

Revolution

Business and marketing
in the digital economy

6th February 2009

Viral effect // This month's hottest virals



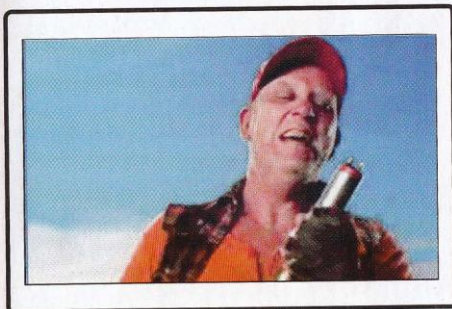
Heineken: Walk-In Fridge

It's no wonder this TV ad has attracted a significant following online. 946,312 views



Mountain Dew: Train

The Bandito Brothers are not kidding when they advise 'Do not dew this at home'. 2,336 views



VIRALS SUPPLIED BY GOVIRAL

Burger King: Angry Onion Farmer

Onion farmers get tough in this off-the-wall Burger King ad. 1,240 views



MTV: Rebel Penis

MTV has managed to deliver a public awareness message in an entertaining way. 235 views