

# Revolution

Business and marketing  
in the digital economy

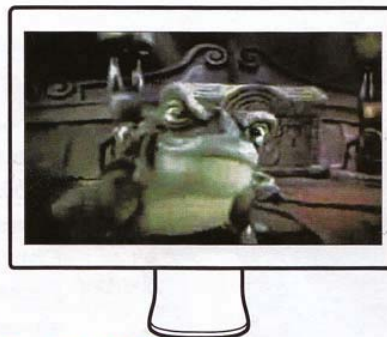
8<sup>th</sup> January 2009

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



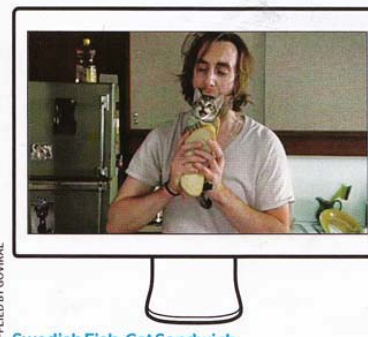
### Nike Mercurial Vapor Rosa

This wonderful Nike ad mashes up Franck Ribery and The Pink Panther. 58,998 views



### Coca Cola: Hidden Formula

After years under wraps, Coca-Cola finally reveals its secret formula... well, sort of. 21,850 views



VIRALS SUPPLIED BY GOVIRAL

### Swedish Fish: Cat Sandwich

This video from Swedish Fish isn't backed by a huge budget but it's hilarious. 15,829 views



### Guitar Hero World Tour: Bike Hero

Was this for real or fake? Judge for yourself. Either way, it's a very cool bike ride. 1,758,591 views