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.