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News

GHD's viral ad receives more than 200,000 plays

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GHD has announced that a viral ad for its hair-straightening product has already received more than 200,000 plays.

The brand released its first viral campaign prior to rolling out a series of TV and print ads through media agency MediaVest Manchester.

The minute long video plays on GHD's 'A new religion for hair' theme.

GoViral seeded the piece across 80 sites, and worked with ad sales partner Woot!, which it appointed last month.

A GHD-branded profile page on MySpace, which is part of the same campaign, has been befriended by more than 15,000 users.