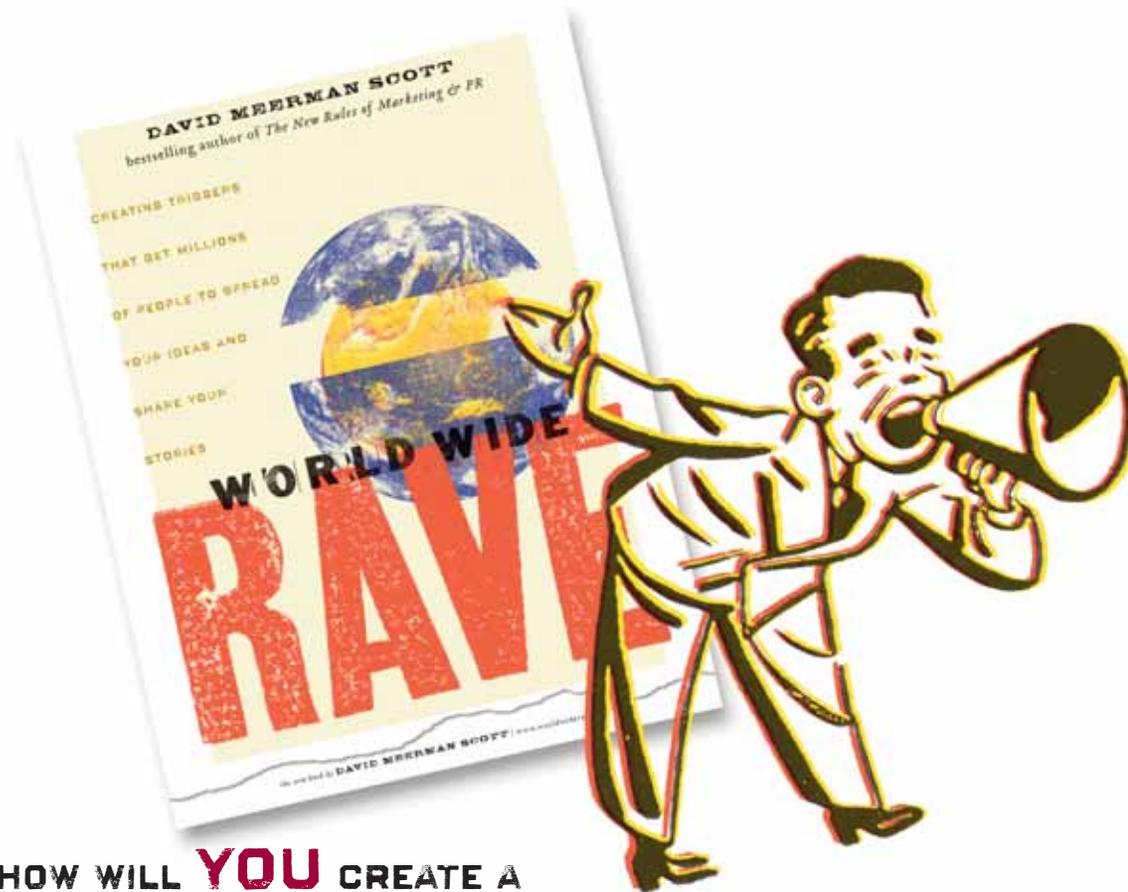


**BY DAVID MEERMAN SCOTT**

bestselling author of *The New Rules of Marketing & PR* and the new hit book *World Wide Rave*



HOW WILL **YOU** CREATE A

**WORLD WIDE RAVE?**

**MAKING OF THE VIDEO**

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**Kyle Matthew Oliver** read early drafts of this e-book and provided valuable advice to make it read better.

Contact Kyle at [blog.kyleoliver.net](http://blog.kyleoliver.net)

E-book design is by the amazing **Doug Eymmer**. Contact Doug at [www.eymer.com](http://www.eymer.com)

**Disclosures:** Some of the people quoted or mentioned in this e-book are my friends and I have business relationships with several of the companies mentioned or profiled.

Please feel free to post this on your blog or email it to whomever  
you believe would benefit from reading it. **THANK YOU.**

Introducing the new hit book from David Meerman Scott

# A WORLD WIDE RAVE

What the heck is that?

