

# Cesar Millan Foundation

## Cesar Millan gets into FarmVille

### Advertising campaign designed as an intervention in the Facebook game Farmville

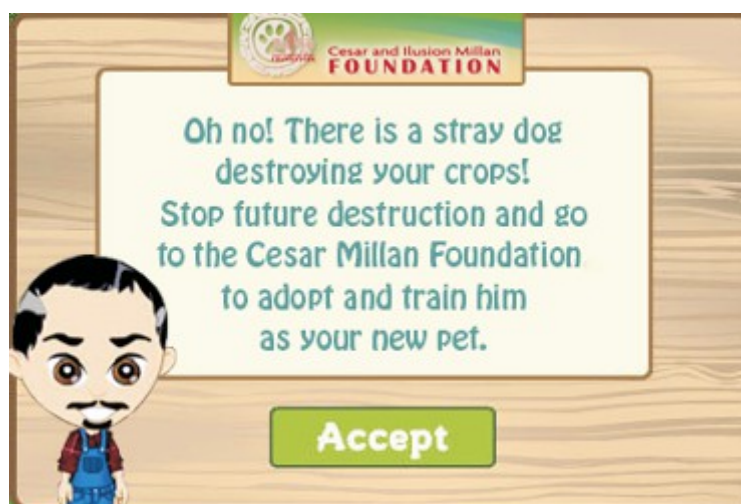
Cesar Millan Foundation and FarmVille unite to create social awareness about the importance of pet adoption, spaying/neutering and to promote lifelong healthy relationships between dogs and people. Players are awarded coins and points for joining the Cesar Millan Foundation, adopting a pet and inviting their farm neighbors to join and adopt.

### How it works

Dogs will appear randomly through players' farms during the campaign's launching week. While the dog is sabotaging the player's farm (digging crops, chasing animals, etc), an alert sign with Cesar Millan's avatar will appear asking you to visit the Cesar Millan Foundation to adopt and train the stray dog as your pet. Once you click "Accept", you will be taken to the Cesar Millan Foundation section in the FarmVille Market.

In the Cesar Millan Foundation Market, you will be able to adopt pets, provide veterinary care and purchase training from Cesar Millan himself, as well as food, grooming and gifts. You can also send gifts to your neighbors' pets and invite new ones to adopt. Each time you take care of your pet or help promote pet adoption to your FarmVille neighbors, you will be awarded coins and points.

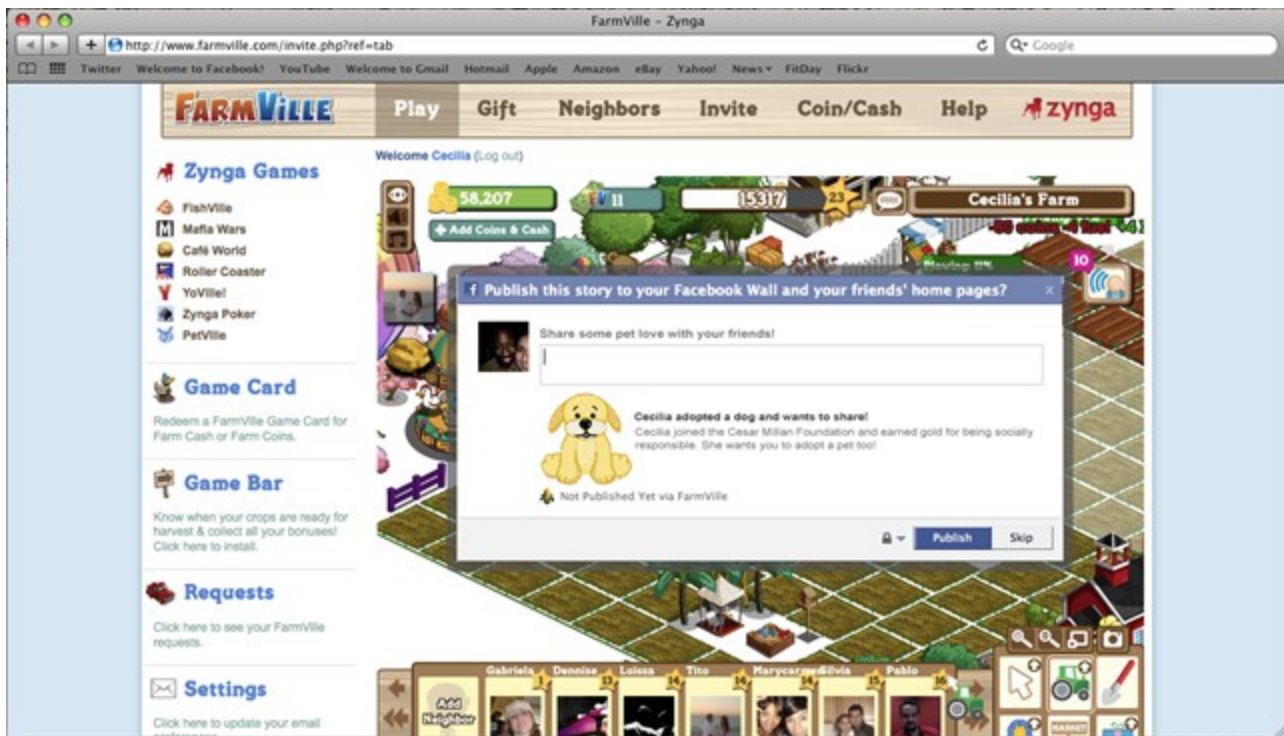
Failure to take care of your pet will result in monetary and point deduction.



