



## aMap press release (Media)

### Rubber Republic launch in-house consumer venture

Viral marketing agency Rubber Republic have launched its first in-house consumer-orientated business venture called aMap.

aMap is short for "argument map" and are a series of pocket-sized maps providing a simple visual guide to some of the most important debates of the day – from the likes of "Does God exist?" to "Cat or Dog?".

The initial series covers 5 weighty and not so weighty arguments including: Does God exist? Cat or Dog? Is modern art rubbish? Beatles or Stones? Are children worth it?

A website has also been created [www.aMap.org.uk](http://www.aMap.org.uk) which enables people to create their own personalised argument widgets, and then share and argue with friends online. This has already become particularly popular amongst bloggers and online communities, with anything from the modern merits of poetry to the question of Beer or Cider? being hotly debated.

The aMap concept was developed by Rubber Republic in partnership with its sister agency Delib – the online opinion research agency – over the last 2 years off the back of an initial academic research project into the how arguments could be visualised in a simple visual format between Delib, the new economics foundation and the London School of Economics.

aMap is the first consumer-orientated product that Rubber Republic has developed in-house and launched. aMap was conceived by the Rubber Republic team as a "viral product" – i.e. an innately talkable and shareable product designed to market itself through word-of-mouth.

At present aMaps are available across Amazon.com and the aMap.org.uk website, with the titles being available in book shops in the coming months.

Chris Quigley, aMap founder and Rubber Republic MD, commented "Viral products are the Holy Grail of the business world – as in principle they're designed to sell themselves with very low marketing overhead. aMap's our first attempt at creating a viral product, so we're excited to see the product develop over time."

Rubber Republic is one of the UK's leading viral marketing agencies with clients including the COI, Warner Music, Triumph and JVC, and is part of the Team Rubber group.

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## **About Rubber Republic**

Rubber Republic is one of the UK's leading viral and advertainment marketing companies, running campaigns for clients including Sony, Sega, Warner Music International, Polaroid, Triumph, EasyJet, Fortis (Belgium), Principality Building Society and the COI.

Rubber Republic provide complete viral services including creative, production, seeding and tracking services for viral campaigns. To effectively seed and track campaigns our team have developed a number of pieces of unique IP in this area, including ViralManager.com and Viral Ad Network ([www.viraladnetwork.net](http://www.viraladnetwork.net))

Rubber Republic has been established for over 5 years, and is a founding member of the Viral and Buzz marketing association. To read our thoughts on the viral scene, visit: [www.RubberRepublic.com/blog](http://www.RubberRepublic.com/blog)