

viral seeding.

AMPLIFYING YOUR MESSAGE

CREDS

WHO ARE VIRAL SEEDING?

- 10+ years of experience
- Experts in video seeding
- Small, friendly agency
- Hundreds of campaigns seeded
- Flexible & tailored approach
- Seeding videos to a variety of audiences and interests

WHAT DO WE OFFER?

OUTREACH

We use our network of websites, blogs and social channels to secure coverage.

PLACEMENT

We arrange placements on popular outlets to increase reach and awareness.

PROMOTION

We manage targeted promotion on YouTube, LinkedIn and social media channels to increase views and engagement.

WHY CHOOSE US?

- Proven track record of campaign success
- Results guaranteed upfront
- Established relationships with publishers
- Above industry standard promotion results
- Able to accommodate short lead times
- Personal service with regular updates

SOME OF OUR BEST WORK

MORE AT:

www.viralseeding.com/works/case-studies

CASE STUDY: TESTICULAR CANCER NZ

BACKGROUND

Testicular Cancer NZ and FCB Media produced a series of images and videos for #GoBallsOut, a campaign which encourages men to check themselves. The campaign asks people to use GPS tracking apps to run or walk in the shape of a penis and testicles and share on social media.

RESULTS

- 19 pieces of coverage secured reaching 240MUV
- Coverage secured on high traffic sites, including The Sun, LadBible, BBC News and The Mirror
- Social media shares to over 13m fans and followers

www.viralseeding.com/case-studies/testicular-cancer-nz-go-balls-out

CASE STUDY: NATIONAL AUTISTIC SOCIETY

BACKGROUND

The National Autistic Society and Don't Panic created a short film, 'Can You Make It To The End?', which highlights the struggles somebody with autism can experience in everyday situations.

RESULTS

- 16 pieces of coverage secured reaching 520m MUV
- 2m+ views contributed to the seeded video
- Coverage on Daily Mail, Independent & Huffington Post
- 156 Tweets reaching over 17m followers
- 13 Facebook shares to over 861k fans

www.viralseeding.com/case-studies/nas-tmi

CASE STUDY: WOOLROOM

BACKGROUND

Woolroom moved from a problem-solving brand to one of aspiration. Viral Seeding worked with influencers to create content to align with the brand's new messaging & values.

RESULTS

- 14 pieces of coverage reaching 520k MUV
- 16 Instagram posts reaching over 791k followers
- 1 YouTube review reaching over 21k subscribers
- 48 Pinterest pins reaching over 1.88m followers
- Over 189k targeted YouTube views
- Over 3k website referrals to date

www.viralseeding.com/case-studies/woolroom

CASE STUDY: GREENPEACE

BACKGROUND

Greenpeace released a film 'Green Netflix', which encouraged viewers to view and sign a petition to ask Netflix to use 100% clean energy.

RESULTS

- 13 pieces of coverage secured to over 170m MUV
- Coverage secured on high profile sites including The Hollywood Reporter, A.V. Club and Fortune
- 30+ Tweets to over 10m followers

www.viralseeding.com/case-studies/greenpeace-netflix

WHAT OUR CLIENTS SAY

Viral Seeding are simply the best agency at seeding and blogger engagement I have ever worked with - *Jono Marcus, Loft Group*

Viral Seeding were absolutely brilliant at delivering on everything that they promised and made our lives much easier - *Jonjo Murphy, Spink Health*

Viral Seeding are great to work with and deliver both a healthy number of views and positive editorial placements to go with them - a great combination to be able to offer - *Ben Mason, The Tom Sawyer Effect*

Viral Seeding exceeded my expectations. I love working with them! - *Nina Messinger, FME Media*

NEXT STEPS

- Get in touch with upcoming campaigns, requirements and timings
- We can provide deliverables for a range of budgets
- We can get to work once the campaign is signed off and assets have been provided

DROP US A LINE

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