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News

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Kylie's Agent Provocateur viral 'best in the world'

The raunchy viral for Agent Provocateur starring Aussie pop-princess Kylie Minogue riding a bucking bull in her underwear has been named the most successful celebrity viral campaign in the world.

The 2001 'Proof' campaign, which was banned from being shown in cinemas, has clocked up more than 350 million hits on YouTube since its launch.

The iconic ad shows Kylie writhing around breathlessly on a red velvet rodeo bull to prove that Agent Provocateur is 'the most erotic lingerie in the world'. At the end of the ad she challenges the men in the audience to stand up and be counted.

Her raunchy ride earned her top spot in a list of 10 best celebrity viral ads of the decade compiled by online content distributor GoViral.

The ad was created specifically for cinema and makes the most of the medium with its lavish and expansive tone. The witty punchline cleverly engages with the audience, and enhances the communal experience of going to the cinema.

Brazilian footballer Ronaldinho came second in the list in the Nike Crossbar Challenge.

The film shows him demonstrating his impressive skills by hitting the crossbar no less than four times, without the ball touching the floor. The clip has been viewed in excess of 50 million times.

Third most popular was US President Barack Obama's Yes We Can song, featuring Will.I.Am of the Black Eyed Peas, Scarlett Johansson and other stars, which was viewed 32 million times.

Last year, the Kylie viral secured the top spot in a poll from Digital Cinema Media (DCM), the market leader in UK cinema advertising, of the greatest cult cinema ads of all time.

The top 10 from GoViral:

- Agent Provocateur - Kylie Minogue
- Nike Crossbar Challenge - Ronaldinho
- Yes We Can - Obama Song
- Nike Car Jump - Kobe Bryant
- T-Mobile Life's for Sharing - Pink
- "I'm ----- Matt Damon" - Sarah Silverman and Matt Damon
- EA Games - Tiger Woods
- Chanel No.5 - Nicole Kidman
- Samsung - Ozzy Osbourne
- Apple Mac - Ellen Feiss

And here's that Kylie ad, one more time:



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