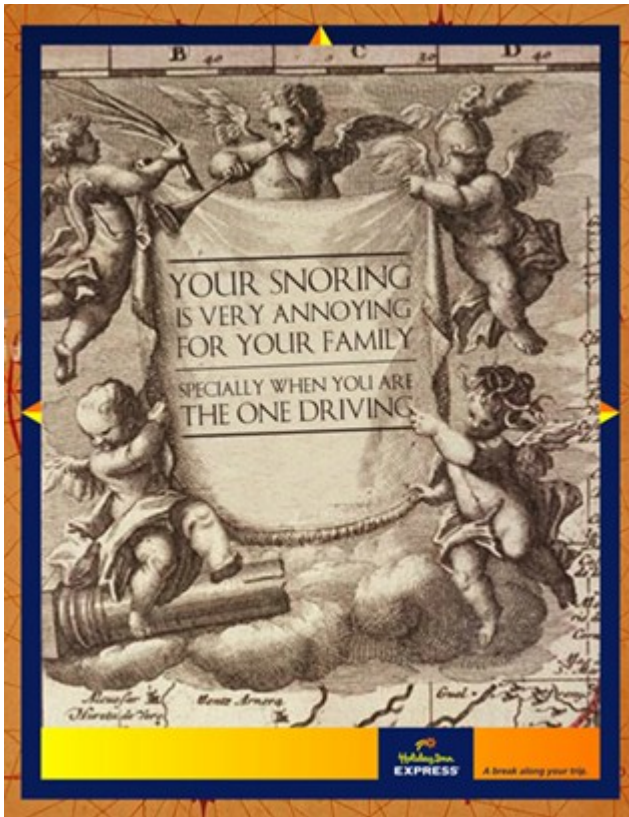








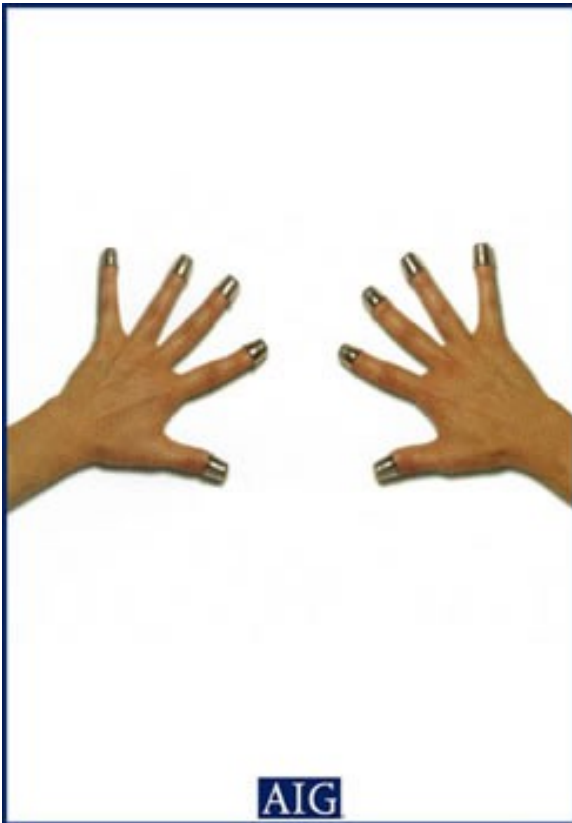
## Holiday Inn (Belding Award)



