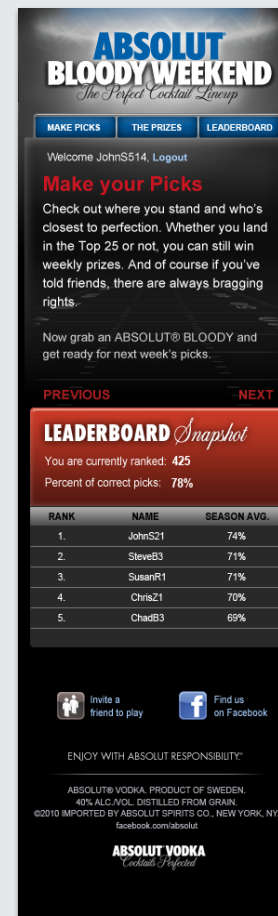
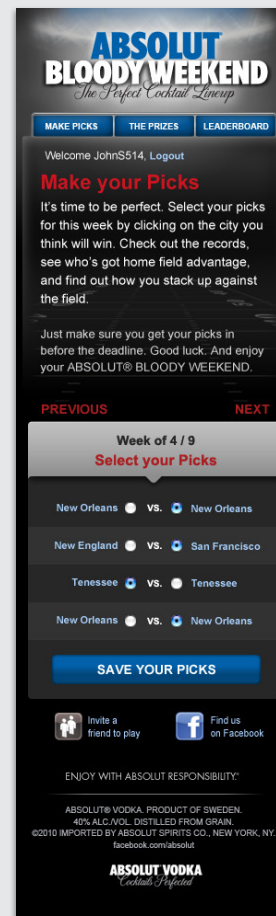
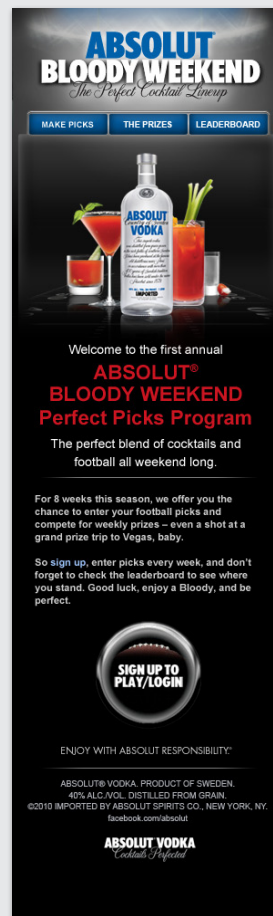
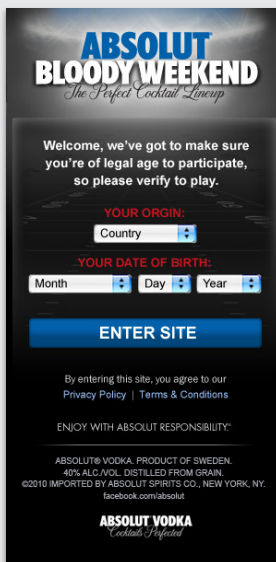
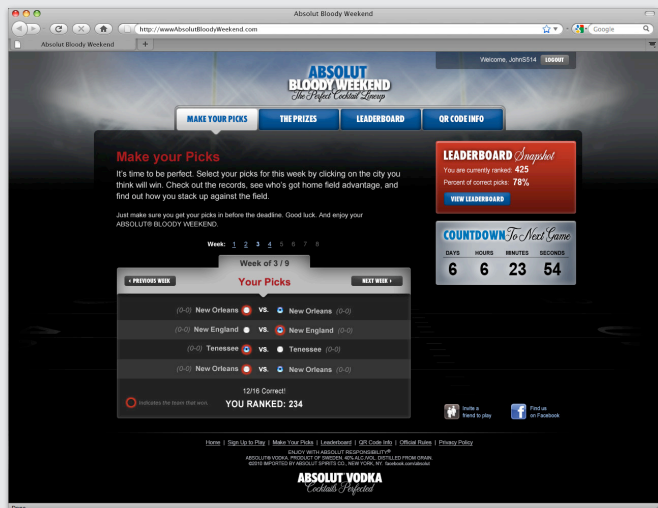


matthewberube




ABSOLUT Bloody Weekend was a campaign which positioned ABSOLUT as the vodka of choice for game day bloody marys. The campaign utilized a phantasy football leader board which allowed participants to guess the winning teams each week for a chance to win a trip for four to watch the Super Bowl in Las Vegas.



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ABSOLUT Summer Cocktails Perfected is a promotion aimed at helping consumers create perfect summer party inspired by signature Absolut Vodka cocktails. The mobile site served to allow users to select their cocktails and then create shopping list that they could text to themselves so they buy the perfect amount of ingredients for their party.

