



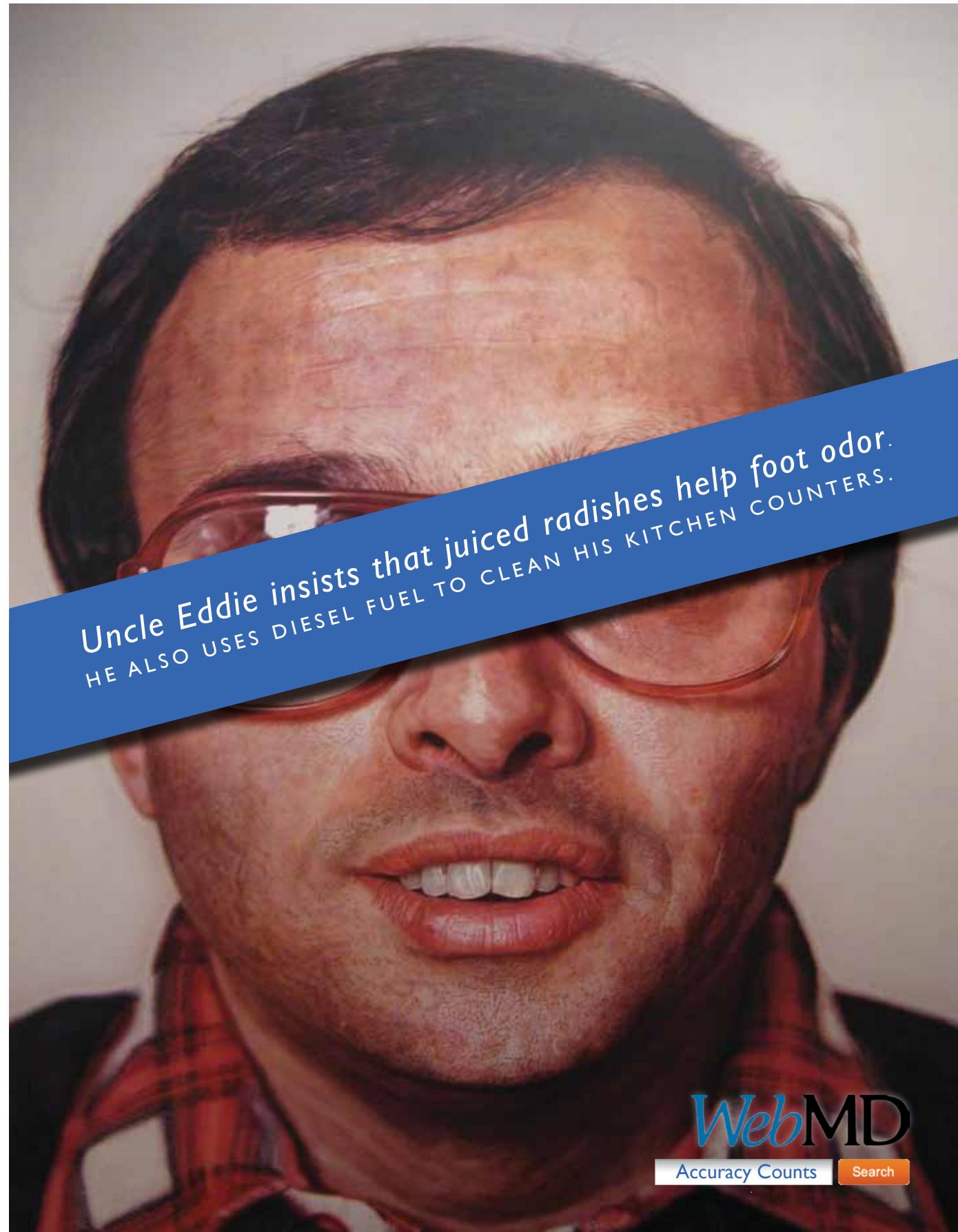




There's a lot of sketchy advice out there when it comes to your health. Fortunately there's WebMD – the place to turn for expert information.



WebMD
Accuracy Counts [Search](#)

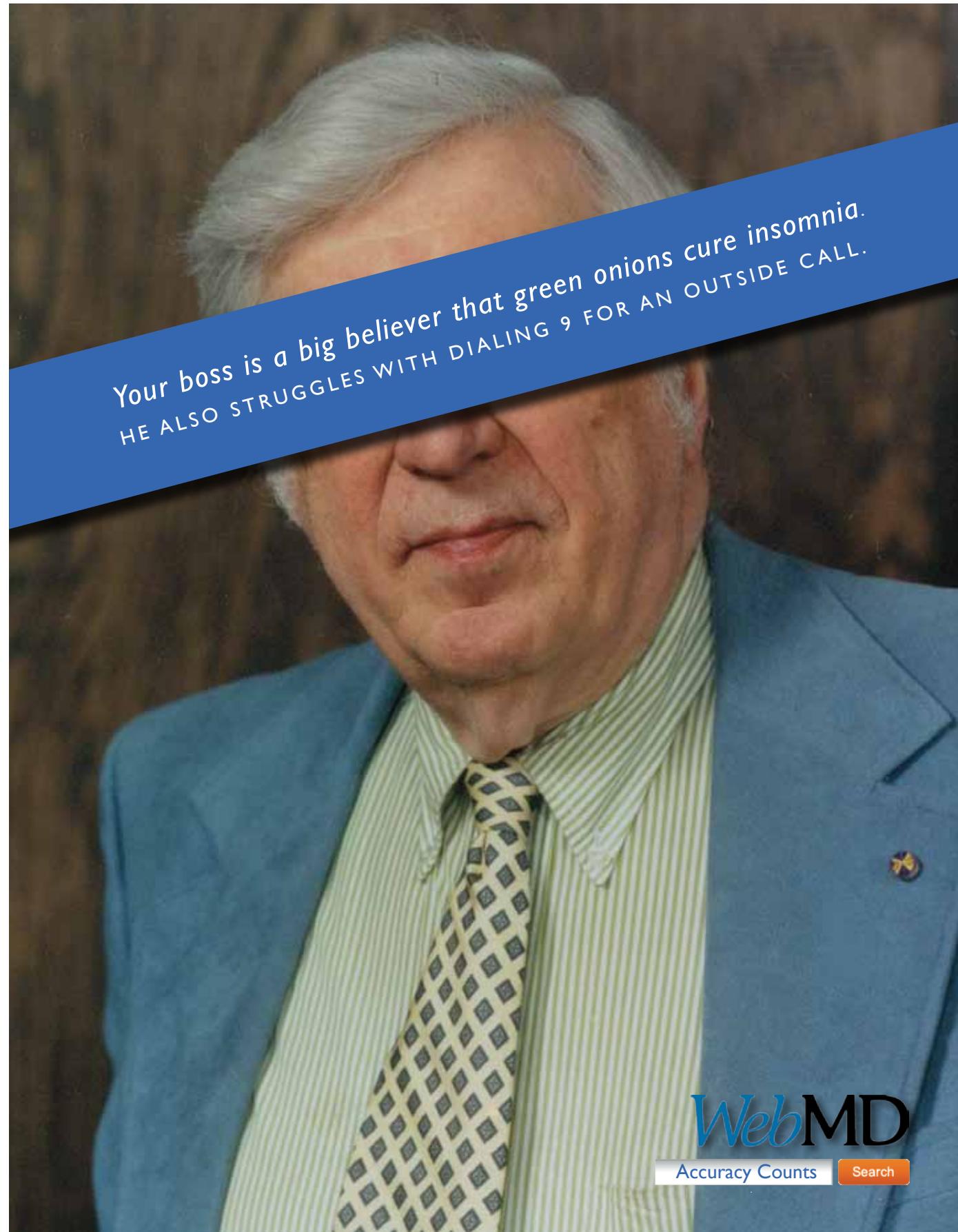


Uncle Eddie insists that juiced radishes help foot odor.
HE ALSO USES DIESEL FUEL TO CLEAN HIS KITCHEN COUNTERS.

