



**Dave Ramirez**  
Copywriter

## Weight Watchers

We were given the assignment to modernize the Weight Watchers brand and make it stand out from competitors in the weight-loss category. We worked in print, OOH, environmental and consumer generated content.

# DI\*T

We hate the D word.

It's the wrong way to think about food. Quick fixes and miracle-cures have never been permanent. That's why Weight Watchers is a change of lifestyle. We're teaching people how to eat, not just telling them to stop. Because once you know the right way to eat in every situation, you don't have to avoid any situations.

[WeightWatchers.com](http://WeightWatchers.com)

©2008 Weight Watchers International, Inc., owner of the Weight Watchers registered trademark.

 **WeightWatchers**  
Stop Di\*ting. Start Living.

# DIET WHEN YOU'RE DEAD

You're not eating. You're alone. You're missing out on life.

Diets are interfering with your lifestyle in a way that puts death himself to shame. It's time to leave your diet in the dirt. Weight Watchers is the only program that works with your life instead of against it. Because it's not a diet. With two plans to choose from, and skills that compliment the way you live, you can lose weight and still feel happy to be alive.

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 **WeightWatchers**  
Stop Dieting. Start Living.

# GO ON A DIET DIET

If there's anything you're life needs less of it's another diet.

The only thing they've ever taught you is failure. Now it's time to learn how to succeed without them. Weight Watchers isn't a diet. With both meetings and online tools, you'll learn how to change your eating habits for good. So you can lose the weight and the diet.

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**WeightWatchers**

Stop Dieting. Start Living.

## EAT PAPER TO LOSE WEIGHT

This probably isn't what the nutrition labels you read  
were expecting. But it's what you need. There's only one thing  
you can eat to lose weight: paper. It's not a diet. It's a diet.  
It's not a diet. It's a diet. It's a diet. It's a diet. It's a diet.  
It's not a diet. It's a diet. It's a diet. It's a diet. It's a diet.

[WeightWatchers.com](http://WeightWatchers.com) **WeightWatchers**  
Stop Dieting. Start Living.

## STOP DIETING START LIVING

When the scales show you're not losing weight,  
stop dieting. Start living. It's not a diet. It's a diet.  
It's not a diet. It's a diet. It's a diet. It's a diet. It's a diet.

[WeightWatchers.com](http://WeightWatchers.com) **WeightWatchers**  
Stop Dieting. Start Living.

## GO ON A DIET DIET

If there's anything you're life needs less of it's another diet.  
The only thing they've ever taught you is failure. Now it's time to learn how to  
succeed without them. Weight Watchers isn't a diet. With both meetings and  
online tools, you'll learn how to change your eating habits for good. So you  
can lose the weight and the diet.

[WeightWatchers.com](http://WeightWatchers.com) **WeightWatchers**  
Stop Dieting. Start Living.

## LIVE OR DIET

Choose the path you want to take.  
Weight Watchers isn't a diet. It's a diet. It's a diet. It's a diet. It's a diet.  
It's not a diet. It's a diet. It's a diet. It's a diet. It's a diet.

[WeightWatchers.com](http://WeightWatchers.com) **WeightWatchers**  
Stop Dieting. Start Living.

## PEOPLE DON'T FAIL, DIETS DO

There are millions of diets out there, but none of them  
work. Stop dieting. Start living. It's not a diet. It's a diet.  
It's not a diet. It's a diet. It's a diet. It's a diet. It's a diet.

[WeightWatchers.com](http://WeightWatchers.com) **WeightWatchers**  
Stop Dieting. Start Living.

## GOOD IS NO LONGER BAD

You've been told for years that if it looks good it's probably bad for you.  
And now it's not just looks that matter. It's everything good. Eating with  
your family. Hanging out with friends. The good stuff.

[WeightWatchers.com](http://WeightWatchers.com) **WeightWatchers**  
Stop Dieting. Start Living.

## DIET WHEN YOU'RE DEAD

You're not eating. You're dead. You're eating and you're  
not. Stop dieting. Start living. It's not a diet. It's a diet.  
It's not a diet. It's a diet. It's a diet. It's a diet. It's a diet.

[WeightWatchers.com](http://WeightWatchers.com) **WeightWatchers**  
Stop Dieting. Start Living.

## DI\*T

It's not a diet. It's a diet. It's a diet. It's a diet. It's a diet.  
It's not a diet. It's a diet. It's a diet. It's a diet. It's a diet.

[WeightWatchers.com](http://WeightWatchers.com) **WeightWatchers**  
Stop Dieting. Start Living.

## MAKE THE NEW YEAR'S RESOLUTION TO NOT GO ON A DIET

Lose weight by having a healthy relationship with food instead. And this  
will be the year your body learns how to keep it all for good.

[WeightWatchers.com](http://WeightWatchers.com) **WeightWatchers**  
Stop Dieting. Start Living.

OOH

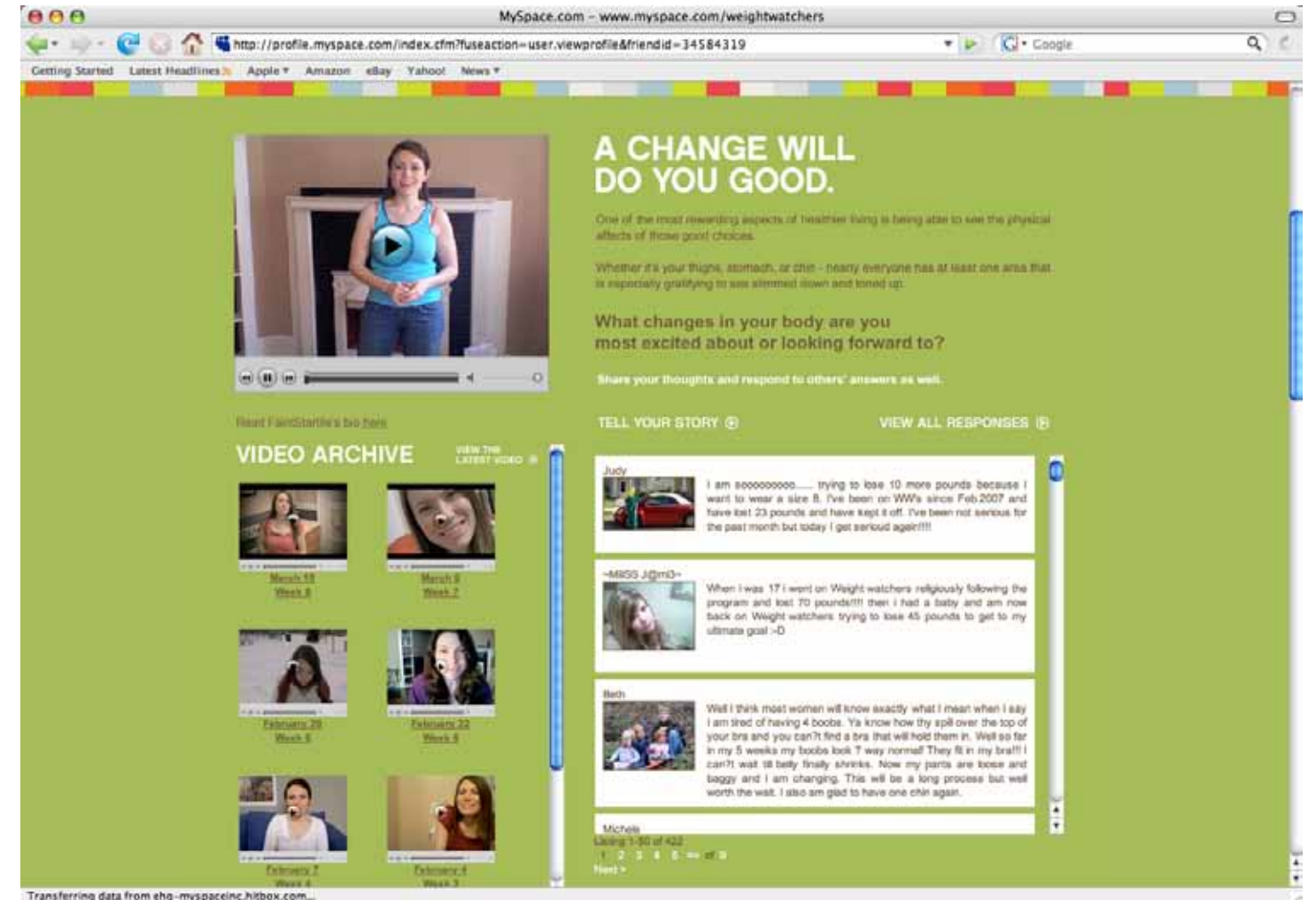


### Consumer Generated

We discovered Esther, a.k.a. Fainstarlite, already vlogging YouTube about her success on Weight Watchers. So we asked her to be a part of our online push to engage consumers in the brand.

She is now hosting the Weight Watchers Myspace page where she posts videos addressing issues that confront everyone trying to lose weight.

She not only brought her fans from YouTube but has recruited thousands more, totaling over 13,000 friends who interact with the brand regularly.



## TERMINIX

An interesting insight about natural selection led us to this ambient media campaign.



