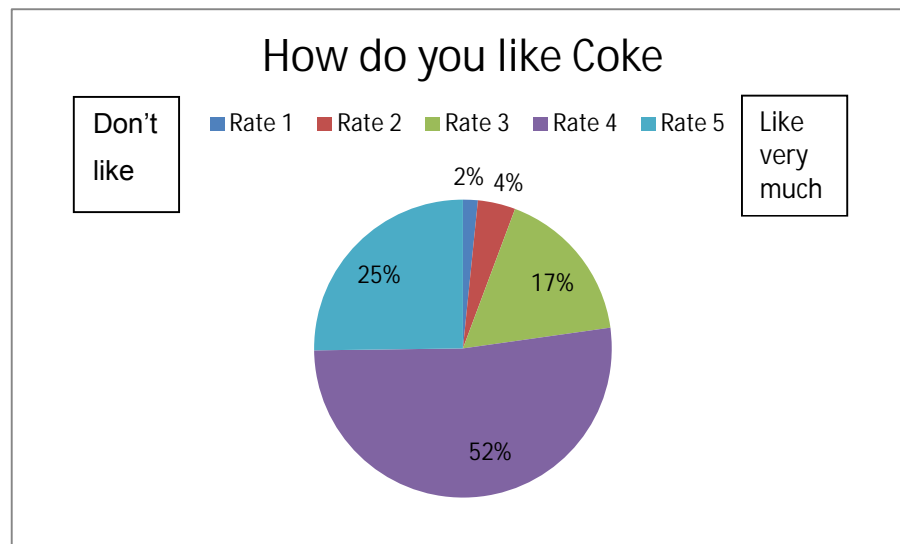


FIGURE 11. Respondent rate how they like Coke before the campaign (N=132)

From FIGURE 11, there are 75 % of respondents like or love Coke and only 10 respondents (6 %) give negative ratings for Coke. The average rating from respondents for Coca-Cola is 4.3. That explains why 13 respondents participate in the campaign

simply because they love drinking Coke and 35 respondents reveal that they won't engage the similar campaign by other inferior brands (question 19).

5.3.2 How "Share a Coke" campaign approach to Vietnamese customers

FIGURE 12 shows that Share a Coke campaign in Vietnam do not reach only 9 out of 132 survey participants. They are mostly from the age group of 35 and over (78 %) who might not notice activities from the media or encounter noises during communication process. In order to ensure the validity of the survey, only 123 respondents who notice the campaign will continue the questionnaire.

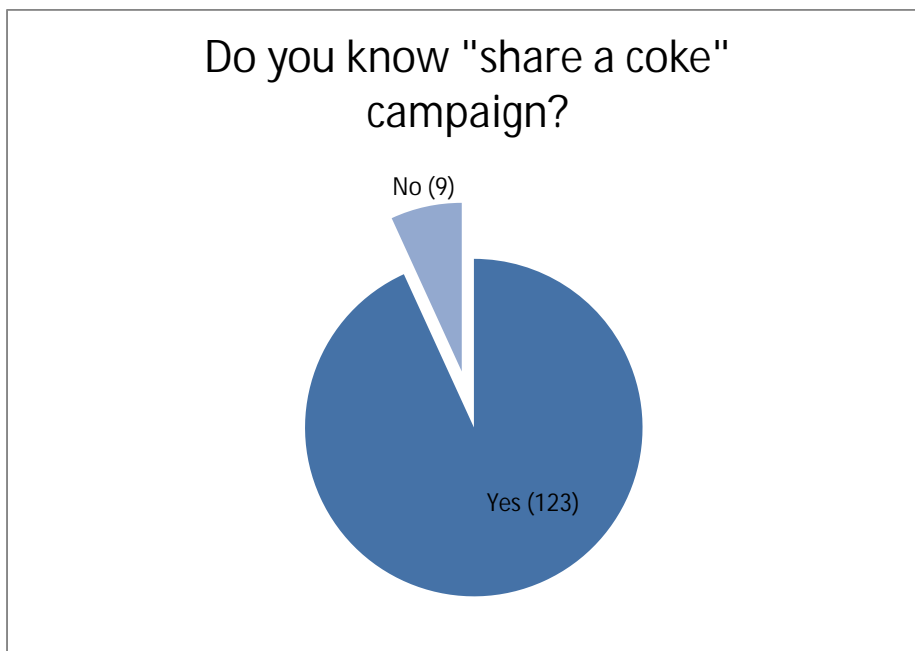


FIGURE 12. The number of respondents who know the Share a Coke campaign (N=132)

Channels that Share a Coke campaign utilized.

