

How to create

WORD-OF-MOUTH

Advertising



*People do not
trust
advertising.*



The last time you bought, let's say, a new car. Did you rely solely on the advertising or did you seek out the opinion of a trusted friend?

That's why advertising needs to **"program"** people what to tell others about your brand. The result is **Word-Of-Mouth Advertising [WOMA]**.

Think about it, no ad is as credible or effective as a friend or a third party endorsement.



WOMA* *delivers 5xs better results than paid advertising.*

People trust other people.

*WOMA = Word Of Mouth Advertising



Word-of-Mouth Advertising* is the most powerful marketing medium.

Unfortunately, **WOMA** isn't something you can just buy. Generating talk requires an understanding of:

- how humans decide,
- how specific lifestyles think,
- how people endorse brands.



*WOMA = Word Of Mouth Advertising



Only then can one determine what he or she will find interesting enough to pass onto a friend. In short, the message must be relevant and have actual news value, otherwise no one will care enough to tell others about it.

Most agencies have one “Championship” campaign they’ll be delighted to show you. But if you ask them how or why this campaign worked, you will find that they don’t know. More importantly, they have no idea how to duplicate it.

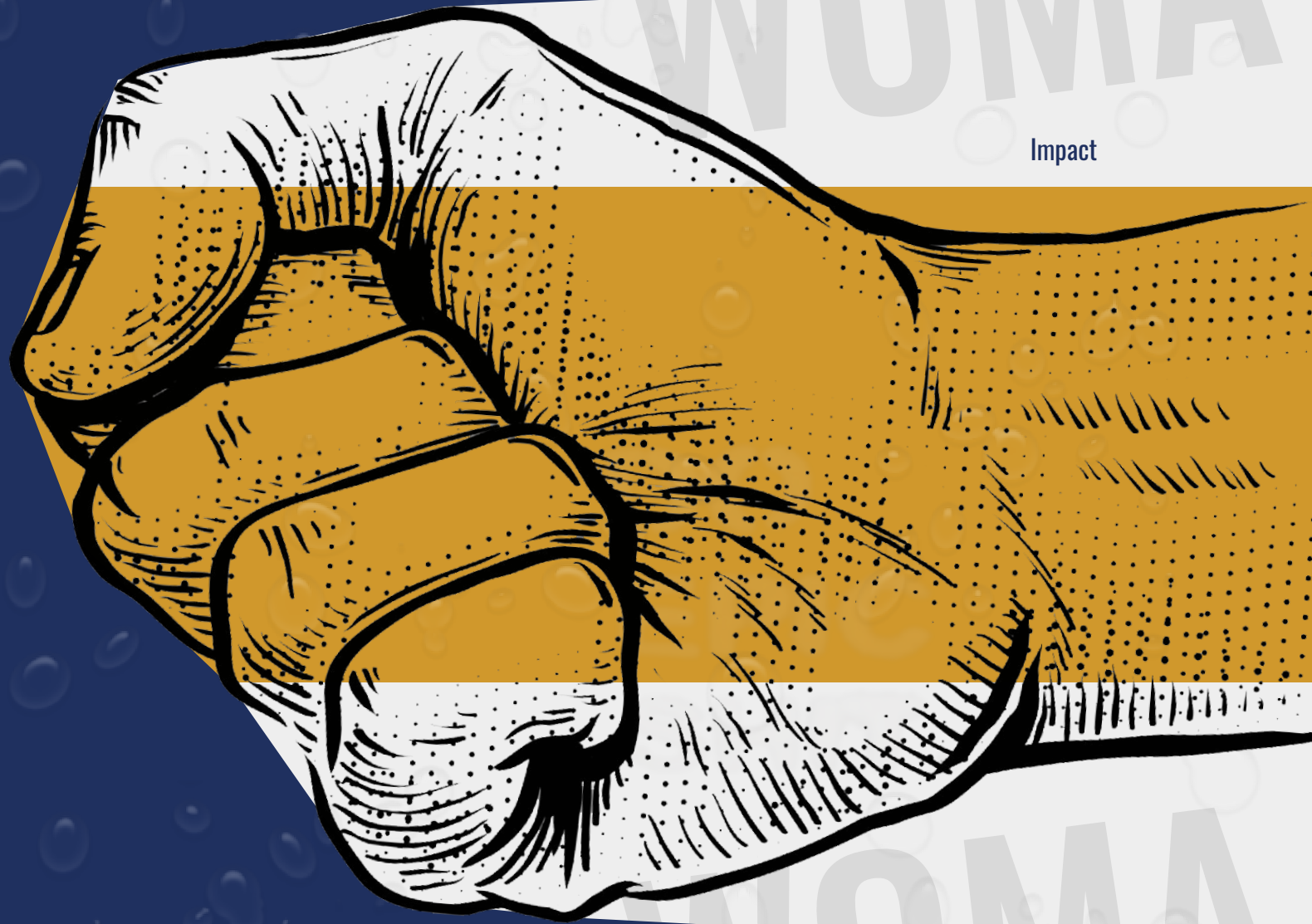


DO
EPIC
SHIT.





