

seen



ISSUE 09

Nike: Instaposters



Nike's #Instaposter campaign took Moscow by storm with action shots of active women from Instagram. Nike took a different direction to celebrate these Instagram posts for women in Moscow as part of its #BetterForIt campaign. They printed giant "street art" posters of those Instagram moments and used them to decorate the city. Over 27,000 photos were shared on Instagram with the hashtag #BetterForIt.



CLICK HERE TO
WATCH VIDEO

<https://vimeo.com/135959182>

Holiday Autos: #SmellsofSummer



Holiday Autos put the range of #smellsofsummer into a tweet-powered vending machine for passers-by to tweet for a free smell. The idea was to capture the smell of summer while hoping to inspire them to book their next holiday. They decided to brighten up the morning commute in Slough by putting a Twitter activated vending machine filled with some of Britain's favourite summer scents.

<https://www.youtube.com/watch?v=88glAVWYU5Y>

CLICK HERE TO
WATCH VIDEO

Air New Zealand: Ski/Rugby Stunt



<https://youtu.be/YvB4rqPOlbc>

**CLICK HERE TO
WATCH VIDEO**

Air New Zealand created their own ski/rugby challenge with some pretty impressive results!

The Big British Airways Take Off

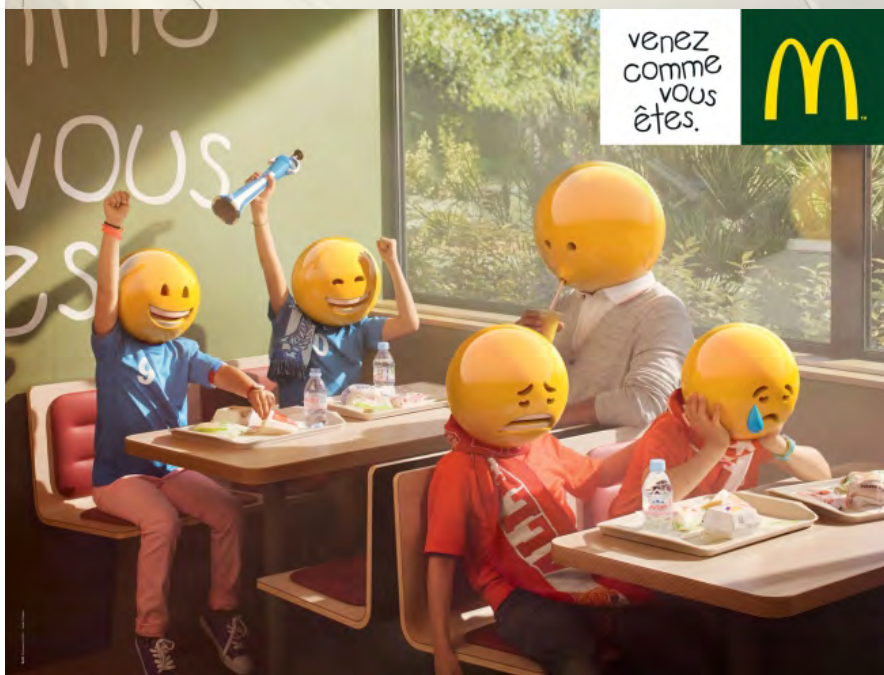


To celebrate the start of 'The Big British Airways Take Off', which features great value fares on flights and holidays, the airline has created the world's biggest piece of coin art at Heathrow Airport. 600,000 coins were delivered from a London bank vault and a team of seven created the 10 x 8 meter image of The Statue of Liberty, which took six hours to complete. New York is British Airways' flagship destination.

https://www.youtube.com/watch?v=uA-_HGiv6eM

**CLICK HERE TO
WATCH VIDEO**

McDonald's: Emoji Ad



<https://youtu.be/TY0pu35DENw>

**CLICK HERE TO
WATCH VIDEO**

McDonald's in France has created an ad that plays on its regional 'come as you are' strap line by replacing character's heads with emojis. The ad shows a city full of people going about their daily lives - driving around with friends, getting a shave at the barber, breakdancing in the streets. But instead of human heads, they all have giant, 3-D, emoji faces.

KFC: Don't Panic Man Campaign

KFC
presents
**DON'T PANIC!
MAN!**


**The first promotion
that gives you free meals**


**whenever social media
sites are down**




**CLICK HERE TO
WATCH VIDEO**

<https://youtu.be/q0HQfMtrtjs>

Here's a fun twist on everything that's crazy with the world. KFC in Romania has launched a new promotion called "Don't Panic Man" which rewards people for coming in store when social media platforms are down. It plays off the ridiculous twist that people freak out when Facebook is down, stuck with nothing to do when they can't check their news feeds or post a photo. So KFC now own that moment, and invite everyone in for a free meal every time a global social platform goes down.

Starbucks: Smartphone Touchcase

Stay in Touch

スターバックス タッチは、より身近に
スターバックス カードをお使いいただくための
新しいかたちです。



Pay by Touch

お店でのお支払いは、スターバックス タッチをレジで
かざすだけ。あなたのカフェ体験がよりスマートに。



New Touch

ロゴスリーブをつけたペーパーカップのデザインで、
コーヒーがいつも身近に。



Starbucks has launched a branded smartphone touch case that will automatically order and pay for the user's favourite hot drink. The Starbucks Touch phone case can currently be used in two Starbucks branches in Japan. It works like a prepaid Starbucks loyalty card, letting customers make cashless coffee purchases. It also enables users to save their preferred store and favourite beverage via a companion app. Upon arrival, customers simply launch the app and place their order, settling up by touching their phone case on the contactless payment device.

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

CLICK HERE TO
WATCH VIDEO

Booking.com: GIF's



Summer may be coming to an end, but here's a fun way to keep reliving the good times - high-quality GIFs of your photos from the season, courtesy of Booking.com. They are inviting consumers to submit pics of their summer adventures, then turning their favourites into animated GIFs. For eight days Booking.com will release a new batch of winners. Overall, the contest is an extension of the company's "Wing Everything" push, celebrating spontaneous vacation.

