

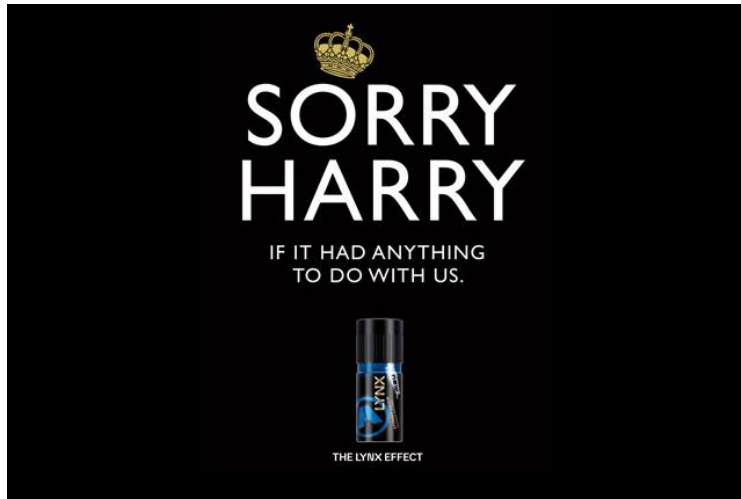
M U N I  
E C O N

# Topical Marketing

# Topical marketing

- využití aktuálního dění k vytvoření kampaně odkazující na konkrétní událost či příběh
- piggybacking buzz
- newsjacking
- culture surfing
- získání pozornosti





Virgin Atlantic:  
[The Brexit Calculator](#)

What do we say to  
weak bonds?



**“Not Today”**



# Oreo během Super Bowl game 2013



**YOU CAN STILL DUNK IN THE DARK**

Oreo's Photos  
in Timeline Photos

Tag Photo Options Share Like

**Oreo**  
Liked · 19 minutes ago

Power out? No problem. — with Jessica Torres, Lorc Etsu, Tracey Ware Guillory, Alexander Heye, Cal Dennison, Sky Walker, Scott McGinnis, Cole Brown, Nikki Rogers Glynn, Brooke Van Schaick and Michael N Amadee Arizmendez.

Like · Comment · Share

13,147 people like this.  
4,030 shares  
View previous comments 6 of 628

- Equiana Brown** that was so cool love it a few seconds ago · Like
- Jenn Novesky** great Marketing job oreo. S/he deserves a raise! a few seconds ago · Like
- Edee Ulianich Peterson** That was fast lol a few seconds ago via mobile · Like
- Erica Lopez-Guzman** OREOS!!!! a few seconds ago · Like
- Jeremy Undej Matelski** Oreos rock. a few seconds ago via mobile · Like
- Carlos L. Chacal** WHHHHAAAATTTTT!!!! a few seconds ago · Like

Write a comment...

Sponsored  Create an Ad

**Westfield San Francisco**  
Celebrate the New Lunar Year at Westfield San Francisco Centre.

Like · Matthew Martin likes Westfield San Francisco Centre.

American Apparel

Made in the USA  
Sweatshop Free

In case you're bored  
during the storm.

**20%  
OFF  
EVERY-  
THING**      **FOR  
NEXT  
36  
HOURS**



Offer available:  
Connecticut, Delaware, Massachusetts,  
North Carolina, New Jersey, New York,  
Pennsylvania, Virginia, Maryland

Just Enter  
**SANDYSALE**  
at Checkout



**Whitney Hess** ✓

@whitneyhess



I just received a "Hurricane Sandy sale" email blast from [@AmericanApparel](#). I will forever boycott their stores. RT if you're with me

4:45 AM · Oct 30, 2012



♥ 25    💬 18    🔗 Copy link to Tweet

[Tweet your reply](#)

**MUNI  
ECON**

# Lze naplánovat?

## The T-Mobile Royal Wedding

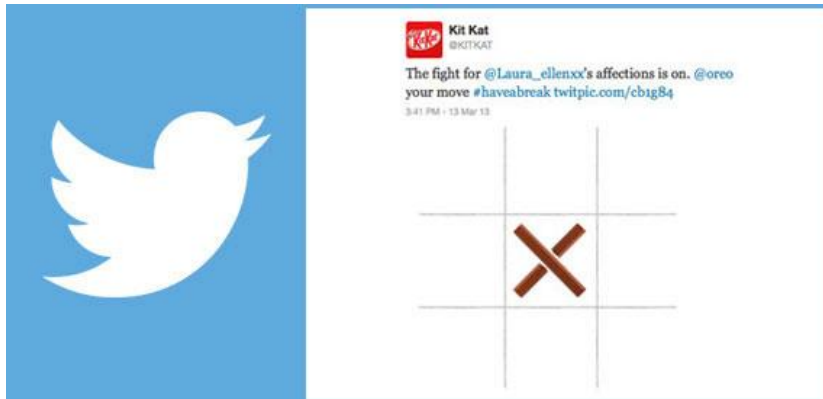


# Kit Kat Goes To Space!

## #BreakFromGravity

2012, Felix Baumgartner

Youtube



# Topical marketing

- Digitální media
- Nehodí se pro každou značku
- Vtip, kreativita (*Humour Effect*)
- Načasování
- Jaký typ události využít?