Bus Shelter (outside)



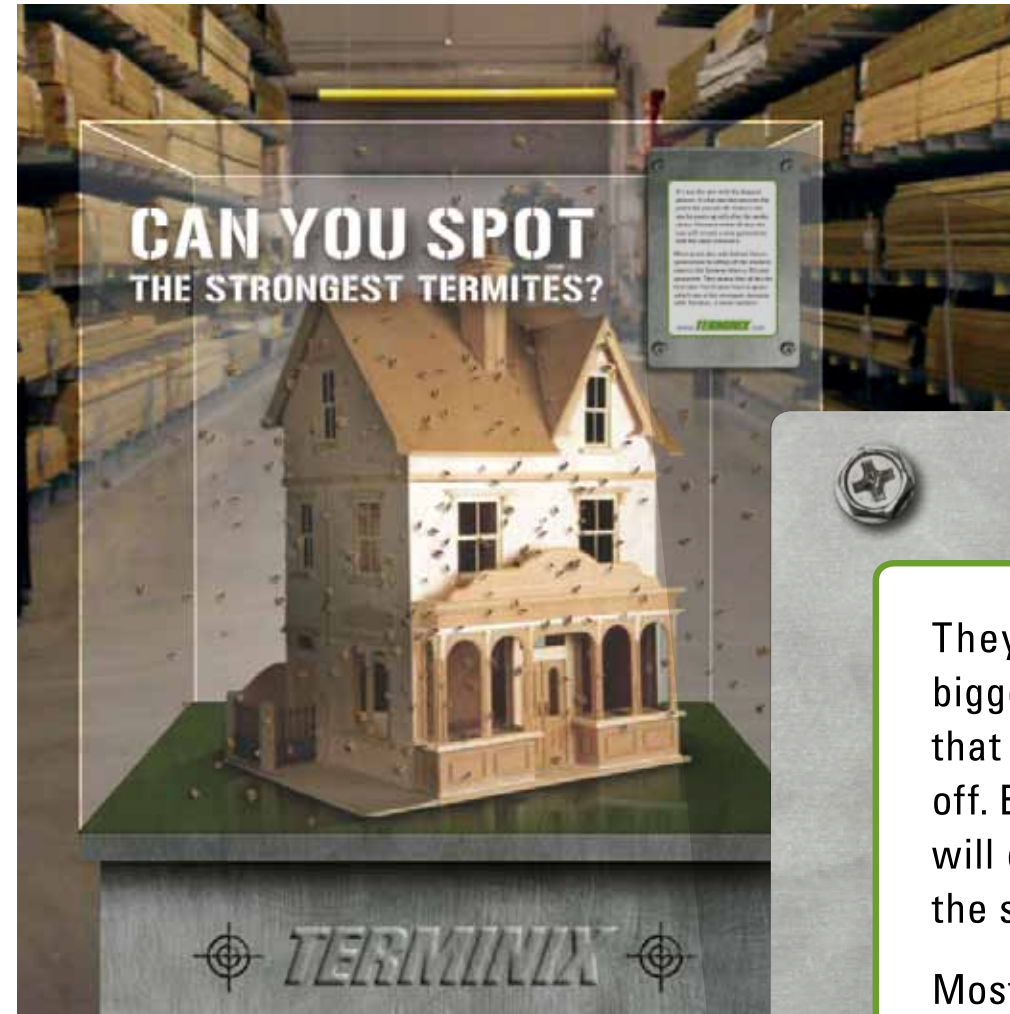
Bus Shelter (inside)  
swarming with roaches

## THIS IS WHAT YOUR PESTICIDE DOESN'T DO

These are all the bugs that are resistant to the spray you used, the bug bomb you set off or the poison-trail you laid down. They're the strongest bugs you've got, and they're creating more just like them. Terminix has the only 150-year guarantee on its services, so you know that when one bug is dead, they're all dead.

[www.TERMINIX.com](http://www.TERMINIX.com)

## Newspaper Wrap



## Lowe's In-store display

A model home in a plexi-glass box, swarming with termites.

They're not the ones with the biggest pincers. They're the ones that survive the pesticide you set off. Because within 20 days they will create a new generation with the same resistance.

Most pesticides only bolster future generations by killing off the weakest insects. But the Terminix 150-year guarantee means they all die the first time. You'll never have to guess which one is the strongest, because with Terminix, it never matters.

[www.TERMINIX.com](http://www.TERMINIX.com)

## Golden Grahams

Golden Grahams asked for a big idea to spend a million dollars on. We gave it to them. Currently in production.

The image features the Golden Grahams logo in its signature purple and white font at the top left. Below it, the words "Golden Year" are written in large, 3D, gold-colored letters that have a reflective surface, giving them a metallic appearance. The letters are set against a plain white background.

### **Retirement is wasted on the old**

Wouldn't it be great to retire while you're still young enough to really enjoy it? That's why Golden Grahams wants to give some lucky whipper-snapper a full year of retirement like no one's ever experienced. Mainly because this 20-something will actually be living in a retirement home. It's a break from the daily grind for him, as well as a chance to see how the other side lives. It'll also be pretty entertaining for everyone else.

# APPLICATION PROCESS



thegoldenyear.com

## REGISTRATION:

1. Contestants will log onto [www.thegoldenyear.com](http://www.thegoldenyear.com) and enter a code from a specially marked box
2. They will then upload a video answering the question "how would you announce your retirement?" Each video has to contain Golden Grahams in some form.
3. The application videos will be housed on a YouTube Channel where users will vote on videos they like to select winners and increase visibility.

## THE NEST EGG:

The Nest Egg is the amount of prize money participants stand to win along with their Golden Year.

The initial registration box starts them at \$50,000, then each additional box code they enter gives them an additional 10k, up to 100k.

## RETIREMENT PARTY:

When a winner is chosen Golden Grahams will throw them a retirement party so all their friends can see them off with a bang.



# THE PRIZES

**A Year at A Luxury Retirement Community on the Coast of Florida** – Pool, Golf course, Tennis courts, Private Beach, personal Masseuse... yeah, that fully stocked pantry of Golden Grahams is gonna come in handy when you've only got 5 minutes between your hot stone rub down and your tee time.

**A Golf Cart** – A retirement necessity. No one expects you to hoof it. That sounds like something you would do if you had a job. Nay, my friend your guided chariot will bring you to all things good about your new life. And of course there's a milk dispenser and Golden Graham compartments. No need to play through. Pour yourself a bowl of golden goodness, sit back and enjoy the fruits of someone else's labor.

**A Rascal** – Sometimes you leave your golf cart at the course because a conga line spontaneously occurred and you ended up on the beach where a party boat took you out with your friends all night and then when you got back there was a pig roast that was impossible to ignore so you hang out for 8 hours then jump on the back of your neighbors cart and get home with 20 minutes to spare before your tee time but oh crap you left your cart at the course how are you gonna get there? The rascal. You're welcome.

**An Assortment Of Leisure Suits** – Nothing says "I don't really care anymore" like a well-fitting polyester-blend jacket-pant set, smattered with a curtain pattern. Add a bowl of Golden Grahams to the mix and you, my friend, are one rascal ride away from achieving retirement nirvana.

**A Personal Nurse** – You didn't think you were gonna have to look after yourself while you're retired did you? Silly. There will be someone on hand at all times to make sure that anything smacking remotely of work can be taken care of. An assistant, a registered nurse, masseuse, maid, a good listener, a confidante. Perfect for the person who has everything but the gumption to complete any sort of menial task.

**A Cadillac** – This bad larry screams retirement. The comfort of a boat without the hassle of wetness. With enough trunk space for a smaller car, you can pack this thing full of Golden Grahams and throw a GG party at moments notice.



# PROMOTION



monster®

craigslist



**Career Fair Tables** – Everyone knows that the fastest way to a college student’s heart is through his stomach. Imagine Golden Grahams having an impressively adorned table at a career fair.

A student’s first thought: “oh I can get a job at Golden Grahams? Sweet.” Nope you can NOT get a job anywhere for a year when you retire early.

Isn’t that sweeter than an unpaid internship at McGlursky and Crooples?

Plus, we’ll have specially marked Golden Year golf carts giving rides away from the career fair to anywhere on campus. Just to give them a little taste of the retirement lifestyle. As well as a taste of Golden Grahams.

**Classified Ads** – Say you’re a young 20-something and you’re scanning the job listings:

In-house tax accountant, Controller- Part Time, Law firm seeking bilingual Korean Bookkeeper... Pretty depressing.

Then you see the following postings:

[Golf Cart Driver -](#)

[Relaxation Tester -](#)

[Professional Napper -](#)

[Rubdown Recipient -](#)

And the body of the postings read:

Seeking a 20-25 year old willing to retire early at a plush retirement condo in Florida for one year. Must be willing to spend long amounts of time in the presence of fun. No experience necessary. Disgruntled attitude towards labor a plus. Please apply at [www.TheGoldenYear.com](http://www.TheGoldenYear.com)

**Game Nights** – We’ve recently seen a resurgence in some games/sports that were usually relegated to senior citizens. The youth are gravitating to them maybe for the sake of irony but also because they’re pretty freakin’ fun. We want Golden Grahams to tap into this trend by holding game nights at bars where we invite everyone to play Bingo, Bocce Ball and Shuffleboard for prizes. We’ll promote The Golden Year at these events by providing Golden Grahams as snacks and giving out specially marked boxes with codes in them for participants to enter the contest.

# DURING THE GOLDEN YEAR



## GEEZER GALLIVANTING

Despite being retired, we want to make sure our winner partakes in all that his incredible surroundings offer. We also want him to be an active member of the community since that is what's going to make for some interesting content. He will be required to participate in a number of weekly activities to get to really experience the retirement lifestyle.

## CONTENT

A film crew will document the arrival of the winner to their new residence as well as filming throughout the year (cruises, game nights, parties) that the winner participates in to create webisodes.

We can include a selection of interviews with some of the most interesting actual members of the retirement home and their reaction to this new arrival.

This development of the relationship between two very different generations will provide some really great material.

The winner will also be required to keep a log of his experience, whether via facebook, twitter, blog or otherwise.

## MIRACLE HOUSE

A campaign to raise awareness and drive donations.

