PICASSOS

DON’T FIT IN

DOLLHOUSES

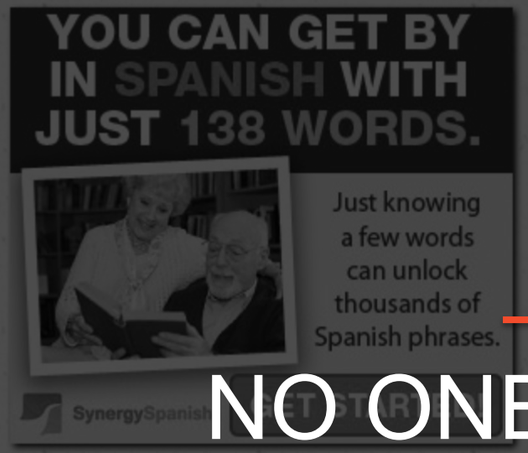


728X90





250X250



300X250



Banner (468 x 60)



Skyscraper (120x600)



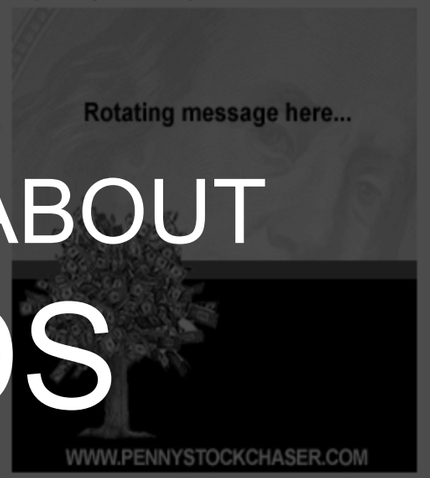
Wide Skyscraper (160x600)



Small Square (200 x 200)



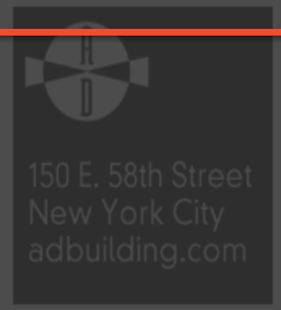
Square (250 x 250)





468X60

Mini (160x160)



Medium Rectangle (300 x 250)

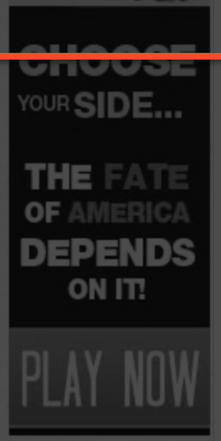




336X280



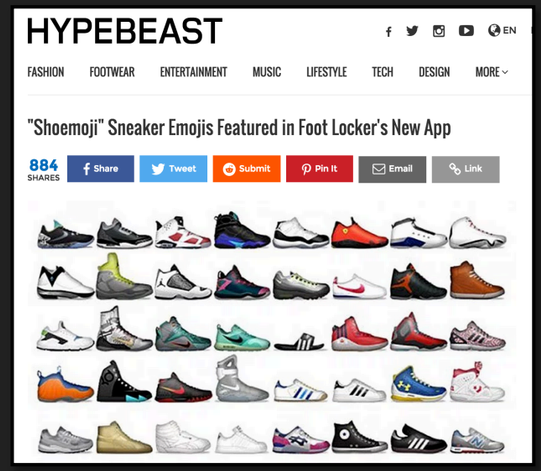
200X200

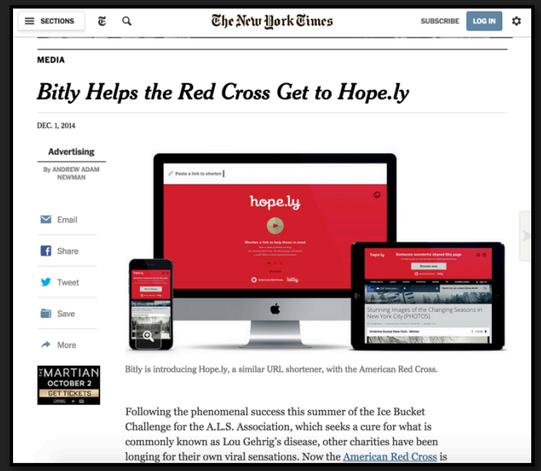


120X600

NO ONE IS TALKING ABOUT MOBILE ADS


AgencySpy
Revolving Door
BBDO New York, YACHT Utilize Uber Surge Pricing for Promotion
26 SHARES
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More
By Erik Oster on Sep. 23, 2015 - 12:46 PM
8 Comments
Los Angeles-based conceptual electronic pop group YACHT (Young Americans Challenging High Technology) found a unique way to leak its new single "L.A. Plays Itself," tying its release with Uber surge pricing in Los Angeles.
L.A. Plays Itself x Surge Pricing