A World Wide Rave is when people around the world are talking about you, your company, and your products—whether you're located in San Francisco, Dubai, or Reykjavík. It's when global communities eagerly link to your stuff on the Web. It's when online buzz drives buyers to your virtual doorstep. And it's when tons of fans visit your Web site and your blog because they genuinely want to be there.

How do you start one? It helps to know the rules:

## RULES OF THE RAVE:

**NOBODY** cares about your products (except you).

**NO** coercion required.

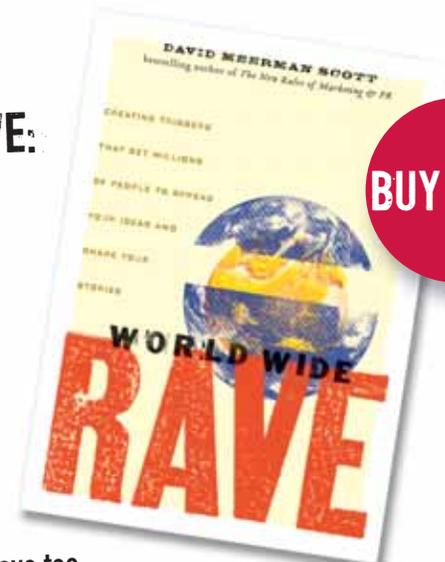
**LOSE** control.

**PUT DOWN** roots.

**CREATE** triggers that encourage people to share.

**POINT** the world to your (virtual) doorstep.

You can trigger a World Wide Rave too  
—just create something valuable that people **want** to share, and make it easy for them to do so.



# HOW WILL **YOU** CREATE A WORLD WIDE RAVE?

## Making of the Video

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Thank you for your interest in this e-book. In it, I chronicle the making of the video *How will YOU create a World Wide Rave?* which was released February 2009.

If you haven't seen the video yet, you might want to watch it before you read any further. You'll find it on [YouTube](#).

“How did you do **THAT?**”



As I was passing around the work-in-progress video that resulted in *How will YOU create a World Wide Rave?*, everyone had a question about some aspect of it. How did you come up with the name *World Wide Rave?* The music is cool—what is it? How did you get so many photos and videos from around the world? As I answered each question, I thought back on the more than one year that the video has been in the works and the more than 100 people from all seven continents who contributed to it.

This e-book serves to describe that process and celebrate everyone who helped me with it. I also hope that you may find some valuable information about creating your own initiative that people will share.

### **YOUR CHALLENGE:**

**As you read this e-book, be thinking of how you can create a  
A WORLD WIDE RAVE of your own.**

# WORLD WIDE RAVE

## the Name

Since my book *The New Rules of Marketing & PR* was first published in June 2007, I have spent much of my time researching what many people call “viral marketing.” One of the coolest phenomena on the Web is that when an idea takes off, it can propel a brand or company to seemingly instant fame and fortune. *For free.* I’m fascinated by the idea that something so valuable and compelling gets sent from one person to another, and then another, and on and on. Each link in the chain exposes the story to someone new!

Because I write on my blog and on Twitter about content and ideas that spread, readers frequently send me examples of “viral marketing” (the name comes from the idea that the marketing spreads like a virus online). But I realized in early 2008 that many of these examples were nothing more than advertisements that rely on interruption, bait-and-switch gimmicks, inane games, and frivolous contests. It’s the old rules of marketing mindlessly transplanted on the Web. Their trickery and coercion is a transparent attempt to sell products. Frankly, this stuff gives all marketing a bad name.

Because *viral marketing* has taken on sleazy connotations at many organizations, causing marketers and executives to become increasingly skeptical, I wanted to coin a new phrase to describe the phenomenon (and that would also serve as the title for the book I was working on). I wanted to draw a clear distinction between, on one hand, the amazing ways that millions of Web users share stories and ideas and, on the other hand, all the bogus blather that lazy or dishonest people are resorting to. I needed a new name for the viral marketing done the *right* way.