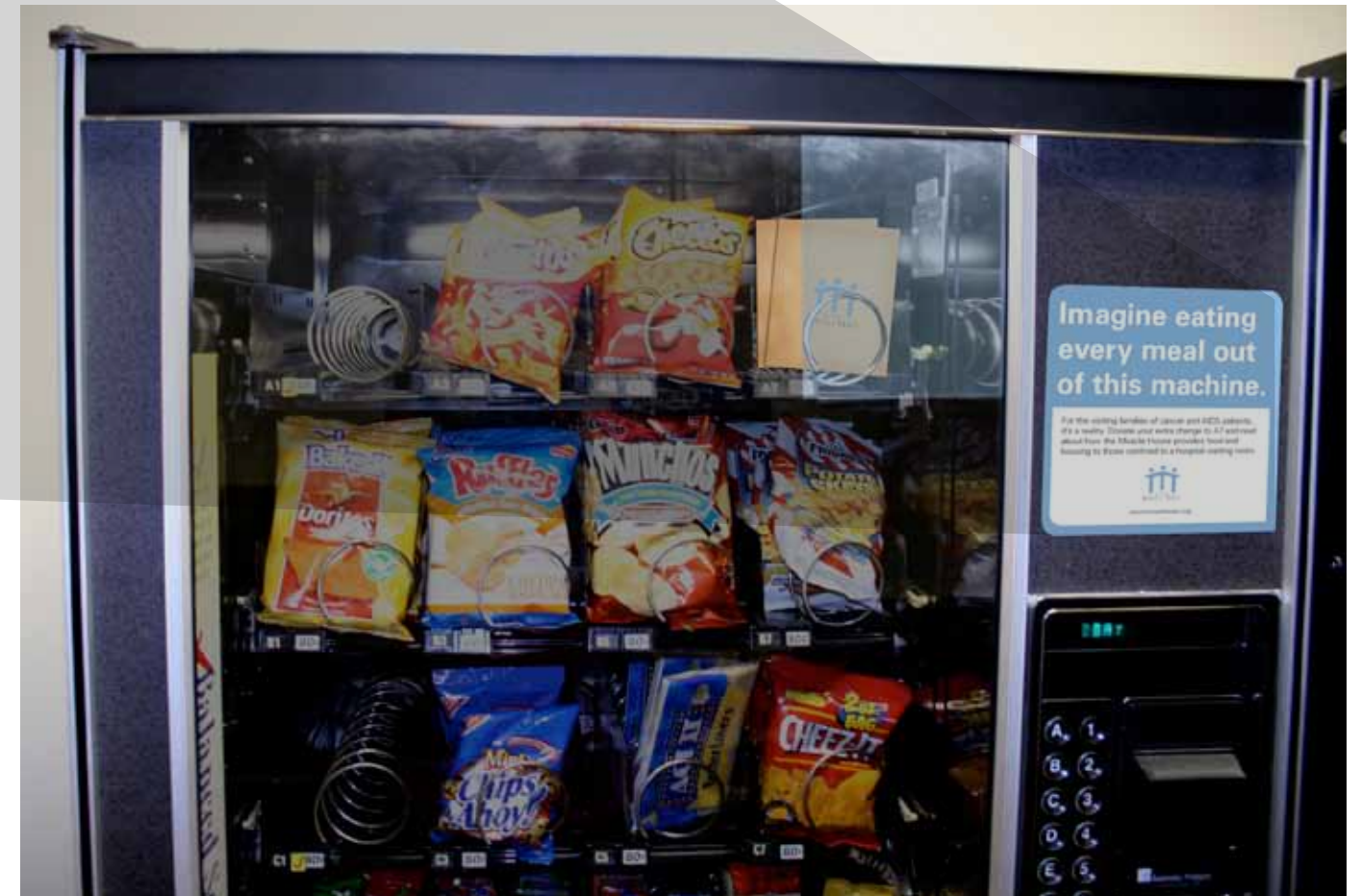
# Imagine eating every meal out of this machine.

For the visiting families of cancer and AIDS patients, it's a reality. Donate your extra change to A7 and read about how the Miracle House provides food and housing to those confined to a hospital waiting room.



[www.miraclehouse.org](http://www.miraclehouse.org)

