

Goodby, Silverstein & Partners
Ziddio.com
“Viral Institute” Viral Video
Devin/Nat

Premise: An infomercial for a school that teaches people to make viral videos. The commercial will parody the low-budget ads for The Devry Institute and Barbazon Modeling School.

Open in a classroom scene. A man at a computer desk points to a viral video playing on the screen. Our bland announcer stands behind him, one hand on his shoulder.

ANNCR: **He he... That’s great Steve.**

(He turns around to face the camera)

Viral videos. You’ve seen them on the net – spreading like wild fire across the World Wide Web. But what makes a video like “Dancing Baby” so hugely successful? Corporations and advertisers would pay a fortune to unlock this secret.

Now you can learn everything you need to create and spread your own successful viral videos – videos that generate buzz. You’ll gain the skills to create highly entertaining videos and films that people will want to email to their friends, over and over. They might even end up on television.

Learn valuable techniques like:

- Hurting yourself and others**
- Performing funny dance routines**
- Filming yourself sitting at your desk**
- Working with excrement and vomit**
- And many more...**

Our classes are uniquely tailored to fit your needs.

Cut to several testimonial clips.

JEFF: I’m must’ve filmed myself a dozen times. It wasn’t until I made “Naked Summersaults” that I got over a million hits.

TANYA: My video was a huge success on Ziddio.com. Now they’re gonna’ put it on TV.

HIROKI: (in a thick Japanese accent) My film “Bathtub Girl” was most viewed

for three weeks straight.

ANNCR: Create the videos of your dreams. Make an impact. Be seen by millions on the web and television. It's your move.

SUPER: Ziddio.com