

SUCCESS FACTORS FOR MAKING ONLINE VIDEOS GO VIRAL: A CASE STUDY ON “KOLAVERI DI”

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Abstract

Viral marketing aims at using the internet to promote a product or company through a web site, video, game or other message spread by the internet users. A viral video is one that becomes popular through the process of internet sharing, typically through video sharing websites, social media platforms and e-mail. Viral video marketing through online communities has become an essential marketing tool for the organizations in the present economic scenario. Organizations are designing unique videos for business promotion and using the phenomenon of social transmission to make these promotional videos go viral through various social networking sites like YouTube, Facebook and Twitter. This research concerns the phenomenon of social transmission of viral videos and explores the existing literature on viral marketing along with analysis of viral video case study on “Kolaveri Di”. In addition to suggesting viral marketing strategies, the aim of this research paper is to examine the creative components of online video content. With the help of a case study researchers have tried to uncover the success story of “Kolaveri Di” as it is India’s most successful campaign till now and have analyzed the viral marketing campaign for the “Kolaveri Di”. Researchers have identified that the phenomenon of social transmission plays a major role in making any video viral, especially through sharing on YouTube. This research discusses the complex interplay between the social networking platforms, role of emotions in viral videos and effective video content to gain a deeper understanding of what leads to the spread of a viral video on internet. Marketers seeking to

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design viral videos to break through the clutter can apply the results of this research to design effective content for online videos. The researchers have concluded with a discussion on the managerial implications of the case study for online marketers interested in leveraging viral marketing strategies for business development.

Keywords: Viral marketing, word of mouth communication, online marketing, social networking sites, YouTube, marketing strategies.

Introduction-

The concept of viral marketing is not new. Word-of-mouth marketing, viral's forefather, has been existing for ages. The principle behind word-of-mouth marketing is simple; use influencers to generate peer-to peer product recommendations or buzz. The Internet has radically changed the concept of word-of-mouth, so much so that the term "viral marketing" was coined by venture capitalist Steve Jurvetson in 1997. The term was used to describe Hotmail's email practice of appending advertising for themselves to outgoing mail from their users. The assumption is that if such an advertisement reaches a "susceptible" user, that user will become "infected" (i.e., sign up for an account) and can then go on to infect other susceptible users. While email may have been the original catalyst; the advent of social networks, online communities and chat provide the ability to distribute information exponentially faster than ever before. Where word-of-mouth marketing could take weeks or months to reach a thousand people, viral marketing can reach hundreds of thousands or millions in a matter of days or hours. The spread of an effective viral marketing campaign is akin to an epidemic outbreak of a virus, limited only by the potency and relevance of the marketing message. The Wikipedia defines viral marketing as "marketing techniques that seek to exploit pre-existing social networks to produce exponential increases in brand awareness, through viral processes similar to the spread of an epidemic. It is word-of-mouth delivered and enhanced online; it harnesses the network effect of the Internet and can be very useful in reaching a large number of people rapidly. Because the distribution model is free, viral can potentially be lower cost and more effective than traditional media.

The basic objective of this research paper are-

- To study the concept of viral marketing by exploring the various success factors behind the success of 'Kolaveri Di'.
- To prepare a case study of 'Kolaveri di' and evaluating various media channels and promotional strategies that was used to promote 'Kolaveri di' song.
- Based on the study of 'Kolaveri Di', researchers have given suggestions so that marketers can take advantage of the viral marketing for promotion of their business.

