

Newsjacking

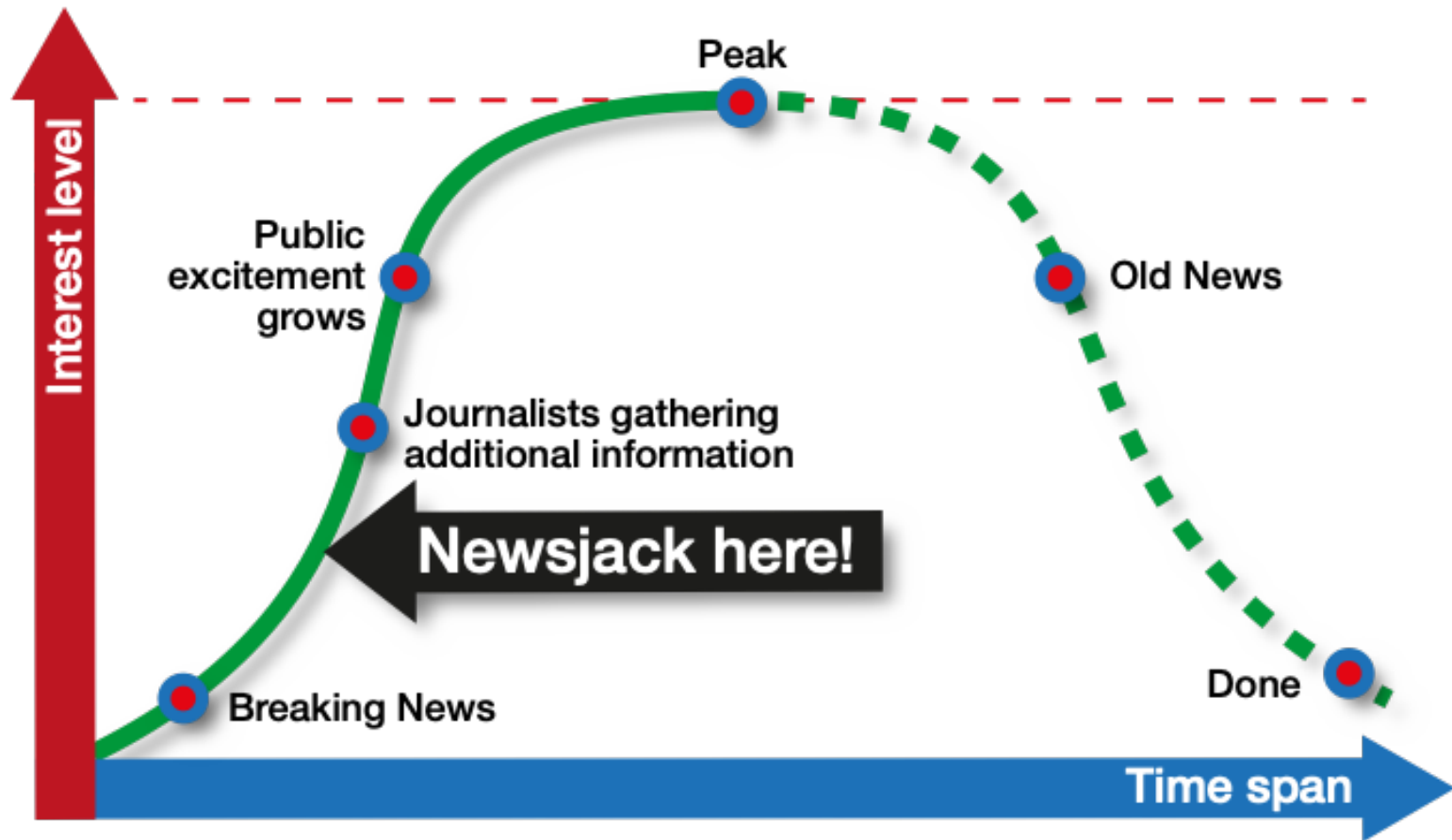
development

When to Newsjack?