ABSOLUT SUMMER



We need to card everyone who comes to our site.

YOUR ORIGIN:
United States

YOUR DATE OF BIRTH:
Month Day Year

☐ Remember Me

ENTER SITE

By entering this site, you agree to our [Privacy Policy](#).

ENJOY WITH ABSOLUT RESPONSIBILITY.®
©2011 IMPORTED BY ABSOLUT SPIRITS CO., NEW YORK, NY.

ABSOLUT VODKA Cocktails Perfected

Kick-off the summer in ABSOLUT® style – share a pitcher of ABSOLUT® cocktails.

PITCHERS MUDDLED SHAKEN ALL DRINKS

PITCHERS OF PERFECTION



ABSOLUT® GRAPEFRUIT ZANG

8 Parts ABSOLUT® VODKA
8 Parts Fresh-Squeezed Ruby Red Grapefruit Juice
4 Parts Fresh-Squeezed Lemon Juice
4 Parts [Simple Syrup](#)
8 Parts Lemon-Lime Soda

Combine over ice in a pitcher.
Stir. Garnish with a lime wedge.

When using a 48-oz. pitcher, each recipe makes approx. 6-8 servings.

TIPS ON MAKING PITCHERS

CREATE A SHOPPING LIST

WHAT'S NEW WITH ABSOLUT®

Email Summer Recipes Download the Drinkspiration App Find us on Facebook Share this Site

ABSOLUT VODKA Cocktails Perfected

Batched, muddled or shaken – make it an ABSOLUT® SUMMER and mix perfect ABSOLUT® cocktails every time!

PITCHERS MUDDLED SHAKEN ALL DRINKS

ALL SUMMER COCKTAILS

Discover the ingredients for each cocktail or select your favorite drinks and create a shopping list to stock your bar for any summer occasion.

PITCHERS

☒ LEMON DROP
☐ GRAPEFRUIT ZANG
☐ RASPBERRY TEA
☒ SEA BREEZE

MUDDLED

☒ STRAWBERRY MOJITO
☐ BLUEBERRY SMASH
☐ WATERMELON MARTINI
☐ RASPBERRY COLLINS

SHAKEN

☐ COOLER

ABSOLUT VODKA Cocktails Perfected

Batched, muddled or shaken – make it an ABSOLUT® SUMMER and mix perfect ABSOLUT® cocktails every time!

PITCHERS MUDDLED SHAKEN ALL DRINKS

BACK

YOUR SHOPPING LIST

Below are your selected drinks and the ingredients that you will need to create them.

COCKTAILS:
Sea Breeze
Strawberry Mojito
Lemon Drop

INGREDIENTS:
ABSOLUT® VODKA
ABSOLUT® CITRON
Hiram Walker® Triple Sec
Fresh Lemon Juice
Ruby Red Grapefruit Juice
Lemon-Lime Soda
Raspberry Iced Tea
White Cranberry Juice
Red Grapefruit Juice
Sugar

EMAIL SHOPPING LIST

HELPFUL PARTY MATH


WHAT'S NEW WITH ABSOLUT®

Email Summer Recipes Download the Drinkspiration App Find us on Facebook Share this Site

