

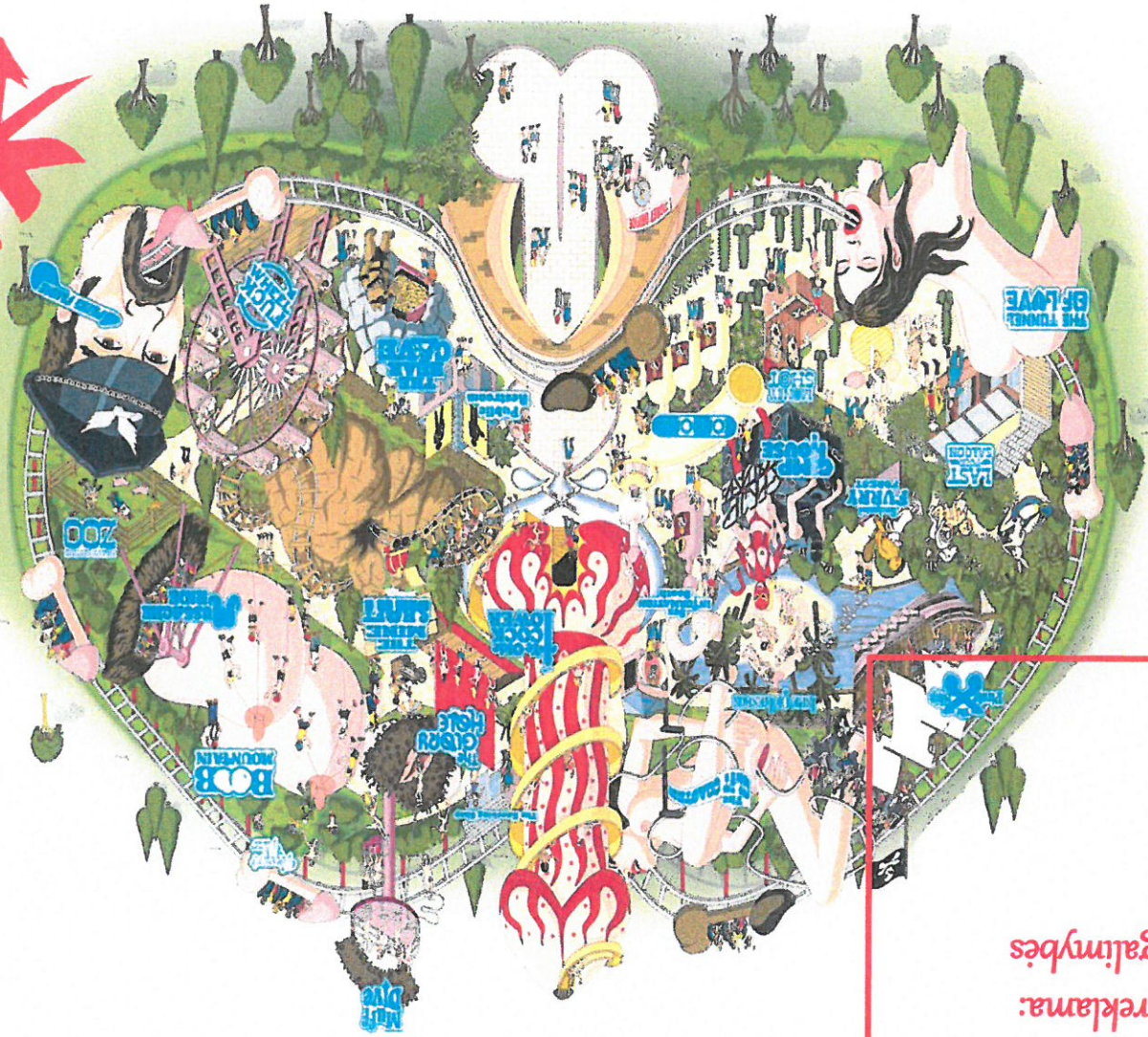


SOCIALINĒ REKLAMA: BŪDAI IR GALIMYBĒS

PAULIUS

RYMEIKIS

LIHSOWON



Socialinė reklama:
Būdai ir galimybės
Paulius
Rymekis

“The real fact of the matter is that nobody reads ads. People read what interest them, and sometimes it’s an ad”.

- Howard Luck Gossage



The I HAVE A BIG MEETING Collection

Meetings, meetings, meetings... all of them important, all of them crucial. How crazy is today's world? Anyway, if you need a hand with a meeting, this Tate Britain Collection is designed to help you look good and ooze confidence. Lesson number one: important matters should be treated as small matters. In Room 6, *Harvest Home* by John Linnell should help you achieve this state of mind. You can almost breathe the fresh air from a stunning golden afternoon. Fill your lungs with its greatness, and always remember to make yourself bigger before entering a room. Now it's time to take a look at a champion, *Tevcer* by Sir Hamo Thornycroft, near the Millbank entrance, portrays one of the heroes of Homer's Trojan War. This monumental bronze archer teaches us to never lose focus on what we're aiming for. Now we need to work on your look. Eyes are the most powerful weapons in meetings. Stare at the portrait of *Queen Elizabeth I* in Room 2. Study her eyes and her pose because she's the model to follow. Don't even dare leave the room until you've nailed that look. Finally, spend some time in front of *The Battle of Camperdown* by Phillip De Loutherbourg. This breathtaking sea battle dominates Room 9 completely. Meetings are often a lot like this, but take heart from the fact that this painting still depicts the precise moment of victory. So off you pop bravely's the name of the game, and remember, for maximum effect, we suggest you experience this Collection twenty-four hours prior to your meeting.

