



What is the influence of **connected marketing** on **citizen's behaviour** within the **public sector**?

POSTGRADUATE DIPLOMA IN PUBLIC COMMUNICATION MA DISSERTATION 2008

What is the influence of connected marketing on citizen's behaviour within the public sector?

World Wide Web

Kurumae



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“A man interrupted during a session of sadomasochism takes refuge on a Parisian balcony in peak hour”. The latest news immortalized by the people’s magazine Shock? No, not really! It is the new campaign signed by Renault and entitled “The Balcony” which, when spread on the Internet have allowed the brand to realize an attractive blow. Within four weeks: 20 000 e-mails sent from the base Renault have been enough to generate 105 000 visits on the site, «to trap» 45 000 persons and to enrich the data base of the brand by 23 000 prospects! This achievement has been made possible via the connected marketing. A technique, since the succession of Web 2.0 and blogs, was renamed buzz and viral marketing. In fact, firms understood for a long time that the rumour could have a destructive power. They mastered it and used it as an asset to launch a new product, improve their image, change mentality or block their competitors. That is why today, the various actors of the government turn their strategy to the connected marketing to touch a population less and less susceptible in the public communication. Indeed, these actors follow the way of marketers and develop their image more and more as well as their proposition like commercial strategy.

This practice of the connected marketing developed especially during the last presidential elections in France. Indeed, all the candidates had posted on their writing desk or on the backcloth for the speeches (which also resumed logos and colours of the party), the name of the referring site, the official site of the candidate. It could seem anecdotal but the practice remains very recent and supposes that the team of presidential campaign wants to widen their radiuses of action and their possibility of affecting new public. The connected marketing has its own part in this new mode of communication.

I have chosen to focus my dissertation on the connected marketing because this practice is the new way to improve the effectiveness of a communication strategy. During my studies I had the opportunity to observe the power of new technology service of organisations, both commercial and public. Each time, the organisation has emerged more efficient and competitive. I think it is essential for organisations to follow the evolution of technology in order to remain competitive. This is also true for political organisations. Indeed, it is also a need for these organisations to monitor the evolution of the world and citizens whom they represent and be able to offer them services or help with an effective and modern way. Political organisations are carrying the image of a state which they are attached to. That is why they must be dynamic and innovative.

However, to use new means of communication or marketing alternative, as connected marketing, communication professionals should be trained to respond to their needs and expectations. I am personally interested by new technologies and the connected marketing. I be-

lieve that active participation in this process must be rich in learning and surprise. Thanks to a theoretical training putting into practice, I would like to incorporate a communication agency allowing me to work with a non-traditional and innovative means of communication.

Organizing the buzz or the viral marketing allows bringing people to speak about an event or about an organisation. The mechanism bases on the spontaneous transmission of a not advertising message and seemingly not organized, but which transmits the values of the public or private organisation to create some image and notoriety. The word of mouth can start in the most trivial of discussion; can grow to become a powerful buzz. The internet is a powerful environment to grow a buzz. Start-up and new technologies were the first sectors to be interested in it. Today, the tendency wins until the public communication. The reasons of this craze? They are various. Firstly the accessibility - a campaign of buzz requires only 5 or 6 000 pounds, due to the autonomous broadcasting of the message. But also, the ease of transmission - a click is enough, the «real-time» factor, the pyramidal phenomena which slows down the strike force (an e-mail sent for one person is, on average, forwarded to 6 others) and, finally, the fact that any message emanating from a friend rather than from an organisation is perceived less intrusive and thus, more effective. On certain types of targets, the impact is stronger and thus, the rate of return on investment can be up to 50 % higher than a broadcast campaign.

AIMS

The political organisations are turning to the connected marketing to transmit their message in a way more interactive and more effective. However, before you can use properly connected marketing, it is necessary to define it and differentiate the various ramifications of this alternative marketing (Chapter I). Indeed, the connected marketing consists on a set of techniques. In this essay, we will be particularly interested in buzz marketing, viral marketing and the word of mouth.

Then, analysis of the process of spreading permit to (1) understand how the incredible power of connected marketing works and to (2) observe what state of mind pass the citizen before becoming a political organisations advocate (Chapter II). The psychology of the Hawthorne Effect perfectly illustrates the almost limitless ability of connected marketing to be transmitted such as an epidemic. This spread is facilitated by the quality of the methods used; the most

effective being the opinion leader.

Finally, an overview of the connected marketing management shows that a classic communication campaign can be coupled with alternative marketing. A good communication campaign plan must integrate advertising, PR, events, Internet campaigns, connected marketing, etc... in order to maximize its impact. Different examples illustrate the potential uses of connected marketing for political organisations.

These aims will be viewed across the following point. First, it is important to understand what is the difference between connected marketing, viral marketing, buzz marketing and word of mouth? And why is the rumour, the older means of communication between individuals, becoming professional and used by political organisation?

Secondly, we deal about the use of the Hawthorne Effect and the evolution of the citizen's behaviour during a connected marketing campaign to create political organisations advocates. Then, What are the advantages and assets of connected marketing and what is the role of an opinion leader concerning the spread of the message?

Finally, what is the use of connected marketing during a public campaign and how it is managed in order to maximise the impact of a classical campaign?

METHODOLOGY

To answer these crucial questions, it is required to make a desk research and to interview some professionals.

Desk research was carried out by means of theoretic documents, press articles and website. This research has been proven and illustrated by means of survey for the purpose of observation of the connected marketing's influence citizens.

Desk research was based out on authors specialised on connected marketing like J. Berry (2003), in his conference Identifying, reaching and motivating key influencers, E.M. Rogers (1995) in Diffusion of Innovations and E. Rosen (2000) in The anatomy of buzz,. These writers dealt with the spread of connected marketing and its assets for organisations. The most part of these books focused on commercial organisations and use them in example. But the theory can be adapted to political organisations. Indeed, these organisations follow the way of firm and create their campaign as a commercial strategy. The political organisations have been examined across websites and press articles focused on policies. These supports allow to observe the use of connected marketing by political organisations in practice. The criteria

for websites were that the author of the article was a professional or that the website was recognised for its seriousness such as the website Buzz marketing used by marketing and communication agencies.

Empirical research was undertaken by means with a questionnaire sent by email to communication agencies. This process was chosen because interviewees were not influenced by the interviewer and they could fill the form during their own free time. Interviewing, either by telephone or face to face is a costly and time consuming method. Moreover, the interviewee is not in a comfortable environment and favourable position to think about his own experience and opinion. Whereas, email has the disadvantage that interviewer can not be sure about the identity of the receiver and can not manage the time nor the interview. Moreover, the response rate is 1/10, so it is very low and could be of bad quality. The criteria for the survey was that a business organisation based in England which worked in marketing and communication and used connected marketing, always or occasionally, promoted their clients. The sample defined for this survey included 108 agencies distributed mainly in the regions of Yorkshire and London. This selection is ideal in respect of the empirical research and to have a representative sample. A geographical restriction was imposed for practical reasons in case of individual meeting with interviewees. The criteria did not include political organisations because the dissertation focused on the survey and took care of the point of views of communication agencies. In fact, this dissertation should prove that connected marketing can be used by political organisations as well as commercial organisations. So it is an interesting way to know about opinions of professionals. The results have been compared with the theoretical view during the first chapters, and the report is discussed in the last one. The interview is focused more particularly on the ability of connected marketing to hit its target and through which means. Agencies have the opportunity to give their opinion on the use of connected marketing by political organisations in their campaign communication to the general public.