BACK

Introducing ABSOLUT® ORIENT APPLE

A DISTINCTIVE BLEND OF APPLE AND GINGER



EXPLORE A TEMPTING NEW FLAVOR

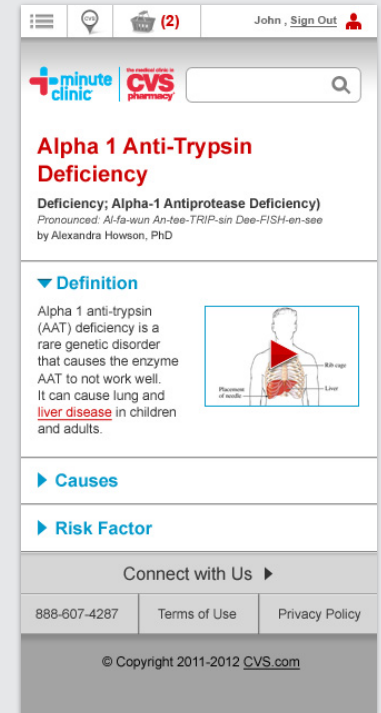
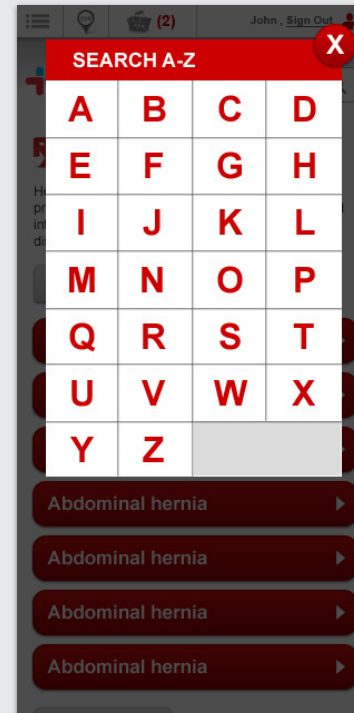
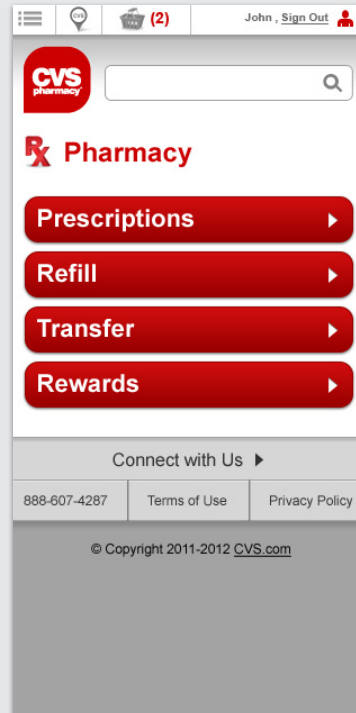
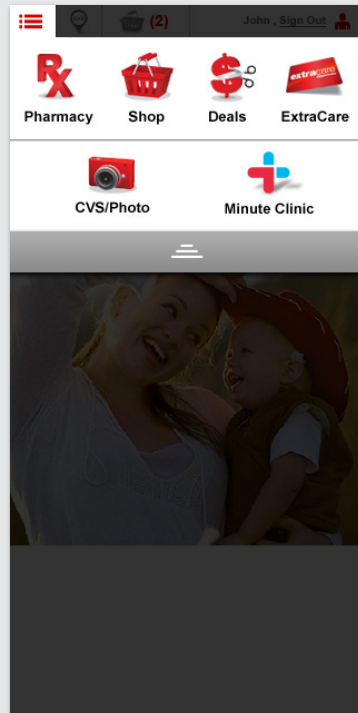
ABSOLUT® ORIENT APPLE mixes the sweet character of crisp red, green and golden apples with a spike of fresh ginger from the exotic reaches of Asia. The contrast of sweet and spicy provides endless mixing possibilities for perfect cocktails every time.