"Share a Coke" campaign attracts customer by distinguishable and noticeable appearance of the personalized Coke, when compare to the regular normal Coke and other brands' soft drinks. Coca-cola has used the public factors and different channels to make their campaign go viral. Most of the respondents are informed about the Share a Coke campaign through Facebook WOM, and offline interactions, and

FIGURE 13 shows the statistic of 38 %, 25 % and 20 % for these respectively. In general, Facebook is the main channel for this campaign. Coca-cola has successfully utilized the social network as the mean of communication to target group. Unsurprisingly, 90% respondents who notice the campaign via Facebook are age of 20-29. On the other hand, Coca-cola invests moderately in traditional media, such as TV and newspaper, since this campaign is more focus on interaction. However, television and newspaper are the two sources from which most respondents over 30 years old get information about the campaign (85%)

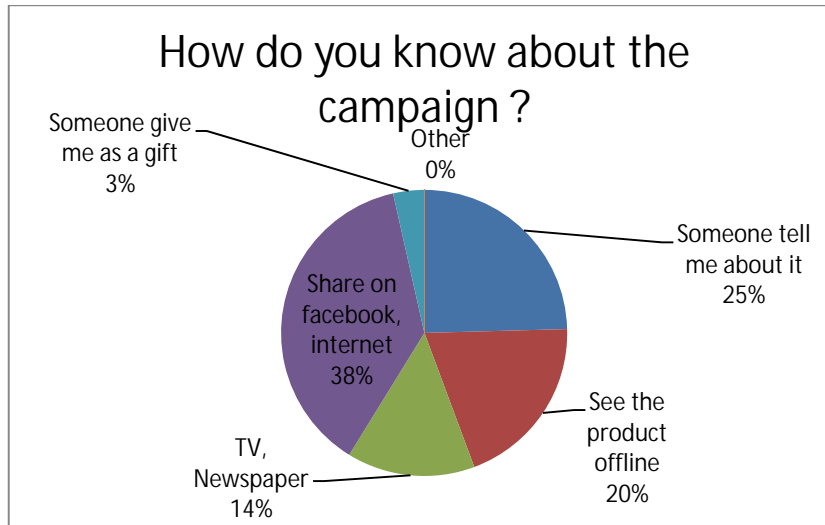


FIGURE 13. Respondents' sources of campaign information (N=123)

The initial feeling about the campaign

Surprise and Interest are the two prevalent emotions of Vietnamese customers when they notice the campaign. Specifically, 53 % and 35 % respondents feel surprise and interested respectively. Besides, the campaign also makes 4 % respondent feel happy. It is very likely because lively and personalized Cokes from the campaign are so different from popular Cokes they were familiar with. Those emotions also motivate respondents to search for the product and participates the campaign. Beside positive emotions, there are 8 % of respondents showing no special interest for the campaign.

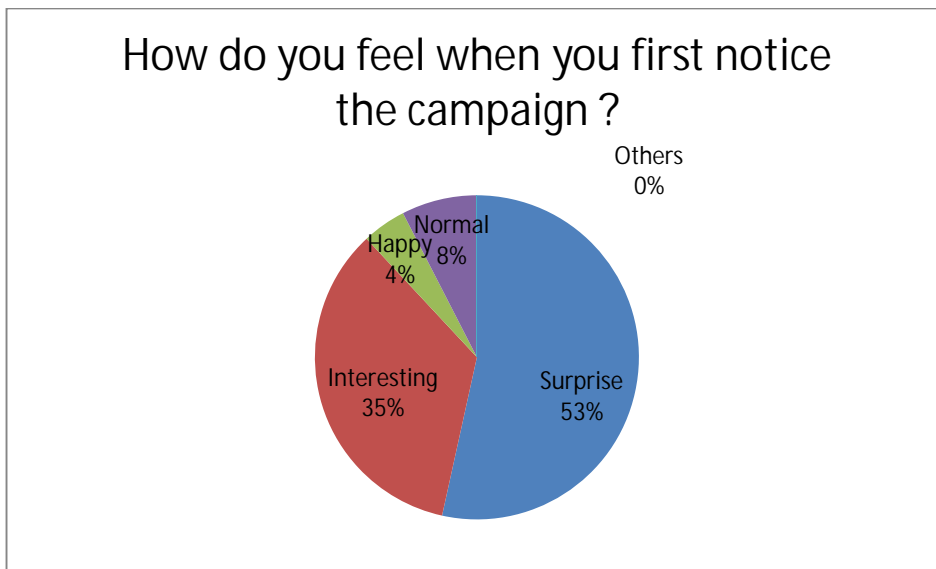


FIGURE 14. Respondents first feeling about the Share a Coke campaign in Vietnam (N=123)

The lasting of emotion by times

In general, the average point for how an individual feels after first hearing about the campaign decreases clearly over 3 weeks. Respondent rates 1-5 for the emotion arousal level after first encounter with the campaign. As depicted in the FIGURE 15, the index is decreasing continuously from 3.75 to 1 over 3 weeks. This is also an evident to why share a coke campaign defuse after a month. Emotion is not a motivator anymore since customers get used to the new image. After the first week of arousal, the emotion level of respondent is quickly defuse to the state of balance.