Newsjacking Strategy:

- Interest level
 - once interest has peaked story “dies off”
- Time span
 - Depending on the story this can vary from a day or two to a few weeks or more

Life of a News Story



**The dress that went
viral....**

**Blue/black? or
white /gold?**

26/2/2015



..... led to its fair
share of newsjacking

27/2/2015



4.4 million tweets within 24 hours



- Celebrity interaction
 - Blue/black: Kanye West, Jaden Smith, Frankie Muniz, Demi Lovato, Mindy Kaling, Justin Bieber
 - White/gold: Kim Kardashian, Anna Kendrick, B. J. Novak, Katy Perry, Julianne Moore, Sarah Hyland
 - Other colours: Lucy Hale, Phoebe Tonkin, Katie Nolan, Lady Gaga, David Duchovny
- Members of the scientific community began to investigate the photo for fresh insights into human colour vision.



We even made a **#WhiteandGold** version that was auctioned off for Charity



For the record it was blue and back!

Some making a serious point!



TheSalvationArmySA
@SalvationArmySA



 Follow

Is it so hard 2 see black & blue? 1 in 6 women are victims.

#StopAbuseAgainstWomen

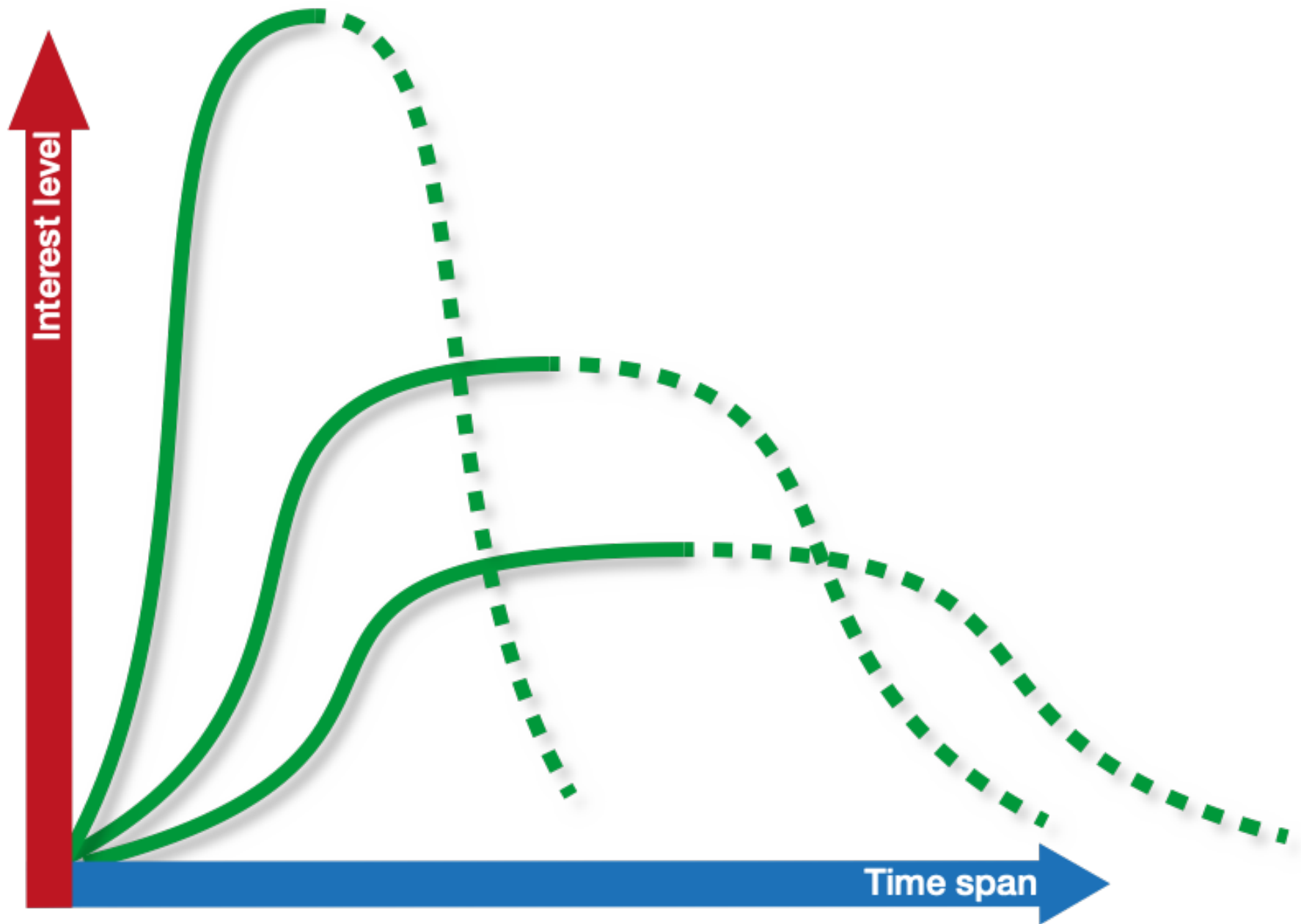
#blackandblue #whiteandgold



RETWEETS
8,168

FAVORITES
3,835





Sport is always popular subject for newsjacking and even Swansea City gets in on the act...23/1/2013





The response from
advertisers was
almost immediate.

25/1/2013



Should've gone to Specsavers

Book an eye test at specsavers.co.uk or call 0800 0680 241



Sometimes the call to action
