

I genuinely don't care for viral marketing campaigns. Look at me I sprayed a graffiti spider on a wall or hey you can follow a map that leads you to buying tickets for a Batman movie. I just don't think a viral campaign has ever made me want to see a film. Wait, scratch that I saw Blair Witch only because of their brilliant viral campaign, but outside of that none have scratched my interests. Peter Weyland at TED2023: I will change the world A TEDTalk from the future as envisioned by Prometheus director Ridley Scott Peter Weyland has been a magnet for controversy since he announced his intent to build the first convincingly humanoid robotic system by the end of the decade. Whether challenging the ethical boundaries of medicine with nanotechnology or going toe to toe with the Vatican itself on the issue of gene-therapy sterilization, Sir Peter prides himself on his

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