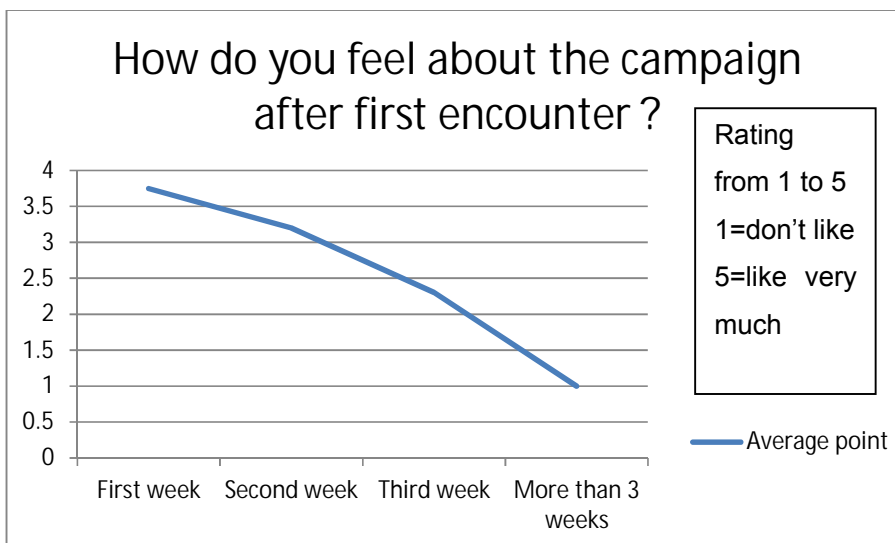


FIGURE 15. Respondents' emotion level during the Share a Coke campaign (N=123)

5.3.3 Actions of involvement in the campaign

FIGURE 16 indicates that 86 % of respondents who notice the campaign show their interest by further actions. Because of the limited availability of the products and the message of the campaign, people can involve to the campaign by different ways. An attempt of getting the personalized Cokes is the top response, even though these Cokes might be in different types and for different purposes. Particularly, 46.2 % respondent search for their own personalized names Cokes while 18.2 % search for the Cokes in order to give to someone else as the message of the campaign. 40.2 % of respondents create a customized Coke online. It is because in many cases, customers cannot find their expected personalized Cokes from the Coca-Cola. Furthermore, even if they can, some people still prefer creating personalized Coke online to save their resource. On the other hand, 10 % of respondents answer that they tell others about the campaign. There are only 14 % of respondents who know the campaign but don't involve in anyway.

It seems that the many ways of involving to Share a Coke campaign help to keep the high rate of engagement.

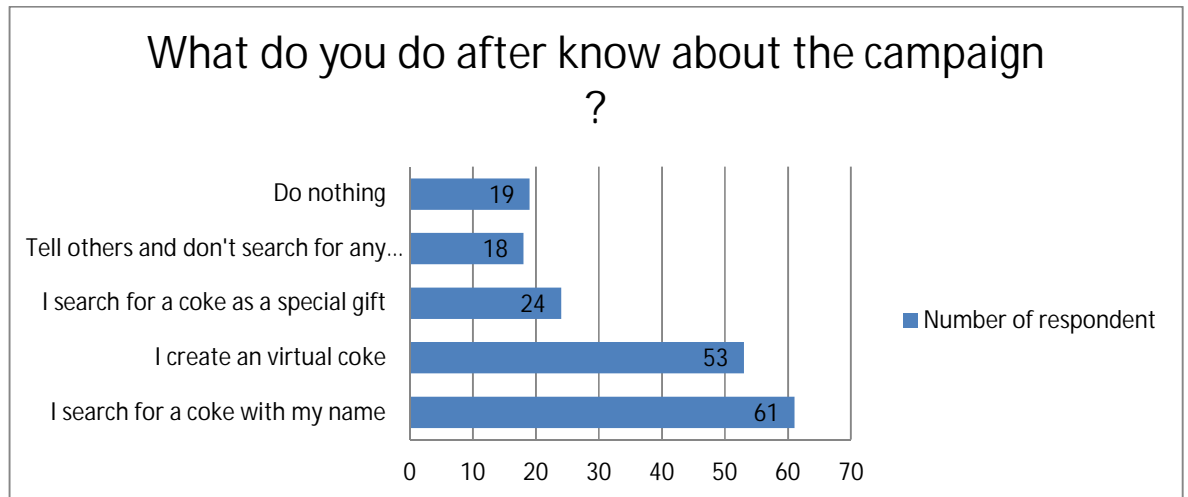


FIGURE 16. Respondents' actions after knowing the Share a Coke campaign. (N=123)

The rate of sharing Coke

As depicted by the pie chart on FIGURE 17, there are 34 out of 123 respondents (28 %) who know the campaign but do not take any action to be actively a part of it. Since the next coming questions in the survey want to ask about factors related to sharing behaviour, only 89 respondents who do share the Coke by any means are asked to

continue the survey. The demographic of respondents did not change much. The predominant group is still female (account for 70%) and aged from 19-29 (account for 75%). It can be because the older is less likely to spend much time in finding or making their own personalized Cokes as well as interacting in social network and their desire of sharing is not so strong.