is not to buy but donate...

Advert ran the day of
England's first game in the
soccer World Cup

A vertical poster with a white background and a red border. At the top right is the NHS logo and the text 'Blood and Transplant'. The main text is in large, bold, red capital letters: 'WHEN THE LADS RUN OUT TODAY, PLEASE MAKE SURE WE DON'T.' The bottom of the poster has a red background with white text and a logo.

NHS
Blood and Transplant

**WHEN
THE LADS
RUN OUT
TODAY,
PLEASE
MAKE SURE
WE DON'T.**

During the last World Cup, blood stocks dropped to their lowest summer levels for five years. Please don't let it happen again. Show your support for England while England are giving their all. Book an appointment now at blood.co.uk

0300 123 23 23


blood.co.uk

Telefónica

Change phones like Chelsea change managers



O₂ Refresh. Press. Refresh.

#O2Refresh
o2.co.uk/refresh

Terms apply.

O₂

Talking of phones.

Nokia v Samsung



Nokia Deutschland 
@NokiaHomebase

Have a break...
#Kitkat #Nokia
pic.twitter.com/6OuEQIVLLj

 Reply  Retweet  Favorite  More



1,126
RETWEETS

295
FAVORITES



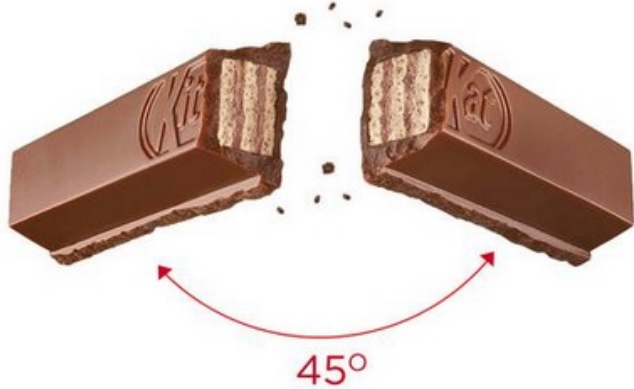
3:15 PM - 4 Sep 13 [Flag media](#)

Kitkat love 'em!

Android v iphone6
#bendgate

1,000 tweets an
hour

 KITKAT @KITKAT · Sep 24
We don't bend, we **#break**.
#bendgate #iPhone6plus



RETWEETS 28,517 FAVORITES 13,560

6:43 PM - 24 Sep 2014 · Details

 Collapse  Reply  Retweet  Favorite  Buffer  More

One day later this
form Pringles...



