

## 3Q10 Global Product Committee

### 7+ Collection – Reel 1

#### INTEGRATED

1.	WWF (WORLD WILDLIFE FUND) "Earth FM"	(222 sec)	8.0	Sydney
2.	NIKE JAPAN - RETAIL "NIKEiD Generator Harajuku"	(120 sec)	8.0	Tokyo
3.	PTK CENTERTEL – ORANGE "In The Land Of Talking at Orange Prepaid"	(255 sec)	7.5	Warsaw
4.	WWF "Photo Shooting"	(85 sec)	7.2	Moscow
5.	FIAT – FIAT UNO "New Uno"	(190 sec)	7.6	Sao Paulo
6.	NIKE JAPAN – NIKE+ "Magic Number"	(180 sec)	7.2	Tokyo

#### FILM

1.	McDONALD'S "Weather"	(60 sec)	8.0	London
2.	PTK CENTERTEL – ORANGE "Minutes For Minutes"/"Tree"/"Pegasus"/"Island"	(4 x 30 sec)	7.2	Warsaw
3.	PTC ERA – ERA TAK TAK "Blob"	(30 sec)	7.0	Warsaw – G7
4.	SUNRISE "SMS Dialogues – Good Night"	(57 sec)	8.0	Zurich
5.	KELLOGG COMPANY – CHEEZ-IT "Mock"	(30 sec)	7.0	Chicago
6.	KELLOGG COMPANY – CHEEZ-IT "Dweeb"	(34 sec)	7.1	Chicago
7.	FIAT – FIAT UNO "Magic City"	(60 sec)	7.2	Sao Paulo
8.	SCOPE "See The Person" (Music Video)	(179 sec)	7.4	Melbourne
9.	McDONALD'S – WORLD CUP 2010 "Football Bores"	(60 sec)	7.5	London
10.	McDONALD'S – WORLD CUP 2010 "Tacticians & Statisticians"	(40 sec)	7.3	London
11.	McDONALD'S – HAPPY MEAL "Spaceman Stu"	(30 sec)	7.0	Chicago
12.	ALLSTATE INSURANCE – AUTO "Teen Driver"/"Lawyer"/"Hot Jogger"/"Deer"	(4 x 30 sec)	8.0	Chicago
13.	ALLSTATE INSURANCE – MOTORCYCLE INSURANCE "Ghost Bike"	(30 sec)	7.2	Chicago
14.	SYMANTEC – NORTON INTERNET SECURITY "Heist" (Webisode)	(63 sec)	7.5	Chicago
15.	MELODY "Melody Drama Launch" (NOT ON 7+ REEL)	(x8)	7.0	Cairo

#### RADIO

1.	ISTANBUL TOY MUSEUM "G.I. Joe"	(63 sec)	7.3	Istanbul
2.	DIAGEO - BUNDABERG RUM "Groceries"	(45 sec)	7.1	Sydney
3.	WWF (WORLD WILDLIFE FUND) "Earth FM"	(218 sec)	8.0	Sydney
4.	SYMANTEC – NORTON INTERNET SECURITY "Copy Cat"	(60 sec)	8.0	Chicago
5.	SPORTSBET AUSTRALIA "Greyhounds"	(30 sec)	7.3	Melbourne
6.	SPORTSBET AUSTRALIA "Tennis"	(30 sec)	7.3	Melbourne
7.	SPORTSBET AUSTRALIA "World Cup Soccer"	(30 sec)	7.3	Melbourne
8.	PROCTER & GAMBLE – BOUNTY "Mom"	(40 sec)	8.0	Chicago – Lapid
9.	ALLSTATE INSURANCE– AUTO "Mayhem: Love Bug"	(38 sec)	7.0	Chicago
10.	SYMANTEC – NORTON INTERNET SECURITY "Missing"	(60 sec)	7.0	Chicago