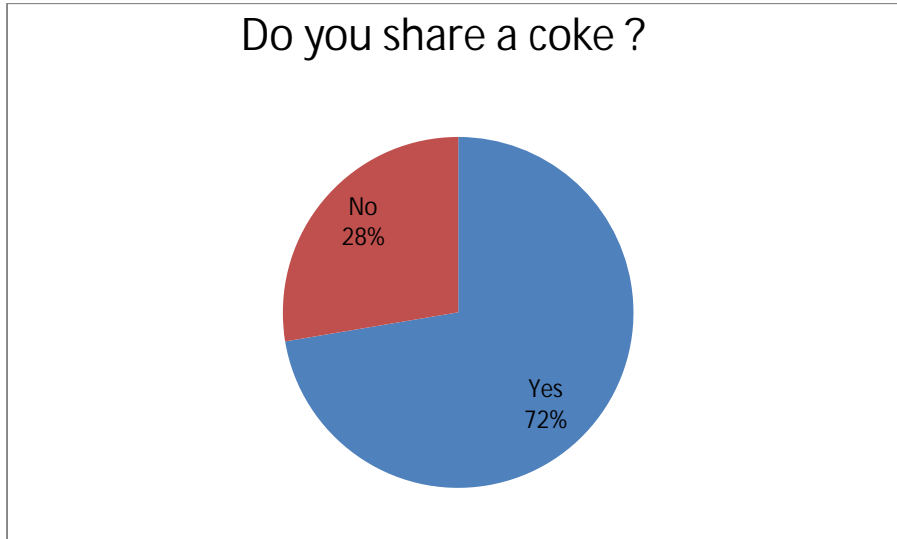


FIGURE 17. Percentage of respondents sharing Cokes (N=123)

5.3.4 Sharing behaviours

In general, FIGURE 18 shows friends is the target group, that 52.3 % of respondents choose to share with. This is followed by family at 31 %, and boyfriend or girlfriend at 31 %. The first reason that respondents share might be firstly because of the reinforced slogan, message and also the name of the campaign in Vietnam "Share Coca-Cola, connecting friends". Second, it can be the result of the herd mentality. Out of 89 survey participants sharing the Coke, 70 respondents share it online and 71 respondents have seen more than 7 friends sharing the Coke. Social media is the platform that trends are easily caught and tend to become the topics between friends interactions. So if a boy shares the Coke on his social page like Facebook, it is very likely that he get many likes and comments from friends who inspired him or will be inspired by his post to share the Coke.

FIGURE 18 shows 31 % survey participant share the Coke to their family members and their lovers. This comes out of the special role of family in the Vietnamese culture and the encouragement of declaring or showing love by intimate pronouns (Honey,

Dear Mommy, Daddy...). In addition, the red color of Coke is well-fit for the love theme.

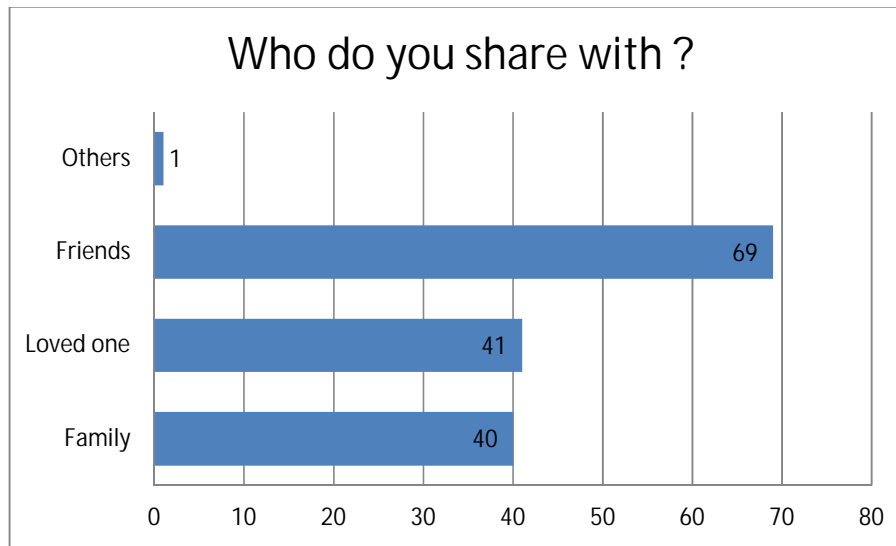


FIGURE 18. Recipients of the sharing behaviour (N=89)

Form of shared Cokes

Out of 89 respondents, 70 people share the Coke from the Coca-Cola and 54 people share the Coke they create online. Interestingly, 35 people share both the official and virtual personalized Cokes which imply that the different forms of personalized Coke can refer to different purposes of people when sharing. Those who share the authentic personalized Coke often want to show the pride of having the names labelled on the official Coke of Coca-Cola and the successful effort of possessing the expected customized Coke considering the limited edition. (To meet the high demand, Coca-Cola organized events where the company giving out at spot personalized Coke based on the name of the participants or some small business also offered to print out the personalized Coke for their customers but at a quite high price.) Those who share the virtual Coke often want to get noticed by their self-created message on the selected stylish shape of the virtual Coke which can make them look very cool or creative.

