

travel for
practically nothing

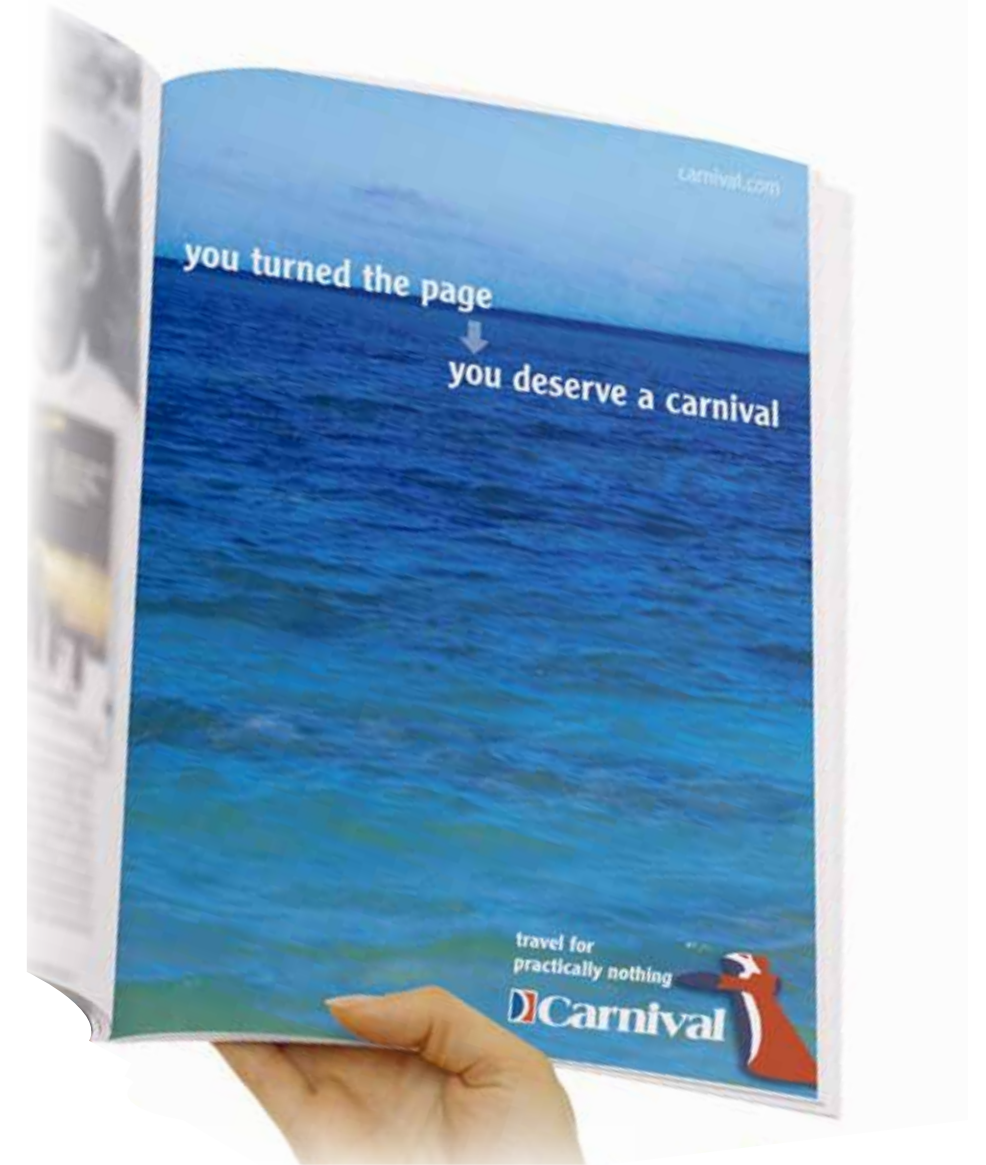
 Carnival



Carnival cruises are so cheap you need fewer excuses to reward yourself.



