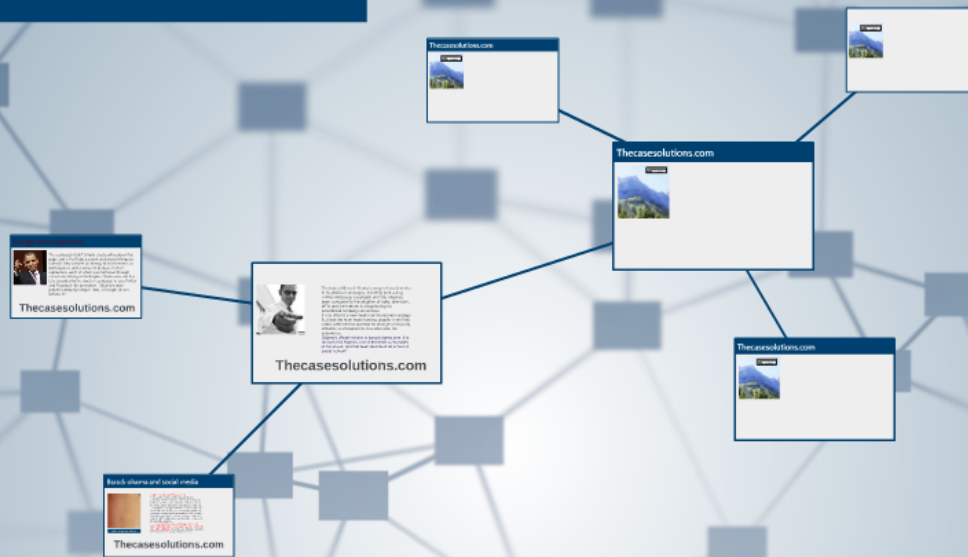
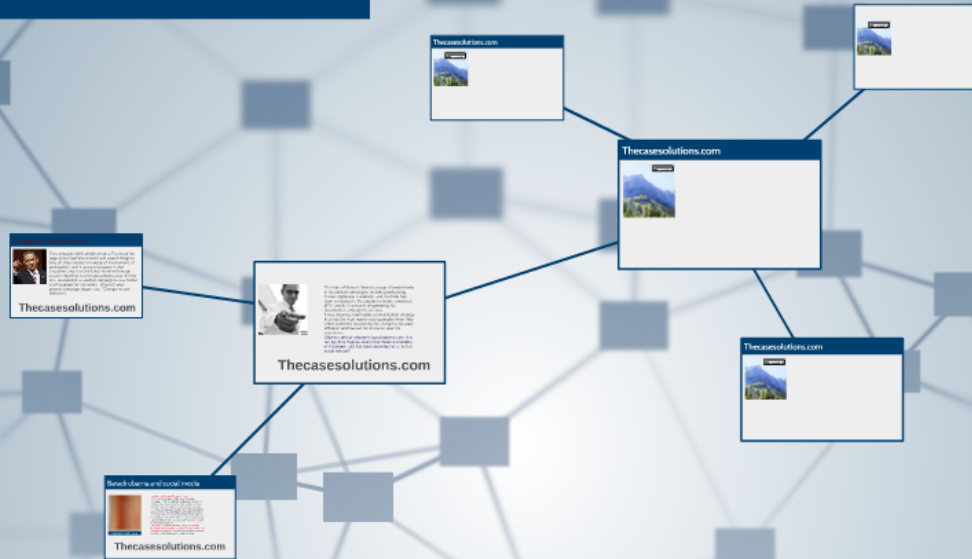


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Repositioning Royco Minute Soup: Evaluating a Word-of-Mouth Campaign

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Barack Obama and social media



Introducing Barack Obama

Involvement through Empowerment.

This was the mission of the Barack Obama campaign. The first political campaign in history to truly harness the power of social media to spread the word, garner support and get people engaged. The Obama campaign reached 5 million supporters on 15 different social Networks over the course of campaign season and by November 2008, Obama had approximately 2.5 million Facebook supporters, 115,000 Twitter followers, and 50 million viewers of his YouTube channel.

“No other candidate has ever integrated the full picture the way Obama has, that’s what’s really new about his campaign,” said Michael Malbin, executive director of the Campaign Finance Institute.

