

TubeRank press release

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/WGaSJzvlcc> **RubberRepublic:** <http://www.RubberRepublic.com>

TubeRank launch press assets

TubeRank logo

TUBERANK

VAN logo



Screenshot of app

The screenshot shows the TubeRank app interface. At the top, there's a navigation bar with "TUBERANK" logo, "Inspiration", "Insight" (highlighted), "About", and "User Tips". Below this, there are three main sections: "SELECT TRIGGERS" with a "No Triggers" button and a list of triggers with sliders (LOL, WTF, EPIC, Kawaii, Moving, Talent, Referential, Topical, NSFW, Educational); "CHOOSE INTERESTS" with a "Select all" button and a grid of interest categories (General interest, Automotive, Fashion/Beauty, Film, Gaming, Music, Parenting, Pop culture, Sport, Student, Geek, Travel, Internet Culture, Activist); and "TOP VIDEO MATCH" with a video player showing a woman with children and a list of statistics: 3,068,000 Views, 1:24 Share:View ratio, 1:1,534 Comments:Views ratio, 1:29 Dislikes:Likes ratio, 116,788 Facebook shares, 6,744 Twitter shares, and 2,879 Google+ shares. A "View Full Insight" button is at the bottom right.

TubeRank promo video ([click](#) to watch on YouTube)

<http://youtu.be/WGaSJzvllcc>