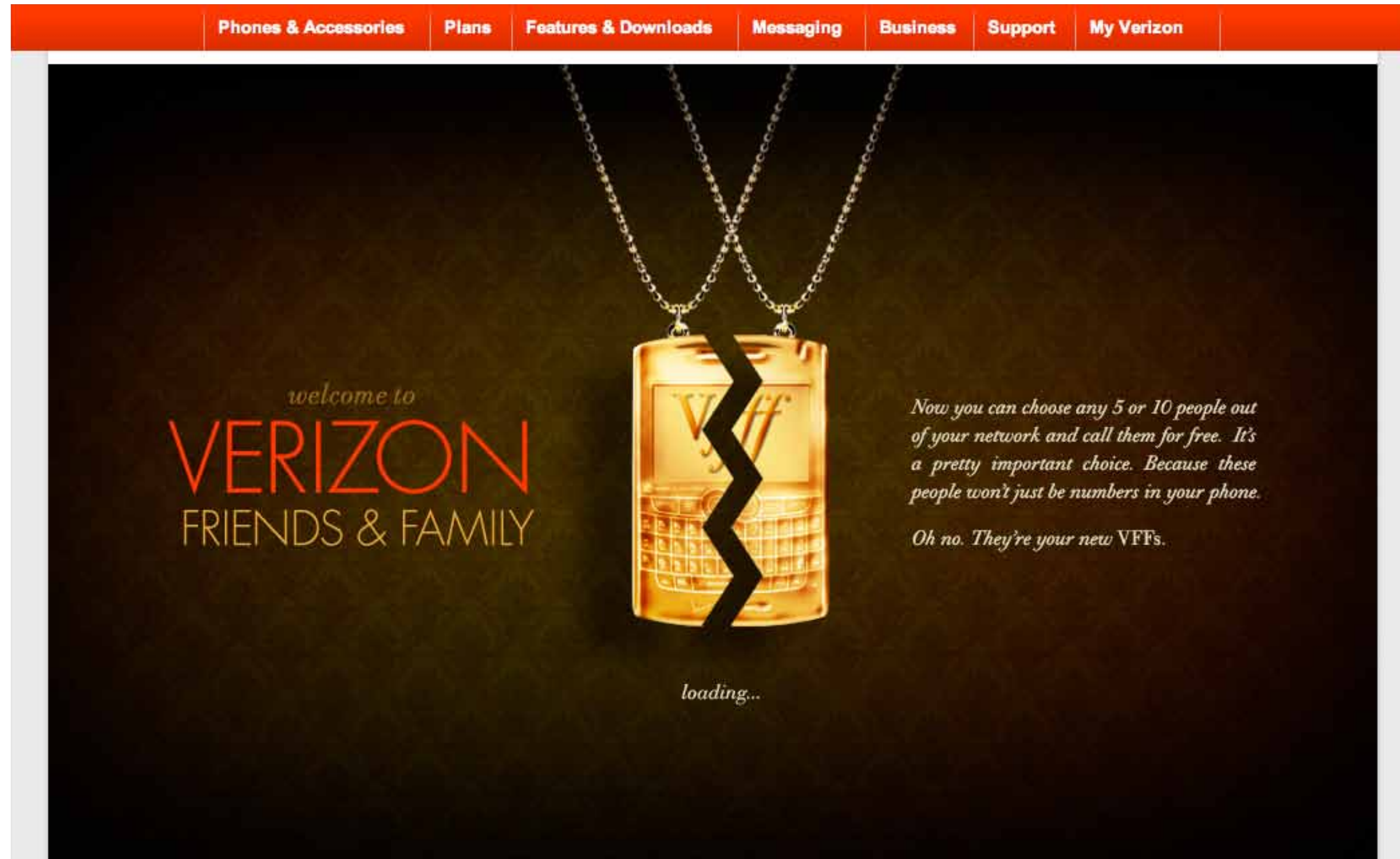
### Vending Machine Partnership



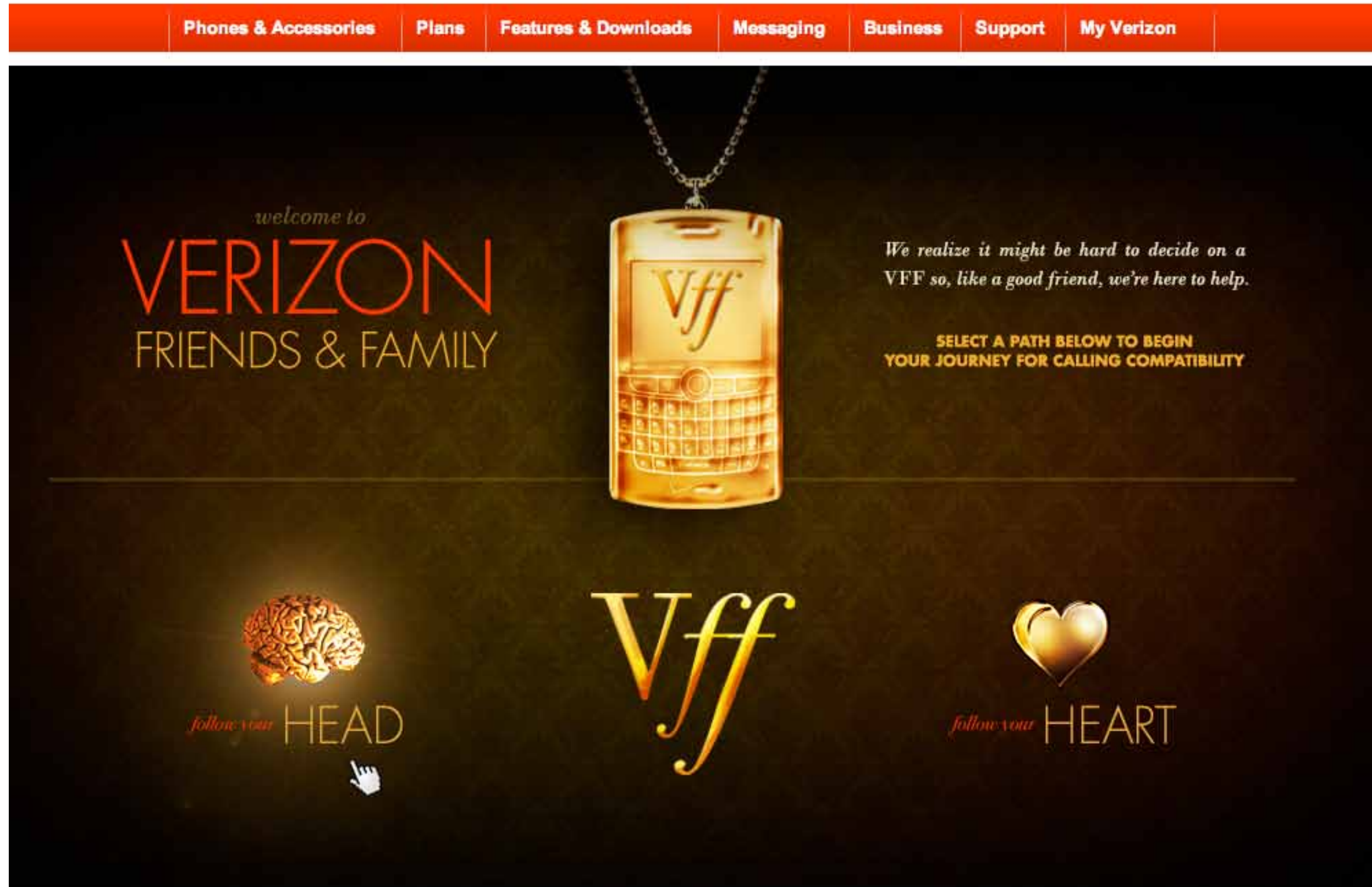
Blank magazines placed in waiting rooms



Choosing a specific person to call for free all the time is a special thing. So we shortened the program name to VFF and created a website that had some fun with all the different ways to select the perfect person for such a meaningful relationship. Users can follow their head to see who makes the most economic sense, or follow their heart to figure out which of their friends really deserves the title.



The visitor is prompted to follow either their head or their heart in order to choose their VFF.



The image shows a landing page for Verizon Friends & Family (VFF). At the top is a red navigation bar with white text for 'Phones & Accessories', 'Plans', 'Features & Downloads', 'Messaging', 'Business', 'Support', and 'My Verizon'. The main content area has a dark background with a central image of a gold mobile phone on a chain. To the left, the text reads 'welcome to VERIZON FRIENDS & FAMILY'. To the right, a quote says 'We realize it might be hard to decide on a VFF so, like a good friend, we're here to help.' Below this is a call to action: 'SELECT A PATH BELOW TO BEGIN YOUR JOURNEY FOR CALLING COMPATIBILITY'. At the bottom, there are two options: 'follow your HEAD' with a brain icon and a mouse cursor, and 'follow your HEART' with a heart icon. A large 'Vff' logo is centered at the bottom.

Phones & Accessories | Plans | Features & Downloads | Messaging | Business | Support | My Verizon

welcome to  
**VERIZON**  
FRIENDS & FAMILY

*We realize it might be hard to decide on a VFF so, like a good friend, we're here to help.*

**SELECT A PATH BELOW TO BEGIN  
YOUR JOURNEY FOR CALLING COMPATIBILITY**

follow your **HEAD**

**Vff**

follow your **HEART**

**Follow Your Head**

Visitors are congratulated for being pragmatic about choosing their friends and are given some thinking-man's options for deciding who they should choose as a VFF.



**Number Tracker**

When a phone number is entered this graph reviews the call log and automatically charts all the people outside the network that you call the most and recommends them as VFFs.

They are also prompted to switch their highest volume callers to Verizon, that way they stop wasting minutes on them, and free up a space in their VFF list.



**VFF Manager**

You can manage your VFFs on the site



**Mobile Application**

Entire site can be accessed via mobile application.



**Facebook Application**

You can publish when you choose and eliminate VFFs.



**Follow Your Heart**

Visitors are given methods to choose a VFF that cater to the more emotionally-decisive person.

welcome to **VERIZON** FRIENDS & FAMILY

**HEART** follow your **HEAD**

**THE Vff QUIZ**  
*Sometimes even the dedicated Heartists don't ask themselves the really important questions to make the right decisions.*  
 Below is your first and most important question - try not to screw this up:  
**DO YOU WANT TO TAKE THIS QUIZ? YES**

**THE Vff ON-CALL APPLICATION**  
*Have great friends that don't necessarily make great VFF's? Add the VFF On Call application on Facebook and you can ciphon your friends into groups that apply to your life outside the phone lines.*  
**GET THE VERIZON ON-CALL FACEBOOK APPLICATION**

**VFF Quiz**

A series of questions helps you determine who your VFF's should be based on situations you may not have ever thought of. Very insightful.

**THE Vff QUIZ**

*Have great friends that don't necessarily make great VFF's?  
 Don't worry, they're probably good for other stuff. Add the VFF On Call application on Facebook and you can ciphon your friends into groups that apply to your life outside the phone lines.*

**CHECK OUT THE VERIZON ON-CALL APPLICATION**

**MORE QUESTIONS** **SHOW ME THE TALLY SO FAR**

*You got arrested again for tipping over an endangered bovine species at the zoo. Who gets your call from the police station?* **WHO'S IT GONNA BE**

*You used your phone on the plane and caused it to plummet to earth in a ball of flames cause you didn't follow directions. You figure you can't really do any more harm, so who gets the next call?* **WHO'S IT GONNA BE**

*A bear, an alligator and a gorilla are fighting in your front yard. Who's the first person you call to come over and watch?* **WHO'S IT GONNA BE**

**VFF Nominee Awards**

The people who were the answer to any of the questions can be presented trophies related to each question via mobile or web. They can display their VFF awards on Facebook or as an icon. The one's who were selected for the most questions are recommended to be VFFs.

**THE NOMINEES**

*Ok, here's all your favorite people. Add them to your VFFs. Or don't. You're following your heart after all. The least you can do is send them their trophies so they know they were in the running and can display their quasi-importance with pride.*

*And even if they don't become VFF's you can still have them **ON-CALL**, on Facebook.*

**CHECK OUT THE VERIZON ON-CALL APPLICATION**

**SEND YOUR Vff's THEIR TROPHIES** **ADD TO YOUR Vff's**

**BILL SMITH** [5 trophies]

**STEVE YOUNG** [4 trophies]

**JANE T.** [3 trophies]

**GARY W.** [1 trophy]

**Vff**

**VERIZON** FRIENDS & FAMILY

**CONGRATULATIONS!**  
*Jeffrey Mintz has nominated you as a potential Vff!  
 You won the **BEARILLAGATOR TROPHY**. Nice.*  
 You can pick it up by entering this code:  
**5G8E4D1F**  
 at [www.verizon.com/VFFtrophyclub](http://www.verizon.com/VFFtrophyclub)

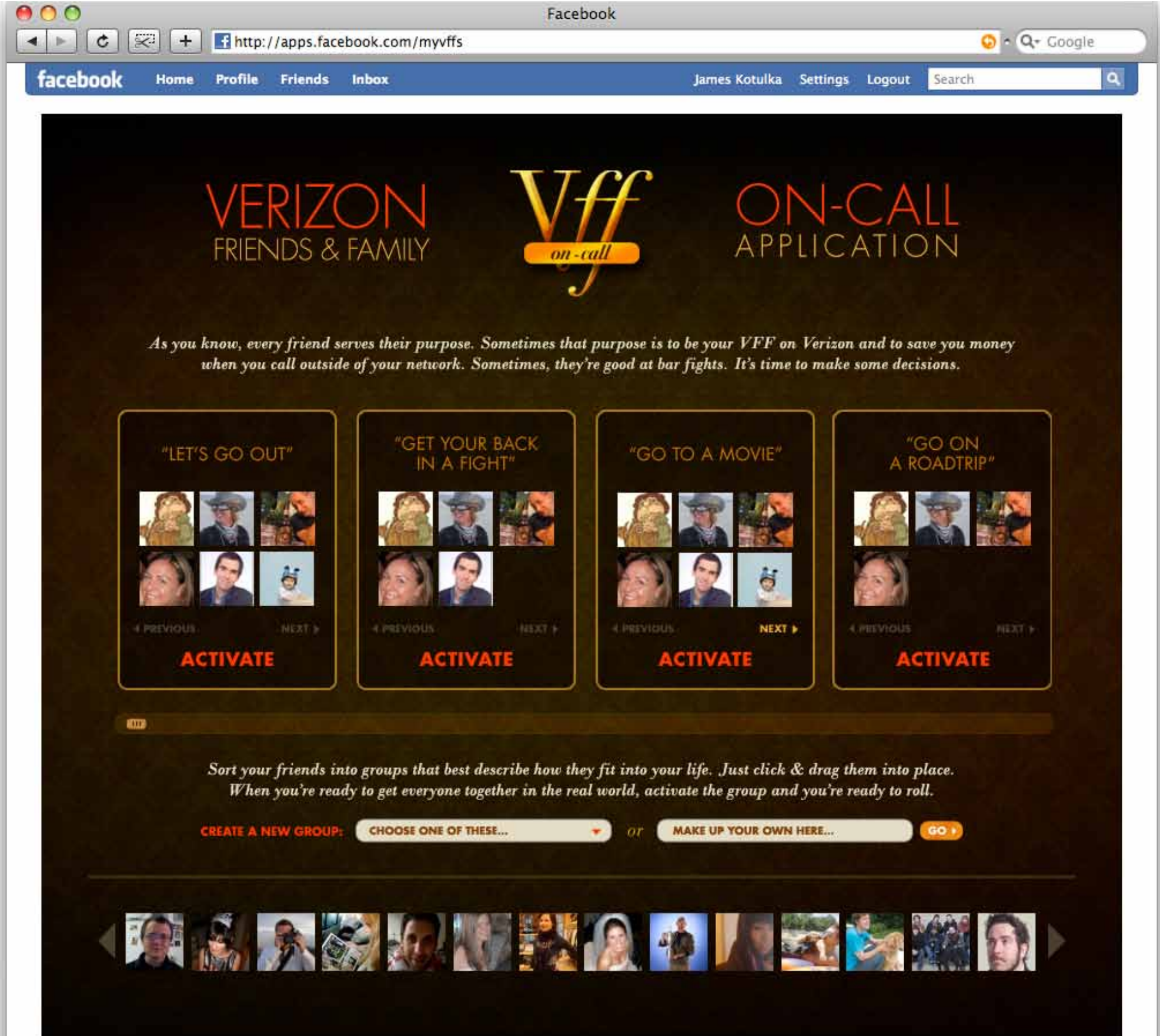
Q W E R T Y U I O P

**Award Notification**

People who were answers to the quiz receive a text message to pick up their trophy at the site, spreading the message about VFF at the same time.