ORIENT APPLE COCKTAILS

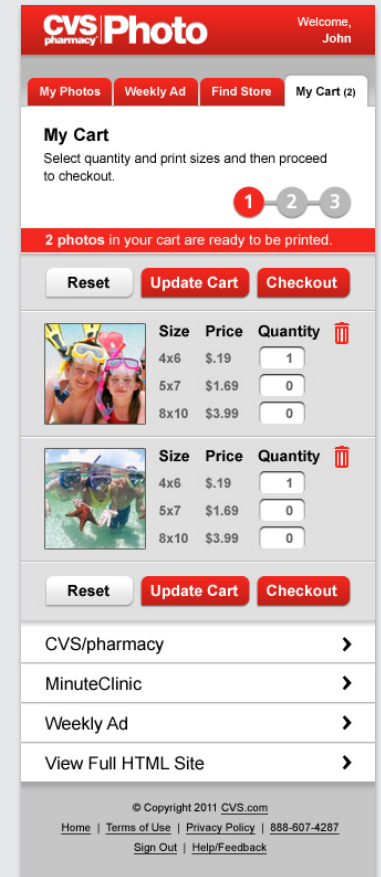
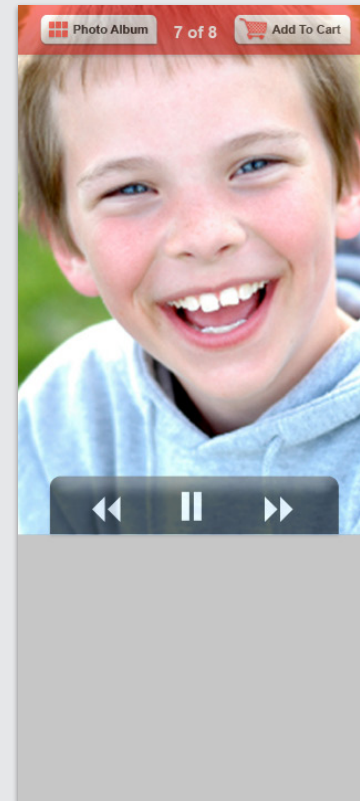
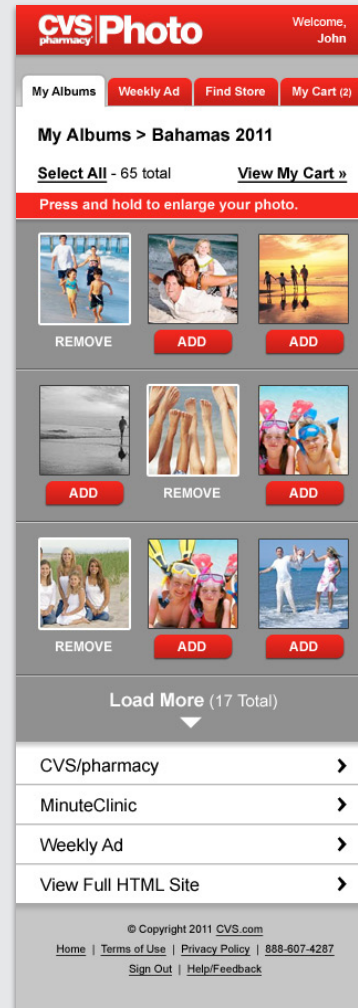
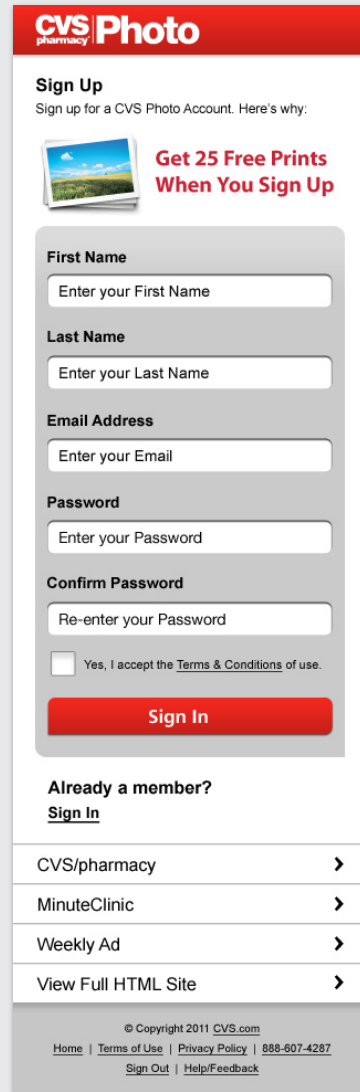
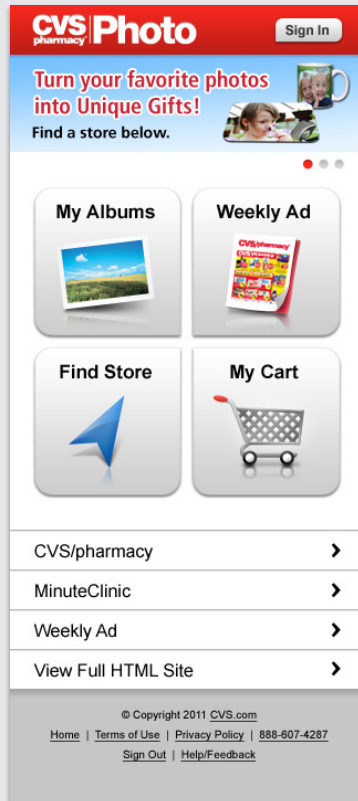
SUMMER COCKTAILS

Email Summer Recipes Download the Drinkspiration App Find us on Facebook Share this Site

CVS/pharmacy needed a cleaner user-friendly mobile site. The content and navigation was organized to help create a better experience. The site used a clean overlay for the primary navigation to showcase the different departments and allow cross department browsing.



CVS Photo wanted a mobile version of their desktop website to help users order prints from their phone. This mobile design created an easy to use interface that used jquery to show various banner ads, a photo slideshow, and a streamlined photo selection tool.