Taxi topper



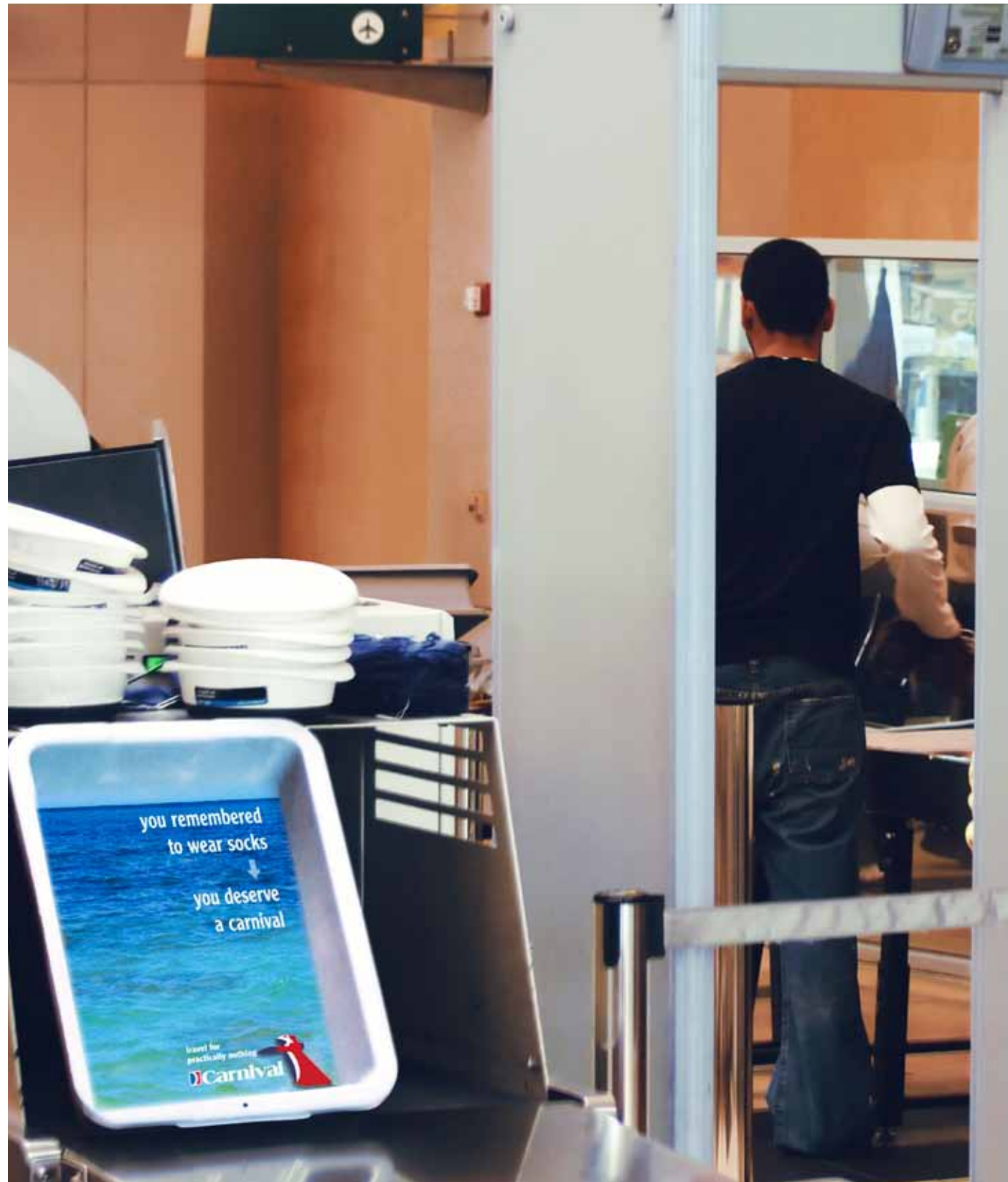
Magazine print advertisement



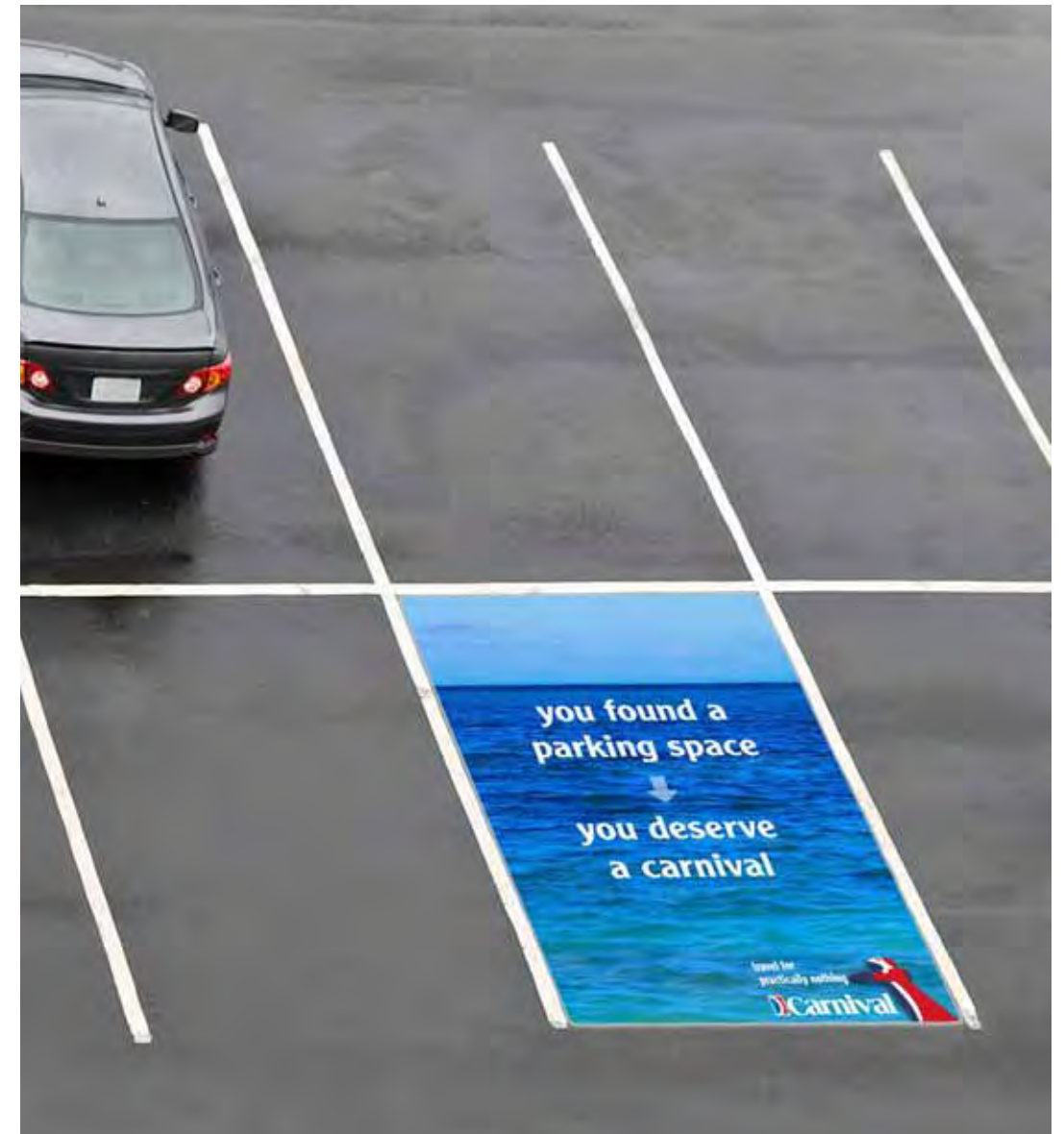