I. DEFINITION OF CONNECTED MARKETING

Connected marketing is based on a simple tactic: using elements of everyday life to spread the message by way of viral, buzz or word of mouth marketing. Ordering drinks all-too-loudly in bars, teenagers on sending emails to friends, setting up one-off «guerrilla» events, that is all actions that may seem innocent become weapons for the connected marketing. Since Seth Godin's book unleashing the Idea Virus, connected marketing has become the best communication tool to reach one of the most recalcitrant targets: 12-to 34-year-olds ⁽¹⁾. Whilst differences may exist between viral, buzz and word of mouth campaigns – although the terms are often used the most powerful media open to marketers are the word of mouth connections joining everybody to everybody in any target market by no more that six links. Indeed, we can establish that an individual is connected to the rest of the World by 6 degrees. So while the viral marketing is especially used for communication campaigns online, the marketing word of mouth is privileged during campaigns more traditional or offline, whereas the marketing buzz is used for campaigns that harness both – often in combination with traditional news media coverage – they all seek to exploit connectivity between people as marketing media.

Not to enter fratricide debates to vote which of viral marketing, word of mouth marketing, or other one of its colleagues is the founding father of this new mode of communication, the term connected marketing will be used as an umbrella term. It includes all promotional activity that uses word of mouth connections between people, whether digital or traditional, as communication media to stimulate demand.

At first there is word of mouth. This communication of peer to peer does not obviously date current. But what is new, is the power, the extent and the speed that conferred it the creation of Internet and more recently media social, blogs and platforms videos.

With Web, an information, whether it is in the form of image, of text or video, can be copied

and spread in a almost immediate way in a large number of geographical unlimited persons. Previously the information was transmitted to some members of family, neighbourhood or office, the Internet user benefits henceforth from tools of communication in the unequalled power up to here.

Viral marketing is an asset to facilitate the transmission of a message of peer to peer. In spite of stressful naming reminding computer viruses, the viral marketing is harmless. The idea is as the functioning of a cold, «to contaminate» a person who will contaminate herself several persons and so on, creating an exponential dynamic.

To do it, contrary to the interruptive side of the traditional advertising (The audience is forced to be exposed to the advertising), it is necessary to propose to the Internet user a content original enough, funny, surprising and interesting so that he decides to transmit it to his circle of acquaintances. A too commercial or too agreed module risks of not setting.

The buzz marketing is another tactic to generate of word of mouth. The concept is to spread the information towards the consumer thanks to an event, a device or a spectacular, surprising and memorable action associated with an organisation... An action of buzz marketing generates word of mouth and media feedback. What is important is to create a reaction and to draw the attention, even if it means creating debate or provocation.

The relai of the media (via an action RP) is essential to avoid getting only some persons exposed directly to the device. It is necessary to facilitate the indirect experiment in the action thanks to videos diffused in media, platforms of sharing videos...

1.1. THE NEW GENERATION MARKETING HAS ARRIVED

Given falling returns and increasing costs associated with traditional marketing campaigns, it was only a matter of time before shareholders and boardroom directors would begin to look at marketing as the next cost bucket to rationalize. That time is now. The challenge is crystal clear: showing that every marketing dollar spent can deliver a healthy, predictable and measurable return on investment. The difficulties often urge marketers to surpass themselves and to create innovative campaigns of marketing that demonstrate the year enhanced return. The solution to reduce the costs is to decrease the media budget to use free and cheap media - as the marketing connected - to propagate messages. These free media, although free, are powerful media of influence ⁽²⁾.

Connected marketing has become the fastest growing form of marketing because marke-

ters and political organisations have mastered the tools and knowledge to permit them to work with it. This control allows marketer to use the rumour to their advantage. They can work with influencers and people to help their ideas reach a new audience. Marketers can create a favourable environment through which the connected marketing could grow and contaminate as many people as possible. The advocates can transmit more quickly and easily the message of public organisations. Internet gives more visibility to a conversation that has always been happening. In addition, today marketers are able to track and measure that conversation. Thanks in part to blogs and the web, it is easy to know what the trends are. Marketers can use the web to listen to the conversation and understand it; they can know who is talking and why they are talking ⁽³⁾.

In addition being a free and influential media, marketing connected is more and more important in the decision process of the citizen. Indeed, the proliferation of the broadcast channels of the information and the variety of the media formats maximize the impact of the marketing connected on the environment of citizens.

The answer is five-fold ⁽⁴⁾:

1. New personal communication technology is increasing the spread, reach and utility of connected marketing: blogs, instant messaging, mobile telephones, email, online review sites and personal websites.
2. The extensive broadcasting of the announcers and the propaganda developed in the publicity urge the citizens to turn to the marketing connected to be made their own idea.
3. Acute advertising clutter is making it increasingly difficult for traditional marketing campaigns to “break through” and capture people’s attention. To avoid the advertising cacophony citizens turn to their friends for word of mouth recommendations.
4. Accelerating media fragmentation is shrinking media audiences; more channels, more media are making it harder for advertisers to reach their target markets through traditional marketing campaigns.
5. People can skip, stop or avoid unwanted advertising message and interruptive marketing campaigns thanks to new ad blocking technology.

Of course, the understanding of the importance of connected marketing is the first step for politicians and public organisation whereas the most difficult step is to know how to harness word of mouth to stimulate citizens. Viral, buzz and word of mouth marketing techniques are the new generation and a logical evolution of marketing communication media.

AN ASSET COMPARED TO CONVENTIONAL CAMPAIGNS

The appearance sometimes deliberately crafted of some campaigns. To take the buzz must obey certain rules. The first requirement: to create a surprise to spread the propaganda. It is necessary to keep a way of work quick and simple not to deter potential participants, and involve a gain. The public sector and politicians saw in the connected marketing an effective way to establish a relationship with their target.

What makes the spread is the funny side, staggered. And to attain it, advertisers, on the Net, would not dare do in a campaign TV.

YOUNG, CHEAP AND DYNAMIC

Many organisations opt for the buzz to refresh, cheaply, an image a little too statutory. Such is the case with the French Red Cross whose campaign entitled «Robert handles» featuring Robert, the volunteer lambda, and Adriana Karambeu, Ambassador-top model of the association, was intended primarily to change the perception that the public had. Indeed, the French Red Cross wanted to add a humorous dimension and convivial its image as a serious reference and to remember that is not an institution but an association which needs donations and volunteers to carry out its actions. Opting for this type of campaign can get closer to the public and especially young people; it is evaluated about £ 20000. A small cost compared to a conventional campaign. Same approach by the SNCF, to promote the use of TGV to an audience of professionals, which did not hesitate to make use of viral marketing by allocating this year 20% of the budget set aside for this communication via its campaign "SOS good excuses". According to Nicholas Jones ⁽³⁾, politicians worried what could be said on connected marketing. They should involve on it and want to control it. Political organisations or politicians were not sure about the importance and the credibility of connected marketing and online networking but now, they use this way to see what citizens are interested on, what they do and to contact young people.

POKER GAME

The danger of this community of media should not to be disregarded. The first is losing control of its message to the point of seeing negative relayed information on his product. The Web 2.0 acting as an amplifier, all returning negative can take one essay. It is the essence of connected marketing: the content of the message is less controlled and its distribution is necessarily less focused. The risk of loss is high.

Another drawback: the exclusion of certain categories of the population. To engage the citizens in the process of spreading the message, it is better that it is rewarding. Furthermore, the impact is limited to Internet users, which, at present, represent only 50% of the French

population. That is why the buzz is part of an overall and in no way replaces a conventional campaign. An American study has found that 15% of citizens each day were at the root of 1.5 billion mentions in the world. For the followers of buzz, the challenge is to identify and reach 15% of these citizens.