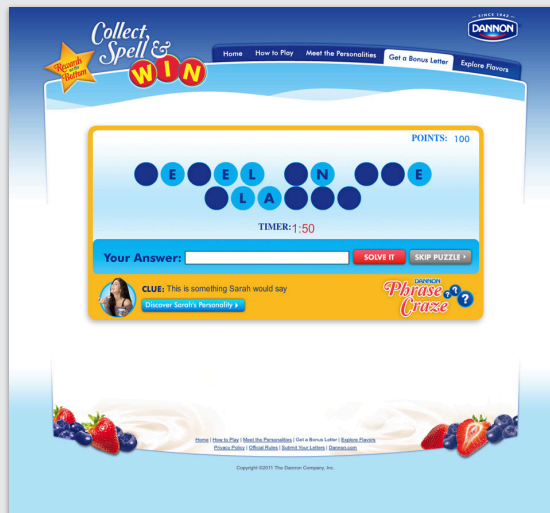
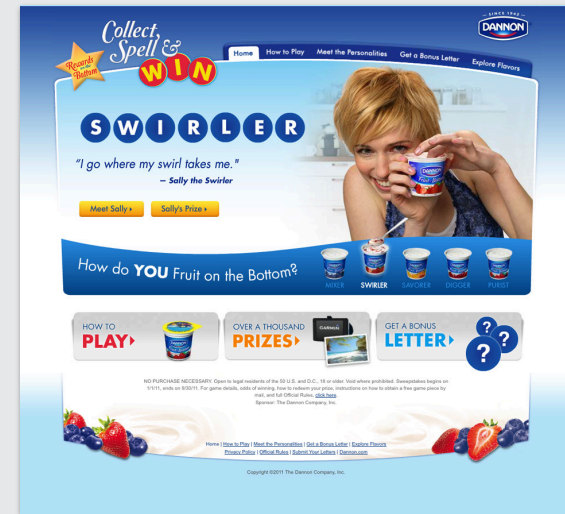
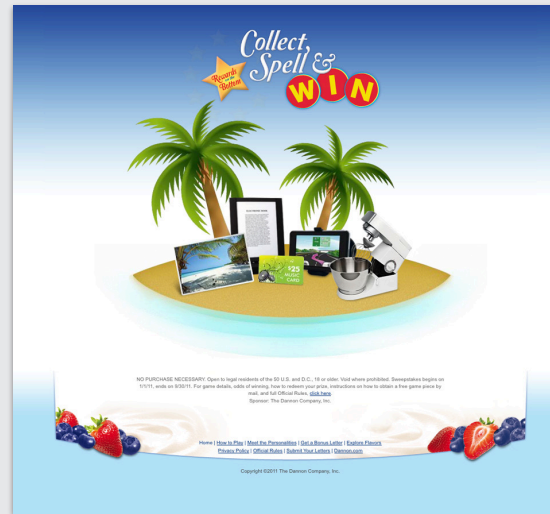


CVS Pharmacy wanted a next generation mobile app interface for their Android app. This site utilized a modern design aesthetic with clean colorful icons to support navigation. The app offered an easy-to-use customizable dashboard allowing a user to select their favorite departments.



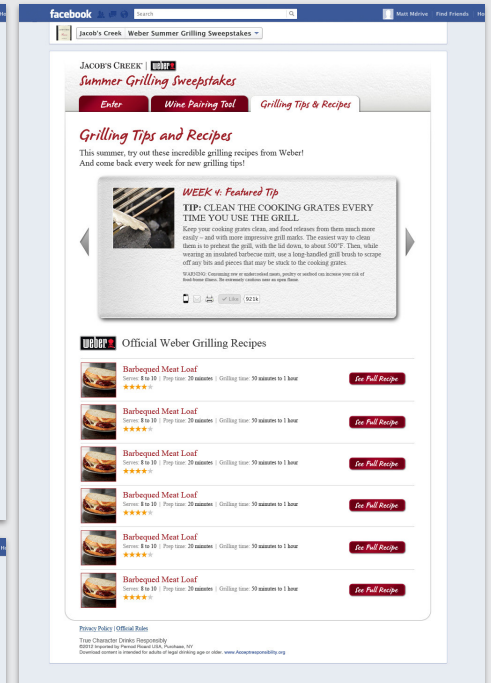
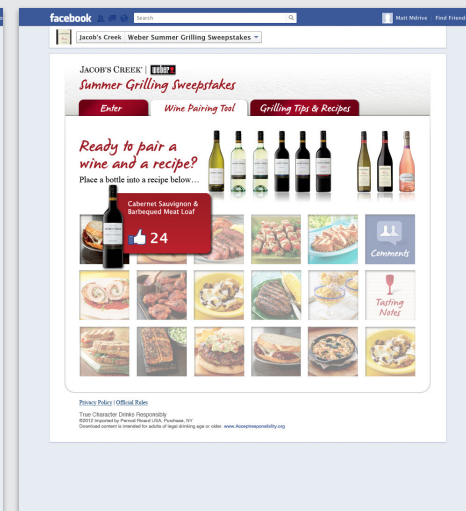
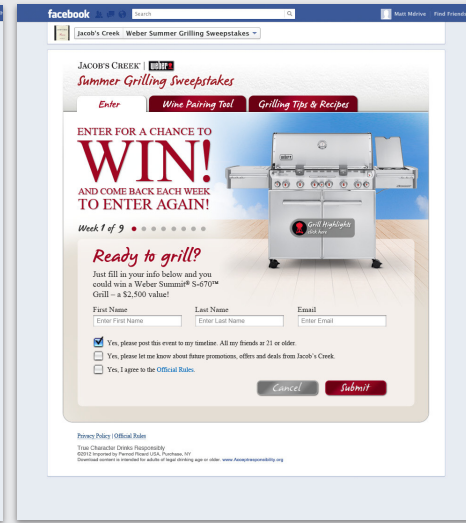
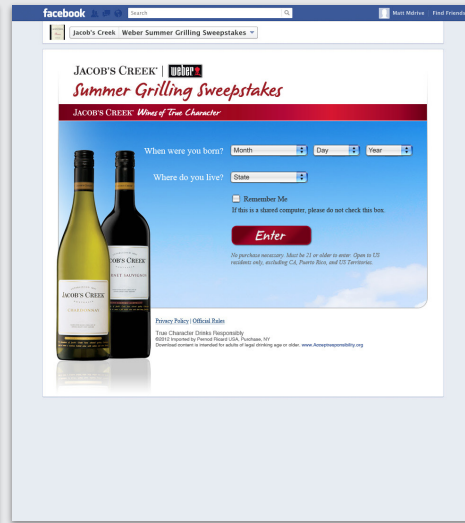