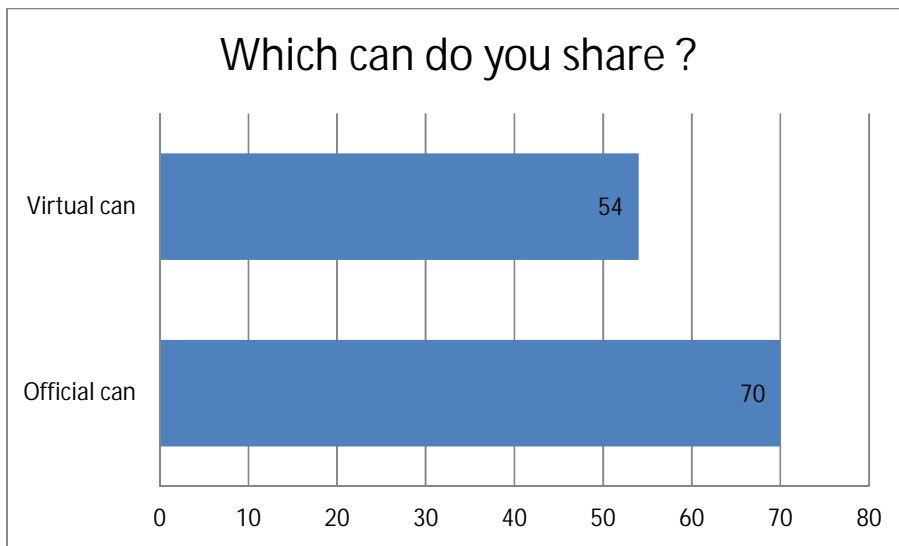


FIGURE 19. Form of shared Cokes (N=89)

Number of survey participant's friends have share the Coke

On average, one respondent saw 6-10 friends to share about the campaign. Especially, 100 % of young people saw 9-10 friends share. Those have also joined the campaign later on. Since most of the people who saw friends share about the program, tend to do the same (88 %). Everyone who knows about this campaign have at least one friend, who shared about it either online or offline. The graph below segments the respondent based on the number of their friends who has shared about this campaign. The major group (42.2 %) witness more than 10 of their friends shared, and 100 % of this group also shared about the campaign later. This underscores the important of influences from friends in this campaign. There is a big gap between the group, that has no friend shared about this and other groups. This helps highlighting the viral level of this campaign, in the virtual network. Because almost respondent has 3 friends or more sharing about this campaign.

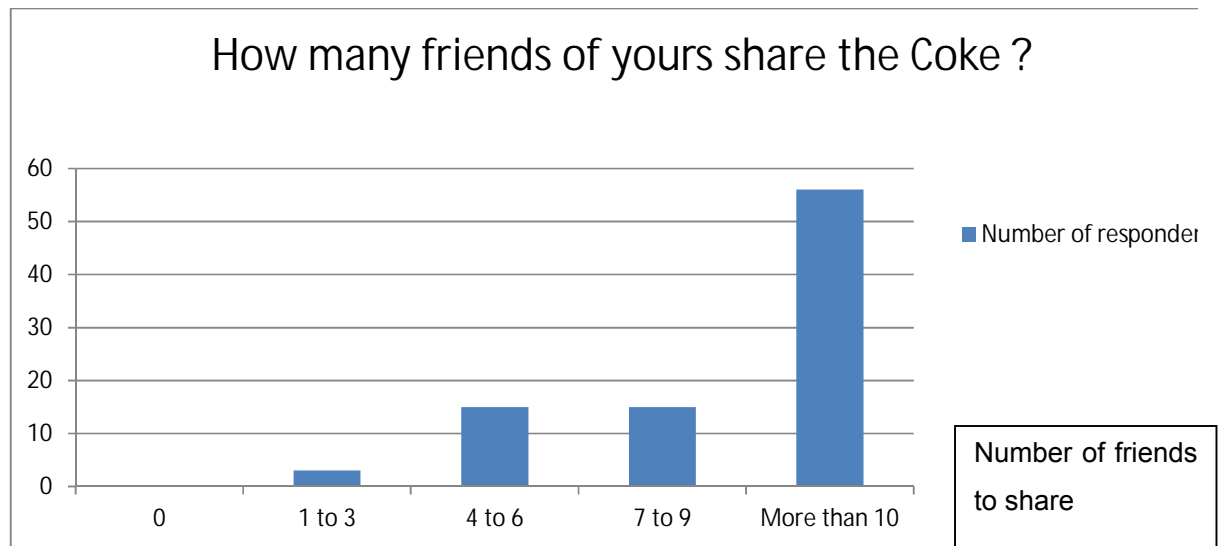


FIGURE 20. Number of respondents's friends to share the Coke (N=89)

The words on the shared Cokes

As the

FIGURE 21 depicts, most of the respondents choose to share their name (58 %) and receivers' name (41 %). Personal involvement tends to lead respondents more likely to purchase their own personalized Coke than the customized Coke of the receivers.

