App makes viral video-making easy

Specialist viral agency RubberRepublic has launched an app called TubeRank to help agencies and brands produce viral video hits.

TubeRank is designed to be used at the creative and planning stages of the campaign process, providing a mix of creative inspiration and viral benchmarking data to help create the most viral videos possible.

The app has been developed over the last 12 months off the back of a research programme involving over 40 agencies aimed at understanding what makes people share videos and how to make shareable content.

TubeRank works by ranking YouTube videos according to their *conversation triggers* and *communities of interest* - the two key ingredients for viral success. TubeRank's algorithm then adds a layer of social data to each video (e.g. share / sentiment data), which, combined with trigger and interest data, provides an understanding of the viral behaviour of a video i.e. why a video's shared, where it's shared and how much it's shared.

Using this structured video data, agencies can make specific searches for videos to get inspiration for what triggers conversations in particular communities. For example, if you searched for *EPIC + Automotive* the top ranking video shown is BMW's *The Fastest Christmas Song in the World*. http://youtu.be/TjncA7jau2g

For each specific search, TubeRank provides custom benchmarking data, tips and insight to help build a fuller viral strategy, as well as a custom downloadable report to share with colleagues and clients.

The app formally launches today, however it has been tested in beta over the last few months and was successfully used in the early design stages of Fiat's Motherhood viral, which has hit over 3 million views since launch in December. http://youtu.be/eNVde5HPhYo

RubberRepublic co-founder Chris Quigley commented "The idea behind TubeRank is to help share the expertise we've gained producing viral hits like Bodyform's Facebook Response and Mercedes Catch. We already work with lots of agencies and brands, however TubeRank allows people around the world to benefit from our expertise and help create more YouTube hits."

TubeRank is part of a new suite of app's Rubber Republic has launched called VAN, designed to help all parts of the viral video making process.

Useful links - **TubeRank**: http://tuberank.joinvan.com   **TubeRank video**: http://youtu.be/WGaSJzvIlcc   **RubberRepublic**: http://www.RubberRepublic.com
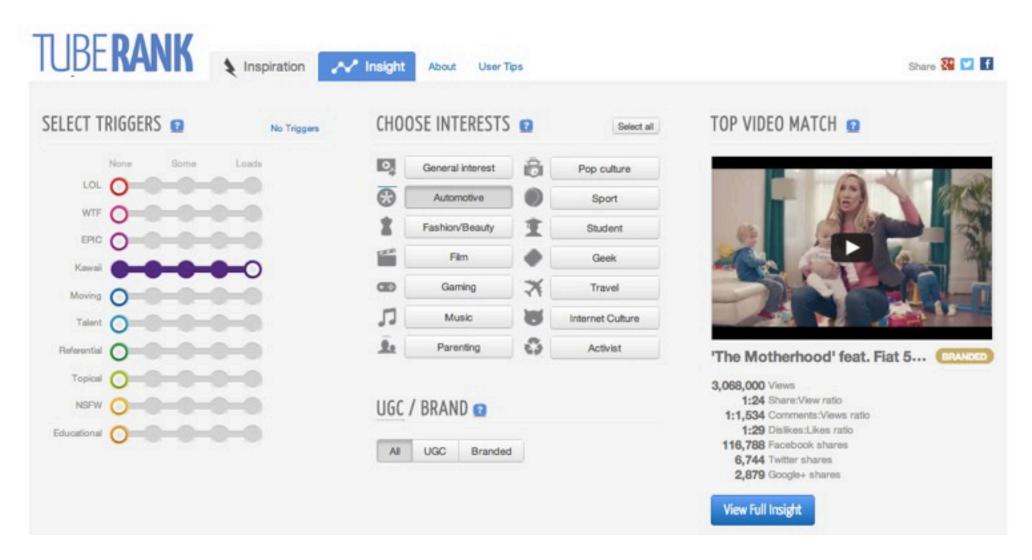
TubeRank launch press assets

TubeRank logo

VAN logo

Screenshot of app

TubeRank promo video (click to watch on YouTube)   http://youtu.be/WGaSJzvIlcc