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**RESIGNIFICATION ON
SOCIAL NETWORKS:
FROM “LIFE IS THE
BEST CONNECTION”
TO “LIFE IS THE
BEST CONNECTION...
INTERRUPTED”, A
CASE STUDY ON THE
REPERCUSSION OF
THE VIVO BRAND
ADVERTISING FILM**

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Abstract: The internet as a new medium of the Post-Massive era, has modified the forms of communication between those who send and those who receive a message. If for a long time the mass media predominated in the emission of messages, currently the formats and forms of information circulation are different. The creation of messages, the formatting, the appropriations and the resignifications, arrive to give complexity and richness to the medium, making it unpredictable, diverse, spectacular and in the words of Lemos and Lévy (2010) striking. The present article has a case of the company Vivo, to analyze, and presents the repercussion of a re-signified message, in the new public sphere, called internet.

Keywords: Social Networks, Re-signification, post-massive era, Vivo Advertising.

INTRODUCTION

The mass media, which for many years played a leading role in social spaces, began to perceive the presence of other media, with the emergence of the internet. What many years ago was a true monopoly, began to be dissolved with the possibilities offered by the internet. The growth of the internet, therefore, influenced adherence to social networks, making communication between people increasingly faster and broader. By associating this means of relationship with companies and the public, new challenges are perceived that can generate opportunities or threats.

As far as benefits are concerned, institutions must be prepared to take advantage of the new openings caused by the digital world. On the other hand, they must be aware of the repercussion that can be generated, on social networks, in front of a client (or more) with unmet need.

When they have a problem with a product or service, users often express themselves on

their networks. Lemos and Levy (2010, p.99) write that “The internet is an extraordinary vector of word deliberation”. When subjects are more current and present, they are usually more discussed and reflected, in the effect of the phrase “heat of the moment”. Such deliberations can highlight negative reviews and result in a brand’s bad reputation.

After understanding this scenario, it becomes possible to highlight the repercussion generated in social networks, analyzing the case that the mobile and fixed telephony, broadband internet and TV, Vivo, experienced in the digital environment, due to a parody produced by internet users, having as a reference a commercial aired by the company. In this case, the main threats are related to public criticism, and this will be the focus of this article, through the analysis of the case of the parody “Vivo is the best connection... interrupted”.

MARKETING, THE INTERNET AND THE POWER OF CONSUMER VOICE

Complaints found on the internet about companies and organizations are constant, there are even specific websites for this, and due to the great connection between people in the digital world, the visibility of posts and messages can take international proportions. Not having a positioning, in fact, transparent, companies will be fragile, letting it interfere in the efficiency of their marketing strategies. This way, consumer disputes are capable of harshly tarnishing an institutional image, through a discourse, whether appropriate or re-signified, having an impact of unpredictable size and shape.

In this sense, it is important to talk about the value generated by brands to the public, in order to consolidate a good relationship. Kotler (2000, p.18) says that “Customers will continually move towards suppliers that can offer greater value”. Values that, among some

aspects, can be the public's desires regarding the product that the company offers. In Vivo's case, it is the customer faced with the paradox of limited use of the fixed internet.

If in the last 60 years the focus of external marketing was on the product to be offered to the consumer, in recent years the consumer has become the focus (KOTLER, 2010), as well as their expectations, emotions and feelings. The adoption of a new attitude by consumers, who are more informed and demanding, comes in counterpoint to companies that are still walking slowly to keep up with such changes, and need to strive more and more to meet the expectations and satisfaction of their audience. Focusing only on sales is to satisfy only the needs of the seller, in marketing the objective, among others, is to satisfy the needs of those who buy (COBRA, 1992).

For Henry Jenkins (2009), the convergence of the media is the flow of content, the cooperation between the media markets and the migration of the consumer public, which now goes anywhere in search of what they want. The participatory culture, in turn, as pointed out by Jenkins (2006), is the relationship between producers and consumers generating a reputation. It's a mutual change. Companies are learning to accelerate the flow of content through new media to increase profit opportunities and expand their market. Consumers, on the other hand, are beginning to use different technologies to generate content and to interact with other consumers. This means of relationship, however, can generate a conflict if one of the sides does not correctly exercise its role.