Coca-Cola also introduce Cokes labelled with adjectives describe a person (for example: kind, handsome, lovely) which can be combined with personal-name Cokes, helping the campaign to increase the sales and be more attractive. The survey' result shows that there are 33 % respondents sharing adjectives or funny words about one's self beside names and most of those respondents are younger than 30.

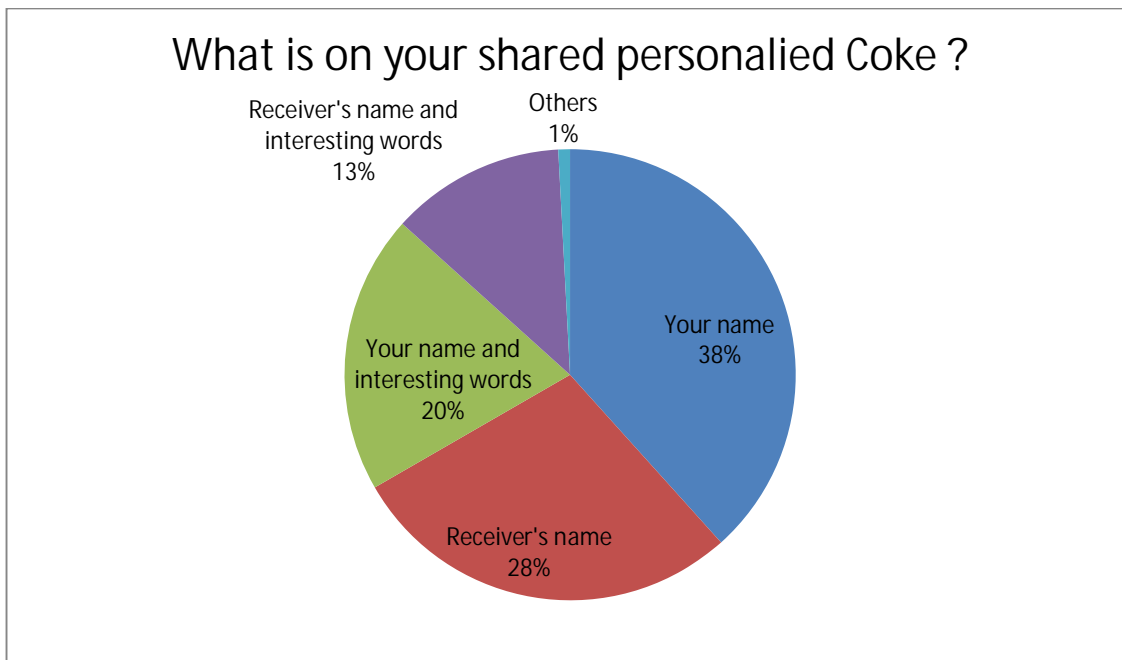


FIGURE 21. The words on the shared Cokes (N=89)

The motivation for the behaviour of sharing the Coke

Respondents were asked to choose among five answers as their main reason for sharing. Those answers are: Because Coca-cola is my favorite drink and I want to share it, Because I have my name on the can, Because I want the receiver know that I am thinking of them, Because someone may need this product, and others. The responses will help clarify which involvement(s) among self-involvement, message involvement, product involvement or other involvement are the major motivations for engagement.

