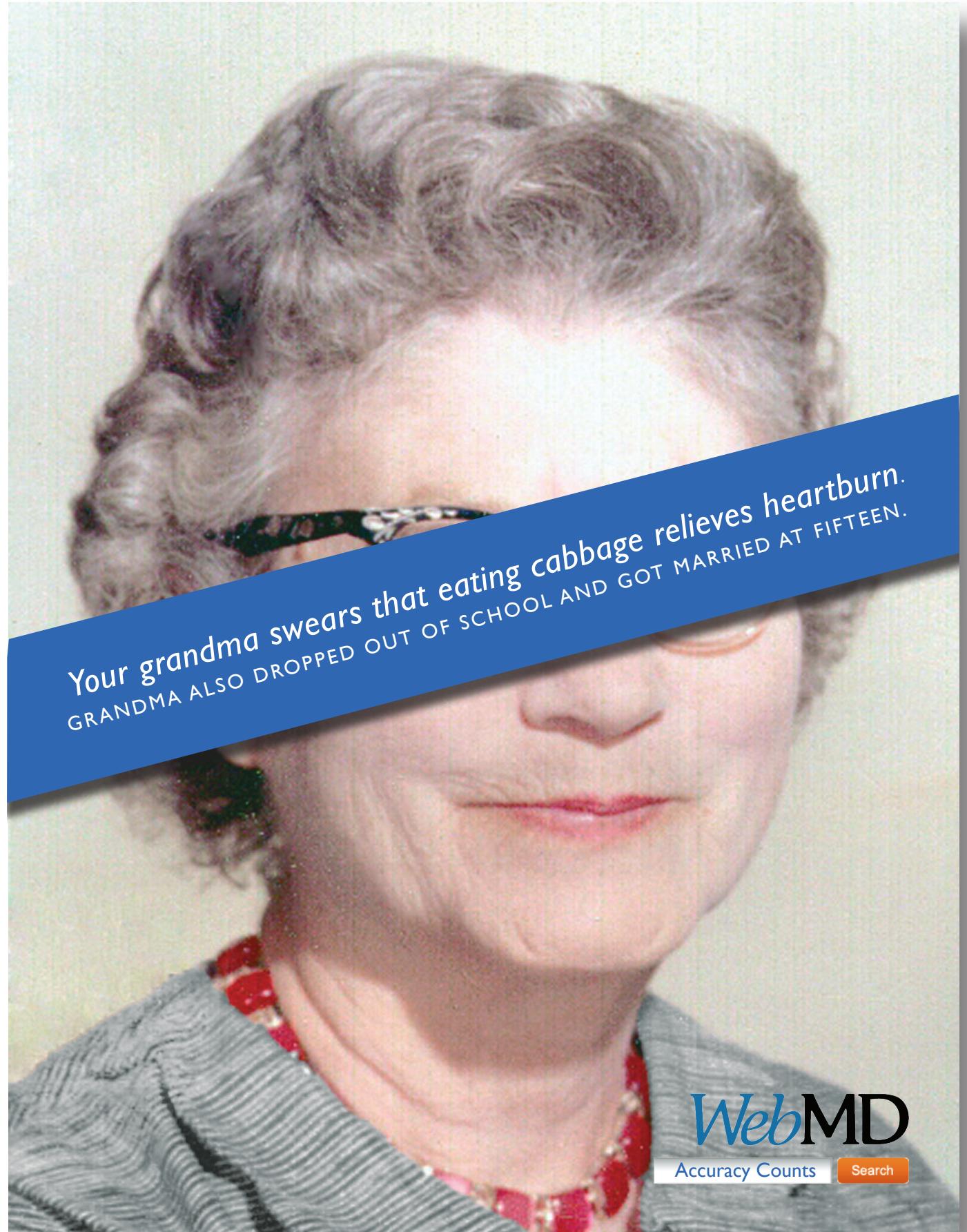






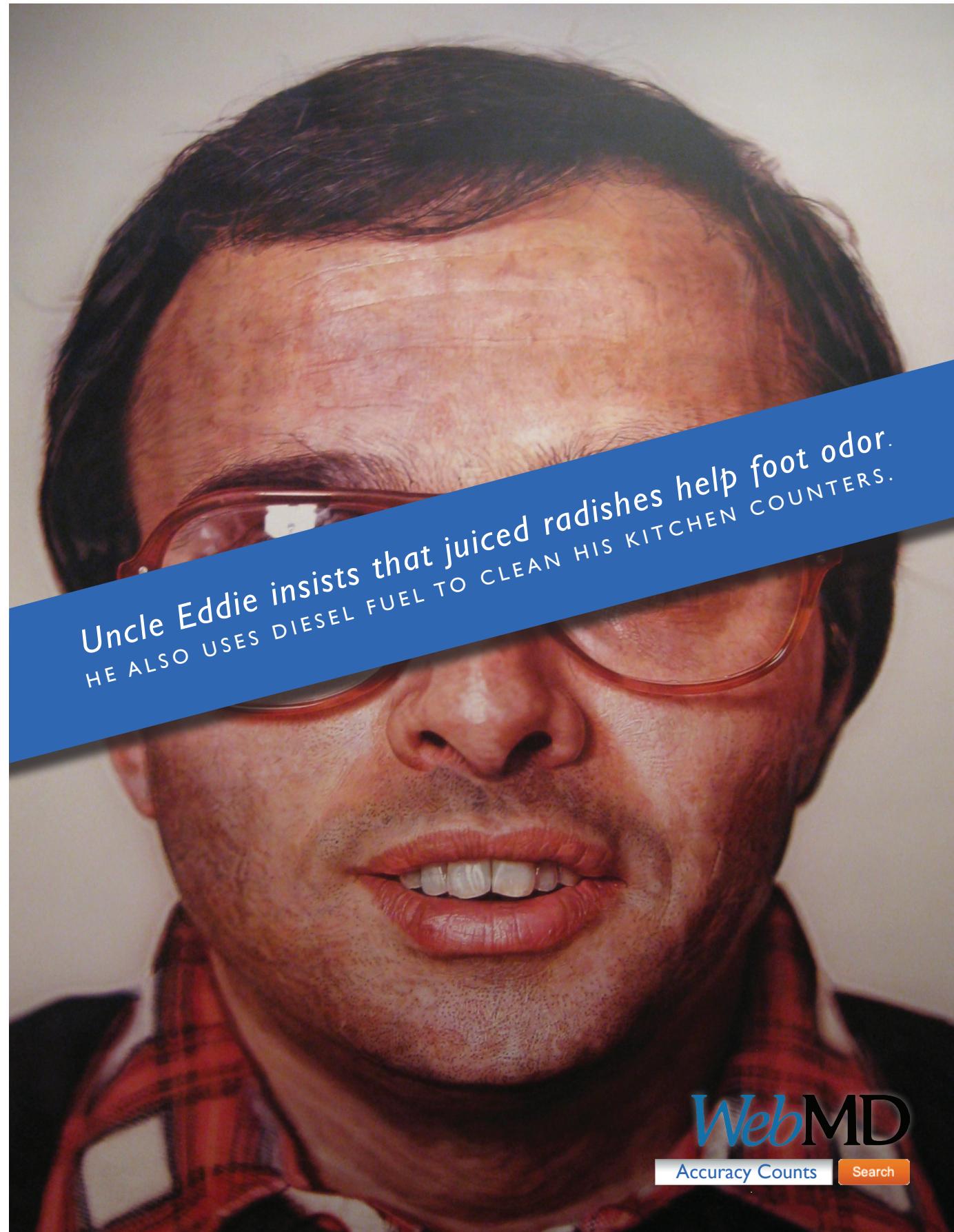


There's a lot of sketchy advice out there when it comes to your health.  
Fortunately there's WebMD – the place to turn for expert information.



Your grandma swears that eating cabbage relieves heartburn.  