Create your own Collection
 www.tate.org.uk
 Pinterest
 Millbank Pier



The I'VE JUST SPLIT UP Collection

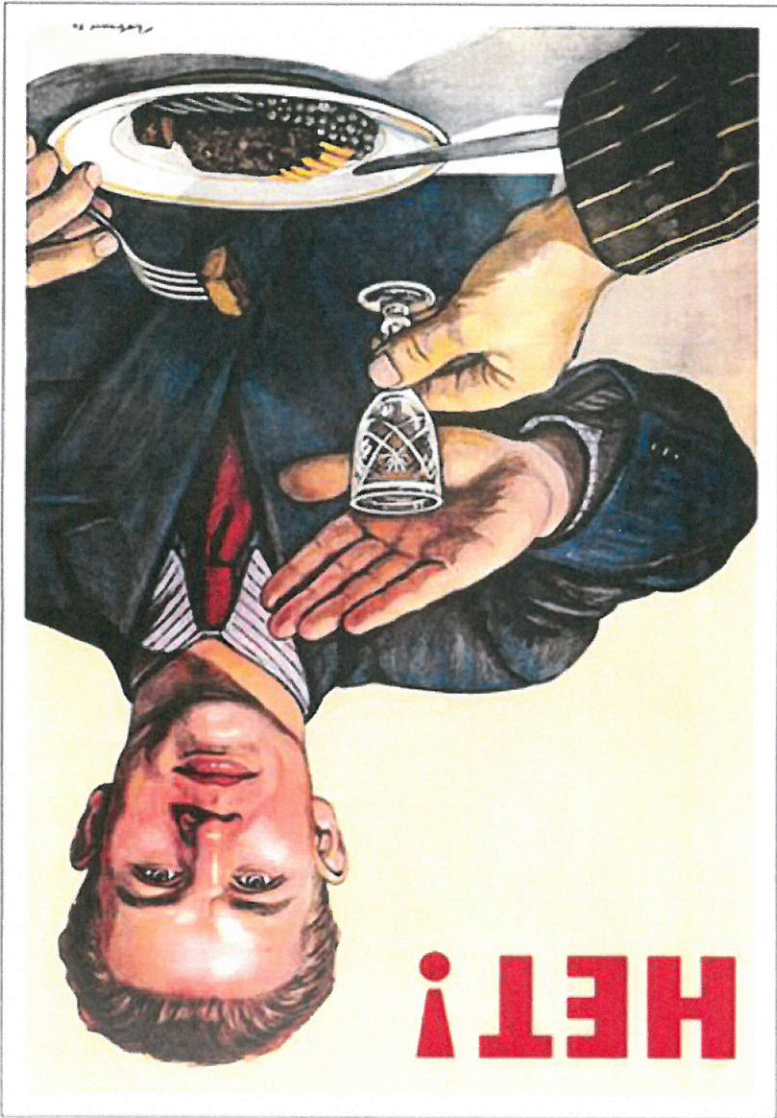
We know how it feels. You don't even want to wake up in the morning. Your confidence has taken a bit of a knock and we understand. So much so we've prepared a little Collection to cheer you up. Especially, since you have a little more time on your hands now. (Sorry! Ready to feel better? First, stand in front of the Pre-Raphaelite masterpiece *Ophelia from Hamlet* by Millais. See? Someone else went through that too. Her loneliness should make you feel less lonely, strangely enough. Maybe it's not the end of the world for you. Actually, you should look at the monumental *The Last Judgement* by John Martin in Room 9. Now, that is the end of the world, quite literally. This painting will help you put things in perspective, so no more sobbing, alright? Now we should talk about your future. Think about it, you're facing a moment of endless possibilities, a bit like Simon Patterson's contemporary work *The Great Bear* in Room 26. (You know, the one with the underground map.) It means that anything can happen. So comb your hair because you never know who's around. Now, you're ready for a Turner Stand in front of *Sunrise with a Boat between Headlands*. Its highlights represent the idea of a bright new beginning. Everything will be okay. And remember, we're always here for you (10.00 – 17.50 daily).

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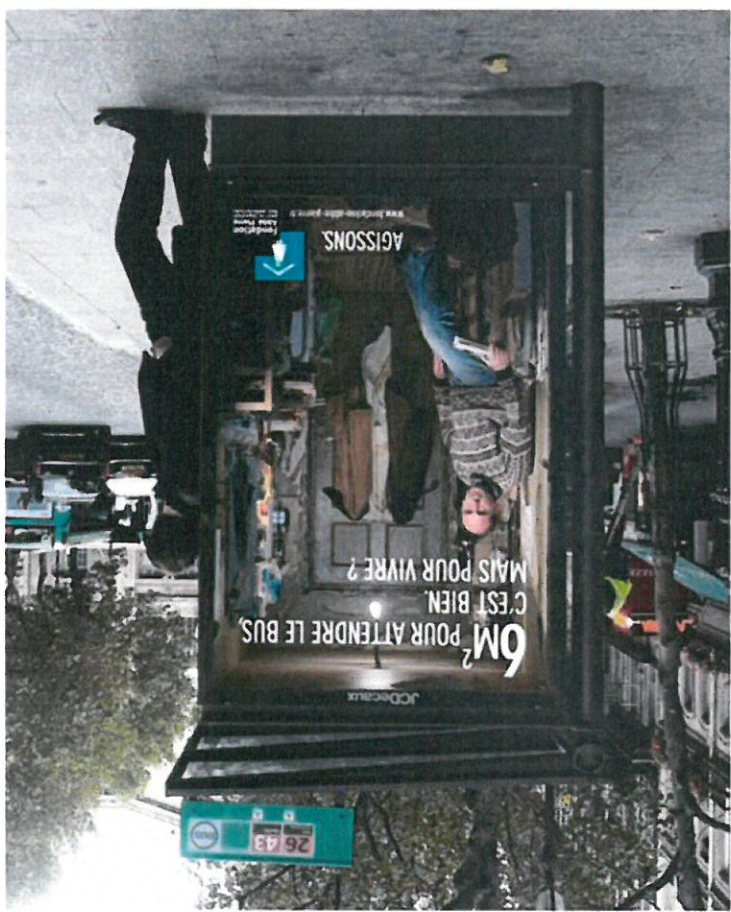


