

CASE STUDY: THE SUNDAY TIMES

VAN



The Sunday Times launched the 'Social Media Rich List' a service that ranks the top social network users based on their activity and influence across Twitter, Facebook, LinkedIn & Foursquare.

VCCP worked with the Viral Ad Network to promote the app and encourage user sign ups.

The logo for 'The Sunday Times' is displayed in a classic serif font with a decorative crest between the words.

The clip was featured on 116 publisher sites, received 3,288,898 impressions and was tweeted 1,858 times



The video received **86,163 views** through the network and **98,225 views** on YouTube during the campaign, with a **2.6% click through rate** for the ad.