Dannon 'Rewards are on the bottom' campaign was a promotion that incited users with prizes when they were able to collect and spell out the different yogurt eating personality types. The game was created to allow users a chance to earn another letter. The game proved very successful, received over 55,000 unique visits and many return plays.



JACOB'S CREEK®

Jacobs Creek paired up with Weber to create a summer grilling sweepstakes on Facebook that provided great user generated food and wine pairings and great grilling tips and recipes. Each week a user could come back and cast another vote for another chance to win a top of the line Weber Spirit Grill.





In excitement for the new Keurig Vue Brewer the Live Board tapped into the loyal Keurig Facebook fan following and created a social bulletin board where users could post comments, take polls and learn about the new system.

Keurig Company

Vue™ Live Board

Welcome | Learn More

Vote in our Polls

If you were a Keurig® Vue™ beverage, what would you be? more >

Most Popular: Iced Coffee **25%**

Most Popular: Barista Prima **43%**

Most Popular: BREW BIGGER **67%**

Vue™ Demo Video

Win a Vue™ Brewer

Join us on Twitter from 5pm - 8pm EST on 10/16 for a chance to win a Keurig® Vue™ Brewer. [Twitter.com/Keurig](#)

Keurig Company

Vue™ Live Board

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These are two concept renderings for the in-store gold standard display cases for high end department stores. The goal was to strategically showcase both the Vue Brewer and the traditional Keurig brewer with shelving space for the products and K-cups.

