



MYCBOOK

## Romancing the Consumer 10

### WANTED! CONSUMERS WITH GOOD TASTE

Ever since Web pages have existed, brands have been trying to acquire as many fans as possible. However, Grey Poupon decided to go against that practice and actually rejected people who weren't "sophisticated" enough. The company created a group with exclusive membership and placed this ad on its Facebook page:

The Society of Good Taste would like to access your public profile, friend list, status updates, checkins, education history, current city, photos, likes and your friend's photos

The company then used Facebook Connect to access your profile to decide if you "cut the mustard." If your grammar was too poor, photos too scandalous, or friends too unseemly, you might not make the cut. This contrarian approach proved to be extremely successful to the tune of 100 million impressions and a fan increase of 3000%!

[See:<http://www.ignitesocialmedia.com/social-media-examples/15-viral-marketing-examples-campaigns-past-5-years/>]

Social media recommendations now serve to provide consumers with much needed "social proof" on the advisability of their intended purchases.