


**Coleman** | A campaign geared toward outdoor enthusiasts. It highlights the fact that Coleman is one of the few brands that has replacement parts for all of their products. Because of this, their products outlast you.

THE ONLY PART YOU CAN'T  
REPLACE IS OUR NAME.

Only Coleman has replacement parts  
for all of our gear, so you can fix what's  
broken and take it on another adventure.

**Coleman**  
PRODUCTS THAT OUTLAST YOU.

**99% REPLACEABLE**  
BECAUSE OUR NAME DOESN'T BELONG IN THE TRASH.  
Only Coleman has replacement parts for all of our gear, so you can fix what's broken and take it on another adventure.



WE DON'T LIKE TO SEE THINGS  
GO TO WASTE.

THAT'S WHY ALL PARTS OF OUR  
COOLER ARE REPLACEABLE.

Only Coleman has replacement parts  
for all of our gear, so you can fix what's  
broken and take it on another adventure.



**Coleman**

PRODUCTS THAT OUTLAST YOU

**Kashi Mighty Bites Cereal** | A relatively unknown children's cereal that is scientifically proven to increase brain growth. The goal is to increase brand awareness by engaging parents and kids alike through an interactive campaign.

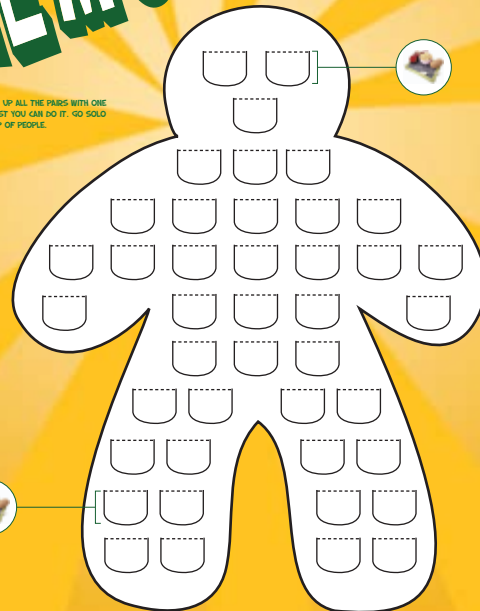


An interactive touch-screen that is based on the memory game Simon.



# A TRIP DOWN MEMORY LANE

TO PLAY SIMPLY MATCH UP ALL THE PAIRS WITH ONE ANOTHER. SEE HOW FAST YOU CAN DO IT. GO SOLO OR PLAY WITH A GROUP OF PEOPLE.



KASHI MIGHTY BITES CEREAL TRULY MAKES KIDS MIGHTY. IT CONTAINS ENOUGH VITAMINS TO FILL THIS ENTIRE AD, SO WE'LL JUST GIVE YOU A COUPLE HIGHLIGHTS LIKE IRON, CHOLINE, AND ZINC. IT HELPS GROW STRONG BODIES AND EVEN STRONGER MINDS. NOT ONLY THAT, WE DON'T USE ARTIFICIAL INGREDIENTS OR PRESERVATIVES. FEEL GOOD ABOUT WHAT YOUR KIDS EAT.



**FOOD FOR THOUGHT**

Scientifically proven to increase brain growth

Inserts would be placed in popular kid magazines like Nick Magazine, J-14 and Teen People. The insert would include an interactive memory game where you have to match the corresponding images to each other. Under each flap would be images of the vitamins found within Kashi Mighty Bites cereal. For example an image of spinach for iron, a banana for potassium, and so on and so forth.



Bluetooth activated billboards would be placed at high-traffic train stations throughout the city. Users would be able to start new games and change the difficulty level.

# KASHI GROWING MAN

Head Grows **600%**

Just Add Water!  
(we've added the nutrition)

Zinc  
Choline  
Iron  
Vitamin C  
(The list goes on)



**FOOD FOR THOUGHT** 

Scientifically proven to increase brain growth



HEY MIKE!

WE'VE HEARD HOW SMART YOU ARE, BUT CAN YOU PROVE IT? WE'RE CHALLENGING YOU TO BEAT "ARE YOU SMARTER THAN A ROCKET SCIENTIST?" TRAVELING GAME SHOW. WE'VE PROVIDED A VIP PASS FOR YOU AND A PARENT, SO YOU CAN GO HEAD TO HEAD WITH OTHER KASHI CHALLENGERS. THE WINNERS WILL RECEIVE A FREE YEAR SUPPLY OF KASHI MIGHTY BITES CEREAL AND A \$5000 SCHOLARSHIP TO THE SCHOOL OF THEIR CHOICE. IT'S NOT FOR THE FAINT OF HEART BECAUSE THE LOSERS WILL BE DUNKED IN A GIANT BOWL OF CEREAL. WE'RE READY ARE YOU?



*Kashi Mighty Bites*

P.S.  
WE'VE GIVEN YOU A FREE BOX OF KASHI MIGHTY BITES TO HELP YOU OUT.

No 13110

**VIP** ASS  
Kashi

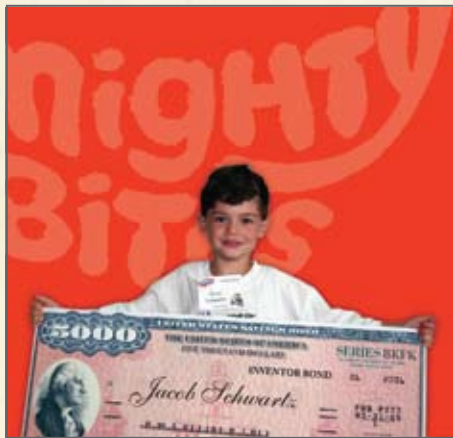
This ticket entitles you and your party to access all areas at the "Are You Smarter Than A Rocket Scientist?" Traveling Game Show on June 21, 2009 at Golden Gate Park in San Francisco. For more information visit [Food4Thought.com](http://Food4Thought.com).

[Please produce this ticket upon request]

**1 FREE BOX OF KASHI MIGHTY BITES**




Direct mail invitation to "Are You Smarter Than A Rocket Scientist" Traveling Game Show. It would be sent to a very select target audience. The invitation also includes a growing toy that resembles the shape of the cereal. The only part that actually grows is the head, so that it ties into the overall brand message of Food For Thought.



# ARE YOU SMARTER THAN A ROCKET SCIENTIST?



A traveling game show where opponents face-off against each other and the smartest parent/child team wins a scholarship to the college of their choice. Contestants are asked pop quiz questions while suspended over a giant cereal bowl. The final team cashes in, while the losers get dunked.

**Alt.** | A new advertising agency was branding itself as the agency of alternative thinking. They wanted me to design a direct marketing piece for their clients to remember them by. A notebook was created that included crazy tasks, quotes and a flip-side personality.

