

OR

MARKETING TO THE UNDEAD



BY PETER IGNAZI, SVP/ECD, BBDO

Scientific studies at universities have shown that teens are impressionable. Stuck in a mystical land between childhood and adulthood, they look to outside sources for guidance on what they should be doing, eating, thinking and smoking. For my generation, all this was handled by Brat Pack member Judd Nelson. For millennials, this role seems to be filled by "the undead." Young people look to vampires and zombies for the latest trends and inspiration. Here's how to get to these key influencers and the youth market that follows them.

SEO



This one's a "no brainer." Actually, it's quite the opposite of that. Using a paid search strategy that focuses on keywords that include things like "brain," "lobe" and "medulla" will put you at the top of any zombie search.



PRODUCT INNOVATION

Creating products specifically geared to our targets is key. For example, products that deliver a "hemoglobin" flavour profile for vampires are a good idea. Zombies really only like one flavour.



TV AND RADIO



Testimonials are key. Someone talking = delicious brains/pumping blood = positive product association.

MEDIA

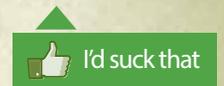


Outdoor is often the key to reaching vampires. Remember, however, your ads will only be engaged with at night. Focus your buys in dark alleys behind nightclubs, remote bus shelter TSAs (make sure they're back lit) and outside blood drive locations (ones that stay open late).



DIGITAL ENGAGEMENT

Zombies are very likely to be missing body parts. So promotions that require typing, such as Twitter, are out. Unfortunately, so are any voice-activated user interfaces as they really can only say one word. Focus digital amplification strategies on rudimentary touch-screen apps that reward them, predictably, with brains.



FACEBOOK

It's now possible to work with Facebook to customize its "like" button for your brand's page. Engage vampires by changing your brand's "like" button to something like "I'd suck that."