

Overview

11/16/07

Campaign Title

**Client:** Pandemic Labs  
**Campaign:** Webcam Break Up  
**Campaign Timeframe:** 90 days  
**Media Type:** Video  
**Media Length:** 3:26

Data Overview

**Date Seeded:** 9/25/2007  
**Days Live:** 52  
**Total Views:** 2,993,643  
**Target Views:** 100,000  
**Total Comments:** 1243  
**Seeding Method:** Staggered  
**Total # Primary Seeds:** 30  
**Total # Secondary Seeds:** 24  
**Total # Infections:** 83  
**Total # Email Infections:** 454

Campaign Overview

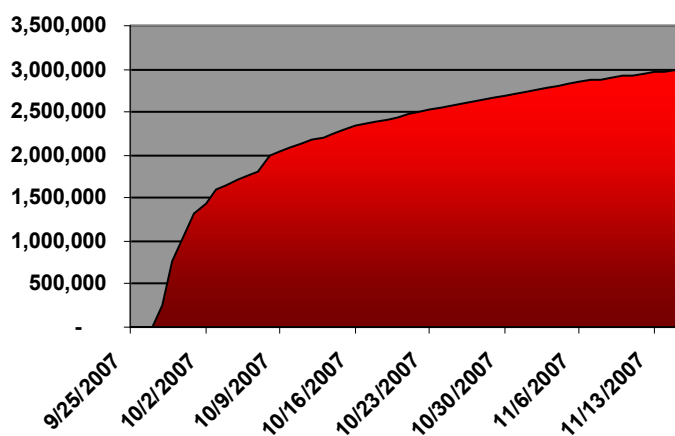
The campaign is targeted primarily a young men but has a large secondary audience. The video was seeding using a staggered approach which allowed for greater focus on each individual seed in the initial stages. Major seeds such as YouTube, Metacafe, and Break.com were actively promoted using the client’s blog, website, and personal email lists. The goal of the campaign is to drive visitors to the clients website.

Basic Analysis

The campaign has been a success on many fronts. Early in the campaign, the video was selected for the homepages of Break.com. This is the reason for the steep climb seen in the total aggregate views on the right. This selection was ideal because it allowed the video to be seen by a great number of viewers in the target demographic. From the homepage selection on Break, the video was picked up on in the blogosphere. An astounding 80% of all forum and blog infections link to the Break seed of the video. This indicates that the video did, in fact, resonate highly with the target demographic.

The second spike in views came when the video was selected for inclusion on Kontraband. This spike can be seen around Oct. 9th in both graphs to the right. Since that time, viewership has been slowing down, however this is to be expected in a 3-month campaign. Daily views is currently holding steady at roughly 10,000 views per day, indicating that this campaign still has more potential for both strengthening of brand image, and driving more visitors to the destination website.

Total Aggregate Views



Total Aggregate Views Per Day

