

Internet hit Stockholm iPad Act makes comeback

Written by Johan Nylander

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Last year a promotional film for Stockholm which featured a dazzling demonstration of how iPad's can be used became a huge hit online, amassing 3.2 million views on YouTube.

Now the sequel is grabbing attention too.

The performance by illusionists Charlie Caper and Erik Rosales was recorded live in front of international investors at the MIPIM conference in March. It used 13 iPad's synchronised to demonstrate why Stockholm is the place to be.

Rosales said the response to the clip had been amazing and that –luckily – the performance worked. "We are super happy. The project was very ambitious and many things needed to slot together," he said.

After last year's success, how did you plan the sequel?

"Naturally, we felt a lot of pressure. We wanted to make something similar but still different. It was tricky to find something that met the expectations of viewers all over the world and at the same time was still fresh and new," Rosales said.

Do you think the new film will get the same attention?

"It has had around 100,000 views so far, but it will probably not get as many views as the last one. The chances of repeating a viral success are quite small. At the same time, having 100,000 views in just a few weeks is incredibly good for a commercial presentation. So for us it's a victory," he said.

How has the success of the presentation impacted your own business, D1gits?

"We've received many offers from all over the world. But it's very time consuming to create these presentations, and Charlie has a solo career as magician and I am playing with the band Sirqus Alfon. So it's hard to find time."

Last year, the video was given the award for best viral campaign at the Digital Communication Awards in Berlin. D1gits produced it for Stockholm Business Region.

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