WebMD

Accuracy Counts

Search



Your boss is a big believer that green onions cure insomnia.
HE ALSO STRUGGLES WITH DIALING 9 FOR AN OUTSIDE CALL.

WebMD

Accuracy Counts

Search

Rich media banners share some terrible advice and ask people to play 'The Worst Advice Ever Contest.'



Open on fake banner ads

Woman jogging slowly across browser screen from left to right



Woman stops in *Dr. Uh Oh's Joint and Back Cream* banner and grabs at her lower back in pain.



Enter coach in left *Friday Night Football* banner and woman turns to him

Coach and woman talk to each other
VOICE - COACH: You better walk it off now.
You hear me!?

VOICE - WOMAN: (Puzzled and Sassy)
Really? Walk it off? Think I'll go to WebMD instead.



IMAGE - COACH: Dissolve into skyscraper reveals WebMD

IMAGE - WOMAN: Turns camera forward and breaks fourth wall

VOICE - WOMAN: People love giving crazy advice when it comes to your health.

IMAGE: Woman continues camera forward and banner reveals *The Worst Advice Ever Contest*

VOICE: Don't let those sketchy opinions go to waste.



IMAGE: Woman continues camera forward with share your story tab displayed

VOICE: Enter the WebMD *Worst Advice Ever Contest*. If you're chosen, we'll feature you in our next commercial.

IMAGE: Woman dissolves and submit a story form is displayed

OR WATCH ME NOW



<http://www.vimeo.com/21147876>

People share their worst health advice they've ever received for a chance to be featured in a WebMD commercial.

WebMD – Better information. Better health.

http://www.webmd.com/

Home & News | Health A-Z | Drugs & Supplements | Healthy Living | Eating & Diet | Parenting & Pregnancy

March 14, 2010

Other search tools: Symptoms | Doctors | Videos

Search

WebMD
Better information. Better health.

Health Conditions

- ADHD
- Allergies
- Anxiety Disorders
- Arthritis
- Asthma
- Back Pain
- Bipolar Disorder
- Breast Cancer
- Cancer
- Cholesterol
- Cold & Flu
- COPD
- Depression
- Diabetes
- Fibromyalgia
- Heart Disease
- Heartburn/GERD
- Hypertension
- Incontinence/OAB
- Migraines
- Osteoporosis
- Rheumatoid Arthritis
- Sexual Conditions
- Skin Problems
- Sleep Disorders

See All

Living Better

- Baby & Newborn
- Emotional Health
- Fitness
- Food & Cooking
- Healthy Eating & Diet
- Healthy Home
- Healthy Pets

Trouble Breathing?

If you experience symptoms of breathlessness, you may have lung disease. Take this health check to learn more.

Learn More

Happy Couples
4 secrets to having a spectacular marriage.

Skinny Tricks
24 ways to lose weight without dieting.

Breathlessness
Trouble breathing? Take this health check.

Today's Health News & Features

RSS Feed | Help

Retail Spices Recalled in Salmonella Scare
Salmonella: Pictures, Symptoms, Treatment

11 Ways to Help Bed Wetters

Daylight Saving Time: 8 Tips to Prepare
12 Common Causes of Fatigue

12 Celebrities With Diabetes

Cruise Ships: Danger in Paradise

Onion Cream Treats New Stretch Marks
War on Cancer: Cancer Deaths Down
Types of Childbirth Classes

Will the Pill Make You Gain Weight?
11 Tips to Cut Your Cholesterol Fast
6 Foods to Fight Aging

WebMD Newsletters - Stay Informed

Grandma would have us suck a cotton ball w/ turpentine for a toothache. Looking back, it's amazing we didn't poison ourselves!
Grayce M. - Kansas City, MO

I had a neighbor once who insisted potato skins and prune juice would cut a cold's time in half. He was a strange little man.
Dane R. - Boston, MA

I had a camp counselor once who would burn incense and sage for pretty much anything. Bee stings to sunburn. I'm not making this up.
Amanda C. - Mobile, AL

WORST ADVICE EVER! CONTEST

Share some of the craziest health advice you've ever received for a chance to be featured in our next TV commercial. WebMD – the most reliable health information on the web.

TYPE STORY HERE

WebMD

SHARE THE WORST WITH THE BEST

Click here for full contest details.

Share some of the craziest health advice you've ever received for a chance to be featured in our next TV commercial. WebMD – the most reliable health information on the web.

TYPE STORY HERE

WebMD

SHARE THE WORST WITH THE BEST

Click here for full contest details.

WebMD Community





When it's shared, meal time can be even better.
Friends should invite friends to McDonald's.
Super-Size is out, now Share-Size is in.
Enjoy the company. We make it easy.

Share a happier meal



**A CHANCE
TO RUB ELBOWS.
INTRODUCING
BOOTH SEATING.**

Share a happier meal
Photo our logo to get together.



**PLenty
OF ROOM FOR FOOTSIE.
INTRODUCING
THE TABLE.**

Share a happier meal
Photo our logo to get together.



Snap a photo of the logo to download the McD's app.

