

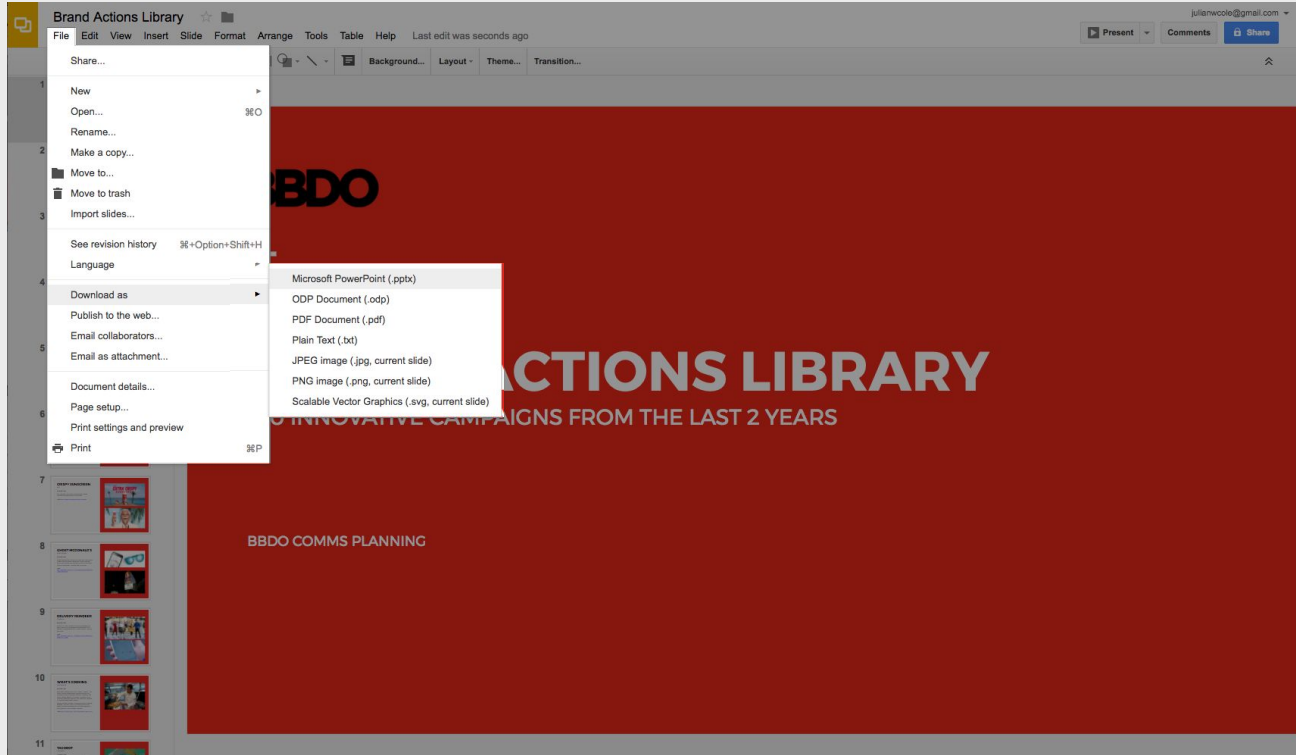
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# 150+ INNOVATIVE ADVERTISING EXAMPLES

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# DOWNLOAD THE REPORT GO TO **FILE -** **DOWNLOAD AS - .PDF**



# **DEFINITION OF A BRAND ACTION**

A creative execution that proves out the brand's creative idea in the real world.

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Tourism

**BBDO**  
BBDO examples



# QUICK SERVICE

# MCTRAX

MCDONALDS

## DESCRIPTION:

McDonald's placemat turns into a full music production station. By the use of conductive ink on a piece of paper you can connect your smartphone to a placemat via Bluetooth.

**LINK:** <https://www.youtube.com/watch?v=X6zPbogDPgU>



# COLONEL'S COUCH

KFC

## DESCRIPTION:

KFC created a custom couch for the ultimate gaming/KFC eating experience. They launched the couch on Facebook Live with a old-school split-screen gaming action tournament called "KFC Vs".

It pitted grime music artists like Big Narstie up against youtube gamers like Ali A - presumably whilst enjoying a bucket of Original Recipe chicken.

The custom couch had a centre console home to a family sized bucket, chips, built-in sauces, four 3L soft drink dispensers, wet wipes and even the gravy fountain of dreams.

**LINK:** <https://www.youtube.com/watch?v=9xlp3EhP-Uo>



# STEAKCATION

TACO BELL

## DESCRIPTION:

Taco Bell location was outfitted with two sets of bunk beds, some comfy chairs, and a big screen TV. The house came with a Taco Bell Butler to make sure you've got everything you need. The Steak Doubledilla decadence at our Taco Bell Airbnb SteakCation.

**LINK:** <https://www.airbnb.com/night-at/taco-bell-canada>



# CRISPY SUNSCREEN

KFC

## DESCRIPTION:

KFC launched 3,000 tubes of fried chicken-scented sunscreen were given away for free online.

LINK: <https://www.kfc.com/extra-crispy-sunscreen>



# GHOST MCDONALD'S

BURGER KING

## DESCRIPTION:

Burger King franchise in New York, pulled off a simple prank on their old arch nemesis, McDonalds. Using a big white drape, the restaurant transformed itself into a spooky ghost version of McDonald's, complete with cut-out eyes.

## LINK:

<http://mashable.com/2016/10/27/burger-king-troll-halloween/#QQsOIPsN1OqL>





# DELIVERY REINDEER

DOMINOS

## DESCRIPTION:

Domino's in Japan created Pizza delivering Reindeers to help to keep pizza's being delivered during winter. Each Reindeer is equipped with GPS so that customers can track their order.

## LINK:

[http://mashable.com/2016/11/26/dominos-japan-reindeer-pizza/#EE\\_Ov\\_Z1kqK](http://mashable.com/2016/11/26/dominos-japan-reindeer-pizza/#EE_Ov_Z1kqK)



# WHAT'S COOKING

MCDONALDS

## DESCRIPTION:

McDonald's released a web series, "What's Cooking?". The series is hosted by McDonald's executive chef and vice president of culinary innovation Chef Dan Coudreaut, and will also feature members of his team. It's meant to show customers where the company's food comes from, and how it's prepared at McDonald's kitchens.

The first episode is entitled, "Cracking the Secret of the Egg McMuffin." The video, which is just about a minute long, shows Chef Dan in Santa Barbara, Calif., the birthplace of the restaurant's classic breakfast sandwich.

**LINK:** <http://fortune.com/2016/09/26/mcdonalds-web-series/>





# TACOBOT

TACO BELL

## DESCRIPTION:

TacoBot makes use of AI advancements like natural language processing to let users talk with the bot, order food, and even pay for items entirely through Slack.

TacoBot can also provide recommendations, answer questions, and organize group office orders. It apparently comes equipped with a "witty personality you'd expect from Taco Bell."

## LINK:

<http://fortune.com/2016/04/06/tacobot-taco-bell/>



# SOCIAL GIFTING

STARBUCKS

## DESCRIPTION:

WeChat users will be able to buy each other Starbucks-branded drinks and gifts and send them over the app along with personalized messages.

## LINK:

<http://www.psfk.com/2016/12/starbucks-social-gifting-wechat-china.html>



# LIVE MAS SCHOLARSHIPS

TACO BELL

## DESCRIPTION:

Taco Bell set up a scholarship for the next generation of innovators, creators and dreamers – whose post-high school education they helped fund. The Taco Bell Foundation awarded \$1 million to 220 dreamers, creators and innovators.

## LINK:

<https://www.livemasscholarship.com/#home>



# OBJ X DD SONG

DUNKIN DONUTS

## DESCRIPTION:

NFL star Odell Beckham Jr. rapped about cold brew coffee for Dunkin' Donuts. This was the follow up to the entertaining Rob Gronkowski/David Ortiz music videos from last year.

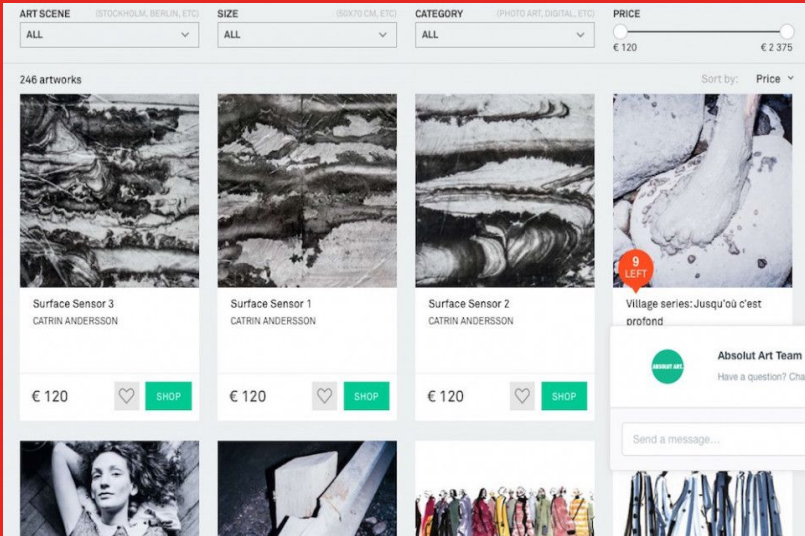
## LINK:

<http://ftw.usatoday.com/2016/09/odell-beckham-jr-cold-brew-coffee-rap>



---

# ALCOHOL



# Absolut Art

ABSOLUT VODKA

## DESCRIPTION:

Absolut has long had deep ties with the art community, collaborating with such prolific artists as Andy Warhol and Annie Leibovitz on bottle and ad designs.

To further cement this association Absolut directly involved themselves in the art economy, simplifying and democratizing the buying and selling of fine art with their e-commerce gallery, Absolut Art. Though originally launched in 2015, the gallery came stateside in 2016 and continues to curate pieces from artists around the world, selling most at relatively affordable prices.

## LINK:

<http://www.glossy.co/digital-luxury/absolut-is-launching-an-online-art-marketplace-in-the-us>

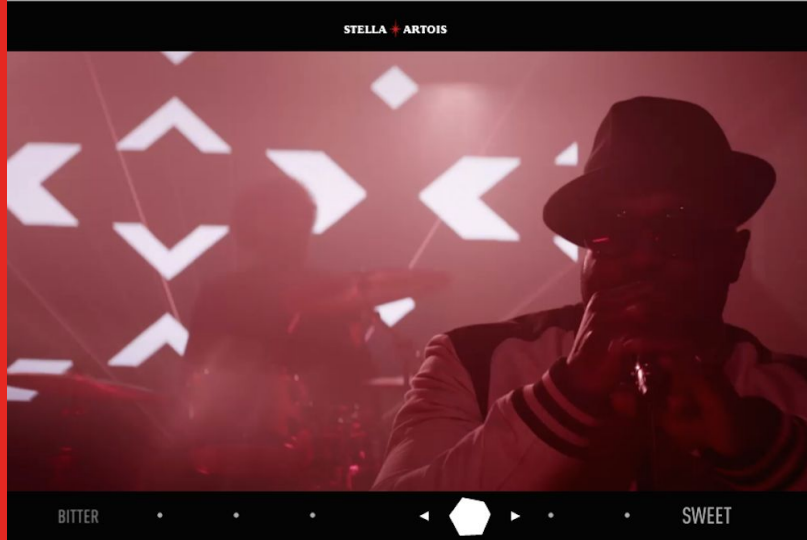
# Le Savoir: Bittersweet

STELLA ARTOIS

## DESCRIPTION:

Stella Artois and The Roots created a music video you can 'taste'. The video, intended to be paired with a bottle of Stella Artois, is hosted on an interactive website that allows you to alternate between sounds that promote bitter and sweet notes.

**LINK:** <https://musicvideoyoucantaste.com/>



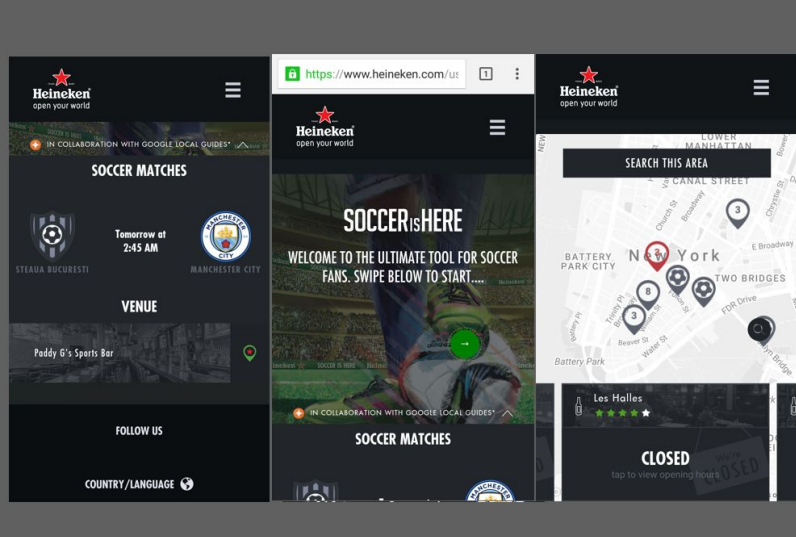
# Soccer is Here

HEINEKEN

## DESCRIPTION:

As part of a larger campaign to parallel the immigration to and rising popularity of soccer in the US with that of Heineken, the Dutch beer brand launched the “Soccer is Here” mobile-first site to help soccer fans find the nearest watering holes streaming their favorites teams.

**LINK:** <https://www.heineken.com/us/Soccer/SoccerIsHere>







# Dive Bar Tour

BUD LIGHT

## DESCRIPTION:

Bud Light sponsored Lady Gaga's Dive Bar Tour, a promotional tour to promote her fifth album *Joanne*. The 3-date tour visited dive bars across the United States, and all performances were live streamed across Bud Light's Facebook page, as well as Lady Gaga's.

**LINK:** [https://www.youtube.com/watch?v=D\\_9N33FW8zI](https://www.youtube.com/watch?v=D_9N33FW8zI)



# Air Ink

TIGER BEER

## DESCRIPTION:

Tiger Beer decided to quite literally illustrate the harsh levels of pollution across Asia by collecting exhaust from varying sources - cars, buses, chimney vents, etc. - and processing them into fully functioning ink. They then partnered with artists all across Asia to bring the cause to life.

**LINK:** <https://www.youtube.com/watch?v=cwy549sOYb8>



# Smart Cube

MARTINI

## DESCRIPTION:

Bacardi developed a smart cube that would alert servers via Bluetooth of the need for a refill as soon as the glass emptied.

**LINK:** <https://www.youtube.com/watch?v=-kaCH0yIGiQ>





# Brewtroleum

DB EXPORT

## DESCRIPTION:

When DB Export needed another reason for people to drink beer, they made one: by repurposing the byproducts of beer brewing to create a more environment-friendly fuel source, they gave beer drinkers a damn good one. Drink DB Export; save the world.

LINK: <https://www.youtube.com/watch?v=2exeBWu9jSw>



# Best Poster in the World

CARLSBERG

## DESCRIPTION:

Instead of creating your run-of-the-mill outdoor poster, Carlsberg decided to make one that actually dispenses beer, which they believe makes it “probably the best poster in the world.”

LINK: <https://vimeo.com/127917821>





# Patrón Cocktail Lab

PATRON

## DESCRIPTION:

Taking advantage of the popularity of hands-free AI tech like Amazon Echo, Patrón built an Alexa “[skill](#)” that would allow users to conveniently ask for tequila recipes. As centralized AI organizers take off and become more integrated with day-to-day life, Patrón hopes to find more opportunities to insert cocktail calls (e.g. special occasions on calendars).

**LINK:** <https://www.youtube.com/watch?v=cwy549sOYb8>





# Mask of Sociability

SMIRNOFF ICE

## DESCRIPTION:

Smirnoff recognized the use of face masks in Asia as not only hygienic, but also anti-social. To flip facemasks on their head, they decided to create Masks of Sociability to be distributed along with bottles of Smirnoff Ice around Halloween. The masks became an instant hit and bottles sold out, forcing many to design their own makeshift social masks.

## LINK:

<http://www.adforum.com/creative-work/ad/player/34525454/mask-of-sociability/smirnoff-ice>



## MASK of SOCIABILITY

**BRIEF**  
Halloween in Japan is more than a party. It's a time where the normal politics of sociability are suspended. Smirnoff wanted to be a part of the fun -- and fuse these cultural practices together.

**IDEA**  
SMIRNOFF MASK OF SOCIABILITY.  
Creating a series of original Halloween-themed masks, available free on each bottle of Smirnoff ICE.

**EXECUTION**  
We turned the cartoon mask to protect and hide behind -- into a social lubricant. We tied up with influencers and PR media to launch the special edition mask.

We created 12 different original Halloween-themed masks each free on a bottle of Smirnoff ICE. The masks were originally designed in different versions with an opening at the mouth so everyone can enjoy Smirnoff Ice while wearing.

**RESULT**  
1.4 million bottles were sold last before Halloween. Achieved a 21% increase on sales for the same period the previous year.

# SOFT DRINKS





# SELFIE BOTTLE

COCA-COLA

## DESCRIPTION:

To capture the moment that someone literally tastes a Coca-Cola, the brand built a selfie bottle.

The bottle attachment has a camera, is linked to the user's snapchat and Coca-Cola's Instagram. Via an accelerometer, each time the bottle is tilted past 70 degrees the bottle takes a snap.

This was produced in Israel for Summer Love; an event the brand sponsored.

