SM2 INNOVATION
SEPT 30 - OCT 1, 2014 • NEW YORK CITY



WHEN THE FIRST SCREEN IS THE WORLD

Jaime Robinson | VP & Executive Creative Director | **Pereira & O'Dell**

MMA
MOBILE MARKETING ASSOCIATION


GRAND PRIX







THE CREATIVE MAGIC IS IN THE CONTEXT

YE OLDE MEDIA



NEWFANGLED MEDIA







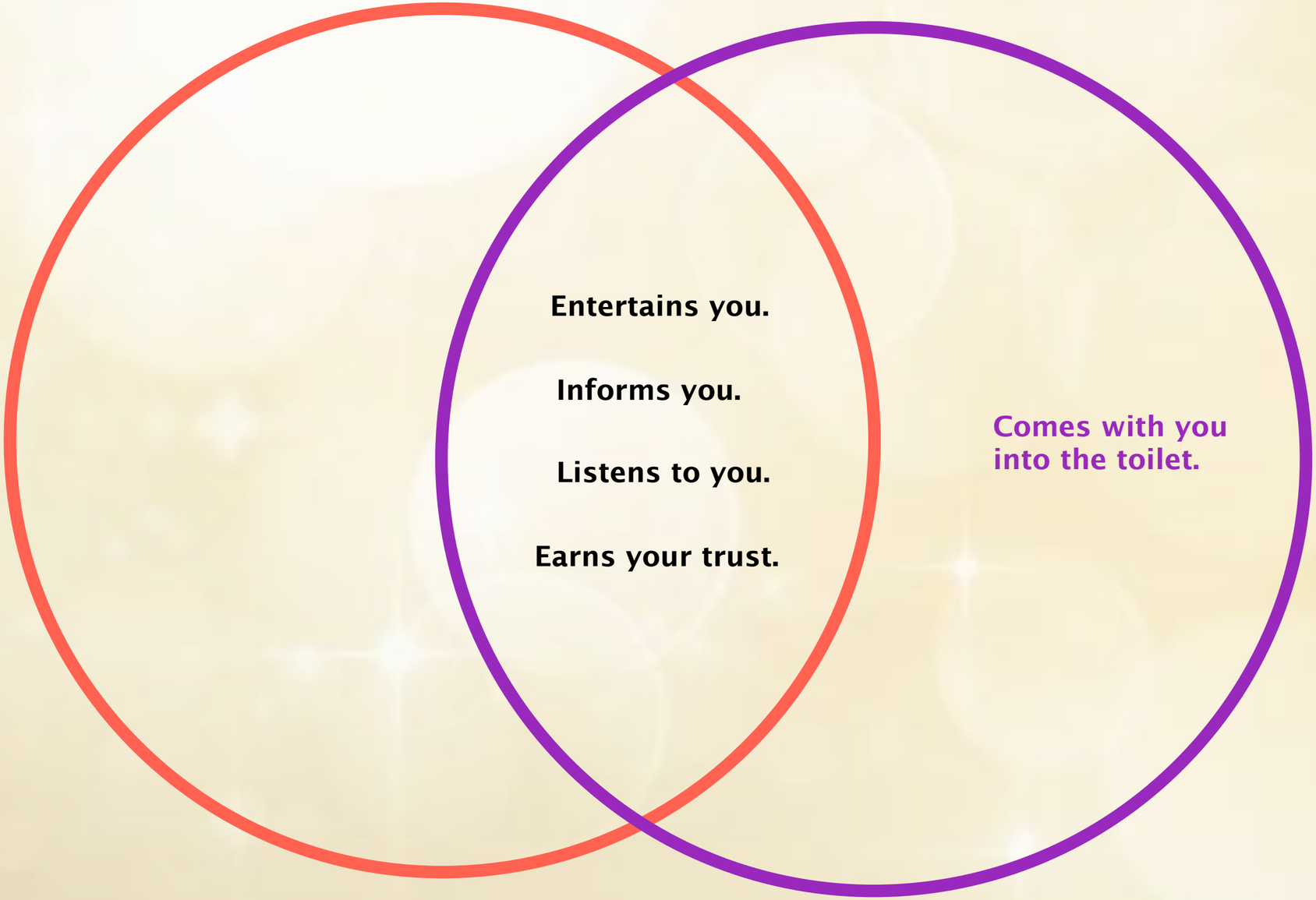

10:35
WALKMAN
Album
Movies
PlayStation
Mobile




IS THERE
A MORE INTIMATE
MEDIA?