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### 7+ Collection – Reel 2

#### AMBIENT

1. PORTFOLIO NIGHT - PORTFOLIO NIGHT 8 "Portfolio Night 8" (182 sec) 7.6 Madrid
2. GENERAL MOTORS - GMC - SIERRA DENALI "Dude Perfect" (176 sec) 8.2 Detroit
3. PROCTER & GAMBLE – KOLESTON "Photo Booth" (131 sec) 8.6 Sao Paulo  
On International Women's Week, in front of a central document agency in the city of São Paulo, the Koleston 'Spot for Beauty' was built. A mix of a beauty parlor and a photography studio. There, women went through a session of beauty, including hair and makeup, and then they were photographed by a professional. Immediately the picture was printed so that they could get a new ID. It was also sent by e-mail for use on internet.
4. NORWEGIAN AIRLINES "6 Stores In 6 Days" (180 sec) 8.0 Oslo
5. NORWEGIAN AIRLINES "Sandboxes" 7.0 Oslo  
During January and February everything from roads, parks and pavements are very icy and slippery in Norway. This phenomenon is so comprehensive that it's not possible to sprinkle sand everywhere. To remind people that Norwegian Airlines has cheap tickets to southern destinations, and at the same time do something helpful for people when it's so cold, we brought sand from different Norwegian destinations that we advertised for {for instance Tenerife and Mallorca} and placed it in boxes. On the boxes, this message was displayed: 'Sand from Tenerife for icy roads is brought to you by Norwegian Airlines.'
6. SAMSUNG - MOBILE PHONES "Your Corby Speaks For You" (111 sec) 7.0 Moscow
7. IKEA "The Love Where You Live Project" (180 sec) 7.2 China/Hong Kong
8. PROCTER & GAMBLE – BOUNCE "Garment Garden" (79 sec) 7.6 Melbourne
9. ROSSI RESIDENCIAL "Augmented Reality" (60 sec) 7.0 Sao Paulo  
Our challenge was to launch a new building by Rossi - a large construction company in Brazil - adding the value of technology to it. Raising a building can take 3 years. That's a lot for someone who has spent their lifetime savings. That's why we created an Augmented Reality gadget/iPhone application that delivers a real time view of the customer's new property before it is ready. We had mentions all over the Internet, a broadcast report - spontaneously made by an important TV network, the world tallest Augmented Reality ever - 70 meters. 100% of the 180 units sold in one weekend. This was also mentioned on Guinness Book as the largest Augmented Reality ever. Besides the phone application, the building could be seen through a 'window to the future' – a 17" laptop adapted with a webcam and special software to view augmented reality in high resolution.
10. RIM – BLACKBERRY "BBM – Art of Conversation Installation" (70 sec) 7.5 Chicago
11. AGENCY – INTERNAL WORK "LeBron, We Dare You" (x14) 7.2 Chicago  
During June's ramp up to the NBA's free agency period, every major city was pleading with LeBron James, the biggest free agent in modern sports history, to join their team and help them win championships. We developed a campaign that appealed to LeBron's desire to win, his respect for history and his competitive nature. We ran the campaign over the course of the 4 days preceding the start of free agency.

