

Abstract

Change is Constant. In today's time, organizations are thriving by keeping track of the changes and transforming themselves with these changes in advertising & communication. This industry is changing in terms of platforms, format, and tactics. One of the significant transformations in the last two decades is the emergence of Social Media Marketing. Social Media Marketing has transformed the way organizations operate. The very fabric of consumer communication has changed to two-way communication.

Now, the consumer is capable of liking, sharing, or co-creating the content. Consumers have the power to influence a larger audience compared to earlier times. Any viewer can share personal views/opinions that influence other consumers for purchase intentions irrespective of the constraint of place and time. The Internet binds the consumer on a universal thread in its texture.

In times like this, organizations intend to use the power of 'consumer share of voice.' It's an intelligent move for marketers to create meaningful, convincing, and compulsive content. The right combination of creative elements can make the content viral. One of the most popular and widely used content formats for viral advertising is AV (audio visual) content.

This research aims to assess the creative determinants of viral video advertising as a means of a successful communication tool. It intends to evaluate the impact of major creative determinants - Message, Emotional appeals, and treatment factors that affect the video virality.

Keywords

#viralmarketing #creativeterminants #facebook #AV #videoadvertising