



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 your film. If the film is suitable (we'll say if it isn't), we'll decide on which parts of our publisher network to target and using our tagging system, we'll set up your film on our network. We can also put together a PR plan that identifies where your audience is lurking on the internet outside of the Viral Ad Network - which interest blogs, e-Zines, 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 views (and days of PR if you require it) and get going.

Step Two

We'll give you a log-in to your own Viral Ad Network Dashboard, where you'll be able to check 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 placements.

Step Three

We include a small amount of basic seeding as part of our standard package - this includes uploading 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) Paid for placement: placement on key high traffic sites across the Viral Ad Network, targeting the core demographic. These placements result in a sharp spike in traffic and can 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.

2) Online PR: (This is an optional extra) Our online PR team have relationships with a multitude of key influencers across a variety of topics. This seeding network now extends to over 1500 sites, and is a mixture of blogs, forums, communities and aggregators. We regularly contact these sites with great new pieces of content which they can then post on their sites to keep their readers entertained. These placements will give your viral presence on the internet and longevity as the film is linked to from numerous places.

Step Five

From launch onwards, you have your dashboard for an instant snapshot of the campaign's performance: the total views, views over time, and any placements your content has got. Your account manager can also (as an optional extra) keep you informed of your campaign's progress through weekly reports. These include your basic traffic updates, placement success, responses from users and, if necessary, any worrying trends with traffic that may need attention. We can also, at the end of the campaign, provide you with a complete report including full detailed stats, screenshots of placements, and articles about the film.

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