I ran the naming challenge by Matt Holt, my publisher at John Wiley & Sons, and others at Wiley (Matt knew I was planning a new book, but the proposal had not been submitted yet). My wife and daughter got in on the name game. I asked friends and colleagues such as Mike Volpe and Dharmesh Shaw at HubSpot, Michelle Manafy at *EContent Magazine*, and Kyle Matthew Oliver, who edits much of my work. At bars and restaurants I would ask people what came to mind when I talked about how ideas spread. But it was a telephone conversation with marketing strategist [Mark Levy](#) that led to the name I chose.

At the time, the working title of my book was “Word of Mouse.” However I knew that I didn’t want to use that as the final title because there were already several books published under that name. It was essential that, whatever name I chose to describe how ideas spread, it had to be one I could “own” (my definition of ownership over a name includes: never used as a book title, no significant competition in search results, and a URL that was available).

**Mark Levy of Levy Innovation recalls:**

“You didn’t want a title using viral or word of mouse, because you didn’t think you could own those words. Too many other marketers and writers had beaten you to them.

I said, ‘Forget using viral as a word, but let’s play with its underlying concept. What’s a virus? How does one work? What other phenomena have properties similar to viruses?’

We started listing things that were powerful and had reach, but which were hard to control. Some of the things came from nature, like earthquakes and wind. Others were man-made, like the Internet and mobs. As we spit out concepts, we plugged them into Google, searched for references, and brainstormed anything we found into titles.”



I really liked the word *Rave* and wanted to see if we could use that. Mark and I quickly served up ideas like “Ravestorm,” “Ripples of Raves,” “The Seismic Rave,” and “Ravequake.”

At one point, Mark said, “Let’s go to Wikipedia and poke around.” For some reason, we ended up checking out listings on Gutenberg and the spread of printing around the world, and I saw a reference to the “World Wide Web.”

It was like one of those movie scenes: A light bulb in my head went off, I got all tingly, and the room felt cold and then hot. I found myself reading the term “World Wide Web,” but my mind was saying “World Wide Rave.” Love at first sight.

A little sheepishly, I said to Mark: “World Wide Rave.” He said something like, “That’s it. We’re done.”

Once I had the book title, I wrote a book proposal and submitted it to Matt Holt, my publisher at John Wiley & Sons. Matt had already indicated that Wiley was interested in publishing a book by me about how ideas spread, but I was interested to hear what his reaction was to the title and the book’s description.

**Matt Holt, publisher at John Wiley & Sons, recalls:**

“When I first heard about *World Wide Rave*, I was stunned. Wow, everyone in business needs to read this, it’s a game changer. Beautifully simple.”



**John Wiley & Sons, Inc.**

## HOW CAN WE SPREAD THE IDEA OF THE BOOK?

Can I let you in on a secret?

For the past year, I've been focused on how to launch my new book *World Wide Rave* into the marketplace *using the techniques that I describe in the book*.

“Oh my God,” I thought. “The pressure is on.”

Of course, I know that the best way to launch a book (or any new product) is to create something worth talking about. However, in this case I felt an added responsibility to implement my own ideas—not just because I thought it would be good for sales, but because it could serve as yet another example of how to put the ideas to work. Showing you how I did what I did could itself become another valuable teaching moment. Therefore, this e-book is my attempt to be as transparent as possible about the video, so you can learn from my failures and hopefully a success or two as well. I'm releasing this e-book at the exact same time that I release the video it describes. So you can see for yourself if it's working just by counting the number of views. (Cut to my terrified expression and the cold sweat on my brow!)

An important aspect of creating a World Wide Rave is that you never know for sure what will take off. Yes, you can increase your odds for success by using the techniques I outline in the book. But, ultimately, you cannot force an idea on people. That's one reason why I suggest that you create a number of different vehicles that have the potential to spread. Just like a venture capitalist, you can never know which idea will take off (or which company will go public), so you invest in several initiatives.

During initial meetings with my designer, [Doug Eymer](#), we talked about what we could do with the actual design of the hardcover book *World Wide Rave* to get people talking about it. During an initial discussion, we wondered if we might try hiding a “special message” in the book. Could we include something cryptic on, say, page 106, something that hinted at a secret URL where readers could go for some special bonus? We talked a lot about this concept but in the end rejected it.

During another brainstorming session, we thought about hosting a Rave party to launch *World Wide Rave*. Though it was an interesting idea, we decided against it on the grounds that only people in one city could participate.