INFATUATION WITH CONNECTED MARKETING

The connected marketing follows this logic: the audience involved in the communication process contrary to so-called «top-down» of traditional advertising. However, the public - especially the younger people - Adhere less and less to this type of campaigns that led to the reactions of defiance, and even rejection, with the emergence of movements breaker of advertising and Ad Busters.

In addition saturation for public advertising, the number of radio stations, television channels and magazines continues to grow, and these has also resulted in fragmentation of the audience, and thus make the work of advertisers more and more difficult.

In this context, the emergence of information technology type blogs, YouTube, etc have emerged as great opportunities for marketing alternative; offering public sectors an opportunity to speak with them otherwise. There are three reasons which push the citizen talk about a public organisation or politicians. The first is the affection. People talk about someone because this person is doing something. They want to talk about this organisation because they like it or its project is interesting. The second reason is mainly a question of ego. It often happens that people send unusual or secret information just by concerns of self-esteem. This type of person likes to be recognized for his/her expertise and likes to give advice to others. They want to look smart and important. Talking permit them to feel good. The third reason is the concern of belonging. When a person is connected to a group thanks to information they share, it provokes a sense of belonging. The desire to be part of a group is one of the strongest feelings in society today ⁽⁵⁾.

ADVANTAGES OF A CAMPAIGN OF CONNECTED

The first is that it lowers the cost of contact since it copes with the purchase of space to almost no effect on the dissemination of unsolicited message.

Another advantage is that the quality of the contact is greater than during a traditional campaign because people are more receptive to an advertisement if it is sent by a friend, as it is the case in a buzz campaign. Finally, this form of marketing can create the connivance, membership. That is why all politicians now seeking to establish a Community dimension by inviting people to gather on a platform of free expression under his leadership, and under no circumstances under its control since the exchange may up to criticism. But again, accepting

criticism on a space allows politicians to be seen as open minded. This can be very good for their image. Moreover, a study of the French population of 15-30 years old people performed by Ipsos / Lycos (2006) reveals that on the question of confidence in the information given, the weight of the television advertising are falling: only 15% of young people under 30 years seem to give credit to the speech of this advertising medium. The e-pub is not spared, not collecting that 11% rate of confidence of the people interviewed. However, information on the sites of public organisations or events and forums are considered credible by 16 young people from 15 to 30 years.

The Palme d'Or in terms of confidence returned to word of mouth: 45% of respondents, information transmitted by this vector is trustworthy. By aggregating all the answers to previous questions, Ipsos calculated as a ratio influence / exhibition, which stood at 89 per cent for word of mouth, against 25 for advertising media ⁽⁶⁾.

CONNECTED MARKETING LIMITATIONS

In the case of connected marketing, it is difficult to create information and spread it thanks to informal way. Many films are intended to viral and opt for a tone and a satirical shifted and innovative message. But it does not succeed in touching people; it requires a genuine creativity, as well as a solid knowledge of the techniques that will encourage people to participate.

On the other hand the connected marketing remains limited. We must not forget that this kind of scheme is aimed at promoting the image and play on the reputation of the organisation or its project. Therefore, the ideal is to integrate it in a classical media campaign. The new Home Office campaign, launched on May 29, 2008, perfectly illustrates the synergy that can occur within a combination between a classic campaign and a marketing campaign connected. A 3m pound advertising campaign devised by teenagers to warn young people on the consequence of knife crime, which will run over the next three years, will feature national radio, website and mobile phone adverts as well as print ads and viral to be distributed via social networking sites such as Bebo and mobile phones. The main message of this campaign is «If you carry a knife you're more likely to get stabbed yourself ⁽⁷⁾.»

1.2. MYSTERIOUS, INVISIBLE, ILLUSORY

Connected marketing is often likened to a nuclear radiation or an invisible force (the most common nicknames are «underground» communication, or «the grapevine,» or «the word,» or «the buzz»). The results of the impact of connected marketing are not direct but are real. Buzz travels in invisible networks - the interpersonal information networks - that connect

people to each other. These networks have always been important in the diffusion of certain products. Today they are critical and can no longer be ignored. [...] There are several reasons in the increased importance of the networks. The most dramatic reason is that people have found new tools to share information. On the Internet, giving and asking for advice is as simple as typing a sentence and sending it off into cyberspace ⁽⁸⁾.

The benefits of connected marketing are often attributed to improved propaganda or promotional efforts. For instance, during a communication campaign, various tools are used in parallel to create a synergy, which produces an effect in the political environment. The causal link is most evident when it comes to concrete and physical actions rather than underground and invisible action, as it is the case for Connected Marketing. However, word of mouth should not be underestimated because it was originally all actions of citizens and their effects on behaviour.

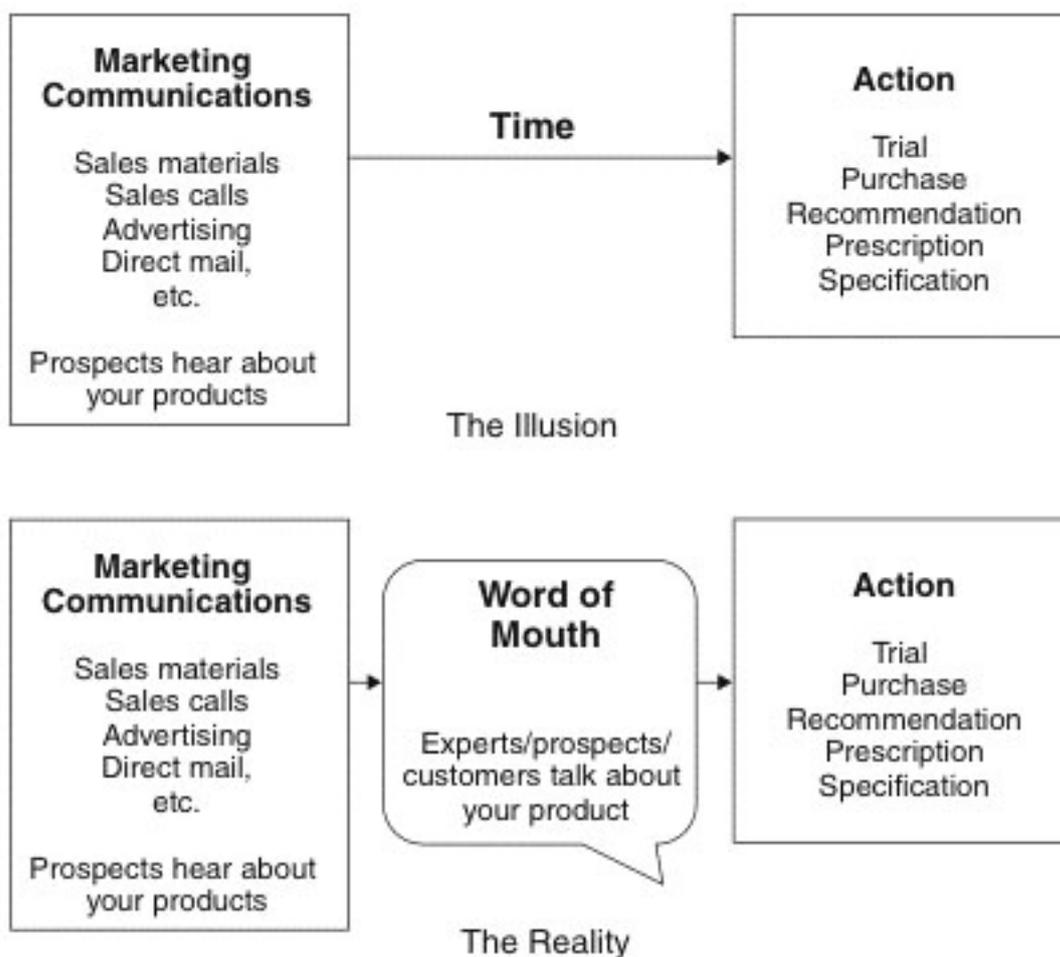


Table 1: redneck.fr

It is illusory to think that only concrete actions such as classic communication campaigns are enough to create a real link with citizens and achieve their needs. It is necessary that politicians and public organisations should be involved in depth in their communication campaign and develop innovative tools and influential to have the adhesion of their citizens to their vision of the political future and their projects. If traditional campaigns are associated with connected marketing, spin will be larger and faster at a lower cost. Connected marketing acts as leverage and an amplifier, which is why it should be the basis for a communication strategy and not be run by the traditional media.