Elevator door wrap



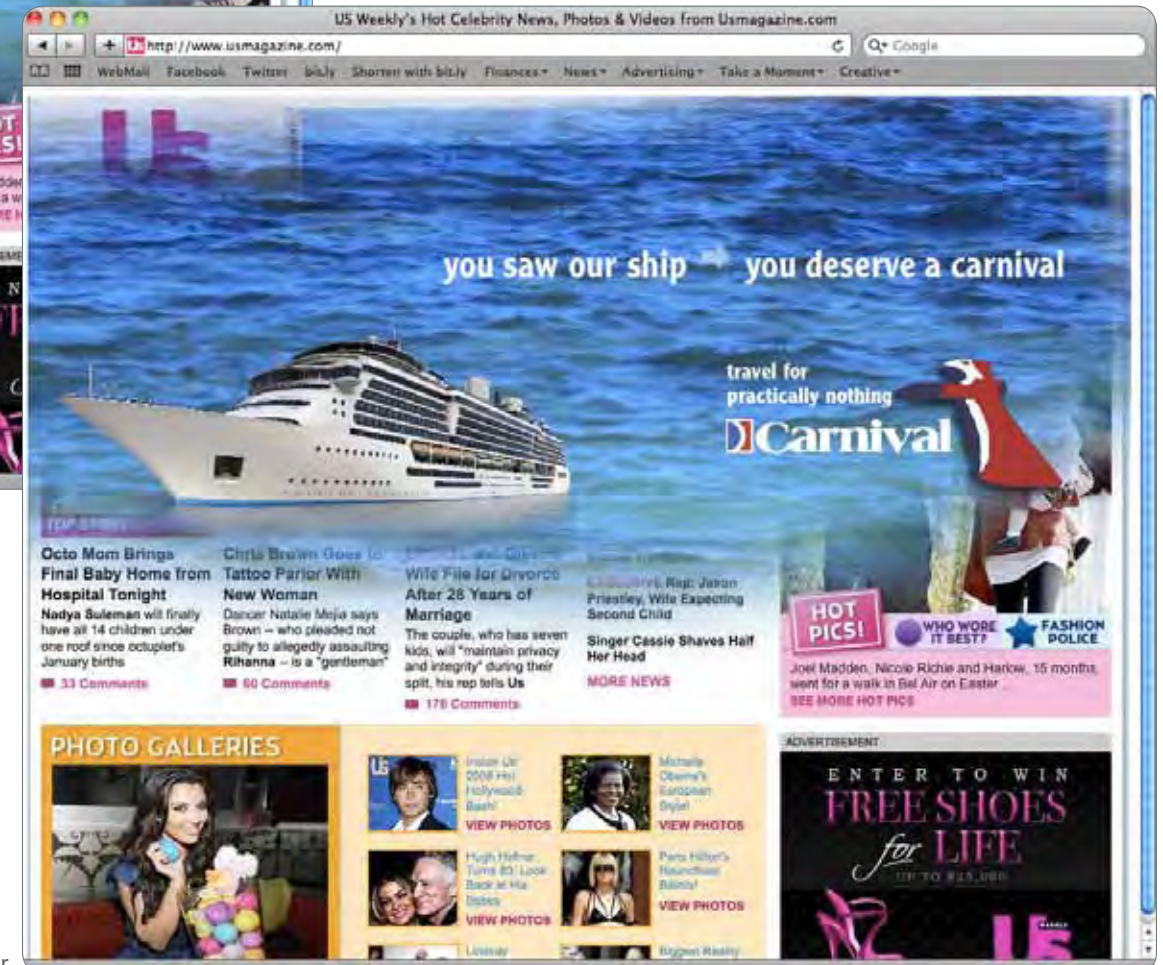
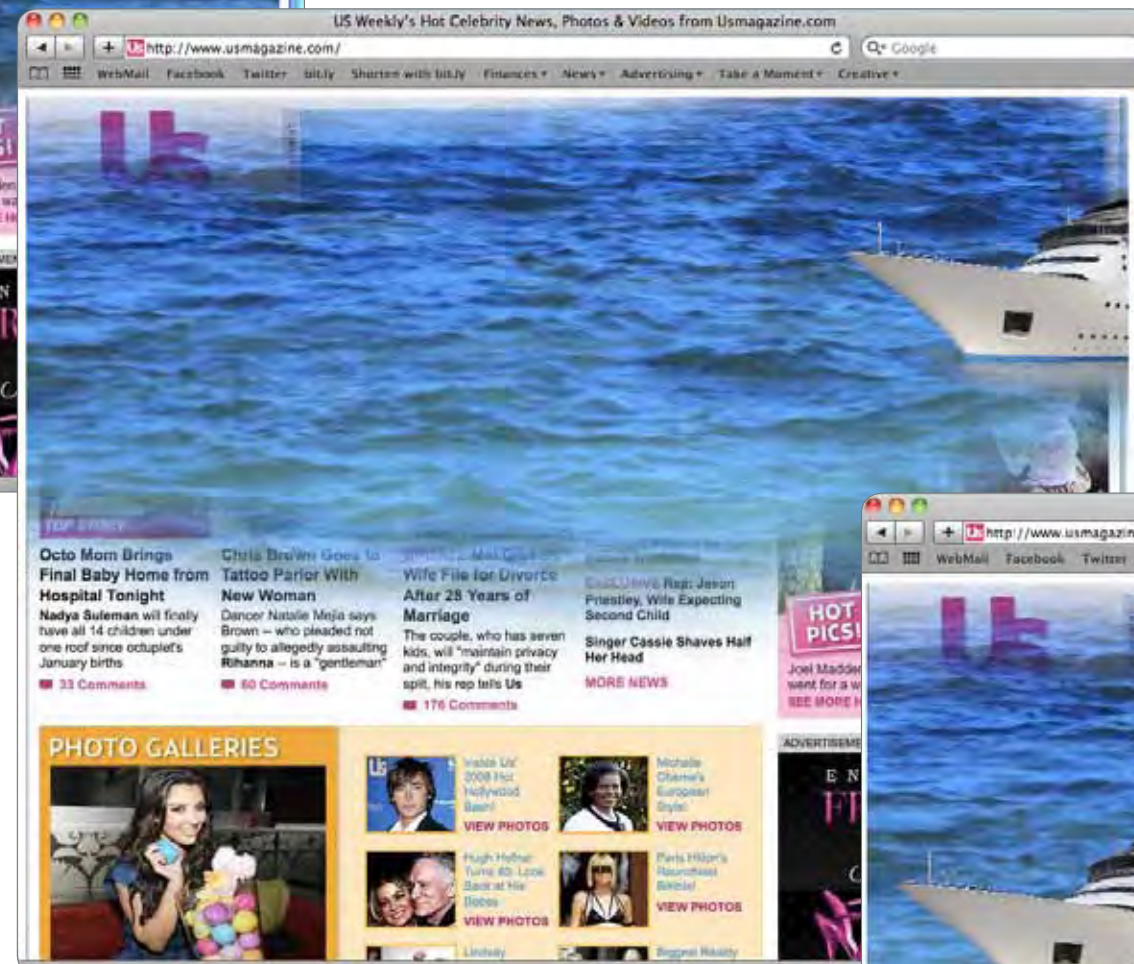
Sidewalk decal