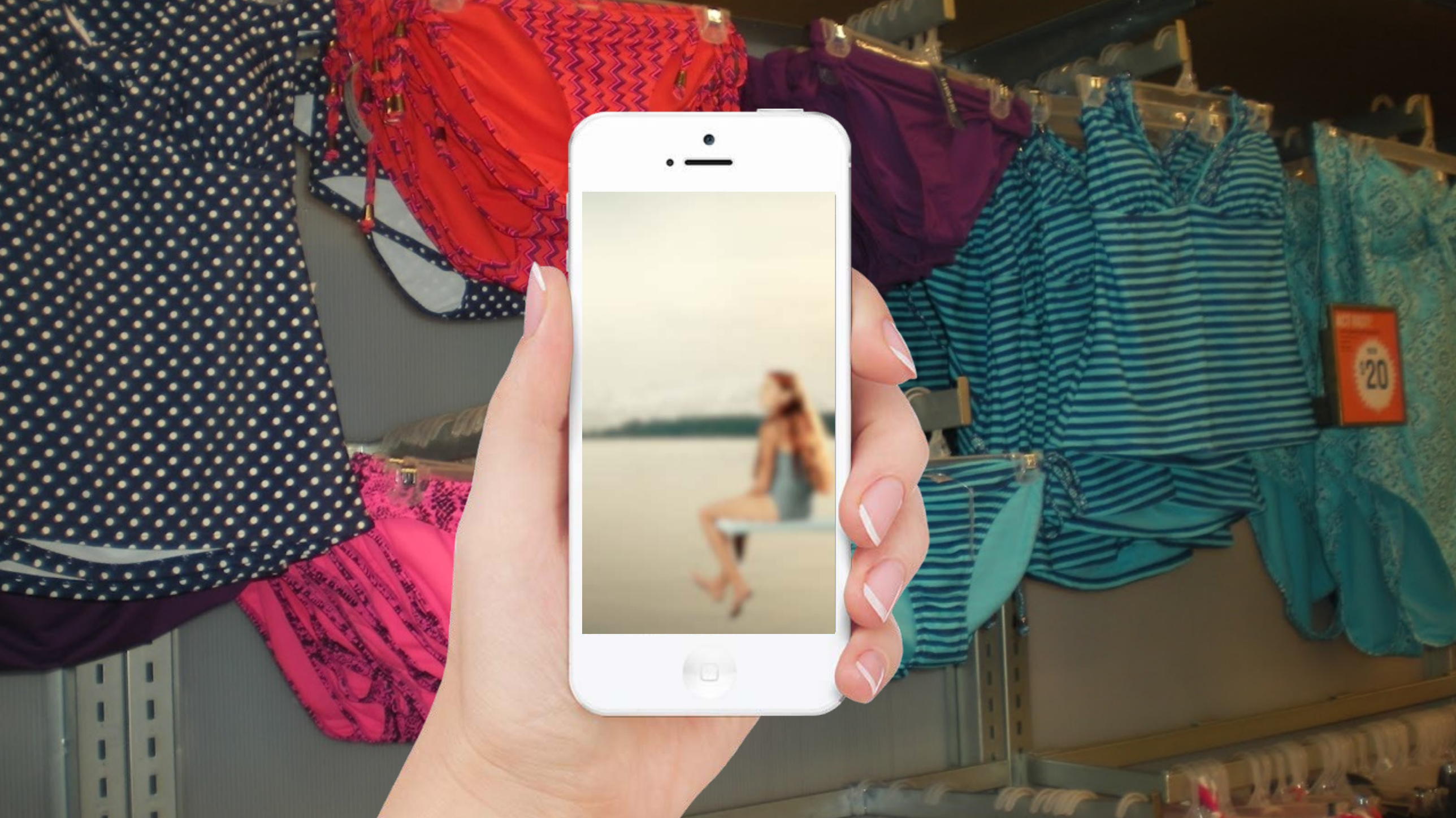

IS THERE
A MORE INTIMATE
MEDIA?


IS THERE
A MORE INTIMATE
MEDIA?


YOUR BEST FRIEND
Entertains you.
Informs you.
Listens to you.
Earns your trust.
Comes with you into the toilet.
YOUR MOBILE DEVICE