Social networks provide a certain companionship among the public, given the empathy between people who are going through a similar situation of difficulty, referring to the bad service or product offered

by some company. "If the radios, newspapers and television do not expose situations that this aggrieved consumer identifies with, on the internet a plurality of propositions will be possible that the internet user would never have imagined" (LEMOS; LEVY, 2010, p.87). This way, users can help each other and join for a specific cause, for example, in a minimal perspective of sharing content.

Social media have become real weapons for consumers to charge for services, show indignation and highlight any corporate misconduct. And, in a new configuration of the public sphere, the logistics of information circulation changes, Lemos and Lévy (2010) approach that with the growth of the internet, the public sphere, inflates and reorganizes itself, and will have as main characteristic the collective intelligence, being it "[...] an intelligence distributed everywhere, incessantly valued, coordinated in real time, which results in an effective mobilization of competences" Lévy (2003, p.28).

And if for many years communication was massive, with a single control of the emission of the message, through the mass media, the new configuration of the public sphere presents new formats, within what the two authors call the "Post-Publication" era. massive". In this sense, the internet user with autonomy stands out, who writes what he wants, when he wants and publishes in whichever social network he wants, and who, even without the need to be a journalist or be part of a renowned media, can have a great impact, a "power", with its multimedia message. "Whoever gains from this is the citizen and what grows is the freedom to produce, consume and distribute information" (LEMOS; LÉVY, 2010, p. 89).

This scenario favors the reframing and appropriation of messages. In the field of advertising, Livia de Souza and Mariana Marchesi (2008) say that in the contemporary

context, the appropriation of the speech made by the consumer is beyond the control of the advertising issuer, as well as the repercussion, which can have negative or positive effects. The authors (2008) also raise the question of expectations, as there is what they call a “mismatch” between the intentions of the advertiser and the public, which is now not a mere passive receiver consumer, but one that produces content and that can manifest itself by generating visibility.

FROM “LIVING IS THE BEST CONNECTION” TO “LIVING IS THE BEST CONNECTION... INTERRUPTED” (CASE)

On April 14, 2016, the mobile and fixed telephony, broadband internet and pay TV concessionaire, Vivo, broadcast a commercial video on the national network as a way of launching its new campaign. The advertising “Living is the best connection”, marked the company’s new positioning, the video metaphorically relates actions in the digital environment with attitudes of everyday life: Logging in (opening the window in the morning); touch screen (massage); downloading (jumping into the sea); child smiling with missing tooth (opening a new window); sharing files (giving the dog food from the table); new configuration (marriage); cloud storage (father lifting daughter with his arms); pause in programming (relax moment); copy & paste (mother and daughter, identical); friend request (the beginning of a new love); refreshing (rain shower); restarting the system (restaurant under new management); friend request (child with hand on the pregnant woman’s belly feeling the baby); friend request accepted (kiss). Towards the end of the film, the sound of the Vivo brand is shown in off-line, followed by the message “Viver is the best connection” and in the

same scene, texts and icons that represent some services provided by the company, such as: “4G, Ultra broadband, HDTV, Voice, Apps and much more.”, and ends with the phrase: “Viva tudo.” On Youtube, the official video, on the company’s channel, had almost 3 million views, and reached the mark of 288,638 dislikes.

Launched at a not very propitious moment, when Vivo was merging with the no longer existing Global Village Telecom, known by the acronym GVT - a Brazilian telecommunications operator - and when the end of unlimited fixed internet was also being discussed. There was no other way, the reaction was immediate, the commercial was criticized, through parodies with irony of the intentional new modality of charging for fixed internet access through data allowance.