1.3. CONNECTED MARKETING: THE MOST POWERFUL FORCE IN PUBLIC ENVIRONMENT

Connected marketing is the oldest means of communication and the most influential. Yet, as anything that happens naturally, it is also the most neglected.

Politicians surrounded themselves with experts in marketing and advertising. But until now, no political organisation agency has been able to make profits of the incredibly powerful connected marketing. Although the media influence is increasingly being used, it is not yet recognized in the political organisations. Buzz isn't a new concept, but today it is imbued with more value. So it put the media plan down and open political organisations to the next wave of targeted marketing ⁽⁹⁾.

This lack of interest in the connected marketing is mainly due to the fact that politicians believe implicitly or explicitly that control of the marketing of influence is out of their control and it may at any time be turned against them. They feel that the media are more reliable classics and the connected marketing may not be directly part of a comprehensive communication strategy.

However, under good conditions, the power of connected marketing can convey a message without any obstacle and prevents citizens they can impart information. The decision of the citizens is strongly influenced by the world of mouth. Indeed, the daily quantity of information that ordinary people receive is so impressive that it makes a very selective sorting of the data they want to consult. To assist in this selection, the citizen consults the opinion of his entourage and decides what he will do with the general view.

The connected marketing is much more sincere than any promise made by an organisation. Its diffusion is limitless; in fact, it is able to reach more people faster than any other means of communication. In addition, this medium occurs spontaneously, without the advertiser is to be present and the cost of distribution is one of the lowest.

TO BE THE POLITICAL ORGANISATION NUMBER 1

Viral marketing, buzz marketing and word of mouth marketing have the same goal: to make information, organisation, a project or a person remarkably hitting. These campaigns often use surprise, humour, intrigue or pleasure to involve citizens in the dissemination process and enable them to appropriate information. The goal is to create an environment conducive to the exchange of information between citizens and political organisations. By creating complicity, opinions are shared freely and if the opinions are positive, the decision process is accelerated.

This simple economic rationale behind viral, buzz and word of mouth marketing campaign shows how buzz is a means to an end and not an end in itself. A good campaign creates an exchange of information and opinion exchange stimulates sharing. Connected marketing lets you add the enthusiasm necessary for citizens to speak among themselves and with organisations. The goal is to get mixed views of quality and legitimacy, but we must be careful, however, because it also highlights the problems of a proposal or project and its disadvantages. Connected marketing uses potential of information and unlocks and stimulates to accelerate the dissemination and decision-making. The charities have quickly understood the importance of being remarkable. For example, ten years ago Oxfam had 20000 supporters engaging in regular campaigning activities. Now there are more than 220000 active Oxfam campaigners and more than half a million people have signed up to its «I'm in» campaign, a national drive to get supporters involved in everything from online petitions to viral marketing campaigns and awareness-raising events ⁽¹⁰⁾.

THE IMPORTANCE OF SURPRISE

The emotion and especially the surprise is the raw material of connected marketing, it is important to understand it. Unfortunately, this understanding remains limited and comes in large part from the psychological literature. In fact, very few studies have been conducted to examine the effects of surprise on the behaviour of voters and citizens and their involvement in the spread and ownership of information.

Reisenzein, Meyer and Schützwohl ⁽¹¹⁾ explain that, characterized by a specific pattern of reaction, the surprise is a short-term emotion. This feeling can be due to ill-defined expectations, in a message unclear or the consequences of unexpected information. However, when information are mis-expected or unexpected, it is the result of an anomaly of private type normally informal, inarticulate and rash. This sentiment evolves relative to the environment of the individual that suffers. Even if the surprise is a neutral expression, it is often interpreted as positive or negative. We talk about good or bad surprise.

EMOTION VIRAL MARKETING

The word of mouth and viral marketing have similar mechanisms; however, we can see some differences. Beckmann and Bell ⁽¹²⁾ are the differences between these two types of connected marketing especially in terms of the tools used by these two approaches and their results. For example, viral marketing has a spread faster than word of mouth. This is due in particular to the channels used; in fact the viral marketing draws heavily on visual media using both text and image. While word of mouth uses means more primary and more human like face to face and oral messages. Also, it is easier for an organisation to control the virus and to avoid destruction or conversion of the message in time as it depends mainly on the issuer. That is why viral marketing achieved a higher response rate and the involvement of citizens. Connected marketing can influence decision-making by citizens, their expectations and their perception of the situation through the customization of channels broadcast of the message and its content. The involvement of the target and the integration of the message also increase the efficiency of connected marketing.

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II. AS A BEATING OF A BUTTERFLY CAUSING A TSUNAMI

2.1. HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

If the psychology of the Hawthorne Effect all seems a bit abstract, try it for yourself and see how powerful it is. The next time you want something from someone (a salary, a date, or whatever), first do some research with them by asking them for their advice on some matter. It doesn't actually matter what it is that you ask them their advice on; the important thing is to be seen to be listening to what they have to say, and then to tell them that you appreciate their opinion ⁽¹⁾.

Then, simply ask them for whatever it is you want from them. The chances are that your research will have triggered the Hawthorne Effect and you will get what you want. By asking them for their opinion you will have not only created goodwill but also flattered their ego. At a subconscious level, they will feel indebted to you. This psychological indebtedness makes them significantly more likely to agree to whatever it is you are asking of them. By seeing the Hawthorne Effect in action, you'll realize that it is a very powerful influence technique; you'll also know to watch out the next time someone ask you for your advice and then asks you for something ⁽²⁾!

2.2. THE NINE LEVELS DURING THE PROGRESS OF THE CONNECTED MARKETING CAMPAIGN.

Of course, connected marketing comes in different levels depending on the progress of the campaign. The citizen follows a trail in several stages which felt very different from one to another and volute both in nature and intensity. The 9 Steps are described below from the most negative to the most positive stage.

- **MINUS 4**

At this first stage, people talk about the proposal or agency in a negative way and they are closed to any attempt to exchange information. It is a phase of public scandal. People share their experience and discourage anyone from having a positive opinion on the matter.

- **MINUS 3**

This level is quite similar to the previous one. Citizens are doing their best to convince others on the negative aspect about the proposal or the organisation. However, the public scandal reaches the same proportions.