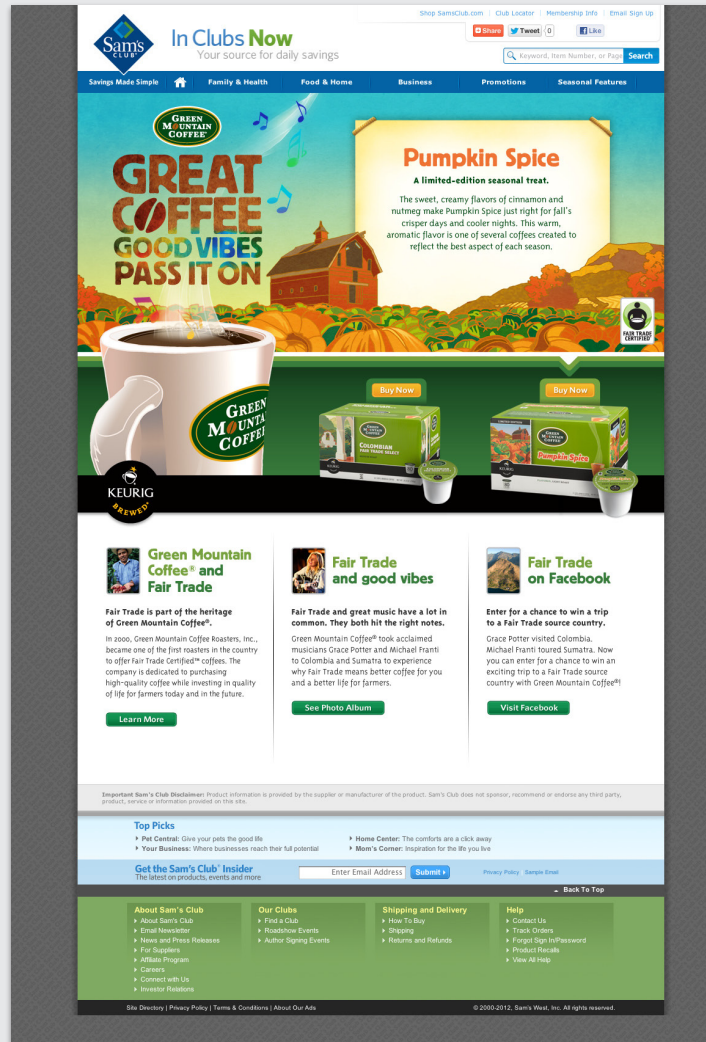


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To celebrate November as Fair Trade month, Green Mountain Coffee highlighted fair trade and two of the popular fair trade product lines on their Sams Club brand page.



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Malibu wanted to engage shoppers by celebrating summer with a daily summer swag giveaway. To strengthen audience engagement the campaign needed both a mobile and a web experience to promote the giveaway and a printable party planning document. Facebook served as a good means of for users to share the promotion and invite friends to play for a chance to win. Below is the Mobile site.

MALIBU radio malibu boom PRESENTS: WHITE HOT SUMMER

You have to be over 21 to enter this site.

WHAT STATE DO YOU LIVE IN:

YOUR DATE OF BIRTH:
Month Day Year

☐ Remember Me

ENTER

NO PURCHASE NECESSARY
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GET YOUR ISLAND ON RESPONSIBLY.
ALWAYS DRINK IN MODERATION.

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MALIBU radio malibu boom PRESENTS: WHITE HOT SUMMER

ENTER PRIZES PARTY GUIDE

DAILY STATION GIVEAWAYS!

We are giving away hundreds of prizes all summer long!

Enter for your chance to win now!

FIRST NAME

LAST NAME

PHONE

EMAIL

ADDRESS

STATE **ZIP CODE**

☐ **Remember Me**
Do not check if this is a shared phone.

PQ699

CODE

(Please enter for security reasons)

ENTER NOW!

[Clear Form](#)

MALIBU radio malibu boom PRESENTS: WHITE HOT SUMMER

ENTER PRIZES PARTY GUIDE

PRIZES!
There's a bunch of great gear!

Table Top MP3 Grill
Crank it up and keep it up with a table top MP3 player and grill.
See [Official Rules](#) for prize delivery details.
Come back daily for another chance to Win!

PLANNING A PARTY?
Everything you'll need is inside our complete cocktail and party guide – recipes, foods, gaming, and tons of fun!
VIEW PARTY GUIDE

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MALIBU radio malibu boom PRESENTS: WHITE HOT SUMMER

ENTER PRIZES PARTY GUIDE

Get White Hot Summer Ideas!
Everything you'll need is inside our complete cocktail and party guide – recipes, foods, gaming, and tons of fun!
EMAIL THIS PDF
VIEW THIS PDF (145K)

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MALIBU radio malibu boom PRESENTS: WHITE HOT SUMMER

ENTER PRIZES PARTY GUIDE

Bummer, you didn't win today.
But try again tomorrow.

INVITE A FRIEND TO PLAY

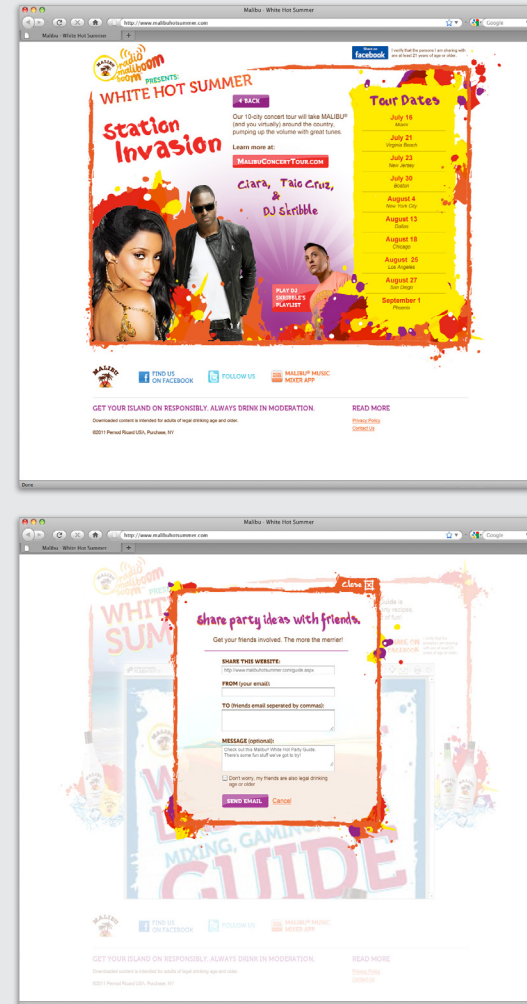
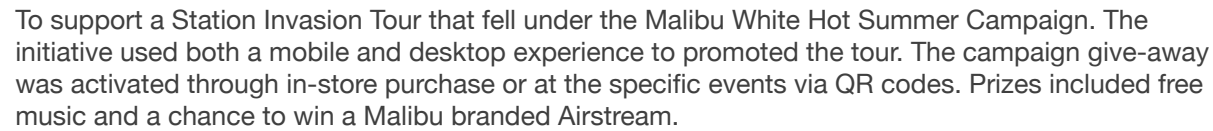
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Everything you'll need is inside our complete cocktail and party guide – recipes, foods, gaming, and tons of fun!
VIEW PARTY GUIDE