Would-be participants can compete by hash-tagging a pic #WingItYeah on Twitter or Instagram, or submitting via the Booking.com Facebook page.

<http://goo.gl/1bcOU9>

**CLICK HERE TO
WATCH VIDEO**

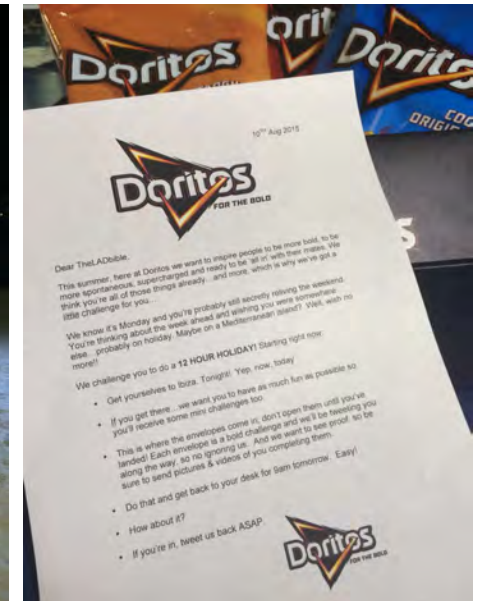
Doritos: 12 Hour Holiday



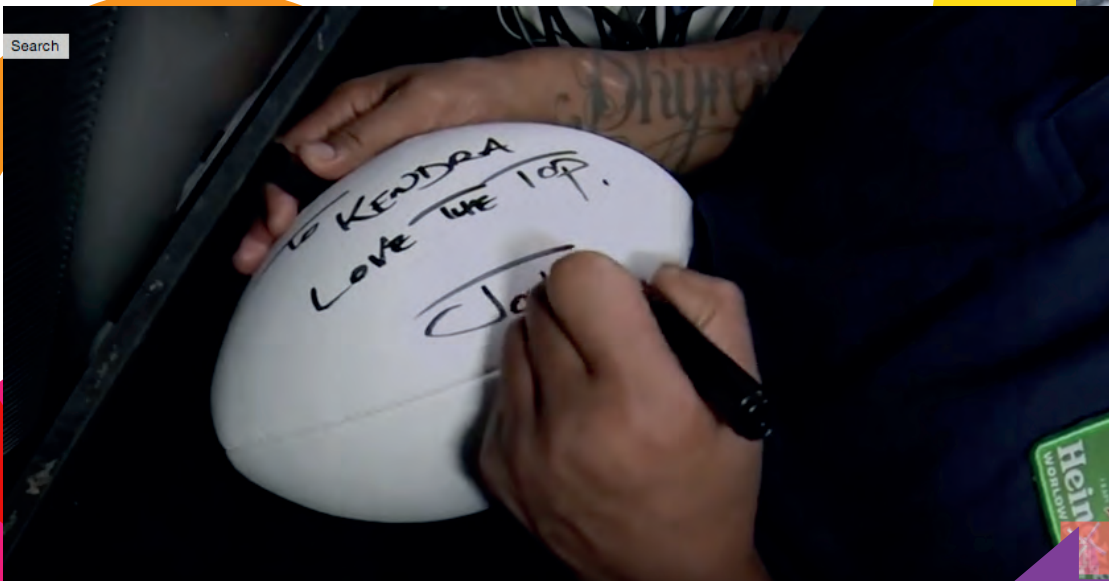
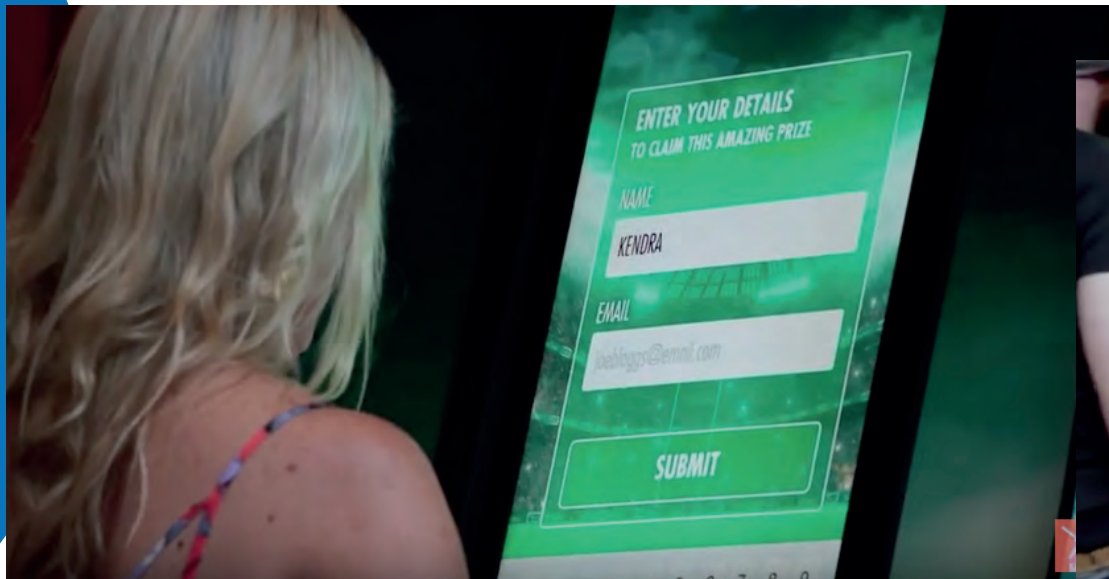
Doritos #12HourHoliday
The LADbible



Doritos wrote to The Lad Bible and challenged them to attempt the ultimate 12 hour holiday to Ibiza. Not only did the two lucky lads chosen to complete the task have to leave the office at 4pm and return back to their desks for 9am the next morning (completely ready to work), they also had a series of ridiculous challenges to complete whilst they were on the world's best party island. During the challenge, they used Twitter, Snapchat and Periscope to keep Lad Bible followers up to date with what was going on. A nice way for Doritos to gain the attention of the Lad Bible audience.