- **MINUS 2**

The process of spreading the message is slow because people will not seek information themselves and generally, the word of mouth is negative. This is because almost every time citizens, interested in the proposition or organisation, will talk it over with someone else who will condemn it. Trying to put out word-of-mouth marketing with conventional fires only throws gasoline on the flames. In this stage, people do not complain openly proposals or agency but do not hesitate to be negative when they are interviewed. In these circumstances, the advertising and marketing more classic can prove to be a holding action, but progress remains slim. People are not very happy with the communication without contact with the sender of the message or with an opinion leader who would have more experience in the subject. However, citizens will not hinder the transmission of the message by propagating a negative word of mouth. At this stage, the first members appear despite the negative rumours.

- **LEVEL 0**

At this level, people are neutral and acceding to the proposal or to the message without really having an opinion. They give their opinions quite easily, but it is not built or argued. The message does not create a lot of word of mouth.

- **PLUS 1**

Citizens exchange naturally and frequently to talk about the proposal and, often in a positive way. In this situation, classical marketing can support the marketing connected citizens and bring to the next level.

- **Plus 2**

In this phase, citizens are an integral part of the spread and promotion of the message. They are satisfied and do not hesitate to praise the merits of the proposal or of the organisation. Here, classical marketing is useless, and connected marketing is much more powerful in influencing the decision process of the citizen. It is imperative to provide the necessary means to connected marketing to maximize its effectiveness.

- **Plus 3**

Citizens are players in the connected marketing and are doing their best to convince other people to join the movement. Once again, it is important not to save the means of exchange between citizens and spread channels of the message.

- **Plus 4**

Citizens speak continually of the proposal or of the organisation. They ask for advice and give their opinion. Leaders of influence and experts are the first players to praise the merits of this proposal or organisation, followed by ordinary people.

The goal is to get a growing awareness. At this level, it is necessary to control information, the reactions of the people and their expectations. Connected marketing should not falter at the risk of disappointing people.

It should also add value. Connected marketing is creating its own growing and gaining the support of the citizens. The virus spreads at an exponential rate and infects others who will contaminate their own entourage.

Word of mouth should be maintained and its content constantly updated.

Here, the media and newspapers relay information and comments.

2.3. CREATING POLITICAL ORGANISATIONS' ADVOCATES

Ensuring that members of a party, or those ordinary citizens do the marketing campaign of a political party or a public organisation by themselves by turning them into active participants in the transmission of image or message is a perfect illustration of the power and profitability of the marketing strategy of word of mouth. Public organisation advocacy programmes can harness the goodwill and energy that already exists in the political environment, leveraging the sizeable investment that many organisations make in getting people to love them. E.M. Rogers proposed that adopters of any new innovation or idea could be categorized as innovators (2.5%), early adopters (13.5%), early majority (34%), late majority (34%) and laggards

(16%), based on the mathematically-based Bell curve. [...] Each adopter's willingness and ability to adopt an innovation would depend on their awareness, interest, evaluation, trial, and adoption ⁽³⁾.

To maximize the effect of connected marketing, it is essential that citizens feel involved in the life of the public organisation as if they belonged to a big family. This personalization of the message and communication tools is not only an emotional bond with the public body, but also by fostering a sense of belonging and active transmission of the message by citizens themselves.

2.4. THE POWER OF CONNECTED MARKETING

INDEPENDENT CREDIBILITY

It is this independence that gives connected marketing much, but by no means all, of its power. But then where is the strength of word of mouth marketing? Is it because of its objective, independent, nature? Why is this independent credibility so important? Because a decision maker is more likely to get the whole, undistorted truth from an independent third party than from someone who has a vested interest in promoting the public organisation point of view. It is in this unique credibility that connected marketing draws its strength. As we have just seen, that credibility can be a major asset if it is positive but can also be destructive if it is negative.

Digital word of mouth also means authors can find themselves, surprisingly, wielding power. For example, Paul Staines, with the nom de plume Guido Fawkes, has named an alleged lover of John Prescott, adding to the pressure over the former deputy prime minister's private life. It has established a reputation for breaking Westminster taboos, publishing gossip ⁽⁴⁾.

EXPERIENCE DELIVERY

Experience Delivery is a second reason why connected marketing is so powerful, and it is also used to see even more than word of mouth's independent credibility. Andrew Graham explains that citizens are also entitled to participate fully in society; and democratic discussion, much of which takes place via television, radio, internet and word of mouth, is an essential part of such participation ⁽⁵⁾. It is crucial to understand that the transmission of individual experience is the key to the power of connected marketing. This understanding can be channelling connected marketing in the right direction. Nobody has found other reasons to explain the power of connected marketing, apart from the almost convulsive transmission of information or a personal experience. There are only two ways to get experience: directly

or indirectly, although the first is the best teacher. Indirect experience - that is, hearing about other citizen's experience - is actually a better solution than direct experience in many situations: Someone else is footing the bill and spending the time, and you can pool the experience of several people so as to have a greater sample. If the trial fizzles, their reputations are damaged, not yours. All in all, indirect, vicarious experience is a safer, better deal.

This sharing of risk - talking with others about the law project, comparing experiences, and helping each other sort it all out - is the most powerful secret of connected marketing power. The experience of the entourage of a citizen takes its importance at a crucial time as in a decision or an implementation of a bill. It is in these uncertain times that the citizen is the most sensitive to what surrounds it and especially the advice of his relatives. Laudon and Traver⁽⁶⁾ summarize that it is this experience delivery mechanism which gives word of mouth marketing its power. And it is only thanks to a positive experience that full adoption is possible more than anything else.

Another way of saying this is the single greatest factor holding it back from greater and faster acceptance has usually been that lack of positive experience with an organisation publicly. The faster will be that experience delivered, the faster people will feel comfortable enough to go to full involvement of the message.

RELEVANT AND COMPLETE

Connected marketing is a live; it is a communication channel dynamic, evolving and interactive contrary to how communicate most public organisations. When a citizen spreading information within his entourage, naturally he targets people who may be interested or concerned by this information, whether a bill, an election or otherwise. It requires citizens who transmit the message to know him and his research interests⁽⁷⁾. The advantage here is that connected marketing is tailor-made to match the target and adapts naturally to the receiver. When an issuer recommends a political organisations action, he gives his personal opinion and not a sterile argument that professionals can produce. It also illustrates the council by its own practical experience, which gives more weight to his argument. The issuer is responding to questions, the most important questions, the ones the decision makers themselves are asking. Therefore, citizens have needs of a relationship of trust with political organisations to create their own advice and make their own decision. That is why, connected marketing is seen as more relevant and more complete than all other forms of communication. Bob Satchwell⁽⁸⁾ argues that connected marketers can be expected to get it right unless political organisations give them the correct information in the first place. No one has the right to complain about connected marketing if he/her doesn't give the truth.

IT DEVELOPS ITSELF

Connected marketing is like a breeder reactor. It is self-generating, self-contained, and it wastes nothing. For example, if you take a sample of ten people and they talk about their experience to all members of the group, we get one hundred direct experiences. If each of these people contaminates ten other people, it creates miles indirect experiences, which are almost as powerful as direct experience. This mechanism can be reproduced ad infinitum, what has given connected marketing nicknames such as viral or epidemic marketing. To take a more concrete example, if 25 people tell 25 people and the process is repeated five more times, the number equals approximately the population of the United States. One more interaction and the number equals approximately the population of the entire world!

In this way, information does not have much time to reach a maximum of person. In contrast, a traditional communication campaign, using advertising media, affects only a limited number of persons in contact with the media, since the exposure is limited to just the direct and pass-along receiver. Hence, mass media are used to reach a larger number of people. Connected marketing is unlimited. In theory, you could just tell the right opinion leader, who would use his own network to spread the message and hit as many people as possible. After the information will be forwarded from person to person. Of course, in real life, it is better to reach and convince dozens to hundreds of influencers leverages to increase the chances of reaching the critical mass to create a word of mouth and chain explosion. To illustrate, in the past, employee could spread information to five colleagues, but now office employees work with spiders webs of relationships that span thousands of miles and thousands of people. So if this employee sees an interesting buzz, he forwards it to a list of 30 buddies ⁽⁹⁾.