GRANDMA ALSO DROPPED OUT OF SCHOOL AND GOT MARRIED AT FIFTEEN.

**WebMD**  
Accuracy Counts [Search](#)

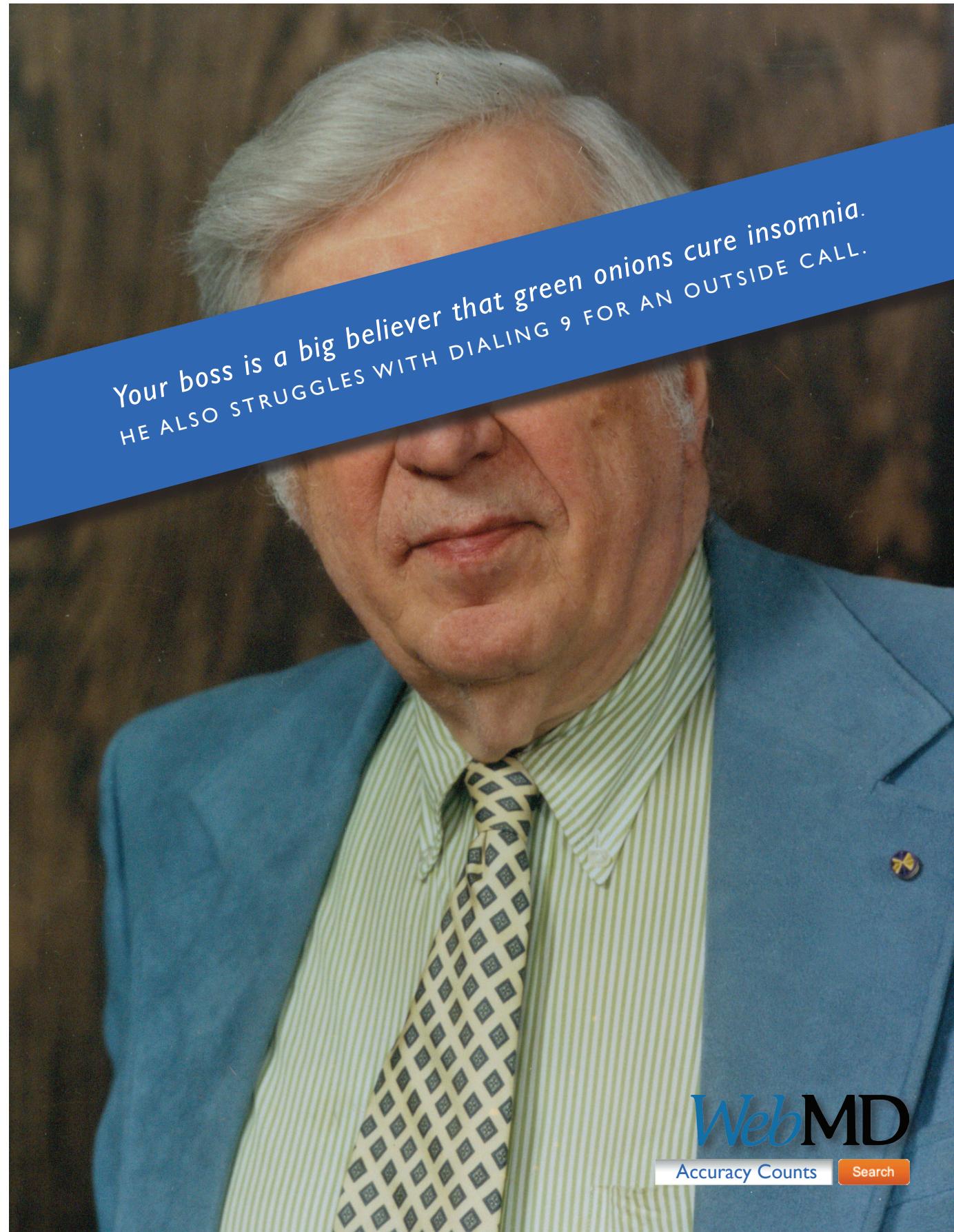


Uncle Eddie insists that juiced radishes help foot odor.  
HE ALSO USES DIESEL FUEL TO CLEAN HIS KITCHEN COUNTERS.

