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## Marketing

# 'I'm F\*\*\*ing' videos

Comedy couple Sarah Silverman and Jimmy Kimmel have scored a remarkable viral hit with their 'I'm f\*\*\*ing' series of videos. Based on Jimmy's 'I'm sorry we haven't got time for Matt Damon' line, which he uses at the end of every episode of his late-night talk show Jimmy Kimmel Live! on ABC, this latest YouTube must-see began with Sarah Silverman's I'm f\*\*\*ing Matt Damon video. The clip of the song achieved immediate success, and has now been seen by about 10m people, thanks to its combination of some of the best viral ingredients; familiarity, humour and celebrity. Fans of the show knew the context of the clip, and the humour, coupled with the actual appearance of Matt Damon, guaranteed a YouTube hit.

Things were taken to another level by Jimmy's outrageous response I'm f\*\*\*ing Ben Affleck, which has now been seen on YouTube 8m times. Taking a popular viral and developing the story in his own way is another key way to ensure the success of online campaigns. It was Jimmy's turn for revenge and the participation of Ben Affleck as well as other celebrities including Harrison Ford, Brad Pitt, Robin Williams and Cameron Diaz, added extra power.

The first clip created huge buzz on YouTube. The follow-up managed to take things a step further, while still riding on the collective memories of the first one.

