

49

june 25 - august 31, 2007



*Y'all don't want no prob from me
What you rappers could get is a job from me
Maybe you could be my intern, and in turn
I'll show you how I cook up summer, in the win-turr*

- Kanye Omari West



MY FIRST SUMMER REAL REEL

You don't have to

be totally convinced about global warming, care about the long-tailed 4 toed white-beaked African sloth, wear ribbons or wristbands, like wheatgrass/tofu/granola, agree with everything, believe the hype, drink the Kool-Aid, like Al Gore, live in a commune, give up, panic, swear off fur, "go green," love polar bears, be a grownup, do it alone, even recycle, ask your neighbor, believe the end is near, power your car with corn, make a conscious choice, shell out more than \$3.27, overhaul the entire system, play in a band on all 7 continents

WITH WHOM: sarah & frank

WHAT: help concept for 18seconds.org campaign

WHY: to encourage american households to switch out traditional incandescents for energy-efficient compact-fluorescent lightbulbs

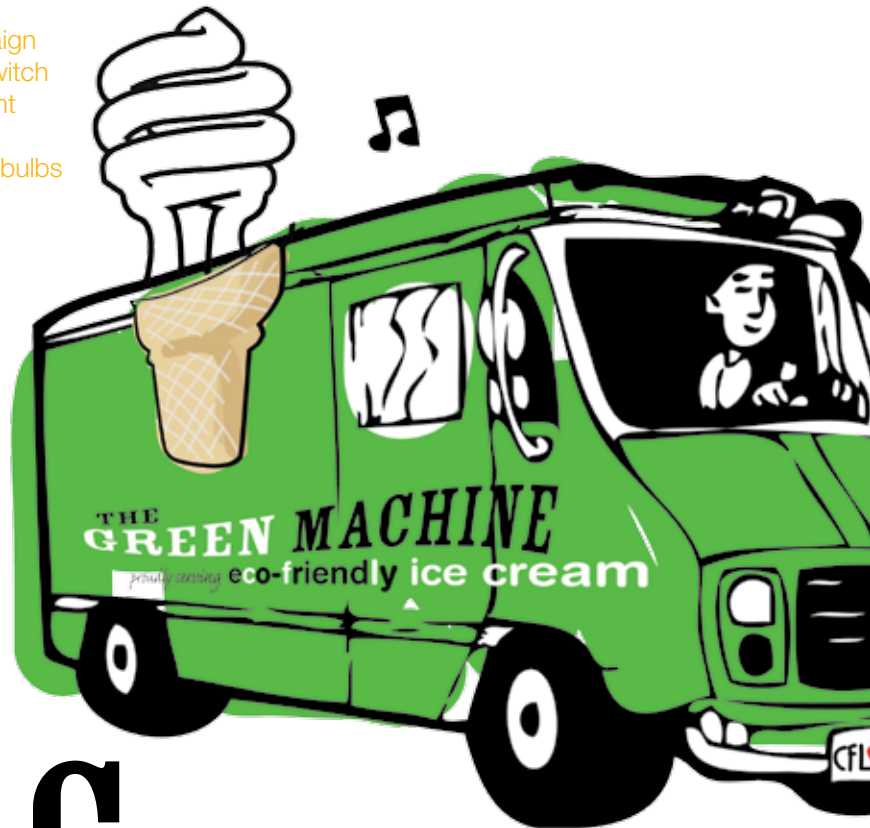
I LEARNED: 1. cfls burn 10x as long as regular bulbs
2. lawben you can suck it.

Until we learn to extract energy from unease (inactivity?), until we learn to make energy from hot air, until we learn how to use only what we need, until we can save the world with promises and protocols, until you make a conscious decision to start saving energy, until you make a conscious choice to start saving the planet, until one person can make a difference, until Al Gore figures out how to do it all by himself, until the earth learns to take care of itself, until good intentions can save the world, until one person can save the world, until we move to Mars, until the future..., until the truth becomes convenient, until the ball starts rolling on its own, until realization becomes actualization, until little things stop going a long way, until the rest of the world starts taking action... why don't you?

It doesn't take

expensive gadgets and cutting edge technology, a massive movement (although it could use one), an expert, a celebrity, a whole lot of hemp, solar cells, charts and graphs, a lot of patience, a former vice president, a lifelong commitment, Visas or Mastercards, more than you've got, conferences and summits, obsession (or oblicationo, (an image and) a gimmick, wheatberries and flaxseed oil, promises and protocols, a massive movement (although it could use one.)

all it takes
is seconds 18



Misplacement

Gum/Condoms: "Saves energy, lasts ten times as long."

