

# Mascha Vang's Solarium visit is a mega hit

Danish Cancer Society's - Kræftens Bekæmpelse - viral film, where Mascha Vang takes off her clothes, has been seen over 3 million times just within a month.

By Anders Christiansen

**BY FIRST GLANCE, YOU WOULD THINK IT IS A PRIVATE PEEP-SHOW OF THE SUPER HOT MASCHA VANG ON HER WAY USING THE SOLARIUM.**

But while she sits on the edge and is about to loosen her bra, the top crashes down on her and the Danish beauty is squished.

The film then reveals its creators, the Danish Cancer Society - Kræftens Bekæmpelse - and TrygFonden, and it has the crystal clear message that you need to turn off the solarium due to skin cancer.

Besides that, this little film has turned out to be a world wide viral hit.

The film has been watched more than 3.3 million times on the Internet, and that brings Mascha Vang and the solarium all the way to the top of the most seen viral films - worldwide.

The people behind the film is the advertising agency, Halbye Kaag/JWT, and the CEO Steen Halbye is of course happy and proud of the film's so widely spread.

- We had no expectations before we made this film. But when we saw the finished result we thought it would be great.

It is a good mix of sex and surprise that is carried forth in the film.

- Mascha Vang captures you. It looks like a good situa-



tion to begin with, but also a very funny and extremely surprising. But then again it is also an advantage that the message is good and simple. And even though you do not get to see Mascha Vang's attributes, like the film title promises, Steen Halbye does not think that the users will be disappointed.

- On Youtube you can read people's comments. Many write along the line of: "you got me" or "respect". Besides, there is a lot who thinks it is a good message, the film states, he says.

And with the high number of views one needs to take into account that the movie has been "flagged" on Youtube.

This means that no one under the age of 18 can see it.

It is the UK based company, GoViral, who has distributed the movie and kept an eye on the views.

People, who are interested can hear much more about user driven marketing on January 17th, where the House of marketing in cooperation with SBS productions is holding a morning meeting.

The main attraction is Jimmy Maymann, who is CEO of the previously mentioned GoViral - which is one of Europe's leading contenders within the viral marketing sector.

The arrangement is free for members.