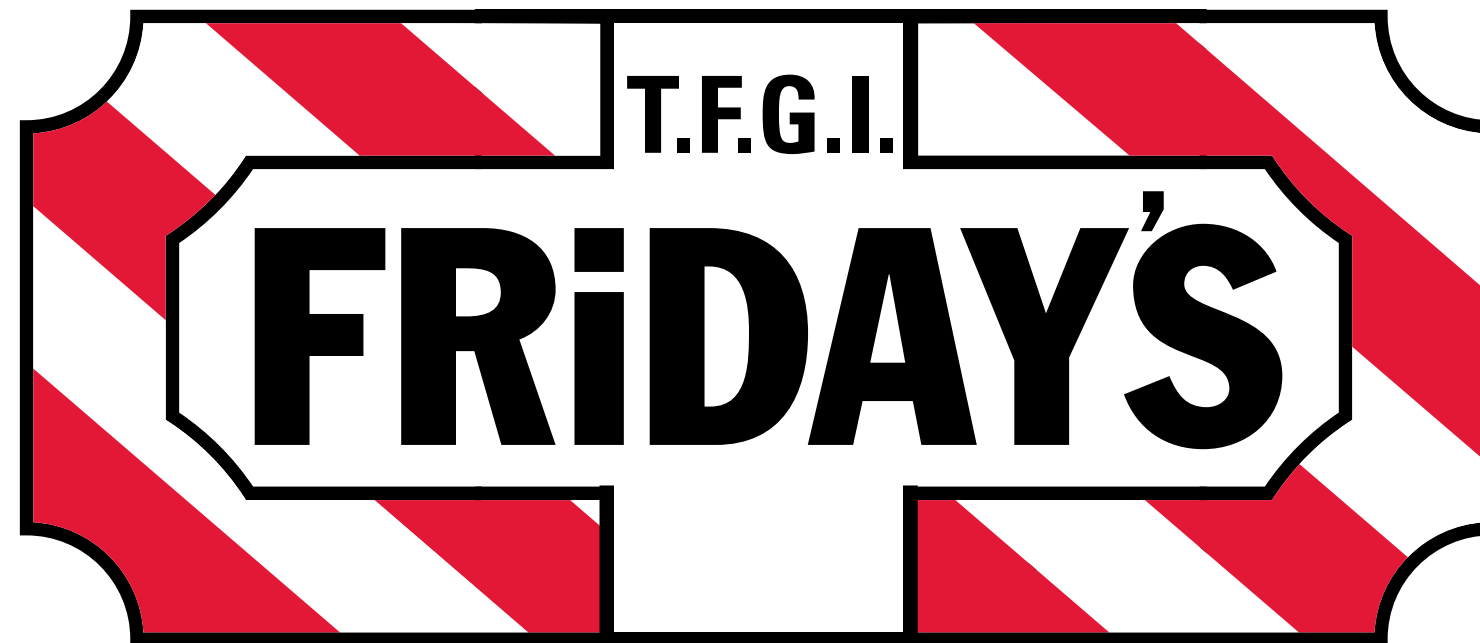
Airport security bin decal



Parking space takeover



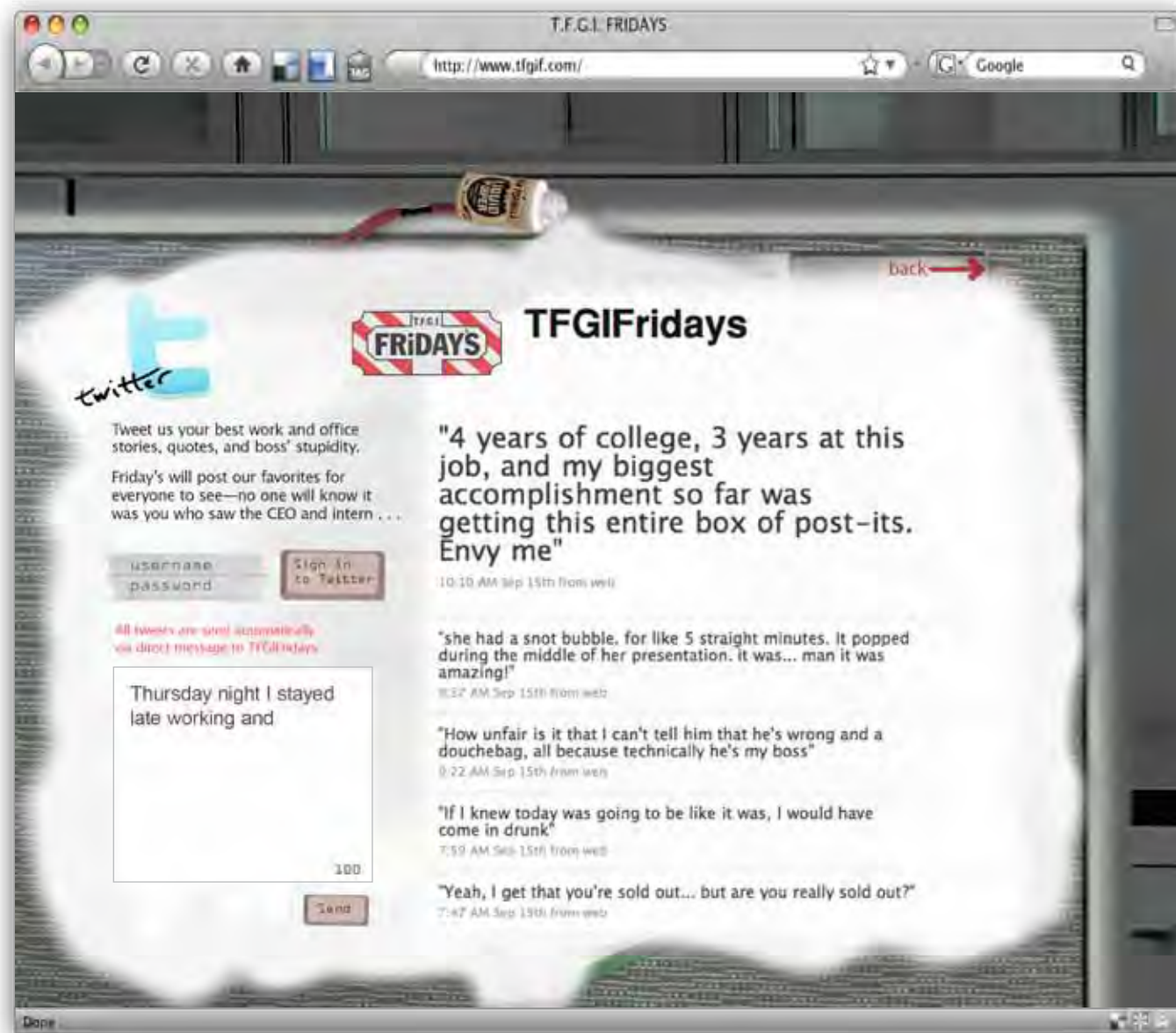
US Weekly homepage takeover



Friday's is the perfect place for a post-work happy hour. "The Happiest Hour is After Work" pushes the Friday's brand beyond it's flair-laden past to become the destination—both online and offline—for younger office workers.



Microsite front page



TFGIFridays Twitter feed. Allows users to anonymously post work stories/frustrations. The best tweets are posted and rewarded with electronic coupons for restaurant use.



Anonymous video confessionals allow the user to freely vent workplace frustrations.

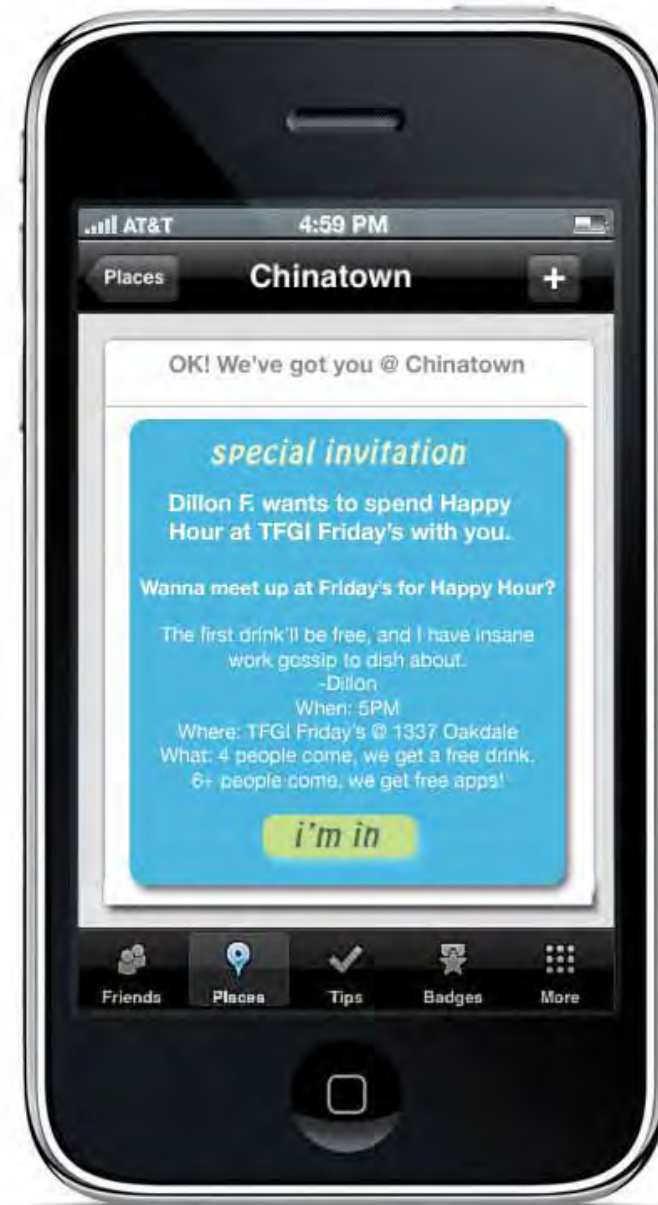
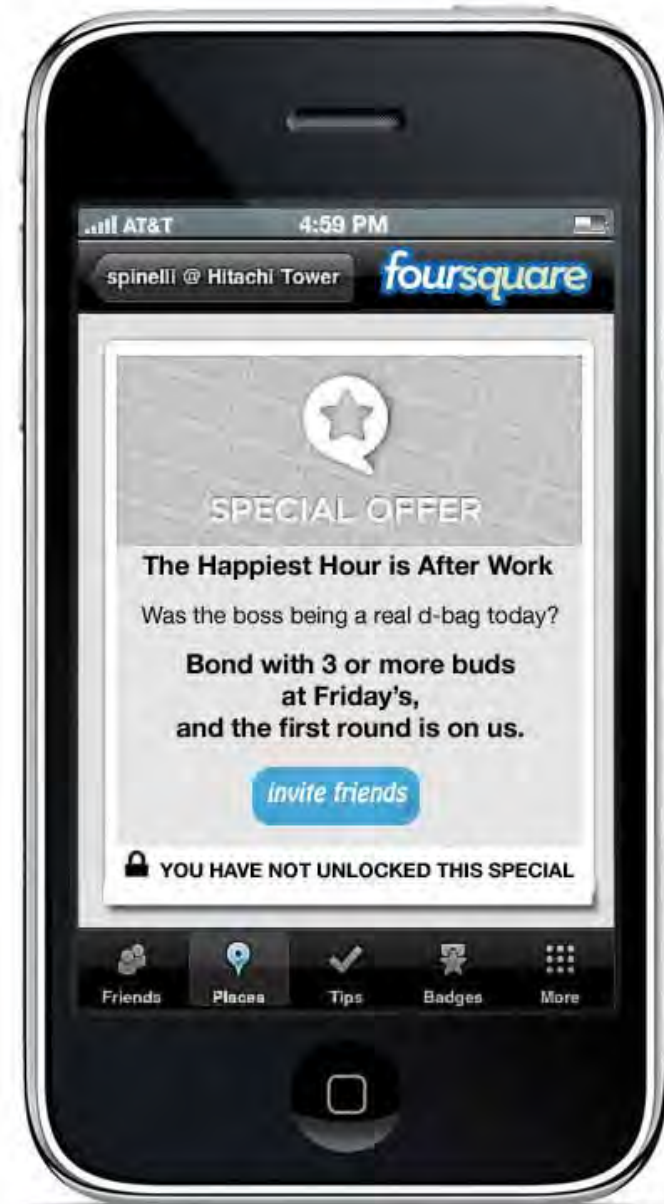


