

Our internet picks of the week – 17th Oct '19

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This week we are looking at reactive marketing. With the rise of Social Media more conversations get started on Twitter, Facebook and Instagram, some brands like Netflix, ASOS and TravelUp have really been nailing how to react to customers complaining, celebrity gossip or many other situations and make it an opportunity for them to grow their business.

You've been living under a rock if you haven't heard of the greatest detective story in recent memory. A story of trickery and deceit. I'm of course talking about the battle between the cunning Colleen Rooney and the (allegedly) duplicitous Rebekah Vardy. Brands took notice – their weeks' worth of social posts went out of the window when that fated note dropped.

“We’re going to have to make a documentary about this, aren’t we?” asked Netflix, a six-season special in mind. Innocent made the bold claim that something existed juicier than this story – their drinks. Hundreds and thousands of marketers saw their opportunity, and they took it.

[“It’s..... Rebekah Vardy’s account”](#)

Online dating is pretty scary, so imagine you put yourself out there and not only you stay single but also receive some “constructive feedback on your appearance” by one of your matches.

Asos decided to include on their website the photo of a girl that was mocked by a tinder match, that described her outfit as a “charity shop job”. The retailer used the very same photo mocked by the tinder troll to help sell the outfit on its site.

[From being mocked to being a model](#)

Following the collapse of Thomas Cook, TravelUp attempted to capitalise with a reactive press creative with the copy “Fed Up? If your travel plans have just collapsed, TravelUp”. Making the copy relevant to the market situation, made it stand out and catch people’s attention.

[Fed Up Facebook post](#)

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