LITERATURE REVIEW:

Viral marketing is using the Internet as a social network to promote a product or company through a web site, video, game, or other message spread by Internet users. The idea of a viral situation is that when a user sees the message, he or she will pass it along to his or her friends through online communication or verbal word of mouth; the message spreads like a virus and its goal is to "infect" as many users as possible (Lodish, Morgan, & Archambeau, 2007). Viral marketing usually encourages users to interact with an advertisement in order to capture consumers' attention in a time when they are able to choose what advertisements they want to see and when (Howard, 2005). *Advertising Age* reported that viral campaigns average 35% of their total viewer ship in their first week, experience 20% growth in the next two weeks, and finally settle into a steady 10% rate in subsequent weeks (Cutler, 2009). David Meerman Scott (2007) cited the "dancing baby," spread through e-mail, as an early example of a viral video. Another reason for viral marketing is that it is generally cost effective. The interconnectivity with internet is a global phenomenon that facilitates the dissemination of both positive and negative word-of-mouth (Shankar, Smith, & Rangaswamy, 2003). However, marketers have noted the customer-leveraging possibilities the Internet offers (Brodin, 2000), among which viral marketing is amongst the most intriguing. The goal of viral marketing is to use consumer-to-consumer (or peer-to-peer) communications—as opposed to company-to-consumer communications—to disseminate information about a product or service, thereby leading to more rapid and cost effective adoption by the market (Krishnamurthy, 2001). Viral marketing exploits existing social networks by encouraging customers to share product information with their friends. Previously, a few in depth studies have shown that social networks affect the adoption of

individual innovations and products (Rogers, 1995) or (David Starng and Sarah A.Soule, 1998). There needs to be a greater understanding of the contexts in which viral marketing strategy works and the characteristics of products and services for which it is most effective (Mani R. Subrahmani and Balaji Rajagoplan, 2003). Hotmail spent a mere \$50,000 on traditional marketing and still grew from zero to 12 million users in 18 months (S.Jurvetson, 2000). The Hotmail user base grew faster than any media company in history – faster than CNN, faster than AOL, even faster than Seinfeld’s audience. By mid-2000, Hotmail had over 66 million users with 270,000 new accounts being established each day (Po Bronson, 1998). A Lucid Marketing survey found that 68% of individuals consulted friends and relatives before purchasing home electronics – more than the half who used search engines to find product information (Kevin burke, 2003). Social networks can be composed by using various information, i.e. geographic similarity, age, similar interests and so on (Yang and Allenby, 2003) showed that the geographically defined network of consumers is more useful than the demographic network for explaining consumer behavior in purchasing Japanese cars. A recent study by Hill et al., (2006) found that adding network information, specifically whether a potential customer was already “talking to” an existing customer, was predictive of the chances of adoption of a new phone service option. Frenzen and Nakamoto (1993) surveyed a group of people and found that the stronger the moral hazard presented by the information, the stronger the ties must be to foster information propagation. Bowman and Narayandas, (2001) found that self-reported loyal customers were more likely to talk to others about the products when they were dissatisfied, but interestingly not more likely when they were satisfied. Quantitative marketing techniques have been proposed (Alan L. Montgomery, 2001) to describe product information flow online, and the rating of products and merchants has been shown to affect the likelihood of an item being bought (Paul Resnick and Richard Zeckhauser 2002; Judith chevalier and Dina Mayzlin 2006). Richardson and Domingos (2002) used Epinions’ trusted reviewer network to construct an algorithm to maximize viral marketing efficiency assuming that individuals’ probability of purchasing a product depends on the opinions on the trusted peers in their network. Holme and Newman, (2006) introduced a model where individuals’ preferences are shaped by their social networks, but their choices of whom to include in their social network are also influenced by their preferences. One classic paper is that by Milgram (1967), which estimated that every person in the world is only six acquaintances away from every other. Schwartz and Wood (1993) mined

