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Trend setters in Viral Marketing: The Mentos and Diet Coke Experiments January 3, 2010

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Fritz Grobe and Stephen Voltz had no idea that their entertaining experiments with Mentos and Diet Coke would be so popular. They became famous in October 2007 when they dropped 523 Mentos mints into 101 2-liter bottles of Diet Coke and released a video of the experiment online. By the end of the same month, millions of people had seen the video on the Web, and Grobe and Voltz were doing the rounds on daytime and nighttime talk shows.

Grobe and Voltz probably had little idea that their experiments would have far reaching effects outside of entertainment. In December 2009, GoViral – Europe’s leading distributor of online branded content – announced that a poll of 1,099 people found that the Mentos experiments by Grobe and Voltz were the most significant online marketing campaign of the decade, followed by Dove’s ‘Evolution’ campaign. The duo were game changers, GoViral suggested, and established a model for marketers across the globe. As GoViral’s Chairman Jimmy Maymann suggested:

“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.”

To see Grobe and Voltz discuss their rise to fame, and the implications of their experiments, watch the following videos:



