

Project
Re: Brief™
Advertising Re-imagined

Project **Re: Brief**

This year, we partnered with four global brands and the advertising icons behind their most iconic campaigns in a bid to test a medium and challenge an industry. Working with the latest technology, they were able to bring their most famous ideas to life online and inspire a new generation of creative minds along the way.

[WATCH THE TRAILER](#)

VOLVO

The Original Ad



1962 “Drive it like you hate it” helped introduce the Volvo brand to America, quickly establishing it as a tough and reliable car.

WATCH THE TV COMMERCIAL

The Icon

“Be blunt, open and honest. Find the truth, and then hit people over the head with it.”
– Amil Gargano



Amil Gargano began his career in Detroit before moving to New York in 1959. He joined Carl Ally and formed the agency Ally & Gargano. This is where he created Volvo's “Drive it like you hate it.”

The Brief

Introduce Volvo to America while communicating its reliability and durability.

The Original Work

When you own a car that’s tough and durable, you can “drive it like you hate it.”

VOLVO

The Re-Imagined Ad

2012 Irv Gordon is an ordinary driver with an extraordinary Volvo, filled with stories that embody “Drive it like you hate it”.



WATCH THE RE-IMAGINED AD

**WATCH THE
BEHIND-THE-SCENES FILM**

The Technology

Ads were built using DoubleClick Studio and include deep Google+ and Google Maps integration, communicating with a car-mounted GPS and providing live odometer updates.

The Audience

Audience and contextual-based ad serving allows Volvo to deliver the right story based on the user's interests.

The Media

Creative was designed to run in high-engagement placements, like the YouTube homepage and as Google Mobile and AdMob ads.

Coca-Cola

The Original Ad

1971 At a time of conflict, Coca-Cola's "Hilltop" became more than an ad - it grew to become a rallying message of hope and tolerance that connected and unified the youth of the world all under one song.

WATCH THE TV COMMERCIAL

The Icon

"Forty years ago, Bill Backer and I had a wish, and the wish was to buy the world a Coke."
– Harvey Gabor



Harvey Gabor began his career as an Art Director at McCann-Erickson. It was during his time there that he created some of his most memorable and recognized work, including "Hilltop."

The Brief

Create an advertisement that demonstrates Coca-Cola's ability to connect people, and highlights the ambition of the Coca-Cola brand.

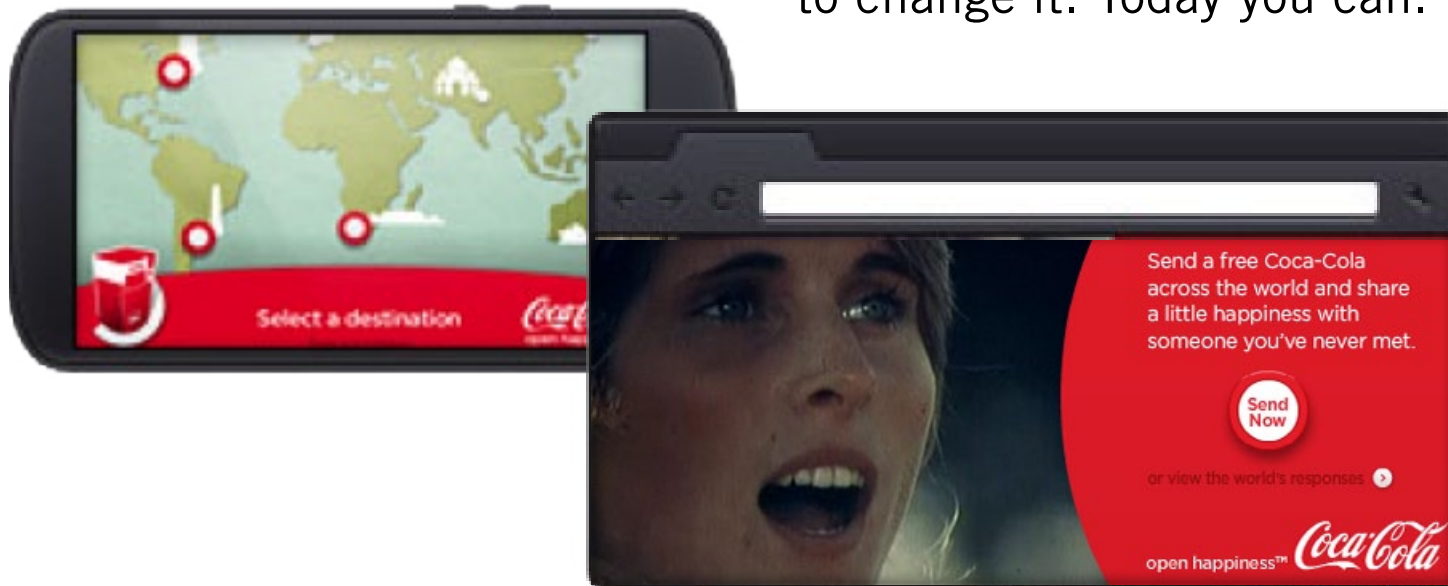
The Original Work

Unifying a generation unlike anything before through the lyrics "I'd like to buy the world a Coke."



The Re-Imagined Ad

2012 At Coca-Cola we have always believed that if you could “Buy the world a Coke” you just might be able to change it. Today you can.