# VFF On-Call Application

For all the people who you can't make your VFFs we propose an application that lets you group all your friends into other categories. From practical groups like "Go to a movie" to hypothetical ones like getting your back in a bar fight, you can group your friends and then activate them instantly to let them know that you want to do that thing.



## McCann Worldgroup Cannes Party Invitation

Speaking on behalf of juniors everywhere, I wrote an invitation to the McCann's party in Cannes.  
New York Addy's - Gold, Young Guns - Shortlist Copywriting category



IT IS MY UNFORTUNATE BURDEN AS A JUNIOR CREATIVE  
TO ANNOUNCE THE MOST INSANE PARTY I HAVE EVER NOT BEEN INVITED TO.

THE  
*McCann Worldgroup Party*  
AT  
*Hotel Du Cap*

WHERE YOU'LL ENJOY THE MOST SPECTACULAR VIEW OF THE MEDITERRANEAN I'VE NEVER SEEN.

SO ON,

*June 9th, 2008*

FROM

*7pm Until Who Cares*

WHEN YOU'RE ALL GETTING DRUNK, I'LL PROBABLY BE WRITING A BANNER AD,  
OR REVISING A BANNER AD, OR RE-WRITING A REVISED BANNER AD.

WHICH IS FINE,

BECAUSE I'M NOT ONE OF THOSE PEOPLE WHO LIKES PARTIES AND FUN, APPARENTLY.

I'LL JUST LEAVE THE MERRIMENT UP TO THE PROFESSIONALS.

ENJOY.

## Cannes Young Lions 2008 - 2nd Place

The Great American Dine Out is a program that donates a portion of the check at participating restaurants to feed starving kids in America. This nationwide competition awarded a free trip to the Cannes Festival to the first place winners. (sigh)



# JERKS

Help feed 12 million hungry kids.  
Go out to dinner.

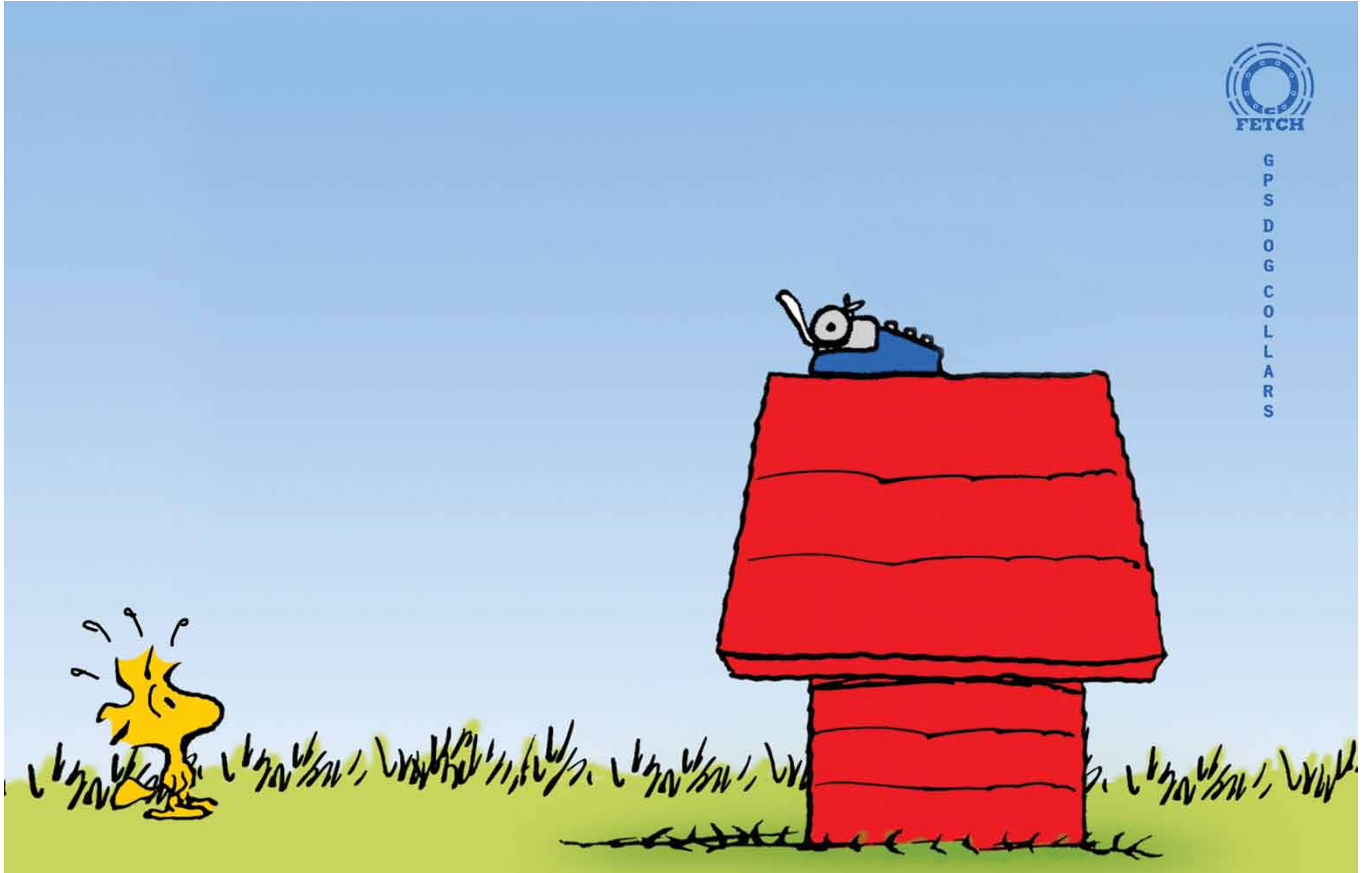
★ GREAT AMERICAN ★  
★ DINE OUT ★

DATES  
SEPT. 21-28, 2008  
[www.strength.org](http://www.strength.org)



**FETCH**

A new and innovative product that we named and branded.



G  
P  
S  
D  
O  
G  
C  
O  
L  
L  
A  
R  
S



GPS  
DOG  
COLLARS

### Fetch Iditarod Tracker:

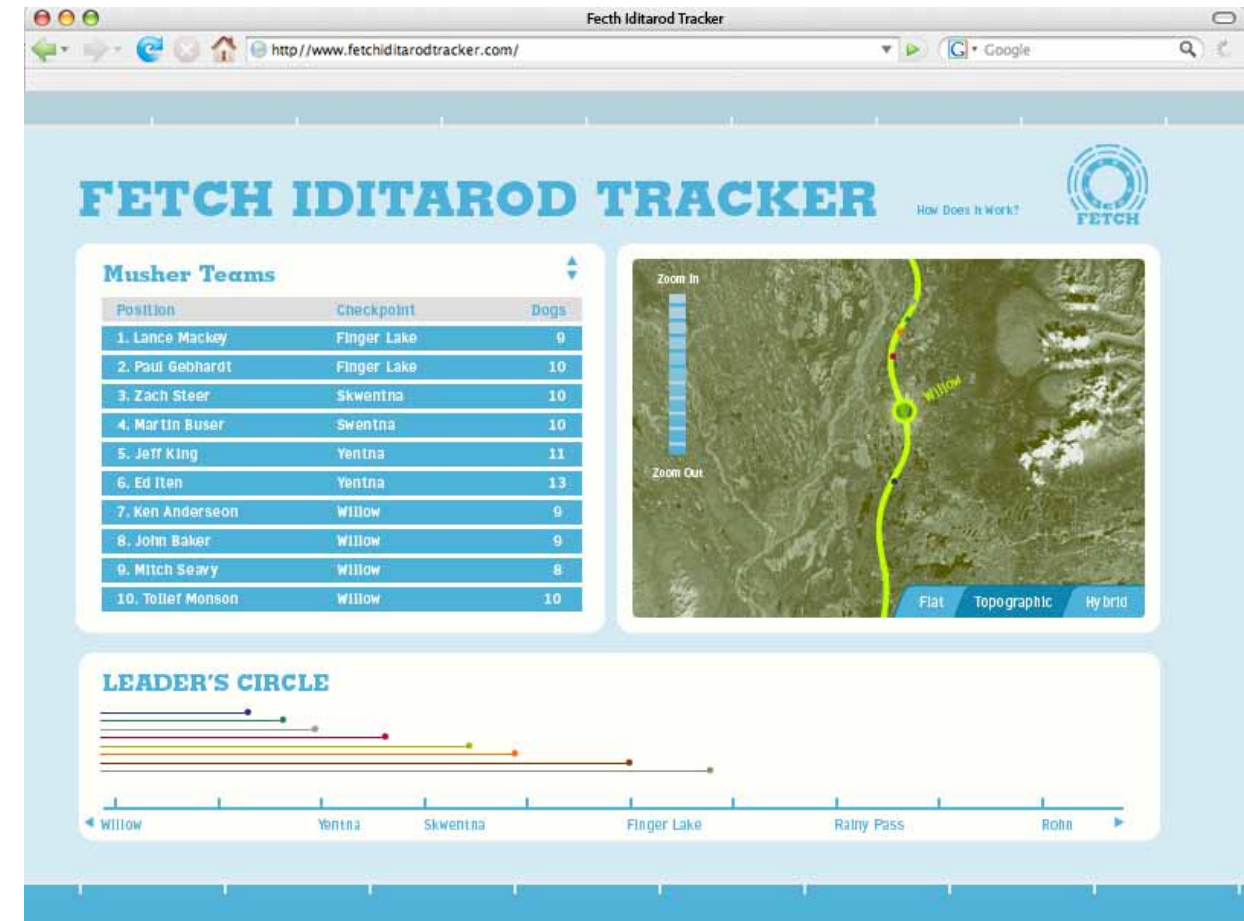
The Iditarod is an annual sled-dog race in Alaska.