**Your snoring bothers your family.  
Especially when you are driving.  
Holiday Inn Express.  
A break along the way.**



# AIG Insurances



**When you hover on each thimble the names of the different insurances appear:**

Auto, Technical, Commercial, Theft, Buildings, Personal Accidents, Life, Industrial, Transport, Fire.

# Beer "case"

## TV Spots

### **Spot 1**

A guy is "burned" on Facebook by being "tagged" in a picture of him drinking a "non-cool" beer. The spot tells the story just by showing the Facebook screen. (Yes, that low-cost) His friends start laughing and/or complaining. The guy tries to apologize and make excuses, but the damage is done. His number of friends is going down at an incredible speed!

In the end they invite you to join the group "**burnyourtastelessfriends**", urging everyone to upload pictures of their "tasteless" friends and tag them.

### **Spot 2**

Fifteen days later (2 weekends), there is a sequel.

Almost the same, but in the opposite direction. The guy is now telling his sad story, saying that his friends don't invite him to barbecues anymore, or parties, etc., because of that picture. So, the invitation is to a positive group: "**recoveryourtastelessfriends**".


## **Promotions Live Project**

In both cases the promotions teams of the beer company (they have big promotions teams) are going to be at the bars with iPhones, iPads, etc., uploading pictures for the groups. Can you imagine the effect of instant Facebook at the bars? Every 12 friends you "burn" or "recover" we give you a six-pack ticket.

## **Print / Radio**

We can use local radios and prints to identify the selected bars and the moment of the "social intervention" with our promotions teams.

# VerizonFiOS



verizon

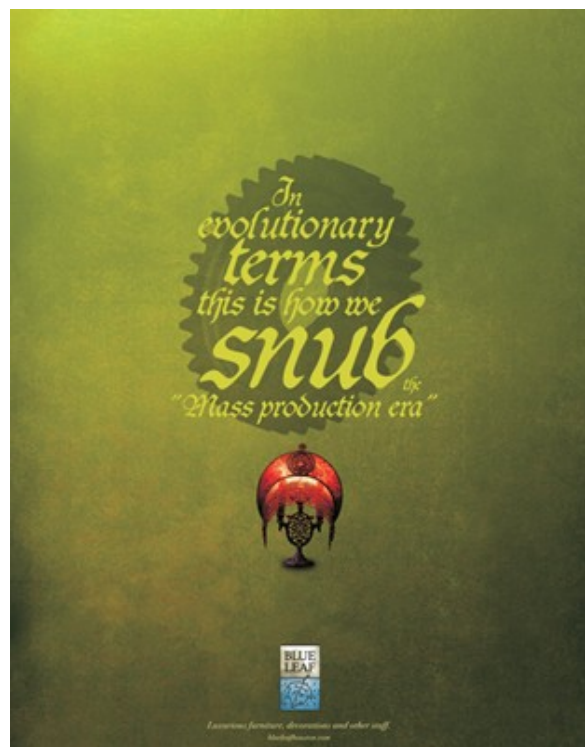
"I bet that you couldn't have Internet on your TV and TV on the Internet. I lost, but won because now I know the best."

**Verizon FiOS**  
Feel It. Live It.

TV & INTERNET FROM A SINGLE OPTIC



# Blue Leaf



**Your everyday life can be extraordinary.**

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