

CASE STUDY: **LOVE LIFE**
CLIENT: **SOUTH CHINA MORNING POST**

Type of work: **Viral Marketing**
Business objective: **Database Acquisition / Brand Awareness / Sales Promotion**
Client location: **Hong Kong**
Audience: **National**
Language: **English**



The Web Guru Factor

With only limited offline support, 'Love Life' attracted more than triple the number of Hong Kong entrants for a typical international viral contest with support from television commercials.

The Challenge

The South China Morning Post, Hong Kong's leading English-language newspaper, wanted to use online media to educate the public about their revamped daily 'Life' section. They also wanted to directly promote newsstand sales and get consumers reading 'Life'.

This was to be the South China Morning Post's first foray into digital marketing of this kind.

The Solution

Web Guru Asia developed an online viral contest, 'Love Life', with two key goals: to educate Hong Kong residents about 'Life' and to get them to buy the South China Morning Post. The 'Love Life' contest was only open to residents of Hong Kong.

Web Guru Asia built a Flash-enabled campaign microsite on which entrants could choose one of four prizes. Each prize was illustrated with a short Flash movie linked to a 'Life' editorial theme.

Entrants were encouraged to earn more chances to win by sending viral emails to their friends inviting them to view the Flash movie for their chosen prize. When a friend clicked a link in the email and then signed up for the contest, the sender earned one more chance to win.

Entrants could also earn chances to win by answering weekly questions based on 'Life' articles. This encouraged entrants to buy the South China Morning Post and read 'Life'.

The 'Love Life' campaign was supported by press ads in the South China Morning Post and email marketing to third-party databases.

The Results

'Love Life' recorded the greatest number of Hong Kong entrants of any of the viral contests Web Guru Asia have developed.

Over 50% of visitors to the campaign microsite joined the contest, an extremely healthy conversion rate. 71% of entrants opted in to receive future emails from the South China Morning Post.