Jonah Lomu Heineken Machine



https://www.youtube.com/watch?v=_NVN-Cu8ReA

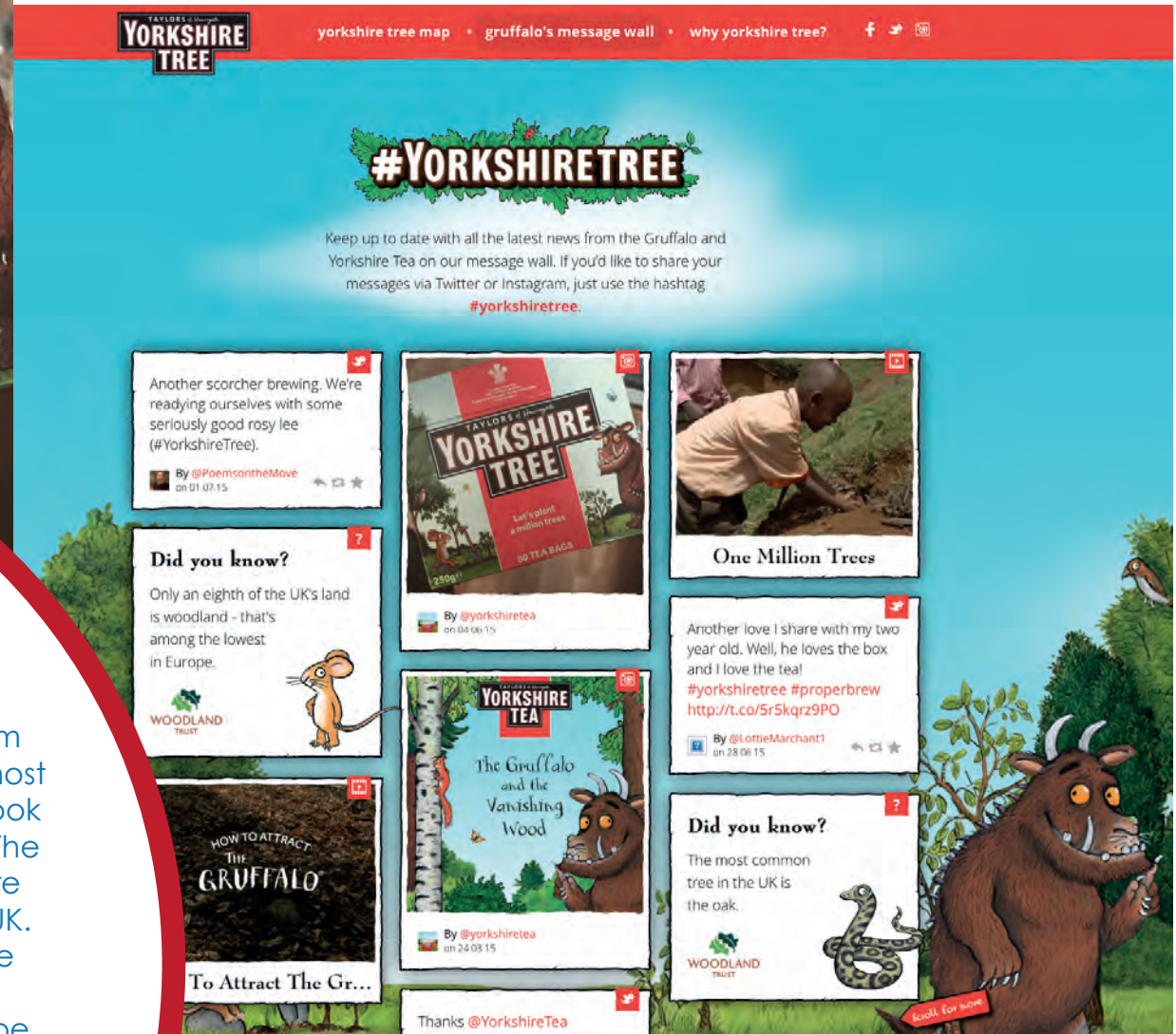
**CLICK HERE TO
WATCH VIDEO**

Former All Blacks rugby legend Jonah Lomu has surprised a number of unsuspecting members of the public in a Dublin pub with an intricate quiz machine prank. Lomu was in Ireland to help launch Heineken's "It's Your Call" Rugby World Cup 2015 campaign and gave his all to baffle a number of beer-drinking patrons. Guests at the pub were encouraged to put coins into a quiz machine, oblivious he was squeezed inside the booth. As punters answered on-screen questions, Lomu then quickly signed a rugby ball, complete with the person's name and a compliment such as "love the top" or "like the beard", before pushing it out of the vending slot.

Yorkshire Tree



Yorkshire Tea is looking to position itself as a “tree friendly” brand that makes “a proper difference” with a campaign that will see it plant one million trees in the UK and Kenya. It has forged a partnership with children’s book The Gruffalo to launch the campaign. The characters from the story will feature on a themed microsite which will host a raft of content including a downloadable activity book about tree planting and an exclusive Gruffalo game. The site also includes an interactive map that shows where trees from the initiative are being planted across the UK. They have committed £500,000 in year one of the five year initiative, which will also see them work with conservation charity The Woodland Trust. Activity will be further supported on over two million Yorkshire Tea packs featuring a limited edition design. It forms part of Yorkshire Tea’s mission to become carbon neutral by 2020.



Burger King's McWhopper Proposal

The McWHOPPER PROPOSAL

AN OPEN LETTER FROM BURGER KING TO MCDONALD'S

PEACE ONE DAY
PEACE
ONE DAY
ONE BURGER
09.21.15

LET'S END THE BEEF.

MCD'S, WELCOME TO OUR McWHOPPER PROPOSAL

PLEASE, SCROLL DOWN

<https://www.youtube.com/watch?v=e01a4-ClcTs&fe>

**CLICK HERE TO
WATCH VIDEO**

In case you missed it, Burger King launched a genius campaign to form a one-time-only coalition with its nemesis, McDonald's. Why? To celebrate, and raise awareness of, World Peace Day on September 21st. A website was launched, full page press ads ran in the New York Times, and a 90-second video was uploaded to Youtube, talking about how both BK and McD's have the "size, scope and resources to help make the world a better place." It's a win/win situation for Burger King. Straight away they look good for instigating the cease-fire in the name of the greater good. Even if it is a marketing stunt, it still raises awareness for Peace Day. But also McDonald's' response in no way affects the impact of the campaign. If they went for it – great. It'll be a cool campaign and a bit of fun for the brands, all for a good cause. And if they don't fancy it, BK still have the positive press and McDonald's instantly look like the bad guys – which is exactly what's happened as they chose not to go for it.