When we turned to discussing the cover, Doug and I talked about how ideas spread in the offline world. For instance, might old-time “Wanted” posters be a potential theme? We’re both fans of vintage rock posters, so in the end Doug started playing around with the idea of a rock-poster feel. His initial design concepts were amazing, so that’s what we wanted to go with. Fortunately, the folks at Wiley agreed.

With the cover direction confirmed, we talked about executing a guerilla operation where we would put up hundreds of posters in various cities. We figured we’d take photos and share them online. While we liked that idea, we decided it wasn’t participatory enough.

It was then that many of the ideas from the book, the concept of the poster, and the ways that people share ideas came together; we decided to print a bunch of posters and offer them to anyone who wanted one. The more people we brought in on the fun, the more help we'd have in spreading the word.

**Doug Eymer of Eymer Design recalls:**

“I have always had a deep appreciation for the broadside posters that are often pasted to the plywood walls surrounding urban construction sites. These gritty, grainy, heavily-textured posters appear as if they have been slapped up with a big glob of wheat paste—under the cover of darkness. David and I both agreed that this was the appropriate tone for *World Wide Rave*. The poster, a natural extension of the book cover, represents the guerilla-like concept brought to life. **Our instructions to participants were clear...** get a poster, be creative, capture the moment, and send us the pixels.”



I was hoping that people would take photos or shoot videos in their many home countries, but I didn't want to insist. So this is how I asked, in a blog post published on December 4, 2008

### **I could use your help**

You may notice that the book cover design that Doug and I developed looks like an old rock poster. (Cool, isn't it?) Our idea was that prior to the web, rock bands invested a lot of money in a great poster and plastered it all over a city before a gig. They created a localized World Wide Rave by using interesting graphics.

Well, we created posters too. And I want to send you one.

I am having people around the world put the poster somewhere interesting in their country, with fascinating people, or in unusual settings, and then send me a digital image or short video. My goal is to get a bunch of countries / cities / locations represented. You'll see some fun examples already on the World Wide Rave site.

I've got a stash of posters ready to be mailed. Do you want one? If you do, I hope you'll take a photo or very short video with the poster, but there's no obligation.

**BLOG  
POST**

Within a few days of that post, I had mailed out more than 100 posters to people all over the world. I brought them with me to my keynote speaking gigs and handed them out. We mailed a copy of the poster to journalists who received pre-publication galley copies of the book. To date, more than 2,000 posters have been distributed. Not long after the posters shipped out, I started to receive digital images of them from around the world. Each day brought a few more. Exciting stuff!



## STORIES BEHIND THE PHOTOS & VIDEO CLIPS

I've been positively stunned by the generosity of more than 100 people from around the world who shared photos and video clips for us to enjoy. What's most interesting to me is that these people took time out of their busy days simply because they wanted to. They expected nothing in return except to be a part of a global initiative. I could go on and on about what we can all learn from this impulse, but I'm sure that if you've read this far you get my point: There's nothing more exciting than when people are spreading your ideas and sharing your stories—and it's fun for the sharers as well. Moreover, each of us, *including you*, has the ability to create a *World Wide Rave*. So once again, thank you to all who participated.

There is an interesting story behind every single photo and clip included in the finished video. You can read many of them on the [World Wide Rave site](#). Here are several that I find particularly fun.

**MUMBAI, INDIA** Prakash Dogra took the photo with his children Leisha and Prakarsh standing in front of the iconic Taj Mahal Hotel at the Gateway of India. Sadly, the hotel was made even more famous for the wrong reasons just a month before this photo was taken, as it was the scene of a terrorist attack.

**PRIDE OF LIONS** Nico Prinsloo sent a series of videos taken at [Ranch Lions and Wild Things](#) outside Polokwane in Limpopo, South Africa. The lions live in the wild and were trained by Viv Bristow, a Zimbabwe farmer. Nico says, "Viv Bristow had to flee with his lions and elephants after his farm was taken over by war veterans. Bristow provides lions, elephants, and other animals for filmmakers, and his animals have appeared in many local and international

films. The person holding the poster is Frank Kasakamula, manager at Ranch Lions & Wild Things. Tourists can go on lion tours and see the lions in their natural surroundings, although visitors are not allowed to mingle with the lions as we did for these images.”

