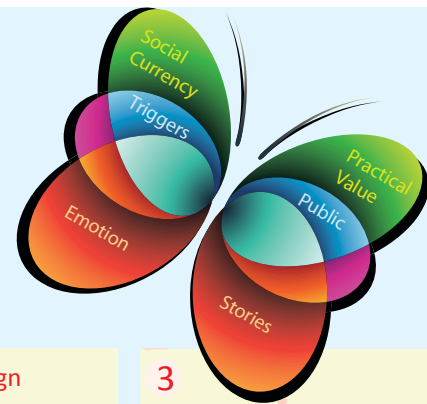


## EXHIBIT 10.2

## VIRAL MARKETING

## SIX DRIVERS of VIRALITY

Viral marketing is the message and product design and placement in a manner that encourages consumers to spread the message and the product news to other consumers voluntarily and exponentially. Exponentially means every transfer of information multiplies it in the next round to a manifold number of recipients. Very few market offerings gain virality. To be virality-worthy, the market offering must have at least one of these three qualities:

**1 Unique product engineering**

The product offers new and significant benefits (e.g., Flibanserin, the female libido pill, approved by the FDA's advisory panel in June 2015), or the product's design is stylistically appealing (e.g., iPod, Prius, the Smart Car, or Tesla).

**2 Captivating message design**

A brand message or communication is crafted so creatively that it intrigues and amazes (e.g., the Guinness beer commercial in which able bodied friends of a person in wheelchair all play the game in wheelchairs).

**3****Enchanting user experience**

The use experience is so engaging that it is almost addictive (e.g., iPod, Facebook, Twitter, Pinterest, Snapchat, etc.).

But even when an offering is virality-worthy, not all such offerings achieve virality. Rather, certain message diffusion dynamics must also occur in the marketplace. Marketing scholar Jonah Berger, in a book titled *Contagious*, has suggested a six factor model of how information goes viral, captured in the acronym

**1 Social Currency**

The message content should be valuable for people to tell and listen to; thus, just like money is a currency of exchange, the content serves as a currency of social exchange in that each party receives value. If you tell me an interesting fact or tidbit, I feel rewarded and you feel good that I perceived you as a giver of interesting and valuable information.

**2 Triggers**

In everyday life, what makes us tell a story? Either we just read it and it is fresh on our minds, or something in our surroundings reminded us of it. The presence of elements in the message that will also be encountered frequently later in everyday life are called triggers. The information that a "Black Eye Peas concert is coming to your town a year from now" is less likely to be told and retold than the same message tagged with an environmental cue "tickets can be bought at any metro ticket kiosk." Subsequently, whenever you happen to be at a metro ticket kiosk, you are more likely to recall the message and retell it to your companions.

**3 Emotion**

Emotional stories get told more. The story (true) about a policeman who volunteered to help an old lady cross the road one day and then took on the role of taking her for shopping every week during his off time is likely to spread faster than the story of, say, a lawyer doing some pro bono work for the poor one day a week.

**4 Practical Value**

Things or news items that have practical utility spread faster. Online "how to guides" are shared more than straight news items. When something is of practical value, both the message sender and the recipient feel rewarded. The expectation that it will be useful to the listener makes us want to share the news or information more.

**5 Public**

If a product or message is visible, news about it will spread faster. The more we see people using a product, the more we think that the product must be a good one and the more we ourselves are likely to adopt it. When we see a long waiting line (queue) outside a pub, we tend to join that line rather than go to an equally unfamiliar neighboring pub where there is no line.

