

Figure 2-2:
Subservient
chicken.
com
spreads
buzz
through
humor.



The site was part of a promotion for Burger King's TenderCrisp chicken sandwich line. Because of its creativity and novelty, news about the site spread rapidly through the blogosphere, making it perhaps the premiere viral campaign of 2004. Burger King deemed it such a success — projected sales over a 12-month period since starting the campaign is estimated to reach \$500 million — it's launched another such campaign called the Chicken Sandwich World Championship at www.chickenfight.com.

Nokia

Nokia (www.nokia.com) got bloggers to help launch a new camera phone, the 3650. Nokia gave bloggers the phones; many thought it was a good product and blogged about it.

They looked for individual bloggers over the age of 18 who already posted photos on their sites in innovative ways, not just standard photos. Ultimately, they came up with a short list of ten bloggers, of which eight participated. After identifying bloggers, Nokia sent each a phone with two months' cell phone service.

Each blogger was asked to try taking pictures with the phone. Nokia did not ask the bloggers to post to their own sites or even mention the phone in their own blogs (though of course they hoped they would). Instead, they provided a microsite the bloggers could use to post photos if they chose.