

BRANDED CONTENT DISTRIBUTION



**GoViral wins the Advertising
Effectiveness Award 2008**

GoViral and Saatchi & Saatchi win the Advertising Effectiveness Award 2008 with the viral campaign "Dynamite Surfing" for Quiksilver.

Presenting the award jury chairman Hans Christian Madsen from CDON heralded the successes of the campaign:

"The relationship between brand identity, desired brand identity, the creative execution and media strategy and the intended audience is perfect"

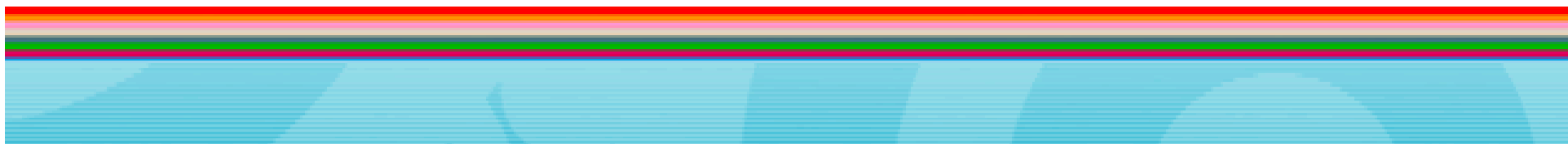
The film "Dynamite Surfing" shoots a group of surfers trying to enjoy their hobby in central Copenhagen, throwing sticks of dynamite in to lake Sortedam the surfers enthusiastically ride the waves generated by the explosions.



Henrik Busch, Managing Director of GoViral Denmark at the Advertising Effectiveness Awards



Dynamite Surfing has been viewed over 20 million times





About the Advertising Effectiveness Award

The Advertising Effectiveness Award aims to "place advertising at a managerial and strategic level" and all entrants must demonstrate how their advertising campaign delivered a measurable Return of Investment for the advertiser.

About GoViral

GoViral launches user driven marketing campaigns for leading creative agencies, media agencies and advertisers worldwide. GoViral has local offices and partners in London, Copenhagen, Hamburg, Milan, Stockholm, Tokyo and Moscow.

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