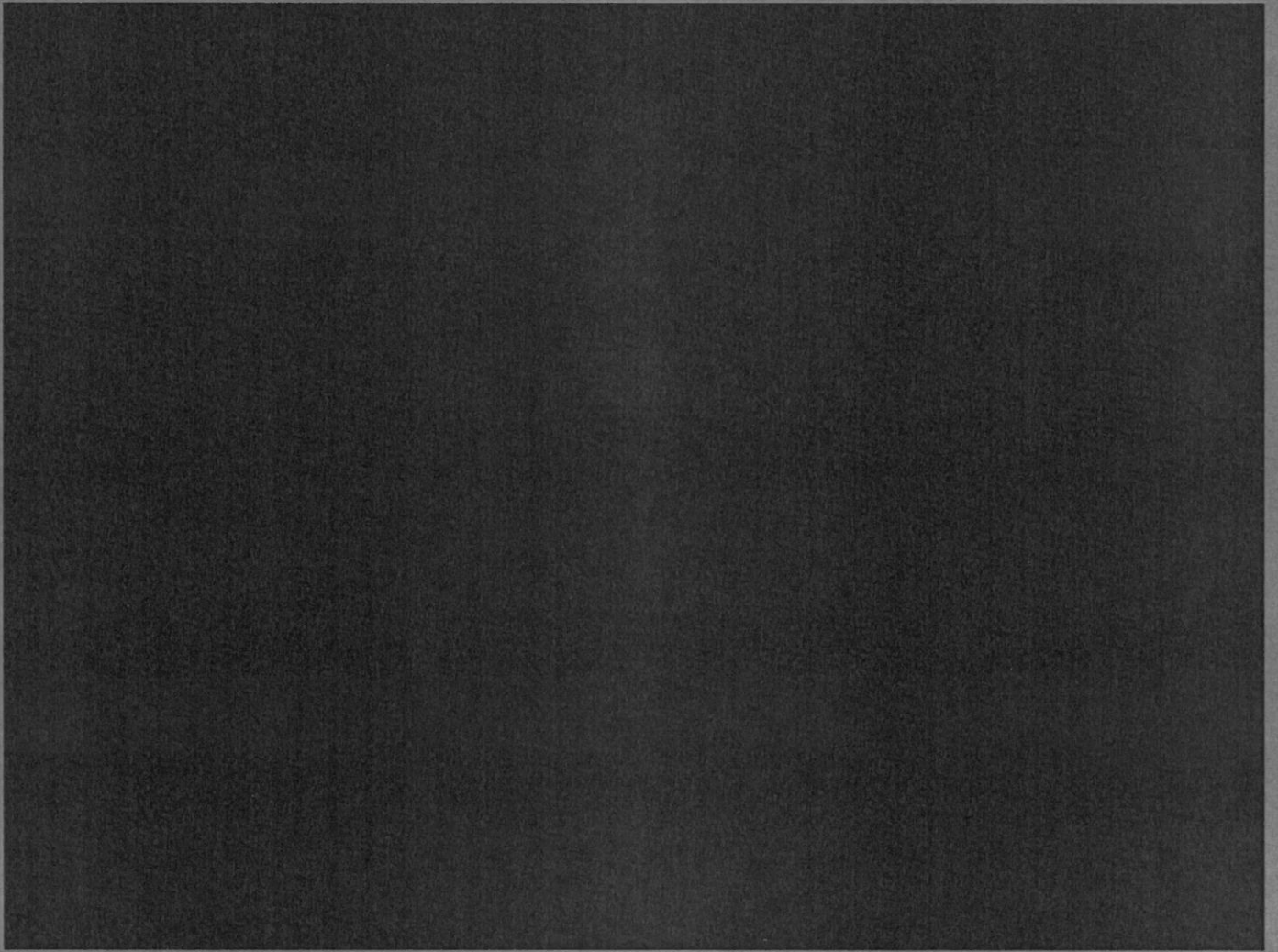


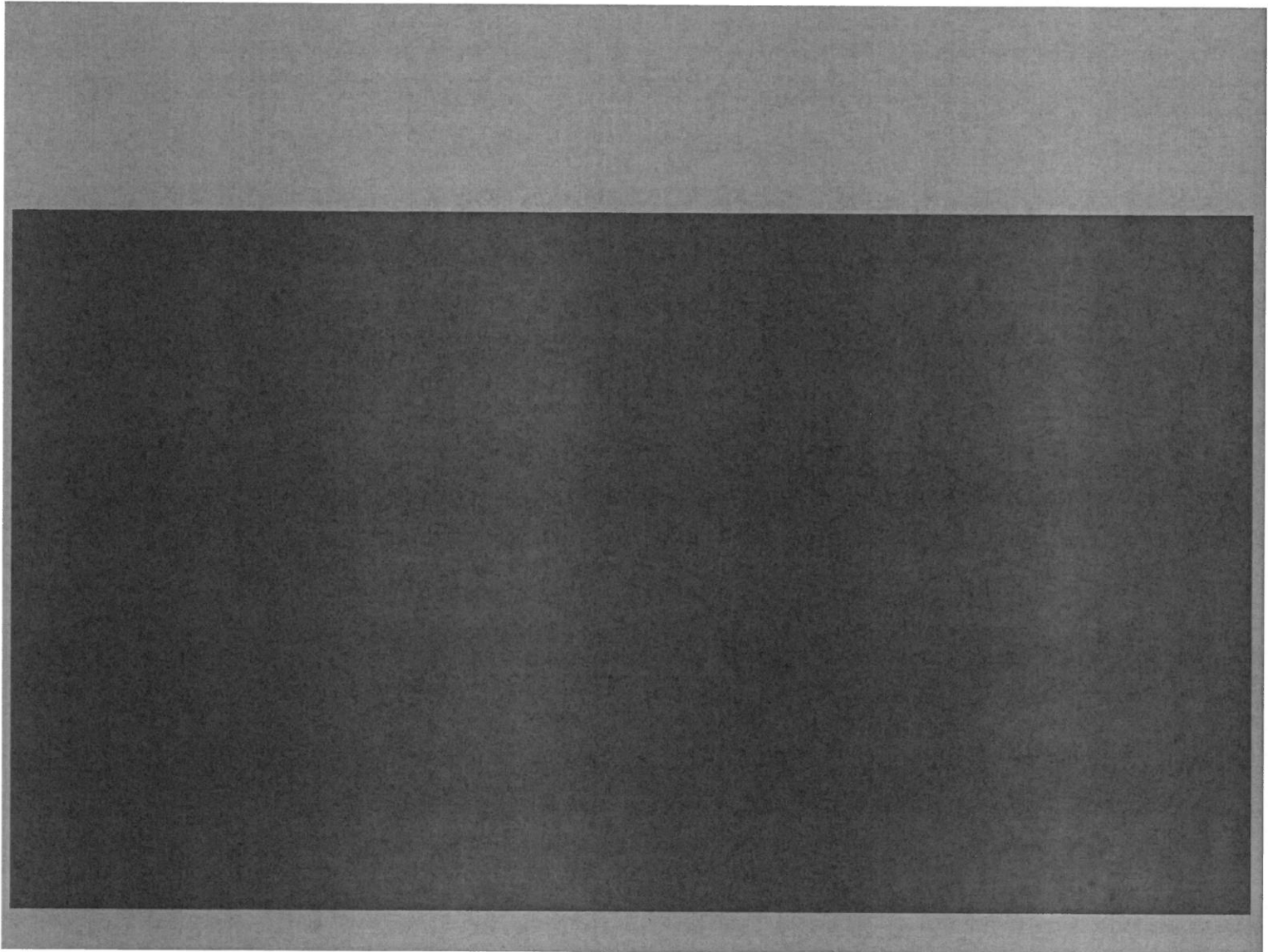


- Mr. Han, Karate Kid.

