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**MEMORANDUM TO EVERY OFFICE**

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**TO:** Everyone  
**FROM:** [edmoss@maykit.me.uk](mailto:edmoss@maykit.me.uk)  
**SUBJECT:** Would you create such a quite stupid viral campaign?  
**DATE:** Today  
**CC:** Everyone else who might otherwise miss it



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**An altogether pointless and insulting viral marketing campaign captures the hearts and minds of Facebook**

If I sent you this graphic in an email to promote my business, you'd possibly think I was either mad, or of extremely low intelligence.

A black square graphic with white text. The text reads: "Name a CITY that does not have the letter 'A' in it." Below this, it says "I bet you can't ;)"

Name a CITY  
that does not  
have the letter  
"A" in it.

I bet you can't ;)

What's more, with some of the acknowledged great cities of the world not having the letter "A" in their name – London, New York, Tokyo, Sydney, Beijing, Edinburgh, Berlin, Rome, Boston - I could go on – you really would question the use of this at all, apart from irritation that I sent it to your in-box in the first place.

At the time I wrote this, it had been doing the rounds on facebook courtesy of Power 95.3 Radio, with the statement "This one is hard" added by the social network manager at the station.

It had received no fewer than 223,125 'likes' and, believe it or not, 48,788 'shares' – that's almost fifty

thousand people, many presumably of average or better intelligence, who thought it worthy of sharing.

With those 50,000 shares and all those likes, comes the accolade of achieving viral status. This does not take into account the number of people who will have seen it and not passed comment.

It is an altogether remarkable achievement. That something so intrinsically stupid and worthless, together with a totally puerile opinion on its difficulty, could be seen and be passed on by so many people. Yes, OK, it has worked for them.

However, this doesn't mean that you should immediately sit down either alone, or with your 'creative team' (partner and dog) and spend several hours trying to think up something totally stupid that you think will be passed along and guarantee you immense free publicity!

The message is to take great care.

Don't compromise the reputation of your business by trying to be smart. It doesn't work.

At best there is no doubt you will certainly raise the awareness of your business, but at worst you will look extremely stupid.

And if it is a bad first impression that is gained by a potential business prospect, you have to remember you can't retract that first impression later.