..and this from
Deviant Art online
community



DeviantArt 
@DeviantArt



Looks like Dali got his hands on the new
iPhone 6 Plus. bit.ly/1xh97OR #BendGate



10:30 PM · Sep 24, 2014



308



369

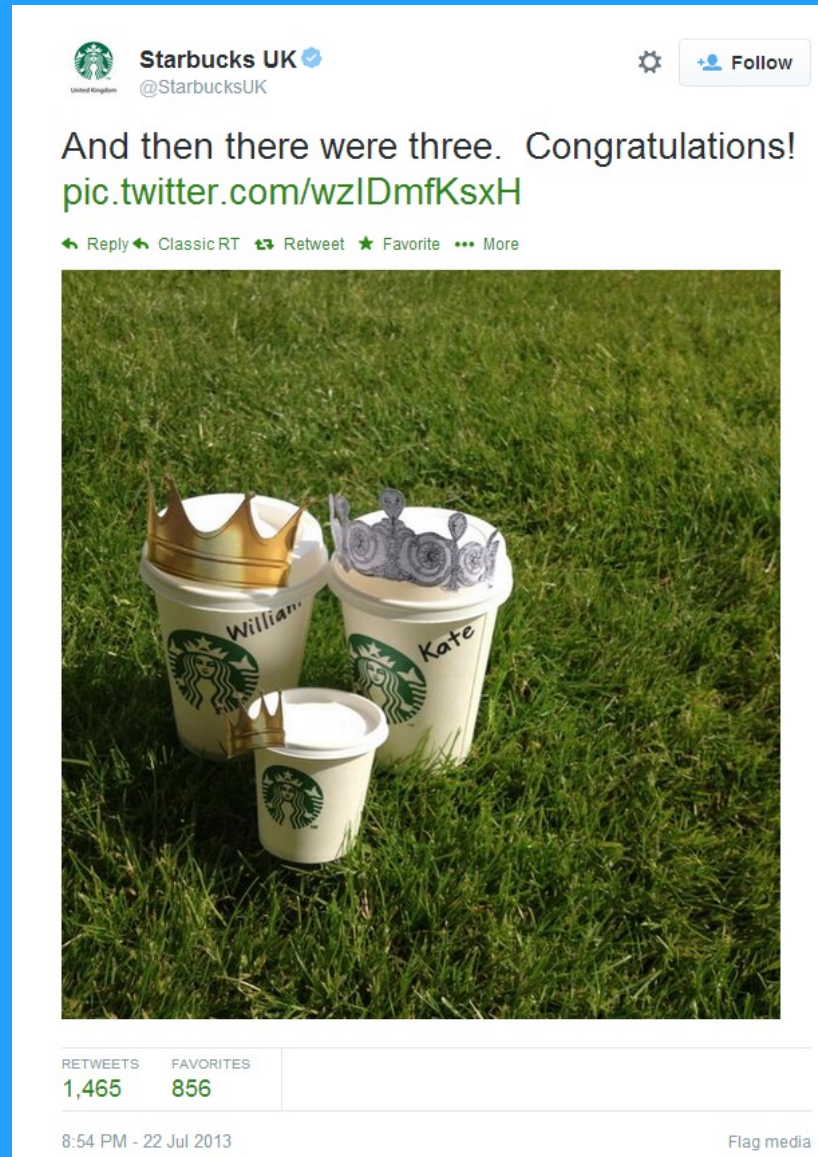


Share this Tweet

Plan ahead..

- You can take advantage of known opportunities – calendar dates, up and coming events, festivals etc
- <https://www.awarenessdays.com/venue/unit-ed-kingdom/>

Everyone loves a baby, but what about a royal one.