EVERYTHING IS KUNG FU









URL: 04/01/2163



URL: 10/06/2017



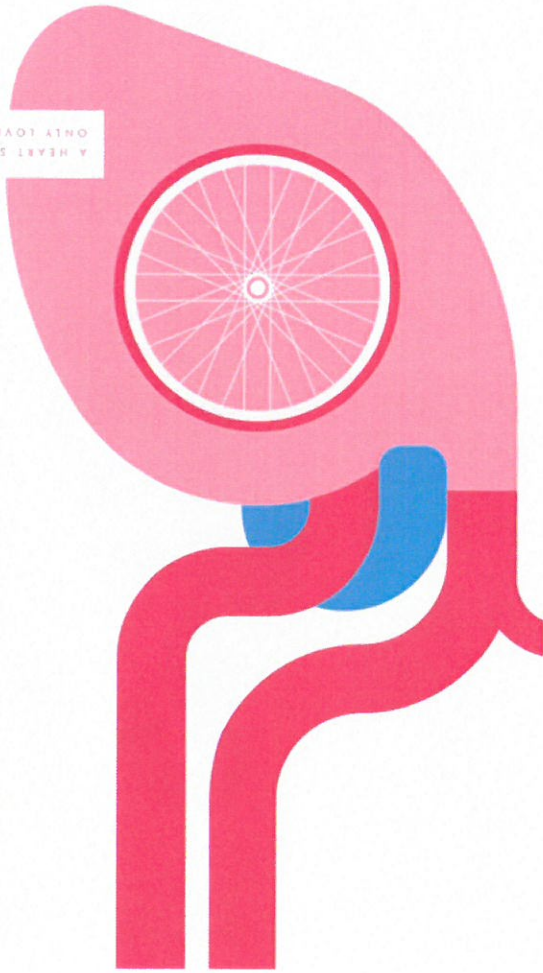
URL: 05/23/2053



URL: 11/14/2016

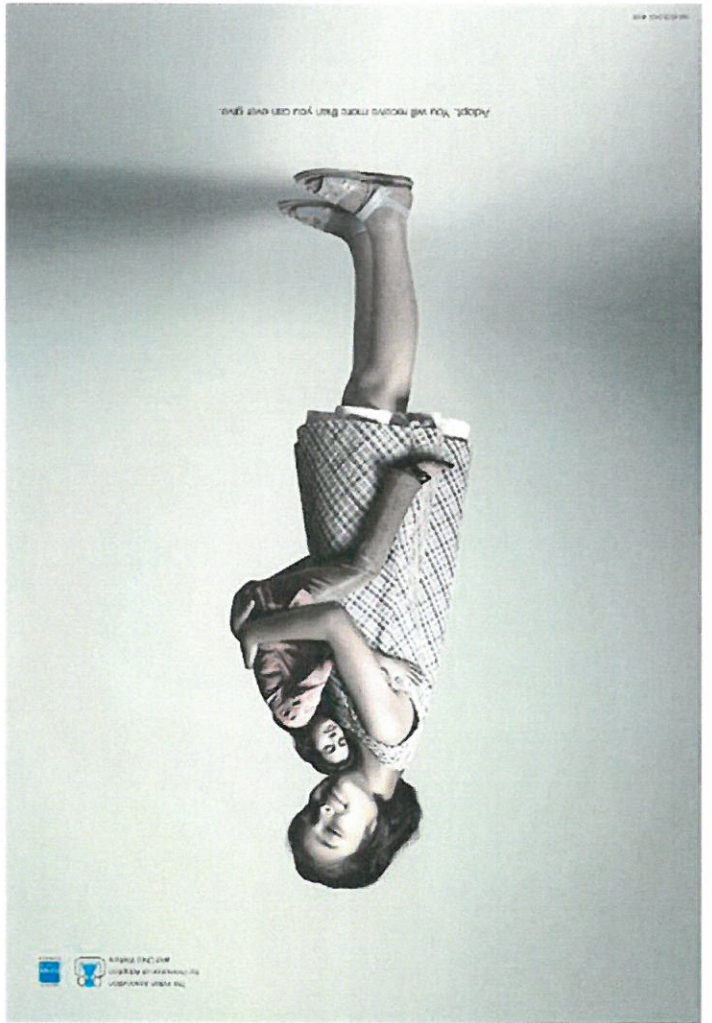


A HEART SO STRONG
ONLY LOVE CAN BREAK IT



GET PROBLEMS OUT OF YOUR HEAD
WITHOUT PUTTING THEM
IN OTHER PARTS OF YOUR BODY





START»

Welcome to the Donate Online Website of the Kindertafel Düsseldorf charity in Hartz IV german welfare benefit households and their parents are hardly in a position to offer their kids a warm meal every day.

As many as 16,000 kids living in Düsseldorf are hungry. They are growing up in children because every Euro performs magic and puts a delicious meal on the empty plate, thus reducing the rumbling and grumbling of the kids' stomachs.

And here is how it works:
 Simply drag the food displayed on the sides onto the kid's empty plate. It is up to you how many plates you fill.
 Thank you for helping to combat child poverty in Düsseldorf!