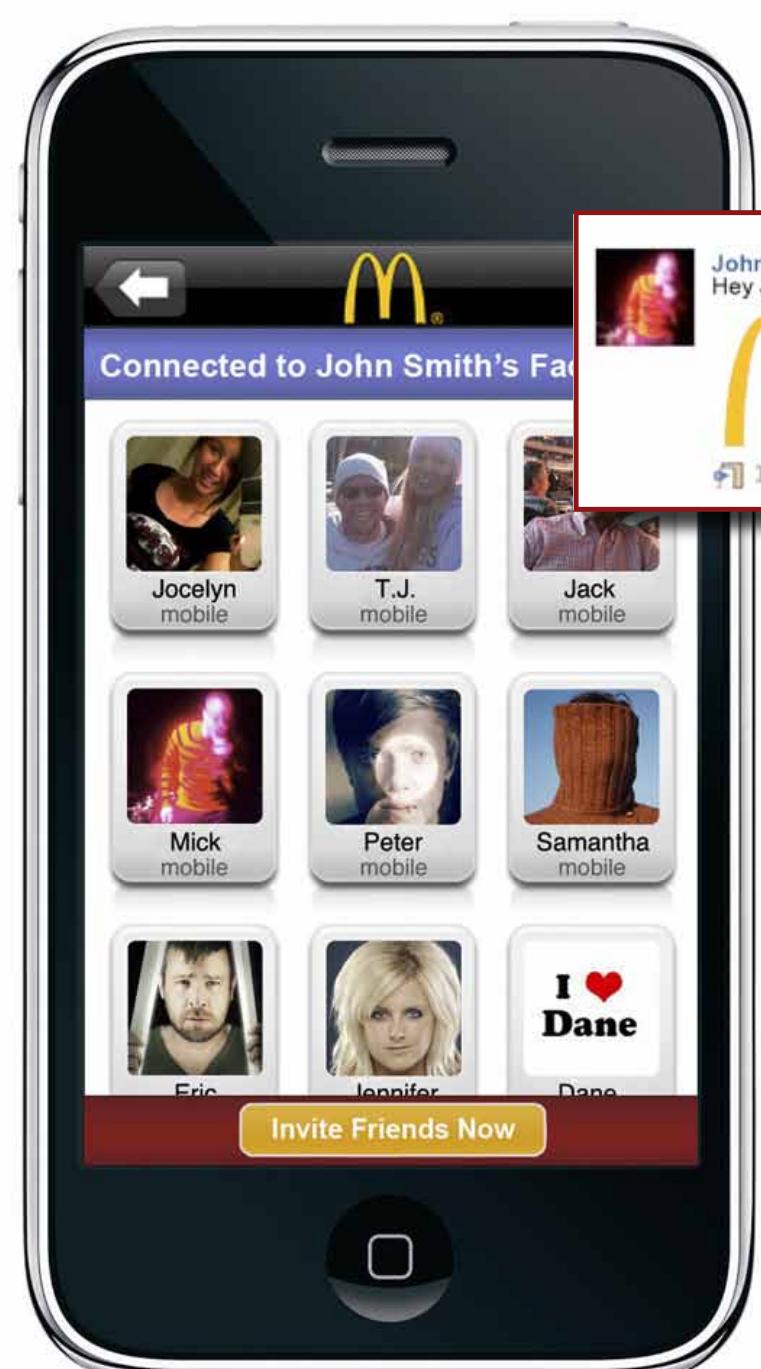
Print



McDonald's restaurant locator now locates your friends.



Select restaurant and time.



Select friends.

Invites are posted on facebook.

Smartphone App



Tray Liners drive users to text in photos.
They are rewarded with free Share-Size fries.

A red McDonald's tray liner featuring a stack of golden fries and the McDonald's arch logo.

WHAT DOES ONE TRAY?
SAY TO THE OTHER? ■
SEE YOU AT THE TABLE.

SO MAKE ROOM FOR MORE.
SNAP A GROUP PHOTO TO #5555
FOR OUR NEW SHARE-SIZE FRIES.

Share a happier meal

McDonald's

Tray Liners



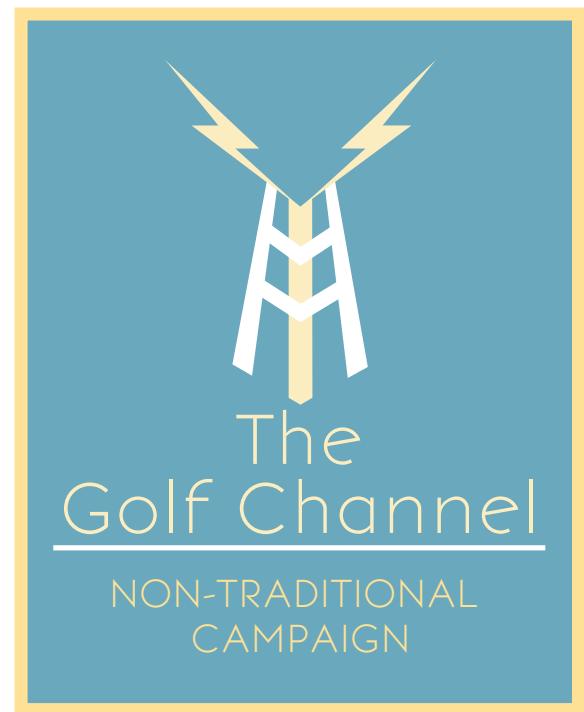


Texted photos are used for digital boards
to showcase togetherness.



Digital Ad Boards







THE GOLF CHANNEL

A lot of people play golf. Hardly anyone plays The Golf Channel.

So we created an experience to promote the channel -
when it comes to golf, we're always playing.



THE GOLF CHANNEL

GPS and AR technology turn the user's entire world into a golf course.



Take a swing. Anytime. Anywhere.



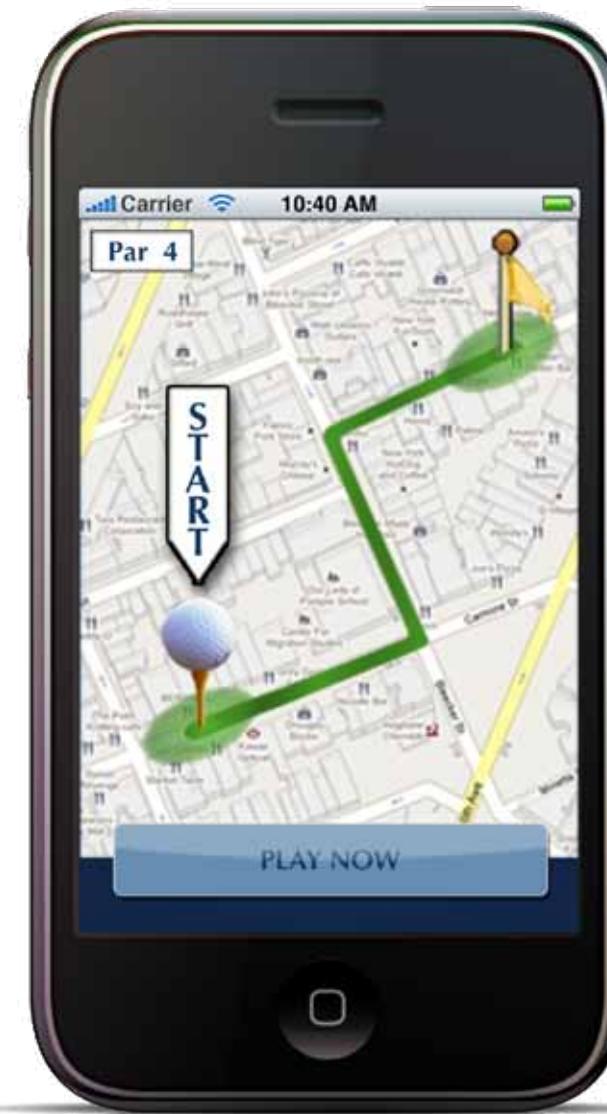
THE GOLF CHANNEL



Challenge friends or check national rankings.
National rankings

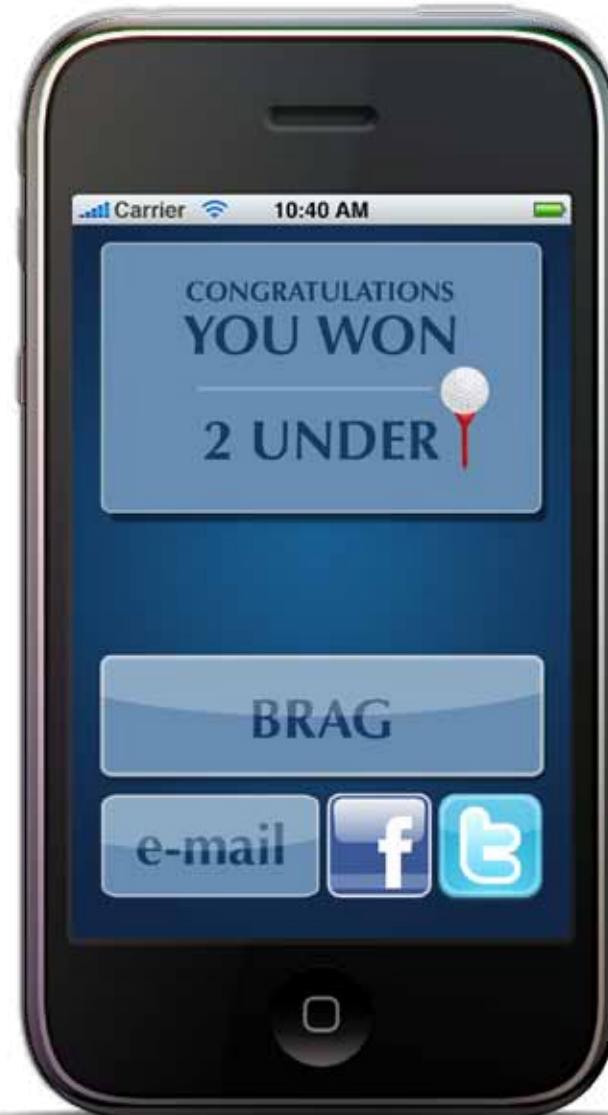


Enter your destination.
(Address: 1160 South 44th St.)