Hair Dye: "Brighter, warmer, only takes 18 seconds"

Anti-depressants: "Don't see the light at the end of the tunnel? Well, this'll do." (Side effects include increased energy efficiency and decreased desire to sit in the dark.)

Luggage: "Moving to another planet? Before you do, why not give yours a chance?"

Promo/giveaways

Glow-in-the dark magnet

Foam bulb perfect for diverting unwanted energy (read: squeezing)

Reusable Kleenexes....aka a nicely packaged handkerchief, but on the back: "You don't have to be extreme about recycling. All it takes is 18 seconds."

Events

Decorate the Rockefeller tree with strings of CFL lights (Electricians #: (212)632-5240))

Partner with the Guggenheim Museum NY,

decorate the exterior to look like a spiral CFL

Hold a contest to decorate/make a piece of art with a CFL; the winner to be exhibited with the bulbs from other commissioned artists in the museum



WHO: sarah, everybody and their mama
WHAT: rods and balls
WHY: for sport; dignity and honor
I LEARNED: nothing evidently, i still suck.

PLAYING FOOTBALL

WHO: kerry & autumn

WHAT: help flesh out the theme for the EA mobile room

WHY: i just wanted to use the word "flesh" in a sentence.

I LEARNED:

1. currently more females than males download mobile games
2. getting a gettyimages account gets rid of watermarks!
3. brandsoftheworld.com
4. helvetica vs. arial
5. juss a lil' bit (lonelier without Nao)

EA MOBILE R

Consumers

1.3M GAMERS, 262M BY 2010

25-34: dominant purchaser
then 18-24, 35-44, 13-17
High correlation to console ownership
Female (65%) and Puzzle (33%)
Casual gamer/hardcore gamer profile

Understanding

BHAG ①③④⑥ S ♿

Become the world's foremost experts on the consumer, competitors and the mobile gaming experience.

Experience

ON-THE-MOVE

Download (1,2,3)
Sessions last <30 min.
40% play once a day

Global Market

GROWTH

Global mobile gaming market to grow 49.9 percent in 2007 to \$4.3 billion, and will hit \$9.6 million by 2011.

Carriers/Devices

2 BN USERS WORLDWIDE

80% of new purchases downloaded through carrier by 2010
80% mobile users has game capable phone; only 1 in 10 actually plays.

Competitors

MOBILE/MIDSHARE

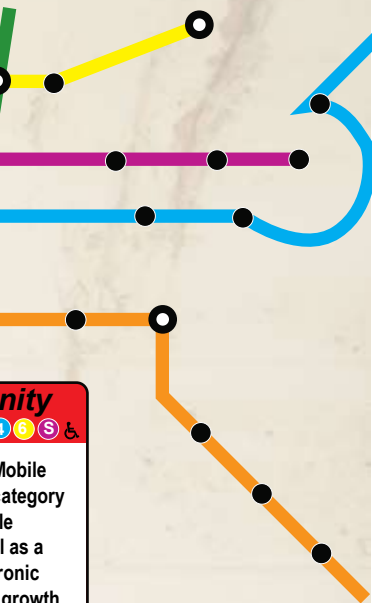
Mobile gaming publishers
(I-play Game Loft, Hands-On, Glu, THQ, Oasys, Sony Pictures, Mobliss)
Mindshare (Internet, TV, social environments)
Mobile Device (phone call, text messages/email, internet)

Opportunity

BHAG ①③④

Establish EA M as the global leader in mobile gaming as well as a driver of Electronic Arts company

ROOM



unity
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Mobile
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growth.