**LINK:** <https://www.youtube.com/watch?v=yDGQAxmj4os>



# RBMA “Boy In Da Corner” Live

RED BULL

## DESCRIPTION:

The Red Bull Music Academy is a globe trotting series of music workshops and festivals; a platform for those that make a difference in today’s musical landscape.

This brand experience is a way for Red Bull to give back to music fans by providing unique concerts or intimate conversations, as well as a sampling opportunity at late night gigs where fans don’t want to miss a moment.

In 2016 RBMA hosted Dizzee Rascal in NY and LDN as he played Boy In Da Corner live for the first time.

**LINK:** <http://www.redbullmusicacademy.com/about>

<https://www.youtube.com/user/redbullmusicacademy>



# MESSAGE IN A BOTTLE

COCA-COLA

## DESCRIPTION:

This festive season Coca-Cola helped bring Italian friends and families closer together with its Message In A Bottle innovation.

Electronic bottle caps enabled :30 audio recordings that were played back when the cap is twisted.

The special edition bottles were available in two Sicilian stores and given to influencers across Central and Eastern Europe as a test case for future use.

## LINK:

<http://www.adweek.com/adfreak/coca-cola-invented-bottle-cap-lets-you-record-audio-message-loved-one-175107>





# SWEAT PATCH & SMART BOTTLE

GATORADE

## DESCRIPTION:

Hydration is essential to peak athletic performance. Using wearable sweat patches, Gatorade is able to understand what the specific hydration needs of an athlete are during exercise.

Gatorade then develops custom hydration pods for that athlete that are dispensed by their smart bottle. This lights up when the athlete should hydrate.

There is even a smartphone app to track refueling needs in real time. This tech has been used with elite teams, including the Denver Broncos.

**LINK:** <https://www.youtube.com/watch?v=0NeEILJsEVE>



# GAMING PC

COCA-COLA

## DESCRIPTION:

To strengthen Coca-Cola's position within eSports and Gaming, Coca-Cola and Maingear, makers of high performance gaming PCs, built a PC inspired by the brand.

The functioning 1-of-1 machine uses a real Coca-Cola bottle as part of its water cooling system, though doesn't use Coca-Cola itself.

This has not been made available for purchase.

## LINK:

<http://www.pcgamer.com/maingear-builds-a-tasty-looking-co-ca-cola-themed-gaming-pc/>

# RECYCLED VR GOGGLES

COCA-COLA

## DESCRIPTION:

Addressing the importance of recycling and the growth of VR, Coca-Cola have created prototype packaging that transforms into VR Goggles.

Possibly based on the Google Cardboard design, the brand has developed three ways to transform packaging into a tool for entertainment

## LINK:

<http://www.psfk.com/2016/03/diy-vr-viewer-coca-cola-boxes-virtual-reality-cardboard.html>







# CUSTOM PACKAGING

FIREFLY

## DESCRIPTION:

Customized packaging is nothing new - think “Share A Coke” - but UK drinks brand Firefly have a new take on this.

Originally as photo booth where customers could have their photo added to a bottle to take home, it became a contest to find photos that would be printed on to mass production bottles.

## LINK:

<http://www.psfk.com/2016/05/upload-a-selfie-to-this-bottle-of-juice-before-you-buy.html>



# EMPTY POP UP

MINUTE MAID

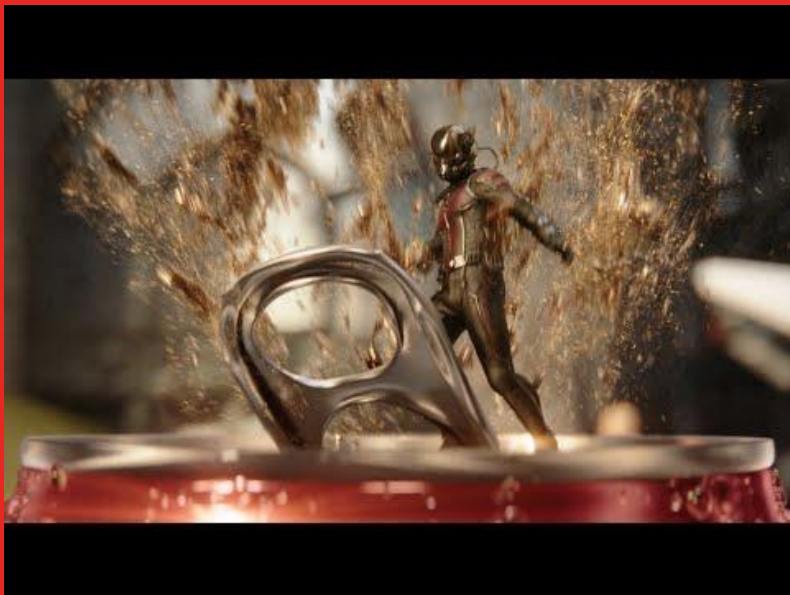
## DESCRIPTION:

Minute Maid wanted to strengthen its association with wholesome, happy families by #doinggood during the Holidays.

It created a pop up store that sold nothing. Instead it offered people the chance to pen letters to their parents to show their heartfelt appreciation.

**LINK:** <https://www.youtube.com/watch?v=3fWyrloxOjM>





# MINI CAN SCAVENGER HUNT

COCA-COLA

## DESCRIPTION:

To put cans and the drink front-and-center, Coca-Cola used one of its Super Bowl spots to champion mini cans.

The tie-in with Marvel's Antman was their creative hook.

Beyond the spot and to play off comic book fan's need to collect, the brand hid clues in the spot that directed viewers to receive limited edition super hero cans.

This drove talk around the spot and increased views on YouTube.

## LINK:

<http://adage.com/article/special-report-super-bowl/coke-s-marvel-super-bowl-ad/302574/>



# TRY ATHLETES

VITAMINWATER

## DESCRIPTION:

To encourage everyone to participate in an active lifestyle, VitaminWater asked people to become Try Athletes during the Olympics.

People were asked to submit photos via social media of them trying new activities based on weekly themes.

Winners could travel to Rio to experience the Summer Games.

LINK: <https://vimeo.com/173668988>

# BBDO NETWORK EXAMPLES

# HUNGERITHM

SNICKERS

## DESCRIPTION:

Clemenger BBDO turned the internet's negativity on its head to bring Australian Snickers fans a clever treat.

The agency created a "Hungerithm," which tracked angry sentiment across the internet and lowered the prices of Snickers bars at select 7/11s as the web grew "angrier" with news such as Donald Trump's Republican nominee win.

## LINK:

<http://www.adweek.com/adfreak/snickers-hungerithm-sets-candys-store-price-based-internets-mood-171674>



# LOOK ON THE BRIGHT SIDE

MALTESERS

## DESCRIPTION:

For World Braille Day, AMV BBDO created out-of-home Maltesers ads that gave passersby a sense of what blind people experience each day on the street.

AMV built billboards in Braille that would play audio messages directing vision-able pedestrians to a Facebook link that revealed the Braille slogan.

## LINK:

[http://www.huffingtonpost.co.uk/entry/maltesers-unveil-braille-advert-made-from-chocolate\\_uk\\_586fa3c0e4b0961f0937d012](http://www.huffingtonpost.co.uk/entry/maltesers-unveil-braille-advert-made-from-chocolate_uk_586fa3c0e4b0961f0937d012)



# ELECTRIC SYMPHONY

SMART

## DESCRIPTION:

BBDO Berlin debuted Smart's electric E model cars at the Festival of Lights in a spectacular, artistic fashion.

The brand synced the cars with a live performance from DJ Chris Brekker. The cars drove up and down a giant mixer in step with Brekker's music, creating a corresponding light show by attracting electric volts from nearby voltage coils.

## LINK:

<http://www.horizont.net/agenturen/auftritte-des-tages/Electric-Symphony-Wie-BBDO-die-neuen-E-Modelle-von-Smart-in-DJs-verwandelt--143335>



# BULLET HOLE TRANSPLANT

OFF THE STREET CLUB

## DESCRIPTION:

Energy BBDO partnered with the Off The Street Club non-profit to shed light on the gun violence that plagues many of Chicago's low-income neighborhoods.

They “transplanted” a bullet-ridden windowpane from the Off The Street Club's West Garfield Park (the city's most violent neighborhood) office to the front of the Tribune Tower, a staple of Chicago's downtown area. The site shocked passersby and drew their attention to the violence they often overlook in less-fortunate neighborhoods.

## LINK:

<http://www.adweek.com/agencyspy/energy-bbdo-performs-a-bullet-hole-transplant-for-off-the-street-club/119121>





# INSTANT DJ

BACARDI

## DESCRIPTION:

BBDO New York repurposed Instagram's Stories feature to turn bored Instagrammers into bonafide DJs.

The "Instant DJ" experience allows users to operate a mobile turntable by skipping between various loops and clips on Instagram stories.

## LINK:

<http://creativity-online.com/work/bacardi-instagram-stories/50352>



# KETCHUP ROSES

DORITOS

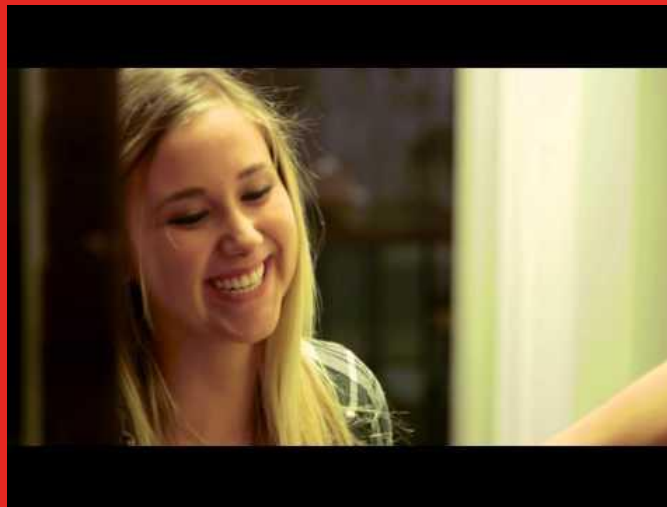
## DESCRIPTION:

BBDO Toronto helped Canadian Doritos fans “boldly declare their love” for their special someones on Valentine’s Day.

The brand released a mock infomercial for Doritos Ketchup Roses, which they offered to deliver in bouquets to various girlfriends and boyfriends in Montreal, Vancouver and Toronto. Although they ran a fake infomercial, they followed through on their delivery offer, capturing the priceless reactions (see video on the right).

## LINK:

<http://www.adweek.com/agencyspy/bbdo-toronto-wants-to-give-you-doritos-ketchup-roses-for-valentines-day/102178>



# SMART CUBE

MARTINI

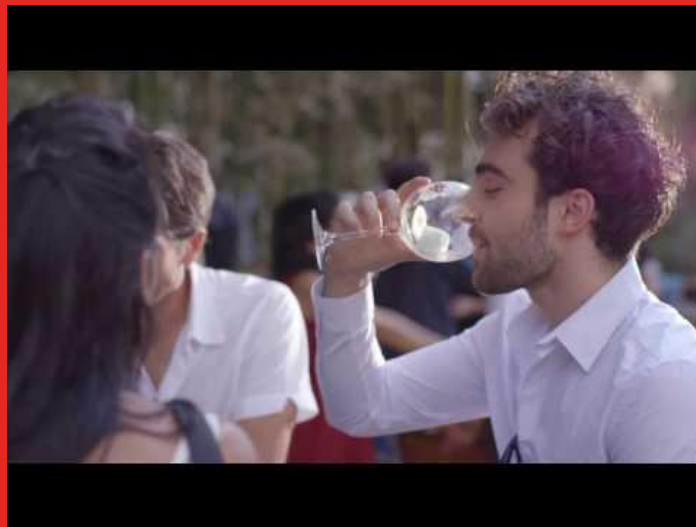
## DESCRIPTION:

On behalf of liquor client Martini, AMV BBDO hacked the ice cube to help bartenders improve their bartending service.

They created the “Smart Cube,” which tracks the amount of liquid in a patron’s glass. When the glass nears its final sip, the cube notifies the bartender via bluetooth to bring the patron another drink.

## LINK:

<http://www.adweek.com/adfreak/martini-made-smart-cube-tells-bartender-when-you-need-another-drink-173285>



# BLOWING IN THE WIND

BONDS

## DESCRIPTION:

Clemenger BBDO followed up their famous “Boys” campaign for Bonds underwear with a real-life installation reminding men to protect their “boys” no matter the weather.

They installed a billboard in downtown Melbourne which featured the “boys” (two actors hilariously dressed as testicles) responding in real time to various weather conditions (wind blowing, cold temperatures, etc.)

## LINK:

<http://www.adweek.com/news/advertising-branding/16-brilliant-outdoor-ads-rocked-real-world-2016-175080>



# MOTO REPELLENT

DUANG PRATEEP FOUNDATION

## DESCRIPTION:

BBDO Bangkok took an ingenious approach to tackling Thailand's mosquito problem, which accounts for a large number of dengue fever cases each year.

They created a "Moto Repellent" device that uses motorcycle exhaust heat to shoot out mosquito repellent from the vehicle for 3 meters.

## LINK:

<http://www.adweek.com/adfreak/bbbo-cleverly-engineers-mosquito-repellent-motorcycle-exhaust-pipe-169798>



# CAPCAM

BECK'S

## DESCRIPTION:

BBDO Berlin gave Beck's a tool that let fans capture all (360° of) the fun they have while drinking beer.

Fans can take the "CapCam" off of Beck's bottle caps and attach it to their iPhones, giving their phone cameras a full 360° capability.

## LINK:

<http://www.adweek.com/news/technology/becks-created-360-degree-camera-fits-beer-bottle-cap-171918>



# **PACKAGED FOODS**



# WATCH THE HAMBURGER HELPER STOVE

## DESCRIPTION:

Hamburger Helper, famous for resonating with moms and kids, found itself at a digital crossroads with its growing Millennial male customer base.

Rather than passively observe the segment's love for hip-hop, the brand decided to hit the airwaves with a hamburger-themed mixtape of its own, *Watch The Stove*, which instantly went viral.

## LINK:

<http://www.adweek.com/news/advertising-branding/heres-story-behind-hamburger-helpers-viral-mixtape-170598>



# “BOLD” NFL FINES

BUTTERFINGER

## DESCRIPTION:

Butterfinger found a perfectly braggadocious partner in the NFL to roll out its “Bolder Than Bold” campaign.

The chocolate brand offered to pay for any player’s fine of \$50,000 or less for excessive celebration throughout the playoffs, partnering with famed touchdown celebrator Terrell Owens.

## LINK:

<http://www.adweek.com/news/advertising-branding/why-butterfinger-covering-50000-nfl-excessive-celebration-fines-169105>



# MOBILE TAMAGOTCHI

TROLLI

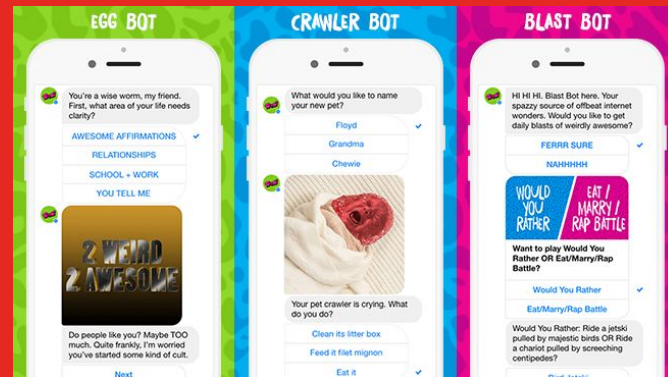
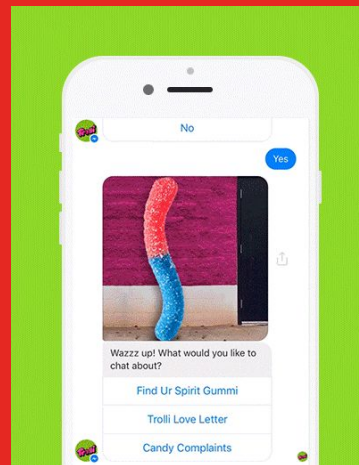
## DESCRIPTION:

Trolli, the famous gummy candy brand, gave their Millennial customers a blast from the past on Facebook Messenger.

The brand asked Messenger users a set of questions, tailoring one of three bots to their personalities. The users then cared for their “crawler” bots like the Tamagotchis they played with as children.

## LINK:

<http://www.adweek.com/news/technology/trollis-facebook-messenger-bot-mobile-tamagotchi-made-millennials-172520>



# KELLOGG'S NYC

KELLOGG'S

## DESCRIPTION:

As the cereal market continued to struggle, Kellogg's noticed an enticing opportunity to make a splash in the gourmet out-of-home breakfast sphere.

The brand opened an "all day breakfast"-style eatery in Times Square serving mega bowls of their signature cereals with a variety of funky add-ons.

## LINK:

<http://www.nytimes.com/2016/07/06/dining/times-square-kelloggs-nyc-cereal.html>

<http://adage.com/article/news/breakfast-takes-big-apple-kellogg-s-cafe/304749/>



# WIENIE-BAGO

OSCAR MAYER

## DESCRIPTION:

Oscar Mayer, famous for its Wienermobile, put a new spin on its iconic vehicle for a charitable cause at the 2016 Super Bowl.

The brand attached a “Wienie-Bago” to the Wienermobile and parked it by Levi’s Stadium, offering the fan that placed the highest bid an opportunity to camp out in the vehicle and throw the Oscar Mayer-themed tailgate of a lifetime. All proceeds went to the Stop Hunger Now charity.

## LINK:

<http://adage.com/article/cmo-strategy/lowdown-oscar-mayer-crashes-super-bowl-wienie-bago/302374/>





# LOCHNESS EGG MONSTER

CADBURY

## DESCRIPTION:

Cadbury sought to conjure some spring holiday intrigue by placing literal Easter eggs in Scotland's Loch Ness.

The brand put three massive eggs in the famous loch, which slowly rose out of the water, resembling the mysterious emergence of the Loch Ness Monster, stirring excitement.

## LINK:

<http://www.campaignlive.co.uk/article/cadbury-teases-loch-ness-mystery-easter-egg-campaign/1386151>



# WONDER VAULT

OREO

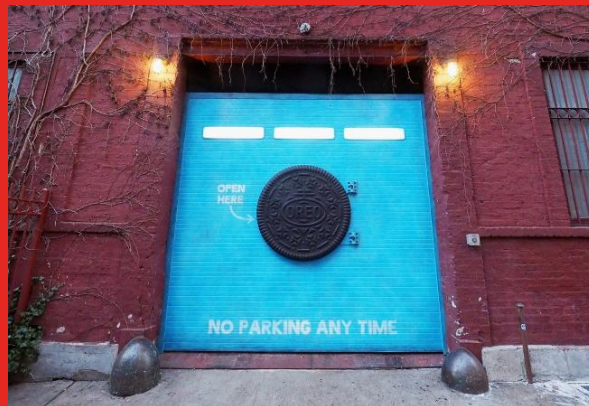
## DESCRIPTION:

Rather than a simple online announcement, Oreo took its fans' excitement about new flavors to the streets of New York.

The brand stirred a new cookie craze by installing an Oreo "Wonder Vault" door on a Chelsea garage that prompted passersby to "Open Here." Intrigued pedestrians opened the vault to grab one of any fifty prototype flavors, including the new Cupcake SKU set to hit shelves later in the month.

## LINK:

<http://www.adweek.com/adfreak/heres-whats-behind-mysterious-oreo-door-popped-nyc-today-169361>





# CHEETOS MUSEUM

CHEETOS

## DESCRIPTION:

Cheetos created a museum to encapsulate the all-too-familiar moment in which a Cheeto resembles a famous person, animal, place or object.

They offered a weekly \$10,000 prize to the fan with the most gallery-worthy Cheeto, featuring the cheese doodle online and in a real-life museum later this past summer.

## LINK:

<http://www.prnewswire.com/news-releases/america-curates-the-first-official-cheetos-museum-300286551.html>



# CANDY THEFT “INSURANCE”

KIT KAT

## DESCRIPTION:

After a Kansas State student's tweet about a thief breaking into his car for a Kit Kat bar went viral, the brand showed their bereaved customer that they had his back.

They gifted him with 6,500 Kit Kat bars, filling his car. The brand's response prompted the student to take the opposite of the thief's approach, giving out bars to massive crowds of K-State students.

## LINK:

<http://www.usmagazine.com/celebrity-news/news/kit-kat-the-ft-victims-car-filled-with-6500-kit-kat-bars-post-robbery-w449029>



# THE EARLIEST SHOW

CAP'N CRUNCH

## DESCRIPTION:

Cap'n Crunch found that aside from the kids that eat cereal before school, the brand resonated strongly with Millennial men who snacked on it at all hours of the day, including the middle of the night.

They honed in on this segment's knack for late snacking by partnering with Funny or Die to create "The Earliest Show," a fake early-morning talk show that aired in the middle of the night and featured stars from Parks and Rec, Orange is the New Black and more.

## LINK:

<http://www.adweek.com/news/advertising-branding/capn-crunch-just-created-fake-morning-show-airs-middle-night-174506>



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# PETCARE



# ART EXHIBITION FOR PETS

MORE TH>N

## DESCRIPTION:

More Th>n, a pet insurance company, created an interactive art exhibit to encourage cat and dog owners to spend more time with their furry friends.

The exhibition featured a number of installations, including a 10-foot dog bowl filled with play balls, a simulation of an open car window and paintings created in a dog's color spectrum.

**LINK:** <https://www.youtube.com/watch?v=Q7KGnJPD8s0>



# THE POSTING TAIL

PEDIGREE SPAIN

## DESCRIPTION:

Pedigree Spain (with the help of Saatchi & Saatchi Madrid) sought to give dogs authority of their own social media pages, rather than their owners who would otherwise post as them.

The "Posting Tail" uses a sensor that tracks a dog's tail wagging movements. When the sensor detects a strong sense of excitement, it notifies an attached camera, which takes a picture from the dog's POV and posts it directly to a pre-registered Facebook account.

## LINK:

<https://www.yahoo.com/news/posting-tail-turns-dogs-social-141500007.html>



# BARKSHOP LIVE

BARK & CO.

## DESCRIPTION:

NYC petcare brand Bark & Co. launched a pop-up shop that gave dogs the opportunity to browse a store for toys themselves.

Owners downloaded an app before entering the shop, which tracked each dog's toy(s) of choice and amount of play time (per toy) in the large open space. The apps then gave owners direct links to buy the toys and ship them to their homes.

## LINK:

<http://digiday.com/brands/inside-barkshop-live-pop-shop-pet-pooch-peruse/>





# CATTERBOX

## TEMPTATIONS

### DESCRIPTION:

Temptations, a cat food company, created a ridiculous, but entertaining device that gives cat owners an albeit silly, sense of what their cats are thinking.

The device records a cat's meows, and "translates" them into human speech. Owners can pre-select their cat's "human voice," which will ultimately help to clarify these enigmatic pets' feelings.

### LINK:

<http://digiday.com/brands/inside-barkshop-live-pop-shop-pe-t-pooch-peruse/>



# #CATSNOTADS

GLIMPSE/BATTERSEA DOGS & CATS HOME

## DESCRIPTION:

Glimpse, a U.K. creative collective, created C.A.T.S. (the Citizens Advertising Takeover Service), which replaced ads in a London subway station with pictures of cats.

The collective, which teamed up with the Battersea Dogs & Cats Home, used pictures of the home's cats to "help people think a bit differently about the world around them, and get inspired to change things for the better," whether that change entailed adopting a cat from the home or thinking about their loved ones more often.

## LINK:

<http://www.adweek.com/adfreak/all-ads-london-subway-station-have-been-replaced-pictures-cats-173457>



# WORLD'S BIGGEST DOG BOWL

FETCH

## DESCRIPTION:

This past summer, Fetch, a U.K. pet store, tackled pet owners' concerns about their canines becoming dehydrated in the warm sun.

The brand built a massive 2000-liter water bowl in South London's Kennington Park, offering local dogs the chance to hydrate while splashing around with their friends and owners.

## LINK:

<http://metro.co.uk/2016/07/15/someones-built-the-worlds-biggest-dog-bowl-and-heres-why-6008298/>

# #LEYDEMIERDA

TERRITORIO DE ZAGUATES

## DESCRIPTION:

Territorio de Zaguates, a refuge for stray dogs in Costa Rica, made pet owners aware of the country's disturbingly lax laws about animal abuse at a rather unexpected moment.

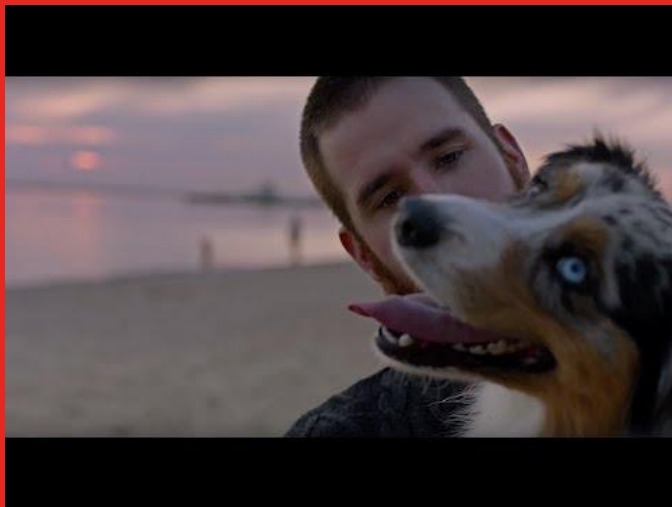
The non-profit printed the law on dog poop bags in public parks with the headline “Ley De Mierda” (“Shit Law”) in large font, urging owners to post about the law on social media.

After thousands of Costa Ricans posted about the law and generated media buzz, the Costa Rican government unanimously passed a new law heavily penalizing animal abusers.

## LINK:

[https://www.behance.net/gallery/36779325/Territorio-de-Zaguates-LeyDeMierda-\(ShitLaw\)](https://www.behance.net/gallery/36779325/Territorio-de-Zaguates-LeyDeMierda-(ShitLaw))





# HEARTS ALIGNED

PEDIGREE AUSTRALIA

## DESCRIPTION:

Pedigree Australia and Clemenger BBDO ran an experiment to find physiological evidence of the connection between dogs and their owners.

They measured the dogs' and owners' heart rates together and apart from one another, drawing two major conclusions: when they're together, dogs and their owners become calmer, and even more surprisingly, their heart rates sync up.

## LINK:

<http://www.adweek.com/adfreak/pedigree-used-heart-monitors-show-exactly-how-sync-dogs-and-their-owners-are-171317>



# PET SPA

PETSMART

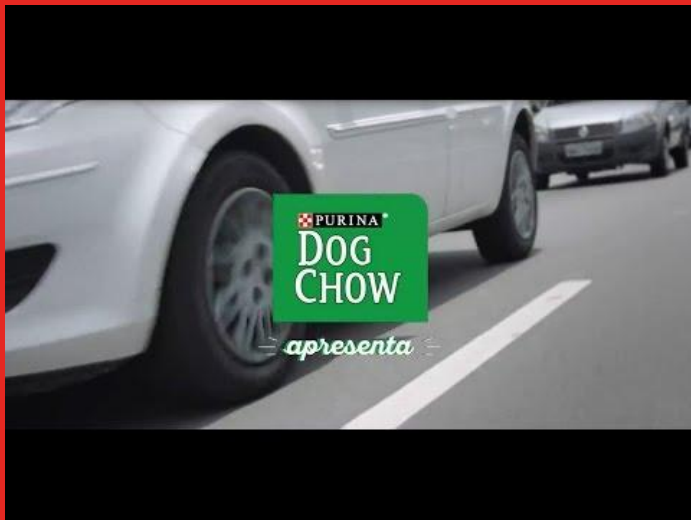
## DESCRIPTION:

This year, PetSmart made its foray into the lifestyle category by developing an all-in-one shop that meets a variety of pet needs.

The Pet Spa “concept store” includes a self-service dog wash, a grooming salon, a pet hospital, a retail space for petcare goods, a coffee bar for pet owners and more.

## LINK:

<http://www.businesswire.com/news/home/20160817006160/en/PetSmart%C2%AE-Opens-PetSmart-Pet-Spa-Store%E2%84%A2-Innovative>



# DOG TAXI

PURINA

## DESCRIPTION:

In Brazil, Purina sought to relieve dog owners of the difficulties they often face when taking their pets in taxis (unwilling drivers, bad conditions, etc.).

They sponsored a taxi service for pet owners that included discounted fares, pet-friendly seat covers, and more to accommodate furry, four-legged passengers. For a video spot, they also surprised cab passengers with dogs to accompany them during their taxi rides.

## LINK:

<http://www.psfk.com/2016/02/easy-taxi-service-purina-dog-c-how-discounted-rides-brazil.html>

# TV SHOWS



# FU '16

NETFLIX

## DESCRIPTION:

Netflix opened a real-life campaign headquarters in South Carolina (and launched a campaign website) to promote Season 4 of *House of Cards*, amidst all the riff raff of primary season in February 2016.

The “campaign headquarters” gave visitors the chance to take pictures, win Frank Underwood gear and more, stirring excitement as political worlds real and fake collided.

## LINK:

<http://creativity-online.com/work/netflix-house-of-cards--frank-underwoods-campaign-headquarters/45539>



# C.A.R.P.

HBO

## DESCRIPTION:

John Oliver, known for his investigative long-form stories, dug into the predatory debt buying industry on an episode of *Last Week Tonight*.

To highlight how debt buying companies purchase people's expensive debt for cheap prices and manipulate borrowers (with little scrutiny), Oliver and HBO created their own firm (C.A.R.P.), which bought \$50 million of medical debt for \$60,000, and relieved all the debtors of their financial burdens.

## LINK:

<http://money.cnn.com/2016/06/06/technology/john-oliver-medical-debt/>



# HOMELAND: SURVEILLANCE MISSION

SHOWTIME

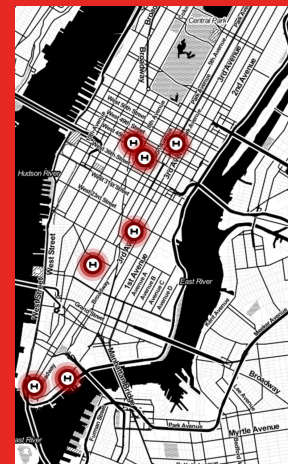
## DESCRIPTION:

Showtime gave viewers real-life hints of what's to come in season 6 of *Homeland*, which takes place in New York City and premieres in January 2017.

The “Surveillance Mission” gave fans a map of various locations (see bottom right) where they could access “intel” about the upcoming season on their cell phones and earn an “agency badge.”

## LINK:

<https://thefwa.com/cases/homeland-surveillance-mission>



# ROBOT TAKEOVER

HBO

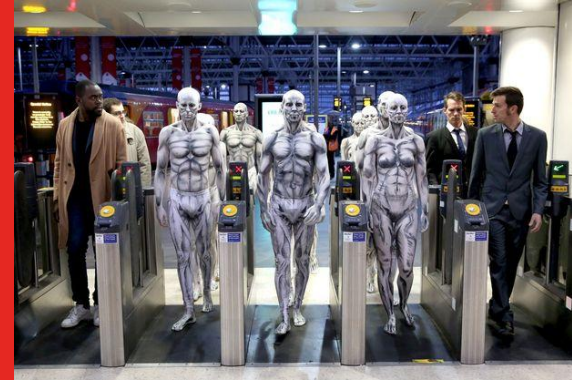
## DESCRIPTION:

With the premiere of *Westworld* approaching, HBO took to the streets of London to add a timely statement to the ongoing public discourse about artificial intelligence.

The network covered models in body paint, turning them into “humanoid robots” that marched around various London landmarks. Shocked pedestrians stared as the robots went about their “lives” on trains, buses and more.

## LINK:

<http://www.mirror.co.uk/news/uk-news/humanoid-robots-take-over-world-8962442>



# “LEGALIZE RANCH” POP-UP SHOP

ADULT SWIM

## DESCRIPTION:

Eric Andre, known for his “Time For Some Ranch” shtick (among many other irreverent man-on-the-street bits), capitalized on the bit’s popularity to promote *The Eric Andre Show*’s fourth season.

Adult Swim opened a “Legalize Ranch” pop-up shop on the Lower East Side that showcased Eric Andre merch, a ranch dressing fondue machine, and other wacky installations.

## LINK:

<http://www.timewarner.com/blog/posts/20160804-legalize-ranch-ushers-eric-andre-premiere>





# “NO FEE ‘TIL YOU’RE FREE”

HBO

## DESCRIPTION:

HBO took a play out of one of its characters’ books to promote its mini-series *The Night Of*.

A la many local NYC criminal attorneys, the network posted a subway ad for fictional lawyer, John Stone, promising subway riders “No Fee ‘Til You’re Free” for a variety of low-level offenses. The website on the subway ad linked directly to HBO’s page for *The Night Of*.

## LINK:

<https://www.yahoo.com/news/night-hbo-buys-real-subway-ads-show-fake-020742525.html>



# NARCOPEDIA

NETFLIX

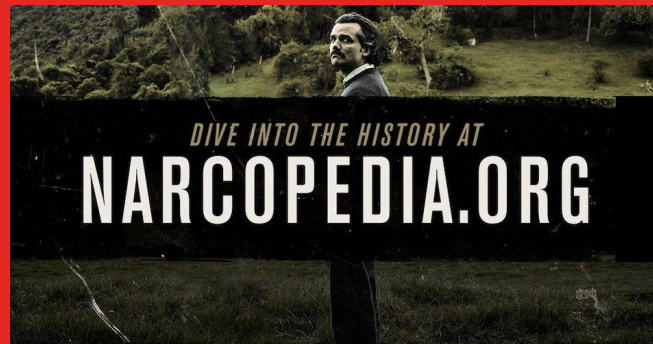
## DESCRIPTION:

As eager viewers awaited season two of *Narcos*, Netflix stirred their anticipation by teaching them about the war on drugs, which set the stage for the show's plot.

Netflix launched the Tumblr-based “Narcopedia.org,” which took fans through the history of the cocaine trade, as well as various governments’ efforts to derail it. They supplemented the site with “#cokenomics” posts on social media that highlighted the vast scale of Pablo Escobar’s drug empire.