Starbucks



Oreo Cookie

@Oreo

Follow

Prepare the royal bottle service!

pic.twitter.com/Nlks2kT7Sw

Reply Retweet Favorite More

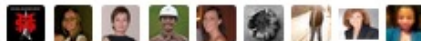


593

RETWEETS

206

FAVORITES



12:42 PM - 22 Jul 13

Flag media

Oreo Cookie



Play-Doh

@PlayDoh

Follow

Congrats to the Royal Family!

pic.twitter.com/ZcD6di2trN

Reply Retweet Favorite More



25

RETWEETS

10

FAVORITES



12:55 PM - 22 Jul 13

Flag media

Play-Doh



Coca-Cola GB ✓

@CocaCola_GB

 Follow

Huge congratulations from one family of four to another!
[#RoyalBaby](#)

11:14 AM - 2 May 2015



166



165



American Express ✓
@AmericanExpress



Follow

Congratulations to everyone going home with Gold tonight! #Oscars
pic.twitter.com/vnTZ4g6JVA

Reply Classic RT Retweet Favorite More



RETWEETS
36

FAVORITES
12



2:07 AM - 25 Feb 2013

Flag media

Sex always sells!



SAME SEX MARRIAGE BILL. PASSED.
Time for a honeymoon



Virgin HOLIDAYS

Name the film?




DogVacay

And musicals.



Risky Strategy

- Newsjacking is a high-risk strategy which can reward with brand loyalty, positive connection with audience and all round kudos
- Not every story is suitable material for newsjacking, e.g. crime stories, tragedies or sensitive emotive issues – but politicians and celebrities are usually fair game.

When Newsjacking goes bad

Not the best
way to Remember
Pearl Harbor ...



SpaghettiOs 
@SpaghettiOs



 Follow

Take a moment to remember #PearlHarbor
with us. pic.twitter.com/B8E1cFKgEo

 Reply  Retweet  Favorite  More

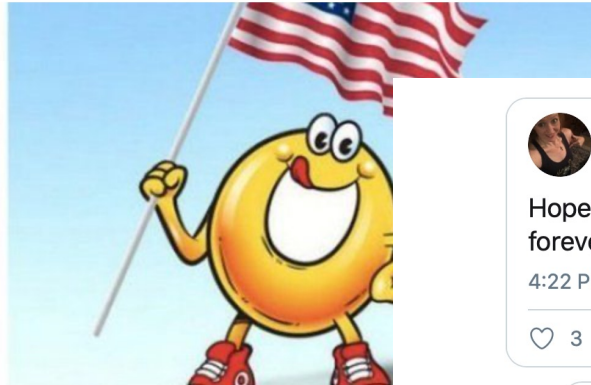


BUSINESS 07/12/2013 16:44 GMT | Updated 07/12/2017 03:14 GMT



Uh Oh, SpaghettiOs' Pearl Harbor Tweet Sparks Backlash, Company Apologizes

 By Hunter Stuart, HuffPost US



BUILDseriesLDN

On the 72nd anniversary of Japan's attack on the company appears to have miscalculated how it v

Late Friday night, the canned pasta maker [Spag](#) featuring its mascot holding an American flag as to remember #PearlHarbor with us



Demand Term Limits
@MotherChickens



Hope nobody minds if I chose to remember Pearl Harbor and forever forget [@SpaghettiOs](#). #TastelessCorporation

4:22 PM · Dec 7, 2013



3
 2
 Share this Tweet



Mario Roa
@mariohroa



Replying to [@SpaghettiOs](#)

This tweet will live in infamy RT [@SpaghettiOs](#): Take a moment to remember [#PearlHarbor](#) with us.
pic.twitter.com/FZNNyP08sF

4:21 PM · Dec 7, 2013



13
 5
 Share this Tweet



Maggie Serota ✓
@maggieserota



I think [@SpaghettiOs](#) is gonna have an opening for a new social media manager in a few hours.

5:40 AM · Dec 7, 2013



28
 15
 Share this Tweet

Also not the best approach Hurricane Sandy 2012



Gap 
@Gap

 Follow

All impacted by #Sandy, stay safe! We'll be doing lots of Gap.com shopping today. How about you? 4sq.com/QPVDt9

29/10/2012 14:32

A check-in at Frankenstorm Apocalypse - Hurricane Sandy

Other Great Outdoors in New York, NY



Foursquare @foursquare

Gap joins American Apparel in suggesting Hurricane Sandy could be a good time for online shopping

By **Staff Writer** - 30 October 2012 15:44pm



Gap might be dressing up as American Apparel for Halloween, as both have faced a backlash on Twitter in the past 24 hours for suggesting that Hurricane Sandy, which is battering the east coast of America, provides a good opportunity to do some online shopping.