THE FOLD



WHO: JG, OoG

WHAT: help design the last piece of new stationary

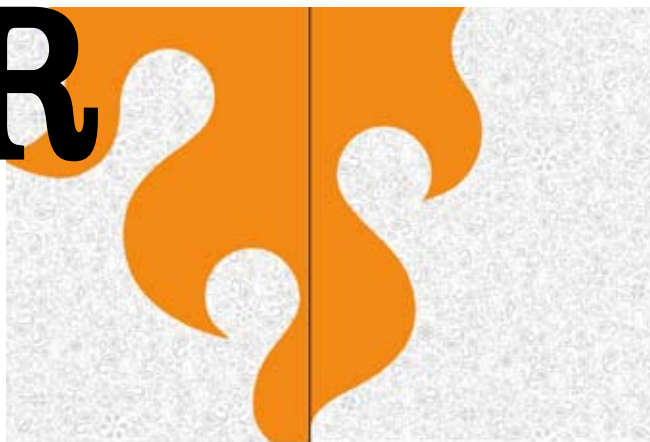
WHY: they thought no way could we fuck this one up

I LEARNED: 1. how to use illustrator, ha
2. the production process!
3. how much better life is with a tablet

STILL NOT SURE IF I LEARNED: what people mean
when they say "knocked out"

NOT SURE IF ANYBODY CAN EVER REALLY LEARN:
how to make oogie totally happy (maybe mrs oogie)

ER

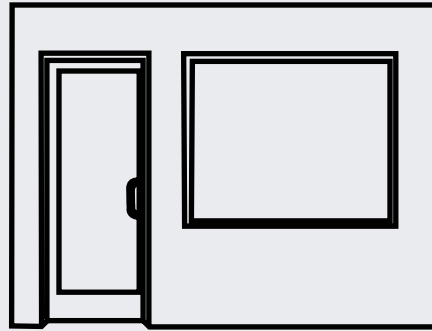
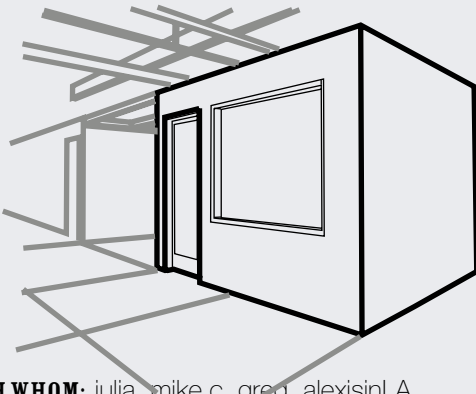


ISLANDS

WITH WHOM: julia, oogie, mike c, greg

WHAT: designing an 'epically sexy' room for the islands restaurant chain

I LEARNED: 1. the infinite joys of flickr
2. what islands tastes like...
because that was so necessary
3. what 'sex wax' is... thanks greg.



WITH WHOM: julia, mike c, greg, alexisinLA

WHAT: spend other people's money, steal other people's things

I LEARNED: 1. how to find furniture on craigslist

2. how to paint a room

3. how to hotbox at work

I WISH I LEARNED: how to be really good at racing games



PLAYSTATION ROOM

S ROOM



NEW MEDIA DICTIONARY

Astroturfing

Stuff may have been the shit in football stadiums during the 60's, but in the advertising arena, packaging corporate information in order to fake a grassroots movement has gone the way of Folexes, combovers, and Pam Anderson's—possibly passable from afar, but any closer and they're just plain cheap.

(see also: *blogger backlash*.)

Attention Erosion

Perhaps the most significant casualty of the recent explosion of consumer choices and new media is the length of our attention spans. In the bitter battle against dual forces ADD + apathy, advertising must not only grab but hold.

Bluejacking

With this new advance in harmless wireless warfare, pranksters are sending people cell phone messages in the form of address book contacts through Bluetooth technology. Unknowing "victims" who receive a text of "Hello, nice shirt" and "Enjoy your meal" may be amused or frightened. But anything further, such as illegally obtaining information, or Bluesnarfing, is an invasion of privacy. (See also: *advergaming*.)

WITH WHOM: Iori

WHAT: making shit up

WHY: 2008

I LEARNED:

1. blogs rule the world
2. wikipedia is a close second

Brandjacking (Brandmandeering, 2-way branding)

Great care can be put into creating the perfect brand, but nothing can guarantee that it will stay that way. While forfeiting control may seem scary, allowing consumers to drive the evolution of a brand inherently strengthens their loyalty. Remember, if you build it, they will come. But once in a while, you have to let them steer too.

Bookmark-it-ing (Bookmarketing)

Crucial to the 'virality' of the medium and the message, browser bookmarks have long been the benchmark of a quality site. You know you've arrived when consumers are not only not avoiding your advertising, but reminding themselves to come back to it.

Hanes Domain

Consumers as walking billboards are both a brand's ultimate goal and wettest dream. But in an age of subtlety, it takes a much more creative arsenal to win the hearts and minds, or at least the chestal canvas, of choosy consumers. Whether as a user-voted design or a monthly subscription to

newsworthy topics in fabric form, the plain white tee is still a precious, though increasingly persnickety placement for a thoughtful message.

