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### Wal-marting or believing?

In our current society, old ways of marketing are losing space to a new and informal way of marketing because people started to feel more connected to these informal marketings than gigantic marketing productions. Wal-mart in 2006 tried to create something similar to this kind of marketing. Wal-mart tried to create a story where a couple, Jim and Laura, wanted to park overnight in the Wal-mart parking lot, and when they tried to reach Wal-mart, the company offered them a flight to Las Vegas where they would get a new RV, they went traveling across America and posting all their stops in Wal-marts' stores in a blog. But, later in that year, a folksy blog called that Wal-mart to campaign a fraud which Jim and Laura weren't actually customers traveling across the country and willingly showing how the Wal-mart franchise is great, but they were being paid per posts published in the blog. This news was a gigantic hit to Wal-mart's public relations agency because it showed how Wal-mart was desperate to have clients complementing its branches. This event brought up a complex discussion about the trustworthiness of corporate and personal blogs in reporting the quality of an experience or product.

Wal-mart tried to create this advertisement campaign because nowadays the younger generation has an easier connection to an informal advertisement campaign than to a big and well-produced advertisement. This fact happens because the internet gave people access to an infinite amount of information, and trying to convey an image that is not accurate is becoming

harder and harder, therefore when is another person that is recommending that service and not the company itself, people tend to take more seriously. I will reflect on how the big companies are struggling to fit in this new way of advertising, the mistakes that they commit, and how they can use this tool without risking a scandal or polemic discovery on their advertisement.

After countless scandals, big corporations start to struggle to gain people's trust, and that led them to look for alternatives and new ways to advertise. The "recently old" method of advertising by using huge amounts of money to create a scenario with actors and all the other technicalities is no longer convincing to the new public eyes which prefer to have closer contact with the product being advertised. The big companies analyzing these situations a lot of time trying to do what Wal-mart tried, to force a situation to sell a fake image. This method is only going to take big companies to the collapse of their advertising system because nowadays with the internet it is almost impossible to fake an event. People now are always recording or asking questions and this new culture of demanding all the information about a service or product is also pushing these big companies to stop doing fake advertising and start to deliver a service or product with good quality. Another mistake that these big companies commit is to invest in the wrong areas. As I said before, the way of advertising has changed to a more informal way but this does not mean to a cheaper way because now all the investment that once went to production cost is now going to paid traffic which gives your advertisement more reach throughout the internet. The last mistake is to think that there is any advantage in hiding information about your product or your campaign. I mean, it could give you an advantage in the 80s but nowadays the internet has the power to convey information in seconds, and these secrets will mostly fall in the hands of the blogosphere. Hiding information only lowers the feeling of credibility and

believability because people nowadays will choose the campaign which they feel is telling the whole truth to them.

There are three ways of how these big companies can advertise using the internet without risking their credibility and believability. First, you need to bring the product close to people, in other words, you need to make people feel close to the product, and that it is not only showing how useful the product or service can be but how they can emotionally connect with it. Second, it is to use the people who made their careers on the internet. People who became famous through the internet know way better how to use it than huge companies that started their business when the internet wasn't even a thing. These bloggers, YouTubers and etc. know exactly what to do in the WebSphere and how to please people and at the same time gain their attention. Not wanting these bloggers' help is the same as going into an unknown place without a guide, you can survive if you study a lot but will never experience the full potential of that place. Last, is perhaps the most important and obvious that it is to make an actually good service or product because if people go to your store and they are well treated and have a good experience they will spread and advertise for your brand for free!!!

In conclusion, this new generation of customers is changing the way to give credibility and believe in something. Companies need to change that too otherwise they will fail to gain these new types of customers. I believe that the best way to keep your customers and create a successful campaign is to be as transparent as possible, not by overwhelming them with useless information but by nurturing the customers with true good information that will increase their interest in your brand.