

**INSTRUCTIONS (PART 1)**

Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence. Consider the concept of viral marketing and answer the questions below.

1. What is the purpose of viral marketing?
 2. Is viral marketing effective?
 3. What type of consumer does viral marketing reach?
 4. Why might a sports or entertainment organization engage in a viral campaign?
 5. Can an attempt at viral marketing backfire on a company? Why or why not?
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INSTRUCTIONS (PART 2)

Using the Internet, find an example of a viral advertisement launched by a sports or entertainment company. After you have reviewed the ad, answer the questions below.

6. Who was advertising?
7. What were they advertising?
8. Why do you think they chose a viral campaign?
9. Who is the target consumer for the ad?
10. Do you think the ad will be effective in the viral world? Why or why not? How will it impact the company?