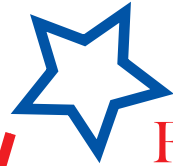




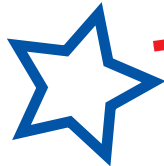
JIBJAB.COM

Gregg & Evan Spiridellis,
“The JibJab Brothers”



Founded

1999



Clients &
Appearances

The Tonight Show
CNN
Yahoo
Anheuser-Busch
Verizon



October

2004

“This Land” debut



THE BIRTH OF VIRAL COMMUNICATION

“To make something viral it can't feel like a traditional ad. If you try to push the same message in a viral piece that you're playing on network TV during prime time, it won't work.”

-Gregg Spiridellis



- The right content at the right time: it captured the “totally asinine” political dialogue.
- The quality in writing and production made it something people wanted to watch.
- Broadband use has skyrocketed.
- Processor speeds have also increased.
- Everyday people are more comfortable with technology.