

Chevrolet Aveo "Get Real" Viral Success

Strawberry Frog (now Amsterdam) and Chevrolet produced creative that poked fun at their competition, in a humorous way. The 7th Chamber seeded the video with their well researched and proven viral marketing strategies. Tracked through 7th Chamber's Diffusion Media Tracker, which monitored views, audience demographic breakdown, location, comments, # of embeds, # of sites and blogs, key word returns from Google.

And...Chevy achieved 1,792,444 views, 300+ conversations and placement/coverage on 184 carefully chosen sites and blogs. Most comments referenced the amusing nature of the ad and generated good will and positive "buzz" a key Chevrolet objective worldwide.

YouTube "Awards": Most viewed of the day, Top Rated, Most Discussed and Most Responded to in Auto and Vehicles. The quality viral commercial created by Strawberry Frog and Chevy also achieved the same YouTube awards in important Chevrolet identified markets such as Germany, Hong Kong, Brazil, France, Australia, Canada, Italy and the UK.

The campaign continues to create discussion and find new audiences daily.

Client: Chevrolet AVEO

Agency: Amsterdam Worldwide (Strawberry Frog)

Budget: Undisclosed

Date of Campaign: April 29th 2008 for 12 Weeks

Case Study URL: <http://www.the7thchamber.com/casestudies.asp>