User enters email or mobile phone number to receive electronic coupon for food and drink specials.

User enters zip code or city to locate the nearest Friday's.

User selects from a library of comedy video clips.

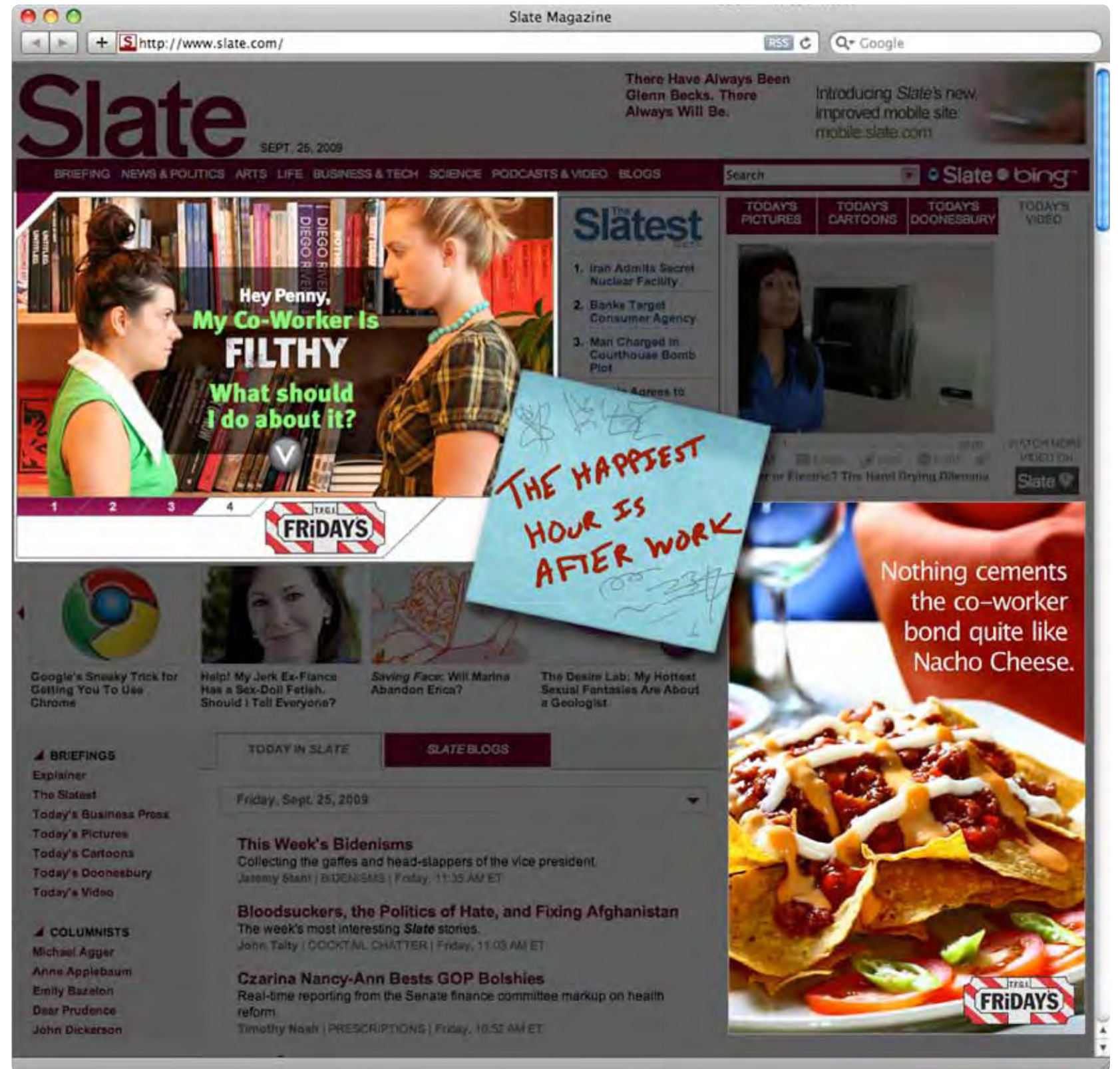
User customizable Pandora radio station featuring happy hour music



Using the geolocational capabilities of foursquare, the user is able to invite friends that are near a Friday's. The more people that accompany the sender, the better discounts they receive.



Screens behind the bar at select Friday's locations, display current content from the microsite—bridging the online and in-restaurant customer experience.



Page takeover that interacts with workplace relevant site-created content.

accounting Jobs in San Francisco, CA | Monster.com

http://jobsearch.monster.com/ Google

monster
Your calling is calling™

Home Profile & Resume Jobs Career Tools Advice Communities

Standard Search accounting San Francisco, CA Search

PowerSearch

Job Search Results | accounting, San Francisco, CA, US

11 of your co-workers are also job searching.

Misery Loves Company. And Hot Wings.