## LINK:

<http://vast-media.com/cocaine-campaigns-and-more-how-netflix-reintroduced-narcos/>





# “CHEATER” CAR

BRAVO

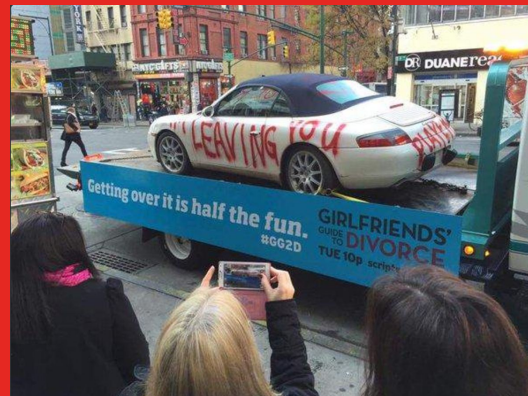
## DESCRIPTION:

On the streets of London and New York, Bravo set the stage for a new season of *Girlfriend's Guide to Divorce* in dramatic fashion.

The network hired a woman in each city to vandalize a brand new car with phrases such as “Cheater” and “It’s Over” while passersby watched. Later, a distraught “boyfriend” would momentarily drive away, only to return to the crowd of onlookers on a flatbed revealing Bravo’s hand in the hijinks.

## LINK:

[http://www.huffingtonpost.co.uk/entry/spray-painted-car-cheating-boyfriend\\_uk\\_572b02c8e4b0e6da49a5b885](http://www.huffingtonpost.co.uk/entry/spray-painted-car-cheating-boyfriend_uk_572b02c8e4b0e6da49a5b885)



# “WE’VE BEEN THERE”

COMEDY CENTRAL

## DESCRIPTION:

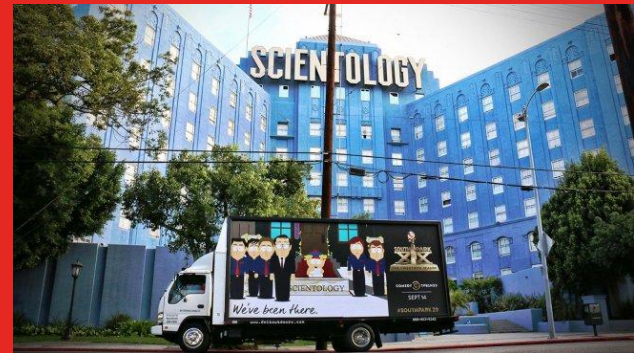
This year, Comedy Central reminded *South Park* fans of just how deeply their favorite show has cut into popular culture in its twenty seasons on air.

The network hired trucks to park in front of various landmarks such as Trump Tower and the Church of Scientology, displaying billboards that featured the show’s incorporation of the landmarks in previous episodes.

This simple, yet clever tactic highlights *South Park*’s ability to own mental space in major pop culture moments year after year.

## LINK:

<http://www.taylorherring.com/blog/index.php/2016/09/south-park-marks-20-years-with-trolling-billboard-campaign/>



# GAMING THE AMERICAN DREAM

SHOWTIME

## DESCRIPTION:

To immerse viewers in the hedge fund world of *Billions* protagonist Bobby Axelrod, Showtime partnered with the Wall Street Journal, a favorite read for many finance workers.

The “Gaming the American Dream” experience (via WSJ Custom Studios) teaches readers about the history of the hedge fund market, its meteoric rise in wealth and societal influence, and the major players that dominate (and threaten) the industry today.

## LINK:

<http://adage.com/article/media/showtime-hopes-cash-billions-native-ad-campaign/302044/>



# HEALTHCARE

# LIFE'S A BEACH

CVS HEALTH

## DESCRIPTION:

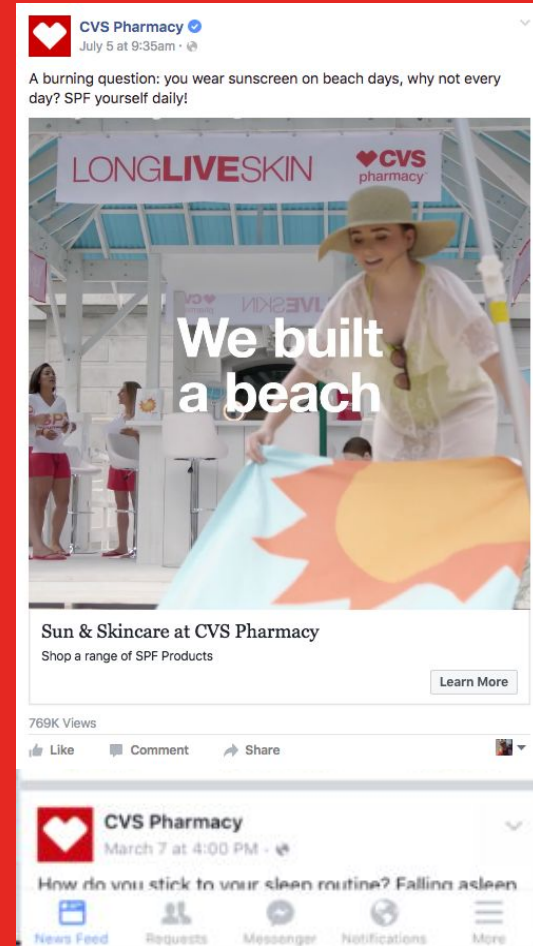
To show people that they don't have to be on a beach to be in danger of the sun, CVS Health planted people wearing swim suits lying in sand alongside normally dressed people in public places. These plants will look like they're ready for a day at the beach, attracting attention for the unusual placement and driving home our "Practice Safe Skin" message.

Passersby are encouraged to pose with the "beach-goers" and take photos/video to share using the hashtag #LongLiveSkin. A video of the event is pushed out on social media.

## LINK:

<https://vimeo.com/175366755>

<https://vimeo.com/175366383>



# AdD

DAMAN UAE

## DESCRIPTION:

Daman (UAE's leading health insurer) created a print ad that gave a primarily Vitamin D-deficient population across the UAE some much-needed Vitamin D, by getting them to step out into the sun for a few minutes and see the transformational impact that time in the sun and exposure to natural sunlight can have on their health.

The ad eliminating the need for unnecessary, and expensive, Vitamin D tests that were costing people, Daman and, ultimately, the economy AED 140 million every year.

And in just one month, costs of the irrelevant and unnecessary Vitamin D tests dropped -10% for UAE's economy.

## LINK:

<http://www.adstasher.com/2016/09/damans-add-print-ad-tha-t-gave-people-in.html>





# UNSICK DAY

ZOCDOC

## DESCRIPTION:

Healthcare scheduling service ZocDoc proposed Unsick Day—an employer supported day off each year for workers to attend routine doctor and dentist appointments. This preventative health push stems from a recent Zocdoc survey that found 86 percent of working Americans routinely cancel or delay such visits because of job responsibilities.

ZocDoc worked with companies like Virgin Hotels, Foursquare, Oscar and Handy to granting unsick days to employees. They also launched a website allowing interested companies and individuals to get involved.

## LINK:

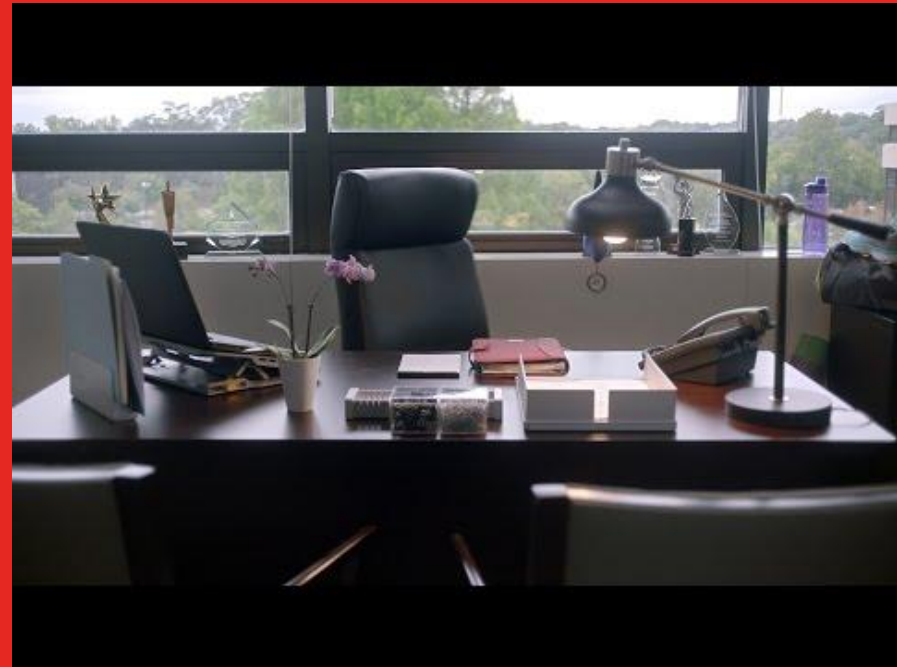
<http://www.adweek.com/adfreak/zocdoc-invites-american-workers-everywhere-take-unsick-day-their-health-173996>



## Introducing Unsick Day

A DAY OFF FOR AMERICA'S HEALTH

Unsick Day is a day off to visit the doctor when you aren't sick. Miss work to take care of appointments that are easy to put off, like physicals and teeth cleanings, all with the support of your company.





# X RAY CASTS

ANCHOR CALCI-PLUS MILK  
NEW ZEALAND

## DESCRIPTION:

To promote Anchor Calci-plus milk and the calcium and vitamin D Anchor says the milk provides to help keep bones strong, the dairy brand is inviting kids to decorate the cast of their broken bones with an image of the break beneath.

X-rays can be uploaded to the campaign website for Anchor to transform into a sticker or kids can have a pre-prepared Anchor X-ray.

## LINK:

<http://stoppress.co.nz/news/free-milk-and-stickers-how-anchor-hopes-heal-broken-bones-adventurous-kiwi-kids>



Anchor NZ

about 10 months ago



Heal Strong New Zealand! It's the Anchor X-Ray Cast! Scan it at the checkout, and use vouchers for free Anchor milk. Get your X-Ray Cast here: [www.xraycast.co.nz](http://www.xraycast.co.nz) #xraycast #healstrong



## Anchor X-Ray Cast

For more information on X-Ray Casts and to get yours, visit [xraycast.co.nz](http://xraycast.co.nz)

[XRAYCAST.CO.NZ](http://XRAYCAST.CO.NZ)

[Learn More](#)

1.3K 512 329

# SURGEON TRYOUTS

KURASHIKI CENTRAL  
HOSPITAL JAPAN

## DESCRIPTION:

One of the largest hospitals in the western Japan created a disruptive new hiring process the addition of new 'surgeon tryout' tasks ranging from the strange to the nearly impossible.

Top surgeons require dexterity, keen eyesight, nerves of steel, as well as the ability to persevere through tremendous stress and pressure. However, conventional medical schools in Japan focus heavily on knowledge from books, and focus too little on essential hands-on surgical practice. This makes it difficult to differentiate between book-smart medical students and those with potential to become world-class surgeons.

## LINK:

<http://www.adweek.com/news/advertising-branding/ad-day-t-bwa-helps-train-medical-students-using-origami-sushi-and-in-sects-170994>



# IT'S NOT OKAY AND HOME MAGAZINE

IT'S NOT OKAY NEW ZEALAND

## DESCRIPTION:

To raise awareness of domestic violence in wealthier households, a campaign It's Not Okay posed as an editorial in a luxury home design magazine.

A study in the country found that one in four women with a household income over \$100,000 per year had experienced physical or sexual intimate partner violence, so domestic violence charity It's Not OK partnered with Home magazine and agency FCB New Zealand to work on a feature about a posh household where all was not as it seemed.

The eight-page spread featured an elegant designer home, found in the wealthy, leafy suburbs. However, within the photos were clues of hidden menace. The final page contained a message urging victims to seek help.

## LINK:

<http://www.adweek.com/news/advertising-branding/ad-day-magazine-cleverly-hid-dark-message-tour-luxury-home-167156>



"If there was a unifying design story," says Hugo, "it would be the interplay between light and shade, in and out."

"With light and shade throughout the interior and exterior, which creates a sense of mystery and intrigue, it's a story that's not just about the house, but about the people who live there. It's a story that's not just about the house, but about the people who live there. It's a story that's not just about the house, but about the people who live there."

The house is a masterpiece of design, a place where light and shade play a crucial role in the overall aesthetic. The interior is a blend of modern and traditional elements, creating a unique and sophisticated atmosphere. The exterior is equally impressive, with a large, open space that invites exploration and discovery. The house is a true work of art, a place where every detail has been carefully considered and executed with precision and care.



167156 NEW ZEALAND



It's a home that brings the family together. But not too much.

An elegant interior in the heart of a lush, green suburb, this home is a masterpiece of design. The interior is a blend of modern and traditional elements, creating a unique and sophisticated atmosphere. The exterior is equally impressive, with a large, open space that invites exploration and discovery. The house is a true work of art, a place where every detail has been carefully considered and executed with precision and care.

167156 NEW ZEALAND

167156 NEW ZEALAND

167156 NEW ZEALAND

# HOW IS YOUR BODY PERFORMING?

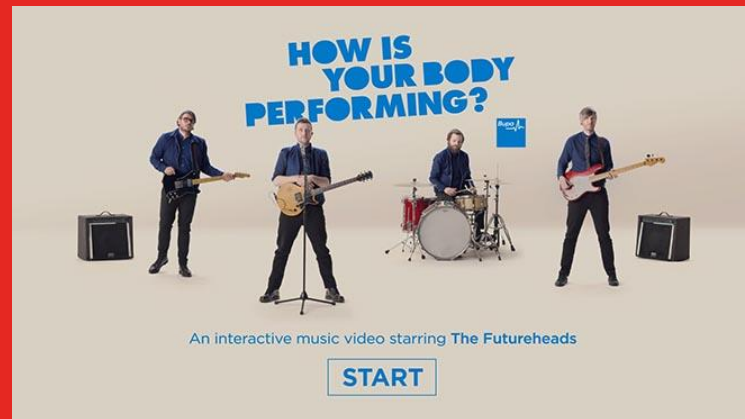
BUPA LONDON

## DESCRIPTION:

Bupa How is your body performing is an interactive music video starring iconic band The Futureheads. Each band member represents a different part of the body: the drummer the heart, the vocalist the lungs, the bass the bones and the guitarist the liver, as they perform their hit song Heartbeat. By answering four questions on your lifestyle, the band's performance can get better or much, much worse.

## LINK:

<http://theinspirationroom.com/daily/2016/bupa-how-is-your-body-performing/>



# THIS BIKE HAS MS

MS AUSTRALIA

## DESCRIPTION:

The symptoms that people living with multiple sclerosis (MS) have to deal with are often invisible to others. MS patients don't look ill, and they can typically live normal, healthy lives. But the effects of the disease can often cause frustration and exhaustion, and be incredibly difficult to explain to others.

Athlete Carol Cooke came up with the idea of building a bike that was particularly difficult to ride — complete with small dysfunctions in the gears, wheels, and frame — to illustrate what it's like living with MS. Cooke brought together a team of neurologists, physiotherapists, bike mechanics, and MS patients to help design the bike.

The bike was launched as a fundraiser as part of an annual charity fundraiser and was supported with a bike manual and website.

## LINK:

<http://www.medicaldaily.com/bike-ms-multiple-sclerosis-383127>



# COUPON CODE “DONALD TRUMP”

NURX

## DESCRIPTION:

Nurx, a startup that prescribes birth control through an app, will give new users credit toward free birth control when they use the not-so-subtle code "Donald Trump."

## LINK:

<http://mashable.com/2016/12/20/nurx-birth-control-trump/#dF4Cd8HuXmqa>





# BACTERIA BILLBOARDS

LIFEBUOY SOUTH AMERICA

## DESCRIPTION:

Soap brand Lifebuoy has launched some truly grimy billboards. The company's new shopping mall ads are essentially giant Petri dishes in which bacteria swabbed from everyday objects grows before the eyes of passers-by over the course of days.

The end result is a colorful pattern of living bacterial colonies splayed out around their comparatively small source.

The stunt is intended to demonstrate on a super-sized scale the amount of bacteria and fungi that lurk unseen on household items like smartphones, dollar bills and game controllers.

## LINK:

<http://mashable.com/2016/12/01/soap-bacteria-ads/#rNwrs1qQkq3>





—

**AUTO**

# BLIND SPOT

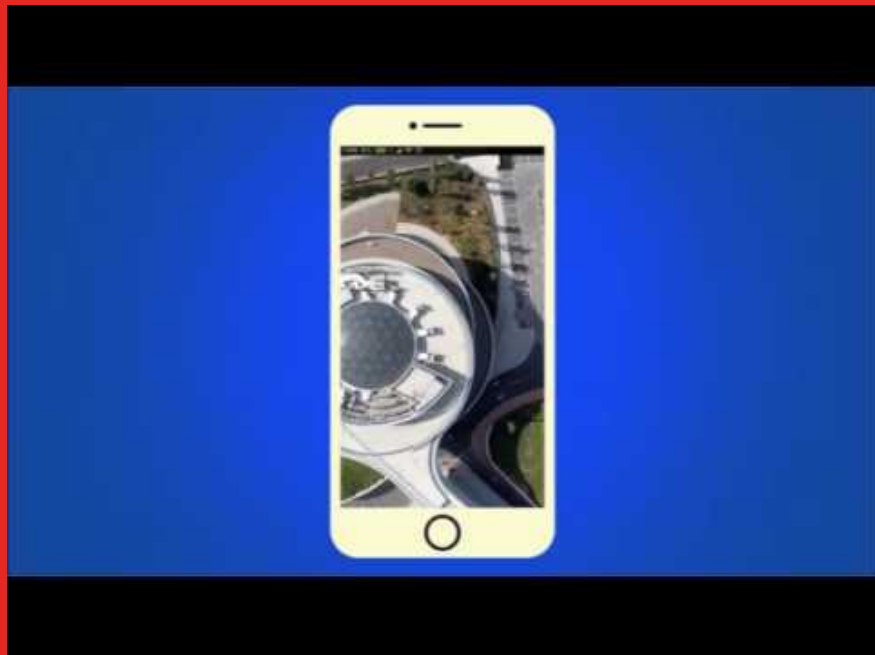
FORD EDGE

## DESCRIPTION:

To promote the Ford Edge's Blind Spot Information System [BLIS], BBR Saatchi & Saatchi in Israel created a mobile ad that might change how other advertisers see vertical video. The mobile ad appeared on Facebook and features a car driving down a road, right between the black bars that frame horizontal videos viewed vertically—playing to people who can no longer be bothered to turn their phones sideways. It then asks, "Want to see what's in your blind spot?" Two fingers reach out and pull the black bars away, revealing a hidden motorcyclist right in blind spot territory. The ad does a nice job of using vertical video to explain what BLIS is—a feature that lets you see within your blind spots—without having to say much at all.

## LINK:

<http://www.adweek.com/adfreak/ford-cleverly-uses-vertical-video-demonstrate-its-blind-spot-capabilities-174980>



# THE VIRTUAL LAND ROVER EXPERIENCE

LAND ROVER

## DESCRIPTION:

With this campaign, Land Rover achieved 143% of pre-sale targets on its new model, the New Discovery Sport, over four months before the car was ready. Creatives, technologists, and programmers together created a virtual experience of the car; the resulting tech was then used to promote the Jaguar XE. Capitalising on the adventuring spirit implicit in potential Land Rover customers, the campaign designed an augmented reality app and a handheld visor that could be rolled out in 117 dealerships. The immersive experience resulted in 4,000 pre-orders worth £128m, beating ambitious targets.

## LINK:

<https://www.warc.com/Content/ContentViewer.aspx?MasterContentRef=9bedc9c3-fbdf-44ba-8d57-c261df1e68a5&CID=A106308&PUB=DMAUK>



# SRIRACHA IN EVERYTHING - The Hottest Lexus IS Ever

LEXUS

## DESCRIPTION:

Lexus wants you to know it's the hottest automobile brand around. So, it made a red-and-green, hotter-than-hell Sriracha version of its new Lexus IS sports sedan.

## LINK:

<http://www.adweek.com/adfreak/lexus-just-made-sriracha-car-and-no-isnt-april-fools-joke-174689>



# WIFI JACK

AUDI

## DESCRIPTION:

Audi hit the New York Auto Show in March with an insidiously clever tech hack. It set up a bunch of free Wi-Fi networks—Wi-Fi is hard to find at auto shows, and usually password protected—and gave them names that doubled as ads for the A4 (and as attack ads on BMW's 328i as well). The stunt was "a modern version of challenger advertising, where a superior product takes on the old standard," Matejczyk told Adweek. "And marketing being what it is these days, why not offer a really helpful service in the process?"

## LINK:

<http://www.adweek.com/news/advertising-branding/16-brilliant-outdoor-ads-rocked-real-world-2016-175080>



# THEY SEE ME ROLLIN'

HONDA

## DESCRIPTION:

A recent Snapchat campaign by the brand for the Civic featured a sponsored filter with the car's outline and the words "They see me rollin'." It got over 50 millions views and was used over 3 million times.

On Instagram, Honda created three marquee ads, similar to a home-page takeover, that were shown as the first promoted post that visitors see when they open up their Instagram. Then they were served a new Honda Civic video if they check their Instagram account multiple times throughout the day

BuzzFeed, created three 10-second videos that ran on their Discover channel. These videos, with a "New Year's Resolution" theme, ran as takeover content on the IGN Discover channel, and across other Discover and Live Stories channels.

## LINK:

<http://www.mediapost.com/publications/article/266137/honda-as-fabulist-ads-for-civic-go-deep-on-digital.html>



# CROOVE

MERCEDES BENZ

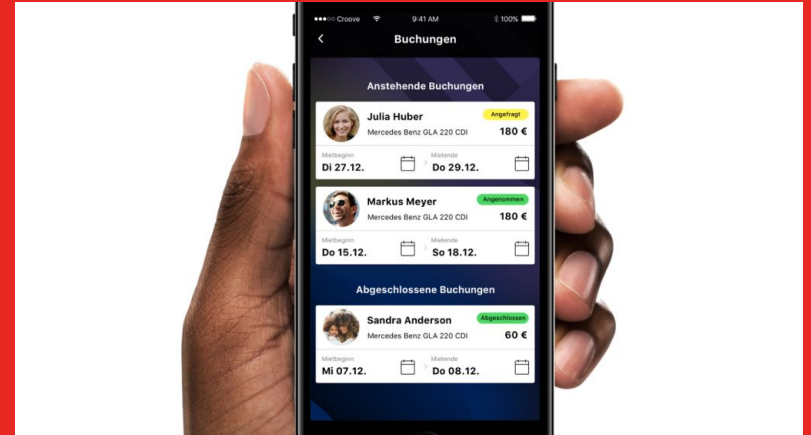
## DESCRIPTION:

Transportation options in the last decade have shifted dramatically with people moving away from owning their own vehicle to using on-demand services such as Uber and public transportation. Seeing the shift in transportation culture, German automaker Mercedes-Benz has decided to capitalize on the shift through a newly launched service, called Croove, that lets vehicle owner's rent out their car when its not in use.

Croove is a P2P car sharing service that you can use for any brand or model of car. Owners provide information about their car by creating a profile which asks for information on the type of car, where it's located and when it's available for use. The only requirement for car owners is that they have a vehicles in good condition and no more than 15 years old.

## LINK:

<http://www.mediapost.com/publications/article/266137/hondas-fabulist-ads-for-civic-go-deep-on-digital.html>



# SELF-DRIVING VEHICLES

UBER X VOLVO

## DESCRIPTION:

Uber has partnered with Volvo to bring self-driving vehicles to San Francisco. Although these vehicles do have drivers for safety purposes, Volvo's SUV onboard computer and sensors will do most of the driving.

## LINK:

<http://www.psfk.com/2016/12/how-ubers-self-driving-cars-could-change-san-francisco.html>





# THE ULTIMATE RACE

MERCEDES BENZ

## DESCRIPTION:

Mercedes-Benz and its agency Razorfish teamed up with YouTube influencer and extreme-sport videographer Devin Super Tramp (whose YouTube page has around 4.2 million subscribers) to create a video called “The Ultimate Race!” featuring its 2017 C-Class Coupe racing against a parkour athlete and a radio-controlled car at a parkour obstacle course. The video has generated more than 2.3 million views to date.

## LINK:

<http://digiday.com/brands/mercedes-benz-uses-influencers-each-millennials/>



# CASEY NEISTAT: NYC SNOWBOARDING

JEEP WRANGLER

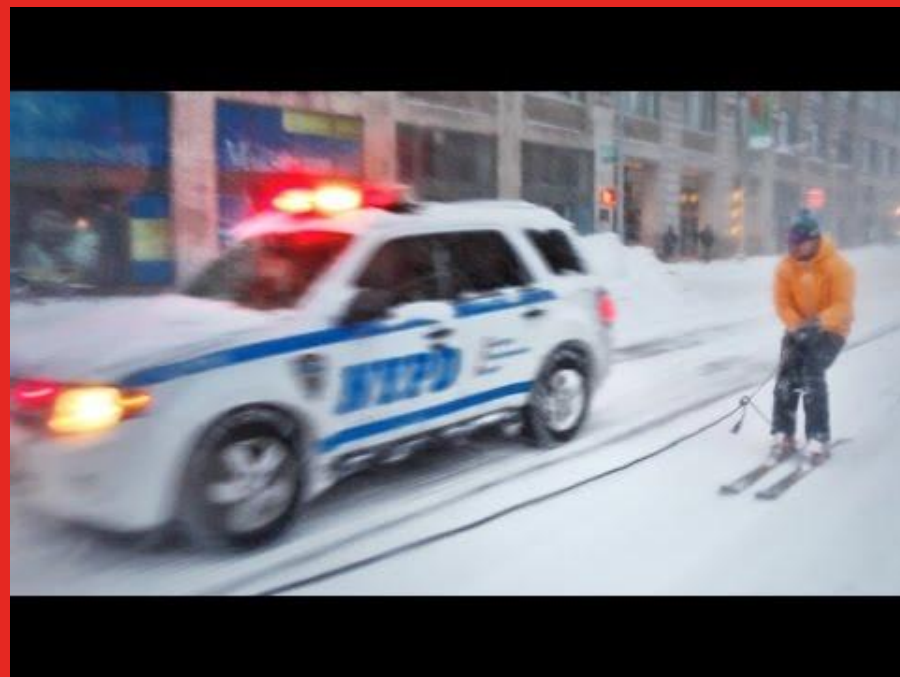
## DESCRIPTION:

Casey Neistat posted a video of himself strapped into a snowboard and being dragged behind a Jeep Wrangler through the snow-swept Manhattan streets. On Facebook, where Casey Neistat has 280,000 fans, the video racked up 23 million views and 270,000 shares in less than two days. On YouTube, where he has almost 10 times as many subscribers (2 million, to be exact), it garnered just 6 million viewers, underscoring Facebook's emphasis on video.

But what stuck out was Neistat's Jeep Wrangler. Defying a travel ban placed on the city, the vehicle effortlessly navigated the snow-filled streets leaving many to wonder if it was a native ad for Jeep. After all Jeep positions Wrangler as "the ultimate, all-American, 4x4 freedom machine." Neistat's video hit these points perfectly, showing the Jeep effortlessly towing him through Times Square while holding the Red, White and Blue.

## LINK:

<http://digiday.com/brands/viral-video-new-yorker-snowboarding-streets-doubles-unpaid-jeep-ad/>



# BUDDY DRONES

MERCEDES BENZ

## DESCRIPTION:

Mercedes-Benz Vision Van concept offers a look at what the future of last-mile package delivery looks like. The concept was developed as a part of a strategic initiative called adVANce, which aims to move Mercedes-Benz Vans from a vehicle supplier to a delivery logistics solution provider.

## LINK:

<http://www.psfk.com/2016/09/mercedes-benz-van-delivers-packages-via-drones.html>



# ACTUAL REALITY

JAGUAR

## DESCRIPTION:

Y&R New Zealand set up a fake VR experience at the Big Boys' Toys Expo. They put a wonky VR helmet on people's heads and, while they watched a simulation video, actually drove them through a stunt course in a Jaguar. Great pains were taken to make sure none of the participants knew what was really happening, and all of them were pre-screened to make sure they hadn't seen the ride before theirs.

## LINK:

<http://www.adweek.com/adfreak/jaguar-gave-people-crazies-t-vr-experience-ever-sneaky-prank-172335>



—

# DESIGNERS



# IBM PRIDE LOGO

PAUL RAND

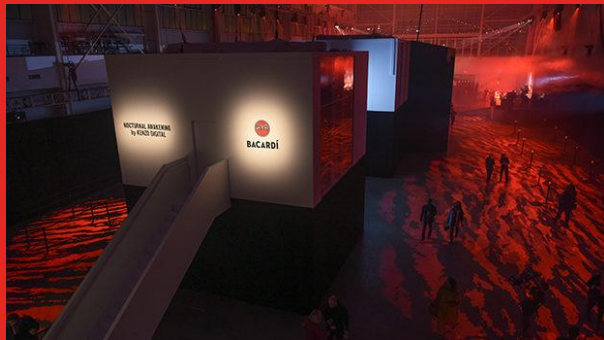
## DESCRIPTION:

Paul Rand is an American art director and graphic designer from the early 1900s. During his time, he was one of the first artists to embrace the practice of the Swiss Style of graphic Design. Rand's most valuable contributions and what he is most known for as a graphic designer are his corporate logo designs, such as, UPS, ABS, Morningstar and IBM to name a few.

On Jan. 6, IBM rolled out a new logo emblematic of their "pro-diversity advocacy." The company is known for their commitment to the community and is one of the 60 companies involved in the Human Rights Council's Business Coalition for the Equality Act, which advocates for anti-discrimination legislation.

## LINK:

[http://mashable.com/2017/01/06/ibm-pride-logo-lgbtq/?utm\\_cid=hp-h-1#FJdz09hQoPqw](http://mashable.com/2017/01/06/ibm-pride-logo-lgbtq/?utm_cid=hp-h-1#FJdz09hQoPqw)



# BACARDI “NOCTURNAL AWAKENING”

KENZO DIGITAL

## DESCRIPTION:

As a modern, urban artist based in New York City - Kenzo's work is dedicated to synthesizing new narrative forms by unifying traditional storytelling with groundbreaking technology. He has built his brand as a highly conceptual and culturally penetrating artist who has been able to powerfully re-mythologize his subjects through his work.

Bacardi, with its iconic bat logo, was perfectly positioned to own Halloween. Kenzo Digital created an experience for Bacardi that re-imagined the traditional concept of a “haunted house” to unprecedented levels of immersion. Known as “Nocturnal Awakening,” the experience included a two-floor, multi-room labyrinth that brought the bat – the creature most synonymous with the night – to life to tell the ultimate story of metamorphosis. As visitors entered the experience their notions of physical space were upended by a singular, multisensory opportunity to dive deep into their own psyche, through an all at once frightening, thrilling, and captivating experience.

**LINK:** <https://vimeo.com/40190044>  
<http://kenzodigital.com>  
<https://www.youtube.com/watch?v=w-ygCDOndho&feature=youtu.be>





# POKEMON ZOOLOGY

JOSHUA DUNLOP

## DESCRIPTION:

Joshua Dunlop created new series entitled 'Pokémon Zoology', which brings life to the original Pokemon characters. It features amazing lifelike visuals of creatures from the animated series. His first three artworks are classics 'Bulbasaur', 'Squirtle' and 'Charmander'. We have all heard of PokemonGo and were ecstatic for it's release. Now, imagine if these were the physical creatures you got into contact.

## LINK:

<http://designtaxi.com/news/390088/Artist-Creates-Incredible-Lifelike-Images-Of-Pok-mon/>

[https://www.artstation.com/artist/joshuadunlop?utm\\_source=DesignTAXI&utm\\_medium=DesignTAXI&utm\\_term=DesignTAXI&utm\\_content=DesignTAXI&utm\\_campaign=DesignTAXI](https://www.artstation.com/artist/joshuadunlop?utm_source=DesignTAXI&utm_medium=DesignTAXI&utm_term=DesignTAXI&utm_content=DesignTAXI&utm_campaign=DesignTAXI)



# MAC COSMETICS LIPSTICK SERIES LOGO

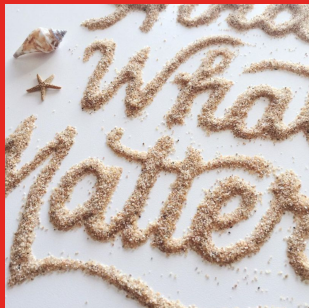
ALEX TROCHUT

## DESCRIPTION:

Alex Trochut is a Spanish artist, graphic designer, illustrator, and typographer who started his career in Barcelona, Spain but is currently based in Brooklyn, NY. With his design, illustration and typographic practice, Alex developed an intuitive way of working that has resulted in his unique style for expressive visual work. Alex believes that typography functions on two levels - "First, there is the image of the word we see; reading comes secondary. As a designer, Alex focuses on the potential of language as a visual medium, pushing language to its limits so that seeing and reading become the same action and text and image become one unified expression." Some of Trochut's clients include Nike, Pepsi, Footlocker, Wiz Khalifa, New York Times, MAC and more!

## LINK:

<http://alextrochut.com/>



# CHATBOOKS

BECCA CLASON

## DESCRIPTION:

Becca Clason is a lettering artist who works with brands and ad agencies to create tactile lettering and stop-motion animation projects. Most of her work utilizes the physical products of the client within the work itself - using food and products to create still imagery and stop-motion videos. Some of Becca's clients include Disney, Twitter, Hidden Valley Ranch, Tumblr, General Mills' Lärabar, Time Out New York and Chatbooks.

## LINK:

<http://www.beccaclason.com/CHATBOOKS>

<http://www.beccaclason.com/>



**BROAD CITY SEASON 3 INTERACTIVE MURAL**

# BROAD CITY INTERACTIVE MURAL

MIKE PERRY

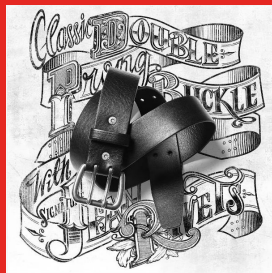
## DESCRIPTION:

Mike Perry is a designer, brand consultant, animator and overall artist. Many of his works include paintings, drawings, art installations and murals. With his distinct design style, Mike focuses on recognizing that both art and objects go through several stages of change before finalization. Just as objects and art, people also undergo this process as well and during these changes constant discoveries, coverings, uncoverings and learnings are being made.

One of Mike's most pronounced works are the animated show openers he has designed for the Comedy Central program Broad City. In celebration of the program entering its third season this past year, Perry transferred the digital animation to be more experiential as people came together as a community to paint by numbers and party as they finished the mural.

## LINK:

<http://www.mikeperrystudio.com/broad-city-1/2016/9/4/broad-city-season-3-interactive-mural-1>



# GAP AUTHENTICITY

ROB DRAPER

## DESCRIPTION:

A designer who has an eye for detail - that is all Rob Draper! His typographical work give off incredibly fine detail which accentuate intriguing depth. One aspect that makes Rob different than any other designer - he uses any piece of physical material as his canvas ( i.e. napkins, coffee cups, erasers, bread, etc.)

The artwork generated for GAP was designed to replicate the authentic, crafted, high quality of Gap belts.

## LINK:

<http://www.robdraper.co.uk/gap/>

<http://www.robdraper.co.uk/>





# SPRITE: OBEY YOUR VERSE

ERIK MARINOVICH

## DESCRIPTION:

Even as co-founder of Friends of Type, Erik also works as a designer and letterer within the company. Beginning in 2009, Erik has drawn letters, logos and type for clients, such as, Nike, Target, Google, Sprite, Ford Motor Company, Mohawk Fine Papers and even BBDO NY (Chalk Lettering on Cafe 7)!

This summer, Erik teamed up with Sprite to design 16 limited-edition cans with hand-lettered lyrics from hip-hop legends 2Pac, Missy Elliot, and J Cole - helping Sprite to continue to pay homage to the cultural power of hip-hop.

## LINK:

<http://www.erikmarinovich.com/>

<http://artandmotionrep.tumblr.com/post/146368161408/erik-marinovich-for-sprite-too-dope-our-very-own>

<http://friendsoftype.com/2015/03/hip-hop-hullabaloo-odb/>



# 3D ENVIRONMENT

JESSICA WALSH

## DESCRIPTION:

By blending handcraft, photography and painting with digital design - Walsh has created her own unique style and works primarily on branding, typography, website design and art installations. Her artistic style is expressed as "bold, emotional and provocative - with the occasional surrealistic flourish, and her art has been said to look "hand-made and at times quite daring."

As partner of Sagmeister & Walsh, in April 2016 the company created 3d environments inspired by 2d pop art paintings with the help of body painter Anastasia Durasova and set builds by Sing-Sing for their client Aizone. With this concept, they brought psychedelic and constructivist worlds to life, along with trippy optical illusions.

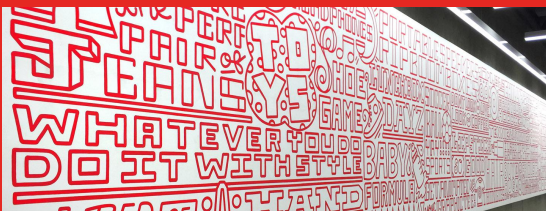
Some of Walsh's further clients include, Museum of Modern Art, The Jewish Museum, Barneys, The New York Times, Levis, Adobe, Jay-Z, and Aishti & Aizone.

## LINK:

<https://www.behance.net/jessicawalsh>

<https://www.behance.net/gallery/41641467/Aizone>





# TARGET TRIBECA MURALS

TIMOTHY GOODMAN

## DESCRIPTION:

Goodman is a New York City based designer, illustrator and author. Through his vibrant, contemporary design style - he has done work for clients, such as, Airbnb, Google, Ford, J.Crew, The New Yorker, The New York Times and Target to name a few.

Recently, in October 2016 Goodman collaborated with Target in celebration of the opening of their first “flexible store format” located in the Tribeca neighborhood! To appeal to their urban audience and welcome their neighboring customers, Goodman designed a custom mural on the inside walls of the Target store. The mural evoked life in the Big Apple and further enhanced customer experiences when they came to the store to shop.

## LINK:

[http://tgoodman.com/work/target\\_tribeca\\_murals](http://tgoodman.com/work/target_tribeca_murals)  
<https://corporate.target.com/article/2016/10/tribeca-opening>

**BUSINESS TO BUSINESS**

# FIELD TRIP TO MARS

LOCKHEED MARTIN

## DESCRIPTION:

In 2016, Lockheed Martin began working on a series of engineering projects aimed to bring humans to Mars as part of a larger marketing effort to grow perception of innovation. The problem: the project wouldn't be finished for 10+ years, leaving them with nothing but a concept to advertise.

To overcome this problem, Lockheed created the Field Trip to Mars - a Virtual Reality simulation of a trip to Mars for children, built inside of a school bus.

After students climb aboard the bus, the windows are suddenly transformed into wholly immersive VR displays of the Martian landscape – and every acceleration, deceleration and turn that the bus made was reflected in the view of Mars that the children experienced.

## LINK:

<https://vimeo.com/172567984>



# GOOGLE AI WINS GO

GOOGLE

## DESCRIPTION:

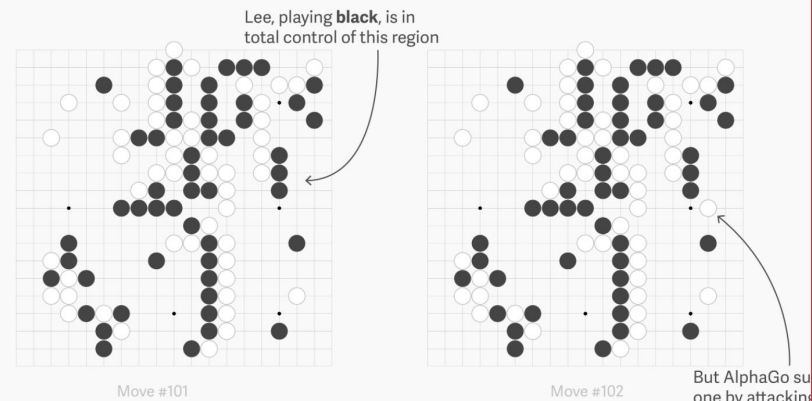
Google created an artificially intelligent player to compete against the best Go player in the world - Lee Sedol. Google's AI player won four games to one, despite doubts from the tech community that an AI-enabled player could never beat the best human player.

## LINK:

<https://qz.com/639952/googles-ai-won-the-game-go-by-defying-millennia-of-basic-human-instinct/>



## AlphaGo vs Lee Sedol, Game 1



# BUTTERFLY DRESS

INTEL

## DESCRIPTION:

Intel worked with two Turkish fashion designers to create an intelligent dress; a dress that is embedded with a proximity sensor that allows the butterflies attached to it, to react to external stimuli.

At first the butterflies flap slowly, then more fervently whenever a person approaches. Finally, the butterflies can release en masse in a dramatic launch triggered either by the approaching person or via a mobile device communicating with the dress over a wireless network.

## LINK:

<https://youtu.be/6ELuq3CzJys>





# THE IMPOSSIBLE GAME

SNCF

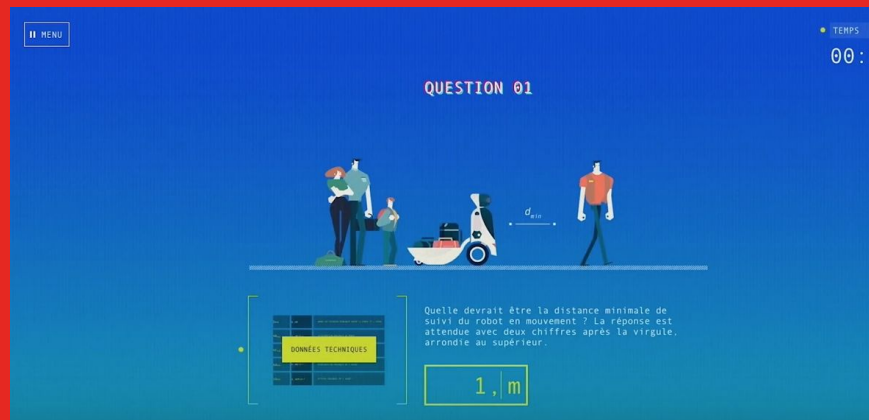
## DESCRIPTION:

SNCF, France's national railway company, needed to inspire and recruit a new generation of rule-challenging, fresh-thinking engineers – and so it created an online gaming platform inviting them to take on various challenges to show what they were capable of. Gamers programmed AI robots and smart grid projects; they redesigned the next generation of high-speed trains.

But there was a catch: the final challenge was designed to be impossible. In fact, it could only be completed by those who were prepared to break the rules, hack into the program and rewrite its entire code. It was the perfect initiative test for SNCF's recruitment campaign – and the perfect end to this interactive story. The proof? Of more than 11,000 gamers who participated in 'The Impossible Game' only six passed the final test – and they were so engaged by the experience that all now work for SNCF.

## LINK:

<https://www.youtube.com/watch?v=jnC6mZyQoAM>



# REMBRANDT GOES DIGITAL

ING

## DESCRIPTION:

ING created imaging software to scan 346 of Rembrandt's paintings and then they used the data from those scans to create an all-new Rembrandt painting.

## LINK:

<https://www.ing.com/Newsroom/All-news/Rembrandt-goes-digital-.htm>





# IT'S ABOUT TIME

VONAGE

## DESCRIPTION:

Technology has advanced incredibly fast over the past 50 years but many office workers think that workplace technology, like conference phones, hasn't caught up.

Vonage's new marketing campaign, "It's About Time," illustrates how Vonage is bridging this gap by providing modern, adaptive and intuitive communications solutions. To bring the campaign message to life, Vonage took over an office building in Atlanta with futuristic things like holocubes and floating billboards, all with messages that compared the respective technology with outdated office systems.

## LINK:

<http://www.multivu.com/players/English/7872651-vonage-business-tech-takeover/>



# CURING BLINDNESS W/ MACHINE LEARNING

MICROSOFT

## DESCRIPTION:

Earlier in 2016, Microsoft began working with the not-for-profit LV Prasad Eye Institute (LVPEI) in India to have its machine learning services analyze patterns among cases and predict the surgical outcome of eye surgery patients.

The collaboration saw Microsoft going through a trove of data — anonymized records of 1.1 million people — and provide doctors with insights into how the blindness spreads in the country, Anil Bhansali, Managing Director of Microsoft India (R&D), explained to Mashable India in a conversation.

The partnership resulted in over 400,000 new patients, see 1.1 million consultations paperless and generate actionable insights.

## LINK:

<https://www.youtube.com/watch?v=-QggOOLl8z8>



# XMAS ELF BOT

IBM

## DESCRIPTION:

To further bring their promise of AI to life, IBM created a Watson-powered shopping assistant that Mall of America shoppers could use to pick the ideal holiday gifts.

E.L.F. stands for the Experiential List Formulator. It's essentially a mobile concierge, an IBM Watson-powered chatbot that asks people things like what they enjoy doing or how long they plan to hang out at the mall, according to VentureBeat.

## LINK:

<http://mashable.com/2016/12/12/elf-bot-at-mall-of-america/#7WLKSPUCMmqD>

**E.L.F.** AT YOUR  
SERVICE

Hi! I'm the Experiential List Formulator  
(call me E.L.F. for short)! Tell me about your visit  
and I'll give you amazing ideas for making the  
most of the season at Mall of America®!



With  
Watson™

# ROCKET BUILDER

UNITED LAUNCH ALLIANCE

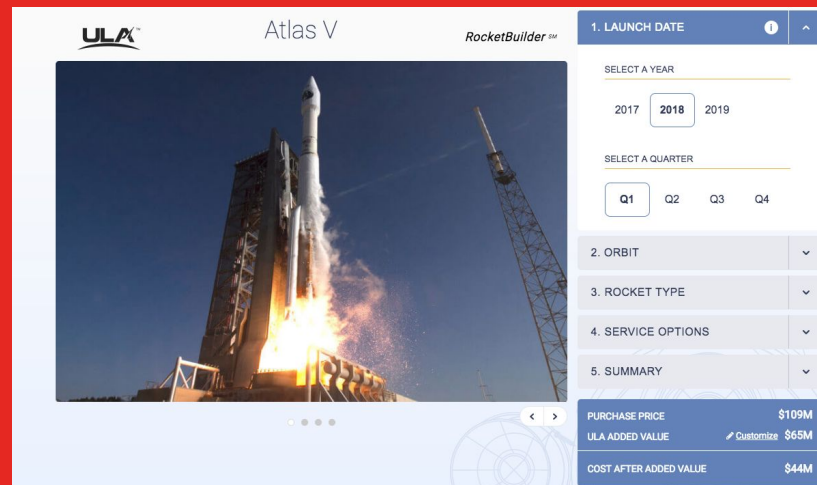
## DESCRIPTION:

United Launch Alliance is a space flight company that is seen as old and stodgy in comparison to its famous competitor, Space X.

To overcome this misperception, a new website to let you virtually build and order your own rocket — assuming you have about \$100 million sitting around.

## LINK:

<http://mashable.com/2016/11/30/rocket-builder-united-launch-alliance/#IMch4bTOMEqw>



# DREAMCAP BOX

TETRAPACK

## DESCRIPTION:

Tetra Pak marketers reasoned that if its communications focus solely on the technical merits of the new cap design, potential clients will see the food packaging and processing company as nothing more than a packaging supplier.

To shift perceptions, Tetrapack created highly-targeted mailer that illustrated the opportunity for marketers to take their customers on the kinds of adventures the exceptionally large demographic of drink (and soup, and smoothie) consumers crave.

The direct mailer is an interactive jumping off point to a content marketing portal that offers additional design concepts, lifestyle illustrations, and product features to spurn interest and excitement amongst marketers.

## LINK:

<http://www.dmnews.com/postal/a-b2b-campaign-designed-for-adventure/article/461696/>



# NOT-FOR-PROFITS



# DRUNK DRIVING VR

JOHNNIE WALKER

## DESCRIPTION:

Presented in both virtual reality and 360 video, this experience takes the viewer on a car ride with his/her “friends”. However, at the end, they learn that not all their friends made it out alive - the viewer is shown an actual potential car crash and made to experience the horrors of what a drunk accident could really look/feel like.

Although controversial, the experience is along the same lines as addiction-breaking “plan your own funeral” type experiences of the 90s.

## LINK:

<http://www.adweek.com/news/advertising-branding/johnnie-walkers-intense-vr-campaign-shows-consequences-drunk-driving-174738>





# COATS FOR HOMELESS

THE EMPOWERMENT PLAN

## DESCRIPTION:

Funded by “sponsorships” (a la Make a Wish or Kickstarter), these water resistant coats can be turned into sleeping bags for the homeless.

When it's not being used it can even be used as an over the shoulder bag, prioritizing functionality.

## LINK:

<http://www.empowermentplan.org/the-coat>



# TRANSGENDER EQUALITY

NYC

## DESCRIPTION:

To show solidarity with the transgender community, the NYC Commission on Human Rights launched an OOH and social campaign encouraging everyone to look past the pink and blue when choosing a restroom.

## LINK:

[http://www.slate.com/blogs/outward/2016/06/06/new\\_york\\_city\\_launches\\_look\\_past\\_the\\_pink\\_and\\_blue\\_trans\\_bathroom\\_access.html](http://www.slate.com/blogs/outward/2016/06/06/new_york_city_launches_look_past_the_pink_and_blue_trans_bathroom_access.html)

LOOK PAST  
**PINK AND BLUE**

Alisha,  
The Bronx

**USE THE RESTROOM CONSISTENT  
WITH WHO YOU ARE**

**IN NYC, IT'S THE LAW.  
NO QUESTIONS ASKED.**

If you face discrimination based on your gender identity and expression, contact the NYC Commission on Human Rights today by calling 311. For more information, visit [NYC.gov/HumanRights](http://NYC.gov/HumanRights)

**NYC** Commission on Human Rights  
Bill de Blasio, Mayor  
Carmelyn P. Malalis, Commissioner/Chair  
@NYCCHR  
#BeYouNYC

# MANNEQUIN CHALLENGE

DOVE

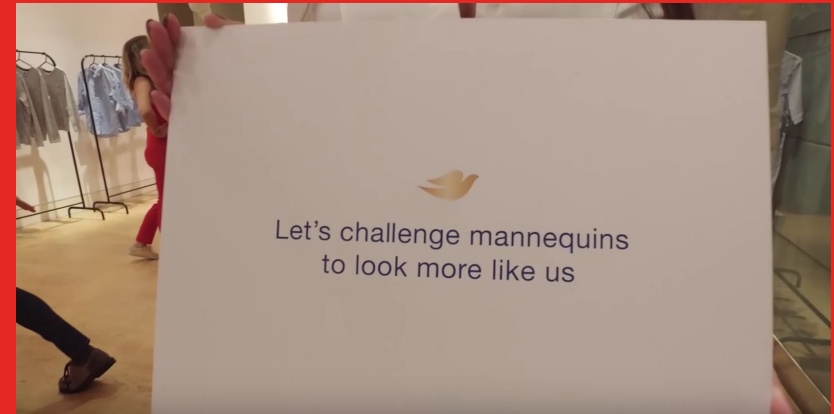
## DESCRIPTION:

Dove leveraged a current social video trend to further exemplify their stance on real beauty.

With a twist to the mannequin challenge, they asked that mannequins start to look like real people vs. real people trying to look like mannequins.

## LINK:

[https://www.youtube.com/watch?v=ua6wADFu\\_xM](https://www.youtube.com/watch?v=ua6wADFu_xM)



# POP UP MOVIE THEATER

STATES UNITED TO PREVENT GUN VIOLENCE

## DESCRIPTION:

As a follow up to the gun store pop up, SUPGV wanted to close the gap between sensationalism of violence in the movies and real gun violence. So they invited action movie lovers, who may be desensitized to violence, to watch a film that ended up being graphic depictions of real gun violence.

## LINK:

<http://www.adweek.com/adfreak/moviegoers-excited-about-gun-filled-blockbuster-are-tricked-seeing-real-gun-violence-170792>



# FIGHTING CYBER BULLIES

BYSTANDER REVOLUTION

## DESCRIPTION:

In partnership with Tarte cosmetics, Bystander Revolution started a UGC campaign where people could post selfies of lipstick kiss marks on their hands to show solidarity against bullying.

Posters were encouraged to #kissandmakeup instead of fight with each other online.