social relationships from email logs; the Referral Web project mined a social network from a wide variety of publicly-available online information (H. Kautz, B. Selman and M. Shah, 1997). Krackhardt (1996) proposes a model for optimizing which customers to offer a free sample of a product to, but the model only considers the impact on the customer's immediate friends, assumes the relevant probabilities are the same for all customers, and is only applied to a made-up network with seven nodes. Yet it is difficult to identify substantial evidence to support these assumptions or to explain why and how viral marketing works, which is perhaps why it is currently viewed as more of an art than a science (Diorio, 2001). Viral marketing has become an increasingly popular promotional tool (Kirsner 2005; Walker 2004). According to a 2009 study by the media research firm PQ Media, spending on word-of-mouth (WOM) marketing rose at a compound annual growth rate of 53.7% from 2001 to 2008—from US\$76 million to US\$1,543 million—and is forecast to reach over US\$3 billion annually by 2013 (PQ Media 2009). Godes and Mayzlin (2009) used a large-scale field test to study how characteristics of WOM transmitters and their recipients (specifically, whether transmitters are loyal or less loyal customers of a restaurant, and whether recipients are their friends or acquaintances) are related to the effectiveness of WOM in a viral marketing campaign. De Bruyn and Lilien (2008) develop a model to identify the role that WOM plays during each stage of a viral marketing recipient's decision-making process. Biyalogorsky, Gerstner and Libai (2001) study customer referral programs theoretically and identify conditions under which they should be used. Van der Lans, van Bruggen, Eliashberg and Wierenga (2009) propose a branching model for predicting the spread of online WOM. Iyengar, Van den Bulte and Valente (2009) study how the degree to which a customer influences other customers varies with his or her position in the social network. Given that WOM can have positive effects on aggregate marketing outcomes (Chevalier and Mayzlin 2006; Godes and Mayzlin 2004). The first two items, which capture the number of social connections a member has and how "social" he or she is, were part of the "network breadth" scale proposed in an earlier version of Godes and Mayzlin (2009). Some justification for this argument may be traced back to Coleman, Katz, and Menzel (1957), who showed that physicians with high connectivity in their social networks play a critical role in diffusion (although this finding has been brought into question by Van den Bulte and Lilien 2001). Finally, Goldenberg, Han, Lehmann, and Hong (2009) empirically show that individuals who are highly central in a social network (i.e., have a large number of connections) are critical

for accelerating the diffusion of innovation over this network. Stephen and Lehmann (2009) show experimentally that transmitters of WOM take into account how likely a given recipient is to listen to them before deciding whether or not to share product-related information with that person. A report from the Keller Fay Group that 90% of WOM takes place offline (Keller and Fay 2009). Goldenpalace.com, for example, has used a number of odd eBay purchases to create viral buzz. In 2006, the site bought a kidney stone passed by William Shatner for \$25,000, and the story was covered by reporters and bloggers. In essence, Goldenpalace.com paid \$25,000 for publicity, and the money was donated to Habitat for Humanity, which put a Positive spin on the situation's image (Scott, 2007).

The main limitation of viral marketing is that it risks making the company look bad to the customers if the viral content looks too "fake," forced, or similar to a conventional advertisement (Scott, 2007). In 2004, for example, the Sci Fi Channel "leaked" a story to the Associated Press that it would air a special called *The Buried Secret of M. Night Shyamalan*, hinting that the network had discovered a secret about the director in working with him to promote his movie *The Village*. Sci Fi later issued a statement saying that the whole ordeal was a hoax to create buzz, fearing a backlash over the fake news (Balter & Butman, 2005). At other times, viral ads have given a company negative press because the company had its name attached to an ad, but was not aware of the ad's content. In early 2005, a British boutique agency called Lee and Dan made a fake commercial to send to Volkswagen in which a terrorist tried to set off a car bomb inside a Volkswagen Polo, but failed because the car was so sturdy (Balter & Butman, 2005). Volkswagen immediately received bad publicity for using terrorism in the ad, and its reputation was damaged until Lee and Dan admitted that it made the video). Due to its nature of trying to create immediate buzz among consumers, viral marketing is scheduled at least fairly close to the release of the product. The viral campaign for *Cloverfield*, released in January 2008, began in July 2007 at the release of *Transformers* (Brodesser-Akner, 2008). Similarly, the campaign for *The Dark Knight*, released in July 2008, began in May 2007 (Collier, 2007). Burger King's Subservient Chicken interactive site used to promote its Tendercrisp Chicken Sandwiches was launched only a few weeks before the sandwiches started being sold at the restaurants (Balter & Butman, 2005). The Subservient Chicken campaign amassed tens of millions of web hits (Terdiman, 2005). The aforementioned *Cloverfield* made \$40 million in its opening weekend—a record for a January release (Brodesser-Akner, 2008). The movie