**6 Stories**

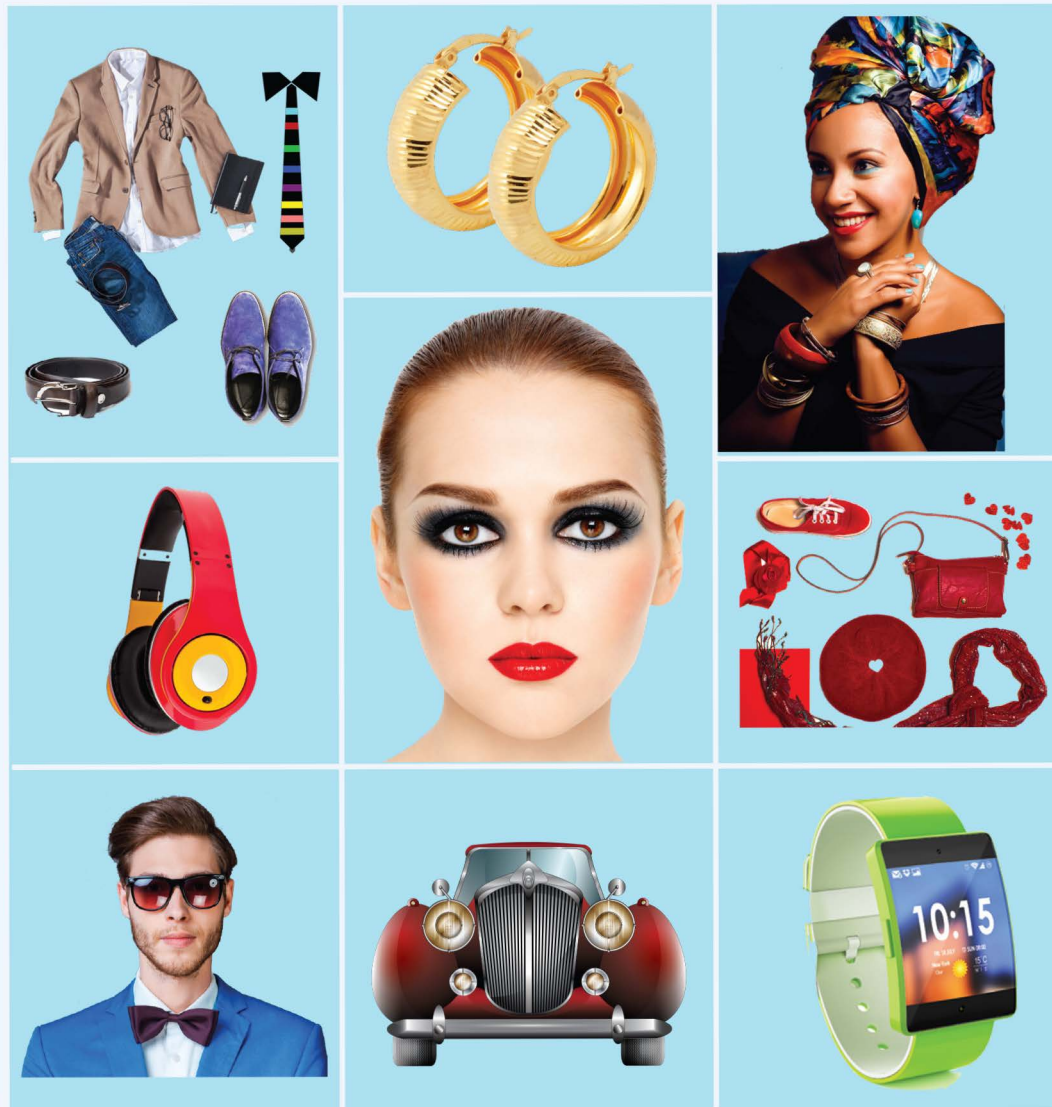
Whereas message is the raw content, stories are wrappings that make them interesting and more tellable. If Subway (a sandwich eatery) were to relay a simple message like "Subway sandwiches will help you reduce your body fat," it probably would not have gone too far; but the story of Jared Fogel (who in 1998 ate only Subway sandwiches—"hold the cheese and mayo, please"—and lost 245 lbs in a year (from 425 lbs in March 1998 down to 180 lbs by March 1999) went viral.

Source: MyCbBook.com  
Editor@openmentis.com

MYCBOOK

Further Reading: *Contagious*, Jonah Berger, Simon & Schuster, 2013.

# HUMAN PURSUIT OF HAPPINESS IN THE WORLD OF GOODS



# CONSUMER BEHAVIOR

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