THE HAPPIEST HOUR IS AFTER WORK

FRIDAYS

Single line Multi-line

Show Map Sorted by: Most Relevant

Date	Job Title	Company	Location	Miles
09/25	Accounting Manager	Ajilon Professio...	San Francisco, CA	0-2
09/24	Accounting Specialist Position Avail...	Ajilon Professio...	San Francisco, CA	0-2
09/24	Director of Accounting	Parker and Lynch	San Francisco, CA	0-2
09/21	Accounting Manager: Own the Account...	Accelo	San Francisco, CA	0-2
09/21	Senior Accountant - Technical Accou...	Kforce Professio...	San Francisco, CA	0-2
09/14	Great accounting opportunity - Corp...	AppleOne	San Francisco, CA	0-2
09/14	Accounting Director	Parker and Lynch	San Francisco, CA	0-2
09/10	Director of Accounting	Parker and Lynch	San Francisco, CA	0-2
09/09	Accounting Manager	Robert Half Mana...	San Francisco, CA	0-2
09/03	Accounting Manager/Supervisor	Robert Half Fina...	San Francisco, CA	0-2
09/02	Title: Recruiter, Consulting Practi...	Parker and Lynch	San Francisco, CA	0-2
09/01	Director of Accounting	Zynga	San Francisco, CA	0-2

Quick Tips

More Options

- Saved Searches
- Related Job titles
- Saved Jobs
- Search settings

Current Search

- accounting
- CA, US
- San Franco...

Distance: 20 miles

Save Search

Narrow Your Results

- Posting Date
 - Today (27)
 - Yesterday (54)
 - Last 3 Days (66)
 - Last 7 Days (109)
 - Last 14 Days (188)
 - Last 30 days (246)
 - Last 60 days (322)
- Industry
 - Accounting, In... (107)
 - Comm/Net Gl... (62)
 - Financial Ser... (42)
 - Business Ser... (74)
 - Computer Soft... (23)

Interactive banner that uses geolocational IP data to discover from where the user is originating.



Billboard near suburban office park.

dryel[®]
what does
your clean cost?

With Dryel, shoppers no longer need to fear the "Dry Clean Only" label.



This page: Scarf, Perry Ellis, \$85. Jacket, Zara, \$285. Sweetheart cardigan, sizes S-L, Element, \$56, elementeden.com. Corduroy pants, Burberry, \$165. Cost of dry cleaning: \$68. Cost of Dryel: \$13. Opposite page: Shirt, Sizes S-XL, H&M, \$40, H&M stores and hm.com. Blazer, sizes 36-48, Marc by Marc Jacobs, \$360, department stores nationwide. Cost of dry cleaning: \$28.50. Cost of Dryel: \$9.

dryel
what does
your clean cost?

Sponsored fashion spread—set within a fashion editorial piece—calls out price of garments, cost of dry cleaning, and cost to Dryel.



Dressing room mirror decal in participating stores.



Store windows at participating retailers compare the cost of dry cleaning the featured garments to the cost of Dryel.



Sample Dryel cleaning bags are given away as shopping bags at partner retailers.

The French New Wave - New York Times


http://www.nytimes.com/style/t

Apple (76) Amazon eBay Yahoo! News (153)

WOMEN'S FASHION WINTER 2008 [BACK TO CURRENT ISSUE](#)

THE WORDS THE IMAGES THE GOODS THE REMIX THE VIDEOS THE ARCHIVE

THE FRENCH NEW WAVE | PHOTOGRAPHS BY PAOLO ROVERSI



← **CLÈMENCE POÉSY**
 This wide-eyed pixie certainly looks familiar. If you didn't see her in "Harry Potter and the Goblet of Fire," perhaps you've caught her Gap ads. "I find it really interesting to tell a story with clothes," says Poesy, who has a keen interest in costume design and also writes tales for children (and adults). She recently appeared in the fantasy-thriller "La Troisième Partie du Monde," in which she makes Gaspard Ulliel ("Hannibal Rising") disappear with her mind. It's unlikely that she'll ever suffer that fate.

dress
 cost to dry clean: \$12
 cost to dryel: \$6

dryel

Pickup Pix: Great Lines at Even Greater Prices - New York Times

http://www.nytimes.com/style/t


Apple (76) Amazon eBay Yahoo! News (153)

WOMEN'S FASHION SPRING 2009 [BACK TO CURRENT ISSUE](#)

THE WORDS THE IMAGES THE GOODS THE REMIX THE VIDEOS THE ARCHIVE

THE STRIP | PHOTOGRAPHS BY ROBERT WYATT

PREV 1 2 3 4 ... NEXT | ZOOM OUT



1 2 3 4 5 6

jacket
 cost to dry clean: \$10
 cost to dryel: \$5

dryel

The New York Times Style Magazine

Purchased rollover ad space, when a user rolls over a garment the cost to dry clean and the cost to Dryel would appear.

Bluefly Shopping Bag

http://www.bluefly.com/cart/cart.jsp

Welcome to Bluefly. [login](#) or [register here](#)

HOME FLYPAPER FLYTV CUSTOMER SERVICE MY ACCOUNT **BAG / CHECKOUT**

BLUEFLY
The ultimate look-up for the fashion aficionado

search: all departments

WOMEN SHOES HANDBAGS & ACCESSORIES MEN HOUSE NEW ARRIVALS SALE DESIGNERS B*FLY

shopping bag: No 3414408319

We will reserve inventory for items in your shopping bag for 30 minutes before making the inventory available.

sweater
cost to dry clean: \$8
cost to dryel: \$3

dryel
what does your clean cost?

Subtotal: \$177.00
Standard shipping: \$7.95
Estimated Total: \$184.95
You're saving 39% off retail value

1.877.BLUEFLY
(877.258.3359)

HELPFUL LINKS:
call center hours
60-day return policy
security policy
privacy policy
international orders
checkout options

be the first to know!
enter your email address

INTERNATIONAL ORDERS
CUSTOMER SERVICE
CONTACT US

ORDER STATUS
SHIPPING
RETURNS

SECURITY GUARANTEE
PRIVACY POLICY
ABOUT BLUEFLY

WHAT WE SELL
CAREERS
AFFILIATE PROGRAM

Receipt items (approximate):

- ... 1.20 F
- ... 2.20 F
- ... 1.10 F
- ... 2.40 F
- ... 2.20 F
- ... 1.20 F
- ... 2.20 F
- ... 1.20 F
- ... 1.40 F
- ... 2.20 F
- ... 2.20 F
- ... 1.20 F
- ... 1.20 F
- ... 1.20 F

Cleaning your new clothes shouldn't cost you a new outfit.

dryel
what does your clean cost?

Ad space at the bottom of receipts from participating stores encourages shoppers to use Dryel.

Dryel will total the cost of dry cleaning for the contents of the online shopping cart and calculate the savings.



iPhone Shopping app that allows users to scan product barcodes in order to calculate sale prices, the cost to dry clean versus the cost to Dryel, share sales via social networking, and to catalog their closet.

