



VAN Case Studies: J2O 'Pop Stasi'

Client: Shinecom

What they wanted:

J2O, the popular fruit drink, were running a campaign based around the tag line 'it's better to mix things up'. This involved the chance for participants to win tickets to a music event - the J2O 'Mixed up session'.

After creating a viral for J2O's 'Mixed Up Sessions', Shinecom had remnant media spend which they wanted to use to benefit their viral. They wanted a quick and easy win, to make the most of their remaining budget.

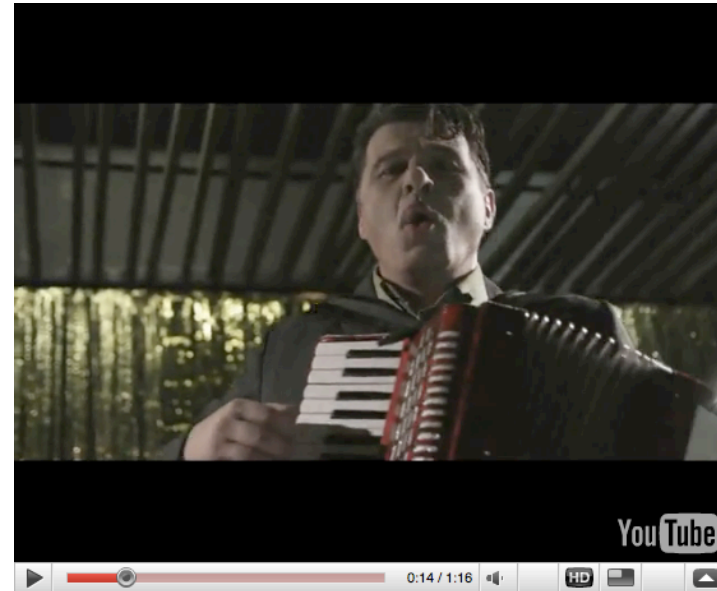
How we helped them:

We invested their budget in placements across the Viral Ad Network driving views to their clip on Youtube. We were able to turn around the campaign really quickly and their viral was getting views within the day.

Why they are happy:

Due to the quality of their creative, we were able to deliver them twenty five percent additional views within their budget, helping them to boost the views on their viral.

The traffic count on their youtube channel was a tangible measure of their success, and helped to increase their exposure within the social media world, all as a result of genuine engagement.



“Views were achieved quickly and effectively from placements on great sites. Viral Ad Network is a great way of increasing your campaign’s exposure” Scott Williams, Shinecom

This is our standard package, for campaigns under £10k. [Get in touch with Ian \(advertisers@viraladnetwork.net\)](mailto:advertisers@viraladnetwork.net) for more details on how we can help your campaign.

**www.viraladnetwork.net
+44 (0) 845 680 1220**