Play the course.

CLUBHOUSE COMMENTARY: BRAGGING RIGHTS



Broadcast your bragging.

Winners and losers will be linked to personalized, automated Golf TV commentary.

facebook Search

Scott Bettters Scott Bettters whooped Eric Webster and Dane Yankowich all over the course. He's a pro. They're not. 21 hours ago

Wall Info Photos Boxes Music

Write something...

Attach: Share

Filters

View Photos of Scott (24)
View Videos of Scott (8)
Send Scott a Message
Poke Scott

It's never too late to become a great golfer.

Scott Bettters Scott Bettters Whooped Eric Webster and Dane Yankowich all over the course. He's a pro. They're not. 21 hours ago

GOLF CHANNEL

Scott Bettters Scott Bettters Whooped Eric Webster and Dane Yankowich all over the course. He's a pro. They're not. 21 hours ago

GOLF CHANNEL

Scott changed his profile picture.

Scott likes Jim Croce and 2 other pages.

Scott wrote on Grooveshark's Wall.

Create an Ad

Become a Global Reporter

LITTLE BUNCH OF MADMEN ELEMENTS OF GLOBAL REPORTING

In Little Bunch of Madmen leading global reporters share practical tips on how to get the story—and stay alive—just \$12.00

Like

Operator Tactical Pants

Operator Tactical Pants for only \$18.99. Find out why 100,000+ people are wearing them.

Like

ESPN

The wait is over, the NFL season is finally here. Like the ESPN page and support your team all season long.

Joe Wildcard Kolacki, Pravish Persaud, and 4 other friends like ESPN.

Like

More Ads



THE GOLF CHANNEL

WALK AROUND,
OR PLAY A ROUND.



SNAP PIC FOR FREE GAME.

BE POLITE
ON THE SIDEWALK.
YELL “FORE!”



SNAP PIC FOR FREE GAME.

TAKE A STROLL
TO THE NEXT HOLE.



SNAP PIC FOR FREE GAME.



ANTICO PIZZA + GT

Problema: As a local pizzeria, Antico competes on-campus versus national chains.

Soluzione: Create Georgia Tech's first intramural pizza-tossing team.





On-campus freebies will feature GTPi's very own catchphrase, "Throwin' Up Pizza".



Silicone "Practice dough" is tossed around campus.

