

ASABAILEY VIRAL ADVERTISING

Est. 2001

www.asabailey.com

In the beginning there was viral video...



**Do virals have to be sexy, edgy
shocking or “gorilla”?**

Can you prove ROI on a viral video?

Are viral videos cost effective?

What’s the future for viral videos?

Do virals have to be sexy, edgy shocking or “gorilla”?



Slippy Ideas™ work by balancing 3 things

Recognition

Collaboration

Participation

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What’s the future for viral videos?

**The viral video is only one side
of the advertising equation!**

**Accountable media distribution
is the missing component**

What we do at **ASABAILEY VIRAL ADVERTISING**

Creative Strategy

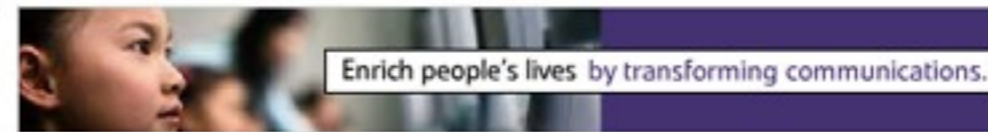
**viral videos, viral games
viral web content**

**we provide creative
ideas that spread**

Online Media Planning

**Targeted Distribution
of viral creative content**

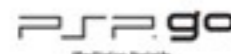
**CPE - Advertisers only
pay for Engagement**



NEWS BLOG EVENTS RESEARCH VIDEO AWARDS


TOP STORIES FINANCE INTERNET CLEANTECH COMMUNICATIONS MEDIA COMPUTING BIOSCIENCES SECURITY MAGAZINE ARCHIVES

E3: Sony Announces PSP Go

 Sony confirms the newest version of the PSP, an all-digital handheld that will launch this fall.

Top stories Most popular


Intel Grabs Wind River Systems

 Chip giant announces a nearly \$900 million cash acquisition of software company Wind River Systems, whose shares jump 44 percent following the news.

E3: Nintendo Unveils New Games, Device

 Nintendo's E3 conference appearance focused mostly on software, with a few surprise announcements.


RIM Dials Up Dash Navigation Deal

 BlackBerry maker agrees to acquire Dash, a Mountain View, California, startup that makes GPS maps.

Intuit: PayCycle for \$170M

 TurboTax maker picks up online payroll startup in cash transaction to boost its portfolio of financial services.

Microsoft Motions for Nintendo Crowd

 Software giant's games division introduces motion capture technology, dubbed Project Natal, for Xbox 360 consoles. Will it steal away Nintendo enthusiasts?

SEARCH

GOOGLE TRANSLATIONS FOR RED HERRING



RED HERRING'S GLOBAL VC 100



Red Herring is busy searching for the top 100 global venture capital firms. The finalists have been announced. Please [click here](#) to see the best 200 performers from over 30 nations.

RED HERRING 100 UPDATES



Red Herring 100 Europe, Berlin, Germany
The Red Herring 100 is a mark of distinction and prestige. Only 200 companies are chosen as finalists from across Europe. The 100 Winners have been announced. [Click here](#) to see the lucky winners.



Red Herring 100 N. America, San Diego, CA
The Red Herring 100 is a mark of distinction and prestige. Only 200 companies were chosen as finalists from a pool of thousands. The 100 Winners were announced at the award ceremony. [Click here](#) to see all the winners.

RED HERRING'S BLOG

Wii Storage Ups Strong Bad Sales

One company is feeling the love because of Nintendo's Wii storage solution: Telltale's Strong Bad.

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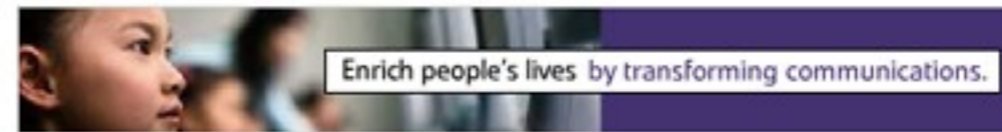
- PR Materials and Media Kits
- Direct Mail Enclosures
- Customer and Prospect Communications/Presentations
- Trade Shows/Promotional Events
- Conferences/Speaking Engagements
- Recruitment and Training Packages

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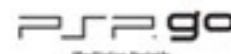
THE BUSINESS OF TECHNOLOGY