What better way to demonstrate the product than by strapping it to dogs that are running into the middle of nowhere?

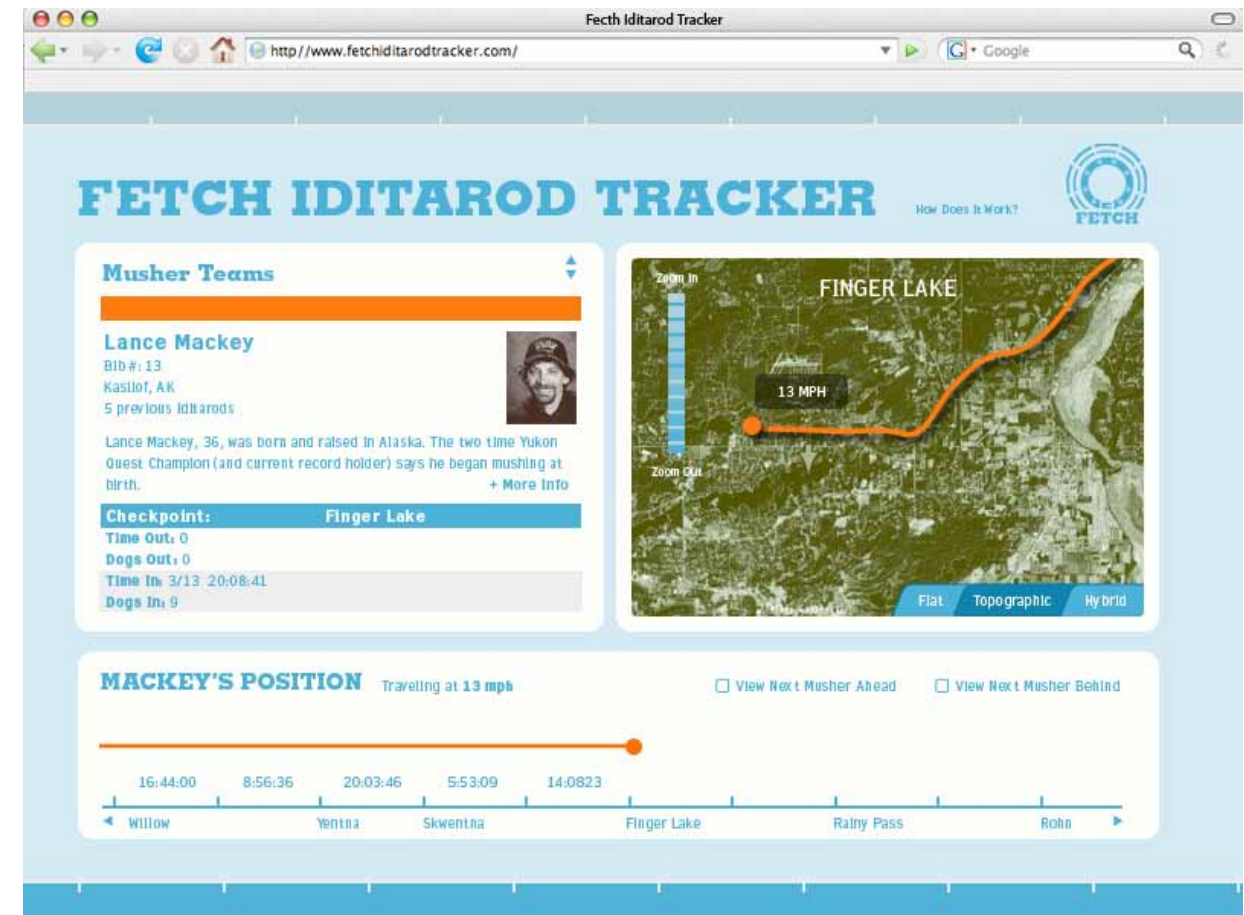
**A:** From the Iditarod website, a separate window will open with the Fetch logo



**B:** On the webpage you can see a color display of the current order of all the sleds around each city



**C:** When a sled is selected, the team is pulled up and more detailed info is given, including current speed and a driver bio



## My Sister's Birthday

Snuck up on me. So I wrote her a letter. A real letter. In the mail. Very classy.

Happy Birthday Kelly!

I hope your life is going well and that your dog is housetrained.

This year, something special is happening.

You are getting something from me, that is almost beyond description, but the real treat is that I'll be describing it

over the next few pages.

This year, for your birthday, I'm giving you a Future-Gift.

I know.

It sounds like a cop-out.

Like I didn't actually get you anything, and that the past 25 years we spent together in the womb meant nothing to me, but hear this:

you are wrong.

Just because your gift has yet to materialize does not mean it doesn't exist.

Don't let its intangibility stop you from telling your friends that it's the best thing you've ever gotten in your life.

Rather, the best thing you will have gotten, sometime.

Some people say that the best things in life are free.

Well, I say, the best things in life are in the future.

They could be free, but you never really know do you?

Unless you have a time machine.

Which this Future-Gift could be, because you don't know what the future holds.

That really is the beauty of the Future-Gift, and precisely why I'm giving it to you.

You see, the future is a mysterious beast.

Sometimes you can be upset, or worried about what comes in the future, but that's only because you think you know what the future

brings.

Which speaks precisely to the power of the Future-Gift.

It strips you of your assumed ESP, and faux-oracle qualities.

You have no idea what this gift will be and therefore have no authority to be happy or sad about it.

Only excited.

Isn't that a wonderful feeling?

So unplug your crystal ball, take off that silly wizard hat, and just look forward to something, at sometime.

Future-Gifts might be the best surprise you can get on your birthday because even a surprise party is less surprising than a future gift.

Surprise parties shouldn't even be called surprise parties.

They should be called 'somewhat-likely parties', because they always happen on occasions.

Anytime an occasion comes up, a surprise party can happen.

Where's the surprise in that?

That's like flipping a light switch and being surprised when the bulb burns out.

You flipped the light, it didn't come on, is that a surprise?

No, that's just something that happens sometimes.

Now, if you were sitting in your room in the dark (weirdo) and the light comes on... that is a surprise. Cause you had no idea it was

going to happen.

A little like magic.

And a lot like a Future-Gift.

So we can say that your Future-Gift is, in a way, magic.

It's unexpected, it's exciting, and it happens.

Exactly like magic!

Again, please, take off the wizard hat. You look ridiculous.

This is real magic, not Harry Potter.

But you know what's even more magical than that?

You're a future-gift too! Shhhhhhhh!

You see, no one knew that on your 26th birthday you would be where you are, doing what you're doing.

When you were younger, you probably thought you'd be on tour with your childhood dance troop performing interpretive renditions of

selections from "Now that's what I call music Volume 163."

Whereas, when I was younger, I assumed at this time in your life you would have your knee on someone's throat calling him a crybaby,

cause that's really what you were best at.

But... Surprise!

You have a normal job that involves no dancing or beat-downs!

You.

Are proof.

That the Future-Gift is a brilliant and amazing thing.

Certainly worth looking forward to.

And so I bequeath it to you on this, the dawning day of the morrow of your birth.

A beautiful uncertainty at the cusp of a horizon.

A gleaming sunbeam that peers through the murky-black clouds of despair.

A bulbous, decadent grape that you know one day, someday, will be inaugurated, and drenched in pride when it takes its spot at the

bottom of a Raisinette box.

That is how your Future-Gift should feel.

Until the day you get it.

Then it's just gonna be F-ing sweet.

Happy Birthday.

Love,

Dave.

## FIFA

Futbol fans see FIFA only as a rule maker that confuses the game and makes it harder for the players. The goal of FIFA World is to show fans that FIFA loves the game more than anyone. It is an entertaining database of the most futbol content ever compiled in one place.



## MANIFESTO

FIFA WORLD is a futbol Pangea.

A giant interactive continent on which grass only grows to one length. Short. Team flags bloom from trees that border rolling hills of checker-cut fields. Vines form nets and graciously accept punted soccer ball fruits. Every street is paved with turf.

This world is FIFA's dreamland.

It is an online experience that unites everyone under this beautiful game.

It is a bastion for fans whose lives will never have enough futbol in them. No matter how many games they've watched, how many arenas they've been to, how many sports sections they've read, they have never experienced futbol that does not stop.