promotion began with a teaser trailer simply reading “1-18-08” (the film’s release date) to pique the interest of audiences, and followed with a series of web sites hinting at details about the movie’s plot (Brodesser-Akner, 2008). The film went on to be highly successful. In the summer of 2006, Fritz Grobe and Stephen Voltz of eepybird.com made a video in which they dropped over 500 Mentos mints into 200 liters of Diet Coke. When the video was discussed on hundreds of blogs and its creators appeared on late night TV shows, Mentos began publicly supporting the two men and using the video for promotion (Scott, 2007).

Viral Marketing of ‘Kolaveri di’-A case analysis

Viral symptoms of ‘Kolaveri di’ song:

In the midnight of 18 November, 2011 it was detected that, Kolaveri virus spread through human souls irrespective of age, sex and language. Most of the victims were observed humming ‘Kolaveri.. Kolaveri.. Kolaveri.’ Virus was injected through social media targeting all youth with no language barrier. Virus remained active for a long time. It contaminated Indian blood. General symptoms were indulgent and warm feeling kindled in the heart. Infected patients were humming ‘Kolaveri Kolaveri’ continuously. The song became an earworm of the nation.

Marketing and Promotional Strategies of Kolaveri Di:

A down tempo dance gaana-ballad song, "Why This Kolaveri Di" is a "genre bending" song, built around an ancient South Indian folk rhythm. Its instrumentation consists of nadaswaram, shehnai, saxophone, urume and thavil drums, acoustic guitar and keyboards mixed with electronic synths and scratches. The vocals utilize the singing style of Tamil folk culture. Lyrically, the song revolves around the film's main protagonist being dumped by his girlfriend; the song is sung by the character in a drunken state, with many of the lines nonsensical. Song was officially released on 18 November. Then it did spread like a fire through social networking sites. Within first week of release, it received 1.3 million views on YouTube, more than 1 million shares on Facebook. On 30th November, Song crossed 10 crore hits on YouTube. At present song has received more than 50 million views on YouTube. Now the question is what made this song so popular? It happened to be because the song connects with the youth of the country. The song is about a guy who has been dumped by his girlfriend. The social media explosion

supposedly started when a rough version of the song was leaked on YouTube and became an Internet phenomenon in just a few days. According to social media analytics firm Social Hues, the song was being talked about up to two weeks before the video appeared on YouTube on 16 November. A fan from Chennai, with the Twitter handle @arundanush, alerted both Dhanush's sister-in-law Geetanjali Selvaraghavan and the composer of the song, Anirudh, to the fact that the song had been uploaded to YouTube on 31 October. His tweet, which read "Kolaveri song from 3 again uploaded in YouTube, pls inform Dhanush", suggested it was not the first time such a leak had taken place. Over the next few days, people began tweeting about the lyrics of the song and other details of the film. The publicity was global. Between 1 and 10 November (even before the official launch of the song), there were 43,800 mentions of Kolaveri in the US, 7,000 in France and 4,000 from the UAE. Sony Music India was quick to capitalize on it and turn it into a marketing advantage. The team had been posting the song on Tamil, Hindi and international Facebook pages to drive traffic. From 16 November on, according to Social Hues, the rate of Twitter mentions of Kolaveri increased by nearly 200% every day, starting at 179 and peaking a week later at 14,907 tweets on 24 November—the day after it became the first Tamil film song to be played on MTV. In Kolaveri's case most traffic was driven by Facebook, which accounted for nearly 80% of social media mentions of the song, followed by Twitter and YouTube, according to Social Hues. Sony became a content partner with YouTube, on 30 November. Since then, Sony has taken 50% of the revenue generated by the YouTube. Jack in the Box is the digital agency responsible for making the video go viral. According to Ninja Magic.in, the company aimed to market the video on YouTube, Facebook & Twitter. Let's first talk about how the company managed to market the video on Facebook. Sony Music India's South page had about 200k fans. And most of them were Tamils. So, posting about the video on Facebook page attracted viewers, comments, likes & shares. In turn, YouTube views of the video started going up. The video was marketed on Twitter and fans were sharing it on Facebook. The marketers of John in the Box created #why this Kolaveri di hash tag and started posting quirky lines like "Iceland has not heard #why this Kolaveri di", "Not called for 2 days #why this Kolaveri di", etc., with the YouTube link to the video. This intrigued people on twitter who didn't understand what Kolaveri di meant. So these people started asking questions & clicking the YouTube link. After the video went viral on Twitter, users were talking about Kolaveri Di via #Kolaveri hash tag. The topic trended for more than 3 days on Twitter India. Apart from the