HYPEBEAST
EN
FASHION
FOOTWEAR
ENTERTAINMENT
MUSIC
LIFESTYLE
TECH
DESIGN
MORE
"Shoemoji" Sneaker Emojis Featured in Foot Locker's New App
884 SHARES
Share
Tweet
Submit
Pin It
Email
Link


SECTIONS
The New York Times
SUBSCRIBE
LOG IN
MEDIA
Bitly Helps the Red Cross Get to Hope.ly
DEC. 1, 2014
Advertising
By ANDREW ADAM NEWMAN
Email
Share
Tweet
Save
More
hope.ly
Bitly is introducing Hope.ly, a similar URL shortener, with the American Red Cross.
Following the phenomenal success this summer of the Ice Bucket Challenge for the A.L.S. Association, which seeks a cure for what is commonly known as Lou Gehrig's disease, other charities have been longing for their own viral sensations. Now the American Red Cross is


Google

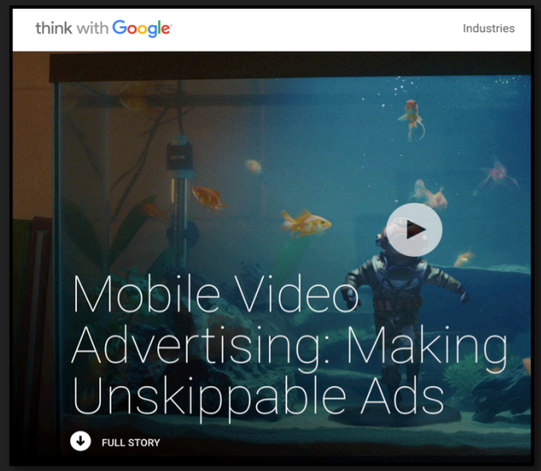


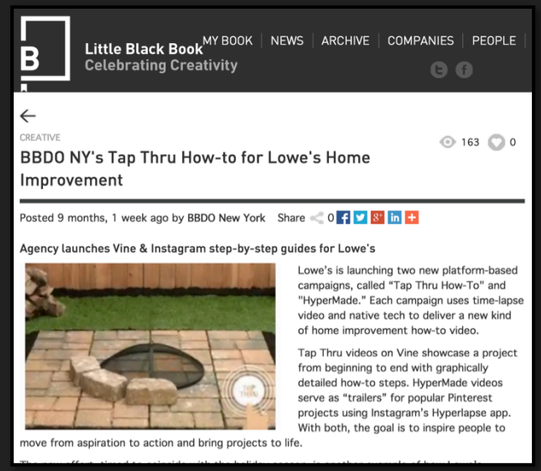

LOWE'S


Mountain Dew




Foot Locker

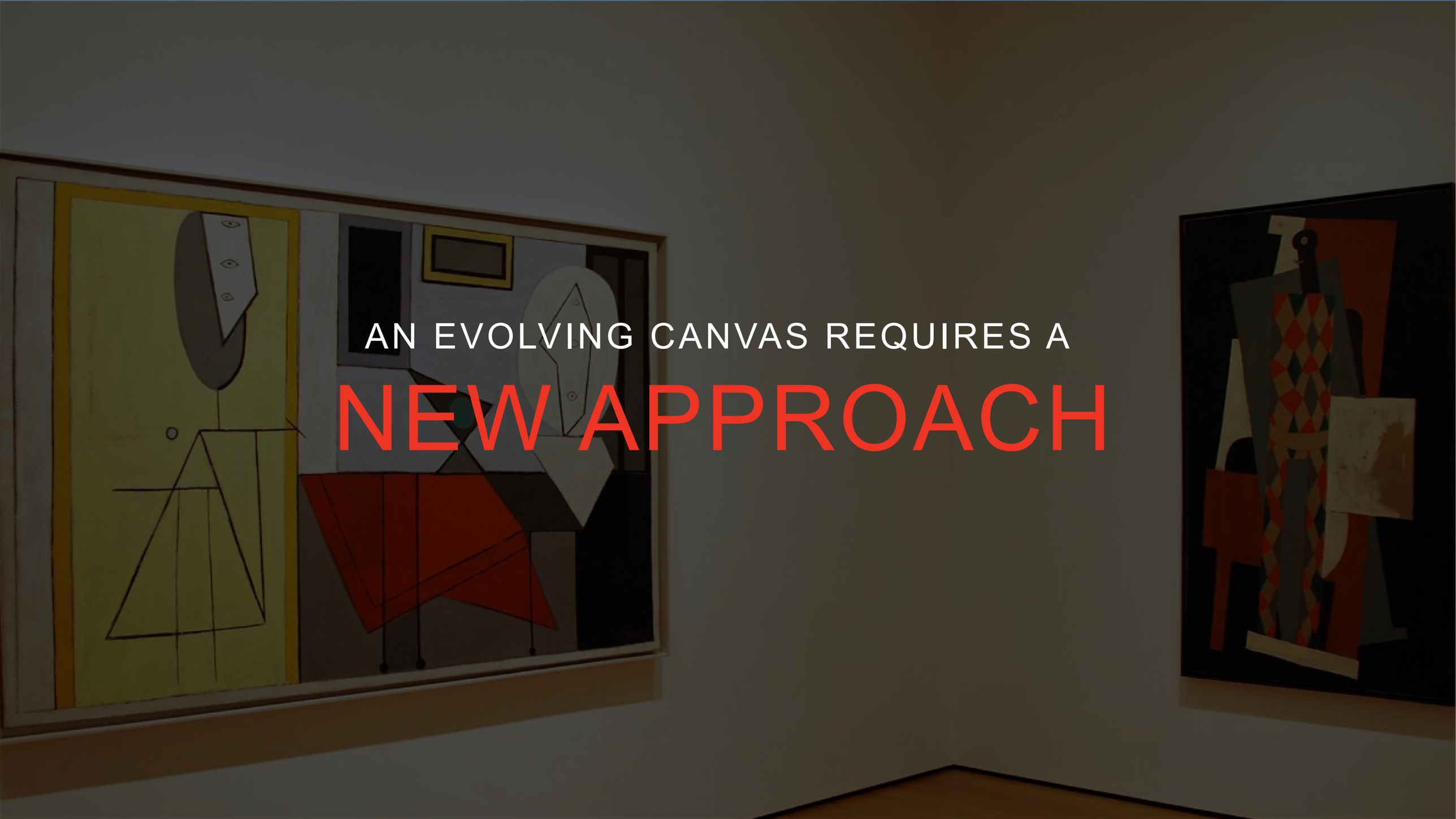

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Industries
Mobile Video Advertising: Making Unskippable Ads
FULL STORY


Little Black Book
Celebrating Creativity
MY BOOK
NEWS
ARCHIVE
COMPANIES
PEOPLE
CREATIVE
BBDO NY's Tap Thru How-to for Lowe's Home Improvement
163
0
Posted 9 months, 1 week ago by BBDO New York
Share
Agency launches Vine & Instagram step-by-step guides for Lowe's
