

# Revolution

Business and marketing  
in the digital economy

4th December 2008

## Viral effect // This month's hottest virals



### Wassup Anno 2008

Charles Stone III brings a political slant to his Bud concept. 4,274,602 views on YouTube



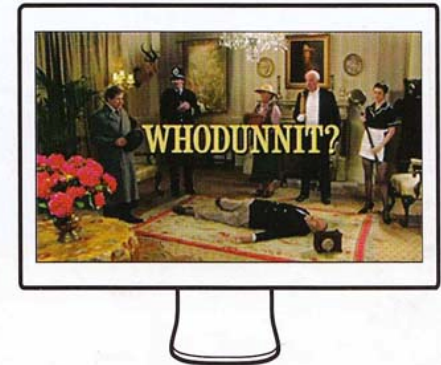
### Apple Macintosh: Bean Counter

Should Microsoft decrease its ad spend and fix bugs on Vista instead? 245,910 views on YouTube



### Sony Bravia: Domino City

Paint, bunnies, balls and now dominos are used to promote Bravia TVs. 89,875 views on YouTube



### Transport for London: Whodunnit

A whodunnit mystery replaces scare tactics in latest TfL safety campaign. 9,981 YouTube views

VIRALS SUPPLIED BY GOVIRAL

