Top 5 Viral Video Ads of the Week
(As of 10/8/09)

1. Evian, Live Young - 1,391,044 views*
2. Microsoft Xbox, Project Natal - 670,440
3. Microsoft, Windows 7 Launch Party - 575,217
4. DC Shoes, Ken Block’s Gymkhana Two Project - 536,612
5. Trend Micro, Fearless Web; 441,739

* Number of views for the week of 10/8/09
Source: VisibleMeasures.com

Low Budget, High Buzz

There has been immense buzz both inside and outside of the marketing community on the Paramount/Dreamworks $15,000 horror movie, “Paranormal Activity”. As AdAge reports,

“This week, the ultra-low-budget horror movie is on track to becoming one of the year’s most-profitable films. How? By letting consumers play distribution chief, and taking more than a few cues from the "Blair Witch Project" playbook…Ms. Colligan and her co-president of marketing, Josh Greenstein, teamed up with Eventful, a user-generated entertainment booking site of sorts, for a campaign that goes far outside the traditional route.

Fans across the country could demand -- literally, it turns out, by hitting a "Demand" button on its website -- that the movie screen in their area. That, in turn, determined which markets Paramount would select for a series of midnight screenings -- all achieved by using a bare minimum of select TV spots featuring reaction shots from Hollywood screenings and a smattering of online and radio ads.

Having announced on Oct. 5 that the film would receive a wide release once it hits 1 million demands on its Eventful page, by mid-afternoon Friday, the "Demand" ticker had astonishingly surpassed 860,000. "Paranormal Activity" and became a recurring trending topic on Twitter. A sponsored Twitter account, @TweetYourScream, already has over 4,700 followers and a Facebook page currently reaches more than 47,000 fans who’ve been uploading their video reactions to the film.”

“How Paranormal Activity Hit it Big”
By Andrew Hampp, AdAge 10/12/09
For full article: http://adage.com/madisonandvine/article?article_id=139588

Timberland helps the tough get going

(Creativity Online, 10/12/09) Mullen Agency’s Stay on Your Feet campaign includes a series of spots touting the working-grade toughness of Timberland’s Pro boots, and this site, which helps blue-collar workers find jobs.

The site allows visitors to search (via a deal with CareerBuilder) job listings in construction, manufacturing, general labor and other categories. Visitors can also win boots by submitting short stories recounting their toughest day on the job. This campaign was featured on Creativity Online’s top 20.

Source: http://creativity-online.com/work/timberlandpro-stay-on-your-feet/site-demos/17570