Lowe's is launching two new platform-based campaigns, called "Tap Thru How-To" and "HyperMade." Each campaign uses time-lapse video and native tech to deliver a new kind of home improvement how-to video.
Tap Thru videos on Vine showcase a project from beginning to end with graphically detailed how-to steps. HyperMade videos serve as "trailers" for popular Pinterest projects using Instagram's Hyperlapse app. With both, the goal is to inspire people to move from aspiration to action and bring projects to life.


AgencySpy
Revolving Door
CAMPAIGNS
BBDO Induces Mass Gyrations for Mountain Dew Kickstart
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By Kiran Adith am on Mar. 26, 2015 - 1:20 PM
7 Comments
This video is private.
BBDO has unveiled the next installment of its ongoing campaign for Mountain Dew's energy drink line, Kickstart.

THE FINAL OUTPUT IS

UNPREDICTABLE


AN EVOLVING CANVAS REQUIRES A
NEW APPROACH

PARTNERSHIPS
ARE KEY TO SUCCESS

THERE ARE THREE LEVELS



OF PARTNERSHIPS



UNDERSTAND

THE PARTNER AND THEIR AUDIENCE







INTEGRATE

A PARTNERSHIP THAT IS CENTRAL TO THE IDEA



hope.ly



STRATEGIC PARTNERSHIPS TO PUSH THE INDUSTRY FORWARD


Google
+
Mountain
Dew

Unskippable Labs

Mobile Recut Experiment



THE ORIGINAL

:29/:30



THE BIG PUNCH

:30/:31



PURE FUN

1:09/1:33



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