has made a science out of creating **WOMA** campaigns. The strategy is to create what we want people to say about brands; be it a *person*, *place* or *thing*. Using a unique and memorable approach engages people in a way that a **WOMA** campaign can stimulate conversation. The net result is that not only do people talk about the brand, but that they say **the right things** about it.



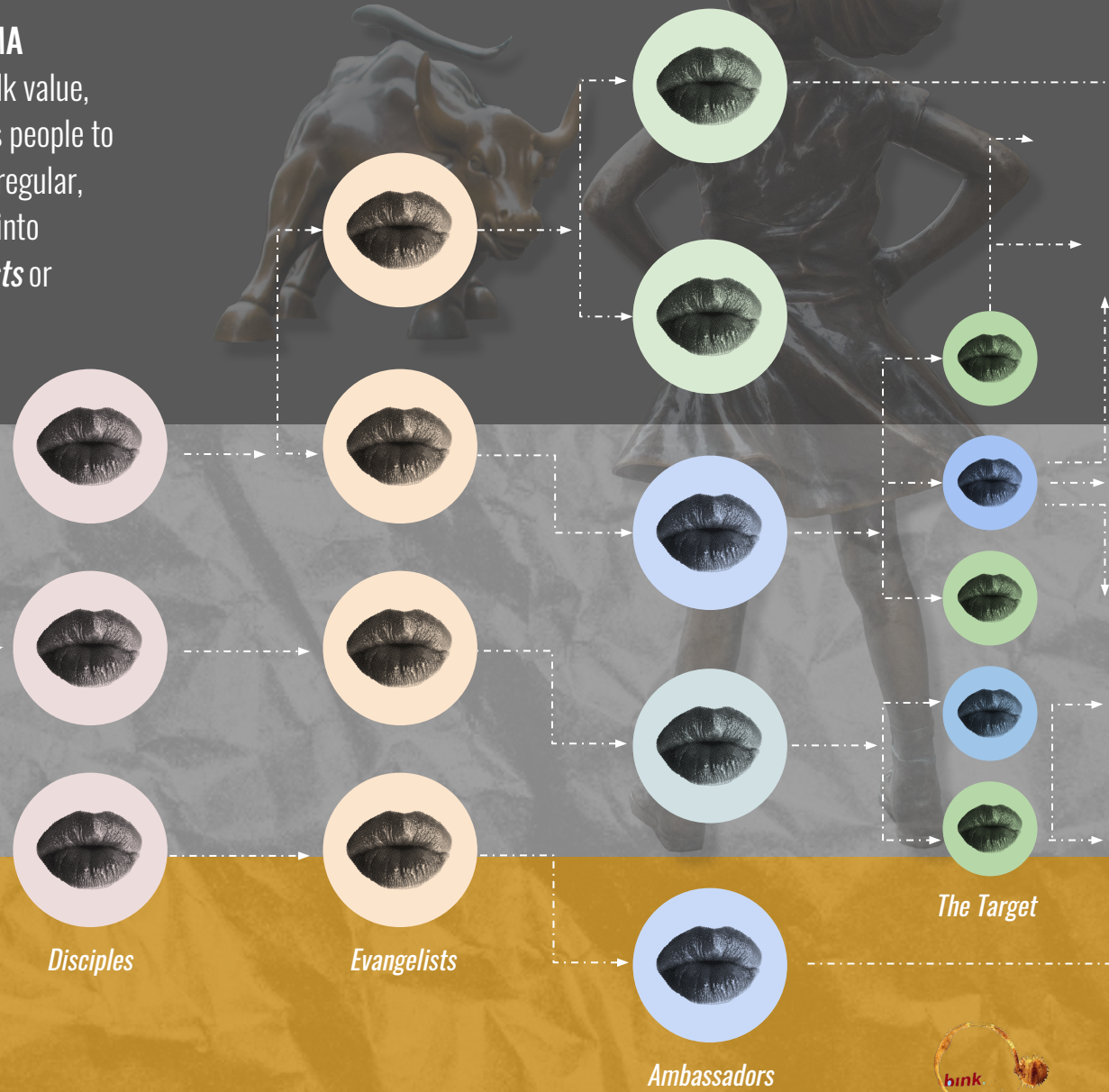
Impact



A WOMA Channel

A well-executed **WOMA** campaign can geometrically expand a sales force.

