

Revolution

Business and marketing
in the digital economy

6th November 2008

Viral effect // This month's hottest virals



Nintendo Wii: Wario Land - Shake it
'Nintendo has transformed Mario into a new experience.' 3,574,152 views on YouTube



Nike: Fate
'The story of US sports stars LaDainian Tomlinson and Troy Polamalu.' 186,740 views on YouTube

VIRALS SUPPLIED BY GOVIRAL



Vodafone: Frisky Kids start young
'The mobile operator created this for Romanian consumers.' 31,509 views on YouTube



Honda Civic: Grooves
'A road that forces your tyres to play the William Tell Overture.' 4,352 views on YouTube