

IDEA MONDAY

20 MAY 2013

QUOTE OF THE WEEK

There's a way to do it better—find it.

- THOMAS EDISON



BNP Paris - Tweet & Shoot

With the French Open coming up, BNP engaged No. 1 French tennis player, Tsonga, to take part in a Twitter Tennis game. They created 'Tweet & Shoot' that uses a Twitter-controlled robot to launch tennis balls at Tsonga live on a tennis court. Users who visit the site can log-in via Twitter & position their tennis ball onto the virtual court to take a shot and challenge Tsonga. The shot is then allocated a hashtag and tweeted out with a personal message from the user to Tsonga. The on-court robot is connected to Twitter via 3G and selects users' Tweets at random to fire tennis balls at Tsonga.

www.youtube.com/watch?v=JxoTbLxmOQQ



PUMA - The Dance Dictionary

PUMA is claiming to be the first ones to build a dance translation engine that allows people to send personalised messages in dance to friends and family around the world, all to promote the new Puma Sync Fragrances for men and for women. It's a form of non-verbal communication that enables people to speak with their bodies, encrypting words into dance moves... The PUMA Dance Dictionary takes us into a new world of visual language.

www.youtube.com/watch?v=-_SaKnVRwRw#



Antartica Beer - Beer Turnstile

Rio de Janeiro's annual carnival is one of the largest outdoor festivals in the world. With two million people attending each day, Rio becomes a place where anything goes and alcohol flows. They came up with was the Beer Turnstile—a turnstile where people could use empty Antarctica beer cans in lieu of tickets to take the subway. All passengers had to do was scan the bar code on the beer can & the turnstile unlocked. All the beer cans collected were then donated to an environmental NGO for recycling.

www.youtube.com/watch?v=LjPUAiqxFVU



Yediot Newspaper - History Where It Happened

Every newspaper covers major events and creates a documentation, a memory of its country's history. Israeli newspaper 'Yediot' linked the stories they covered and outdoor advertising in an interesting way, using Instagram. Newspaper front pages of the past were placed in bus shelters near the places where the events had happened.

www.youtube.com/watch?v=gdyg_u56fj8#



Roadtrip Forever - Facebook Connect Experience

Roadtrip Forever is a personalised experience for you and your best friend where nothing is off limits, highlighting just what can happen if you aren't focused on the roads as a teenager. The campaign takes users on a journey through an interactive film and Facebook experience with your best friend, to deliver a road safety message that ends with your best friends RIP post on Facebook... A new take on government messaging.

www.youtube.com/watch?v=jrDm06cw1ew#