DONATE-A-MEAL
 Online donations by Düsseldorf Kindertafel

NETRADICINE

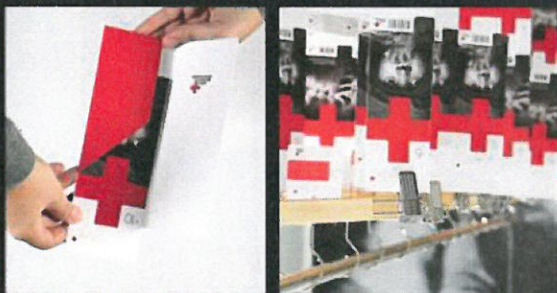
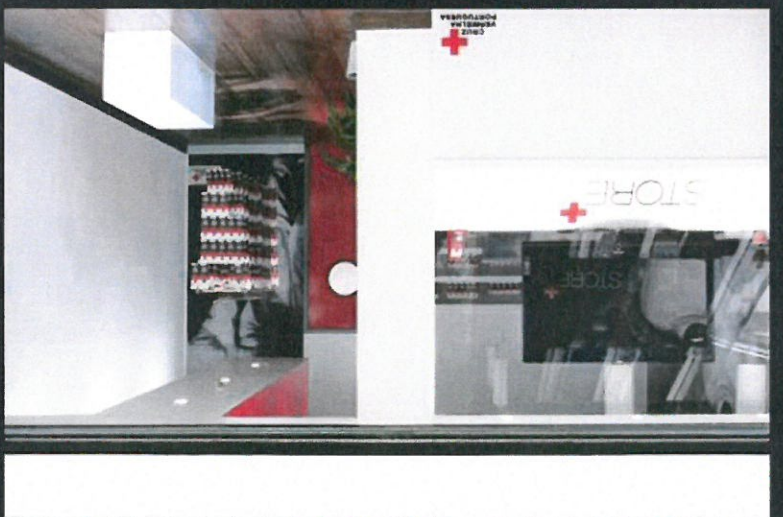
STORE

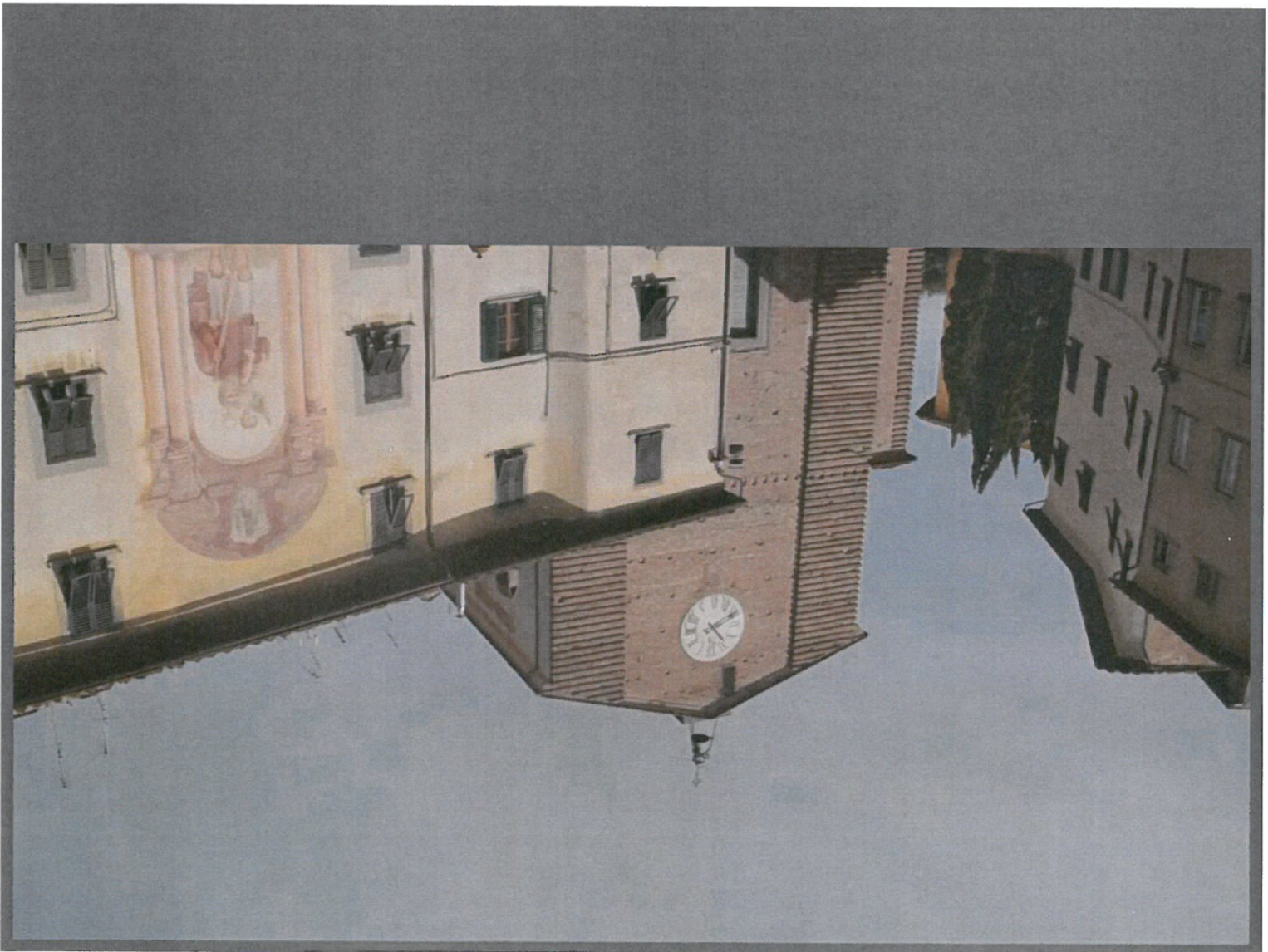
MARKET: Available to general public to donate to the Portuguese Red Cross during the Christmas season.

