Opportunity PR

Student’s Name

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**Opportunity PR**

Public relations (PR) refers to the deliberate spread of information between groups, the public, and individuals. It exposes the company’s products to the targeted audience. Opportunity PR relates to a situation where a company jumps into or takes the opportunity of a popular event to increase sales. A perfect example of opportunity PR is the case of “Damn Daniel with the white vans” which blew up sales of the VF Corp company, the manufacturer vans

“Damn Daniel with white vans” was a viral video in 2016 involving teenagers Daniel Lara and Joshua Holz studying at Riverside Poly High School (Orenstein, 2016). In the video that went viral on Twitter, Facebook, Youtube, and Snapchat, Josh Holz keep calling his friend Daniel Lara over and over for wearing vans again. The tag goes like “Daaaamn, Daniel, back at it again with the white vans!” The video was shared multiple times in social media, and the teenagers gained twitter followers.

Resulting from the short video’s popularity, the companies, especially VF Corp manufacturer of van shoes, used the viral video and the phrase “Damn Daniel” as a marketing campaign. As a result of the viral video, the sales of the white vans increased tremendously. The company’s sales and profits that exceeded expectations. The direct consumer sales of the White Vans increased by 20% while the online sales spiked 30% (Oyedele, 2016). According to Rupp (2016), writing in Bloomberg noted that the manufacturer of White Vans intelligently jumped into the viral meme/video, and redirected internet traffic to its online listing for the Vans. On eBay, the popularity of the video created price inflation of the White Vans to upwards of $400,000. Generally, VF Corp took the opportunity of the viral video and used it to gather traffic to its sales and subsequently increase profits and sales.

**References**

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