Search takes a Social Turn

Marketers are increasingly seeking ways to engage users with pitches based on social-network recommendations. "What your friends think and what people like you think is much more relevant than what everybody thinks," said Forrester analyst Augie Ray.

Amazon.com now allows its shoppers to connect to their Facebook accounts so that Amazon can display their friends’ favorite books, films and other products. TunerFish, a start-up owned by Comcast, lets users share what television shows and movies they are watching, mapping out an up-to-the-minute TV guide of programs gaining in popularity among their friends.


For Marketers, Web-Video Celebrities Offer Trusted Voices and Engaged Viewership

Once upon a time, YouTube was considered the Wild West -- its so-called "stars" more likely to produce cringe-worthy performances than to displace the pitch-men and -women of traditional media. But now big-time brands like Lancome, McDonald's, Ford and Kellogg's are trusting YouTube celebs with their money and reputations. "The reason we turned to them is because they have a valid voice in their community, and people trust what they say and what they think," said Scott Monty, head of social media for Ford Motors.

For full article: http://adage.com/digital/article?article_id=145844

The King travels to U.K.

After years of very brief appearances in the U.K., Burger King's King was featured in the U.K. as the primary figure in commercials for Burger King for the first time. These commercials are a part of Burger King's new "Taste is King" campaign. The commercial stars The King, with people running around chasing after him.

The King will visit major U.K. cities, and anyone that follows The King like they do in the commercial will receive discounts and other offers at Burger King. Burger King will also show the advertisements on Foursquare and other social media sites, as well as online and on their website.

For full article: http://adage.com/globalnews/article?article_id=145798
Who is the KFC Guy?

Do you know who this man is?

No, I know he’s the KFC man, but what’s his name? When “The KFC Guy” just doesn’t cut it, you can always refer to him by his real name, Colonel Sanders, the founder of KFC. Don’t be ashamed if you didn’t know his real name though – it turns out that “more than 60% of Americans between the ages of 18-25” don’t know his name, so you are not alone. Additionally, 50% of respondents thought that he was “just a made-up icon” and not a real person, let alone the founder of KFC.

Upon learning of these startling findings, KFC scrambled to rectify the problem by launching a new campaign using social media sites. To KFC, it was inconceivable that people wouldn’t be able to recognize their founder. To them, it was only yesterday that the constant stream of ads were displayed showing their proud Kentucky-based (actually born in Indiana) founder.


Duke Nukem is Back… Really

Duke Nukem, the guy who loves to kick ass and chew bubblegum (although he never brings enough gum), is back. After 13 years in development, ‘Duke Nukem Forever’ is once again promised to fans. The reassurance? This time it’s real!

After years in limbo, video game development company Gearbox Software is ready to take up the reins on Duke Nukem Forever, and this time they mean business. However, producing the product itself is going to be easy compared to the PR problems that the creators will have to face. When a game is promised to you for 13 years, it’s hard to just accept that ‘this time will be the real thing for sure.’

Randy Pitchford, CEO of Gearbox, knows that he has to win the fans over once again in order for this to really be a hit. The first stage of his marketing push will be to instill confidence – the game is REALLY coming out this time. Really. The second part of the advertising push will be to actually get demos of the game out, showing players that Duke Nukem is truly back, and that the last month of advertising wasn’t just some preemptive empty promise, unlike the last 13 years.

For full article: http://adage.com/mediaworks/article?article_id=145851