From “Living is the best connection”, comes “Living is the best connection... interrupted”, a version created by internet user Samuel Guimarães, and published on Youtube on the same day, April 14th. Lasting only 23 seconds, the video starts to slow down at 08”, and at 15” it is interrupted with the following message: “You have used 100% of your internet allowance. Your browsing has been interrupted, but you will be able to use buying an additional package. If you don’t want to hire the service, wait until next month.”, as shown in the image below.

This version alone had a reach of 358,626 views, not counting the other more than 12 channels, which also released the parody in a critical tone. Below is a small link.

The parody ended up on the company’s own forum and on the main news and communication sites in Brazil.

On Facebook, the repercussion was also great. In addition to the texts that supported the discussions, whether on the timeline or within the groups, the ‘Movimento Internet sem Limites’ page published another



Figure 1 - youtube parody.
Source: Guimarães (accessed: 06/26/2016).



Figure 2 - Creation with the name of some parodies on youtube
Source: Prepared by the author

parody, which generated more than 474 thousand views, almost 20 thousand shares, and more than 15 thousand likes. At 12 seconds the video freezes and, soon after, ends with the message: “Do not allow them to limit your connection. React. Share. #InternetSemLimites “InternetJusta”. The “Olhar Digital” page also published a video on the same day, with a reach of 105 thousand views. In the image below, the video referring to the “Movimento Sem Limites” page.

The criticism reverberated on the main news and communication sites and the video ended up on the company’s own website forum, through a user’s publication. The company did not make a point of publishing the commercial video on its Facebook page, but a note of clarification.

There is, in fact, the need to pay attention to the events that have generated repercussions on the internet. The change in the public’s behavior, due to the possibilities offered by the new media, draws attention to the configurations of the new public sphere, and, in the words of Jenkins (2009, p.47)

If old customers were passive, new customers are active. If the old consumers were predictable and stayed where they were told to, the new consumers are migratory. If old consumers were isolated, new consumers are more socially connected. If the work of consumers was once silent and invisible, new consumers are loud and public (JENKINS, 2009, p. 47).

FINAL CONSIDERATIONS

When discussing this case, it is possible to observe how decisive is the perception of companies in relation to the new relationship configurations generated by the digital world. Increasing the point of contact with the consumer narrows the threshold between risks and opportunities. Without the sensitivity to act in accordance with the wishes of the public, companies, as message

transmitters, are one step away from having their image tarnished.

With the possibility of exposing their situation and finding support from others who identify with the cause, consumers are increasingly demanding and less passive in their relationship with brands. To try to avoid negative repercussions, companies must seek transparency and value creation, see the consumer in a personal and human way, the brand needs to know who it relates to to predict expectations and thus direct its actions.

The timing was not right, due to changes in the economic field, and customer dissatisfaction was added to this. The message emitted could not be perceived in terms of the public’s reaction, thus generating a new message. Lívia Souza and Mariana Marchesi (2014, p. 95) write that “[...] such an audience not only re-signifies the advertisement in its reading, but also refers the new meanings to the public sphere. New meanings, these, sometimes quite different from what the ethos of advertising enunciation had predicted.”

Vivo’s case highlights the repercussion caused on top of a re-signified and appropriate message, according to the environment and the situation of a post-massive public sphere, a dissatisfied receiver, who is also a sender, can make his message of knowledge of all. This complexity of changes brings new challenges to advertising.