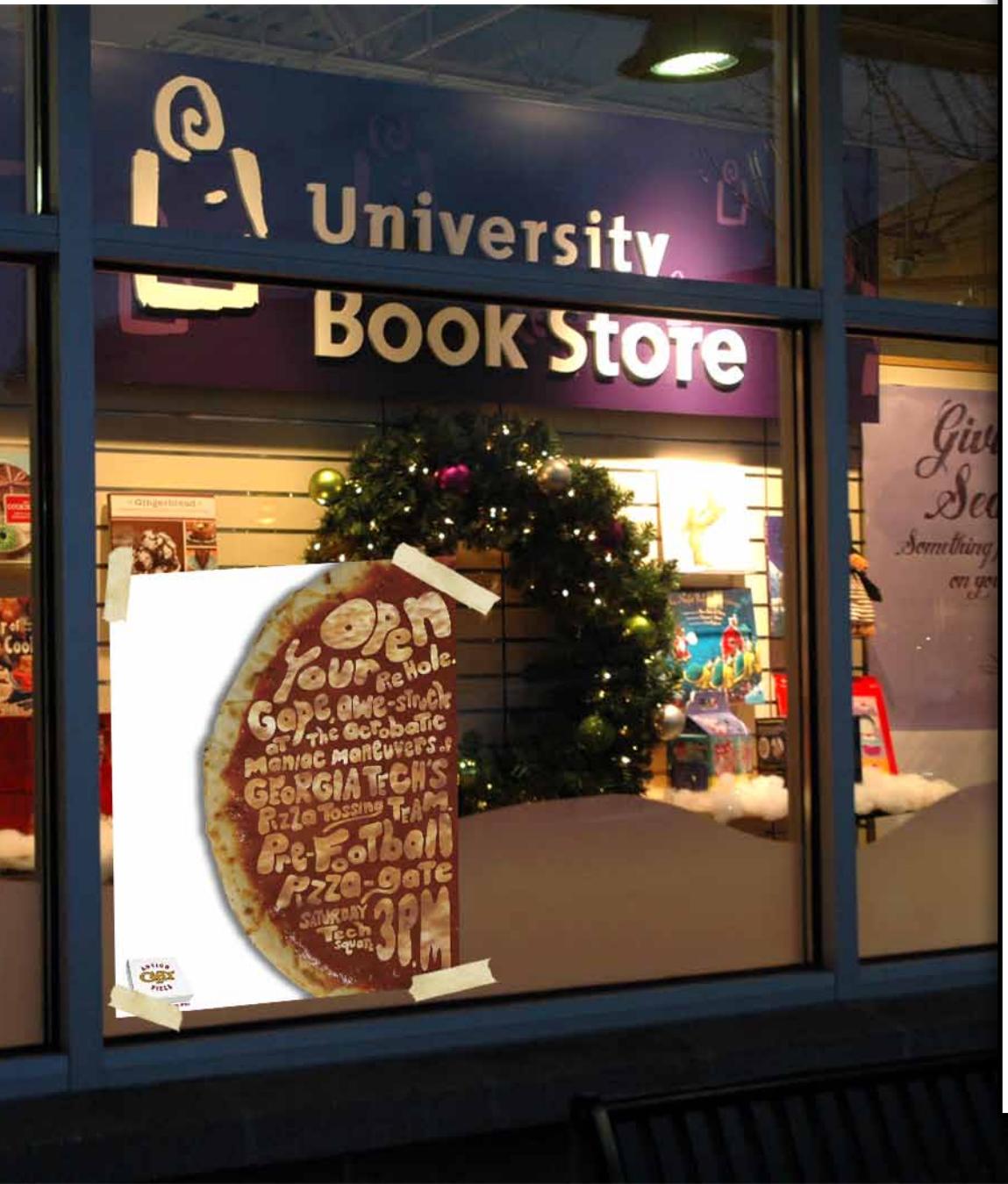


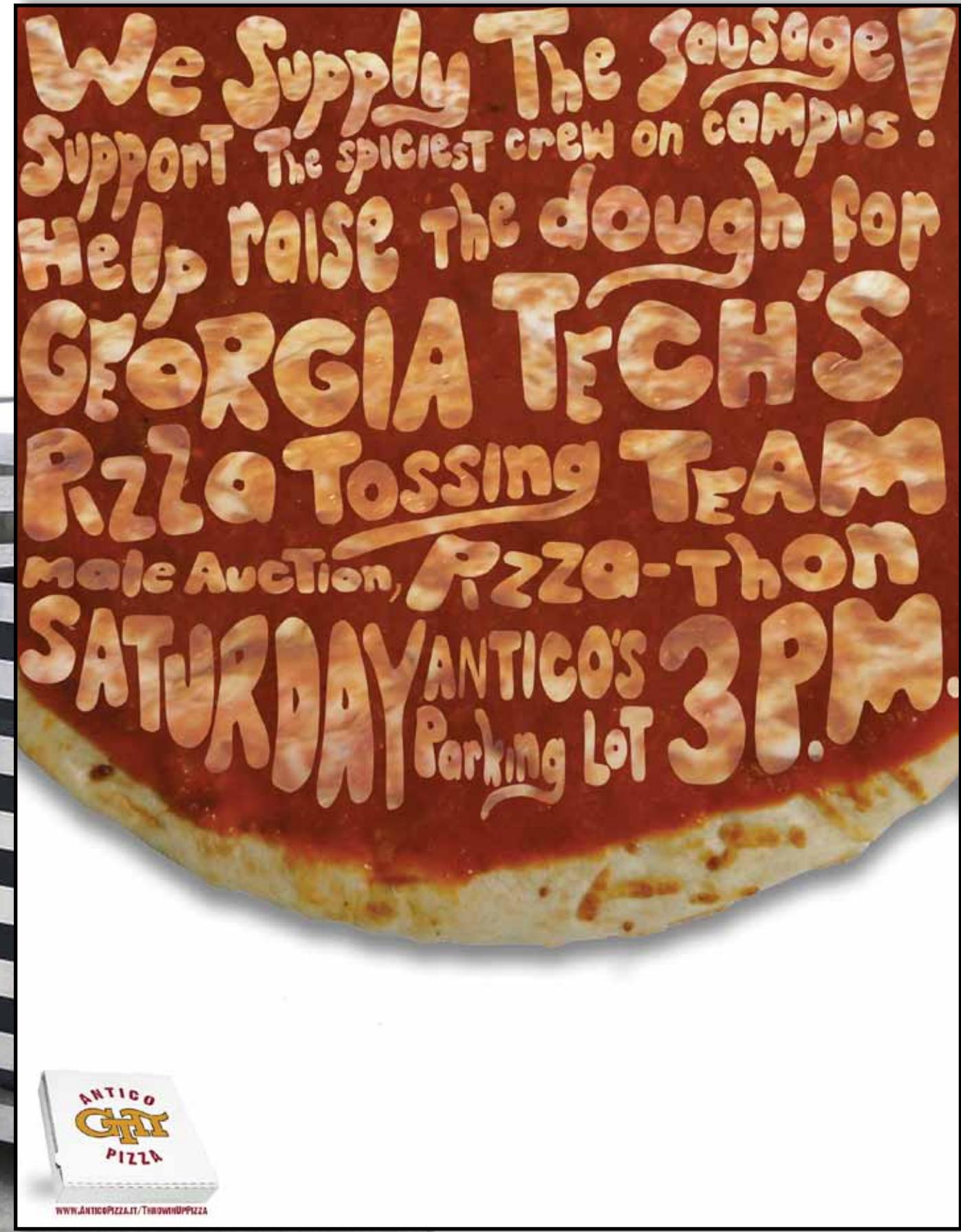


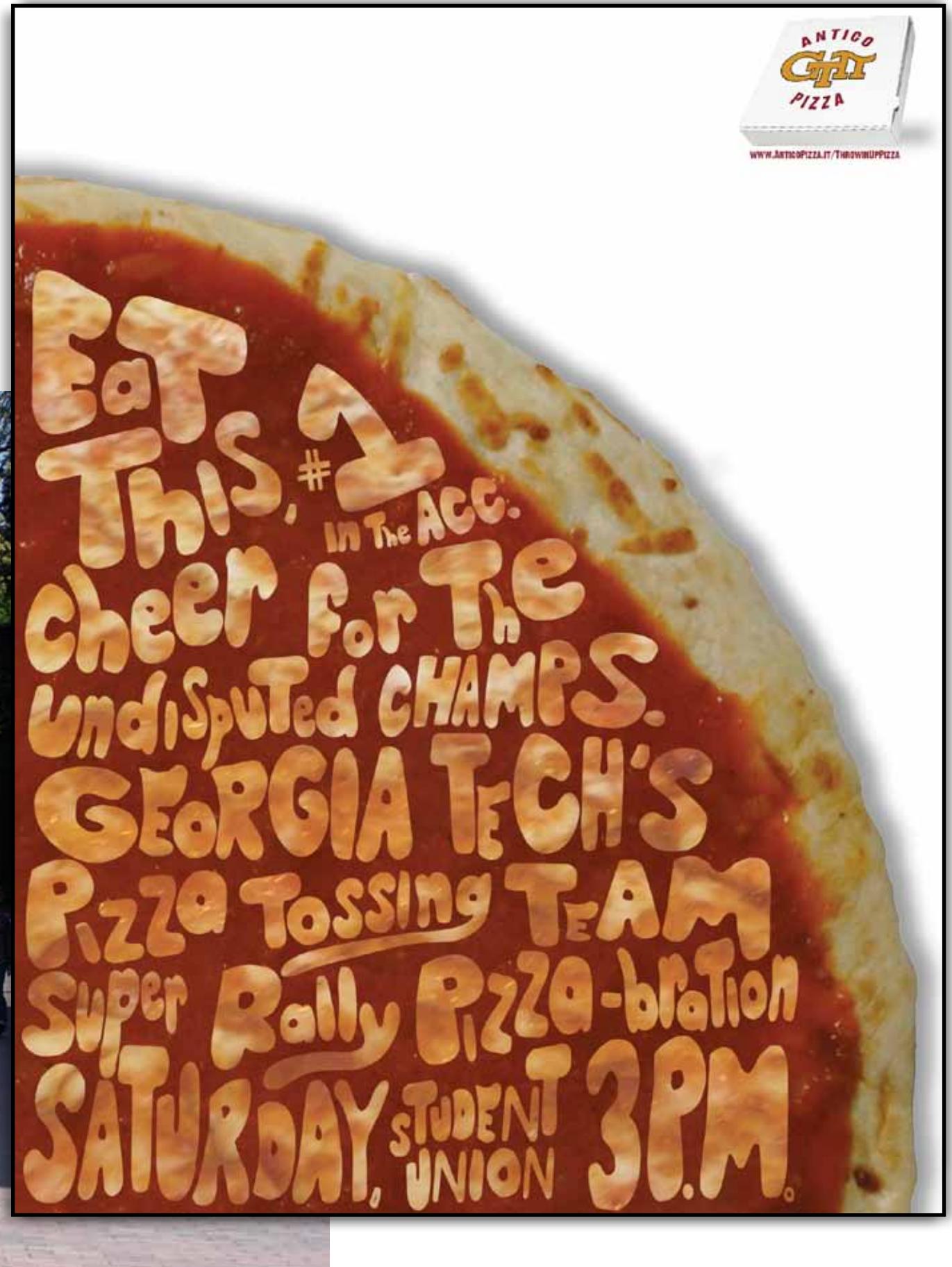
Team plaque proudly displayed in-store.