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

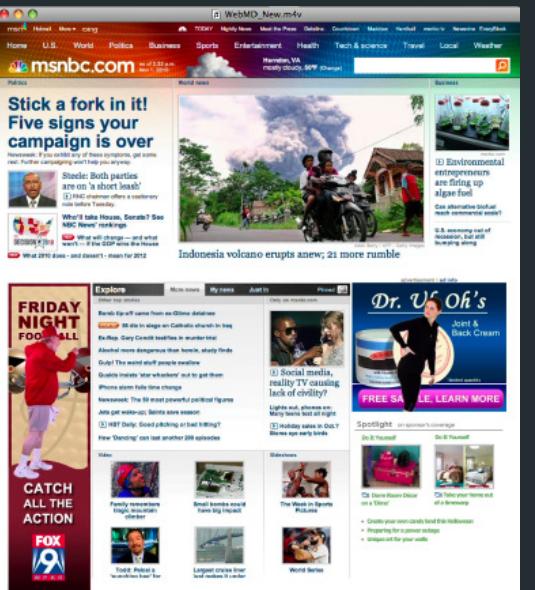
Search

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

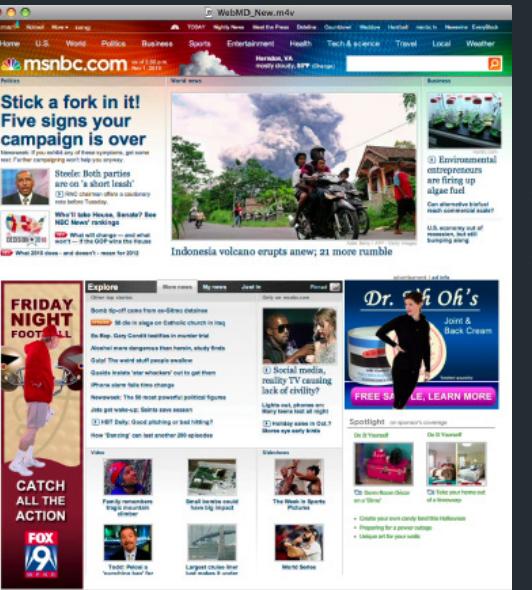


Open on fake banner ads

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 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**

**Will the Pill Make You Gain Weight?**

**War on Cancer: Cancer Deaths Down**

**11 Tips to Cut Your Cholesterol Fast**

**Types of Childbirth Classes**

**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.



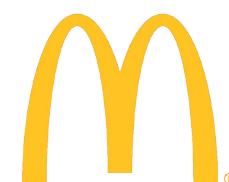
**PLenty  
OF ROOM FOR FOOTSIE.  
INTRODUCING  
THE TABLE.**

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.

The image shows three smartphones illustrating the McDonald's Friend Finder app. The first phone on the left displays a map of London with numerous McDonald's locations marked. The second phone in the center shows a search result for "McDonald's - Manchester - St Ann's Sq" with the address "18 ST ANNS SQUARE MANCHESTER M2 7HQ". Below this is a red section titled "Select a meeting time" featuring a digital clock interface. The third phone on the right shows a list of friends connected to "John Smith's Facebook" with their names, profile pictures, and mobile status. A red callout box highlights a specific friend's post: "John Smith says Hey John, join me! McDonalds Friend Finder www.McDonalds.com Invited you to meet up at McDonalds, you jammy bloke. 16 hours ago · Like · Comment · Share".

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.



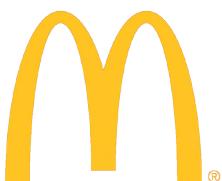
WHAT DOES ONE TRAY?  
SAY TO THE OTHER? ■  
SEE YOU AT THE TABLE.

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

Share a happier meal



Tray Liners



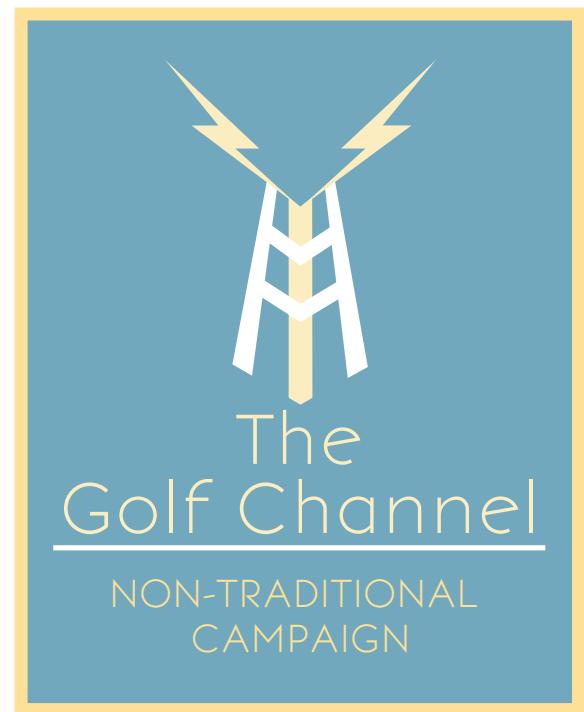


Texted photos are used for digital boards  
to showcase togetherness.



Digital Ad Boards







## THE GOLF CHANNEL

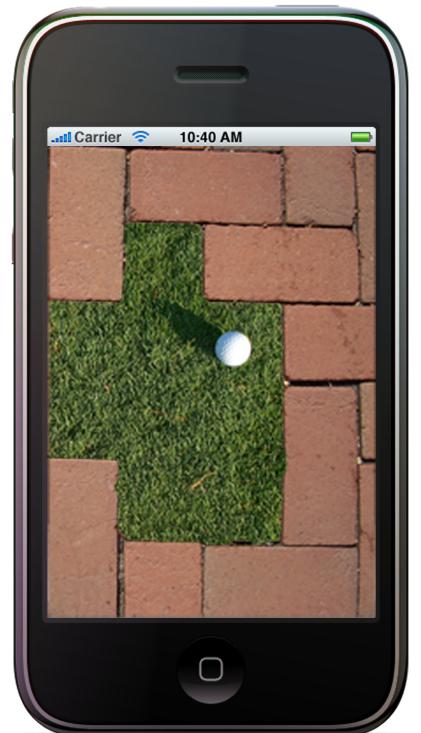
A lot of people play golf. Hardly anyone plays The Golf Channel.

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.

