

'RAMSAY'S SWEARING KID'

Submitted by: 10 Yetis PR and Marketing

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After much anticipation, the company that launched the viral videos that took the media by storm is today releasing the out-takes from one of the most successful marketing campaigns of 2008; showing a different side to the fiery, foul-mouthed 9-year-old wannabe-chef.

After months of anticipation and significant levels of global media coverage, the out-takes from one of the most successful UK-based viral campaigns of 2008 have been released.

Viewers can finally witness a different side to the 9-year-old boy who, after a few 'oh no's!', 'doh's!', funny faces and bizarre sounds, successfully encapsulates the persona of Gordon Ramsay and made him an online hit!

The young boy who plays Gordon doesn't yell 'f**king unbelievable' when he messes up, he simply hides his head in his hands and quietly says 'doh!'.

The satirical viral shorts LittleGordon.com (<http://www.littlegordon.com>) were created by Caterer.com (<http://www.Caterer.com>), the UK's leading hospitality recruitment website, and intended to provide an over-the-top, yet humorous portrayal of the qualities needed within the hardworking hospitality industry.

A series of 3 virals, each based on the fiery celebrity chef, were released on the internet and within 2 months had completely taken the media by storm; achieving over 1 million YouTube hits and coverage on The Tonight Show with Jay Leno, This Morning and Taste of Christmas, presented by Gordon Ramsay himself.

Jonathan Hedger, Marketing Manager at Caterer.com talks about the release of the outtakes;

"There's such a buzz around Little Gordon and it's quite clear that the public is eager to find out more about this little 9-year-old boy, so the outtakes seemed like a fun and exciting way to end this fantastic and thoroughly enjoyable viral campaign.

"Anyone who enjoyed the virals is sure to love the outtakes! The contrast between the feisty on-camera Little Gordon and the shy and childlike behaviour of the real Little Gordon show his fans just how good he is at acting!"

The outtakes can be viewed at www.littlegordon.com/outtakes.php (<http://www.littlegordon.com/outtakes.php>).

END

EDITORS NOTES:

For further information contact 10 Yetis Public Relations Agency (<http://www.10yetis.co.uk/public-relations>), caterer@10yetis.co.uk or 0207 100 2361.

Stats to 18th December 08

Little Gordon Part 1 710,000 views

Little Gordon Part 2 543,265 views

Little Gordon Part 3 392,447 views

Little Gordon Total 1,646,178 views

Facebook members 2,046

Quick facts:

- The real Gordon Ramsay responded positively to the virals, commenting on the viral series in the media, including in the New York Post and, impressively, on an episode of the Jay Leno show aired across the US.
- Gordon Ramsay himself publicly aired one of the videos at the 'Taste of Christmas' event, commenting "I'm touched. I'm thrilled. That is hilarious".
- The virals have achieved 5-star overall YouTube viewer rating
- 3rd most viewed YouTube comedy in month of launch
- Youtube and facebook fan comments show that Little Gordon has a fan base that extends as far as Australia and the USA.

About Caterer.com

Caterer.com is part of Totaljobs Group, the UK's largest and fastest growing online recruitment company, comprising 8 job board businesses, which between them carry over 300,000 jobs, and attract over 3.3 million jobseekers who generate 2 million applications every month.

These recruitment websites are CareerStructure.com, Caterer.com, Catererglobal.com, CWJobs.co.uk, Retailchoice.com, Salestarget.co.uk, Totaljobs.com and Totaljobs.nl