gob smacking popularity of the 'Kolaveri' song just by a simple upload on YouTube, it is also marked one of India's first super successful viral marketing campaign. Neither the song had great tune or a great voice nor sensible lyrics, still 'Kolaveri di' encouraged listeners to pass on the marketing message to others, creating the potential for exponential growth in the song's exposure and influence. Like viruses, it took advantage of rapid multiplication to explode the message to thousands; to millions. The song managed to turn a spark into a massive fire.

Success factors behind popularity of Kolaveri Di at National and International level-

(1) The magical lyrics of the song: "The 'Tanglish' song with quirky, improvised lyrics went viral and has already got about 42 million hits on the official page. The song is light hearted fun song about love failure, sung in funny, broken English and some amount of musicality. "White skin-u girl-u girl-u, girl-u heart-u black-u." Anyone can actually sing this song with little or no effort without knowing what it means.

(2) Love song: The song was supposedly sung by a person who had been unlucky in love. Most people in their lives face this particular scenario hence can easily associate with the song. Lovers can easily sing the song to their other half's. The song isn't just an outlet for single-boy angst of coping with rejection; it was also doing that in a language that tried to fit in to the world of the English speaking urban populace. "Kolaveri Di", a Tamil phrase, literally means 'Why this rage towards me, girl'.

(3) Blend of two Languages- . The blend of two languages along with the funky music is what did wonders for the number. The song became a hit without having any element of glamour, adoption of a new concept that transcends the language boundary and the audience accepting an experiment that's different from the traditional genre of music .The main reason why people liked the song was peppy feel, funky music and the Tamlish lyrics. The lyrics of the song are in English (mostly) sung in Tamil style thus making this understandable worldwide.

(4) New refreshing sound: The lovers of Kolaveri song said that sound, tune and music are very refreshing and pleasant. It has been composed by young Anirudh Ravichander.

(5) Shared by fans on social medias-The most common version of intentional viral marketing occurs when consumers willingly become promoters of a product or service and spread the word

to their friends; they are driven to do so either through an explicit incentive (e.g., financial incentives, need to create network externalities) or simply out of a desire to share the product benefits with friends (e.g., fun, intriguing, valuable for others). That what happened in Kolaveri di song. Tamil movie fanatics (mostly male) and non-resident Indians drove most of the traffic in the US and the Gulf, and students studying abroad made up the majority of mentions in Europe.