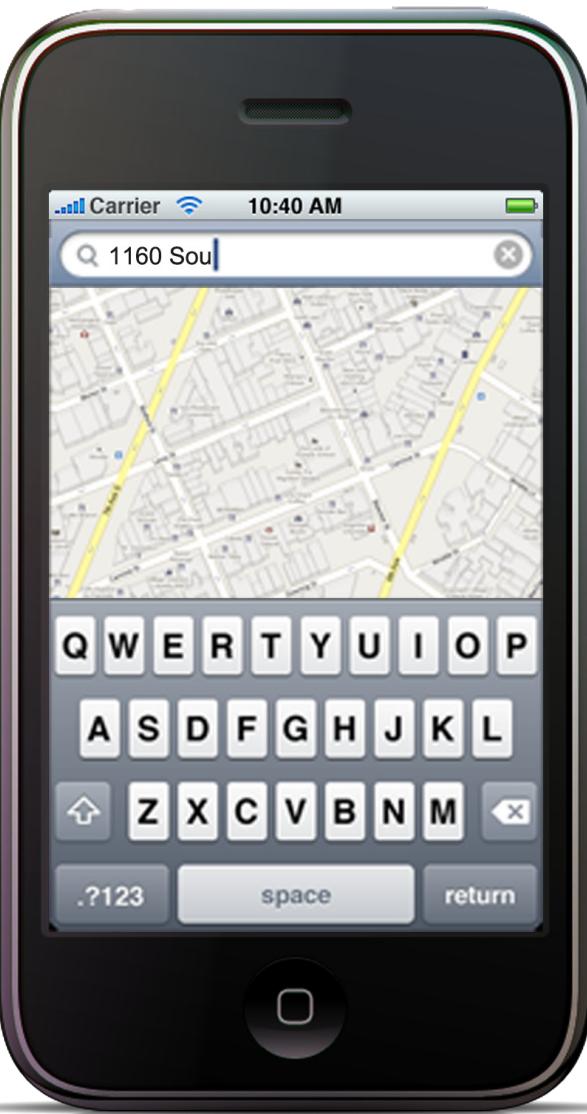




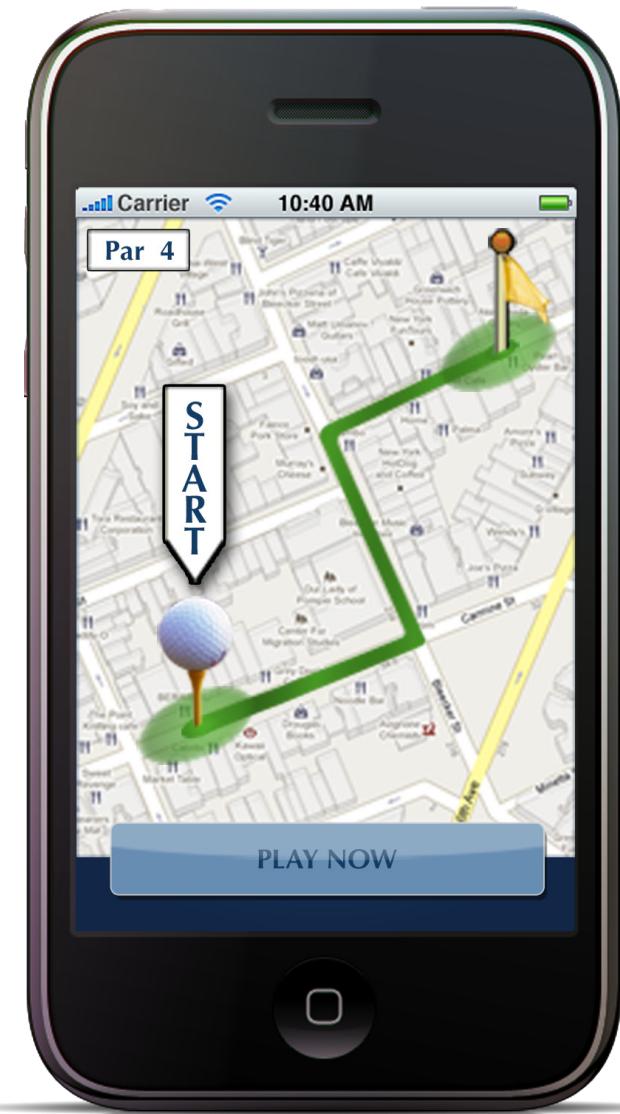
THE GOLF CHANNEL



Challenge friends or check national rankings.  
national rankings

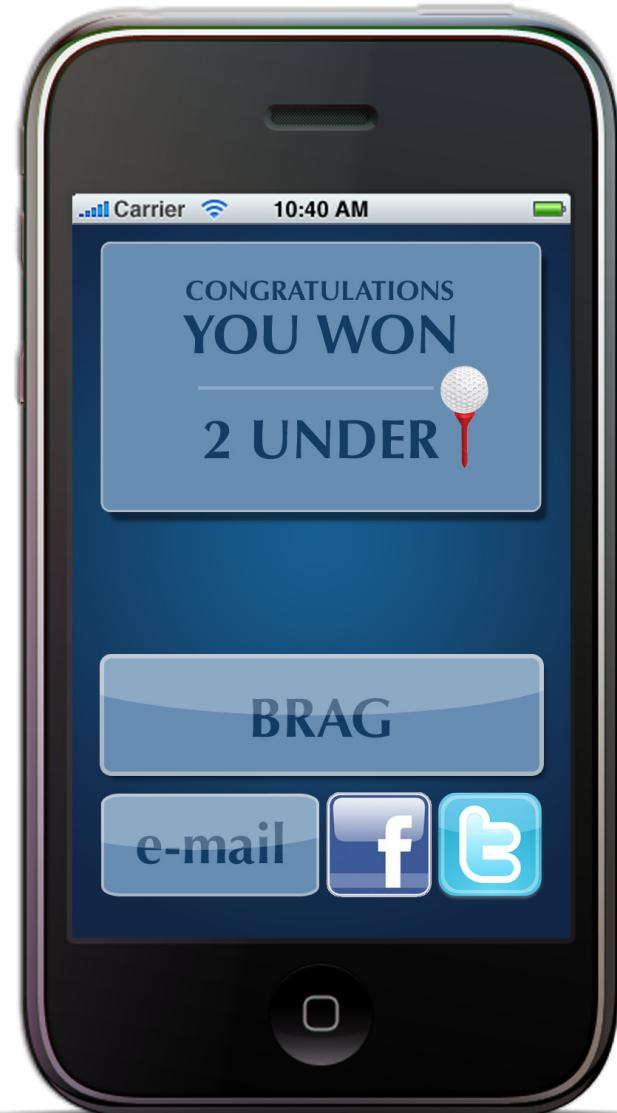


Enter your destination.  
(Address: 1160 South 44th St.)



Play the course.

# CLUBHOUSE COMMENTARY: BRAGGING RIGHTS



Broadcast your bragging.

