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Moosylvania Finds Tapping Emotions Best Way to Elevate Word-of-Mouth Marketing

Tuesday April 13, 2010 - 08:30 AM EDT
Business Wire News Releases

Released By Moosylvania

Moosylvania, the digital, branding and promotion agency with a globally-ranked research facility on its campus, released today its *XL Marketing Trends Report: Chapter 5 - Word-of-Mouth (WOM) Marketing*.

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"Establishing listening tools and identifying emotional connections are vital to elevating Word-Of-Mouth," said Rodney Mason, Moosylvania's CMO. "Today, the power of corroboration is staggering given social and mobile media advancements. And while every brand can generate buzz - no matter the size of its market share - it's important to understand the key influencers to gain velocity."

The fifth installment of Moosylvania's six-chapter study shows marketers: brands that have successfully developed WOM programs - online and offline lessons learned from small and large brands with WOM initiatives how to grow WOM knowledge and start a successful WOM campaign

"There's no doubt that Word-of-Mouth can make or break a brand," said Gus Hattrich, Moosylvania's president. "It's projected to grow to \$3 billion in marketing spend by 2013 and it's on our top-10 list of XL marketing trends."

To get a free copy of the *Moosylvania XL Marketing Trends Report Chapter 5 - Word-of-Mouth*, go to <http://www.moosylvania.com/insights.aspx>

To see how Moosylvania can help you get people talking and fulfill your marketing needs - online and off - shoot your questions, comments and suggestions to Rodney Mason at 314-644-7987, rodney@moosylvania.com or www.twitter.com/rodmoose.

About Moosylvania

Moosylvania is The Great State of Design where insights are hatched in a globally-ranked research facility and nurtured by experts in the fields of Digital, Branding and Promotion. Clients include Bacardi, Capital One, Dean Foods, Enterprise Rent-A-Car, Nestle-Purina and Sapporo USA. For more information, visit www.moosylvania.com or contact Rodney Mason at 314-644-7987, rodney@moosylvania.com or www.twitter.com/rodmoose. Follow Moosylvania on www.twitter.com/moosylvania.

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