Tourism Australia: The Giga Pixel Selfie



Tourism Australia has launched a pretty cool campaign that takes Giga-Pixel Selfies for Tourists who stand on specially marked areas at famous destinations across Australia. Once you've gone to the website, you can trigger the ultra high resolution photos made of hundreds of photos that are automatically composed as single image and sent straight to you.

CLICK HERE TO
WATCH VIDEO

https://youtu.be/_4LQnKdIBA0



The Coke-moji Happiness Experiment

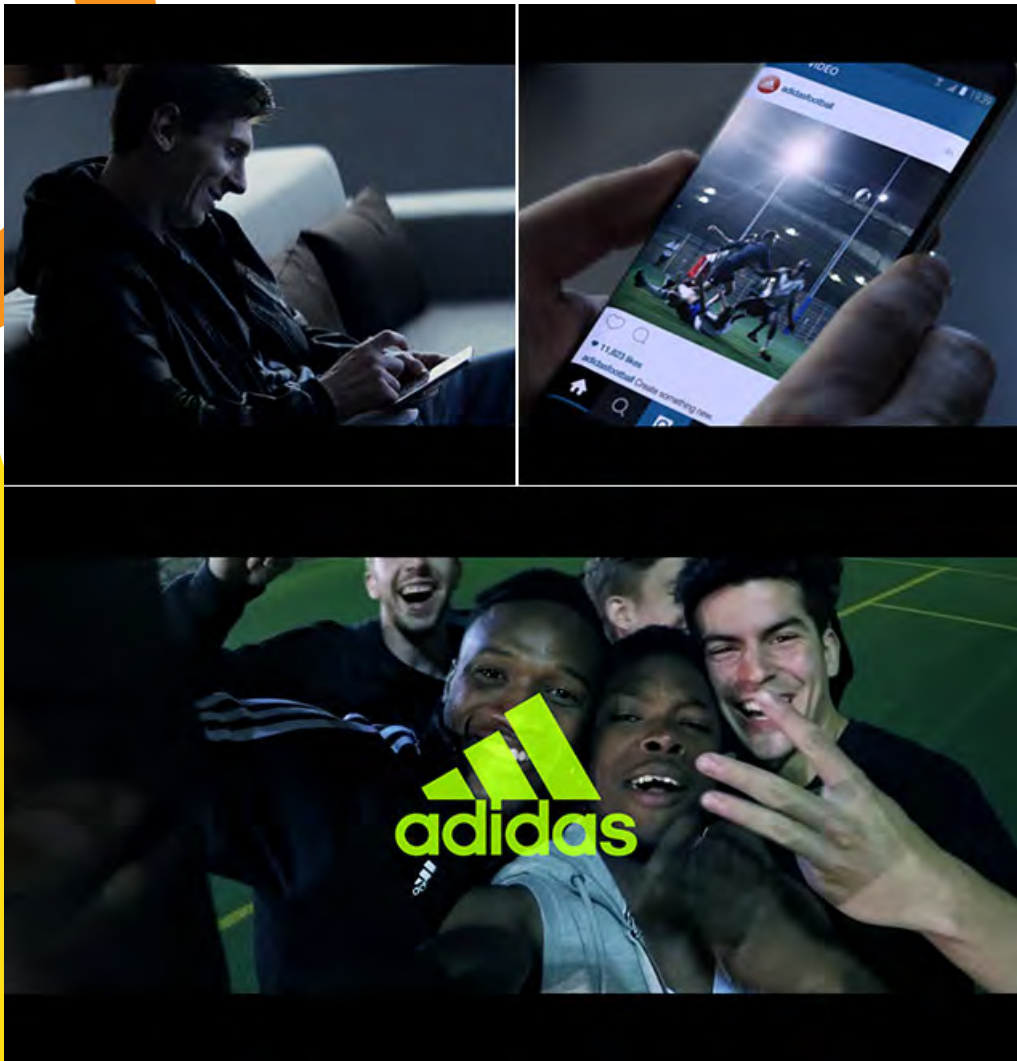


Few tech trends have exploded as fast in recent years as facial recognition and emojis, and now Coca-Cola is bringing them together for an interactive billboard. A digital ad housed in a Stockholm subway station lets passers-by determine what emotions appear on the vertical, rectangular screen. In a nutshell, Coke's emojis mimic the consumers' facial expressions. The fun campaign uses a "Choose Happiness" tagline.

**CLICK HERE TO
WATCH VIDEO**

<https://youtu.be/H2gvKrfZTAU>

Adidas: Create Your Own Game



adidas
@adidas



Follow

Unfollow Messi?
20.08.15



RETWEETS
262

FAVORITES
264



8:59 AM - 19 Aug 2015

https://www.youtube.com/watch?v=uA-_HGiv6eM

CLICK HERE TO
WATCH VIDEO

No one ever created anything new by trying to be someone else. Leo Messi, the greatest player in the history of football, challenges you to make your own path and unfollow him in pursuit of creating your own game. Adidas began the campaign with a teaser Tweet saying 'unfollow Messi' to get people guessing before releasing the full video.