**DRACULA'S CASTLE** Eugenie Verney sent the very cool photo taken of her daughter holding a World Wide Rave poster in her teeth. She's standing at Slains Castle, just north of the village of Cruden Bay, Aberdeenshire, Scotland, where they live. This landmark is thought to be the inspiration for Bram Stoker's *Dracula*.

**VIRTUAL WORLD** The virtual world image was sent by Dave Elchones (who is the avatar with the blond hair) of [GoWeb3D Experiences](#) and taken in a virtual learning environment. Dave is a virtual worlds & web3D entrepreneur and executive director of the Association of Virtual Worlds. His partner, Rahul Dutta of Gurgaon, India, is the one with the dark hair, and the virtual setting is the Qutab Minar Complex, ancient ruins located in Delhi, India.

**ANTARCTICA** The photo taken of Wilson Piedmont Glacier at Marble Point, off the Ross Sea in Antarctica, was sent by Keri Nelson, who lives nearby. I met Keri via Facebook by way of Twitter. Let me take a moment to explain, because this is one of those “power of Twitter” stories. By the end of December of 2008, I realized that I had photos or video from six of the seven continents and really wanted to have a photo from Antarctica. So I sent out a tweet on December 30, 2008 asking my followers if anyone knew someone there. Several people responded with leads, including Keri's friend Brenda Haines. I traded a few Direct Messages with Brenda and within a few hours had a connection to Keri via Facebook. After she agreed to help, we sent her a poster by way of the U.S. Air Force (via New Zealand). Less than a month later, Keri sent us this terrific photo! I'm so jazzed to have a photo from Antarctica because now we have all seven continents represented in our truly *World Wide Rave* video.



**THE GRATEFUL DEAD** I frequently use the Grateful Dead as an example of “losing control” of your marketing to let your ideas to spread. Starting in the 1960s, the Grateful Dead encouraged concertgoers to record their live shows, establishing “taper sections” where fans’ equipment could be set up for the best sound quality. The band was happy to have Deadheads trade tapes and make copies for friends. The cult of the Grateful Dead concert became a pre-Internet World Wide Rave, driving millions of fans to the band’s live shows for over thirty years and generating hundreds of millions of dollars in revenue. Since Jerry Garcia’s passing, the band no longer tours as the Grateful Dead. However, on November 2, 2008 I had an opportunity to see Phil Lesh & Friends (Lesh is the Dead’s bass player) in New York. I got way up front and a friend shot the short clip of the band playing *Bertha*. (Special tidbit for Deadheads: I’ve managed to slip a Grateful Dead reference into each of my five books.)

**THE APOLLO ASTRONAUTS** I’m a big fan of the Apollo moon program. I collect artifacts from the program (including some that were used on the surface of the moon) and display them on my [Apollo Artifacts blog](#). Yes, I know—this is a weird hobby. Anyway, on November 8, 2008, I attended a benefit dinner for the Astronaut Scholarship Foundation. The Foundation organized a commemorative photo shoot, and I got permission to have my photo taken with nearly all of the surviving Apollo astronauts, including five men who walked on the lunar surface.



## WORLD WIDE RAVE ORIGINAL MUSIC

As the photos and video clips started to come in from people around the world, I showcased them on my *World Wide Rave* site. But I realized that not very many people would take the time to look at all of them, so I wanted to have a way to bring them together.

Video was an obvious solution to showcasing all the photos.

My thoughts went immediately to Matt Harding and his videos. I'm a huge Matt Harding fanboy, and I especially love [Where the Hell is Matt \(2008\)](#). As of this writing, that video has been seen more than 17 million times. In it, Matt visits forty-two countries from Bhutan to Zanzibar and dances in all of them with enthusiastic locals. In my opinion, a critical element of Matt's video is the music. The song, "Praan" by Garry Schyman, draws you in.

So I knew I had to have a great tune in my video. But how? What song would I use? Could I get the rights to use the song legally?

At the [Brand Manage Camp](#) event in October, 2008, I met Audrey Arbeeny, executive producer at the [Audiobrain](#) sound-branding company. During Audrey's amazing presentation, I learned more about sonic branding in just forty minutes than I had in twenty years as a marketer. I contacted Audrey after the event and hired her company to create an original song for my video.

