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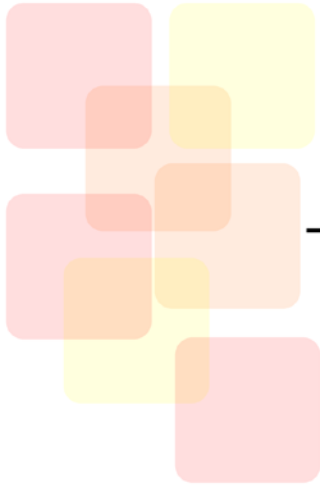
Buzz Marketing vs. Traditional Marketing

Master Thesis in Business Administration



Växjö universitet

School of Management and Economics



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Abstract

As it has become more and more difficult to create customer attention, the focus of today's marketers has shifted to alternative marketing techniques. Guerrilla marketing, face-to-face, stealth marketing, viral or buzz marketing are some of the unconventional approaches that have the biggest potential to cut through the advertising clutter. Especially buzz marketing is evolving fast, as new communication technologies provide new exciting possibilities for peer-to-peer communication and influence.

The authors develop the idea of buzz-marketing by studying the buzz phenomenon on Audi's "The Art of the Heist" and the "Mary Woodbridge" campaign from the Mammut Sports Group AG. The analyzed campaigns are in the next step contrasted to existing theory about marketing communications.

The key element of the campaigns was the viral concept, which has not very much in common with the traditional marketing tools. It was used to attract and involve a large number of people in a very short period of time. To keep the awareness for the campaign on a high level over a long period, traditional marketing communications tools and concepts have been used. In our opinion, traditional marketing has a support function for buzz marketing campaigns.

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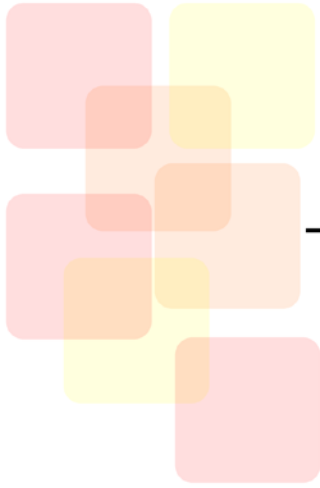
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