

*An Introduction to Word-of-Mouth  
and Consumer Generated Media  
(Part II)*

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CMNU914: WOM, Buzz, and Viral  
Marketing Communication*

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### Overview

- Class Roll
- Discuss Evaluate Organized WOM Program & Company Project & Form Teams
- PPT: Introduction to WOM & CGM (Part II)
- Discuss readings

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### We'll Pick Up With...

- Key challenges facing industry
- Emerging (or diverging?) visions of the nascent industry

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## Key Challenges

- Ethics & Societal Effects
- Credible Metrics

sales pitch society  
 how advertisers get us to do their dirty work  
 by Steve Hays

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## Most Common Critiques of Peer-to-Peer Influence Programs

- Minors
- Undercover, stealth
- Commercialization of chit-chat
- Corporate colonization of the life world






“Fake Tourist” Campaign

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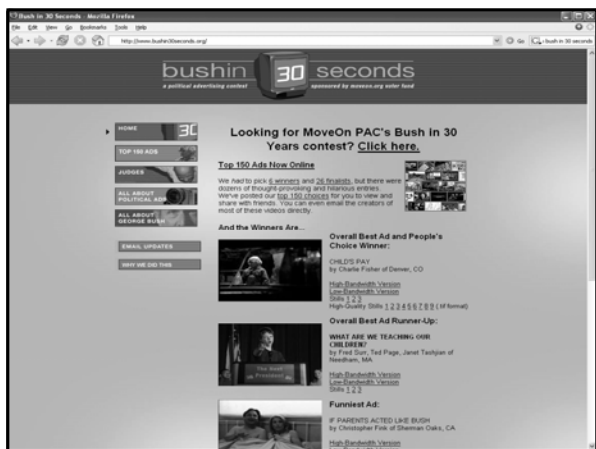
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bushin 30 seconds  
 a political advertising contest

Looking for MoveOn PAC's Bush in 30 Years contest? [Click here.](#)

Top 150 Ads Now Online

We had to pick 6 winners and 25 finalists, but there were dozens of great providers and many entries. We've posted our top 150 choices for you to view and share with friends. You can even email the creators of most of these videos directly.

And the Winners Are...

Overall Best Ad and People's Choice Winner:  
 CHLOE RAY  
 by Charlie Fisher of Denver, CO  
 High Bandwidth Version  
 Low Bandwidth Version  
 Size: 1.2  
 High Quality Still: 1 2 3 4 5 6 7 8 9 (if format)

Overall Best Ad Runner-Up:  
 WREST ARE WE TEACHING OUR  
 LITTLE GIRLS?  
 by Fred Sizer, Ted Page, Janet Tashjian of Newburgh, MA  
 High Bandwidth Version  
 Low Bandwidth Version  
 Size: 1.2

Furthest Ad:  
 IF PARENTS ACTED LIKE BUYS  
 by Christopher Park of Sherman Oaks, CA  
 High Bandwidth Version

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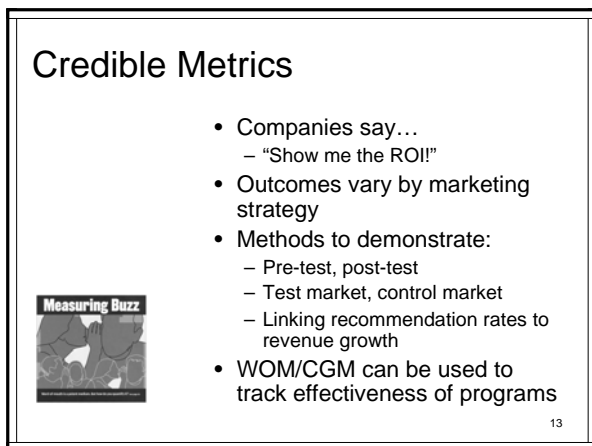
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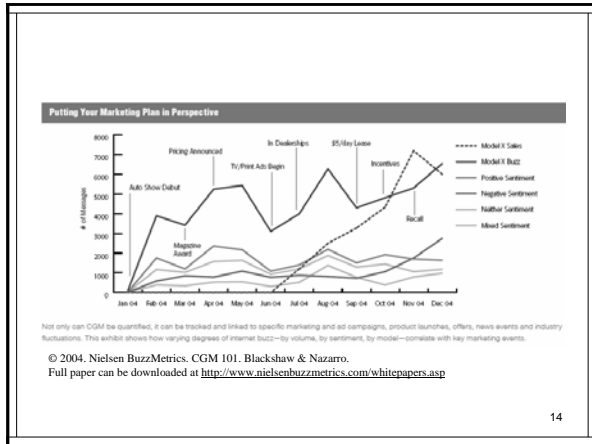
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### WOM Creationists v. WOM Evolutionists

- **WOM Creationists**
  - Creating conversations through capturing attention
    - Carl's Jr. & Paris Hilton
    - Forehead marketing
    - Making the WOM activity remarkable
    - Shorter-term strategy
- **WOM Evolutionists**
  - Generating preference through garnering intention
    - Tivo (WOM from passionate loyals)
    - Google, Starbucks
    - Making the products/service more remarkable
    - Longer-term strategy

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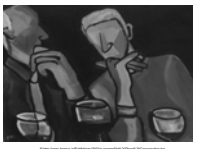
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### Theory of Managed WOM: A Contribution from Relational and Organizational Communication


**Relational basis:**

- Trustworthiness
- Caring/Goodwill
- Experience-based knowledge
- Relevancy



**Organizational basis:**

- How does an organization build WOM principles into its business practices?



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