EVENT POSTERS









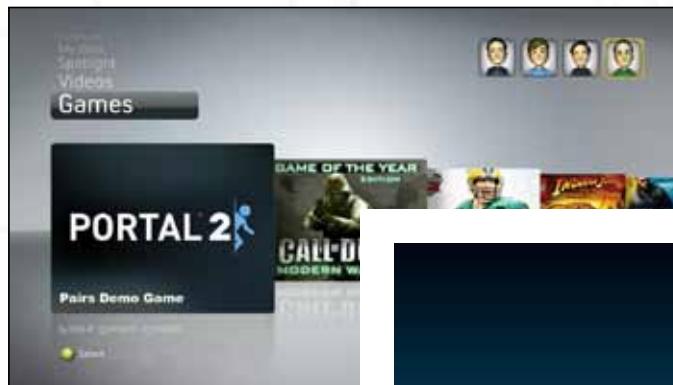
PORTAL 2



THE POPULAR PUZZLE GAME IS BACK. PORTAL 2'S NEW TWO-PLAYER MODE IS INSANELY HARD. TO SUCCEED, TEAMS MUST BE COMPLETELY IN TUNE.

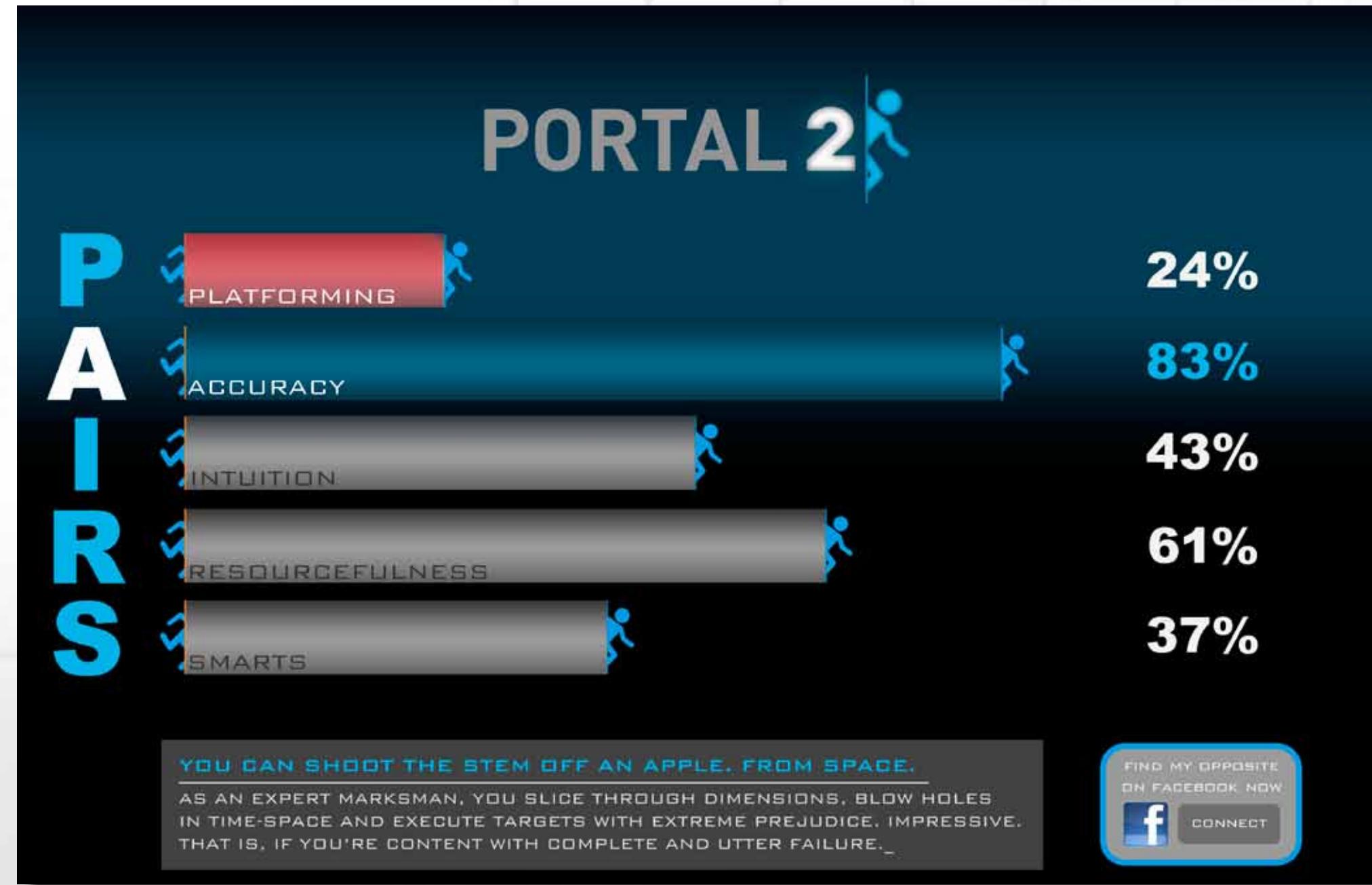
PRIOR TO THE GAME'S RELEASE, WE'VE CREATED A SPECIAL DEMO THAT ALLOWS GAMERS TO FIND THEIR PERFECT OPPOSITE - ANOTHER PLAYER WHO CAN DO EVERYTHING THEY CAN'T._

X-BOX MARKETPLACE



THE DEMO IS FREE THROUGH XBOX MARKETPLACE.

AFTER PLAYING DEMO, GAMERS FIND OUT WHAT THEIR STRENGTHS ARE AND WHO THEY NEED TO PAIR UP WITH FOR ASSISTANCE.



PORTAL 2

FACEBOOK

PLAYERS ARE PLACED IN SPECIALIZED FACEBOOK GROUPS BASED ON THE DEMOS ANALYSIS, WHERE THEY CAN MEET AND STRATEGIZE WITH THEIR "PERFECT OPPOSITE."

FACEBOOK BADGES



PLAYERS CAN ADD A BADGE TO THEIR PROFILE PICTURES.

facebook

Opposites Achieve: Platformers and Marksman

Members (13)

Chat with Group

Add Friends to Group

Leave Group

Photos of Members

Facebook © 2010 - English (US)

Advertising · Developers · Careers · Privacy · Terms · Help

Courtney Nicole Ku... Chat (32)

