



How to create  
**Word-of-Mouth**  
Advertising



***People do not trust***

***advertising.***



Think about it,  
no ad is as  
credible or  
effective as  
a friend or  
a third party  
endorsement.

That's why advertising  
needs to **"program"**  
people what to tell  
others about your  
brand. The result  
is **Word-Of-Mouth  
Advertising [ WoMA ]**.





*WoMA\* delivers 5xs better results than paid advertising.*

*People trust other people.*

\*WoMA = Word-of-Mouth Advertising



**WoMA\*** is the most powerful marketing media.

Unfortunately, **WoMA** isn't something you can just buy. Generating talk requires an understanding of:

- how humans decide,
- how specific lifestyles think,
- how people endorse brands.



\***WoMA** = Word-of-Mouth Advertising

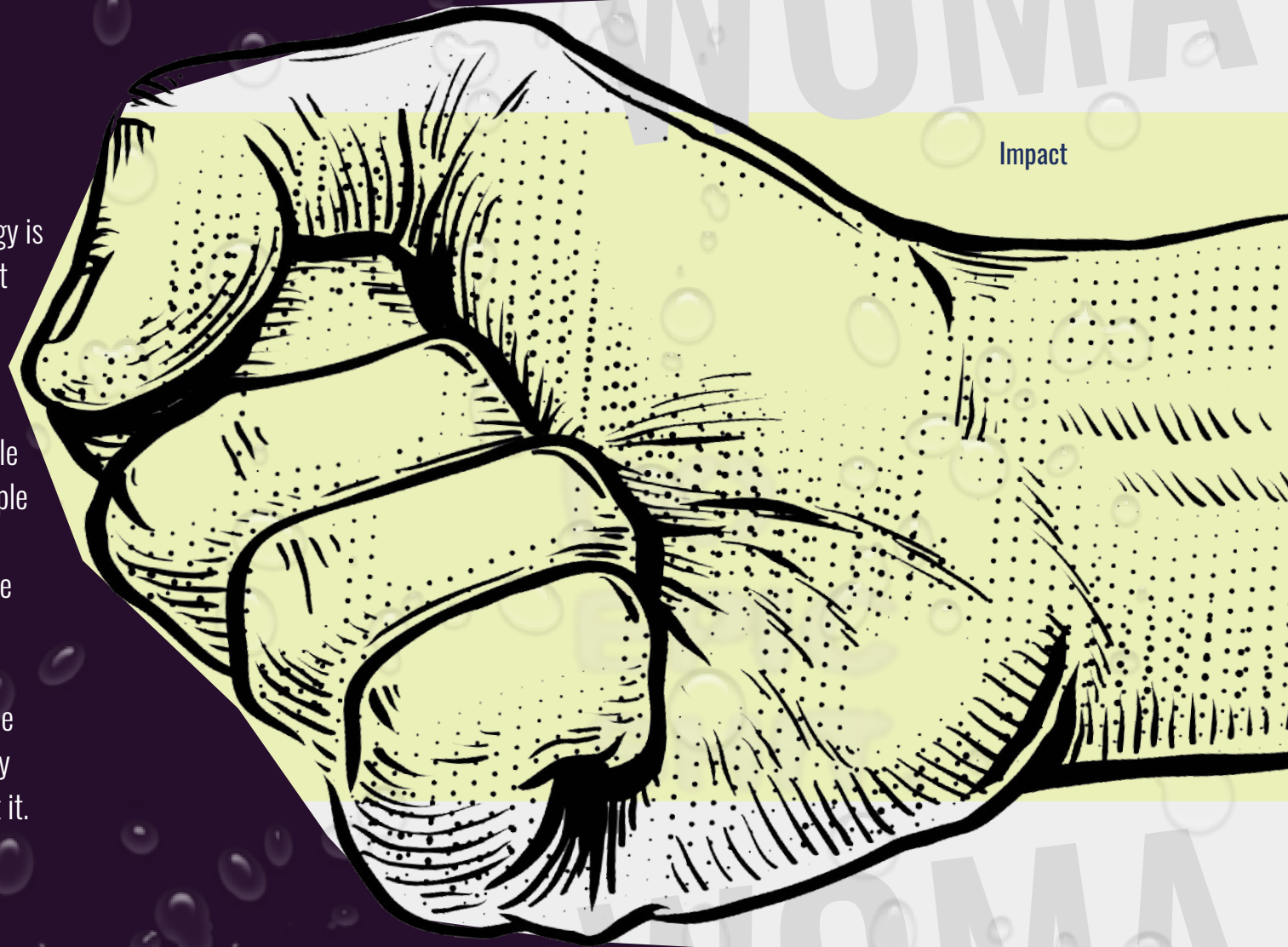
Only then can one determine what they will find interesting enough to pass onto a friend. In short, the message must be relevant and have actual news value, otherwise no one **will care enough to tell others about it.**

