

**FOR IMMEDIATE RELEASE**

## **DJ Steve Porter's PorterHouse Media Cracks AdAge Top 10 Viral List With Wheaties FUEL Video**

### **“Got My Own Spoons” With Peyton Manning & Kevin Garnett A Web Sensation**

**HOLYOKE, Mass. (July 11, 2011)** --- PorterHouse Media, a production company founded by world-renowned master video remixer DJ Steve Porter, recently cracked the prestigious *Advertising Age* Top 10 Viral Video Ad Campaigns Chart tracking the web's top-performing brand-driven efforts for its creation of the “Got My Own Spoons” video promoting the new Wheaties FUEL cereal.

Checking in at No. 10 on the June 29 chart, the 60 second spot features professional athletes Peyton Manning and Kevin Garnett, and was produced in conjunction with Saatchi & Saatchi of New York.

*AdAge's* Top 10 Viral Video Ad Campaigns Chart focuses on brand-driven viral video ads that appear on online-video-sharing destinations. Each campaign is measured on a True Reach™ basis, which includes viewership of both brand-syndicated video clips and viewer-driven social video placements. The data is compiled using the Visible Measures Viral Reach Database, a constantly growing repository of analytic data on more than 100 million internet videos across more than 150 video-sharing destinations.

“This is a huge honor for advertisers utilizing viral videos for maximum exposure,” said Porter.

“We're very proud of this video, and were thrilled to work with such an American standard as Wheaties.”

The video can be viewed at [http://www.youtube.com/watch?v=SYnudenT-Qc&feature=player\\_embedded](http://www.youtube.com/watch?v=SYnudenT-Qc&feature=player_embedded).

Porter and PorterHouse Media has long had a unique ability to bridge sports with music in creating unique, engaging, and eye-catching music-video compositions, producing a multitude of work for ESPN, including the popular "Monthly Mashup" on SportsCenter, as well as NBC Sports, the world champion Dallas Mavericks, TMZ, VH1, New York Knicks, E!, Puma, *Maxim*, and others.

PHM also develops custom solutions tailored for specific needs and wants based on a variety of other clients, such as FedEx, Hyundai, Disney, Mighty Fine Burgers, Lotus Notes, Doc Bottom's Aspray, and others.

## **ABOUT PORTERHOUSE MEDIA**

PorterHouse Media is a full service multi-media production company headquartered in Holyoke, Mass., and with offices in Los Angeles and Toronto. Its mission is to deliver high quality entertainment through unique audio and visual compositions. Founder DJ Steve Porter is one of the world's most noted master video remixers, and has been credited with being the pioneer in this field.

On the cutting edge of viral marketing and advertisement, PorterHouse Media offers spontaneous word of mouth enthusiasm. PorterHouse Media has created a fresh and



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exciting marketplace to reinvent the "cool factor" of any company or brand.

Launched only in early 2010, PorterHouse Media has already amassed a lengthy client list, with many more coming on board each month.

For more information; Online: [www.porterhousemedia.com](http://www.porterhousemedia.com) / Twitter: @porterhousemdia / Facebook: <http://www.facebook.com/porterhousemedia>. Media inquiries contact Marcus at [marcus@porterhousemedia.com](mailto:marcus@porterhousemedia.com) or call 973-553-9463.