

23rd December 2009

GoViral Game Changer Results

Posted by Ads of the World Blog on December 23rd, 2009 [Original Post »](#)

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 by Eepybird was incredibly popular. But what made it a game changer was that initially Mentos and Diet Coke didn't know about it. It proved conclusively that in the internet age, when it's so easy for people to create content and broadcast it, brands no longer have full control over their marketing. It also proved that brands who embrace what's happening around them in social media can go on to achieve incredible results."

TOP 10 CAMPAIGNS 2000 – 2009

1. 2006: Eepybird.com – Mentos + Diet Coke experiments

(Nominated by: Jimmy Maymann)

This campaign was never planned, neither by The Coca Cola Company nor Mentos. It started out as an experiment by Eepybird. A qualified guess would be that more than 60 million people have seen the clips that made Eepybird, Coke and Mentos internet stars.