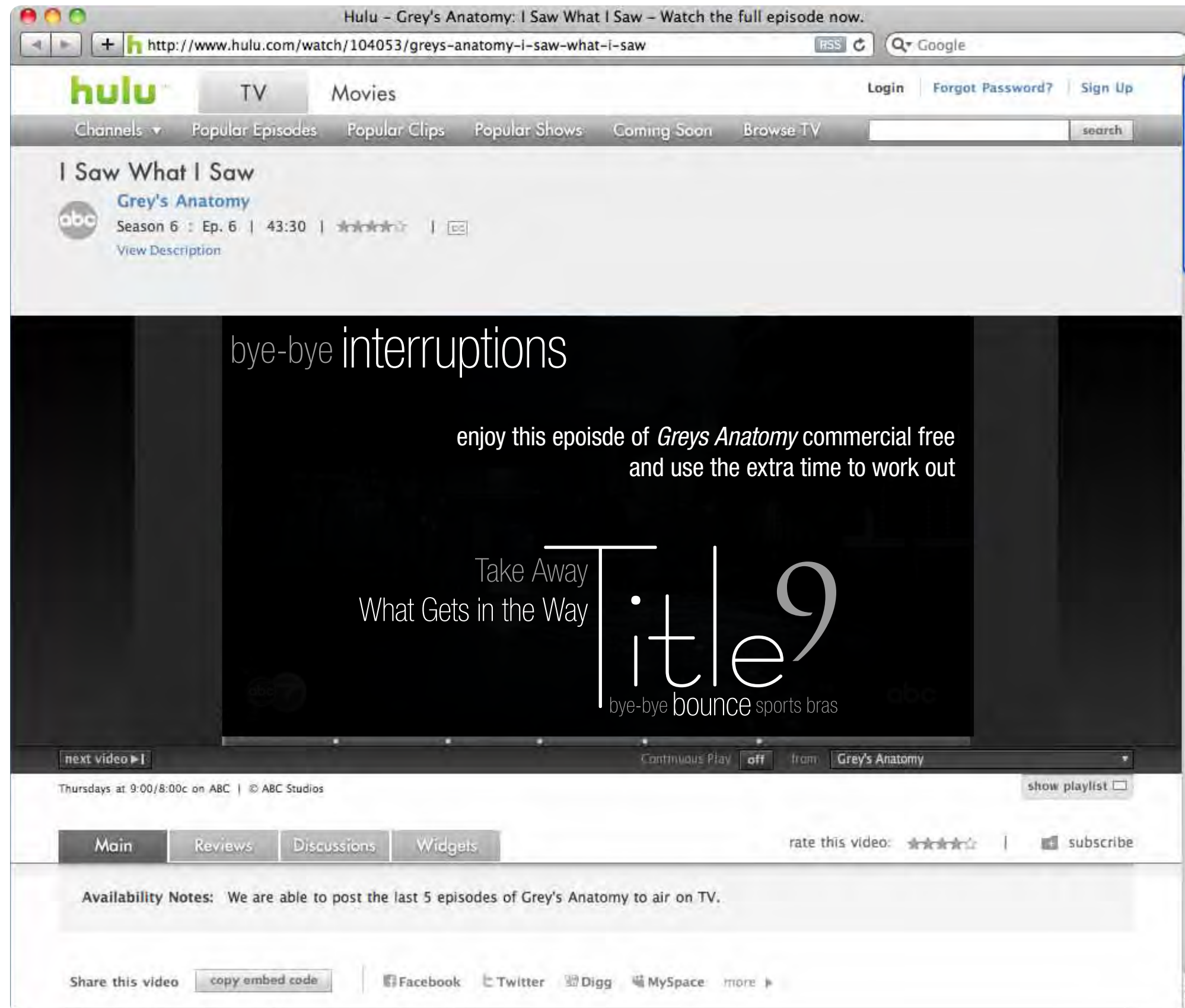
Take Away
What Gets in the Way

Title9
bye-bye bounce sports bras

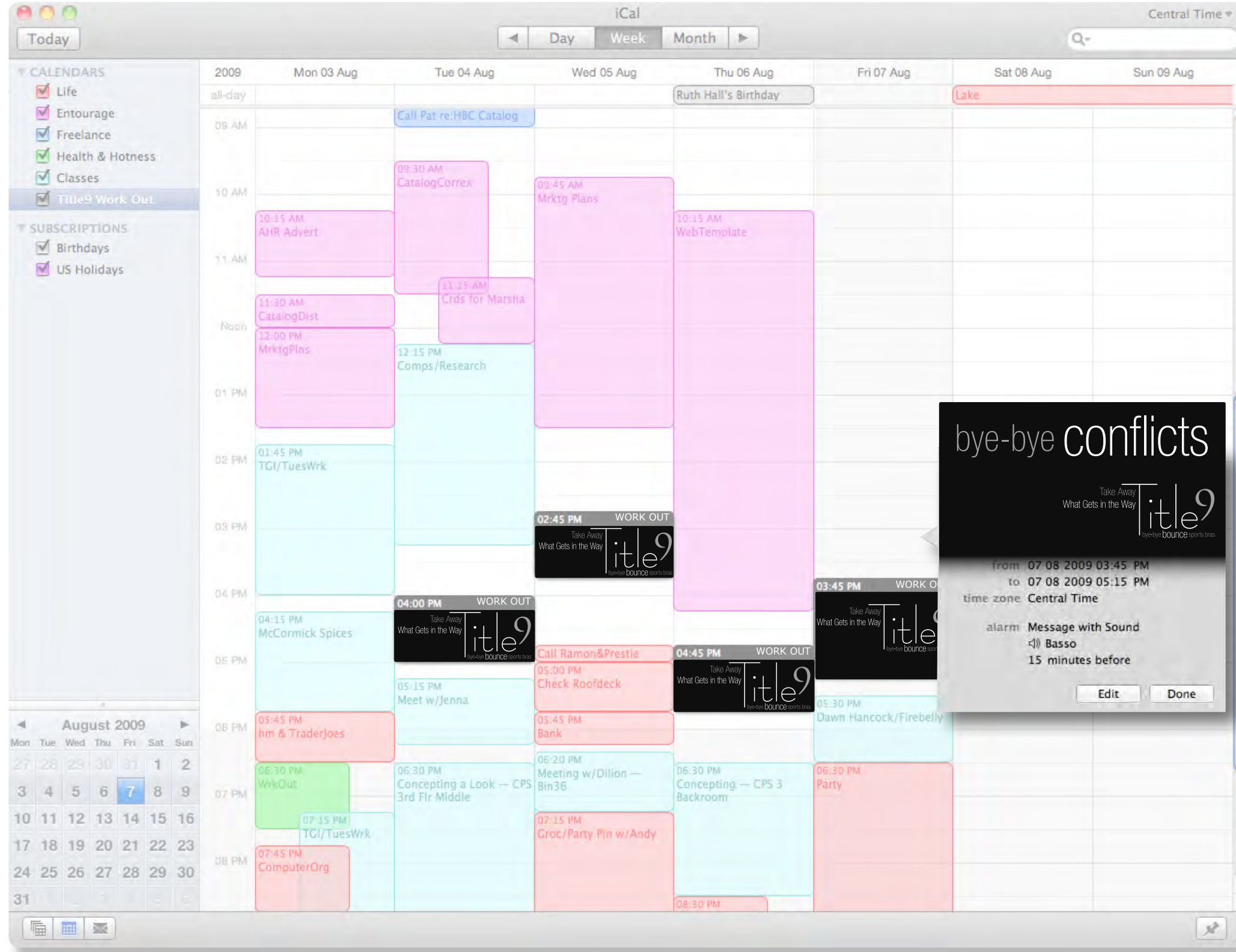
Saying bye-bye to bounce allows women to no longer have excuses not to work out.
Title9 gives women freedom by taking away what gets in the way of their workout.



Title 9 takes over vending machines and removes the unhealthy snacks.



Title 9 creates work-out time by sponsoring online videos and presenting them commercial free.



Title 9 iCal add-on that automatically schedules and reschedules your work out where time is available.



Title 9 bye bye intimidation iPhone App allows users to select video work out tutorials so they are never skip utilizing the equipment at the gym.



The experts at The Container Store provide the tools for customers to get the most out of their spaces.



Three-dimensional oversized installation of over-the-door shoe organizers on the back of a billboard.



Three-dimensional oversized installation of closet hooks on a fire escape.