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

facebook Search Home Profile Account ▾

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

Scott Betters Scott Betters 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 MORT ROSENBLUM

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.



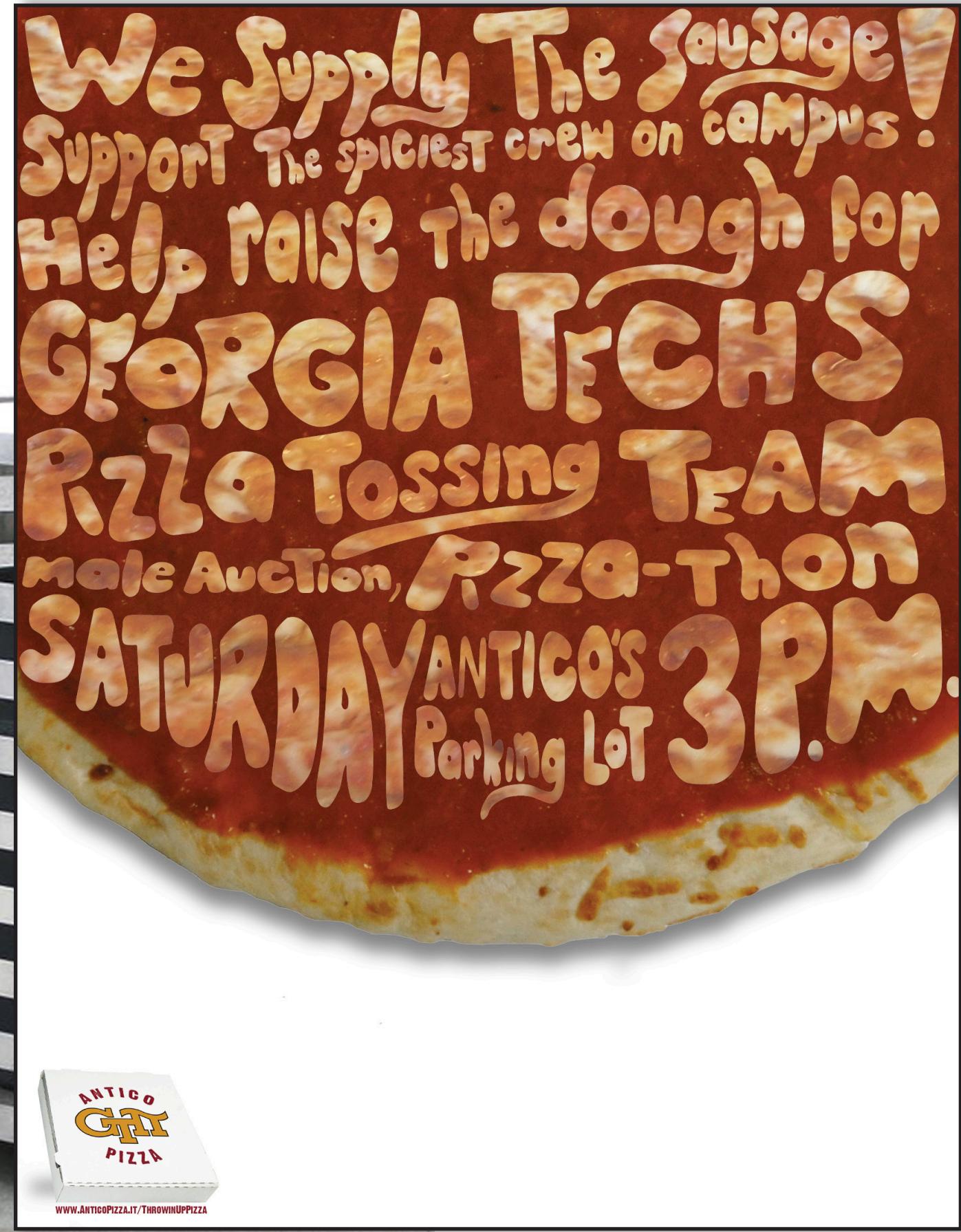


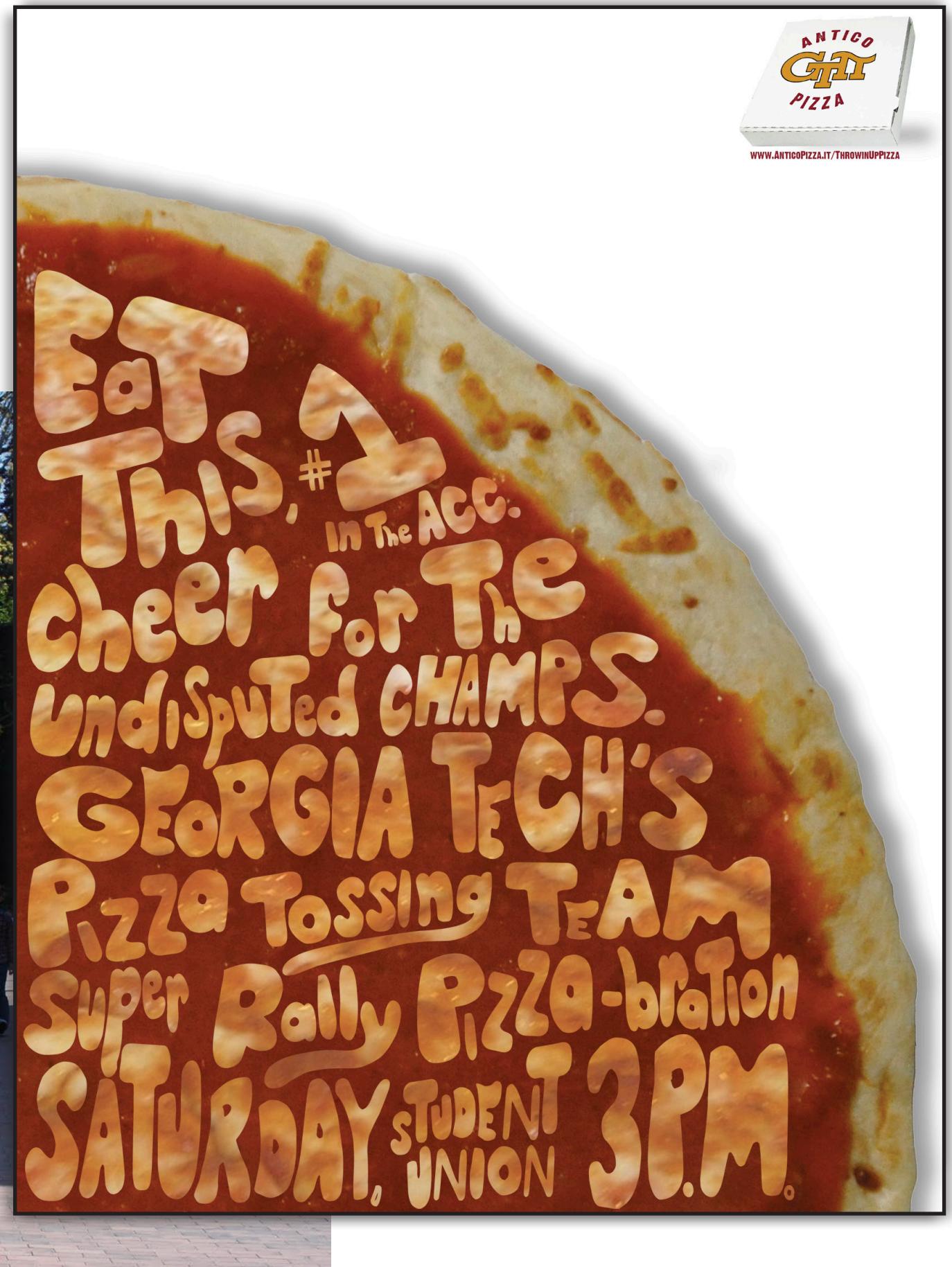
Team plaque proudly displayed in-store.