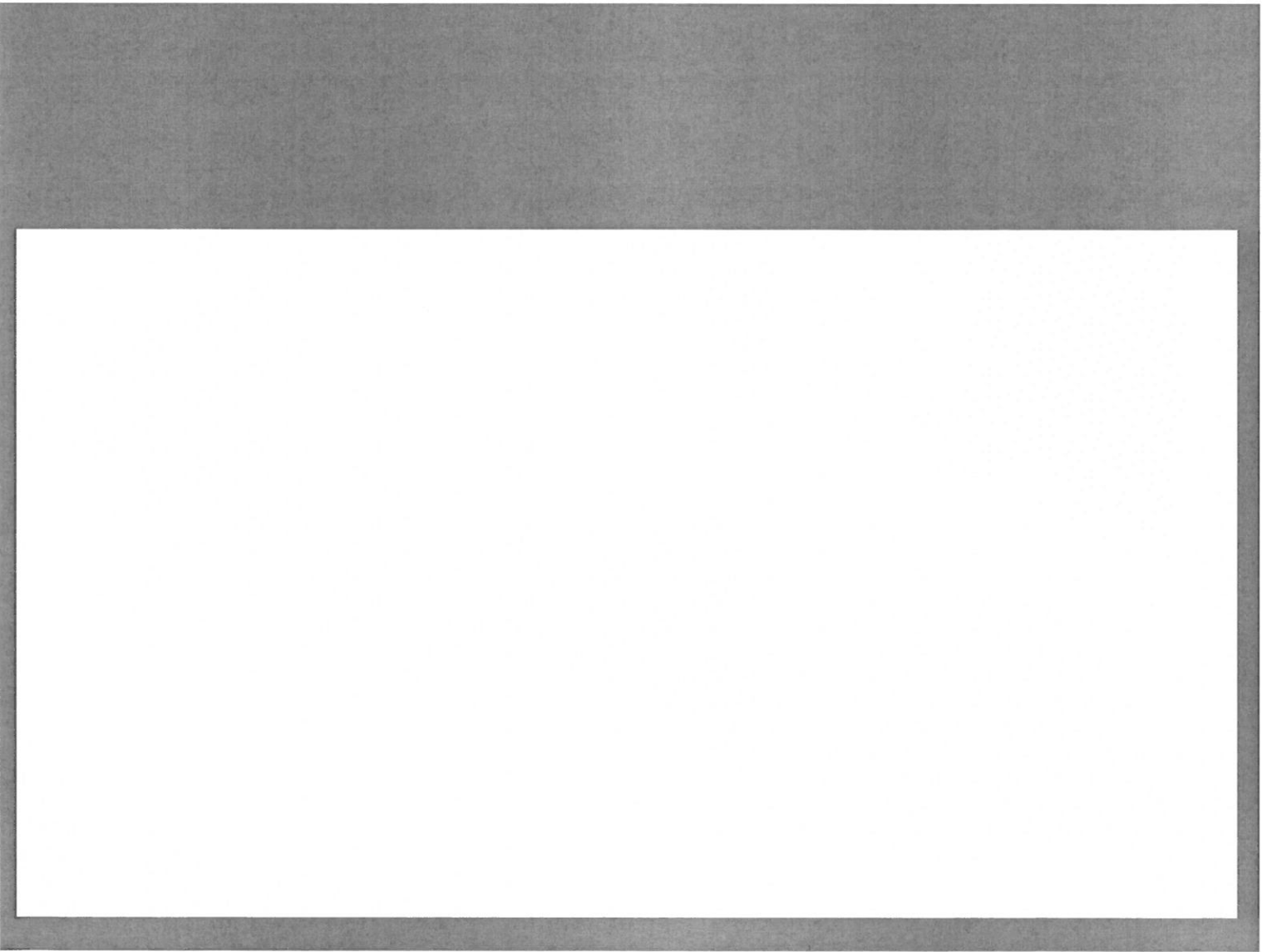
BACKGROUND: The Red Cross Portugal Store is a new product, a point of sale and a new way of donating a little more and with customers buying the store with their loyalty. The store helps all.

THE STORE: In the city, a network of stores has 10 in total. Due to the success, during the first year, a network of stores was selected. The media network was also selected. The Red Cross Portugal Store has been selected and there are plans to open 10 more stores.

FROM A FINE STORE: Advertising team.







"One of the few books I've read recently that fundamentally changes the way I think about the world" —Steven Levitt, coauthor of *Freakonomics*

...with a new afterword

Richard H. Thaler and Cass R. Sunstein

Health, Wealth, and Happiness

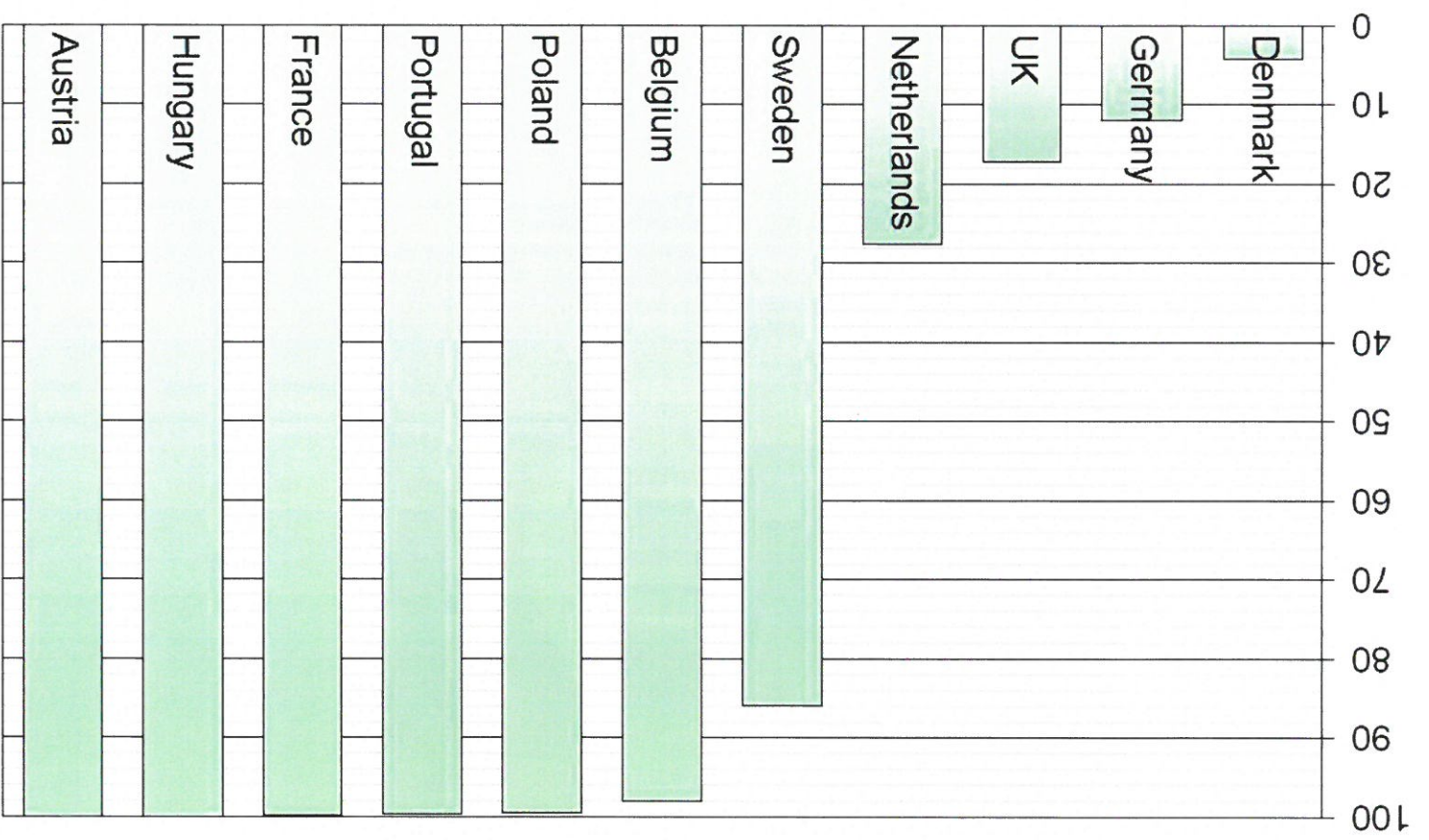
Improving Decisions about

Nudge











November Neighbor Comparison

You used 28% MORE energy than your efficient neighbors.

