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THE AD AGE VIRAL VIDEO CHART

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Olympics, VW and Weezer Snuggie Top Viral Video Chart

What People Watched the Week of Nov. 2, 2009







by [Abhey Klaassen](#)

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NEW YORK (AdAge.com) -- The International Olympic Committee nudged out Volkswagen to capture the top spot this week. The spots, created by Cole & Weber United, star Olympic athletes throwing down challenges to viewers in decidedly non-Olympic challenges such as hula hoop, speed putting and consecutive cartwheel spinning. Viewers are challenged to submit videos of themselves besting the competition.

That No. 1 debut meant the VW campaign missed the top spot by 1%, but "The Fun Theory" still managed to nab 1.5 million views -- not bad for its third consecutive week on the chart. It was also joined by another automaker (a category that's a relative rarity on the chart). Volvo, benefiting from its "Twilight" tie-in, hit the No. 8 spot.

The third debut of the week comes from Weezer, promoting its latest album by piggybacking on the phenomenon that is the Snuggie. Introducing: The Weezer Snuggie. For just \$29.99 you can get the ultra-soft Weezer Snuggler that's ideal for drafty dorm rooms and will give you years of warmth and comfort. As a special bonus, you'll get their new disc, "Raditude," a \$15 value, free! The band first floated the idea late spring, where it got some early buzz on music blogs, and it debuted the offer earlier this month.

Last Week	Brand	Campaign	Agency	Current Week Views*	% Change in Views**	Watch the Spot	
1	New International Olympic Committee	Best of US Challenge	Cole & Weber United / Mekanism	1,559,138	New		
2	1 Volkswagen	The Fun Theory	Tribal DDB	1,543,019	-29%		
3	New Weezer	Weezer Snuggie	N/A	981,739	New		
4	3 Evian	Live Young	BETC Euro RSCG	964,475	-12%		
5	5 DC Shoes	Ken Block's Gymkhana Two Project	Mad Media	671,974	+27%		
6	6 Verizon	Droid Does	McGarryBowen	467,967	+1%		
7	9 Cullman Liquidation	Painfully Honest and Epic Mobile Home Commercial	Rhett & Link	357,789	+18%		
8	New Volvo	What Drives Edward	Euro RSCG 4D / Arnold	335,272	New		
9	10 T-Mobile	T-Mobile Dance	Saatchi & Saatchi, MediaCom	234,122	-19%		
10	Back in Chart	Inspired Bicycles	Danny MacAskill Trials	N/A	227,892	Back on Chart	