



Viral film seeding

You'd like us to seed a film for you

Step One

You tell us who your target audience are etc.. and show us the film. If the film is suitable (we'll say if it isn't), we'll put together a seeding plan that identifies where your audience are lurking on the internet- which interest blogs, eZines, networks and portals. If you think we've got the right idea then we can sign a job agreement which guarantees a minimum number of view and get going.

Step Two

We'll give you a log-in to your own Viral Manager Dashboard where you'll be able to check, in real time, how many people have watched the film. These stats are broken down by day and by site, so you can link directly to the clips in it's different locations and see what comments people are making about it. At the same time, we'll be able to provide you with a full list of the sites we'll be contacting with your film and book placements.

Step Three

We'll upload your film to around 20 video sharing sites (Youtube, Metacafe, Kewego etc), placing the film with a title and text approved by you and, where possible, hyperlinking the clip to a site of your choice (we'd suggest one relevant to the campaign!) We then set the tracking dashboard to record the number of views from all of these sites and aggregate these numbers together.

Step Four

Seeding launches. We spend seeding budget in two ways:

1) Natural seeding: Using our viral network - this is a network of over 1500 sites we have developed over the last 5 years, which we can seed to . The network is broken into 20 interest segments (e.g. sport, finance, travel, technology), and is a mixture of blogs, forums, communities and aggregators. These sites are contacted with great new pieces of content which they can then post on their sites to keep their readers entertained. These placements give the viral presence on the internet and longevity as the film is linked to from numerous places.

2) Paid for placement: placement on key high-traffic sites and newsletters, targeting the core demographic. These placements result in a sharp spike in traffic and spark immediate email traffic and conversations. Once these placements have run their course, they are removed and send no further direct traffic to the film.

Step Five

From launch onwards, you have your dashboard for an instant snapshot of the campaign's performance. Your account manager will also keep you informed of any new developments, great responses from users or, if necessary, any worrying trends with traffic that may need attention. At the end of the campaign, we'll provide you with a complete report including full stats, screenshots of placements and articles about the film.

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