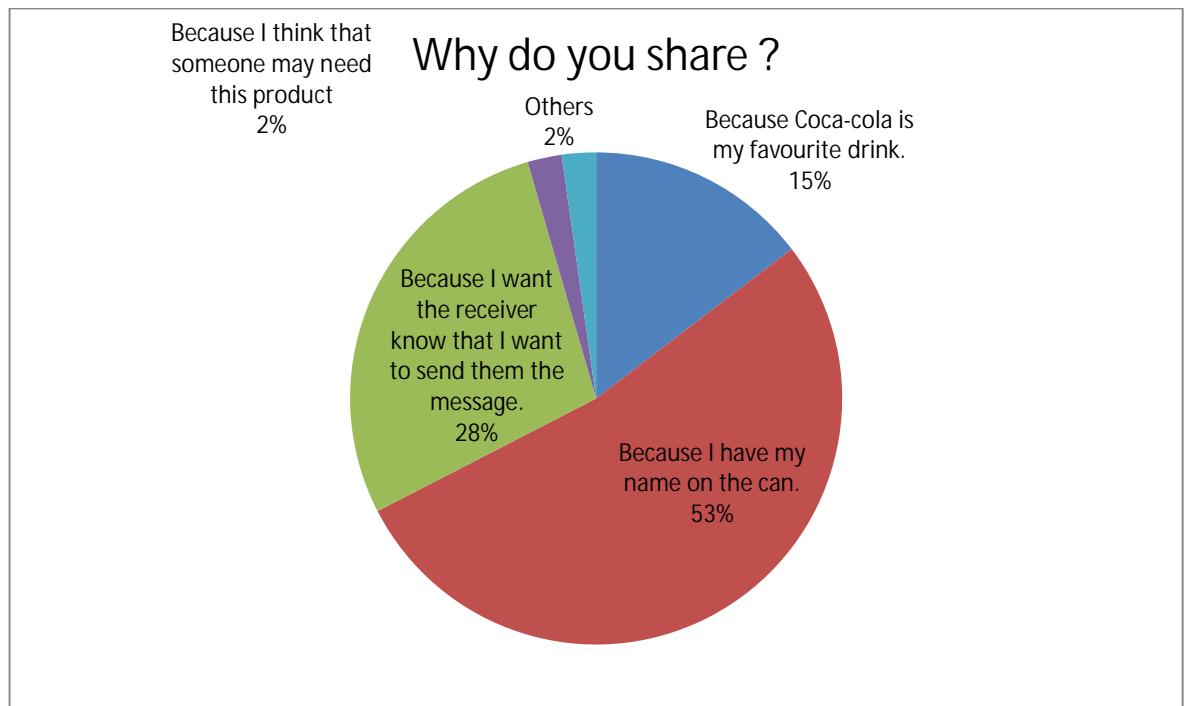


FIGURE 22. Respondents' motivation of sharing (N=89)

In the case of Share a Coke campaign, those four involvements are not separated but somehow correlated, so they all contribute to encourage customer sharing the personalized Cokes. However, self-involvement is the most noticeable motivators for engagement to this campaign. 53 % of respondents choose their personal name is the main reason to share. It is an expected result from the analysis of applying product involvement to Share a Coke campaign in the previous chapter. The message of share happiness to other is also a successful factor when it motivates 28 % respondents sharing the Coke.

5.4 Evaluation of the research

The survey is expected to result in objective answers for research problems. However, it also has some limitations considering the situation and resources available. The biggest limitation of this research is the time gap between the "Share a coke" campaign and the online survey. The campaign started in June 2014 and in the full swing for summer 2014 while the survey was taken in March 2015. Furthermore, this campaign experience a fleeting effect, so respondents might have lost their sense about the campaign or even forget the effect of it. This may cause difficulty to answer correctly some questions about emotions and influences from other party.

The author use Facebook as a main channel to publish the survey, so this may focus only on the active users of social network. As the result, the research fails to reach other minor groups such as kids and older folks, who also receive a coke as a gift.

Finally, most of the respondents are author's friends or friends of the author's friends who live in Ho Chi Minh city. Even though Ho Chi Minh is the biggest city of Vietnam and also the main market of the Share a Coke campaign in Vietnam, the survey might overlook slightly different outcomes, if existing, in other big cities like Hanoi, Da nang, etc.

Evaluation of our own progress

We have learnt and improved many skills after completing this thesis. First of all, we are capable of controlling and finishing a time consuming project. This requires a lot of time management and multi-tasking efforts, since we also did our interns along. Secondly, we also brushed up our English skill, especially in marketing major. Thirdly, our problem solving skills is also developed. We have faced many different difficulties, such as running out of ideas, limitation of sources... while writing this thesis. However, we have successfully managed to overcome those obstacles. Finally, we have learnt a lot about viral marketing and market research. Most of the knowledge we have learnt from the school is now retrieved to produce this thesis. We have also built a strong knowledge base for our next chapter of life.

6 CONCLUSIONS

As far as this thesis goes from analyzing theories and online surveys, the noticeable factors that make the Share a Coke campaign in Vietnam go viral are: self-involvement, message-involvement, culture, free online softwares and Facebook.

On one hand, labeling personal names and personalities on to the Cokes, Coca-Cola successfully ignites customer's self-identity and self-expressing desire. The limitation of the availability of the personalized Cokes in the market also makes the product highly desirable, boosting customers finding their own Coke immediately. Therefore, customers are very excited or even proud sharing their own Coke to everyone. On the other hand, the meaningful message of the campaign: "share the Coke, connecting friend" or "share the Coke, share happiness" combine with intimate pronouns (Honey, dear Mommy, etc) motivates customers to give more Cokes to their friends, their family members or their lovers. The message of the campaign is much supported by the Vietnamese culture of taking care value of family and daily life relationships. Interestingly, the campaign has successfully leveraged those relationships to promote Cokes even to people who rarely drink Coca-Cola or soft-drink.

Besides resources from Coca-Cola, the success of the Share a Coke campaign is also attributed to other resources such as free softwares for creating personalized Coke online. The research of this thesis also shows that a high percentage of respondents create and share their virtual self-created customized Coke. Without those softwares, the campaign would not be in full swing because customers would not engage to the campaign when they cannot find their expected Coke by Coca-Cola. Virtual Cokes from the free softwares are perfect supplementary sources for limited official personalized Cokes. Ultimately, the Share a Coke campaign cannot go viral without social media. Facebook is the major channel of communication and the platform for customer showing engagement in the Share a Coke Campaign in Vietnam. The herd mentality behavior and the support from Vietnamese celebrities in Facebook give the huge boon to the campaign.

