


GMT
<ul style="list-style-type: none"> ▶ Home ▶ About GMT ▶ Contact ▶ RSS / Atom ▶ Video Feed ▶ User Group News

Recent GMT Posts
<ul style="list-style-type: none"> ▶ links for 2008-07-19 ▶ links for 2008-07-18 ▶ Joe Armstrong - Erlang eXchange ▶ links for 2008-07-17 ▶ Publication Notification 15th July 2008 ▶ links for 2008-07-16 ▶ Wendy Devolder on Cloudcamp London ▶ Publication Notification - 8th July 2008 ▶ WordCamp UK 2008 - Birmingham, July 19th/20th 2008 ▶ links for 2008-07-14

GMT Extra
<ul style="list-style-type: none"> ▶ Paul Johnston - Asus eee ▶ Chris Heilmann - Yahoo Developer Network ▶ Christian Alhert - Minibar and Open Business ▶ Belgium by Kris Buytaert ▶ Erlang - The CEO's View ▶ Innovation, technology and entrepreneurship in Italy ▶ Manchester and the North-West ▶ Profile - Deb Bassett ▶ Profile - Steve Bowbrick ▶ South Africa by Dirk Tolken ▶ Profile - Dave Cross ▶ Paris by Xavier Cazin

Video
<ul style="list-style-type: none"> ▶ Cloudcamp London ▶ James Shi - Osomsoft - Tiddlywiki - The Bug ▶ Jeremy Ruston - BT, Osomsoft, Tiddlywiki <p>shewentofherownaccord.com - Roo Reynolds and Nick O'Leary</p> <ul style="list-style-type: none"> ▶ Steven Goodwin - Home Automation ▶ Team Bob - Subterranean Homesick News ▶ Wendy Devolder - Skillsmatter ▶ Basil Cousins - Open Document Format ▶ Karthik Ramachandra - Erlang eXchange and ThoughtWorks ▶ Simon Thompson - Erlang 

O'Reilly Sites


Topics

Profiles & Interviews
Podcasts
Books
O'Reilly
Pragmatic Programmers
Rocky Nook

« [Songforsomeone.com - Bespoke Songs For Your Loved One | Main | Sun brings Start-up Essentials to the UK](#) »

Zooppa - Advertising Goes Social

Zooppa is the place where advertising meets Web 2.0. Based in Italy and billed as the first Italian-American Start-Up, Zooppa is a website set up to court User Generated Advertising. Brands short of a marketing campaign can put themselves or their products forward to have adverts created by Zooppa's registered members. The members create speculative adverts that compete to become the brands' marketing campaign. The designers of the winning campaigns get awarded Zoop\$, which can be cashed in for real US dollars, and the brands get quality adverts while supporting new marketing talent. The quality control for the ads comes courtesy of the contests: it's the contestants themselves - the ad creators, Zooppa's members - who pick the winners.

With each ad, Zooppa aims to create a viral marketing campaign of cool adverts that are willingly passed on from one person to another by word of mouth. It's the willingness and openness that's important - people don't mind singing the praises of a brand or product, but they hate being duped by marketeers. The danger of viral marketing is that if the public feel they've been fooled, they will turn against the brand, and it's that which Zooppa hopes to address, ensuring that the viewer of the ad is fully aware of what's going on, that they electively pass the ad along because it's so cool they have to tell their friends.

I spoke to a Zooppa Staffer about the Zooppa ethos:

When was Zooppa founded?

- Zooppa was officially born on 1st march 2007 after a period of beta testing in February 2007.

Where is Zooppa based?

- Zooppa is housed by the technological incubator **H-Farm**. H-Farm is a center for research and innovation located near Venice, that concentrates on the fields of technology and new media.

Where did the idea come from?

- Davide Lombardi had the original idea thinking that everyday people advertise a lot of brands without being paid, for example by wearing them. So, why not to develop a community where everyone can create an ad for a brand and win money? Everyone means a creative professional or a simple lover of advertising and videomaking. Zooppa is a neutral place where brands and users meet each other. Therefore the user is given the opportunity to participate actively in the creative process of advertising and the brands can obtain a feedback about the users perception.

How many people are involved?

- Zooppa involves a group of 10 persons.

What's the Italian-American connection?

- Zooppa was born in Italy but the goal of the project was to have a global approach, to not been perceived as a local site: we desire, in fact, to involve all the people and the brands in a worldwide market. So we thought that, almost at the beginning, it was strategic to speak a global language.

What plans do you have for Zooppa's future?

- Our plan is to make Zooppa grow in different countries, so there will be a localization of the site and the business, We are planning also a lot of new features, as the podcasting and Zooppa mobile.

Posted by O'ReillyGMT on December 05, 2007 in [Business](#), [Italy](#), [Web](#) | [Permalink](#)
 Technorati Tags: [H-Farm](#), [Viral Advertising](#), [Zooppa](#)

TrackBack URL for this entry:
<http://www.typepad.com/t/trackback/2172164/23889068>

Listed below are links to weblogs that reference [Zooppa - Advertising Goes Social](#):

TrackBack

Comments

Post a comment

If you have a TypeKey or TypePad account, please [Sign In](#)

Name:

Email Address: (Not displayed with comment.)

URL:

Search O'ReillyGMT

FORTHCOMING EVENTS

O'Reilly will be attending:
[LUG Radio](#)
[YAPC Europe](#)
[RailsConf](#)
[EuroBSDcon](#)
[dConstruct](#)
[PyConUK](#)

NEW TITLES

Special Offers



Subject To Change
by Peter Merholz et al



Painting the Web
by Shelley Powers



Your Brain: The Missing Manual
by Matthew MacDonald

Use code OR153 for 40% off

SNAPS