Why are these fountainhead and leveraged influencers powerful enough to react to their surroundings and influence their decision? What pushes them to transmit information to the largest number and not only to their close? Because they are luminaries, experts, gurus, and mavens. Each of them has created a network that can spread worldwide, national or local. Their sphere of influence may include in the dozens up to the hundreds of millions. The secret of its guru, who incites a lot of person to act, is very simple: Trust. People trust them to filter, distil, and objectively evaluate the situation, verify authenticity of the information and present it in a recommendation that is most likely to be right.

2.5. OPINION LEADERS: A HIGHWAY FOR VIRAL MARKETING CAMPAIGNS**PENETRATE THEIR NETWORK**

Connected marketing campaigns must use opinion leaders to penetrate their circle of influence and success of its research and citizens relationship management. The fluencies for-

mula also shows how marketers can pre return on investment by qualifying viral marketing campaigns. It is imperative to definite a profile of opinion leader to understand who receives the message of public organisation, how information is disseminated through the leader's network, and to measure the impact of connected marketing campaign on the political organisations. The Internet has evolved considerably since its appearance and whether it was true that at the beginning of its use by citizens of bases there remained a world without laws, but it did not stay long time wild. But the Internet remains a medium much more flexible than traditional media. Politicians can extend the lifetime of viral campaign by getting to know who are the opinion leaders interested in their organisation or proposal, earning their trust and communicating with them as business partners on an ongoing basis.

EXPERTS LIKE TO INFLUENCE

It is clear at this stage to understand that the source of connected marketing is crucial to the success of the campaign. Some basic principles may seem obvious, but it is necessary not to underestimate them in order to start the connected marketing campaign on a good foundation and ensure the successful completion of goals. One of the reasons that the effectiveness of connected marketing is its rapid spread, is that influencers like to influence. Some people prefer to follow trends or stay out of major decisions, but influence leaders prefer to create their own movement and inspire thoughts of their entourages. They are independent from mass, work with their own procedures and are confident in the knowledge that they have checked before. That is why it is important to adapt the connected marketing campaign to these opinion leaders. There are an infinite number of possible reasons to explain the behaviour of opinion leaders, but it is impossible to treat all of them in this essay. However, if we were to retain one it, is that influencers likes to create a sphere of relationship and they like to influence and educate these non-experts.

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III. CONNECTED MARKETING PRACTICE

3.1. CONNECTING MARKETING APPROACH

Connected marketing is not to stay long in the shadow of advertising thanks to the success of these objectives and the extent of these results. PR can be powerful if it is combined with connected marketing approach and can be an asset in generating buzz for political organisations. To achieve this goal, political marketers and PR practitioners must unite their strength and overcome their prejudices. When a PR campaign is planned with advertising or other classical communications and connected marketing, it can reach a lot of citizens and generates a huge positive buzz.

For 6 years, online monitoring and business intelligence have seen their use increase significantly. More and more politicians or public organisations have realized that if they want to depart of the major players in the political organisations, if they want to reach the stakeholders of this environment, they must all know what is being said or not on the Internet and have a visible presence in this network without frontiers. These vital need evolves at the same time as the development of the Internet and its trivialization with citizens. Enter online monitoring and business intelligence gives the public eye which sees further, a language without frontiers, ears to listen. These assets can transform threats to opportunities. Allison Potter-Drake ⁽¹⁾ compares new practices of political organisations in general with poker. Indeed, the theory of poker is based on the principle that a communication campaign is not a pure strategy, but is composed of a mix of several strategies. It also specifies that the knowledge of the different players is a power necessary to the success of a communication campaign but knowing the odd, do not help to play. (Allison Potter-Drake, 2008)

3.2. MANAGEMENT OF CONNECTED MARKETING

Politicians and public organisations should take care after connected marketing that is going on among linked citizens, and all of stakeholders. Each person has his own reason to talk about an organisation or a politician and usually it is the best motivator to create word of mouth. Political organisations have already started developing marketing connected to an occasional basis. However, communication campaigns are generally creative and push the citizen as to talk around him and thus send a message ⁽²⁾.

There are certain market influencers who play a crucial role in connected marketing. It is necessary for public organisation to create a strong link between them and these influencers thanks to a communication based on trust and transparency. Thus, they become powerful advocates for public organisations.

A good communication campaign must be planned in integrating advertising, PR, events, Internet campaigns, Connected marketing, etc. in order to maximize its impact ⁽³⁾. However, these different media of communication are often the speciality of different departments within an organisation or agency and insulation, different way to work or the ego of the staff does not permit a good cohesion between these different tools. According to Jon Berry, a lot of ad agencies are still fairly fragmented. They have an Internet marketing group, or a web advertising group on one hand, and a TV advertising group on the other.

Connected marketing does not work as a stand-alone activity. When creating viral advertising films, issuers need a viral marketing specialist, an ad agency and a production house, a web agency, a technology partner and the PR team all around the same table. When political organisations want to know and engage with their influencers, they have to involve their web people, the market research department and their PR people. And in both cases, they really have to work together – across disciplines, across departments, across companies. If they don't, the whole initiative won't work. And things get worse when more complex projects such as alternate reality games are on the agenda. They really do require a degree of collaboration that should not be underestimated.

3.3. PRINCIPAL TOOLS OF CONNECTED MARKETING

INTERNET AND ITS INFLUENCERS

The Internet is now attended by more than 1.3 billion citizens. A small minority, 50 to 60 million young Net addicts form a very influential subgroup can do and undo the success and

politicians on a media increasingly important for citizens.

These 'Net addicts' offer profiles fairly settled: young (under 30 years), they are socially committed. Rather altruistic and selfless, they care about the environment and are ready to make a sitting, to say and to express their opposition. Not even conformist libertarian, these Net addicts are not like everyone and are researching new information. Distrustful by nature, they suspect political organisations of all evils they denounce without mercy and without delay. PR people's ability to have a direct relationship with their constituencies brings them a new responsibility: in the age of link, when citizens can click straight to the source for information from companies, politicians, or governments, what citizens find had better be complete, open, honest and reliable, no longer obscured behind the lie or commercial adds. Or you'll buy buzz, all right. Bad buzz ⁽⁴⁾.

These addicts Net are at the forefront of new practices on the Internet. They contribute to start new services or informations they drop out when the mass seized them at their thereafter. They then plunge into new horizons thus the daily cycle of creation on the Net. The political organisations or politicians must address these addicts Net with the utmost caution and should avoid any attempt at manipulation which inevitably would return against them. If these Net addicts contributors have a definite influence, they do not forget that their way of thinking and their opinions reflect only rarely citizen's behaviour. They should therefore listen to what precursors and amplifiers trends are.