Planica 2015 Virtual Ski Flying



https://youtu.be/jebGP1H_5Yg

**CLICK HERE TO
WATCH VIDEO**

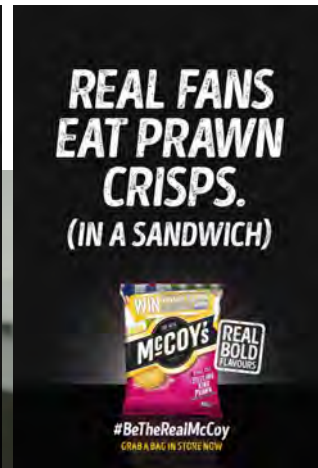
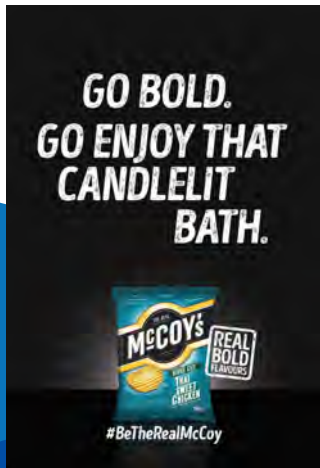
For the first time in history ski-jumping fans were able to fly on a FIS World Ski Jump with the help of Oculus Rift technology. An immersive branded experience was made possible by recreating Planica's flying hill environment in virtual reality with a detailed physical simulation and surround audio support, generating lots of positive acceptance and prime time PR coverage.

Hubbub: Neat Streets Installations



As part of the Neat Streets campaign by environmental group Hubbub, they have created a series of installations which aim to stop people littering cigarette butts and chewing gum. The installations aim to use fun theory to stop people littering. They include a picture that can be created using used chewing gum and a "voting booth" that accepts cigarette ends.

McCoy's Go Bold



Crisps brand McCoy's has done a u-turn in its portrayal of manliness and is now urging blokes to be their 'Real McCoy' as part of the 'Go Bold' campaign. Acknowledging that the notion of what makes a real man has changed, the brand has designed humorous outdoor creative urging guys to 'Go bold. Go order that pina colada' and 'Go bold. Go double denim'. Culminating with an online ad, McCoy's challenges notions of masculinity by showing a plumber indulging in a spot of car-aoke and continuing it when he arrives at a petrol station.

<https://youtu.be/6Ewis8Ywv-8>

CLICK HERE TO
WATCH VIDEO

Wilkinson Sword: Barber Chair Tales

— THE —
CROSSED
SWORDS
STYLE
SOCIETY
— EST. BY —
WILKINSON
SWORD

— THE —
CROSSED
SWORDS
STYLE
SOCIETY
— EST. BY —
WILKINSON
SWORD



You may not know this, but Wilkinson Sword used to make swords, guns and motorbikes. In fact, since 1772, some of the country's bravest men were kitted out in Wilkinson Sword goods before heading out on their adventures. Now, it's your turn. They've got £3,000 ready to fund your adventure - all you have to do is tell them how you'd spend it. You'll also get a cut and shave by Crossed Swords founding member Dan Gregory when you get back.

#BarberChairTales

Lydia Houghton



Feasting like the locals is the thing that I adore, I'd love to treat my taste buds on a culinary tour. I'd try some Belgian chocolate, nosh a pizza in fair Rome, Have a coq au vin in Paris, Swedish meatballs in Stockholm. I'd sample German sausage, Scoff a little Danish Blue, Eat a schnitzel in Vienna, And a Scottish haggis...
7 Sep

Tom Ketchin



Visiting all the Bond locations I can, in an Aston Martin, including Glencoe for Skyfall.
7 Sep

Dawn Jenner



My ultimate adventure would be white water rafting down the Ayung River in Bali with my fiancé. After gliding along the rapids in what I imagine to be the most exhilarating adventure and rush of adrenalin I like to take an elephant trek to explore the vast natural beauty. A truly amazing adventure that I'd love to recall...
7 Sep

Ian Platt



I'd love to take my family all to Costa Rica for an amazing adventure: White water rafting, surfing, kayaking, trekking and perhaps I might find some time for my passion of Mountain biking. All washed down with a few days at the beach!
7 Sep

Gregory Martinez



I want to climb over the Sydney Harbour bridge.
7 Sep

Nick Webb



An epic adventure for the family and me, would be to go to lapland and Disney world you see! Their eyes would shine brighter than the Northern lights, taking in all the incredible sites. Happy memories for my children to share together and hoping they last forever and ever. Three grand is just a dream come true, there...
7 Sep

prithesh vekeria



Angela Whelan



I travelled the world looking through one of these as a child. My favourite was Canada, featuring Niagara Falls, and the Mounties. I would love to explore it for real.
7 Sep

Theresa Thomas



I would like to go on a northern europe cruise with my family, to see the northern lights and stay in the ice hotel in Sweden
7 Sep

Fear The Walking Dead Activity



BT TV
@BTTV



Follow

WARNING: Infected spotted around London.
Stay vigilant and visit @E_N_D_UK at
@LondonWaterloo. #SomethingsComing



BETWEEN

Over recent weeks there have been various mysterious events in London, ranging from peculiar footprints on the banks of the River Thames to strange sighting on Parliament Hill. All the events were linked on social by the hashtag #somethingscoming and the online chatter was eventually explained as part of a dramatic launch stunt for the UK premiere of Fear the Walking Dead on the new AMC channel, launching exclusively to BT customers. The conclusion of the stunt featured screening checkpoints being set up across London to ensure that no infected persons exit the capital and that 'the infected' are contained. Commuters and tourists at Waterloo Station, Leicester Square, Trafalgar Square and Buckingham Palace were greeted by the E.N.D (Epidemic Neutralisation Department) and scanned for infections.



CLICK HERE TO
WATCH VIDEO

https://twitter.com/bt_uk/status/636923129219059712

Power League: Big G Promotion

Let Gordon reward your loyalty...
[Click here to view this email online](#)



WIN, LOSE OR DRAW

YOU'VE ALWAYS GOT POINTS IN THE BAG WITH GORDON

JOIN A LEAGUE, GET 1000 POINTS - THIS WEEK ONLY!

Meet Gordon.

Gordon is the brand new reward card from Lucozade Powerleague. Swipe him at reception every time you play and the points will soon add up. Then you can redeem some truly awesome rewards for you and your team.

And THIS WEEK ONLY Gordon's feeling generous... Get 1000 Gordon points straight away when your team signs up to one of our competitive, professionally-run leagues.

Join a league now!

And it gets better - play for 10 consecutive weeks and you'll automatically be entered into a prize draw to win 50" HD tellys plus playing kit for the whole team!

