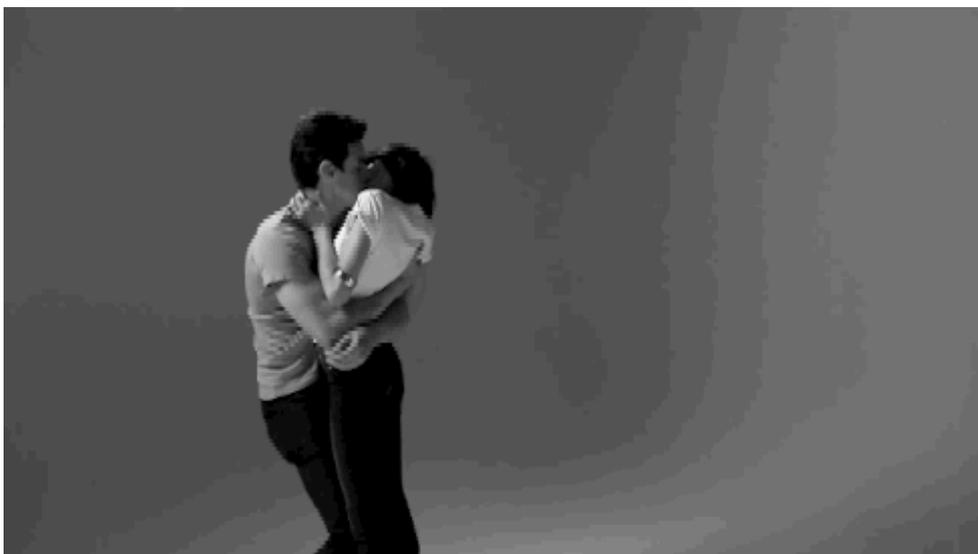


# Youtube viral video" first kiss" is just a Ad



by 120301107 chen kenan class3 The 3:28 minute video "first kiss" which features 20 "strangers" kissing for the first time has received has been seen over 55 million times on Youtube since being posted March 10, 2014. But it is actually an ad for a clothing company. "First kiss" is besides, according to The



New York Times, "first kiss" was

commissioned by Melissa Coker, founder of the clothing company Wren. According to Coker, the video is a way

to promote Wren attire without breaking the bank. and the

approach seems to have worked ,the sales of Wren has a huge growth since the video posted on youtube. the reason why that ad is so successful is that the company catches the genuine human emotion. Most people watching want to believe that this is possible for them. They could be one one of those strangers. But most people watching are not models or musicians or actors—the sorts of people who emulate intimacy professionally on a daily basis. They're people who sit at desks or in classrooms or in homes for most of the day, nearly every day.they expected to have a romantic love and a passionate kiss like that in the video. Video like “first kiss” seem like a new streaming of advertising,and the it really works in us. but ,how about Chinese filmed a video like this for advertising.the result may not as good as they expected. Since Chinese would like to express their feeling in way . Based on the comments leaving on youku ,some could not believe people can have such a passionate kiss when they first meet each other ,some say it will be a little strange to kiss a barely stranger.



However , there are a new streaming of advertising in china recently,many companies would like to choose to filmed short film which is talking about a pure love story as their strategy to attract more young people .Take a commercial of line as an excample ,they invited two popular stars to film

it. in the film they contact each other with the social media Line ,day by day they fall in love and have a good result. since the short film launched online ,more and more people start to contact friends with line obviously,the strategy is quite suitable in china. we have to say the rules of the advertising game have really been changed,we use various way for advertising,but one thing is interesting is that we can see the different culture through the different type of commercial. click [here](#) to see the video" first kiss" click [here](#) to see the short film "line"