

Revolution

Business and marketing
in the digital economy

1st September 2009

Viral effect // This month's hottest virals



Olympus - The PEN Story
Olympus uses impressive stop-motion tricks to promote its PEN camera. 1,089,610 views



Microsoft - Office 2010: The Movie
Creating a movie-like sense of anticipation for the release of MS Office 2010. 1,070,430 views



VIRALS SUPPLIED BY GOVIRAL

Nike SB - Today Was a Good Day
Pro skateboarder Paul Rodriguez shows off his Nike shoes with some nice tricks. 294,111 views



RWE - Energy Giant
This *Shrek* look-a-like gives German energy firm RWE a more friendly image. 36,529 views