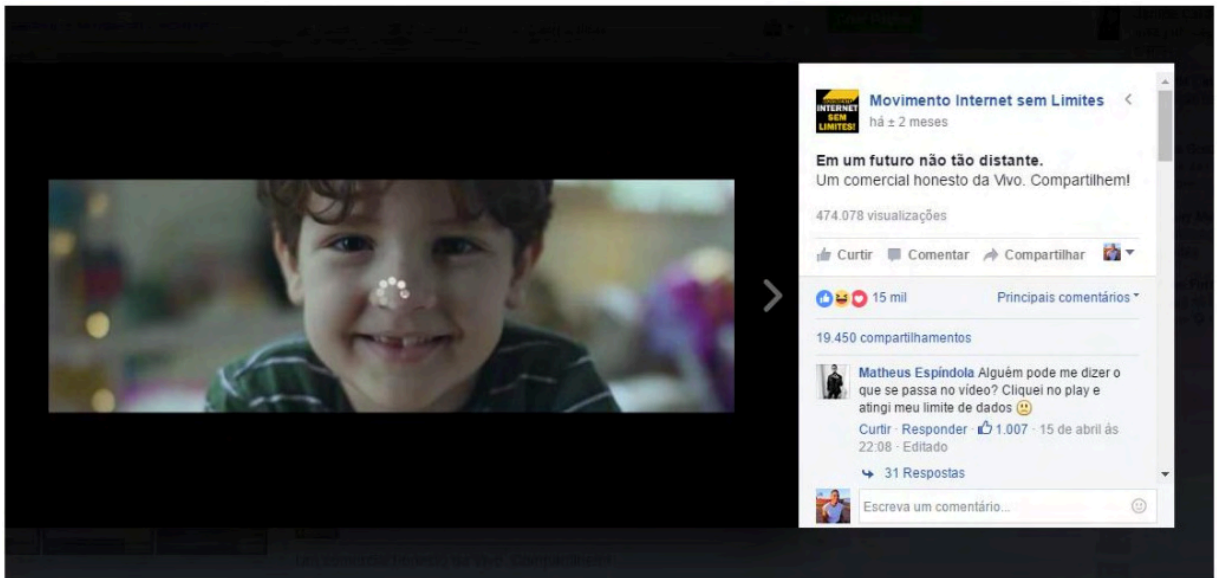


Figure 3 - Video on the 'Unlimited Internet Movement' page.

Source: Facebook "Movimento Internet Sem Limites" (accessed: 26/06/2016).

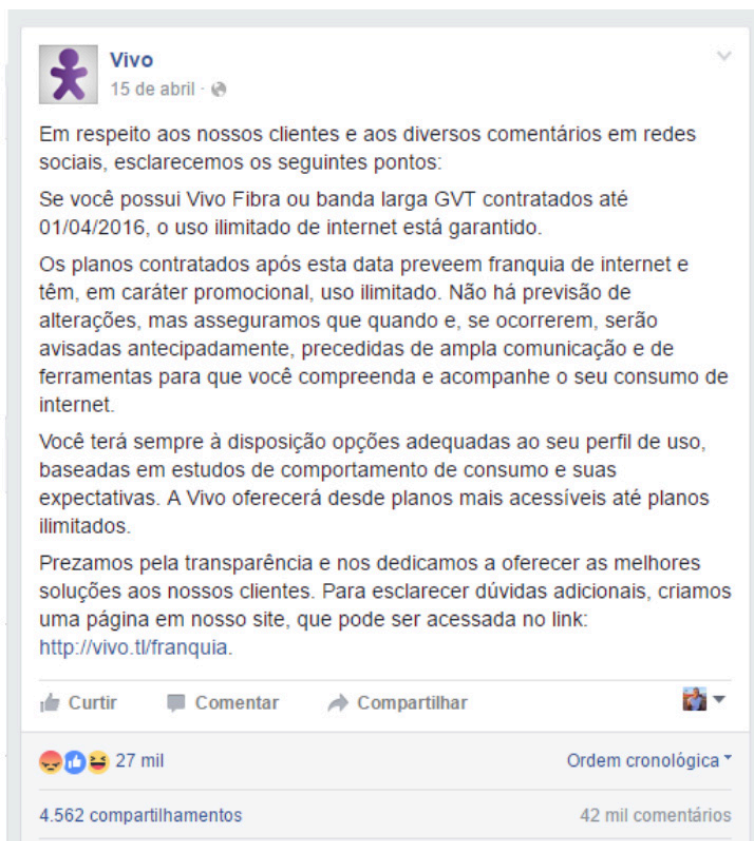


Figure 4 – VIVO note.

Source: Facebook Vivo (accessed: 06/26/2016).

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