You've always got points in the bag with Gordon.

GET TO KNOW GORDON NOW - CLICK TO FIND OUT MORE >>>

WHO IS GORDON?	GET HIM ON SIDE	LET HIM REWARD YOU
-----------------------	------------------------	---------------------------




In short, he's a legend.

Gordon gets you points.
Gordon gets you prizes.
New kit. Free drinks. 50 inch TVs.
That kind of stuff.

And if you play with Gordon for 10 consecutive weeks your team will automatically be entered into an amazing prize draw where EVERY player in your squad could win a 50" inch TV plus a brand new team kit. Cheers Gordon!

So make sure you swipe in with Gordon before each game.

And the fun doesn't end there. Tell all your mates about your new BFF Gordon - or **#bigG** - and you could become a social media star. See your name in lights on the Powerleague pages and join in with Gordon's mystery adventures to be in with the chance of winning even more prizes.



[SELECT CENTRE](#) / [LATEST](#) / [BUBBLE](#) / [TOURNAMENTS](#) / [REFEREES](#) / [CORPORATE EVENTS](#) / [POWER FOR LIFE GYMS](#)

[BOOK A PITCH](#) / [LEAGUES](#) / [PLAYERMATCH](#) / [KIDS PARTIES](#) / [FUNCTIONS](#) [ENQUIRE NOW](#)

YOU'LL ALWAYS SCORE WITH GORDON ON YOUR TEAM.

Introducing GORDON, the new reward card from Lucozade Powerleague.

Think of him as the 6th member of your squad. The guy who never lets you down for 5s. The one who always hits the back of the net.

And Gordon can get you stuff. Good stuff.

From a captain's armband to headphones to a beer and pizza night for your team or even a 50" TV for every player - the rewards are better than ever!

So swipe in. Kick off. Save up. And get some great rewards with your new best friend - Gordon.

Next time you're at Powerleague for a league game ask at reception for Gordon. We'll get your #BigG card registered and get you kicked off with your first points.

Whatever the result, you can always count on Gordon.

#BigG



What do you mean you don't play in our leagues?

Remedy this right now by signing your team up to the UK's best 5-a-side and 7-a-side leagues.

[JOIN A LEAGUE NOW](#)

A new loyalty card from Power League is called Gordon. Think of him as the 6th member of your squad. The guy who never lets you down for 5-a-side. The one who always hits the back of the net. And Gordon can get you stuff. Good stuff. From a captain's armband to headphones, from a beer and pizza night for your team, to a 50" TV for every player. Swipe in. Kick off. Save up. And get some great rewards with your new best friend - Gordon. All you have to do is ask at reception for Gordon. They'll get your #BigG card registered and get you kicked off with your first points. Whatever the result, you can always count on Gordon #BigG

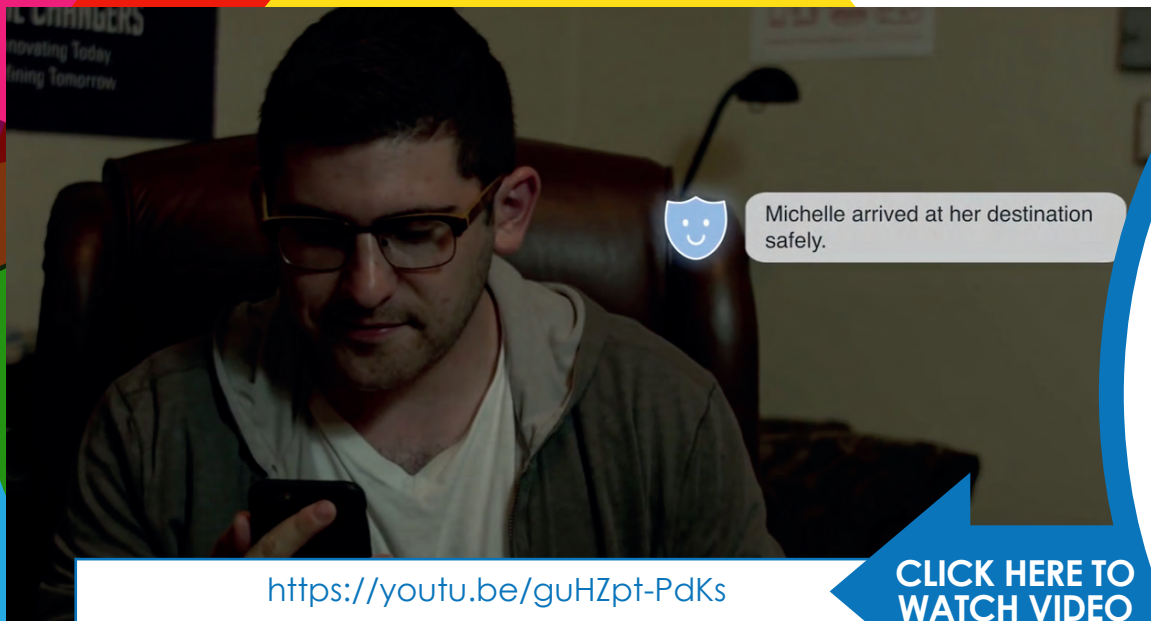
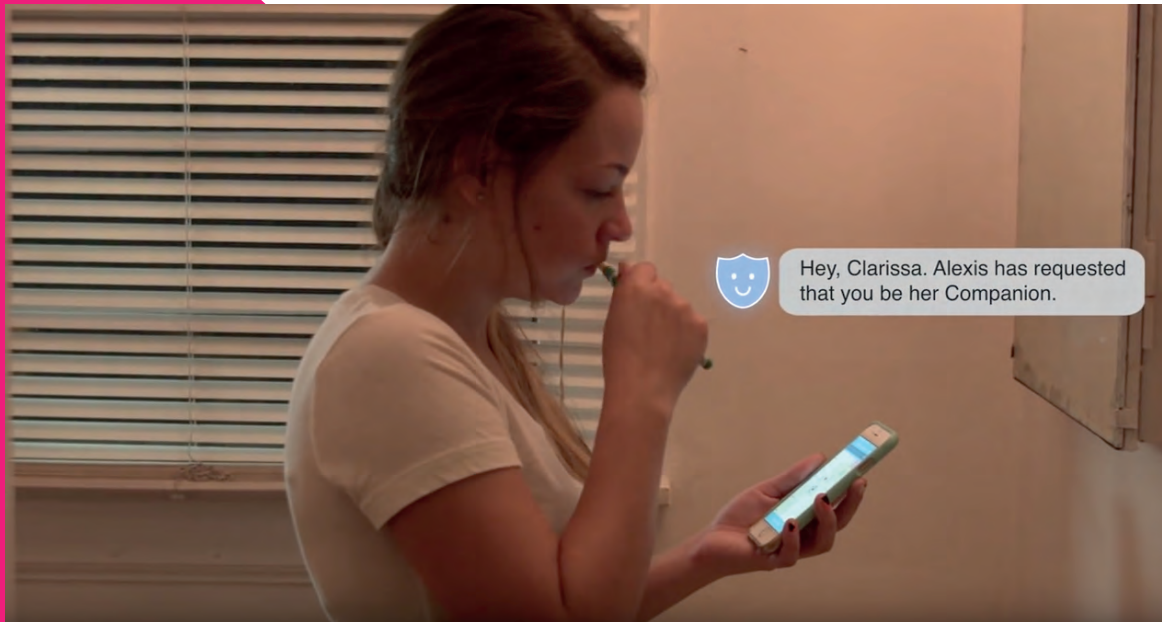
Cadbury's Joycycle