HOW YOU'RE DOING

GOOD

MORE THAN AVERAGE

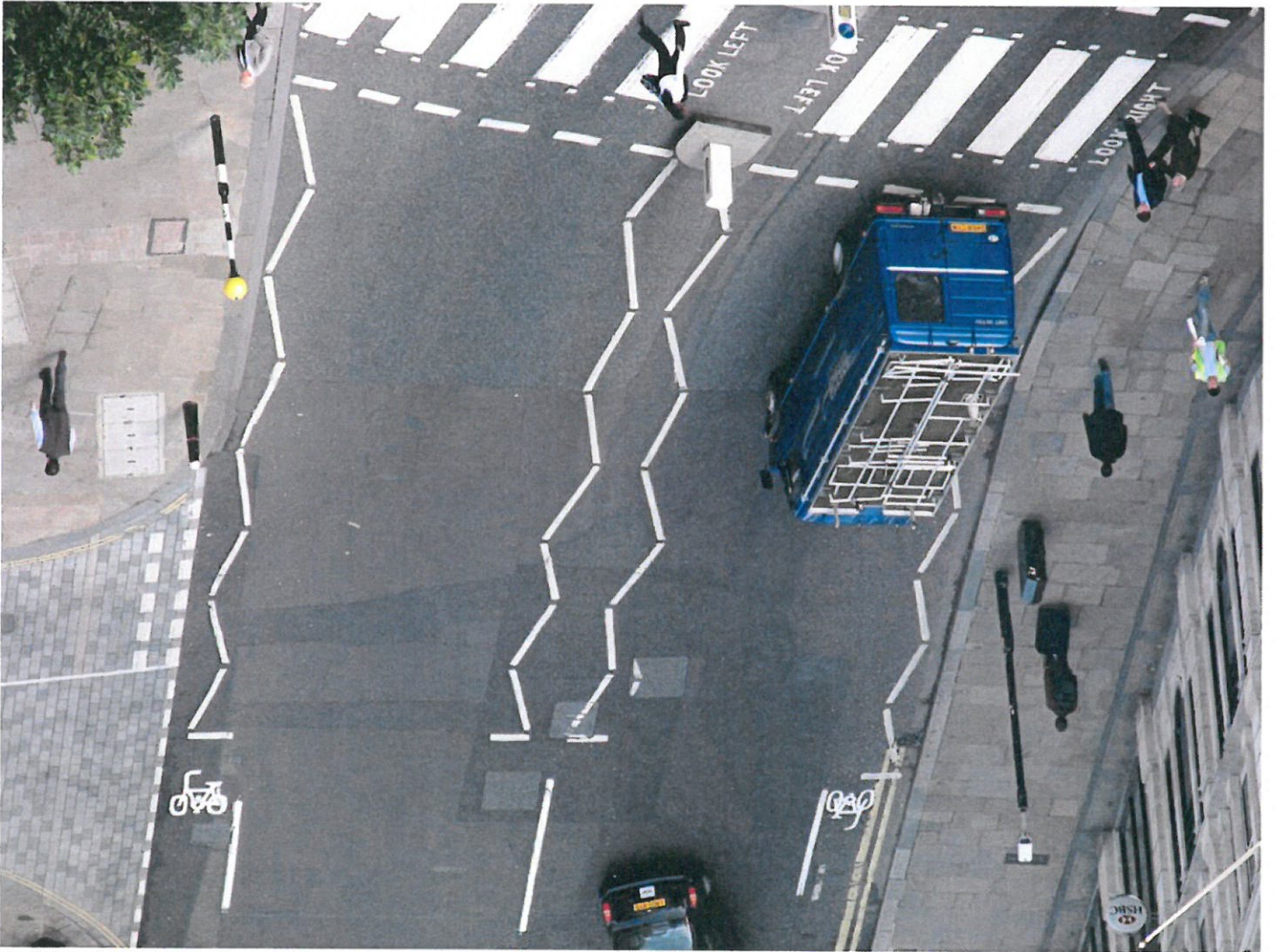
This energy index combines electricity (kWh) and natural gas (therms) into a single measurement.

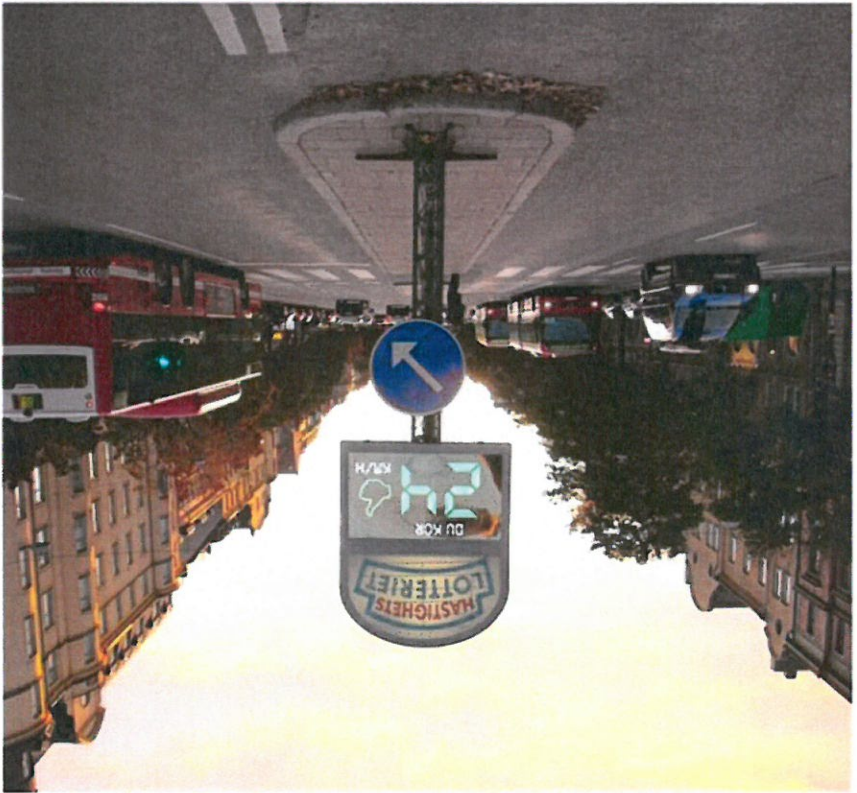


WHO ARE YOUR "NEIGHBORS"?