It's paradise.  
A temptation that God wouldn't dare create.  
And that's why FIFA needs to.

A place like this would never be possible without FIFA.  
It's the one bond that every player shares.

Every country is different. Every club is different. Every player is different.  
They have different positions and styles of play.

But they all share the love of futbol.  
A love that has been fostered by FIFA.

So it's only fitting that FIFA World be the one place that can unite everything in the sport.

Whether you call it soccer, football or balompie,  
in FIFA World, it's the game that speaks for itself.



### A: SPLASH PAGE

A rotating soccer ball instructs visitors to click and enter.



B: The ball unfolds to a flat image.



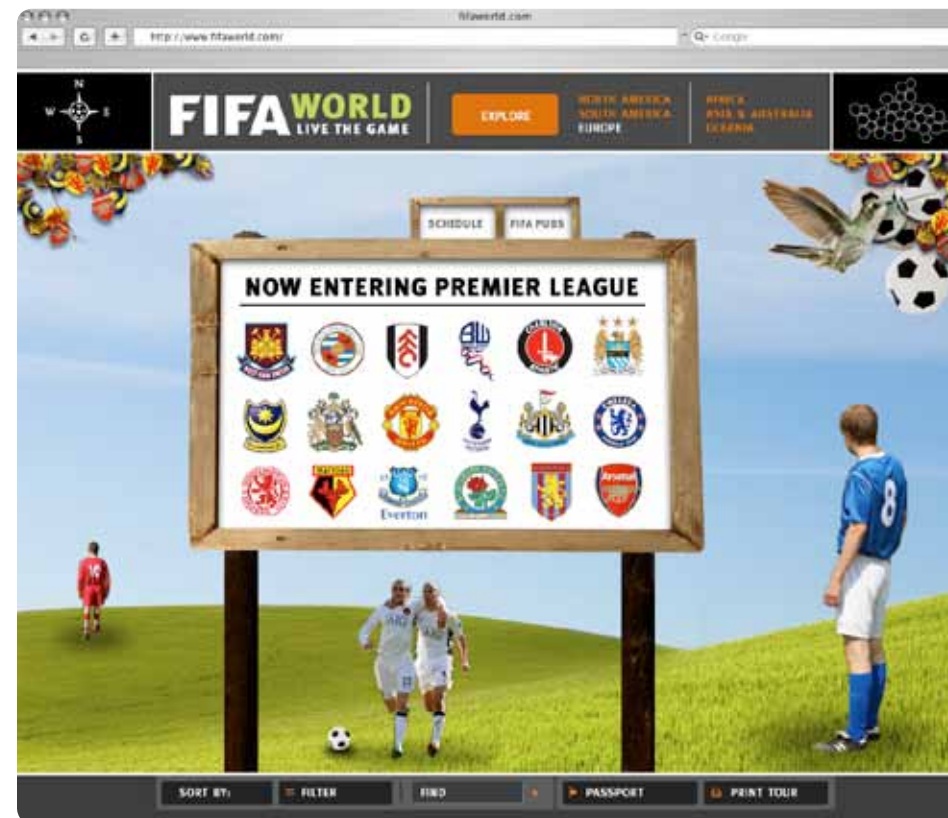
### C: MAP

The image fades to create the map of FIFA World. It is divided by confederations that can all be fully explored.





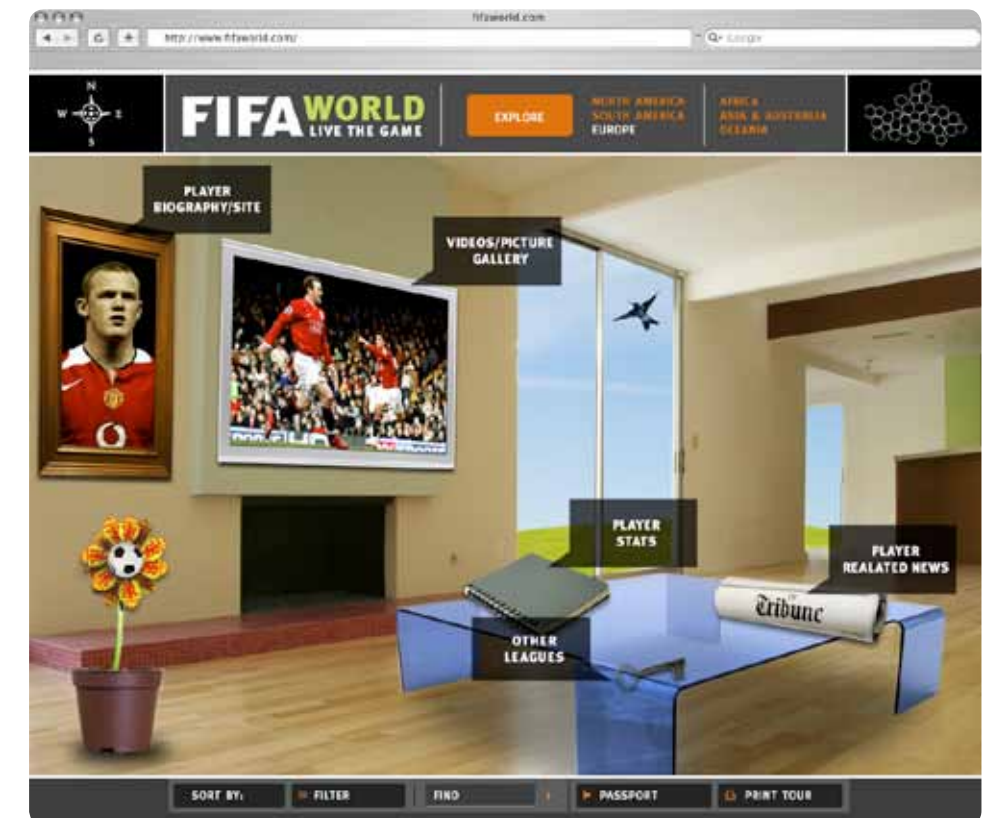
**D:** When the European Confederation is selected, a map of landmarks directs visitors to choose a league within that country.



**E:** Each league is displayed in the FIFA fantasy world as a welcome billboard. At the top, visitors can choose to see a full schedule or find a partnered FIFA Bar in their area that shows games from that league.



**F:** Each team is displayed as a street the players live on. Their jersey numbers are their house addresses and they can be visited by clicking on mailboxes or on the roaming players themselves.



**G:** Information about each player can be explored when the visitor enters his home. Bio, highlight reel, stats, news, and leagues.

## FIFA World Freezones



**Highlight Reels**  
Top weekly videos from leagues around the world

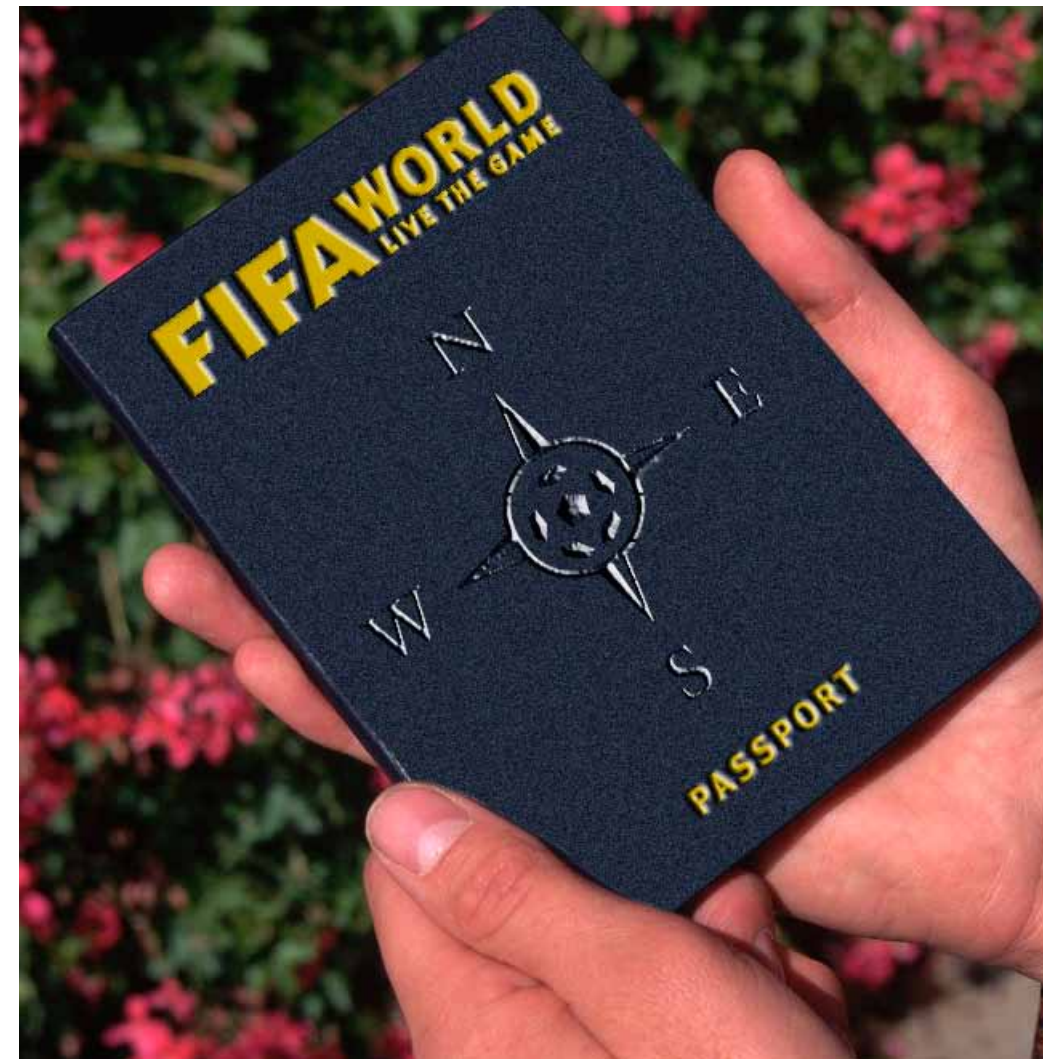
**FIFA Labs**  
Lists new things coming to FIFA World and takes suggestions of what fans want to see.