In the grand scheme of things, there are many factors that make a marketing campaign go viral. It can varies depend on the culture, the nature of the market or the product. Yet, some basics factors need to be considered are motivations of involvement (e.g: self-involvement, product-involvement, message involvement, other- involvement), common behaviors and emotions, and social media.

Particularly, Share a Coke campaign is a case in point that encourages different kinds of involvements (as many as possible) to produce amazing viral effect. In order to gain customer involvements, common behaviors and compelling people to share such as surprise, funny, sad need to be exploited. Finally, social media is an indispensable element of viral marketing. Being the most popular social media worldwide (except for a few countries like China), so Facebook becomes a good field for marketer to invest.

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Nhóm tuổi của bạn ?*

Giới tính của bạn ?*

- Nam
- Nữ

Nghề nghiệp của bạn ?*

- Công nhân
- Quản lý
- Làm việc tự do
- Học sinh/Sinh viên
- Nhân viên văn phòng
- Other:

Bạn có biết đến sản phẩm nước ngọt Coca-cola ?*

- Có
- Không

Bạn có biết về chương trình "Kết nối Yêu thương" ((khắc tên lên lon) của Coca-cola" ?*

- Có
- Không

Cảm nhận của bạn về sản phẩm của Coca-cola trước chương trình " Kết nối yêu thương" ?*

1 2 3 4 5

Không thích Rất yêu thích

Bạn biết đến chương trình " kết nối yêu thương" qua phương tiện nào ?*

- Có người kể
- Thấy sản phẩm ngoài thị trường
- TV, Báo chí
- Bạn tôi chia sẻ trên facebook, internet
- Có người tặng lon Coca có khắc tên cho tôi
- Other:

Cảm xúc của bạn khi mới biết về chương trình ?*

- Bất ngờ
- Thú vị

- Tò mò
- Vui ẻ
- Bình thường
- Other:

Nếu được, hãy đo lường cảm xúc đó của bạn sau 1 khoảng thời gian

	1	2	3	4	5
Mới đầu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sau 1 tuần	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sau 2 tuần	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Từ 2 tuần trở đi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bạn làm gì sau khi biết về chương trình "Kết nối yêu thương"*_

- Tôi tìm mua lon Coca có tên mình
- Tạo 1 lon Coca online và tự viết nội dung lên lon
- Tìm sản phẩm để tặng như một món quà đặc biệt
- Chỉ kể với người khác về chương trình nhưng không có tham gia
- Không làm gì cả

Bạn có chia sẻ sản phẩm Coca-Cola được khắc tên không ?*_

- Có
- Không

Hình thức lon Coca mà bạn chia sẻ ? *_

- Lon Coca "chính hãng"
- Lon Coca được tạo trên mạng

Hình thức chia sẻ sản phẩm của bạn ?*_

- Trực tiếp (gặp mặt)
- Gián tiếp qua mạng (trên fb....)
- Cả hai

Bạn chia sẻ lon Coca với ai ?*_

	0	1	2	3	4	5
Người yêu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nhiều người bạn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thành viên trong gia đình	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Nếu có 1 chương trình tương tự nhưng sản phẩm không phải là Coca-Cola mà là 1 đồ uống ít tên tuổi hơn thì bạn có chia sẻ giống như bạn đã làm với Coca-Cola không?*

- Có
- Không

Online Survey in English

How old are you ?*

What is your gender ?-

- Male
- Female

What is your occupation ?

- Worker
- Manager
- Freelancer
- Student
- White collar
- Other:

Do you know Coca-cola ?*

- Yes
- No

Do you know about "Share a coke" campaign ?

- Yes
- No

How do you rate coca-cola before this campaign ?

1 2 3 4 5

Don't like Like very much

How do you know about "Share a coke" campaign

- Someone tell me
- See the product offline
- TV, newspaper
- My friend shares it on facebook, internet
- Someone gives me a coke as a gift
- Other:

How do you feel when you first know about the campaign ?

- Surprise
- Interesting

- Happy
- Normal
- Other:

Please rate your emotion stage after a certain of times since you first knew about the campaign ?

	1	2	3	4	5
Just knew	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After 1 week	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After 2 weeks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over 2 weeks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What did you do after knew about the campaign

- I search for a coke with my name on it
- I create a virtual can and write on it.
- I search for a real can to give as a gift.
- I tell others about the campaign but don't participate
- Do nothing

Did you share a coke ?

- Yes
- No

Which type of can did you share ?

- Official can
- Virtual can

How did you share a coke ?

- Direct (face to face)
- Indirect (online)
- Both

With whom did you share ?

- Family's member
- Loved one
- Friend

If this campaign was operated by others company, would you participate ?

- Yes
- No

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