

## Video: Awesomeness in Advertising by Hoonigan.com

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Way back when dinosaurs roamed the earth, I was a spritely high school graduate heading into my first semester at college as a business administration ? I know, my prospective career took a detour. In between Frat parties, sports, and chasing those of the opposite sex, I found myself in classes, some of which were about marketing correctly. The key to marketing is to get your viewers? attention, flash your product, then leave the viewers with a lasting impression to remember you by. Well, *Hoonigan.com* absolutely mastered the art of ?gaining your viewers? attention? with its latest attempt to peddle its online wares. Not only does this video contain some hooning awesomeness, but it is bursting at the seams with it. Pretty much every single awesome car video we have seen in the last five (or so) years has a several-second spot in this ad. Hell, there is even some Power Wheels hoonage at the 45-second mark and some bicycle hoonage going on at the 58-second mark.[...]

Source: [topspeed](#)