Their experts approached the task from a branding perspective. They learned about the key attributes and the best ways to articulate the idea of a World Wide Rave through music and sound. Audrey and her team read an early copy of the book, heard me speak about the topic, researched how ideas spread, read blogs, and basically collected as much relevant information as they could.

After a few weeks, Audiobrain presented me with the following unique characteristics, which the composers wanted to express with music and sound:

**BOLD:** Catalyst for change, energetic, fearless, dynamic, passionate, optimistic.

**SOCIAL:** Networking, open-minded, fun, accessible, connecting, technological.

**CLEAR:** Practical, straightforward, credible, no frills, simple.

**COOL:** Fresh, inventive, outside the box, creative.

Once I agreed, the composers worked to ensure that all those traits were supported by the music. The team provided me with dozens of short music clips along the way, in order to get feedback. It was a fun and exciting project for me to be a part of.

And I just love the finished work.



**Audrey Arbeeney, executive producer at Audiobrain, recalls:**

“The music was created from a branding process and is unique and authentic to David Meerman Scott and his vision of a World Wide Rave. The music serves as the foundation with key melodic elements and instrumentation carrying through, creating a clear, consistent, long-term, and true voice for David Meerman Scott and *World Wide Rave*.

**BOLD** is illustrated by the fuzz bass, “four on the floor” insistent bass drum, and the melodic piano. There is a sense of movement and development into optimism and excitement. The piece builds dynamically, and has a rousing anthemic feel to the chorus.

**SOCIAL** is said through both the instrumentation and structure. We start out with a small sound, almost asking a question. It is then joined by other instruments, creating a dialogue. There are continual segments of musical elements joining together, with an overall quality of inclusiveness. We used very small background sounds with a lot of movement to illustrate technology: not in a predictable, computer-like way, but as warm and fun nuances.

**CLARITY** is heard throughout the piece. The piano is clean and bright, as are the guitar harmonics. The acoustic and electric melodies over a solid foundation percussion illustrate credibility and are very straightforward and clear, but with many interesting and colorful sounds and energies moving through them.

**COOL** is heard in the quiet beginning and sense of direction illustrated by the guitar fade-in and drum development. The background guitars have a swagger and freshness. The music has a very confident and fresh point of view, and we illustrated inventiveness through many of the colorful, aspiring, and unusual sound combinations throughout.”

Go back and have another listen and I think you’ll have an even greater appreciation for the work Audrey and her team did.

## VIDEO PRODUCTION

Now that I had a collection of images and a great soundtrack, I needed to put it all together into a finished video. I wanted the finished product to be on the short side. I was hoping it would have an international feel, so that it would work in any culture. Most important, I lived in fear that it would be boring!

There's no way that I could accomplish all that myself, so I looked around for someone to help me.

The natural choice was my friends at [yourBusinessChannel](#), an online TV channel focused on high-quality global business information. I already have a weekly show on [yourBusinessChannel](#) available via their network of syndicator sites. The channel is run from New Zealand, and Mark Sinclair (who managed the video) is based in Bristol, UK, so the global dimension was perfect.

Mark and his team were incredibly enthusiastic about the project. While I had a broad sense of what I wanted to accomplish, Mark's team was responsible for the vast majority of the interesting aspects of the video, and I was amazed by their attention to detail.

The shot sequence is timed perfectly to the music. The flags in the graphics flutter gently in a breeze. The cubs you see in the beginning grow up to be big lions at the end (just like a *World Wide Rave*). Terrific!

**Mark Sinclair, Features Editor at yourBusinessChannel, recalls:**

“When I first told the team about the World Wide Rave, and the video we’d be producing, they were really excited. Not just because it would be a fun project (which it was). But because the *World Wide Rave* encapsulates something we experience every week whilst producing dozens of business TV shows. With the power of the Internet, clever people can achieve incredible things by getting others to rave about them – not just locally, or even nationally, but right around the world. So it was very cool to be working on a project which documents this and promotes a book about it. With David in the U.S. and the video production team in England, Scotland, Germany, the Netherlands, and New Zealand, this is truly a world-wide video!”



yourBusinessChannel

## YOUR CHALLENGE

So there you have it, the story of the video.