# EVENT POSTERS









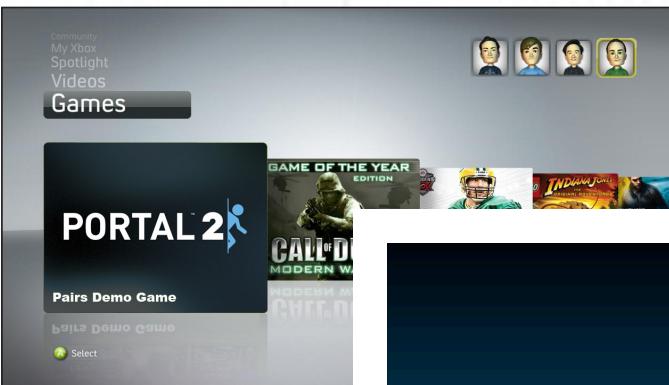
# PORTAL 2



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

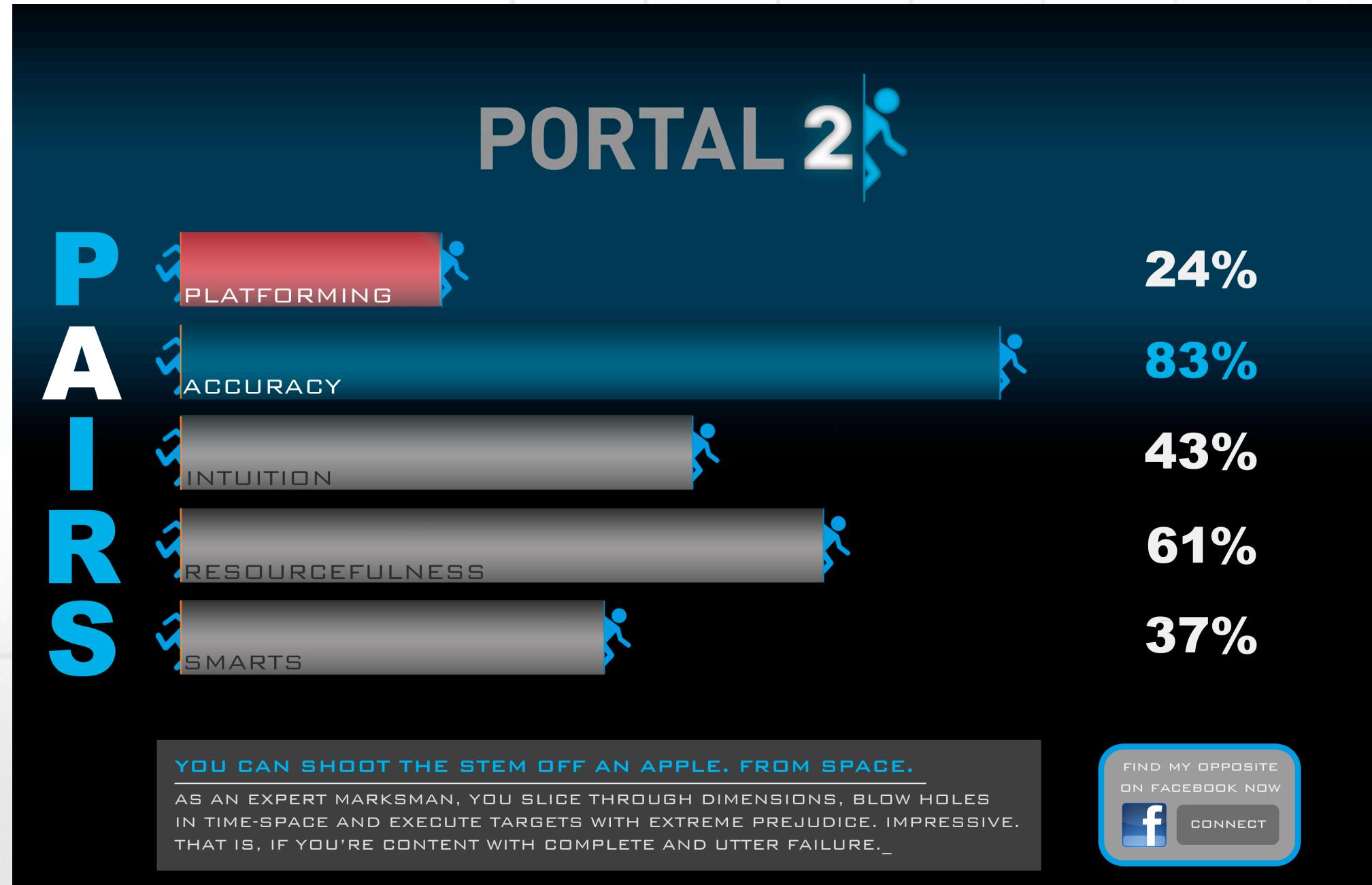
PRIOR TO THE GAME'S RELEASE, WE'VE CREATED A SPECIAL DEMO THAT ALLOWS GAMERS TO FIND THEIR PERFECT OPPOSITE - ANOTHER PLAYER WHO CAN DO EVERYTHING THEY CAN'T.\_

# 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.



# 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.

The screenshot shows a Facebook group page titled "Opposites Achieve: Platformers and Marksmen". The group has 13 members. The interface includes a sidebar with links like News Feed, Messages, Events, Friends, and Opposites Achieve... (which is currently selected). The main feed displays posts from users Jesse Saler, Jorge E Torneria, Dane Yankowich, and Amber Batchelder. Posts include discussions about Portal 2 and adding members to the group. The bottom of the screen shows the standard Facebook footer with links for Advertising, Developers, Careers, Privacy, Terms, and Help.