Most agencies have one “**Championship**” campaign they’ll be delighted to show you. But if you ask them how or why this campaign worked, you will find that they don’t know. More importantly, **they have no idea how to duplicate it.**





has made a science out of creating **WoMA** campaigns. The strategy is to create what we want people to say about brands: be it a *person*, *place* or *thing*. Using a unique and memorable approach engages people in a way that a **WoMA** campaign can stimulate conversation. The net result is that not only do people talk about the brand, but that they say **the right things** about it.



Impact

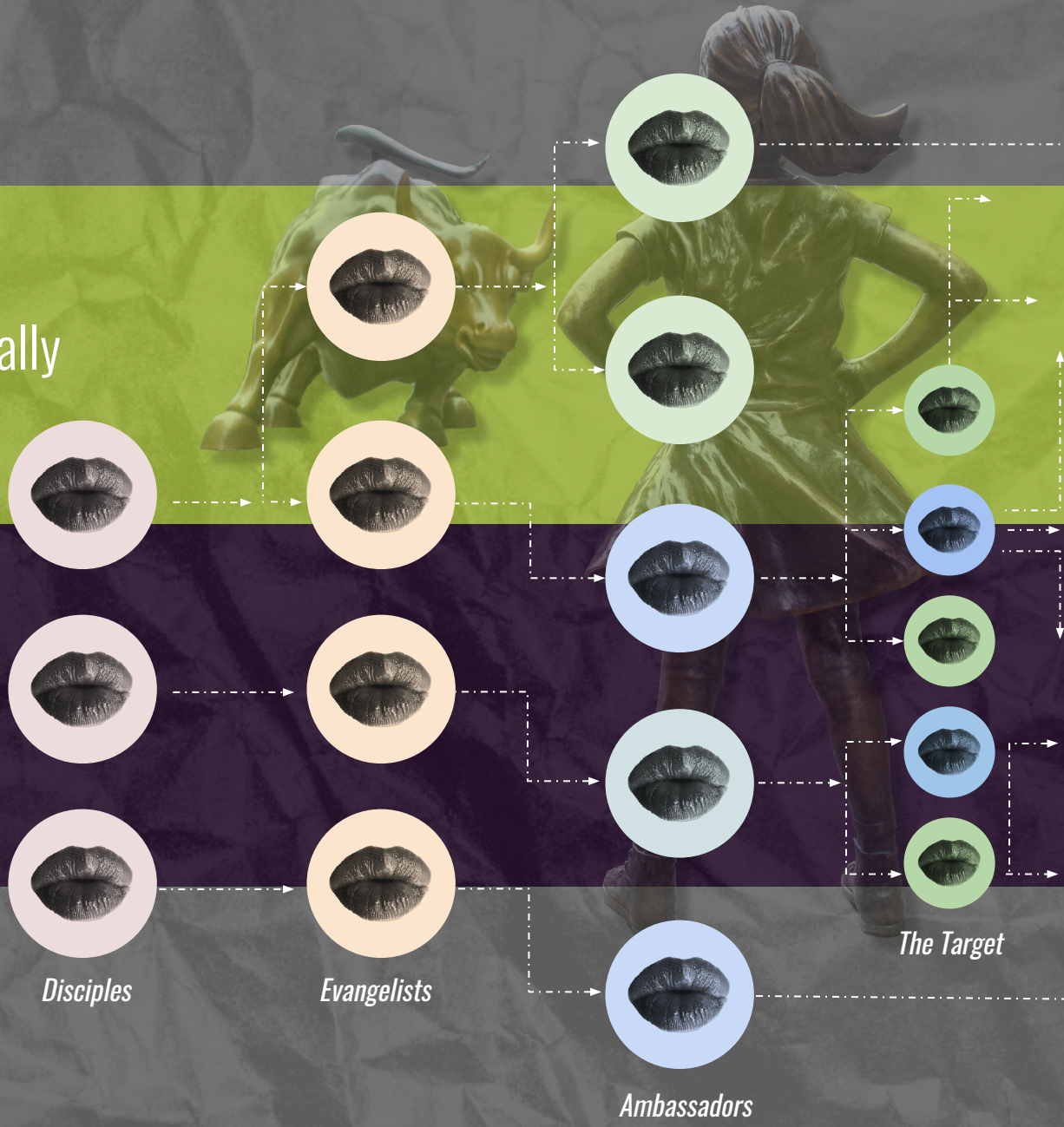




# The WoMA Channels

A well-executed **WoMA** campaign can geometrically expand a sales force.

When you run a **WoMA** campaign that has talk value, you literally add sales people to your staff by turning regular, everyday consumers into "*Disciples, Evangelists or Ambassadors*" for the brand.



*Disciples*



*Evangelists*



*Ambassadors*



*The Target*





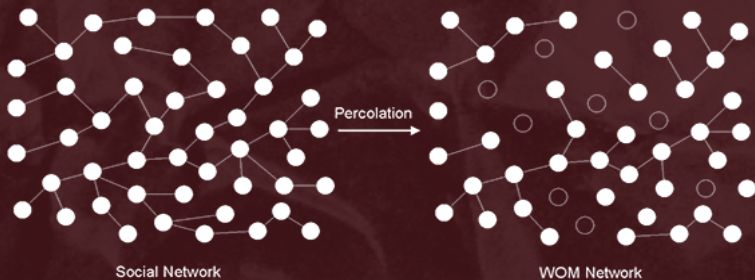
# Put WoMA in their minds, eyes and on their lips.



Every time your brand's message is passed on to another person, you are in effect gaining **free** ads. **WoMA** campaigns create a multiplication effect by making every dollar spent look like **\$5. or \$10.**



The **WoMA** effect multiplies your marketing budget.





In rare situations,



and, for all we know people may be talking about a business in a dark light. This means that each and every post, message and negative conversation made public creates an *adverse* effect in business.