What I find so fascinating is that all of those people sent me photos and clips because they wanted to be a part of a fun little idea. Nobody needed to be coerced or tricked. Although I did invest some money into designing, printing, and shipping the posters; commissioning the original music, and video production, I didn't pay the people who shot the photos and video clips. They participated because they wanted to. *I think that idea is incredibly powerful.* Anyone who can think of something interesting to do online can build a following of people to tell stories and spread the idea.

You can achieve these results too, by applying the ideas in *World Wide Rave* and by studying other people's success. You can generate a World Wide Rave of your own.

Large or small, big corporation or entrepreneur, you and your business need to get out there and make it happen! Here are the *Rules of the Rave*:

- **Nobody cares about your products** (except you).
- **No coercion required.**
- **Lose control.**
- **Put down roots.**
- **Create triggers that encourage people to share.**
- **Point the world to your** (virtual) **doorstep.**

I know I keep repeating myself, but I have to end on this note because it's just so true. A World Wide Rave—having others tell and spread your story for you—is one of the most exciting and powerful ways to reach your audiences. It's not easy to harness the power, but any company with thoughtful ideas to share—and clever ways to create interest in them—can, after some careful preparation, become famous and find success on the Web.

**YOUR CHALLENGE:** How will you create a **WORLD WIDE RAVE?**



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**Editorial advice** for *World Wide Rave* and this e-book by Kyle Matthew Oliver

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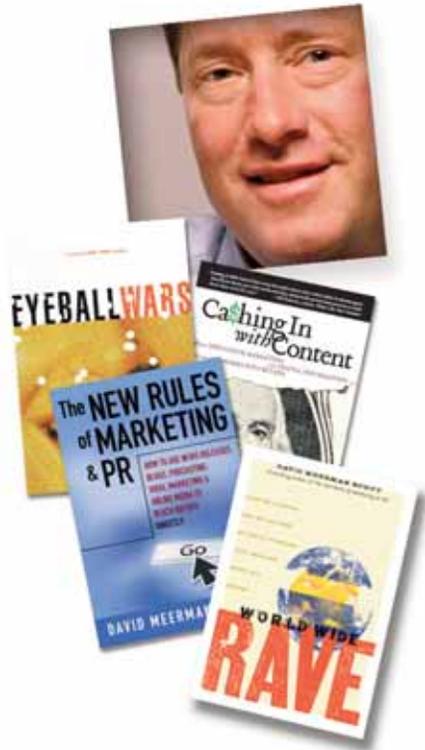
**Apologies** to those I’ve missed or whose names I have misspelled. My bad.

I know I’m bound to screw up a few times.

**A special thank you** to our canine friends who posed for photos: Pukko & Bailey

**And, as always, thank you to Yukari and Allison.**

## About the Author



David Meerman Scott is a marketing strategist, entrepreneur, [marketing speaker](#), seminar leader, and the author of the number-one best-selling PR and marketing book *The New Rules of Marketing and PR: How to use news releases, blogs, viral marketing and online media to reach buyers directly*, which is being published in over 20 languages. He is a recovering VP of marketing for two publicly traded technology companies and was also Asia marketing director for Knight-Ridder, at the time one of the world's largest newspaper and electronic information companies. David has lived and worked in New York, Tokyo, Boston, and Hong Kong and has presented at industry conferences and events in over twenty countries on four continents.

To book David to speak at your next event or to run a seminar for your company, please contact him at [www.davidmeermanscott.com](http://www.davidmeermanscott.com)

Check out his popular blog at [www.WebInkNow.com](http://www.WebInkNow.com)

Follow him on Twitter at <http://twitter.com/dmscott>

## Books by David Meerman Scott

**World Wide Rave:** Creating triggers that get millions of people to spread your ideas and tell your stories (*Wiley, 2009*)

**The New Rules of Marketing and PR:** How to use news releases, blogs, podcasts, viral marketing and online media to reach your buyers directly (*Wiley 2007 and 2009*)

**Cashing in with Content:** How innovative marketers use digital information to turn browsers into buyers (*CyberAge Books, 2005*)

**Eyeball Wars:** A novel of dot-com intrigue (*Freshspot Publishing, 2001*)

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