## LINK:

<http://www.adweek.com/news/advertising-branding/beauty-brand-posts-selfies-lipstick-kissed-hands-fight-cyberbullying-169846>



# UNFAIRY TALES

UNICEF

## DESCRIPTION:

Millions of Syrian children never get to experience the type of childhood we have. They don't hear fairy tales and don't get storytime before bed because they have to flee their homes.

In this video, the common style of fairy tales is flipped on its head to tell the story of one Syrian refugee and raise awareness of what they go through.

## LINK:

<http://www.adweek.com/news/advertising-branding/ad-day-syrian-child-refugees-real-ordeal-becomes-storybook-nightmare-169375>





# POVERTY LIVES HERE

THE SALVATION ARMY

## DESCRIPTION:

Extreme poverty can live right next door you - you may never know that someone is living in poverty conditions or unsure of where their next meal will come from. To prove the point, The Salvation Army used 360 photos on Facebook to show seemingly “normal” families - but if you looked around, really looked, you could see the reality of their poverty.

## LINK:

<http://www.adweek.com/adfreak/salvation-armys-clever-facebook-360-photos-show-poverty-lurking-just-out-view-174789>





# #NOMORE

VARIOUS

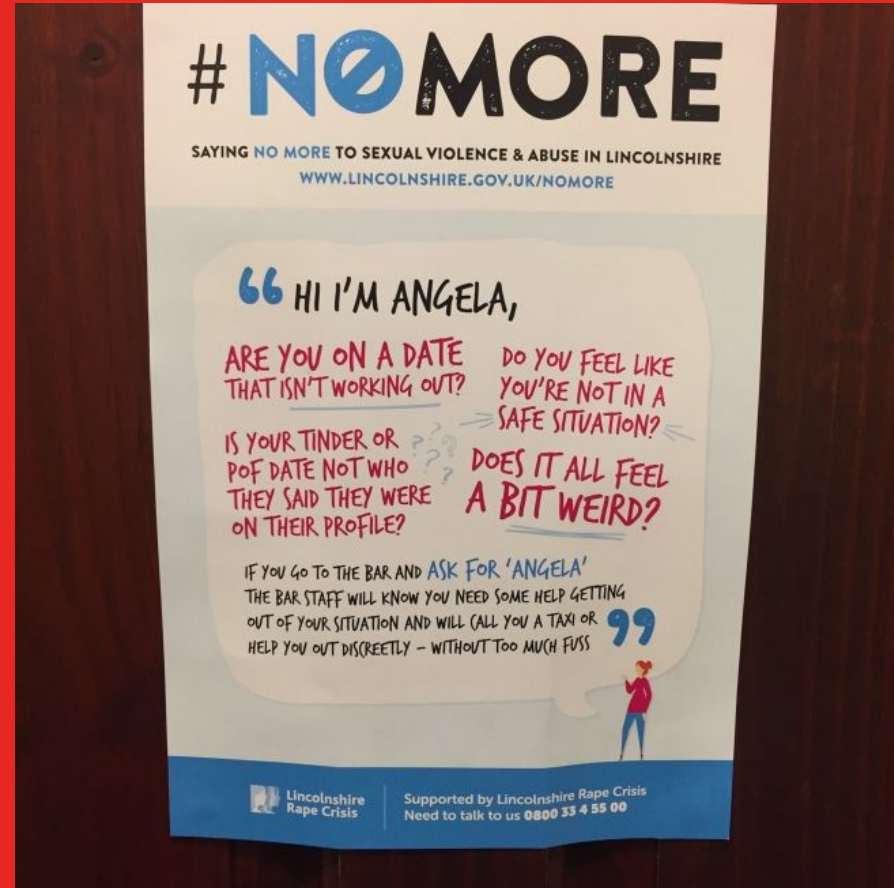
## DESCRIPTION:

Going viral lately are these posters in women's restrooms across the country - from asking for a particular person to a shot served in a particular style, bars and restaurants are offering women a safe way to get out of a bad situation.

The sharing of posters has become controversial, however, as if they go viral - are they secret/safe?

## LINK:

<http://www.adweek.com/adfreak/how-poster-womens-restroom-bar-cleverly-combats-sexual-assault-174370>



# REASONS TO VOTE

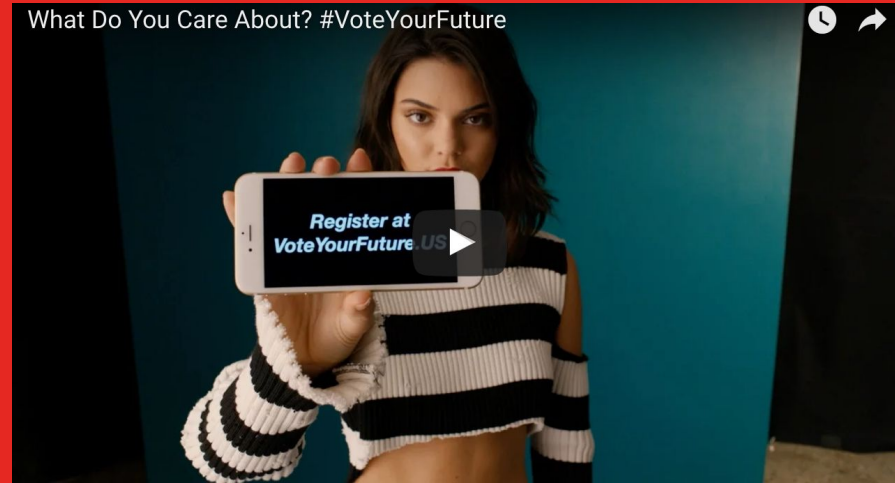
#VOTEFORYOURFUTURE

## DESCRIPTION:

As usual in a Presidential Election Year, political campaigns and voting campaigns were rampant. This particular video enlisted the voice of over 100 celebrities to help spread the word in a nonpartisan way.

## LINK:

<http://www.adweek.com/news/advertising-branding/ad-day-still-need-reasons-vote-psa-campaign-offers-nearly-100-173950>



# TRANSPORTATION

# VR NEW PLANES

US AIRWAYS

## DESCRIPTION:

United partnered with digital creative studio Thinkingbox to create a 360-degree, 3-D virtual tour of the new amenities, which are both onboard the planes and in new terminal gate lounges with day beds, showers, and restaurants.

Using the Unreal 3-D game engine and Oculus Rift's latest headset and headphones, Thinkingbox build the virtual environments from scratch from CAD renderings and motion-captured CGI characters. The result - while obviously still a computer generated environment--delivers a highly realistic, four-minute experiences of strolling through a plan and a gate.

## LINK:

<http://www.adweek.com/news/advertising-branding/united-using-virtual-reality-show-its-swanky-new-business-class-172572>



# BUZZY FOOTWEAR

EASYJET

## DESCRIPTION:

UK-based regional airline easyJet is trying to make it so you don't have to constantly look at your phone for directions, with a new pair of internet sneakers that signal wearers when to turn left or right by vibrating underneath the respective foot. This way, sightseers' heads can stay up, taking in the surroundings while they walk, without losing their way.

## LINK:

<http://www.adweek.com/adfreak/airline-made-sneakers-vibrate-lead-you-around-cities-youre-visiting-171726>



# 1960S POP UP STORE

JETBLUE

## DESCRIPTION:

To celebrate new seasonal service from New York to Palm Springs, JetBlue jumped back to the 1960s - with a "Time Travel Agency" pop-up store in NYC, a retro version of its logo (with ads) and ever a specifically painted throwback plane.

## LINK:

<http://www.adweek.com/adfreak/jetblue-pretends-its-1960s-retro-logo-pop-store-and-airplane-174611>

Friday & Saturday Edition

November 11 & 12

## THE WOOSTER STREET JOURNAL

FREE

### TIME TRAVEL AGENCY OPENS TODAY



**NONSTOP SERVICE TO SUNNY PALM SPRINGS:** The Time Travel Agency will focus exclusively on travel to beautiful Palm Springs.

**"1960s FARES TO PALM SPRINGS ON JETBLUE. AT THESE PRICES, I'LL PROBABLY BE OUT OF BUSINESS BEFORE I KNOW IT."**

—William Pendergast, Time Travel Agency owner

By Susan Rogers

Local businessman William Pendergast has dreamt of traveling for as long as he can remember. Starting at age five he was played with an *Illusions* that kept him bed-ridden for most of his youth.

He spent those years imagining what it would be like to travel the world. "I spent my childhood lying in hospital beds, imagining foreign places. Meeting different people. I could only dream of what it would be like to step out of my airplane in one place, then step off in another. Now if that isn't magic, I don't know what is," said Mr. Pendergast.

Nearly two decades later, Mr. Pendergast finally was able to take his first flight. What was the dreamer's first destination? "Lepke, Kansas," he said. "It was magical. Unlike anything I'd ever seen in my whole life. Hills and miles of absolutely nothing. I never able."

Thus, Mr. Pendergast's love affair with travel began. For the next 20 years, Mr. Pendergast spent his career as a traveling

adventurer. "I went just about everywhere: Green Bay, Ed., Palm Springs and one wife — in season, Orlando even," he said. "One particular business trip took me to the new city I fell in love with — Palm Springs, Bay, did it have lots of palm trees and springs. In that moment, my goal became opening a travel agency and naming it the Time Travel Agency. Kinds like I was going back in time to my childhood to travel like I'd always dreamt," said Mr. Pendergast.

Today, Mr. Pendergast's dream, 20 years in the making, comes to fruition. Today, the Time Travel Agency opens for the first time.

"To be able to partner with an airline like JetBlue to offer nonstop service to Palm Springs feels like a dream come true as well. It's a plug — either of which I'm fine with. I may not be the servant businessman, but these

are these things I have traveling. Palm Springs and one wife — in that order," chuckled Mr. Pendergast.

"So I believe this will be a success. Also, Palm Springs calls itself. To celebrate the Time Travel Agency's grand opening, we'll be offering a collection deal," a guide Mr. Pendergast learned. "1960s fares to Palm Springs on JetBlue. In these prices, I'll probably be out of business before I know it."

The Time Travel Agency's grand opening is Friday, Nov. 11, from noon to 8 p.m. The Time Travel Agency is located at 118 Wooster St. in SoHo, NYC.

THANKS TO THE OPENING OF PALM SPRINGS



SEE KENNETH HUNTER BY

As a child, Mr. Pendergast spent most of his time lying in hospital beds dreaming about traveling the world.

# FIRST CLASS SHOE

VIRGIN AMERICA

## DESCRIPTION:

Virgin America made a shoe with all the amenities that first class on Virgin has to offer. Hand crafted in Milan, Italy, this snazzy high-top was assembled to reflect of Virgin's first-class cabins. White leather, WiFi, mood lighting, video display, USB phone charger, stainless steel airline style belt bucket.

The shoes were auctioned off on ebay for \$98,000 and the proceeds went to Soles4Souls, a nonprofit that distributes shoes and clothing to those in need.

## LINK:

<http://www.adweek.com/adfreak/virgin-americas-snazzy-new-sneaker-has-all-amenities-its-first-class-cabins-174158>





# POOREST CHILDREN FLY

LAN AIRLINES

## DESCRIPTION:

LAN Airlines runs a corporate social responsibility program that gives economically disadvantaged children from remote parts of Peru free trips to Lima, the country's capital. Over five years, the campaign titled "Kids that Dream, Kids that Fly, has helped around 350 of the country's poorest kids to experience air travel for the first time.

## LINK:

<http://www.adweek.com/adfreak/mccann-and-lan-airlines-gave-perus-poorest-kids-chance-fly-adorable-ad-170236>



# FLY + REGISTER

VIRGIN AMERICA

## DESCRIPTION:

Virgin America began its partnership with Rock the Vote during the 2012 election, becoming the first airline to offer voter registration in the sky. “We thought it was important to remind travelers of the civic importance of voting,” said Abby LUnardini, VP of Brand Marketing and Communications at Virgin America. Voting is our No. 1 civic responsibility, and making it easier and accessible for more people is an important thing to do.”

The campaign continues Rock the Vote’s tradition of appealing to young voters in innovative ways.

## LINK:

<http://www.adweek.com/news/advertising-branding/rock-vote-and-virgin-america-want-you-register-vote-flight-173392>



# CHRISTMAS MIRACLE

WESTJET

## DESCRIPTION:

WestJet worked with Toronto-based creative shop Studio M to put together its fifth Christmas Miracle. The spot is one of 50 pieces of content that the company and agency created to showcase its efforts.

WestJet set up an event through various Facebook support groups to bring Christmas to the victims who lost their homes.

## LINK:

<http://www.adweek.com/news/advertising-branding/westjet-helps-wildfire-victims-its-annual-christmas-miracle-175134>



# NYC MUSICIANS GIFT

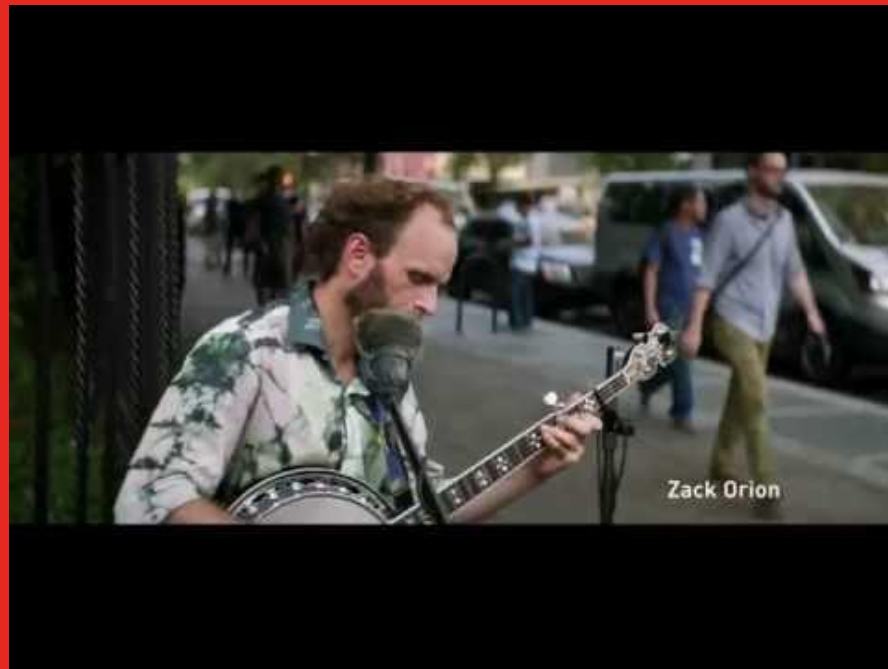
JETBLUE

## DESCRIPTION:

JetBlue, with creative agency Rokkan, figured out how to recognize buskers and offer them a life changing opportunity. They made a mini film featuring New York City musicians and gifted them a year's worth of free airfare so they can travel across the world to study their art.

## LINK:

<http://www.adweek.com/news/advertising-branding/ad-day-jetblue-gave-three-hard-working-buskers-nyc-delightful-surprise-173521>



# TAUNTING DRONES

UBER

## DESCRIPTION:

In an ad stunt for UberPOOL, Uber flew drones over Mexico City with signs saying things like “Driving by yourself?” and “This is why you can never see the volcanoes” (the pollution prevents it).

The ads were intended to grab attention and encourage people to carpool via Uber.

## LINK:

<http://www.adweek.com/adfreak/uber-putting-ads-drones-and-having-them-taunt-drivers-stuck-traffic-174136>



# STRIPS FOR DRIVERS

UBER

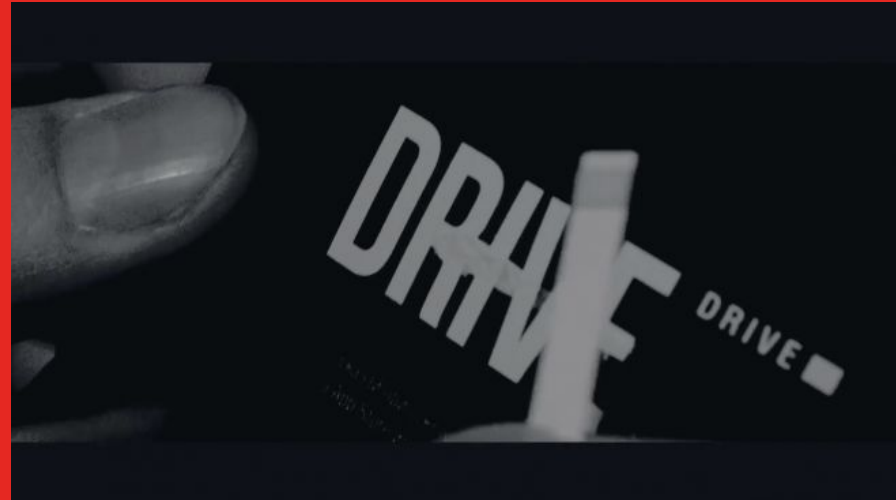
## DESCRIPTION:

In Russia. Uber gave out business cards that turned into a blood alcohol test that let patrons know if they're too drunk to drive safely.

The cards, fitted with saliva alcohol test strips were given to customers at a venue. An imbibor could peel off the testing strip, lick it and wait for the result. If it turned yellow, they could drive. If it turned green, they should arrange for an uber.

## LINK:

<http://www.adweek.com/adfreak/uber-hands-out-breathalyzer-cards-you-can-lick-see-if-youre-too-drunk-drive-173081>



# RIDESHARE IN ECTO-1

LYFT + GHOSTBUSTERS

## DESCRIPTION:

As part of a promotion around the July 15th release of Ghostbusters, ride-sharing app Lyft and Sony teamed up for a campaign and free rides in San Francisco, Los Angeles, New York, Boston, and DC.