1. ISTANBUL TOY MUSEUM “Dollhouse” / “Soldier” / “Fire Fighters” 7.4 Istanbul  
Pay a visit back to your past.
2. NORWEGIAN AIRLINES “Last One To Leave Hits The Lights” (Bus Shelter) 7.1 Oslo  
Outdoor solution where the light inside the adshell is connected to a normal light switch. So when you hit the switch, the adshell goes dark. After a little while, the light turns on again due to a time setting in the switch.
3. ORGANIC TOWN “Orchard Fruit Peekaboo”/“Grandma’s Turkey Dinner”/“Pumpkin Pie” 7.3 China/Hong Kong
4. PROCTER & GAMBLE – DREFT “Fashion” (x3) 7.4 Sao Paulo  
Fashion always returns. Take care of your clothes.
5. LEGO "Spaceship" 7.4 Moscow  
It's what you make of it.
6. NORWEGIAN AIRLINES "Vikings" 7.0 Oslo
7. FIAT - LINEA "SMS" (x4) 7.5 Sao Paulo  
Don't read text messages while driving. Fiat Linea with SMS voice reader.
8. FIAT - LINEA "GPS Map" 7.2 Sao Paulo  
Focus on the road, not on the GPS. Fiat Linea with voice activated built-in GPS.
9. McDONALD'S "Blackhawks Victory" 7.3 Chicago  
The Chicago Blackhawks recently won the world hockey championship for the first time in 49 years. To a sports-obsessed city, this was a very big deal. The team gave everything they had to bring home the Stanley Cup. One of them even gave seven teeth in a single game. To celebrate the victory, and have some fun with that memorable moment, we chose a simple image: The iconic McDonald's smile...with a tooth missing. This symbol was displayed on outdoor boards and in train stations all around Chicago.
10. PROCTER & GAMBLE – TIDE “Butcher”/“Waitress”/“Jockey”/“Skater” 7.3 Sydney  
Revive your whites.
11. PROCTER & GAMBLE – BOUNCE “Dress” 7.6 Madrid  
Switch off your dress. New anti-static sheets.
12. PROCTER & GAMBLE – BOUNCE “Pants” 7.0 Madrid  
Switch off your pants. New anti-static sheets.
13. PROCTER & GAMBLE – BOUNCE “Shirt” 7.0 Madrid  
Switch off your shirt. New anti-static sheets.
14. PROCTER & GAMBLE – ARIEL “Guacamole” 7.0 Guatemala City  
Get rid of those stains that you thought would always be there.
15. DIRECTV “Baggio”/“Maradonna”/“Zidane” 7.0 Bogotá  
It will seem like centuries ago. Experience the first World Cup in HD.
16. JAMES READY – JAMES READY BEER “Cap Calendar” (x3) 7.0 Toronto  
James Ready Beer is always looking for cost efficient ways to help our drinkers. This year we helped by giving them a free calendar in our beer cases. Not only was it 5 feet tall, it also had 4 more days than any other calendar in history {more days for drinking}. Drinkers were encouraged to hang it up and start sticking their beer caps onto the corresponding day. Each of the 369 days had a unique cap that offered a James Ready thought for that day.
17. FIAT – FIAT UNO “Camouflage” 7.2 Sao Paulo
18. FIAT – FIAT UNO “Butterflies” 7.0 Sao Paulo
19. FIAT – FIAT UNO “Bullet” 7.0 Sao Paulo
20. FIAT – FIAT UNO “Bug” 7.3 Sao Paulo
21. BGD (FOUNDATION FOR THE STRAY ANIMAL RIGHTS) “Pasha”/“Lady”/“Count” 7.0 Istanbul  
Pasha needs your help.  
Lady needs your help.  
Count needs your help.

22. NINTENDO – Dsi “Wario Ware DIY” (x3) 7.0 Chicago
- At a conference where everything is fighting for your attention with the newest technology and the latest trends, a piece of paper can really stand out as something different. We were asked to make a flyer for the new Wario Ware: Do-It-Yourself for Nintendo DS - a game that lets you create and play your own games. The flyer was going to be given to all the attendees at the Game Developers Conference in San Francisco. With the insight that all hardcore gamers love gaming merchandise – they literally pay hundreds of dollars for gaming figures - we created a flyer that our audience could easily turn into just that. All it took was some true Do-It-Yourself spirit from the game, and our audience had turned our flyers into their own Wario. The flyer was pre-cut, so it was all very easy. You just had to pop out the parts and assemble it. The character instantly found its way into the gaming blogosphere and became the main picture on the GDC coverage in several of the biggest gaming magazines in the world. These magazines include Kotaku, G4, Joystiq and Gamer, which all have hundreds of thousands of readers everyday.

#### **DESIGN**

1. KELLOGG’S - RICE KRISPIES TREATS SQUARES "Love-To-Go" 7.0 Chicago
- Sending your kids off with a Rice Krispies Treat has always been a simple way to show them how much you love them, even when you're not there. So we took that idea one step further - creating a new writable wrapper that lets Mom literally send her love with every treat.
2. SYMANTEC – NORTON INTERNET SECURITY “This Book Is A Weapon” 7.5 Chicago
- A trusted leader in security software, Norton's new brand purpose is to protect people's rights online. Today's hackers are far more dangerous than they were before. They're real criminals who don't just ruin computers. They ruin lives. To introduce the new brand purpose, we changed the job description of every Norton employee: They no longer work for a security software company. They fight cybercrime. And cybercrime fighters don't need a t-shirt. Or a mug. They need a weapon. This book is their weapon. Using typography and imagery, we illustrated the magnitude of the cybercrime problem and armed them with the tools they need to fight cybercrime.
3. PTK CENTERTEL - ORANGE “In the Land of Talking” 7.3 Warsaw