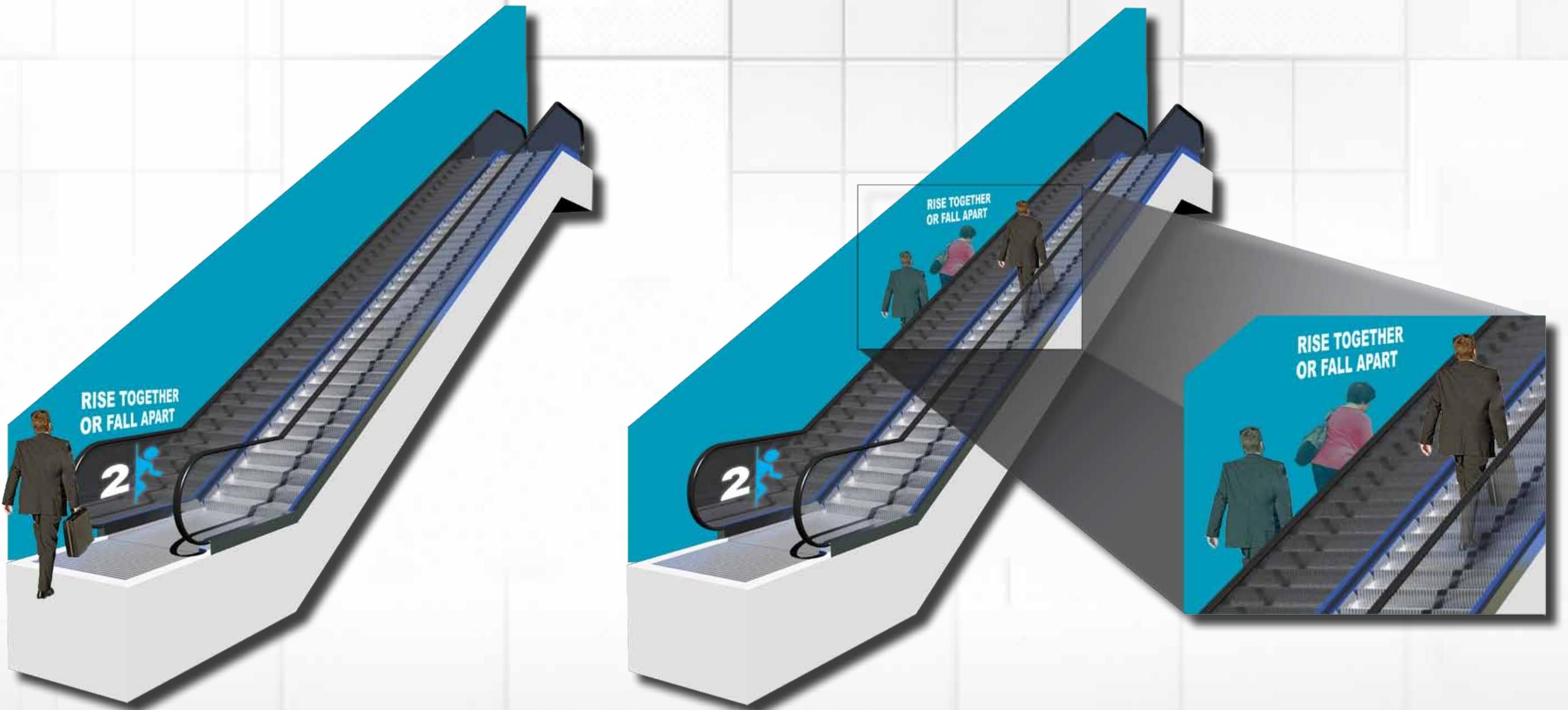
DIGITAL INTERACTIVE PORTALS

DIGITAL "PORTALS" ARE CONNECTED TO OTHER SCREENS AROUND THE COUNTY._

THE DISPLAY COMES ALIVE WHEN PEOPLE FROM MULTIPLE LOCATIONS WALK IN FRONT OF SCREEN._

GAME INFO AND THE CO-OP TRAILER ARE SHOWN._





DIGITAL ESCALATOR BACKS

AS SOMEONE RIDES THE ESCALATOR THEY SEE AN EXTRA
REFLECTION MOVING ALONGSIDE THEIRS.

WALL DEMO

TRAILER DISPLAYS ARE TURNED INTO MINI CO-OP CHALLENGES.
FOR THE VIDEO TO PLAY, TWO PEOPLE MUST PERFORM
OPPOSING ACTIONS IN UNISON._



A



B



C



D





People love cheese.
Unfortunately life's busy schedule doesn't always accommodate the cheese lover.
Thankfully there's cheese that comes in a can.



IMAGE: CU - ATF agent to slow zoom out
MUSIC UNDER: Opera Music



IMAGE: MS - ATF agent continuing slow zoom out
MUSIC UNDER: Opera Music



IMAGE: WS - ATF agent reveal and pulls wire from bomb
MUSIC UNDER: Opera Music



IMAGE: Dissolve to Art Card
SUPER: It goes where you go.
MUSIC UNDER: Opera Music

WATCH ME NOW



<http://www.vimeo.com/21148913>



IMAGE: CU - Puppeteer to slow zoom out
MUSIC UNDER: Classical Music



IMAGE: Puppeteer continuing slow zoom out
MUSIC UNDER: Classical Music



IMAGE: WS - Puppeteer reveals cowboy marionette
MUSIC UNDER: Classical Music



IMAGE: Dissolve to Art Card
SUPER: It goes where you go.
MUSIC UNDER: Classical Music

WATCH ME NOW



<http://www.vimeo.com/21150011>



IMAGE: CU - Robber to slow zoom out
MUSIC UNDER: Opera Music



IMAGE: Robber continuing slow zoom out
MUSIC UNDER: Opera Music



IMAGE: WS - Robber reveal holding up woman with purse
MUSIC UNDER: Opera Music



IMAGE: Dissolve to Art Card
SUPER: It goes where you go.
MUSIC UNDER: Opera Music

WATCH ME NOW



<http://www.vimeo.com/21151086>



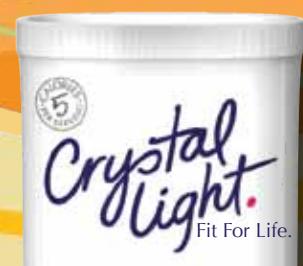
*Crystal
light.*

Every woman wants to look like Jessica Alba.
But not all of us can spend eight hours at the gym. And that's okay.
Little things we do can add up to a healthy lifestyle.



BYE BYE TRASH,
HELLO
BICEP CURL.

With only 5 calories per serving,
there's not much to work off.





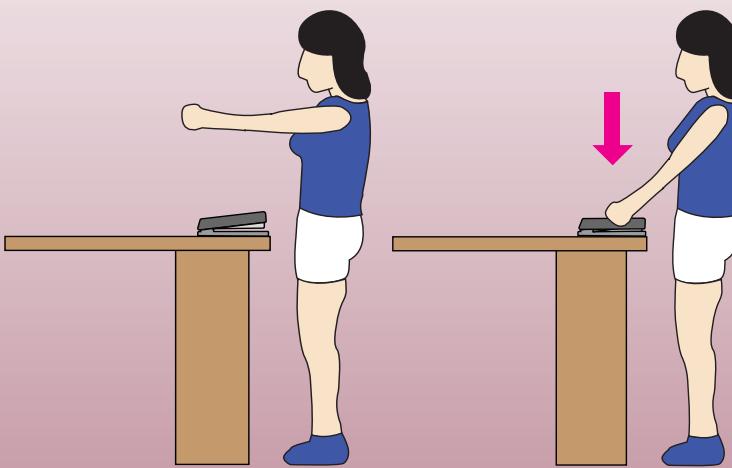
HOLY COW

IT'S-A-WHITE-CARPET

LUNGE.

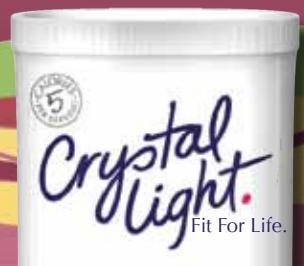
With only 5 calories per serving,
there's not much to work off.





THE STAPLER IS-A-QUIZ-SHOW-BUZZER PRESSES.

With only 5 calories per serving,
there's not much to work off.





Squeeze in a quick workout from the middle of parking lots.