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Change we can believe in



The campaign didn't simply create a Facebook fan page and a YouTube account and expect things to take off: they created an energy of involvement, of participation, and a sense of purpose in their supporters, each of which was funneled through social networking technologies. Obama was the first U.S. presidential re-election campaign to use Twitter and Facebook for promotion. Obama's ever-present campaign slogan was, "Change we can believe in".

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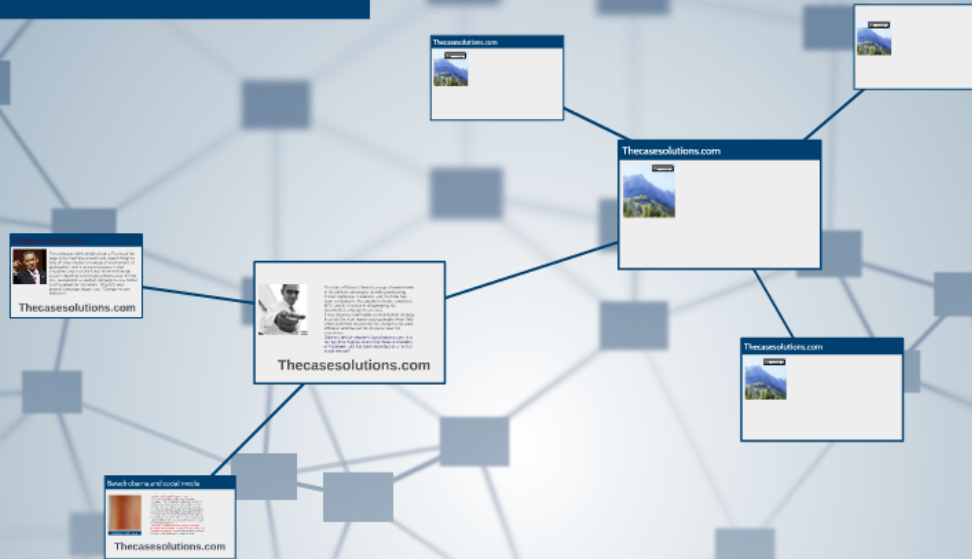
The topic of Barack Obama's usage of social media in his political campaigns, including podcasting, Twitter, MySpace, Facebook, and YouTube has been compared to the adoption of radio, television, MTV, and the Internet in slingshotting his presidential campaign to success.

It was Obama's new media communication strategy that was the main reason young people, when they voted, preferred his promise for change to his party affiliation and favored his character over his experience

Obama's official website is barackobama.com. It is run by Chris Hughes, one of the three co-founders of Facebook, and has been described as a "sort of social network"

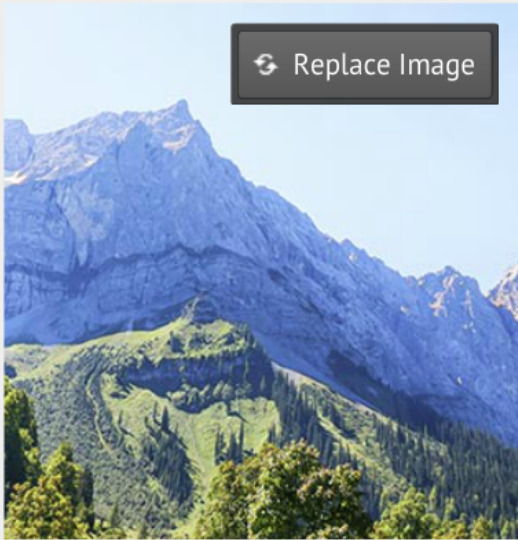
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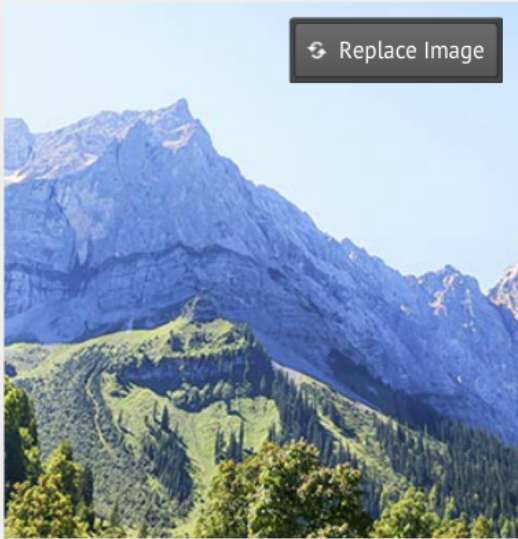


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