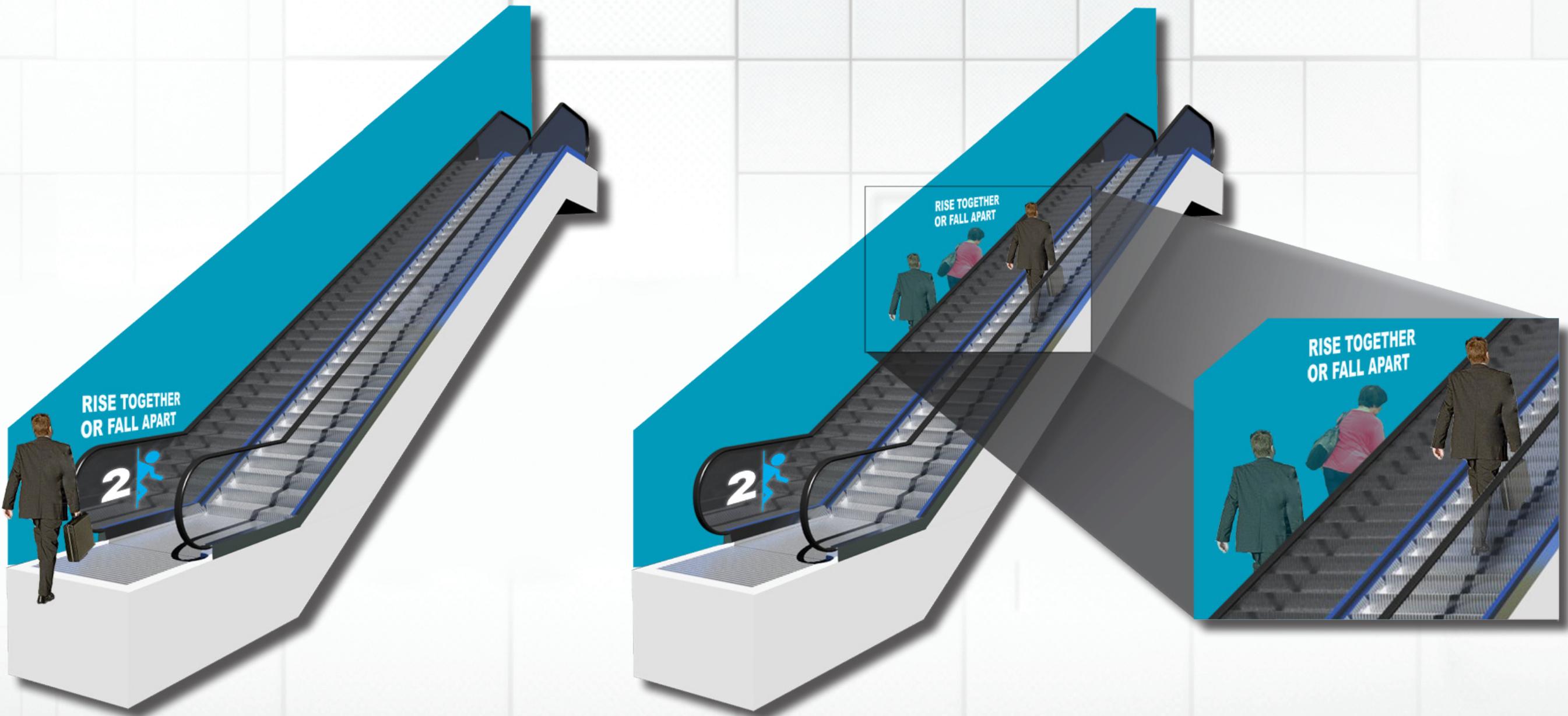
# DIGITAL INTERACTIVE PORTALS

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

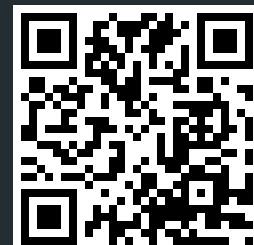


IMAGE: WS - Robber reveal holding up woman with purse  
MUSIC UNDER: Opera Music



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.*

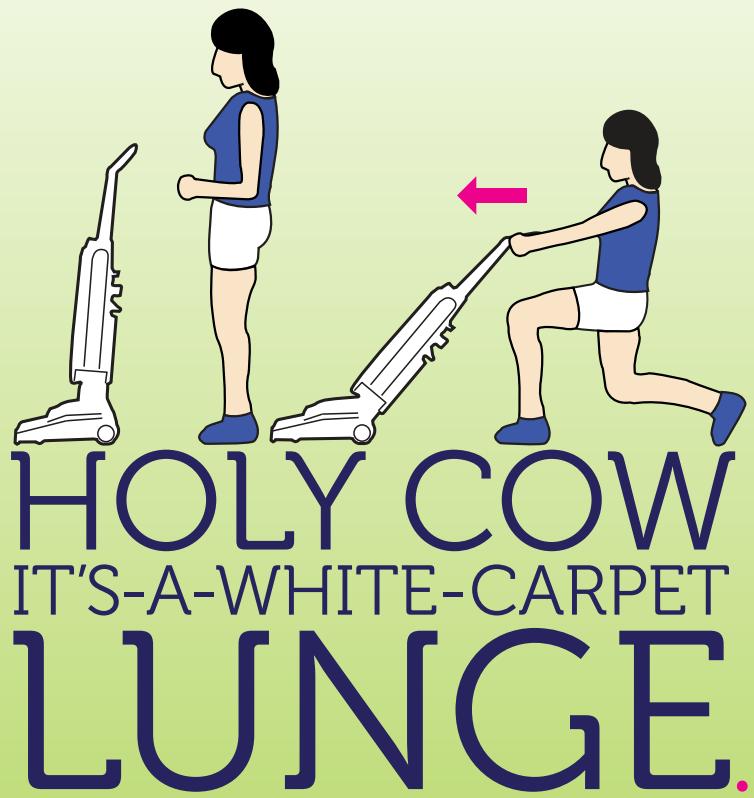
Every woman wants to look like Jessica Alba.  
But not all of us can spend eight hours at the gym. And that's okay.  
Little things we do can add up to a healthy lifestyle.



