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Fact:  
Last year GoViral reached more than **100 million people**, with over **200 campaigns** in 36 markets.

Mission:  
Creating unique online media solutions for marketers, globally.

GoViral is a digital media solutions provider specialized in user driven marketing such as online PR, viral marketing, mobile marketing, SEO and behavioural targeting.

Our clients are leading media agencies, advertising agencies and Marketers world wide.

## Next destination: The Social Metropolis

*Last year GoViral introduced the concept of the Media Youcracy, this year they push the envelope further and open the gates to the Social Metropolis.*

The new book, aptly called The Social Metropolis, will be launched at the Cannes Lions Festival 2008, where GoViral will speak for the 3rd consecutive year. Free copies will be given away as an act that manifests what the social metropolis is all about.

“The Social Metropolis is a collaborative collective of individuals. In 2007, when we launched the concept of Youcracy it was to establish the paradigm of the user being central and in control. This time, by introducing the Social Metropolis we want to introduce the idea of a collective space of relationships and communication between people exchanging ideas and content, working together and influencing each other in all sorts of ways”, says Jimmy Maymann, CEO of GoViral.

The Social Metropolis is the chosen metaphor for the changing media landscape. Think Shanghai, New York and Sao Paolo – hubs of all sorts of people and ways of communication, places of rapid change that by the hour see new stores opening on every street corner.

It may sound like the Wild West, and if you don't know how to navigate and pick a route that takes you through the right neighbourhoods to meet the right people, it may very well be. The aim of the book is to make this all a little less chaotic.

The democratisation of communication lies at the heart of the book, and the core idea is that to benefit from this change of environment it takes a fundamental shift of attitude. It takes willingness to lose control, listen and open up – and readiness to fail, learn and adjust as you go along. It's no longer about ownership, more about crafting new ideas from the pool already there.

By giving the book away for free, GoViral take their own medicine. It is meant as an open invitation to marketing professionals, media folks and scholars alike to take part in the debate about the impact of social media in the long run.

**17:00, Sunday 15th June, Cannes Lions Festival**  
**“The Social Metropolis”, by Jimmy Maymann, CEO, GoViral**

- **ENDS-**

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## More about Go Viral:

GoViral activates brands in digital environments using knowledge, network and technology. The idea is to take advantage of the inherent power of the user's networks and launch branded content campaigns in the right context in order to make the brand message, as relevant as possible and in turn to create engaged consumers. The activation of the campaigns are done with online PR, viral marketing, social tools, content placements, SEO and with behavioural targeting, as an underlying technology to optimize the ROI.

GoViral launch branded content campaigns for leading advertisers, media agencies & creative agencies worldwide including brands like Coca Cola, Nissan, Bacardi, EA and Goodyear. The agency works closely with media agency networks worldwide to provide the services on a global scale.

GoViral's global Seed&Track™ solution helps marketers reach people globally in more than 27 countries. In all countries we seed content based campaigns in local languages, on local sites and with local people. We bring branded content such as commercials, games, etc. to the places where people meet on the internet - creating high-volume, targeted and cost-effective user driven marketing campaigns.

Visit [www.goviral.com](http://www.goviral.com).