(6) Excellent promotional strategies by Sony music and Techzone: The song was shared on Twitter, Facebook and other networks like rapid fire. This is one of the smartest word of mouth marketing strategies adapted by movie makers and the song became sensational, conversational track on Twitter, Facebook, and Traditional Media and beyond. As per YouTube's Trend Dash Board Kolaveri song had been trending in the top 10 in US and number one in India for many days. This was first Tamil song to be aired on MTV. The movie marketing was well strategized with involvement of Social Media from day 1. The recording of the video at the studio with natural movements and expressions itself for the sake of promoting it on YouTube proves the efforts. Along with its social media agency, Jack in the Box; Sony Music India marketed the song in phases. The song was first showcased for a Tamil audience and was then gradually taken to national and international levels. The song was posted on Sony Music south pages on Facebook as well as on Twitter which were followed by lakhs of people. After the song showed signs of gaining momentum, Sony music launched it on Sony Music India and international pages. In fact the video of the song, which was shot overnight by Sony Music India, was specially targeted at the online networking sites. The team decided to introduce sub-titles to make it accessible for the non-Tamil masses. As a consequence of the songs popularity, the release of the movie was planned in three language- Tamil, Telugu and Hindi. Moreover, from the distribution of about 400 prints planned initially, the movie got released with over 1000 prints. Indeed, mobile value-added service provider, Techzone, which did hold the exclusive rights for music tracks, videos and digital entertainment formats for the 'Kolaveri' movie 3, had seen a "phenomenal" number of subscriptions, downloads and 'live-in' requests. Techzone reportedly saw 22,000 download of the song in the first five days. TechZone deployed the content through its entire distribution network, which includes all telecom operators.

(7) Celebrity production: The song is by Dhanush, who is son-in-law of RajaniKant. The movie "3" is directed by RajaniKant's daughter Aishwarya Ranajikant. Shruti Hassan happens to be co-

star with Dhanush in the move “3”. She is the daughter of Kamal Hassan and classical dancer. There is a common factor that connects these 3 persons and that is the legend rajnikanth himself. Anirudh happens to be his nephew, Dhanush is his son-in-law and Aishwarya is his daughter.

(8) Applauded by other stars: The song was appreciated by Big B Amitabh Bachchan. It has been shared on social networks by hundreds, and has found fans among Bollywood celebrities. Some of the celebrities on popular channels who added value to the song promotion making it to reach their thousands of followers are: Amitabh Bacchan, Karan Johar, Bipasha Basu , Shahid Kapoor, Anand Mahindra, Shreya Ghoshal, Vivek Oberoi, Madhavan, Trisha and more. After the song got famous, Dhanush composed another jingle to thank fans for making “Why this Kolaveri Di an international hit. "Wellu I'm happy nowu , cos u guysu enjoyingu my movie and performancu. Thanksu. Lovvu you, god blessu," he posted, in the same colloquial style of the song.

(9) First regional song to be national song- ‘Why this Kolaveri di’ became the first regional film song to be played by radio stations around the country. Regional music has huge acceptability now. The market is growing at the rate of 20 per cent every year.

(10) Basic theme: The director of the movie “Three” desired to have a common and easy song for bathroom singers. The song does not restrict any group or community or age. The female version of why this Kolaveri di has been promised by Sony Entertainment (India). But currently an unofficial female version of kolaveri is doing the rounds on internet. The theme is so basic that any tune can be made. Just add "U" at the end. After couple of days after release, different language versions were made and are shared over the internet. The strength of the song was the audience that was tired of hearing songs picturised in idyllic surroundings with lyrics that are either sentimental or vulgar.

(11) Guy next door image of Dhanush- In his recent National award winning film Aadukalam, Dhanush tried speaking in English to woo the Anglo-Indian girl to. It is this lower middle class boy-next-door image and his inherent lack of larger-than-life heroism that has made Dhanush, and the characters he plays, relatable to his fans. Fans identify with him. The video of the song is very personalized depicting the recent national best actor award winner singing the song (showcasing his singing talents), his expressions and smile that shows soulful singing. It was a

smart choice to make the National Award Winner actor winner – Dhanush sing this song as his fan base is huge and the initial spark on Social Media started from them.

(12) The video footage with entire cast: The released video is the actual making of Kolaveri Di team and not a picturised version. It shows Dhanush practicing the “soup” song. Others such as, Aishwarya, Shruti Hassan are sitting close and listening to the song with him. The actual movie will be pictured differently from what is being shown.

