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Experiments with Mentos crowned online game changer of the decade London, 21 December 2009: GoViral, Europe's leading distributor of online branded content, announced today that 'Mentos experiments with Diet Coke' by Eepybird has topped a poll of 1,099 people to find the most significant online marketing campaign of the decade. Closely following Eepybird's experiments was Dove's 'Evolution' campaign in second with 'Will it Blend' by Blendtec coming in third (top ten below). 40 campaigns were shortlisted by a panel of digital and online advertising experts including Ajaz Ahmed, founder AKQA, Martin Bailie, head of planning at Glue, Jason Goodman, founder of Albion, Hugo Drayton, CEO at Inskin Media, journalist Gareth Jones and GoViral Chairman Jimmy Maymann. The campaigns were then put to a vote through a global online panel. Maymann said, "Mentos experiments with Diet Coke ..."