Decals placed in the overhead bins of planes.



Print advert that uses the wasted space of the gutter as a closet rod.

The New York Times - Breaking News, World News & Multimedia

http://nytimes.com/ RSS Google

Home Page Today's Paper Video Most Popular Times Topics Most Recent Get Home Delivery Log In Register Now TimesPeople

The New York Times

Sunday, September 27, 2009 Last Update: 11:16 AM ET

The Container Store
usable space is everywhere

Switch to Global Edition

U.S. to Demand Inspection of New Iran Plant 'Within Weeks'

BY DAVID E. SANGER and WILLIAM J. BROAD

The Obama administration plans to tell Iran this week that it must soon open a newly revealed nuclear enrichment site to international inspectors, according to senior officials.

• Venezuela Denies Iran is Helping It
• Times Topics: Iran | Iran's Nuclear Program
Post a Comment | Read (10)

Iran State Media Report Short-Range Missile Test

BY REUTERS 11:51 AM ET

Iran was said to be test-firing short-range missiles as its elite Revolutionary Guards began war games.

• Iranian Protester Fines After Telling of Torture

A Burst of

Wartime Soldier, Conflicted Mom

BY LETITIA ALVAREZ

The U.S. military has in large part adapted to women fighting successfully alongside men. Motherhood, though, poses a more formidable challenge.

• Video: Mother and Medic | Previous Articles in this Series: •
• A Call to Allow Women to Serve on Submarines | Post a Comment

Roman Polanski is Arrested in Switzerland

BY DAVID KELLY 1 minute ago

Roman Polanski, the director of films including "Chinatown" and "Rosemary's Baby," was arrested in Switzerland on a 31-year-old international warrant.

• Director Guilty: Roman Polanski

California Struggles With Paroled Sex Offenders

OPINION • EDITORIAL
Scare-Mongering
What the Republicans aren't saying — and what the Democrats aren't saying enough — is that Medicare should improve under health care reform.

IN SUNDAY'S TIMES • Magazine
Can play teach children to control their impulses?

Week in Review
The terrorism news is mixed: Charges of fresh plots amid signs that Al Qaeda's appeal is on the slide among Muslims.

Sunday Styles
At the end of his life, Jim Carroll wrestled with a novel he hoped to make his greatest reinvention.

• Dovid: The Devil Wears Crocs | Comments (133)
• Rich: Obama's Choice
• Friedman: New Sputnik
• Editorial: Vick's Lesson
• Op-Ed: Bikers vs. Walkers
• Public Editor: Aem

Enter the Recession's Waiting Room
In a factory town in Nebraska, workers and companies alike are in callback limbo.

• Side Show: A Town Awaits the Recal

Jobs
Real Estate
Autos
All Classifieds

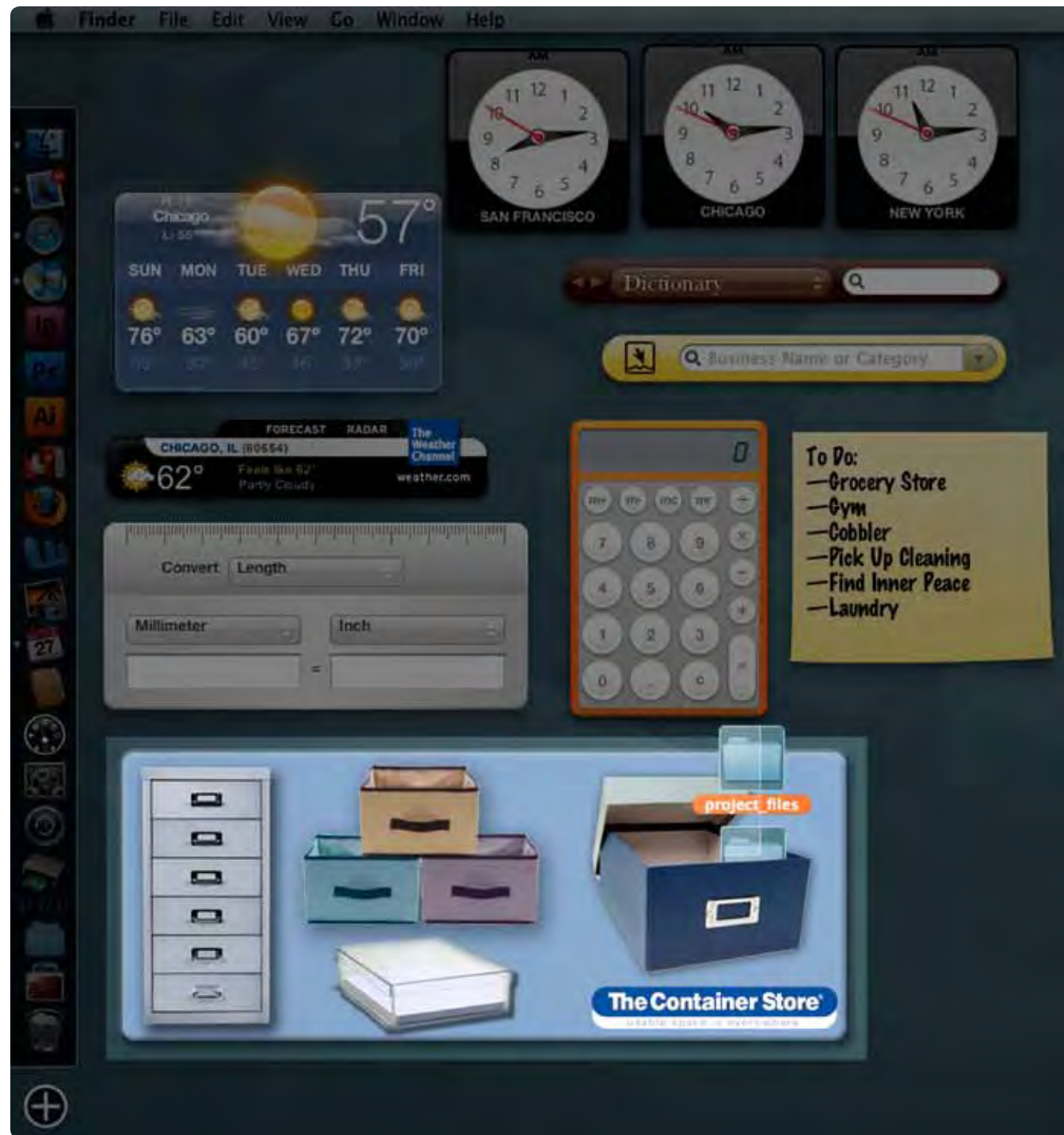
WORLD
U.S.
POLITICS
N.Y./REGION
BUSINESS
TECHNOLOGY
SPORTS
SCIENCE
HEALTH
OPINION
ARTS
Books
Movies
Music
Television
Theater
STYLE
Dining & Wine
Fashion & Style
Home & Garden
Weddings
Celebrations
TRAVEL
Blogs
Cartoons / Humor
Classifieds

Try Our EXTRA Home Page

Get Home Delivery | Personalize Your Weather

THE BOYS ARE BACK
HOLLOVER FOR MORE

New York Times interactive article tools that take advantage of the unused margins. The tools allow the user to save an article, make notations, send the article to their dashboard widget, and tag the article.



Dashboard widget that helps users to reduce desktop clutter by providing a variety of storage containers for differing uses.



Semi-transparent wrap of the underside of a drawbridge.