When you run a **WOMA** campaign that has talk value, you literally add sales people to your staff by turning regular, everyday consumers into *"disciples, evangelists or ambassadors."* for the brand.



Put WOMA in their minds, eyes and on their lips.

Every time your brand's message is passed on to another person, you are in effect gaining **free** ads (aka paid media). **WOMA** campaigns create a multiplication effect by making every dollar spent look like five or ten dollars.



The multiplication effect multiplies your ad budget.

WOMA = Word Of Mouth Advertising



Social Network

Percolation



WOM Network



Yale Institute for Network Science

Pump Up The Volume

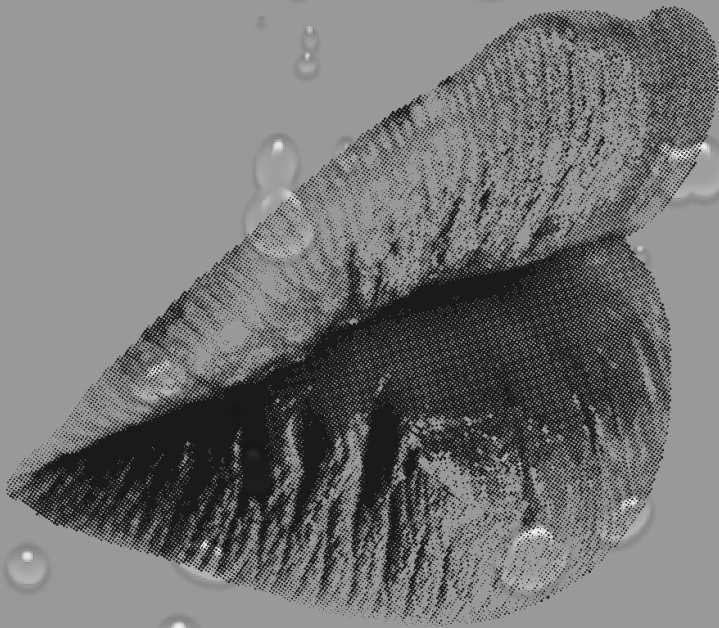
Each brand at **SI-nyc** speaks its own voice—a “*pumped up volume dial*” that is appropriate in its imagery, price point and target audience. We work closely with each client to create a specific, and branded “*volume dial*” for external messaging.

Obviously, the *volume dial* on a trendy location account would be turned up, on a conservative bank account it would be dialed down. The brand’s volume is determined jointly by both the agency and client.



Some yell,
others should whisper.

WOMMA
Impact





If you haven't already heard of **WOMA** or had the good fortune of a presentation, and would like one, call.