**World Cup Zone**  
Constant news and updates of the World Cup

**E-Cards**  
Send letters to friends from FIFA World

**Launch Pad**  
Will send you to a random league and team.

## FIFA World Passport - A keepsake for the dedicated fan



Grants Access to arenas worldwide in a special FIFA line that gets Passport-carrying fans in quicker.



At every arena the fans will receive a unique arena stamp in their passport. Cup games will be nicer looking stamps, like Visas.



Fans can also receive stamps at participating FIFA bars where they go to watch the games.

### FIFA WORLD PROMOTION

We want to launch FIFA World in Johannesburg, London, and Los Angeles. Each promotional piece is catered to that community, but will work in all three.

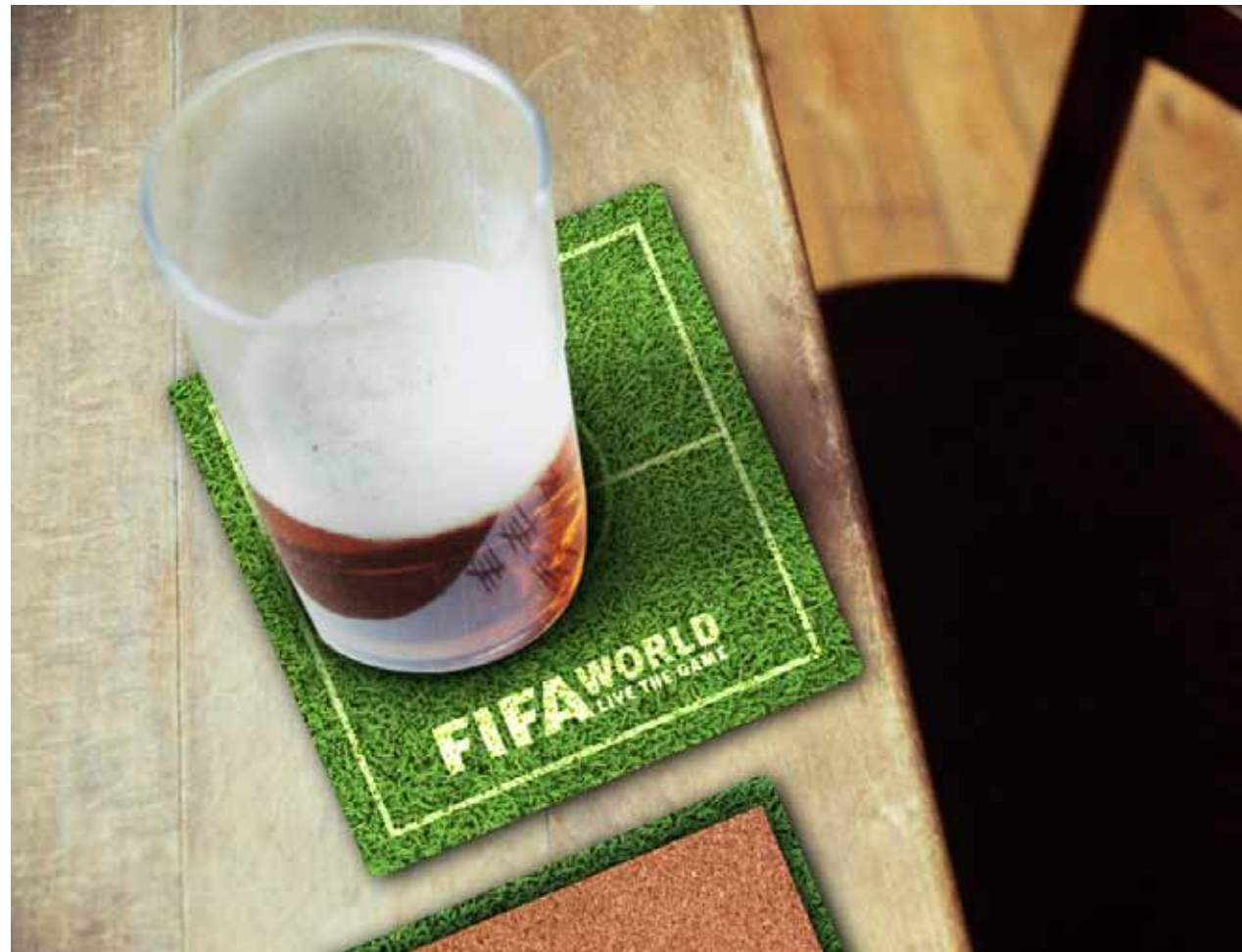


### Elevator Wraps - Los Angeles

Citizens in this fast paced city would be immersed completely in FIFA World during their workday.

**Turf Coasters - London.**

Pubs are a popular spot to watch games. The coasters would put your pint in FIFA World and urge you to join it.



**FIFA Tree - Johannesburg**

Replicas of the trees found in FIFA World would be placed throughout the city with removable balls. Will provide equipment to impoverished portions of the city and spread awareness at the same time.



# **OLD BRICKS WITH LOW SELF-ESTEEM ARE GREAT FOR WALKWAYS**

**Imagine holding the weight of an entire house on your shoulders.**

**Then imagine getting punched in the face with a hammer, having your clothes chipped off, being thrown into a wheelbarrow with other naked yous, then shoved into the ground to be walked all over.**

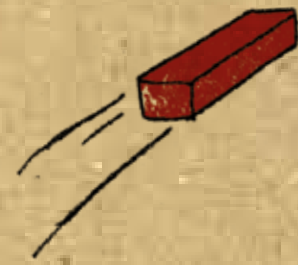
**Your self-confidence would drop dramatically.**

**Well, it's happening to billions of old bricks every day, and we're making an effort to stop it.**

**An old brick is many things. And could be even more. if we have the heart to let it.**

**An old brick isn't just for walkways,**

**an old brick is...**



the start of a revolution



a coaster for a cement table



a newspaper weight



a pillow for a bed of nails



what put mortar on the map



how to build an old house



a construction worker's ashtray



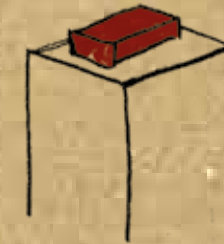
a distant cousin to the flower pot



the hide-a-key when there's no doormat



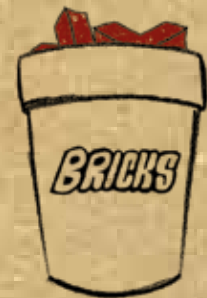
the eating utensil of an industrious sea otter



a work of art



how to fix the wobble of a 60-foot table



a man's lego



the telephone of a crazy bum



an overzealous pesticide



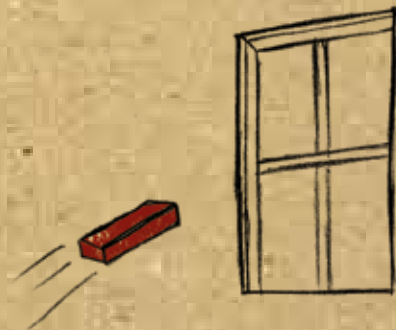
paul bunyan's nail file



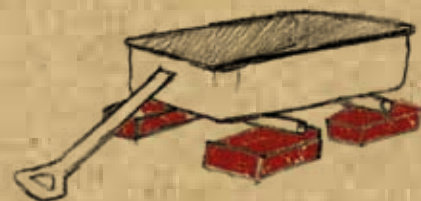
a helmet test



a horrible sponge



the rejected lover's version of a pebble



how to put a wagon on blocks



a little smaller than a new brick



a robber stopper



an anarchist's carrier pigeon



how Ken sleeps with the fishes.

# Book Learning



## VCU Adcenter

Richmond, VA

Masters of Science, May 2007 – The only thing my dad understands about what I do. To him, I'm a scientist.

Track: Strategic Planning (2004-2005) - Insights are the basis for all great advertising.

Copywriting (2005-2007) - It takes great advertising to communicate the power of insights.



## Colgate University

Hamilton, NY May 2004

Bachelor of Arts

Major: Psychology - Cognitive Dissonance: Fraternities, ego maniacs, and the Army explained

Minor: Education - Professors get 4 months paid vacation. They're pretty smart after all.



## University of Wisconsin - Platteville

Study Abroad program in Sevilla, Spain

Pass/Fail courses are the only way to learn anything in a foreign country.

# Industry Learning



## Campfire, New York, NY, November 2009 - Present, Copywriter

The story is everything.



## McCann Erickson, New York, NY, July 2007 - November 2009, Copywriter

Diets are the enemy. Music is your friend. Clients fall somewhere in between.



## Mother, London, England, Summer 2006, Creative Placement,

Mark Waites' favorite drink is Magners' Irish Cider.



## Dimassimo, New York, NY, Summer 2006, Copywriting Intern,

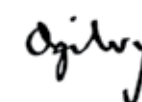
Smaller agencies are a great opportunity to prove and improve your talents.

In advertising and in ping-pong.



## Multicultural Advertising Internship Program, Ogilvy and Mather, New York, NY, Summer 2004, Planning Intern,

Soy Dominicano por el lado paternal, pero mi madre me dio su tez Irlandés. Aprendí que no existe mucha gente con esta combinación. Usted tendrá la oportunidad de posiblemente ayudar a la minoría mas pequeña del mundo. Favor de no desperdiciarla!



# Resume



## **Contact**

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