ALL NEIGHBORS (avg 2,023 sq ft) and have both electricity and natural gas service.

You used 74% MORE energy than your neighbors. This costs you about \$100 more per month.





The new experiment proved right: the fun theory does work and caused to drive through fun.

The fun theory was not the only one to be tested. The fun theory was not the only one to be tested. The fun theory was not the only one to be tested.

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Please see case film.

BLUEMOTION TECHNOLOGIES

Dos Auto.

with the driver and pedestrian alike.

- The fun theory was not the only one to be tested. The fun theory was not the only one to be tested. The fun theory was not the only one to be tested.
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Results

The fun theory was not the only one to be tested. The fun theory was not the only one to be tested. The fun theory was not the only one to be tested.

Insight & Idea

The fun theory was not the only one to be tested. The fun theory was not the only one to be tested. The fun theory was not the only one to be tested.

Challenge

The fun theory was not the only one to be tested. The fun theory was not the only one to be tested. The fun theory was not the only one to be tested.

A part of **Thefuntheory.com**

The Speed Camera Lottery.



Melody hears well,
running by 40km/h

The End point

時速40kmで
子<聞こえます>

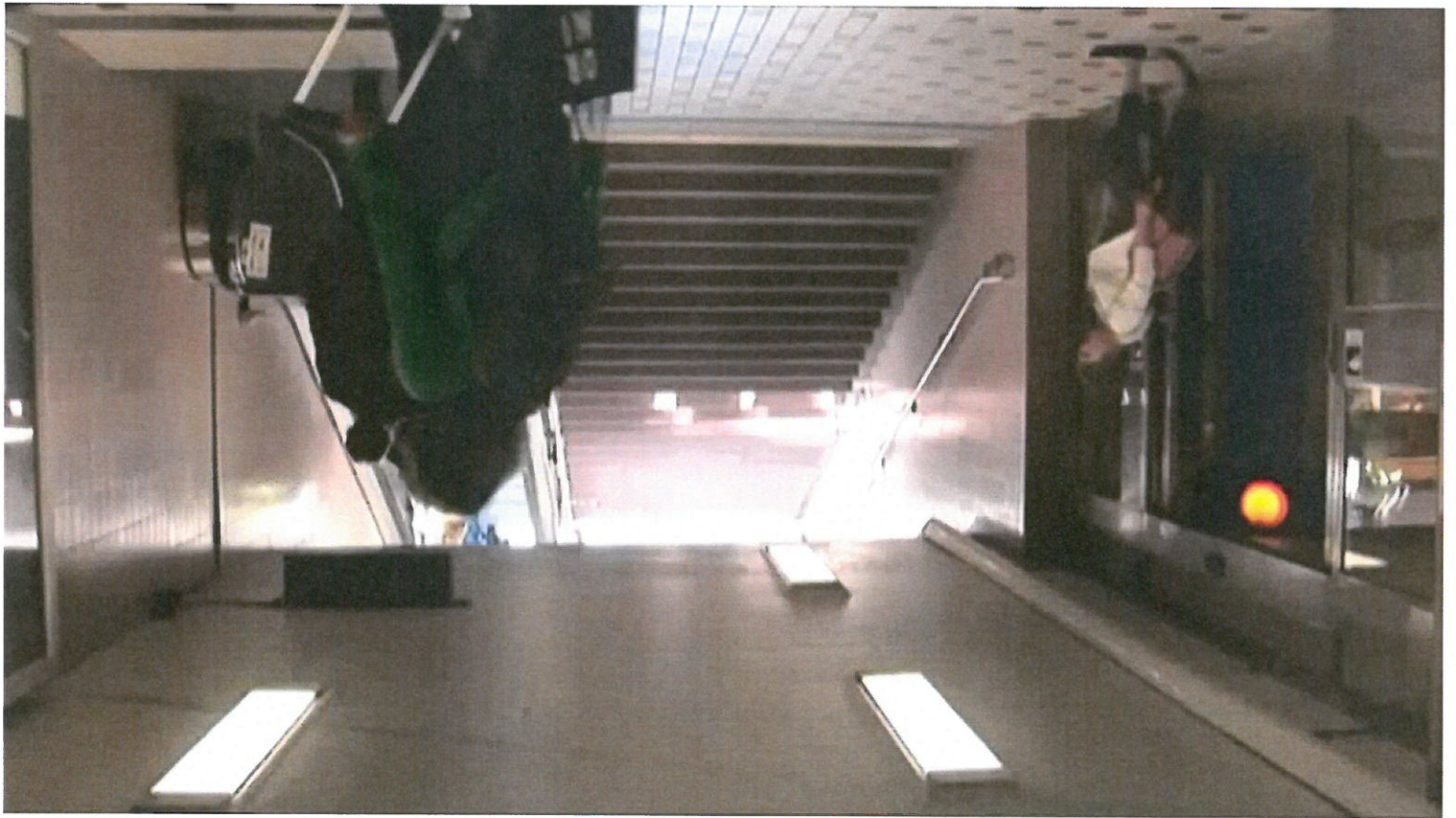
Enjoy the
Safety Drive



MELODY ROAD 

安全運転を楽しもう



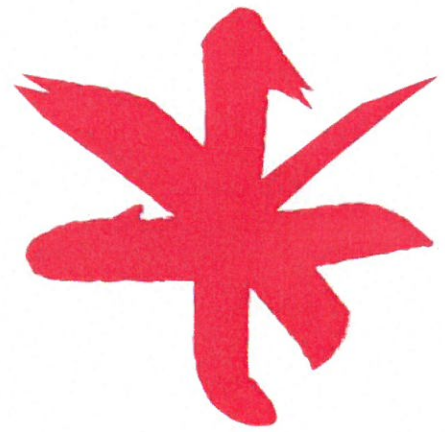




*Geräusica z̄nõmas kelias visada bus
status quo*



NOMOSHITI



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