WATCH THE RE-IMAGINED AD

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The Technology

DoubleClick Studio, Contextual Discovery, and Streaming Video

Google Maps, Google+
Google Translate

Specially built vending machines

The Audience

Real-world social networking connects consumers online and offline through the magic of Coca-Cola.

The Media

Creative was designed to be scalable across the Google Display Network and Invite Media, as well as to run on mobile devices through AdMob and Google Mobile Ads.

The Original Ad

1972 “I Can’t Believe I Ate the Whole Thing” began as an ad, but soon entrenched itself in popular culture.

WATCH THE TV COMMERCIAL

The Icon

“People need to be communicated with in an emotional way, and storytelling is the best way to do that.” - Howie Cohen



Howie Cohen & Bob Pasqualina began working together as a young team at advertising agency Wells, Rich, Greene. This is where they created the iconic Alka-Seltzer work.

The Brief

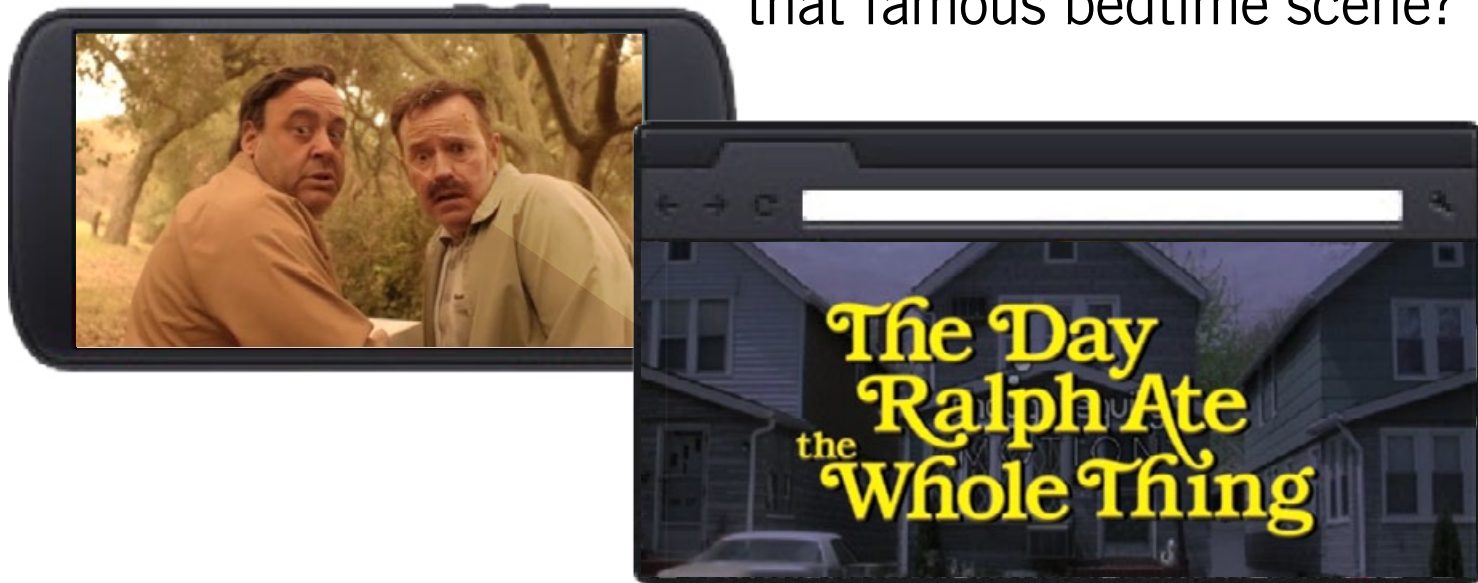
Show that no matter how much you eat, Alka-Seltzer can offer you relief.

The Original Work

An entertaining commercial that left consumers chuckling and wondering what, in fact, did Ralph actually eat?

The Re-Imagined Ad

2012 What was that “thing” that Ralph ate and what were those circumstances that brought him to that famous bedtime scene?



[WATCH THE RE-IMAGINED AD](#)

[WATCH THE BEHIND-THE-SCENES FILM](#)

The Technology

Dynamic audience signals create a personalized, entertaining ad, while mobile and social integration connect online to offline.

The Audience

Audience and contextual-based ad serving allows Ralph to interact playfully with both the content and the user.

The Media

Creative was designed to be scalable across the Google Display Network and Invite Media, as well as Admob and Google Mobile Ads.

AVIS

The Original Ad

1962 Avis' "We try harder" campaign was a triumphant success, quickly becoming the company's manifesto and establishing the challenger brand concept



[VIEW THE PRINT ADS](#)

The Icon

"We presented a company that was willing to work for you. It was sort of like tacking up the manifesto on the door." - Paula Green



Originally from Hollywood, Paula Green worked as a secretary before embarking on what became a formidable career at Doyle Dane Bernbach.

The Brief

Try to make the #2 company in rental cars #1.

The Original Work

A company manifesto and benchmark for challenger brands to come.

AVIS

The Re-Imagined Ad

2012 Every day Avis receives positive letters about its service. These are the proof of “We try harder” and can now be shared online, in real-time.



WATCH THE RE-IMAGINED AD

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The Technology

Natural Language Processing
Dynamic Image Stitching and
Video Compositing

The Audience

Contextual and audience
signals determine the most
relevant customer testimonial
video to lead with.

The Media

Creative was designed to be
scalable across the Google
Display Network and Invite
Media, as well as Admob and
Google Mobile Ads.

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Google