American Apparel sent an email advertising a 20 per cent sale for those affected by the storm, and Gap has had a similar idea, tweeting 'All impacted by #Sandy, stay safe! We'll be doing lots of Gap.com shopping today. How about you? 4sq.com/QPVDT9', with a foursquare link.

Gap has since deleted the tweet following a backlash, and quickly tweeted 'To all impacted by #Sandy, stay safe. Our check-in and tweet earlier were only meant to remind all to keep safe and indoors.'

Comments from various tweeters included 'seriously?', 'social media fail', and 'Habitat intern employed in US?' by @malcolmcoles.



Promoted

+1
Found
incredi
insight

The Drum
Recomm

The Drum

Dist
from
not y

HubSp

Learn

Related

BU
KI
DRIVE
Burge
'wome
tweet

Which led to panicked damage limitation



Gap 
@Gap



To all impacted by #Sandy, stay safe. Our check-in and tweet earlier were only meant to remind all to keep safe and indoors.

 Reply  Retweet  Favorite

5

RETWEETS

1

FAVORITE



@KSMedia



10:46 PM - 29 Oct 12 · Embed this Tweet

And this on the back of the Syrian conflict was unforgiveable...



Kenneth Cole ✓

@KennethCole

 Follow

"Boots on the ground" or not, let's not forget about sandals, pumps and loafers. [#Footwear](#)

6:34 PM - 5 Sep 2013

516 RETWEETS 285 FAVORITES



And he has form...



THE SLATEST

Kenneth Cole Is Joking About Tragic International Events to Sell Shoes Again

BY JOSH VOORHEES

SEPT 05, 2013 • 3:47 PM

 TWEET

 SHARE

 COMMENT

Flashback to Feb. 2011: Designer Kenneth Cole tries to use the then-unfolding revolution in Egypt for what *Foreign Policy* called “a bit of guerrilla self-promotion on Twitter.” The tweet: “Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online.”

That tweet went over about as well as you’d expect. Following a swift backlash, it was quickly deleted and Cole apologized. “I’ve dedicated my life to raising awareness about serious social issues, and in hindsight my attempt at humor regarding a nation liberating themselves against oppression was poorly timed and absolutely inappropriate,” he said in a statement.

Flash-forward to today:



Kenneth Cole 
@kennethcolereal



"Boots on the ground" or not, let's not forget about sandals, pumps and loafers. [#Footwear](#)

6:34 PM · Sep 5, 2013



234



1.2K



Share this Tweet

Too soon...



Taken down an hour later

9/11 12th Anniversary

AT&T Slammed on Twitter and Facebook For Sept. 11 Marketing Move

AT&T takes down photo of the Twin Towers on a phone.