Inattentive Trust

A counter to complaints that we're simply too connected—perhaps the mundane broadcasts we come across by our friends provide insights and build relationships that may not come up in direct interaction. The constant Facebook updates and Skype statuses we pay only inattention to—doing yoga, recovering from a roadtrip up the PCH late, just bought a new Honda Element—are nevertheless registered and filed into the mix by our brains; they may influence our interactions the next time we meet even if we don't mention them. (As Jon Stahl writes on his blog:)" They weren't telling you. They weren't looking for a reaction. They were just letting you see if you cared." (See also: *microblogging*.)

Fundsamentalism

"In Verisign we trust"
If the evolution of man traces a progression of increased capability and expanding intellect, then the evolution of our currency (From two oxen and an axel to metal coins, paper tender, plastic credit cards, and now, an Amazon 1-click button) reflects an increasingly

unnerving enthusiasm for dealing in nothing. In the sound of cyber license, we bow and pray to the no-longer-tangible gold we made.

Micro-blogging

A combination text message, instant message and blog entry, this HFLL (high frequency, low level) communication allows you to give brief updates on things you normally wouldn't bother sharing. The good: Your friends receive short announcements of what you just had for lunch directly on their cell phones. The bad: Your friends receive short announcements of what you just had for lunch directly on their cell phones. (See also: *inattentive trust*.)

Unique Buying State (UBS)

Sure it starts with a great product, but as globalism gives way to tribalism, UBS trumps USP. Features and benefits are important, but more and more buying decisions are made on the basis of something more—experience and personal identity. Marketing has moved from "what it is" through "what it does" to "how you'll feel"; now, it's

NMD CONT'D

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WHO: for char

WHAT: manni

WHY: constan

I LEARNED:

I MEMORIZED

I STILL HAVEN



STRAIGHT FRONTIN'

lene
ng the phone and the candy bowl at the front desk
nt, vigilant watch for Office Creepers of course
, bottled water is for clients only
2. what all sorts of candy taste like, at the same time.
3. charlene is amazing; it's harder than it looks
: 1. susan lee's extension

2. the official ignited reel, in its glorious entirety.

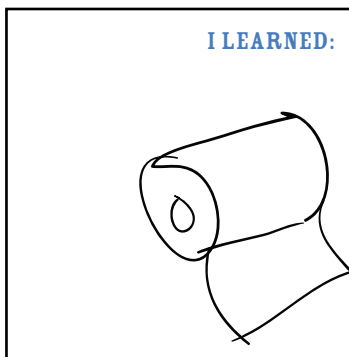
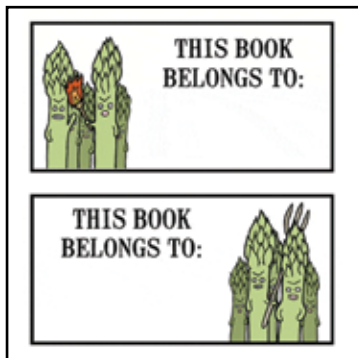
W'T MEMORIZED: 1. how to use the fax

2. an awkward transition between answering a phone and transferring a call.
3. where Sana sits, sorry Sana.

WHAT: everything from going to the bathroom, collecting signatures, heavy googling to watching glue dry
WHY: cause you can't spell 'downtime' without 'owntime'



ETC



I LEARNED:

1. about the physics of lunar eclipses
2. about print gocco
3. where the six closest Hollywood Video stores are
4. that there is a pretty sweet yogurt shop next to Cingular before the onramp for the 405
5. adobe cs3 tips and tricks, yay free tutorials
6. that 'what_evs' has some neat tunes
7. half a dozen other ways to say 'gray'
slate, heather, charcoal, ash...
8. how to bind a book
9. the s is silent



10. the starbucks at the b&n is not actually a starbucks, it's part of b&n
11. what a book plate is
12. the toilet paper in the bathroom is individually wrapped...aka fancy
13. traffic's not as bad at 8:30
14. pm
15. work is always funner with bagels



I DIDN'T LEARN:

1. how to cough quietly
2. anything particularly requisite to living a normal life

When I first started I had no idea what to expect.

Actually I still don't. But now I wouldn't have it any other way.

Thank you.