(13) Novelty of the word Kolaveri Di- Twelve per cent of all conversations on Kolaveri were about the meaning of the word, generally translated as murderous rage. By typing Kolaveri Di on YouTube one can get over 30 versions inspired from the original.

(14) Creation of different versions- Creative minds all across the nation have created and uploaded different versions of the song on YouTube. A Gujarati one goes Why this Chokri Kharcha-Di or why does this girl make me spend so much, while the Marathi rendition is called the Kolhapuri Mix. The Malayalam version, in support of the Save Mullaperiyar Dam Campaign, and questions the kolaveri of Tamil Nadu Chief Minister Jayalalithaa. One of the most popular additions to the scores of related videos on YouTube is a spoof (in German with English subtitles) on Adolf Hitler who is infuriated with the song’s success. This is part of the Hitler Gets Angry Series which features hilarious subtitled parodies of Hitler getting upset over various events and issues. It is for the first time that an Indian song has been featured on the series and that is quite an achievement in itself. In the video, the leader is concerned about ‘the most viral thing in India, beating even swine flu’. He wants to believe that it is just a fad and it will pass, but even his own men have betrayed him by posting the link of the song on their Facebook profiles. He is enraged at the song being featured on BBC and with Sir Winston Churchill’s helplessness as even the Queen has ‘liked’ it. He is ultimately ready ‘to surrender to Rajini Sir’ and ‘sync the song on his iPod’. Among the most viewed version is the Pawar Slap Song, which features the video grabs of the recent attack on Union Agriculture Minister. Chennai Police used the catchphrase as a message for rash drivers.

(15)Used by companies to advertise the products. Dairy brand Amul used Its latest print ad which read Kholo Every, Kholo Every, Kholo Everyday showing Amul’s mascot, the little girl, enjoying a slice of buttered bread with what appears to be actor Dhanush. Profits were raked in

by building on Kolaveri Di's iconic status; by introducing collaterals such as mugs, t-shirts etc. It was done with Quick Gun Murugun, the character created for television promos at the time of the launch of the music network Channel V.

(16) Popularity among young people: Given that, India is a young country with 35% of the population less than 28 years of age, anything that caters to the young tastes, is bound to go viral. Statistics of whether 25% or 35% of the population is young can be debatable, but what is no longer debatable, is the fact that the likes and dislikes of the youth cannot be ignored. Every kid below the age of 20 has an opinion about Kolvevari di, every minute there is an opinion being generated and circulated on the Facebook status bar about this song. The attention the song has received on the social media is solely responsible for it being such a humungous hit. It is already being called the Youth Anthem. Google is full of information on Kolaveri di and Twitter is full of thumbs ups for the song.

(17) Mother tongue Effect- The song reached people across the globe speaking 1000's of languages and made everyone remember "MOTHER TONGUE INFLUENCE". It is experienced when one starts speaking English and one does a direct translation of a sentence in English word in mother tongue. Way the lyrics has been penned as far as Kolaveri is concerned is exactly like a person who speaks English with his Mother Tongue influence with all these ooh's and aaah's at the end of a word! Distance la Moon-u! And actual translation is "Moon is at a distance". So the success story around the world for the song is not because it's written in English and it's actually because its written in English with peoples own MOTHER TONGUE INFLUENCE.

(18) Coverage by National and International Media- International Time Magazine, Huffington Post and BBC have published report of this song. 'Why This Kolaveri Di': India's Latest Viral Hit, The Huffington Post reported. The song reached YouTube hall of fame. Overseas, the selling point seemed to be the Tanglish lyrics; the Huffington Post tweeted: "Adding a 'u' sound to the end of English words is the latest trend in India." London radio presenters Sunny and Shay raved about the novel lyrics to the song on air when they broadcast it on BBC Radio 94.9 on 26 November. Soon, the song became the most searched YouTube video in India and an internet phenomenon across Asia. Within a few weeks, YouTube honored the video with a Recently Most Popular Gold Medal Award for receiving number of hits in a short

time. As per a report by CNN, Kolaveri Di is the most downloaded song of the year and if one proceeds to type just "why" on YouTube the first option that the sight flashes is the song.