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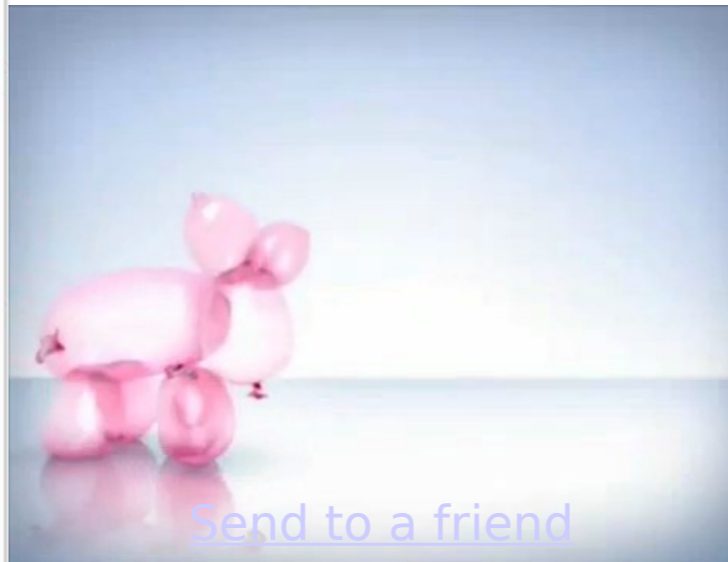
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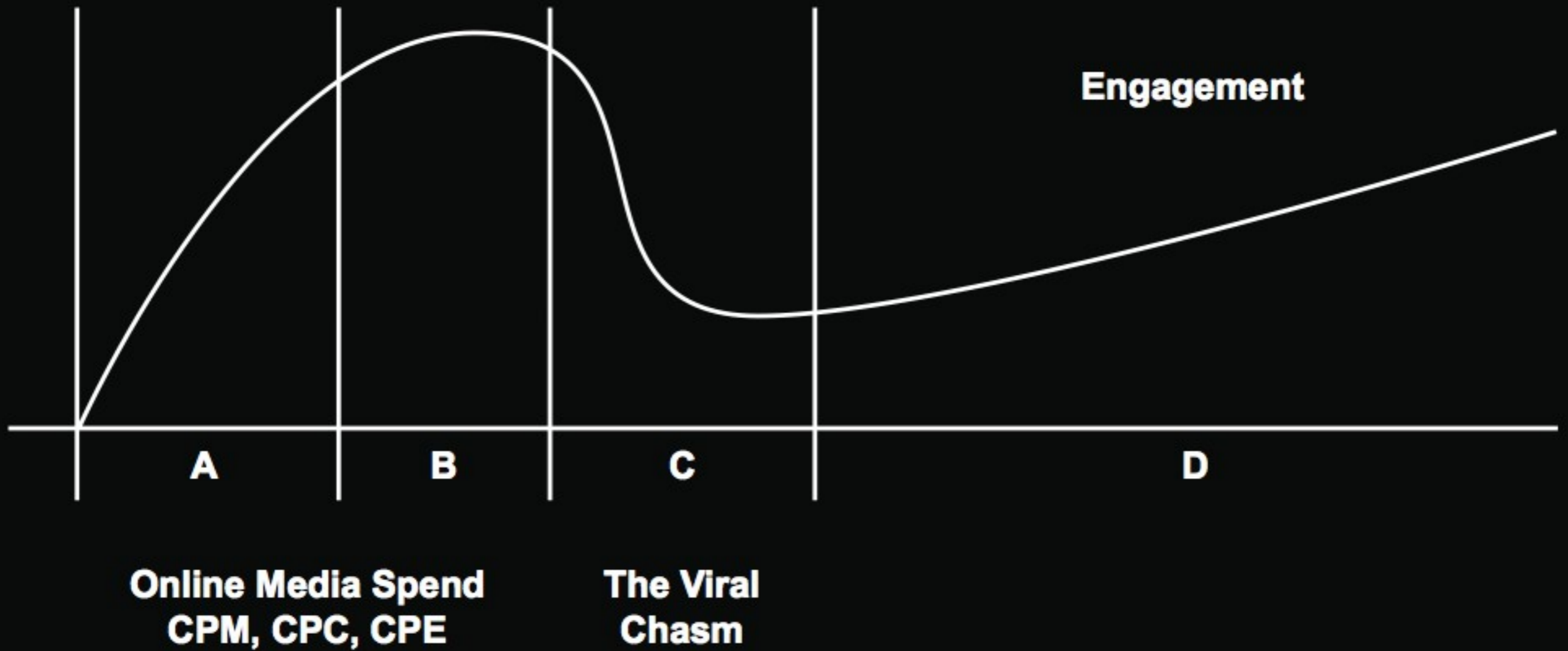
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Viral Advertising Engagement Curve



THE FUTURE OF VIRALS

IS

VIRAL ADVERTISING