BYE BYE TRASH,  
**HELLO**  
BICEP CURL.

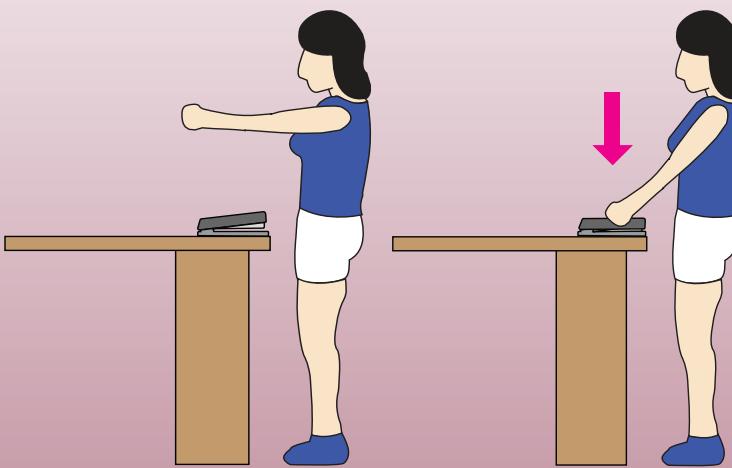
With only 5 calories per serving,  
there's not much to work off.





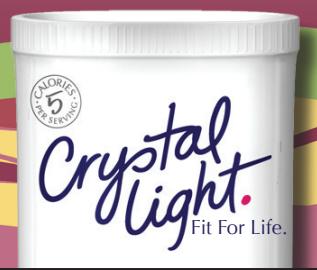
With only 5 calories per serving,  
there's not much to work off.





# 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.



# CHOOSE CASH

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

## 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  
U.S. Department of the Treasury



to make the right choice.

# 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? Timmber - <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

Barcode: 09CSRFB0000000018

SCAN BY OPTICAL SCANNER AT CHECKOUT

Choose Cash Daily Cheap: Dec 6th

12 Comments

AngelaMRam about 2 minutes ago  
Can't wait to get my hands on this deal!

kiki77777lova about 3 minutes ago  
It gives me wings!

112 (twitter limit only)

NOTE: Comments will also be sent as a @reply to the owner of this photo

Leave Comment



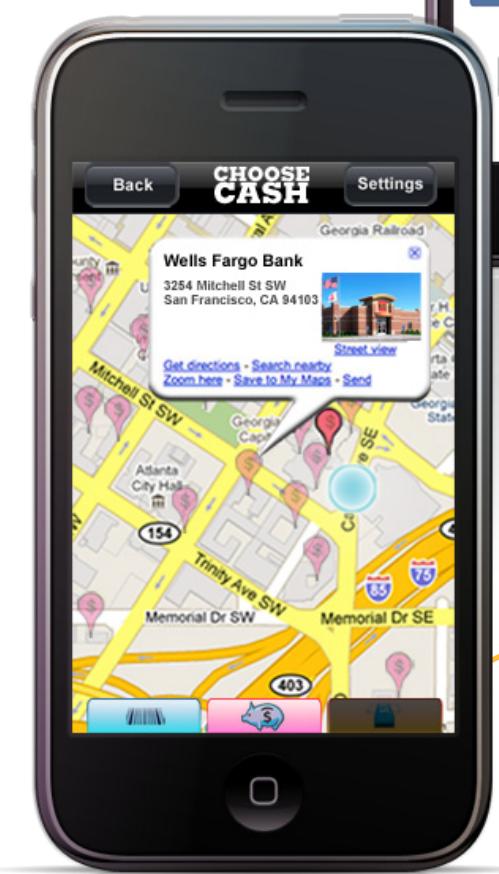
# CHOOSE CASH

U.S. Department of the Treasury

## Choose Cash App

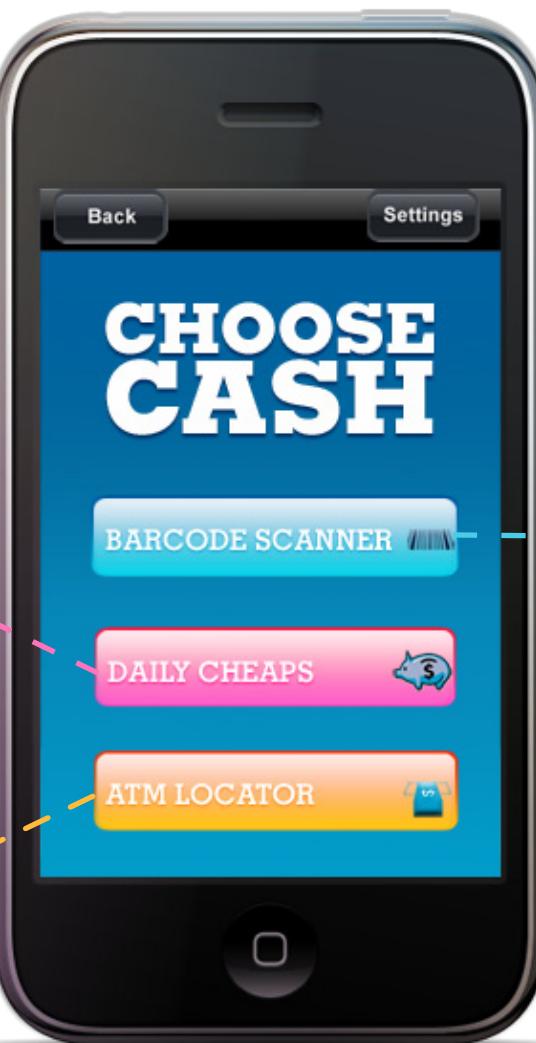
### The Daily Cheaps

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.