Cadbury enlisted a team of six cyclists to spread the joy of free chocolate across London on 25th August. The team, who rode around on a giant tandem bicycle coined the #Joycycle, visited queues across the capital in a bid to #FreeTheJoy, by providing those waiting in line with free sweet treats. The cyclists were unmissable in their purple shorts, braces, ties and helmets, and they could be heard from afar – five of the six individuals were equipped with instruments. Those who were stuck waiting in line were encouraged to tweet @CadburyUK informing them of their dilemma, and the team noted that they might pop by.



Companion: Never Walk Home Alone



<https://youtu.be/guHZpt-PdKs>

**CLICK HERE TO
WATCH VIDEO**

Tens of thousands of people around the world are now using a free personal-safety mobile app that allows friends to virtually walk you home at night.

The Companion app enables users to request a friend or family member to keep them company virtually and track their journey home via GPS on an online map. Although they can do so, the friend or family member does not need to have installed the

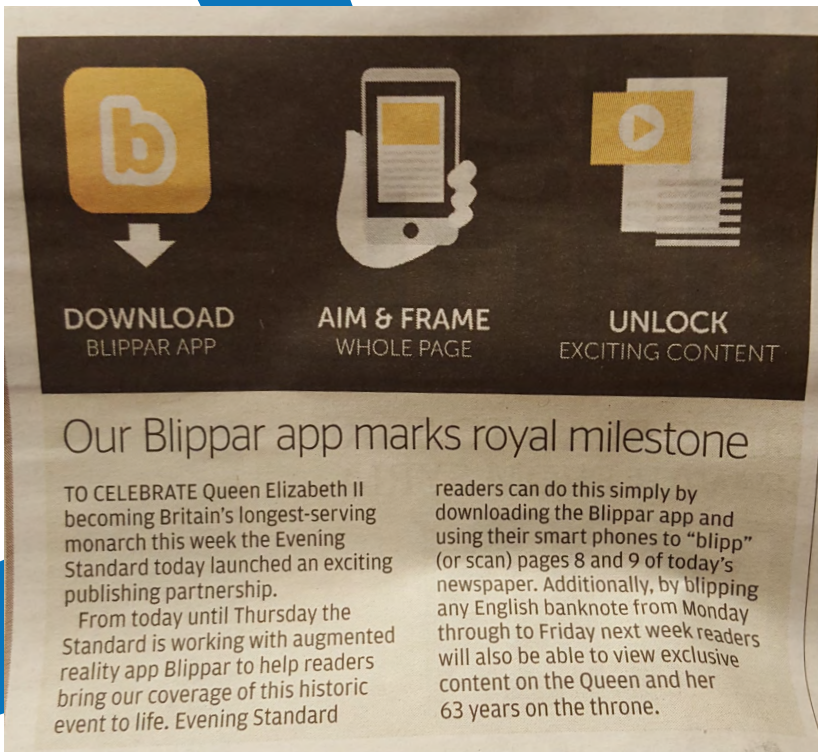
Companion app. The user can send out several requests to different phone contacts in case people are not available to be a companion or not with their phones at the time. Those contacted then receive an SMS text message with a hyperlink in it that sends them to a web page with an interactive map showing the user walking to their destination. If the user strays off their path, falls, is pushed, starts running, or has their headphones yanked out of their phone, the app detects these changes in movement and asks the user if they're OK.

Tefal: Non-stick Surface Ad



Nice outside the box thinking turning a standard billboard into a relevant piece of theatre to support the messaging.

Evening Standard: Blippar



The image shows a newspaper clipping with instructions for downloading the Blippar app. It features three icons: a 'b' in a square, a hand holding a smartphone, and a play button on a document. Below these are the steps: 'DOWNLOAD BLIPPAR APP', 'AIM & FRAME WHOLE PAGE', and 'UNLOCK EXCITING CONTENT'. Below the instructions is a headline 'Our Blippar app marks royal milestone' and a short article snippet about Queen Elizabeth II.