The Net addict contributor is primarily an innovator born. He wants to be the first to try out news and he wants to keep at the forefront of avant-garde. The addicts Net (creators or consumers of content) as a part of a whole are convinced of power and make a difference through their actions even small-scale. However, the contributor (creator of content) differs from consumer content by its propensity to regard them as a natural leader that moves him to think that his opinions have influence on others. Moreover, this contributor wants to be different and other non-compliant. Despite the craze for technology and uses Web 2.0 (blogs, social networks, wikis, Ajax, etc.). The vast majority of young Internet users aged 15 to 29 years are consumers before being creators. In mature markets like the USA and France, only 12% of young Internet users would be creators or contributors (against 7% in China), 8% (4% in the Chinese market) of them being qualified "addicted" to the Net ⁽⁵⁾. The consumer content offers a radically different profile. It takes regular contact with contributors and will be among the first to adopt the innovation issue creators. Thus, it will help bring some of the most radical behaviour of creators in a more suited to mass copying and spreading and select these behaviours. This process translation extends the scope of some of the sites / applications / concepts in bringing their audiences wider and a larger number of users. Their success then attracts Politicians to finding an audience. The creators then turn to another idea, another site or concept allowing the cycle reset.

VIDEO POST ON DAILYMOTION, YOUTUBE

According to a new study by Jupiter Research, most viral marketing videos do not achieve their goals. Only 15% of videos «viral» are able to motivate people to get the message around them. This is because when a video is produced for the web, it is automatically labelled «viral». This is the same problem when a little involving interactive campaign is presented as viral (although any communication campaign on the Web should be the basis for involving have a minimum of success), or when all virtual campaigns target influencers. Advertisers do not make the difference between a classic video and a viral video published on the web. Beyond the trend which begins to steam, it is necessary to redefine communication tools used on the net and well differentiate the so-called viral campaigns and more conventional. This does not make the video less effective, but it would allow the advertiser to know clearly what to expect without creating disappointments.

A forum on TechCrunch has revealed the techniques used by some marketers to make a classic movie more viral. The idea is based on a simple psychological mechanism: popularity. Citizens watch, give their view and adopt what is popular. The disk majors are well aware that the entry of a disc in a ranking pushes massive sales of this disk. The film majors are sure to maximize the entries in the first days of release of a film to go directly into the box office. Some authors have also confessed to having bought several tens of thousands of copies of their book back in the rankings Sellers ... This has enabled them to remain there for several weeks. For videos, it is the same principle: a viral video has 48 hours to appear in the selection of the best days of videos on YouTube, Dailymotion ... And for that, according to the author, all means are good, bought tickets on blogs, fake profiles on the forums, spamming profiles on MySpace, Facebook ...

To show the power of these web sites which offer online videos, politicians can just take as an example the Netherlands. Traditionally, Oudejaarsdag, the «day of the year gone by» (December 31), is celebrated with excessive fireworks, so to resolve this problem which can have serious consequence, the Dutch government has launched viral videos to show its citizens that a firework remains a dangerous explosive that must be handled carefully. In one week these videos have already accumulated 500 000 views on YouTube. This video shows trafficants of firearms buying fireworks and ending up in danger because of mishandling. To be sure to reach a young audience not always thinking of their own safety, the government was served with humour and intelligence of a current situation to spread his message ⁽⁶⁾.

BLOG MARKETING

Marketers are not sure if blog marketing is just a passing fad in the fading world of marketing, or if it is a significant, representing a structural change in the way of creating a link with citizen. This change appeared during the last electoral period in France and in England and

it will have an increasingly important role over the next few years. Because marketing blog helps politicians replace control with collaboration, dialogue and monologue with interruptions and commitment. Blogs represent a new form of democracy and permit to ordinary people to become a media producer, not just media user – with the number of published blogs exceeding 10 million, and growing by one million every month ⁽⁷⁾. Thanks to the fast growth of networking communication technology, blogs can rival traditional media in term of multimedia experience.

This cyber company also influences the fundamentals of politics and requires profound change in the way of communicating for politicians and the expectations of cyber citizens. Today, politicians must ensure their awareness on being likable, offering a message with broad resonance and showing up in ads. Politicians must ensure the cohesion between their message and the various tools of communication they use but also adapt them to their target. Citizens are not just dopes, sitting in front of their TVs or computers waiting to give some Pavlovian response. The basic rules of the exchange between citizens have evolved with the arrival of new technology. These inventions change the way people live and make all that surrounds the scope of citizens as the click of a mouse.

For instance, politicians are turning to the Internet to get their message and their contents available to the public. This is the case with Republican Conference, the party's message centre on Capitol Hill which videotapes news conferences and other appearances by GOP leaders, making them available for downloading. This strategy has proved very effective, since few means of communication, nearly 50000 people have subscribed to the free podcasts, most from outside Washington ⁽⁸⁾.

GAMES

Game is the first connected social experience between a person with friends, family, politicians and marketers. Thanks to ideal audiences and channels for political games, entrainment interconnected communities are a real asset to combine the fastest growing form of entertainment within the ultimate connected venues for marketing. The potential to delivery marketing messages is also significant ⁽⁹⁾.

However, politicians and public organisations have just realized the huge influence and the rate of memorisation that can have an advergaming on citizens. There are plenty of opportunities to create the buzz thanks to virtual game and results are very promising. The game brings together communities of people, encourages multiplayer and stimulates massive word of mouth. The virtual game helps to create a link with the citizen and a strong presence on the web for very low cost compared to traditional marketing channels.

The Norwegian government has just published a viral application which illustrates the effectiveness of a viral game. A mini-site rather aptly playing on visual and sound effects helps to prevent the use of the three best known drugs (marijuana, coke and heroin). The Northern European government has bet on an alternative solution to convey his message to a young population which is sometimes closed to any communication with the government. Previously, the Danish government had resorted to a similar campaign for road safety ⁽¹⁰⁾. However, the English government does not remain a gap in this new marketing enabling us to reach the young population, which has remained up to present easily accessible. Indeed, during the 2006 elections, the Electoral Commission's New Initiatives Fund and Delib, an e-democracy company, joined their efforts to promote a website by a web-based viral marketing campaign including a game called «Elejumper.» The site had 20500 visitors during the local election campaign ⁽¹¹⁾.

Three local authorities turned to email and text messages to encourage young people to vote in this month's local elections. The London borough of Lambeth, Swindon and Tamworth councils, were the first authorities to test Election Alarm Clock, an automated reminder service. Voters who sign up to the service receive a series of regular emails and text messages reminding them of the deadlines for electoral registration, postal vote registration and Election Day. The site had 20,500 visitors and sent out 850 reminders during the local election campaign. Jointly funded by the Electoral Commission's New Initiatives Fund and Delib, an e-democracy company, the service was promoted by a web-based viral marketing campaign including a game called «Elejumper». Chris Quigley, director of Delib, said he was «very encouraged by the amount of interest».

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IV. ANALYSIS

It was though the simpler the questionnaire was to be completed, and then the more likely the business would be to complete it. The questionnaire should vary the type of response proposed to the interviewee such as multiple-choice questions, ranking in order of importance or issues closed and open. This helps keep the interviewee's attention focused on the questionnaire and does not install monotony in the choice of response. The question should not exceed two pages in order not to discourage the interviewee. Taking into account these different criteria, the return will be better quality and more numerous. The questionnaire was sent to agencies based in England which work in marketing and communication and use connected marketing, always or occasionally, to promote their clients. The questionnaire can be seen in Appendix A. A total of 108 questionnaires were sent to communication agencies by mail. The questionnaire has been sent as many times as the same list of prospects to increase the number of return. In addition, several agencies had been contacted by telephone or during meetings, which eased the administration of the questionnaire. Thanks to this shipment periodical, the number of forms returned and useable was 22, a response rate of 23%. The response rate is statistically acceptable as it provides an adequate amount of responses for the purpose of the research. The purpose of the survey is to confirm or deny the information found during the desk research.

Analysis date for the purposes of public sphere is carried out with the assistance of Excel, a Microsoft software. The result of this survey can be seen in Appendix.

