APPLIED ARTS WINNERS
On June 1st 2011, a hurricane will blow through every Farmville owner’s farm. Thirty seconds after they’ve logged on, a tidal wave will suddenly move in. A simple donation of $1 would restore the user’s farm, or they could wait out the disaster and see how long it will take for relief to come. The wait would last approximately 24 hours. After this time the user would be restored back to normal game play whether they donate or not.

**Reasons we believe it will work:**

There are currently 64 million active users on Farmville every month.

Over 500,000 virtual Farmville tractors are sold every day for $20.00 each - Generating 10 million dollars every single day. (Farmville sells everything you can think of for your farm; consumers have their credit card information on Farmville to be able to make these purchases)

Even at a 10% response Oxfam would generate $6,400,000. (Real dollars, not Farmville dollars)
IF YOU PUT YOUR FOOT IN YOUR MOUTH SO WILL WE.

WE'VE RUINED MORE FACES THAN PLASTIC SURGERY.

TO THINK THE TERM STOMP NOW REFERS TO A BUNCH'A NANCIES WITH BROOMS.

AD: Mario Gelleny CW: Shawn O'Connor (Year 3)
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The IKEA Living Catalogue. IKEA will set up a number of binoculars, each pointing at a specific room in an apartment building. In addition to fully furnished rooms and labels inside the binoculars that indicate item names and prices, users will see real people enjoying the space, demonstrating a true IKEA experience.
ADCC FINALISTS
If you see two men hugging, it means a bone went down the wrong way.

Nobody who comes here wears skinny jeans. Everyone who leads does.

It only happens once a year. We're afraid of commitment.
Fishermen will use a Bass Pro Mills Branded, RFID-tagged lure when fishing. The lure communicates with the fisherman’s iPhone. When a fish bites, the lure sends a signal to the phone, causing it to vibrate.

The app keeps track of the exact location where you and every other Smart Fisherman caught fish - creating a map of hot fishing spots.

Take a picture of the fish you caught which will then be automatically uploaded to your Bass Pro Shops user page, as well as your Facebook and/or Twitter page.

The app uses photo-recognition software to scan your fish and identify what kind of fish it is. It even tells you a little more about the fish.
Introducing the first USB pregnancy test. After taking the test, the user plugs the USB drive into a nearby computer and is directed to the Clear Results microsite. Immediately, the site will provide them with more information about their baby than they could imagine.

The mom-to-be can keep checking back at the site throughout her pregnancy. She can watch her virtual baby’s avatar grow at the same pace as her real baby. She can input data from doctor’s appointments to receive more accurate feedback. And every time she logs on, she’ll receive information and instructions customized to her exact stage of pregnancy.

Clear Results by Clear Blue. It’s an innovative product that turns a 9-minute purchase into a 9-month experience.
People don’t know what it’s like to lose everything you’ve worked for to a natural disaster. So we’re going to show 64 million people exactly what it’s like – using Farmville.

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AD: Emma Wathan CW: Kelly Finnemore (Year 3)
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