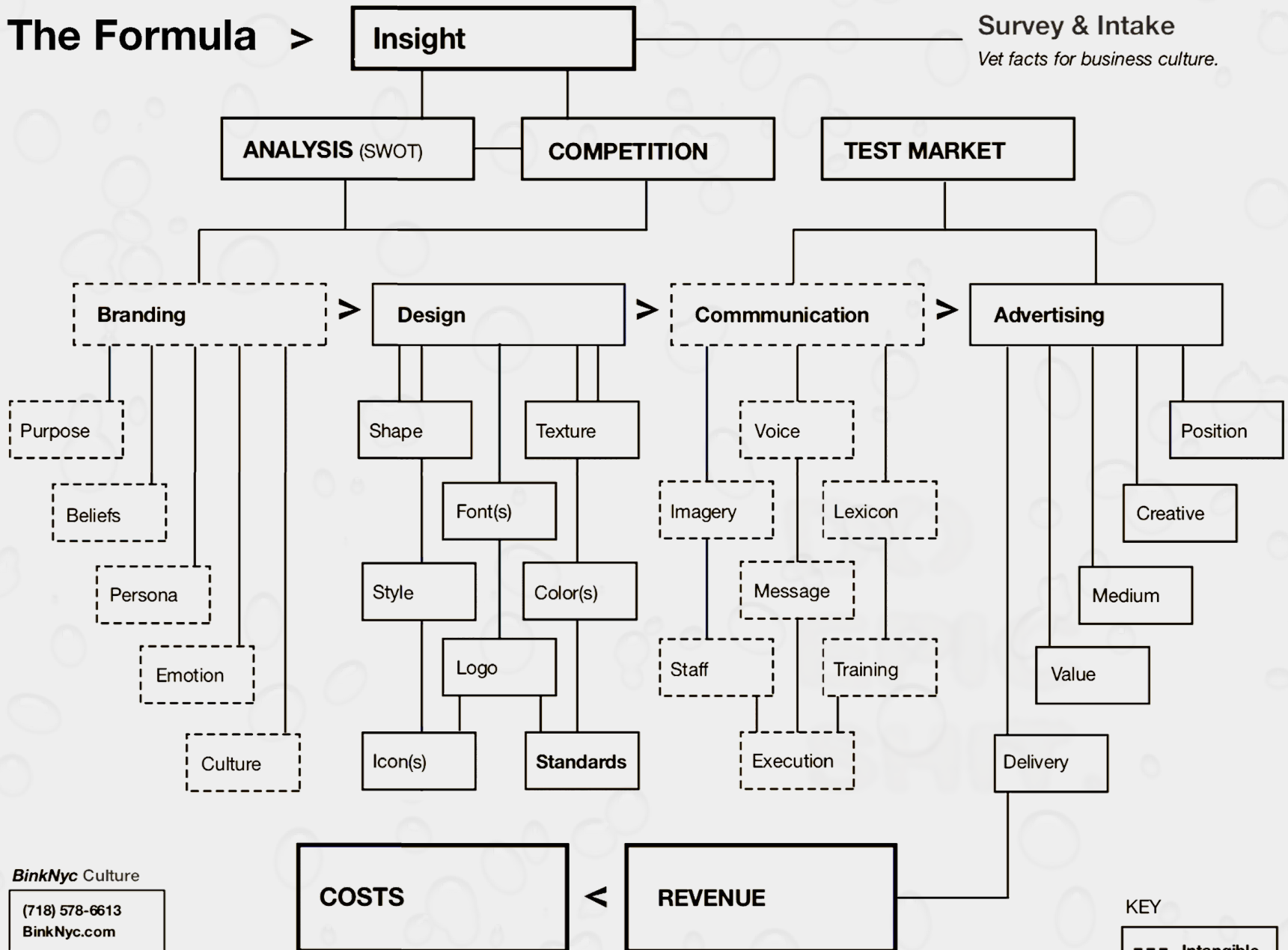
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The Formula >

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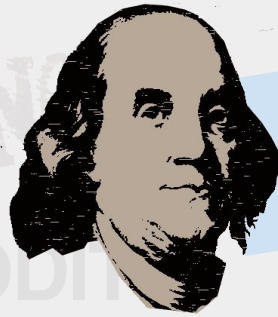


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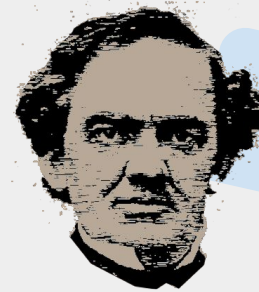
Quotes

BRANDING
vs.
COMMODITY



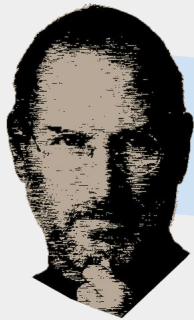
“Either write things worth reading or do things that are worth writing.”

— Benjamin Franklin



“No one ever made a difference being like everybody else.”

— PT Barnum



“The chance to make a memory is the essence of brand marketing.”

— Steve Jobs



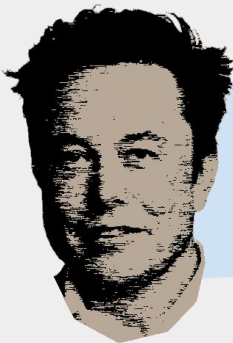
“If your business is **not** a brand, it is a commodity.”

— Pres. Donald Trump



“Your **brand** is what other people say about you when you’re not in the room.”

— Jeff Bezos



“Brand is just a perception, and perception will match reality over time.”

— Elon Musk



“Your premium brand had better be delivering something special, or it’s not going to get the business.”

— Warren Buffett