The first question deals about the advantage of connected compared to conventional marketing campaigns. It can be seen that the modern citizen rejects push marketing communications. They have conditioned themselves to tune-out from interruption marketing. Political organisations are an increasingly important component lifestyle for citizens - a political organisation defines a sense of self identity. Those organisations which connect and engage with citizens in a dialogue which respects and reflects their attitudes, are the ones which

consumers embrace into their lifestyles, and will ultimately succeed. An other advantage of connected marketing is its effectiveness; the more connections can be made between message and audience the greater the efficiency of the campaign. In addition, coverage and cost are optimized through the participation of citizens in spreading the message.

However, this alternative marketing has certain limitations. Indeed, the 3 reasons encountered in the connected marketing campaigns most often quoted in question 2 of the study are the multiplicity of sources and interpretations that can jam the main message. Then, that no one picks up on it and it fails completely, there are no guarantees. And if that engagement and dialogue is in a public space, the lack of control can lead to anti-politic or subversive activity which damages the political organisation's equity. It also limits competitive edge.

However, these limits may be reduced through effective communication strategy and a strong involvement of political organisations. Connected marketing continues to its development and is increasingly used by political organisations. This enthusiasm for connected marketing resulted in the majority of respondents (Question 3) by its many advantages cited earlier; the most striking is its inexpensive cost. Indeed, traditional push marketing is increasingly expensive and increasingly ineffective. Besides, spreading the message based entirely on trust that can have a citizen to his entourage. This way of reaching the target audience guarantees a spread of quality and quantity, since the development of the Internet fosters the spread en masse. Digital has provided the bridge that joins up the public sphere.

To reach its target and generate interest, connected marketing uses many feelings. Some emotions are selected by marketers for their effectiveness to deliver a message and the recipient involved in spreading this message. The humour and surprise are the most powerful emotions to reach citizens. Unanimously, all communication professionals surveyed say they use these emotions to improve the image of political organisations or disseminate messages (question4). Irritation and shock come in second place with a utilization rate of 25%, but often not practiced since they are often seen as negative. However, we must not forget that connected marketing uses trust. Therefore, any information must be relevant and true.

This transparency in the message can more easily reach the target. The message and means of communication used should be appropriate to the target and objectives. However, the advice given by a person of trust is always more valuable means of non-custom or anonymous communication. The political organisation must prove its relevance and demonstrate an insight which resonates with citizens beyond message. If the organisation can demonstrate its

role in citizen's lives, then they are more likely to embrace it. (question 5)

It can be seen from the question 6, that the better tool to reach citizens during a marketing campaign is connected influencers or opinion leaders. The second tool is television. Namely, 65% of the communication agencies use this mass media, whereas the majority of agencies, 50% employ the online networking to infiltrate the network of influence and build a relationship of trust with citizens. The marketers are turning increasingly to new technologies like traditional sites and blogs. Indeed, they are used by 40% of communication agencies. The most traditional media such as radio or the press are mainly reserved for more conventional communication campaigns.

All communication professionals are willing to assert that influence is the best way to reach guarantee but should be supplemented by all of the other roads. However, opinion leaders remain difficult to approach and their network is impervious to any person who does not play fair play. To penetrate the network of opinion leaders, it is necessary to make a great deal of preliminary research in order to fully understand how their work and environment evolve. The goal is to find the individual at the top of the tree. Then, communication agencies may seek direct contact with influencers on a sound basis and without defects. (Question 7)

The communication agencies surveyed gave the main reason for their choice of connected marketing to reach their target. Out of the number of agencies which gave this as their main reason, all of them think that it is a good solution to mix with a classical connected marketing campaign. They explain that traditional marketing can still create compelling ideas which form the basis of a campaign and All campaigns work better if they reach people on a number of levels. Indeed, the message must be seen or heard by 3 times the target to be taken into account by the latter. By merging traditional means of communication and marketing alternative, marketers are maximising the full scope of influence. (Question 8)

One thing is clear view of the testimony of communication professionals. Indeed, communication agencies find that connected marketing is becoming more and more important in the political sphere and that is present in most political campaigns. This has all chances to persist until connected marketing remains open and transparent.

Marketers also make connected marketing tends to be more professional. Indeed, political organisations now follow the path of commercial organisations and are turning to communication agencies specializing in marketing alternative to build their campaign.



CONCLUSION

To conclude, connected marketing is a process in which political organisations use opinion leaders to reach citizens. However, this alternative marketing does not only accelerate decision process by removing the barrier to trial among the key opinion-leading to 10% of your target, but also to use people converted to the cause of the public organisation to deliver the message, as called Hawthorne effect. Although the experience of opinion leader is the best argument possible with the other citizens, the integration of all participants in disseminating the message offers value added extra: a mark of involvement. This work in pairs with the community and opinion leaders allows for a better connection with the target and a better collaboration. The opinion leaders like to be involved in a project rather than to be forced to follow suit. And by creating dissemination autonomic and voluntary seeding, trials are more easily controllable, measurable and scalable. The strategy of spreading information is: political organisations advocacy. Indeed, politicians no longer hesitate to use connected marketing to support their candidacy during the elections. For example, Internet-based fundraising events have netted \$ 6m in a single day, and Justine Lam, Ron Paul's tech-savvy e-campaign director (libertarian Congressman), has used YouTube, Facebook, Twitter and all the other burgeoning opportunities for viral marketing to spread Paul's message. In his most recent address on YouTube, Mr Paul said «things have gone much better than I ever dreamed.» (The Independent, 4 February 2008) It is essential not to forget that the Internet is an inexhaustible source for citizens. This cyber media also influences the fundamentals of politics and requires profound change in the way of communicating politicians and the expectations of cyber citizens. Today, politicians must ensure their awareness on being likable, offering a message with broad resonance and showing up in ads. Politicians must ensure the cohesion between their message and the various tools of communication they use but also adapt them to their target. Citizens are not just dopes, sitting in front of their TVs or computers, waiting to give some Pavlovian response. The basic rules of exchange between citizens have evolved with the arrival of new technology. These inventions change the way people live and make everything that any citizen could want, available at the click of a mouse.

Connected marketing reflects pop culture or ignites it. Buzz is like a wind or a noise that seeps into the conversations, runs in the street, crosses the wall of the most closed area, and contaminates the people who surround to spread its message like a virus. The noise is transmitted and before someone could react, it is already too late; it enters the school, clubs, offices and even the sacred places. The rumour is one of the oldest means of communication and dissemination of information. Today, marketers have been able to master it and use it to their profits. Connected marketing has not finished to be developed and marketers will be ruse to stand out compared to other connected marketing campaigns more and more frequently. At the present time, connected marketing is defining and redefining itself as it grows. To remain competitive and innovative, a team of connected marketers must have three strengths: perseverance, patience and flexibility. The beginning of any groundswell movement has its pioneers. The pioneers must have a consistent experience and an understanding of the ground work to acquire its legitimacy. Now it is time for the new generation of marketers to acknowledge this marketing method and develop it in order to reach a greater audience. Although connected marketing has been used for a long time by enterprises, it is yet to be trusted by political organisations and used in a more confident approach, as, at the moment, it does nothing more than a timid appearance. This new marketing is an asset in a communication campaign and allows the political world to create a link with citizens. Connected marketing builds on a new way to bring these asset to citizens in actionable and encourage them to work with marketers as political partners. The key to marketing is connected to find the good means to create a mirror, an image. This will help the political organisations to reflect or ignite pop culture to get people talking.



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