

Tags: marketing, video, video marketing, viral, viral marketing, viral videos, youtube

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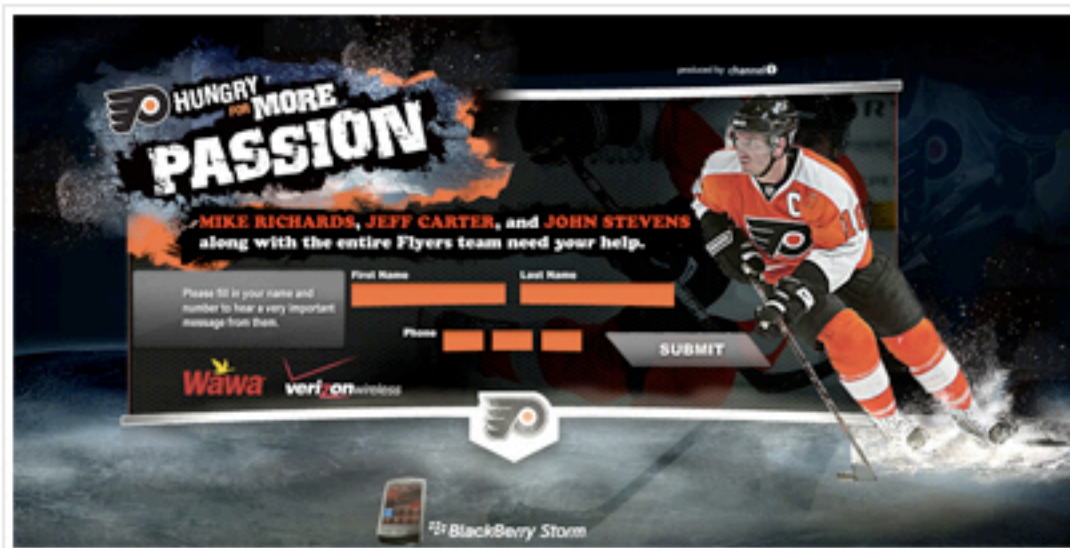
Video Marketer Of The Month – July 2010

Category: Uncategorized

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I often get to do marketing work with a National Hockey franchise. While the crazy “need-it-now” deadlines during the season do make the job a lot less fun than it sounds there is an upside. Now that the hockey season is over, we all get a moment to take a breath and propose larger than life marketing projects for the upcoming season.

I have to say the holy grail in this area goes to this amazing, multimedia campaign for the Philadelphia Flyers. Canadian based sports marketing company Channel 1 Media has sure set the bar high in this area. Dont believe me? Just check this out: (by the way it's ok to put in your real cellphone #, not only do you need it to complete the experience, but I've done it about 100 times now and I have not been spammed)



Working in the industry I can not only appreciate the overall presentation but am also amazed at all the internal elements that had to be aligned to pull something like this off. No small feat indeed. So kick back and participate in this campaign and start brainstorming on how you can take your viral marketing from just the internet onto other devices for a more memorable and more impactful experience.

Links:

[The Flyers Viral Experience](#)

[Channel 1 Media](#)