Success factors that Indian marketers can learn from “Kolaveri Di” to make their online videos go viral-

Viral marketing can be useful for businesses as it incurs low cost, involves low risk and has the potential to produce quick results. Marketers can use following strategies to make a viral video more successful-

- **Viral marketing campaign must aim at making people feel emotional.** Viral marketing is 100% emotional. Kolaveri is a love song sung by a boy who has been rejected by his girlfriend thus made people to relate with the protagonist. The theme of the song made people filled with love and hate, anger and compassion.
- **Select a Target group and let it spread the message.** As in the case of Kolaveri di the target group was Tamil fans of Dhanush and they shared videos on Facebook, Twitter, and YouTube.
- **Plan ahead to capitalize the opportunities if the virus multiplies rapidly.** When the song became popular, Sony music capitalized on it soon and started posting the song to Indian and International fans and became a content partner with YouTube. Jack in Box and Techzone, the other media partners also used creative marketing strategies.
- **Exploit the common motivators and behavior of the users.** People share for the sake of fun and interest. Here, the common motivator exploited was the enthusiasm of Tamil fans and their love for Tamil language which made this Tanglish song popular around the globe.
- **The message to be passed to the customers about a product or service should be effective and appealing.** Kolaveri di song was simple but appealing with an element of humor and light hearted music into it.

- **Be prepared to trace the queries of your audience after target group spread the information and stay connected to audience.** The entire cast and crew of the movie 'Three' was involved in the promotion and did stay connected with the fans. Dhanush himself had conversation with his fans on various social media channels in his Tanglish style.
- **Use new words in the promotional strategies or rather make it shocking. One can use the blend of two or more languages.** In the case of Kolaveri song it was the novelty of word 'Kolaveri di' which made users curious and twelve percent of all conversations on social medias were regarding the meaning of word Kolaveri itself. Listeners had no choice but to investigate the meaning further.
- **Make unique videos.** kolaveri video was unique as it featured the cast members in the shooting of the song with all the celebrities involved in the production of the song.
- **Design your video for remixing.** Kolaveri video was simple enough to be remixed over and over again thus many versions of the song were created in a short time.
- **Create controversy and conversation.** A great way to maximize the number of people watching the video is to create a sort of conversation or controversy in the section below the video. Leak of the video on YouTube before official launch created controversy and conversations on the meaning of word Kolaveri generated interest among users.
- **Use strategic tagging.** YouTube allows marketers to tag videos with keywords that make videos show up in relevant searches. Kolaveri marketing team made effective use of tags to control the videos that show up in the Related Videos box.
- **Facilitate easy transfer of message-**Provide the opportunity to effortlessly transfer the videos and other information to friends. Kolaveri video was easy to be passed along to friends.
- **Use all Social networking sites.** Kolaveri video was shared on all social media channels including Twitter, Facebook, Orkut, and YouTube. The marketing team also used blogs and forums.

- **Generate opportunities to be in news.** “Kolaveri Di” popularity made it in the news for a long time. It was the first Tamil song to be aired on MTV, first Indian song to enter ‘Hitler gets angry series’, and to enter in YouTube hall of fame. National and International media like CNN, BBC, Huffington, Times magazine posted report on the song.

Conclusion

Viral marketing is a recession proof form of marketing as a business organization need not pay huge amount of money for making a viral marketing campaign successful, thus reducing the cost burden of the organizations. The ‘Kolaveri Di’ video got international media coverage thus no doubt, it has contributed significantly to improve India’s image on international front. The success of this song will inspire Indian marketers to adopt new and creative forms of marketing and promotional strategies at a time when India is emerging as a survivor of global economic recession. The success factors behind the popularity of “Kolaveri Di” can also be applied to design effective viral videos by marketers to find alternative marketing solutions which are more cost effective and unique.

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