By **JOANNA STERN**

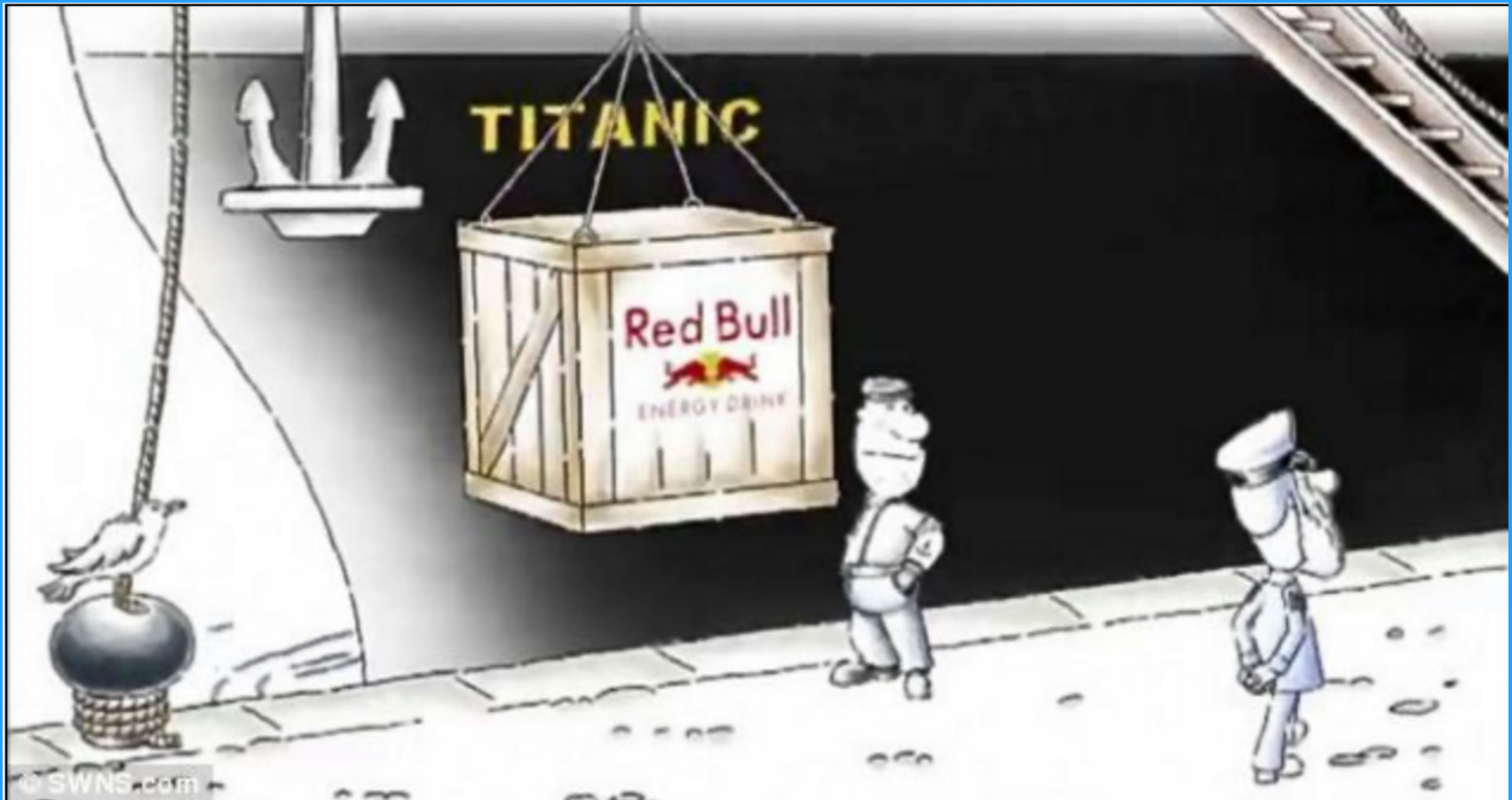
11 September 2013, 18:57 • 3 min read



📷 AT&T/Twitter

AT&T pulled down this photo and tweet after much backlash.

Also too soon...



101 years after

ASA (Advertising Standards Authority) received 46 complaints

- Broaden your news sources, cultural checkpoints
- Follow breaking news, latest trends and social media memes
- Look for a news story which can relate to brand values/benefits/USP in some way
- Where will your newsjack be viewed – twitter, print ads, other?
- Visual? or copy driven? Hastags#?

Ethics

- But remember that as advertisers we are bound by ASA guidelines on legality, morality and ethics
- <https://www.asa.org.uk/>

Next Week

- Choose a news story(s) cultural reference
- Select brand/social issue that would fit with the story... find connection
- Using your strongest idea mock-up to more finished standard: marker pen, hand drawn or Photoshop visual, can use InDesign/illustrator for layout
- Consider touch point for your news story ad e.g. Tweet/ print ad/ other
- **Present to tutor and peer group (25th March 21).**

Get newsjacking!

- Remember that you can pair a story with any brand/business/service/charity you want
- some stories may suggest several different brands to newsjack it
- Experiment...take risks...be playful...be cheeky!...
- But nothing offensive!