DOWNLOAD
BLIPPAR APP

AIM & FRAME
WHOLE PAGE

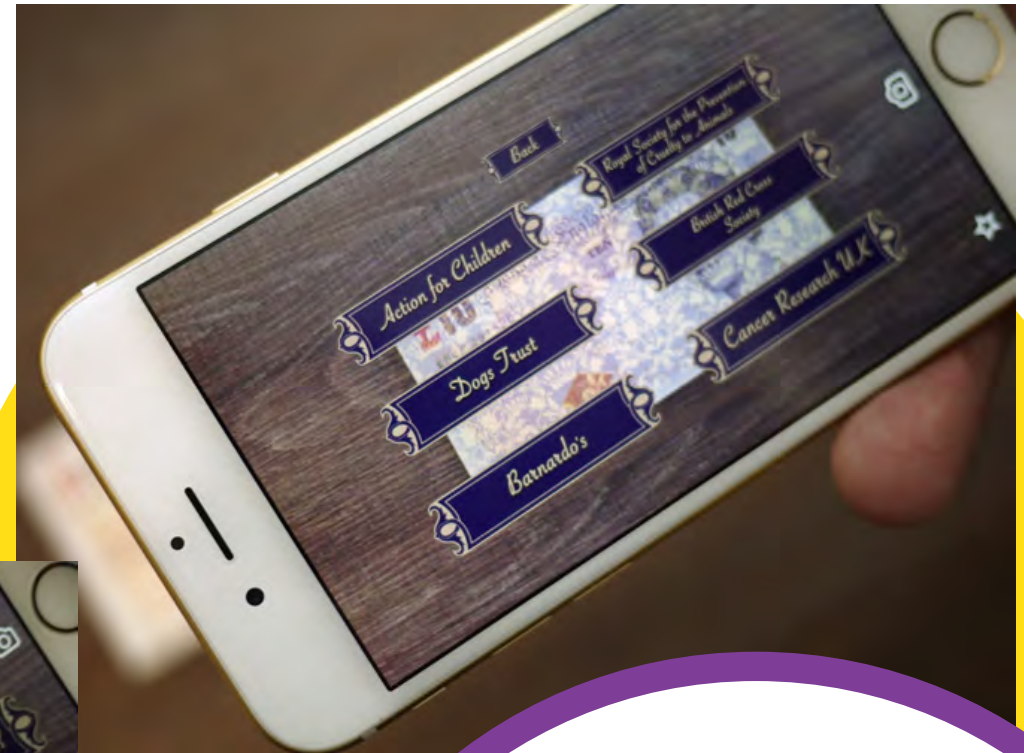
UNLOCK
EXCITING CONTENT

Our Blippar app marks royal milestone

TO CELEBRATE Queen Elizabeth II becoming Britain's longest-serving monarch this week the Evening Standard today launched an exciting publishing partnership.

From today until Thursday the Standard is working with augmented reality app Blippar to help readers bring our coverage of this historic event to life. Evening Standard

readers can do this simply by downloading the Blippar app and using their smart phones to "blipp" (or scan) pages 8 and 9 of today's newspaper. Additionally, by blipping any English banknote from Monday through to Friday next week readers will also be able to view exclusive content on the Queen and her 63 years on the throne.



<https://youtu.be/lucctZ2Odwo>

CLICK HERE TO
WATCH VIDEO

The London Evening Standard's royal editorial content and all Bank of England banknotes were brought to life to celebrate Queen Elizabeth II becoming the nation's longest serving monarch. By blipping the Evening Standard and any Bank of England note you could watch videos, view image galleries and take a journey through the Queen's record 63 years on the throne. The four-day editorial coverage by the Evening Standard has been brought to life offering readers bonus content.

Aldi Billboard



A clever play on words from Aldi celebrating being voted the best British supermarket for a record 4th time.

Microsoft Band: Sunday Runday



Get ready for Sunday!

We've teamed up with Microsoft Band to bring you a three part Sunday Runday™ series. For the next three Sundays, you'll have the opportunity to earn a £10 discount towards your purchase of a Microsoft Band! Complete all three Sunday Rundays™, and you'll automatically be entered to win one of 10 Microsoft Bands!

Offer valid from September 13, 2015 until October 11, 2015. Offer is available while supplies last. Available in Microsoft online store in UK only. Not valid on prior orders or purchases; cannot be transferred or otherwise redeemed for cash or gift cards. May not be combinable with other offers. See store associate for details. Refunds will take into account the discount. Price discount does not include taxes, shipping or other fees. Void where prohibited or restricted by law. Microsoft reserves the right to modify or discontinue offers at any time. Limit of 1 offer per customer, as applicable.



Microsoft launched this ad on the running app Runkeeper to advertise their new Microsoft Band product. Sunday Runday is set over 3 Sundays and if you successfully complete a run on all 3 Sunday Runday's then you'll earn £10 off a Microsoft Band.

Rugby World Cup Fake Tickets Awareness



https://youtu.be/aSXV_ILSMHo

**CLICK HERE TO
WATCH VIDEO**

A player who appears to be Jonny Wilkinson is seen practicing his kicking under the floodlights. But when he goes for the kick and trips over, he is revealed as a lookalike. The strapline is: 'It's not always clear to spot a fake.' The clip is to promote fans to buy official tickets for the Rugby World Cup instead.

Twitter Logo




Looks like someone
had a quiet day – but
it's a great spot!

Sure: Tube Strike Ad

IT WON'T LET YOU DOWN.

HOWEVER YOU BEAT THE TUBE STRIKE SURE KEEPS YOU FRESH WITH EVERY MOVE.



Sure produced this clever ad in response to the latest tube strikes.

Salta Beer: Tooth Implant



<https://youtu.be/pR6g1hnim-E>

**CLICK HERE TO
WATCH VIDEO**

Argentinian beer brand Salta have been busy pioneering an innovative tooth implant for their campaign rewarding players who gave up everything on the field, 'including their teeth'. But this isn't just any old tooth – this is a 'unique dental implant' that doubles up as a bottle opening – useful, right?

New Carlsberg Branding



Carlsberg has a new “de-cluttered and refined” look which has sought to join-up the brand’s portfolio of drinks with an updated and stylised hop leaf icon. After identifying a need to simplify the visual presence of its beers, Carlsberg overhauled the brand for global markets with this in mind. Carlsberg’s hop leaf symbol has been present for more than 100 years so the solution was to exaggerate its presence across all lines.

If you're looking for inspiration, why not ask us about our collaborative workshops? We've worked with some of the UK's biggest brands to unlock their creativity and to co-create big ideas that everyone gets to take pride in.

For more information, call our Client Development Director
Ian Morgan on 0161 833 4300.

seen

