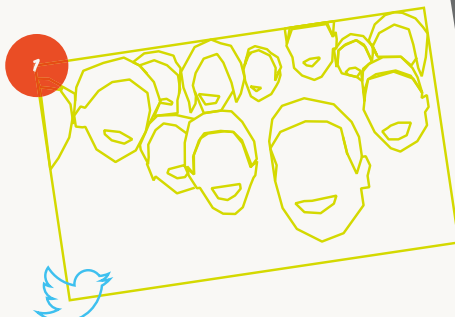


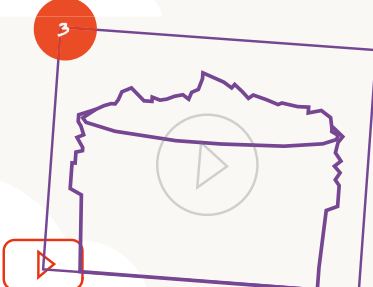
10 things that went viral

1 **Ellen's Oscar Selfie**



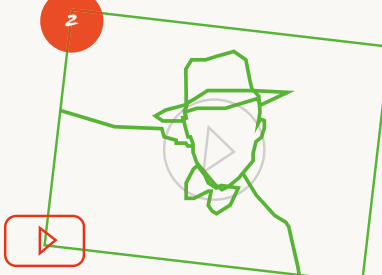
3.35M Retweets
2.02M Favorites

3 **ALS Ice Bucket Challenge**



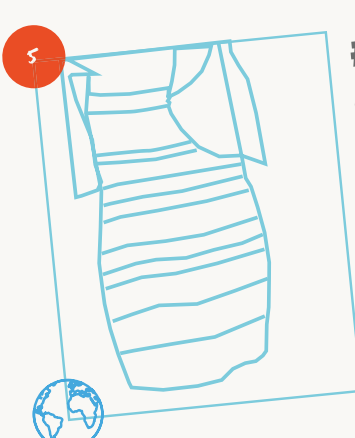
2.3M+ Video entries on YouTube

2 **Pharrell's Happy**



1.8M fan videos made with the song

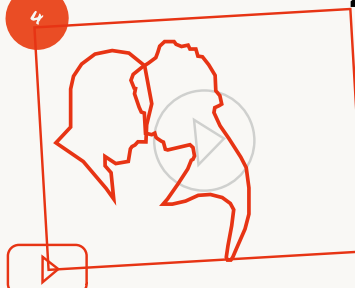
5 **#thedress**



Original Tumblr post has 73M+ Page views
485K+ Notes

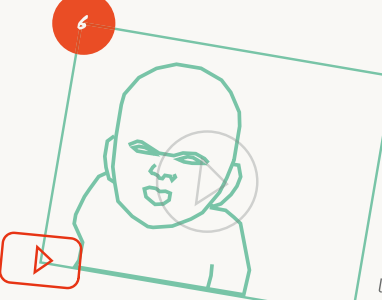
17M+ Video entries on Facebook viewed
440M+ times

4 **"First Kiss"**



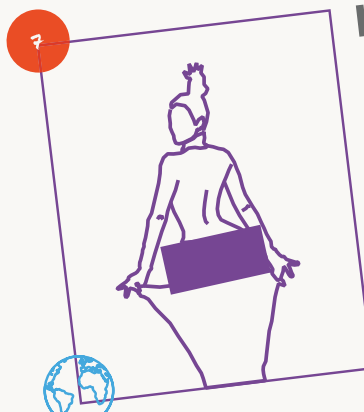
In a month 77.8M Views
68,740 Tweets
1,392,296 Facebook Shares

6 **Devil Baby**



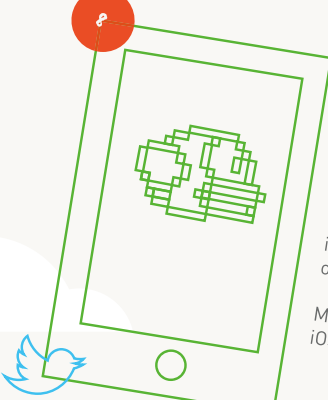
4.4M Views on the day of launch

7 **Kim K**



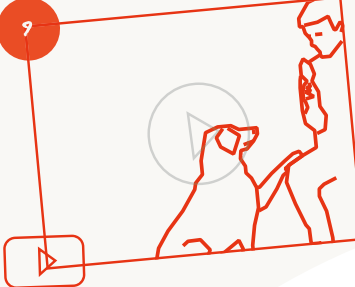
15.9M Page views on papermag.com
11m Unique visitors

8 **Flappy Bird**



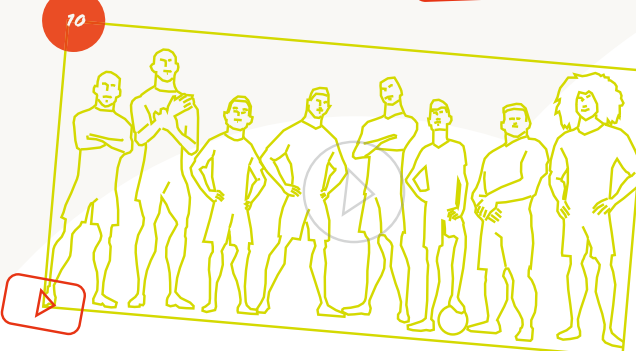
1.4M Links shared in a month on Twitter
Most downloaded iOS app

9 **Unsung Hero**



In a week 6M YouTube Views
800K Facebook Shares
22K Tweets

10 **Nike "Risk Everything"**



122.2M Views
Most popular FIFA World Cup ad

60% of the content pieces included some celebrity involvement

Only 2 were TV commercials

40% of the content pieces were not videos

Of the **60%** of video content, ALL of them were longer than 1 minute (except the Ice Bucket challenge which varies in duration)

*All data based on verified publications sourced March-April 2015

METHODOLOGY : Clique started with looking at all the top blogs and aggregator articles talking about the most viral incidents of the last year and a half. The criteria for the top virals was not just to pick the videos with most views, but all forms of web content such as memes, mobile games, twitter hashtags, posts on Facebook, etc. based on their popularity. The second criteria was looking at viral stories that were not specifically brand-sponsored. Clique also used a global lens so as to not select content that got popular only in the US or mature digital markets. The agency also used regular search tools to source articles, and its social listening tool SYSOMOS.

Created by 