20



SOMETIMES
THAT CONTEXT
IS A PLACE


YOU DETACH THE
PROTECTOR STRIP
WITH ITS BUILT IN LOCATOR

SOMETIMES
THAT CONTEXT
IS OUR BODIES

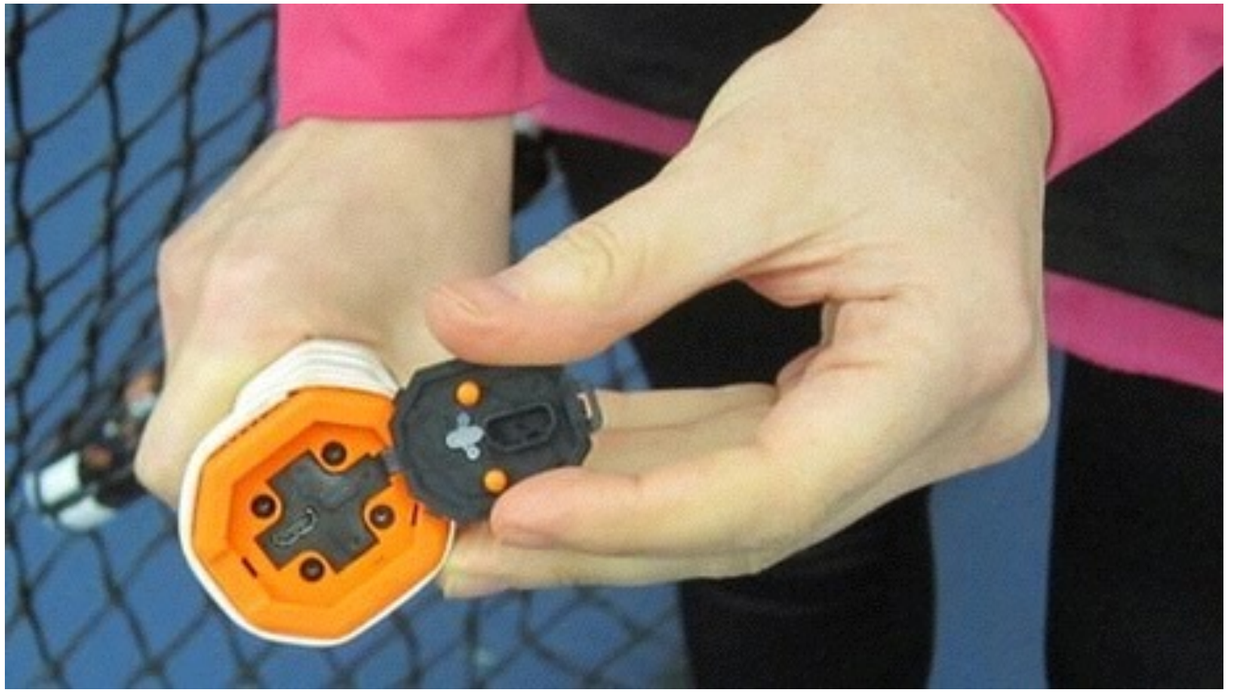



10:04 PM
6,453
7,500


WELCOME
TO
THE
SEARCH
MacBook Air
RIP CURL
31:52
24.9
9:47

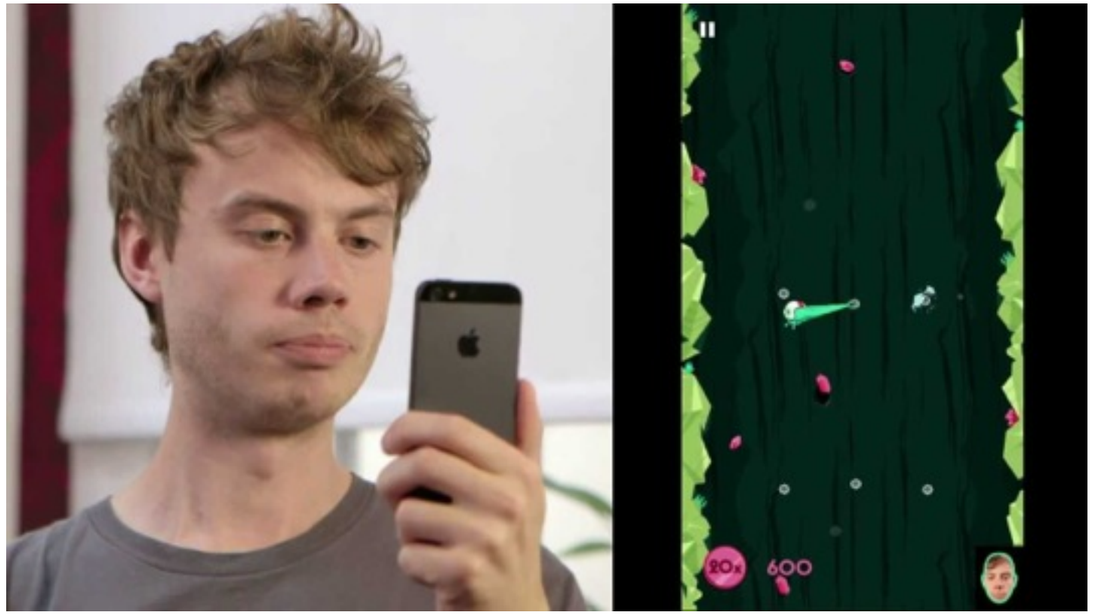


SOMETIMES
THAT CONTEXT
IS YOUR PRODUCT




Babolat
PLAY
PLAY CONNECTED. PLAY WITH NO LIMITS.
DRIVE
84
238


Stride
Stride


20x
600


2973
3647
5293


LAUGH

SOMETIMES
THAT CONTEXT IS
OUR EMOTIONAL
STATE



SOMETIMES
THAT CONTEXT IS
A VERY SPECIFIC
MOMENT



WHEN WAS
THE LAST TIME
YOU WERE MORE
THAN 5 FEET FROM
YOUR PHONE?