

## Book of Tens

# Ten campaigns that went *really* viral

**V**iral is one of those buzzwords on communicators' lips these days, because it means something brands love: people promote them spontaneously, often at a lesser cost. Here are ten campaigns Internet users spread like wildfire, as our viral-o-meter shows.



### 1 CAMPAIGN: TAKE BACK MORE

Client: Beirut Duty Free

Agency: M&C Saatchi

In two weeks the Beirut Duty Free's flash mob, organized at the Beirut airport in March for its "Take back more" campaign, had generated more than half a million hits on YouTube, and was mentioned in the *Huffington Post*.

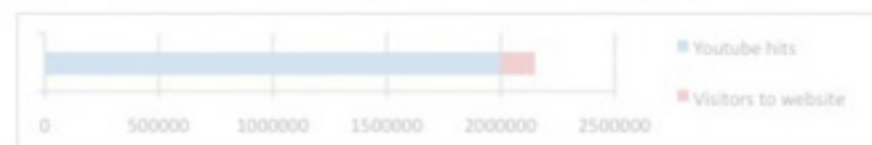


### 2 CAMPAIGN: REDBULL CAR PARK DRIFT

Client: Red Bull Energy Drink

Agency: Interesting Times

Devised in less than four weeks, the "Red Bull Car Park Drift" campaign, geared toward Arab youth, featured six people sitting next to Lebanese champion driver Abdo Feghali. As he drifted their reactions were caught on film; a recipe for viral.

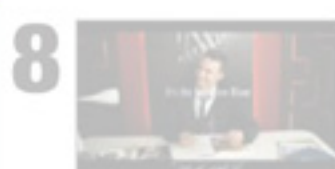
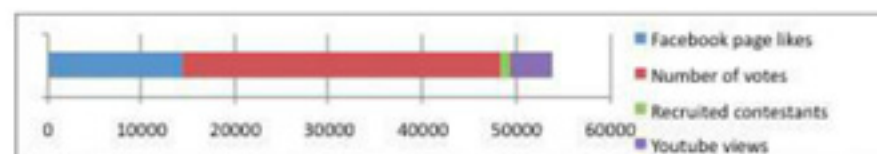


### 7 CAMPAIGN: GREATEST HUG OF ALL

Client: Huggies

Agency: Ogilvy Action/Eastline Marketing

Huggies' most recent PR stunt asked participants to submit pictures of hugs, that were then displayed on a socially-enabled microsite. A winner was picked via an online voting system.



### 8 CAMPAIGN: LEBANON BLUES

Client: Lebanese ministry of tourism

Agency: Impact BBDO Beirut

The "Lebanon Blues" campaign was aimed at arousing feelings of nostalgia, but it more successfully angered feminist activists; the back and forth online responses were many, to say the least.

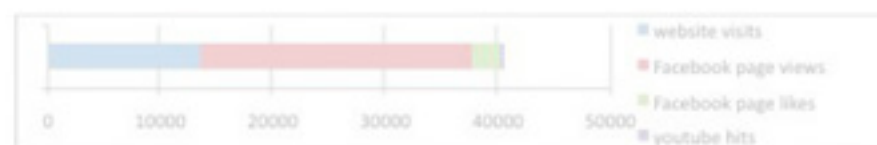


### 9 CAMPAIGN: DO THE FISH

Client: Siblou

Agency: Impact BBDO Beirut

While this campaign received more award recognition than online viewers, the competition was a success. It attracted viewers to visit its microsite, where they could enter pictures of themselves pouting.



### 10 CAMPAIGN: MISSING Z

Client: Zaatar W Zeit

Agency: Nineteen84

The integrated "Missing Z" campaign's viral effect, using Facebook and bloggers in an anonymous manner, was impressive, given it had a near-zero budget.

