

‘I Am Legend’ Unveils Viral Site I-Am-Immune.com

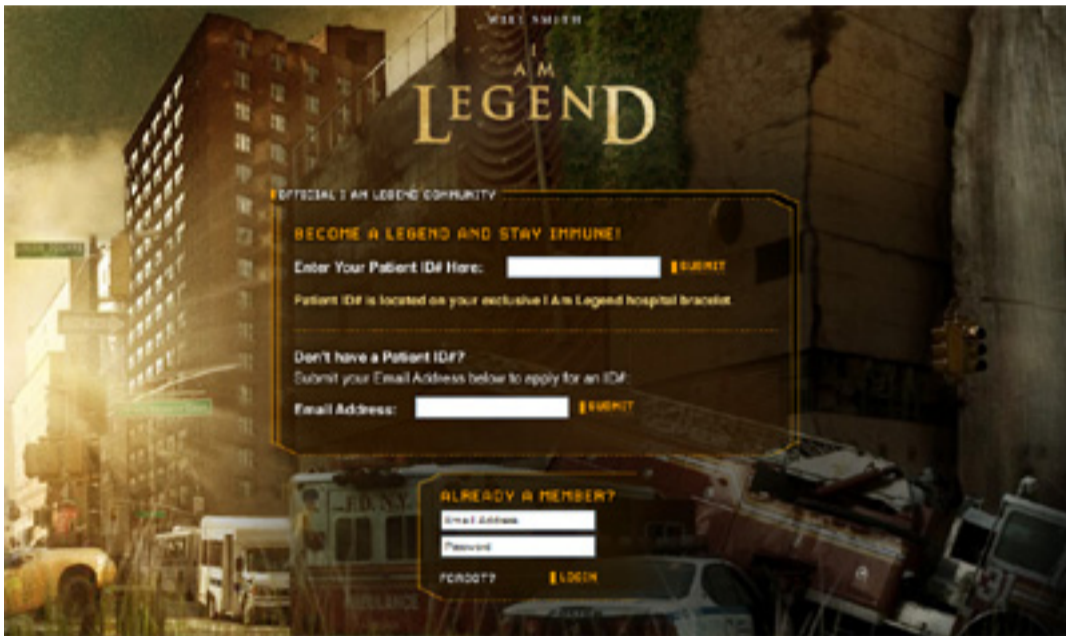
Submitted by [HollywoodChicago.com](http://www.hollywoodchicago.com) [1] on November 16, 2007 - 10:57am

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✎ The power of the talking mouth is the best and cheapest form of PR there is. Films are increasingly cashing in on the viral wave using Web sites to spur conversation and create an evocative attachment.

We’ve been deluged with masterful viral work from “The Dark Knight” using Web sites including [WhySoSerious.com](#) [11], [RorysDeathKiss.com](#) [12] and [IBelieveInHarveyDent.com](#) [13]. Moments ago, the Will Smith film “I Am Legend” went public with one if its own.

[I-Am-Immune.com](#) [14] has launched to play a literal viral game.



The site, which is the official “community” for the film, will offer original and behind-the-scenes information about the film, a chance for fans to speak up, online and street challenges (“The Dark Knight” fans know these all too well), “free swag” and “insane prizing”.

I am told the site is also boldly promising the opportunity to “see the biggest movie stars of the year at the largest movie premiere of the century”.

As a member of I-Am-Immune.com, your objective is to stay active and stay immune. Members will be tasked with weekly online challenges along with three offline challenges.



Will Smith in “I Am Legend”.

Image credit: IMDb

A VIP trip for two to New York City will be dished out for the world premiere of “I Am Legend” at Madison Square Garden. The plane ticket and hotel stay are covered.

In terms of street challenges, members of the viral site will visit a section of the site (called “street challenges”) where they will be tasked with going to a specific location on a specific day and time within their city (one of 14 markets) to snag a swag item.

It'll contain a code that must be entered into the “street challenges” section of the site. Once the code is entered, members will be eligible to win prizes and gain access to the next street challenge.

“I Am Legend” and “The Dark Knight” are both from Warner Bros.

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