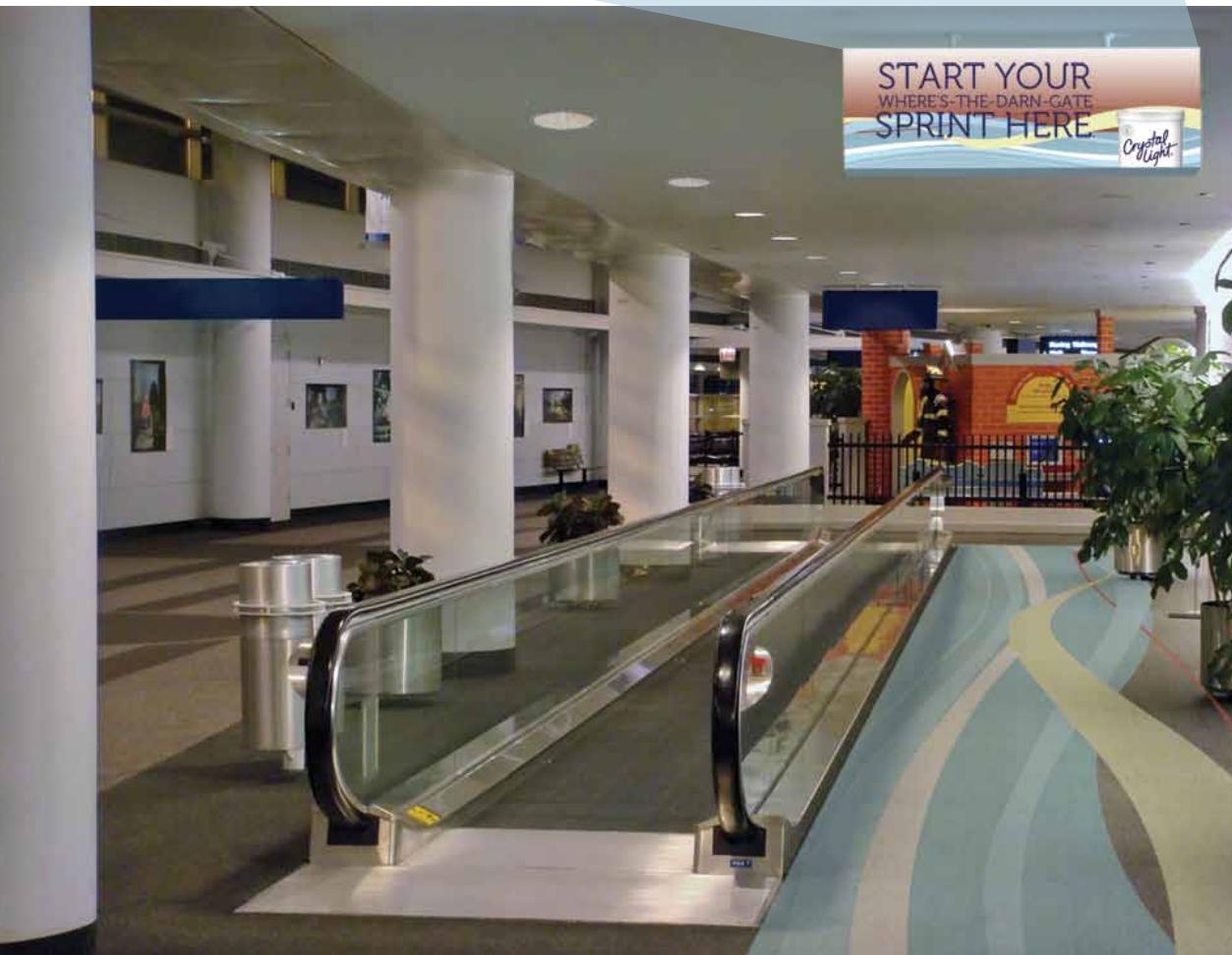


YAY FOR HEALTHY SAVINGS!
PULLING THIS COUPON JUST BURNED 5 CALORIES.

YOUR POST-WORKOUT REWARD
GET 50¢ OFF



Work for it!
Savings on Crystal Light come in the form of extra-long coupons.



Leave the moving sidewalks for the lazybones - use the Crystal Light walkways instead.



Workout while you wait at crosswalks.





U.S. Department of the Treasury

College students are carrying record high credit card balances.

In 2009, seniors graduated with an average credit card debt of more than \$4,100, up from \$2,900 just four years ago. (Sallie Mae, April 2009)

This campaign reminds students the real cost of credit and rewards them for choosing cash.

CHOOSE CASH

U.S. Department of the Treasury

Dorm Entrances

Posters on college campuses emphasize the credit versus cash price of an item.



**CHOOSE
CASH**

U.S. Department of the Treasury



Download the free app
to make the right choice.

CHOOSE CASH

U.S. Department of the Treasury

Campus Laundromat



\$221.96
CREDIT

\$110.98
CASH

**Most mistakes
you make in college go away,
others show up in your mailbox
every month.**

**CHOOSE
CASH**

U.S. Department of the Treasury



Download the free app
to make the right choice.

CHOOSE CASH

U.S. Department of the Treasury

Campus Transit buses



**\$43.96
CREDIT**

**\$24.52
CASH**

**Enjoy your
newfound
freedom,
just make sure it
doesn't cripple your
future.**

**CHOOSE
CASH**

Download the free app
to make the right choice.

A large graphic overlay covers the right side of the image. It features the 'CHOOSE CASH' logo at the top right. Below the logo is a QR code. The main text on the overlay is 'Enjoy your newfound freedom, just make sure it doesn't cripple your future.' In the upper left corner of the overlay, there are two large numbers: '\$43.96' above '\$CREDIT' and '\$24.52' above '\$CASH', all contained within a dark blue speech bubble shape. The background of the overlay is a light blue color with a repeating pattern of the same text from the bus ad: 'Enjoy your newfound freedom, just make sure it doesn't cripple your future.'

CHOOSE CASH

U.S. Department of the Treasury

Choose Cash Daily Cheaps

Twitter followers get daily deals that are cash only.

What's better than a study partner?
A study partner that gives you wings.
Snag this BOGO deal before it takes
flight – <http://win.gs/7U2OdY>

If a tree falls in the woods, does one of our favorite stores provide a killer cheap deal? Timmbbberr - <http://bit.ly/6ZMxpF>

Aromatherapy is good for the mind and the mood. You know what else is? Cash. Get half off today only - <http://bit.ly/fGYMUt>

Yummy melti. Cheesy goodness. And for today only they're FREE with cash purchase - <http://bit.ly/dlFZ00>

Novelties can make you laugh, make you smile. Getting two for the price of one can make you do cartwheels - <http://bit.ly/bNL03f>

The perfect pick me up is also the perfect holiday gift. And today only, all holiday gifts are half off with cash - <http://sbux.co/bBAwh1>

The best way to get your groove on? To not put it on credit. Oh, and by getting this sweet deal today only too, of course. <http://bit.ly/bSZQvB>

Red Bull four-pack
Buy a four pack of Red Bull and get a second four-pack free.
JUST PRINT, PRESENT AND CHOOSE CASH WHEN YOU CHECKOUT.

PRINT COUPON

SCAN BY OPTICAL SCANNER AT CHECKOUT

Choose Cash Daily Cheap: Dec 6th

to Comments

AngelaMRam about 6 minutes ago
Can't wait to get my hands on this deal!

kikat77777ova about 3 minutes ago
It gives me wings!



CHOOSE CASH

U.S. Department of the Treasury

Choose Cash App

The Daily Cheaps

MMS coupons are sent to your phone for cash purchases.



ATM Locator

Find feeless cash withdraws at participating banks.



The Barcode Scanner

Compare the cash versus credit price and receive an instant discount for choosing cash.