Five Ecto-1 cars - the model feature in the original film - cruised around each of the cities, picking up a handful of lucky riders who clicked the button. The movie's soundtrack played in the car and the drivers dressed up like ghostbusters.

## LINK:

<http://www.adweek.com/adfreak/uber-hands-out-breathalyzer-cards-you-can-lick-see-if-youre-too-drunk-drive-173081>





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**RETAIL**

# THE TOYCRACKER

TARGET

## DESCRIPTION:

Target aired its holiday spectacular "The Toycracker" during ABC's broadcast of "Frozen" during the holiday season.

The final film is the culmination of the holiday campaign by 72andSunny that the retailer has been building up to since October, when it announced that real-life couple John Legend and Chrissy Teigen would star in a Broadway-style production alongside popular toys like Elmo, Batman, Barbie and the Trolls. The campaign's heroine, a little girl named Marisol, has been featured in Target's broadcast spots throughout the season in various stages of putting on the show.

## LINK:

<http://creativity-online.com/work/target-toycracker/50274>



# RETAIL THERAPY

IKEA

## DESCRIPTION:

Ikea has been making a big effort in Sweden recently to demonstrate how its products are designed for real-life families and households "where life happens."

The retailer renamed some of its products with the words of common Swedish Google searches about relationship problems -- like "husband snores too much" or "he can't say he loves me." So when you type these things into the internet, the appropriate Ikea product comes out of top of the search results -- a couch for the snoring spouse, a blackboard for the reticent boyfriend, a pair of sturdy scissors for the kid who plays too many computer games.

## LINK:

<http://creativity-online.com/work/ikea-retail-therapy/50199>



RETAIL THERAPY



Google Search

I'm Feeling Lucky

# AMAZON GO

AMAZON

## DESCRIPTION:

Amazon announced Amazon Go, the tech company's latest disruption of the retail industry -- a grocery store where consumers can swipe the retailer's app, take what they want to buy from shelves, and walk out without any traditional check-outs, registers or lines.

Now in beta mode with Amazon employees, the 1,800-square-foot store, selling ready-made meals and grocery staples, should open to the public next year. It is located in Seattle, where the 22-year-old brand is headquartered.

## LINK:

<http://creativity-online.com/work/amazon-introducing-amazon-go/50209>



# WINDOW WONDERLAND

GOOGLE

## DESCRIPTION:

Google created a VR experience that gave shoppers around the world an interactive look (and listen) at the dazzling window displays in New York City retail outlets during the holiday season.

They offered a “Window Wonderland” tour, which let viewers check out the sights and sounds of Lord & Taylor’s Enchanted Forest, Santa’s Command Center at Macy’s, and more.

## LINK:

<http://www.adweek.com/news/technology/thanks-google-you-can-now-take-vr-tour-new-yorks-holiday-window-displays-174996>



# EXTREME SHOPPING

NORTH FACE

## DESCRIPTION:

In South Korea, North Face created pop-up shops that gave shoppers free coats...with a catch.

In order to redeem the free coat offer, employees opened a door which revealed a larger 656-foot store through which customers had to zipline.

## LINK:

<http://www.adweek.com/adfreak/north-face-surprises-shoppers-free-jacket-they-have-zipline-it-174275>



# IN-STORE SYRIAN HOME INSTALLATION

IKEA X RED CROSS

## DESCRIPTION:

In Norway, Ikea used their home display section to drive awareness about the dire living conditions in war-torn Syria.

The retailer created replicas of Syrian homes with 25 square meters of cinder blocks and meager furnishings, including price tags on each item in the home to portray families' plights and give shoppers the chance to donate to the Red Cross.

## LINK:

<http://www.adweek.com/adfreak/ikea-built-room-one-its-stores-look-damaged-home-syria-174472>





# NIGHT AT SONOS LISTENING ROOM

SONOS X ROUGH TRADE

## DESCRIPTION:

Sonos gave its music-obsessed fans the retail experience of their dreams.

They partnered with NYC vinyl shop Rough Trade to offer a “Night At The Sonos Listening Room,” in which attendees could reserve a night in the record store on Airbnb. A reservation granted customers access to unlimited vinyl on Sonos sound systems and old music magazines.

## LINK:

<http://www.adweek.com/adfreak/sonos-and-rough-trade-are-giving-music-geeks-airbnb-listing-their-dreams-173595>



# DRONE DELIVERY

AMAZON

## DESCRIPTION:

Amazon Prime Air is bringing packages to customers in 30 minutes or less using its new fleet of drones.

## LINK:

<http://mashable.com/2016/12/14/amazon-first-drone-delivery/#lZnyYcfvoPqI>



# **BANKING/FINANCIAL SERVICES**

# NBA ALL STARS

BANK OF MONTREAL

## DESCRIPTION:

BMO Financial, also known as Bank of Montreal, sparked some digital buzz this week by installing a 10-foot-tall ATM in its flagship location, First Canadian Place in Toronto. A message on the towering device made the meaning clear: "The NBA All-Stars Are Coming."

An official sponsor of this year's NBA All-Star weekend, the bank created the ATM to be the height of an NBA regulation basketball goal.

## LINK:

<http://www.adweek.com/adfreak/bank-set-10-foot-tall-atm-celebrate-arrival-nba-all-stars-169585>



# ATOM BANK LOGOS

ATOM BANK

## DESCRIPTION:

Atom Bank created 1.4 million logos in a bid to tailor the customer experience ahead of the brand's launch in the first quarter as it seeks to be a "customer obsessed" organisation

Besides choosing a personalised logo, customers will also have their own personal colour palette which drives the visual experience when using the app. They can also call the bank what they want to – within reason – such as Jenny's bank or Peter's bank.

## LINK:

<https://www.marketingweek.com/2016/01/06/atom-bank-creates-1-4-million-logos-in-bid-to-prove-customer-obsession/>



Anthony's Bank

# HEY, FUTURE ME!

EMIRATES NBD BANK

## DESCRIPTION:

The Middle East's leading bank increased awareness of their children's savings plans by inviting children to think about their futures and record a message to their future selves.

The campaign increased acquisitions for Emirates NBD's children's savings plans, and by attracting schools as partners, it enabled Emirates NBD to extend its retail distribution network to a new channel (i.e. schools) for its children's plans as well as other products like retirement plans and life insurance.

## LINK:

<https://www.warc.com/Content/ContentViewer.aspx?MasterContentRef=d75f3e34-7f5a-48f9-9d88-cc0ae2d57903&CID=A105442&PUB=WARC-PRIZE-CONNECTION>

The poster features the Emirates NBD logo at the top left. The main title "HEY FUTURE ME..." is written in a large, light blue, hand-drawn font at the top right. The central image is a collage: on the left, a 4x4 grid of 16 small portraits of diverse children; in the middle, a large portrait of a smiling young girl with a play button icon overlaid; on the right, a portrait of a woman with long blonde hair looking thoughtfully at her hand. Below the central images, a row of four smaller portraits shows a boy, a woman, a girl, and an older man. At the bottom left, a laptop icon displays "34%" next to the text "INCREASE IN ONLINE VISITS FOR SAVINGS PLANS". At the bottom right, a clock icon displays "20%" next to the text "INCREASE IN SAVINGS PLANS". A central text block reads: "A NATIONWIDE SCHOOL PROJECT THAT STARTED A CONVERSATION BETWEEN PARENTS AND CHILDREN IN THE UAE ABOUT THE FUTURE". On the far right, a vertical sidebar contains four sections: "Most shared video by a MENA bank in 2014" (with a collage of video thumbnails), "Engaged parents across the UAE" (with two small portraits), "Attracted leading schools as B2B partners" (with a grid of school logos), and a small clock icon at the bottom.

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# TOURISM





# DESOLATION

AIRBNB + AUDI

## DESCRIPTION:

As part of its Emmy Awards sponsorship, the auto brand and Airbnb offered fans the chance to book three-day getaways at the luxury Rondolino Residence in Death Valley, Nevada. The place is so isolated, it has no actual address—just coordinates on a map.

## LINK:

<http://www.adweek.com/adfreak/audi-and-airbnb-offer-crazy-house-death-valley-and-great-ad-go-it-173541>



# VILLAGE PHONE

Graubünden Tourism

## DESCRIPTION:

Graubünden Tourism staged a six-day promotion in Tschlin, inviting folks from far away to call the village-square telephone. Each time a resident failed to pick up, the caller would win a Graubünden vacation or other prizes. During the contest, locals went about their normal routines, but dropped everything to bolt for the square whenever the telephone rang.

## LINK:

<http://www.adweek.com/news/advertising-branding/ad-day-tourism-stunt-gets-people-call-quietest-place-switzerland-172723>





# REACH ACROSS THE AISLE

JETBLUE

## DESCRIPTION:

Playing on the disagreement of the US political scene, JetBlue offered 150 people the chance to win a free round-trip to any of JetBlue's destinations. The catch – every person had to unanimously agree on the location. If not, no one was going on holiday. By doing so they cleverly advertised the airline's many destinations as well as improved brand image.

## LINK:

<https://www.veinteractive.com/blog/15-travel-marketing-campaigns-cant-help-love/>

<https://www.youtube.com/watch?v=EPurzKVTIU4>

# MNSTAGRAM BOOTHS

Minnesota Tourism

## DESCRIPTION:

Explore Minnesota Tourism tricked out a pair of steel shipping containers for an immersive campaign that invites prospective visitors to "sample" a pair of the state's diverse attractions and share their experiences via social media. One of the 8-by-8-by-8-foot containers—they're dubbed MNstagram booths—sports a wilderness motif that evokes the state's Boundary Waters region, complete with wispy cattails, a morning mist generator, lilting loon calls on the soundtrack, and best of all, a wooden canoe for faux-paddling.

## LINK:

<http://www.adweek.com/adfreak/minnesota-box-get-you-visit-state-will-now-visit-you-first-172702>





# DISCOVER YOUR ALOHA

Hawai'i Tourism Authority

## DESCRIPTION:

Rather than just show a two-minute video highlighting the lush greenery, mountain landscape and distinct culture of the islands, the campaign measures viewers' facial reactions through their webcams as they watch, and then offers them a personalized travel package.

## LINK:

<http://adage.com/article/digital/hawaii-tourism-authority-expedia-partner-campaign/306526/>





# DOPPELGANGERS IN MEXICO

MEXICO TOURISM

## DESCRIPTION:

Mexico Tourism used acting doubles to show workaholics the adventures they could be having if they could just take the time.

Confronted by people who look just like them, admitted workaholics Ann and Mike are stunned to see films of their doubles partaking in their favorite activities — horseback riding, scuba diving, scenic photography. They repent of their off-kilter work-life balance and were rewarded with tickets to Mexico.

## LINK:

<http://www.campaignlive.com/article/painstaking-talent-search-results-jaw-dropping-mexico-tourism-film/1389764>



# PLAY MELBOURNE LIVE

TOURISM VICTORIA

## DESCRIPTION:

In a two-month campaign leading up to the Australian Open tennis tournament, Tourism Victoria and Clemenger BBDO are using a Periscope-enabled ball and game-play mechanisms to lure tourists to Melbourne.

The campaign, which aims to provide a live, "go-before-you-go" experience, launched in December and features a series of "games" over two months.

## LINK:

<http://www.campaignlive.com/article/play-melbourne-live-experiments-using-periscope-destination-marketing/1379394>



**FASHION**

# THE SIDEWALK IS YOUR RUNWAY

MICHAEL KORS X REFINERY29

## DESCRIPTION:

The brand's space in "29Rooms," "The Sidewalk is Your Runway," was designed to look like the company's Bleecker Street location, with a runway where visitors were able to pose with handbags from the newest fall collection and share GIFs of the moments with friends on social media. The luxury designer Michael Kors used a double robot camera for its installation at the event to entertain attendees.

## LINK:

<http://theticker.org/sidewalk-becomes-runway-at-michael-kors-29rooms-space>



# “LIFE OF PABLO” POP-UP SHOP

DONDA

## DESCRIPTION:

In a series of moves executed to stir up a retail frenzy, Kanye, along with his DONDA crew, opened up a slew of pop-up locales each carrying this season’s highly coveted ‘TLOP’ merch. With a handful of cities playing host, each received it’s very own distinct design, which starred alongside other collection favorites, such as Levi’s-branded denims, Cali Thornhill DeWitt-scribed shirts and “Famous” hoodies, amongst many others. Showing face in support of the man were a small group of industry insiders, namely Ian Connor, Virgil Abloh and Thornhill DeWitt, each who have collaborated stylistically with Kanye himself.

## LINK:

<http://hypebeast.com/2016/6/kanye-west-the-life-of-pablo-paris-store>



# JADEN SMITH FOR LOUIS VUITTON

LOUIS VUITTON

## DESCRIPTION:

Louis Vuitton, in line with many other fashion houses, took an opportunity to make a gender-progressive statement with its 2016 Women's Spring/Summer lookbook.

The brand featured Jaden Smith in a skirt alongside female models, showcasing the fluidity of gender in fashion and setting a precedent for other brands to follow.

## LINK:

[https://www.nytimes.com/2016/01/07/fashion/jaden-smith-for-louis-vuitton-the-new-man-in-a-skirt.html?\\_r=0](https://www.nytimes.com/2016/01/07/fashion/jaden-smith-for-louis-vuitton-the-new-man-in-a-skirt.html?_r=0)



# YEEZY SEASON 3

KANYE WEST

## DESCRIPTION:

“Kanye West's Yeezy Season 3 presentation at Madison Square Garden — which doubled as an album release party for "The Life of Pablo" — was an event of epic, historical proportions. Not only were tickets made available to the public for fans (it was also live-streamed on Tidal for those unable to attend), but the show also brought the worlds of music and fashion together like few designers had ever done before. Pablo merch was immediately available for sale, which proved that West had the consumer at top of mind; and while the actual collection wasn't exactly groundbreaking — or very good at all, really — it was clear from the get-go that the clothing was just background noise.”

## LINK:

<http://fashionista.com/2016/02/yeezy-season-3-collection>



# SNOWBIRD

KENZO

## DESCRIPTION:

While it may feel like every fashion label is now making really long commercials [that they're calling short films](#), Kenzo just stepped it up a notch. Tuesday night at the Hollywood American Legion in Los Angeles, the brand premiered "Snowbird" (which you can watch above), a dreamy and surprisingly moving film that explores some heady themes and showcases Kenzo's spring/summer 2016 line in its 11-minute running time. Creative directors Humberto Leon and Carol Lim tapped filmmaker Sean Baker (who helmed last year's critically acclaimed "Tangerine") for the project. Shot entirely on an iPhone in the California desert campground Slab City, "Snowbird" stars "Mad Max"'s [Abbey Lee](#) as a girl on a sun-drenched, high-fashion quest to share a homemade cake with her off-the-grid neighbors.

**LINK:** <http://fashionista.com/2016/02/kenzo-snowbird>



# 2016 F/W COLLECTION

OFF-WHITE X LEVI'S

## DESCRIPTION:

“Virgil Abloh has established himself as the modern era’s ultimate multi-hyphenate creative....Abloh’s Levi’s Made & Crafted collaboration...best represents his cultural significance...Through embracing intersectional perspectives and melding them with a modern youthful spirit, OFF-WHITE redefines the notion of “classic American style.” Rooted in the very American ideal of believing in yourself and your dreams enough to execute them, Abloh has in a sense become a new Ralph Lauren—the creative engine that not only could, but did.”

## LINK:

<http://www.highsnobiety.com/2016/10/20/levis-made-crafted-x-off-white/>





# SEE NOW, BUY NOW

RALPH LAUREN, REBECCA MINKOFF,  
TOMMY HILFIGER

## DESCRIPTION:

The rise of see-now, buy-now runways completely shook up the Fashion Week calendar. An increasing number of designers—from Ralph Lauren and Tom Ford to Rebecca Minkoff and Tommy Hilfiger—opted to show current in-season collections that were ready to shop right from the runway, creating a seismic shift in the industry as a whole.

## LINK:

<http://www.harpersbazaar.com/fashion/fashion-week/news/a14169/fashion-week-changes/>



# #BALMAINARMY SPRING 2016

BALMAIN

## DESCRIPTION:

For its Spring 2016 lookbook, Balmain ventured outside of the age confines we usually attribute to fashion models today.

The brand partnered with Naomi Campbell, Cindy Crawford and Claudia Schiffer (who are in their 40s and 50s, respectively), transcending the stereotype of the twenty-something “perfect” model.

## LINK:

<http://www.vogue.com/13384828/balmain-spring-2016-campaign-cindy-crawford-naomi-campbell-claudia-schiffer/>



# #MISADVENTURES

KATE SPADE

## DESCRIPTION:

After casting Anna Kendrick in a series of [spot-on ads](#), Kate Spade New York is launching a new set of online video spots with Zosia Mamet, Lola Kirke, Kat Dennings and Marisa Tomei that the brand has repositioned as a content series with “seasons” and “episodes.”

## LINK:

<http://www.adweek.com/news/technology/kate-spade-wants-people-watch-its-ads-tv-shows-170402>



# OLD HAVANA FASHION SHOW

CHANEL

## DESCRIPTION:

The Chanel cruise show pushed the boundaries of their consumerism and fashion by placing the show in Old Havana, the capital of Cuba, a socialist country.

## LINK:

<http://nymag.com/thecut/2016/05/chanel-resort-show-cuba-c-v-r.html>

