



Viral Tool Production Example - MTV Road Rules 2007: Viewer's Revenge

Background

Wiredset was tasked with building a voting widget which was central to the premise of the show; viewers vote on which participants stay or go. Additionally, Wiredset executed outreach marketing to drive users to the widget.

Strategy

Wiredset built the widget and executed a campaign to create buzz for the tool and show:

- Embedded the widget and Pit Battle clips on key sites:
 - Celebrity/Gossip, TV, MTV/Road Rules Fans, Teen, Music, and others
- Drove fans to visit the official Road Rules site after voting

Outcomes

Wiredset's campaign drove over 438,000 people to the widget:

- Secured placement for widget across top TV, reality TV, gossip and entertainment sites/blogs
- Loyal sites posted the widget every week when it updated
- Many site aggregators also picked-up the story and the widget
- Over 33,000 click-throughs
- Over 40,000 video views