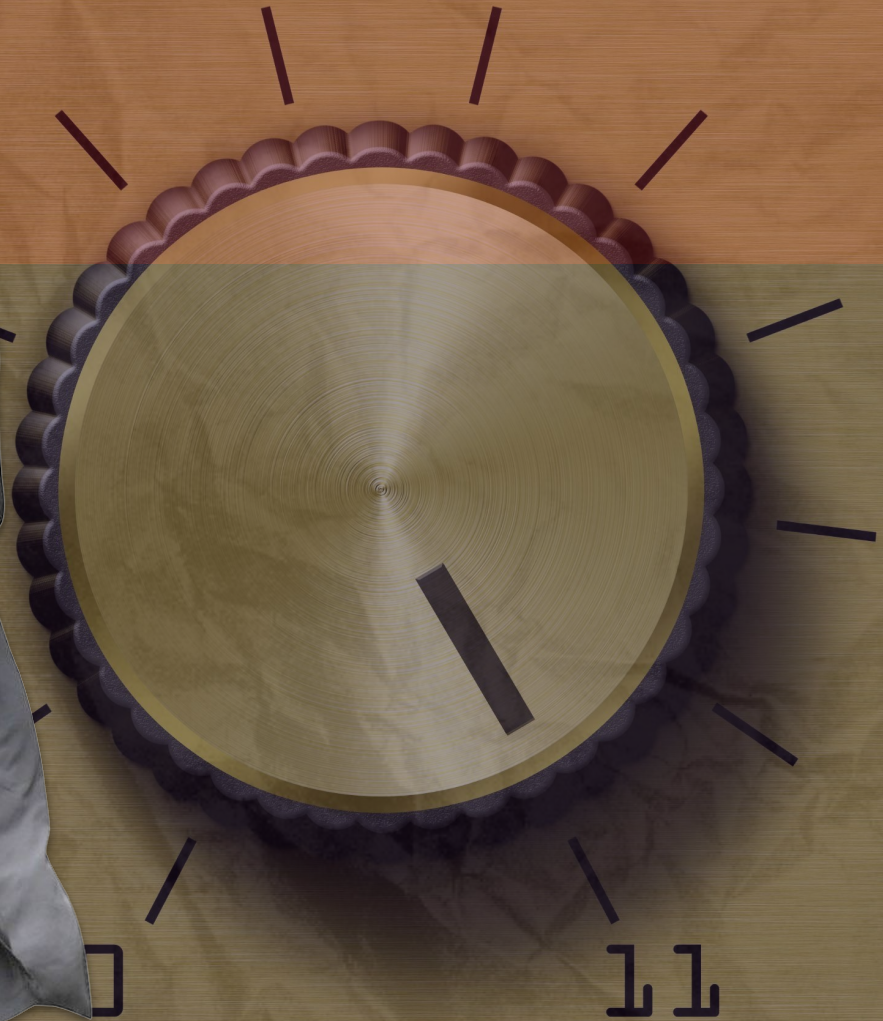
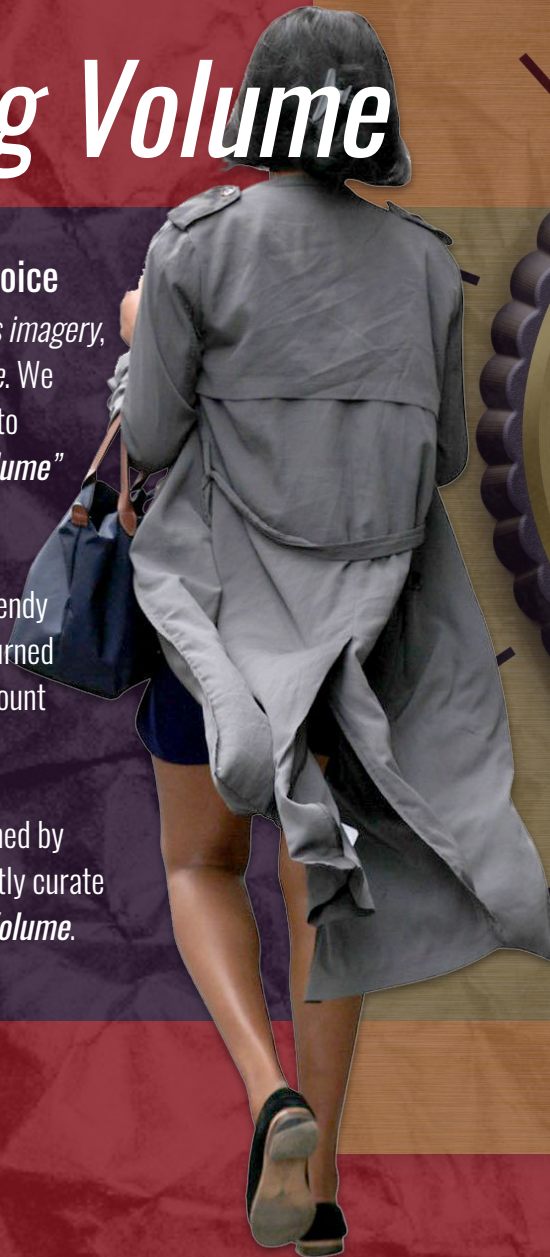
Good **WoMA** assures, protects & controls the conversation.

# *Elevating Volume*

Patrons speak a brand voice that is appropriate in brand: *its imagery, price point and target audience*. We work closely with each patron to create a specific, branded "*Volume*" for ideal public consumption.

Obviously, the *Volume* on a trendy restaurant account would be turned up, on a conservative bank account it would be dialed down.

A brand's voice is pre-determined by the patron. Together, we expertly curate both the brand voice and the *Volume*.



VOLUME



# WOMMA

Impact

Some *yell*,  
while others should *whisper*.





If you haven't already heard of **WOMA** or had the good fortune of a presentation, and would like one, call.



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