

WILL IT
BLEND?

Brand Awareness through Viral Marketing



Critical points

- The way we communicate has changed
- Obviousness
- Use the right tools
- Strategy – must come first

Placeholder for VIDEO

About Blendtec

- Small Manufacturer



About Blendtec

- Manufacture
 - Commercial Products
 - High-performance blending and dispensing equipment for restaurants, etc.



About Blendtec

- Manufacture
 - Commercial Products
 - High-performance blending and dispensing equipment for restaurants, etc.
 - Home Products
 - Commercial grade blenders, mixers and grain mills



Pre-WIB

- + Commercial Grade Home Products
- Weak Branding
- Weak online sales

The Big Idea - “Will it Blend?”

- Video extreme blending
 - a common practice at Blendtec
 - unknown to the rest of the world
- Distribute videos on the web



Placeholder for VIDEO

WIB Key Components

- Worth Watching
- Business objective
- Sponsored by...
- Real
- Interactivity
 - Comments
 - Suggestions
- Simple user subscription

WIB Results

- Online Views



- 85+ Million



- 100+ Million

- Subscribers 250,000+

WIB Results

- **\$ Sales**
 - Total Blender sales up 700%
 - Pull through Impact in commercial products
- Brand awareness: Retail and Commercial

Placeholder for VIDEO

Wave of the Future!

- Small companies can have a BIG online presence
- “Old School” vs “New School”
 - \$83,000 ad – horse and buggy



Wave of the Future!

- Small companies can have a significant presence
- “Old School” vs. New School
 - \$83,000 ad – h
 - \$50 viral camp



George Wright

VP Marketing and Sales

Blendtec

gwright@blendtec.com

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