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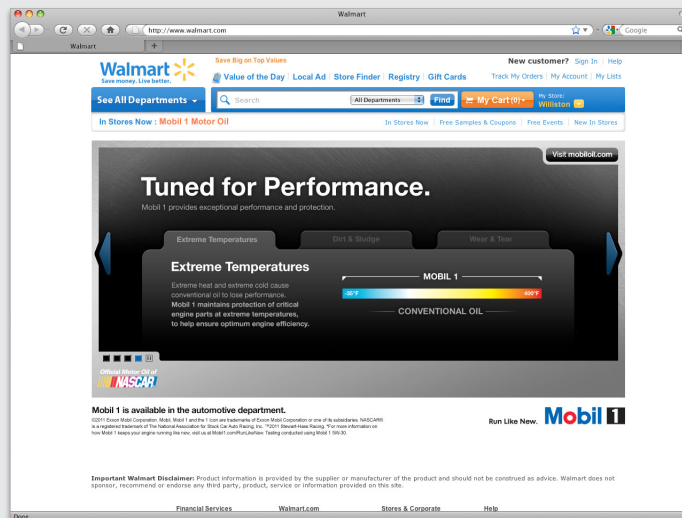
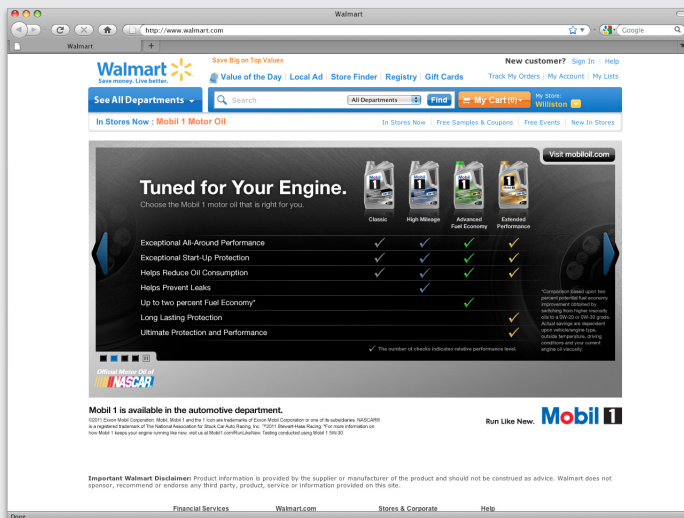
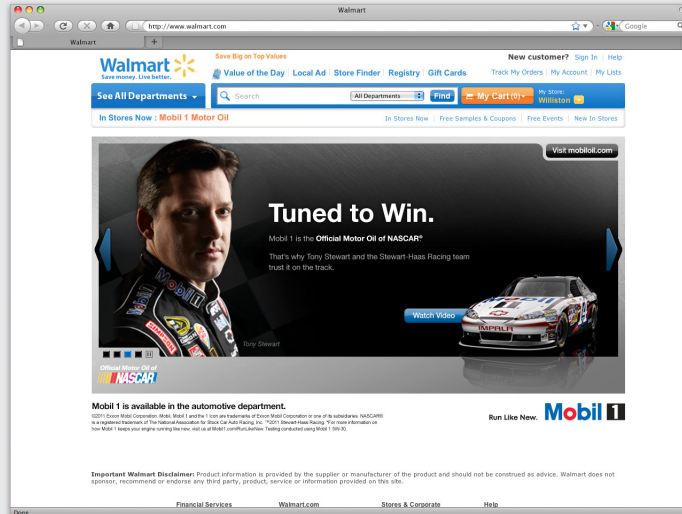
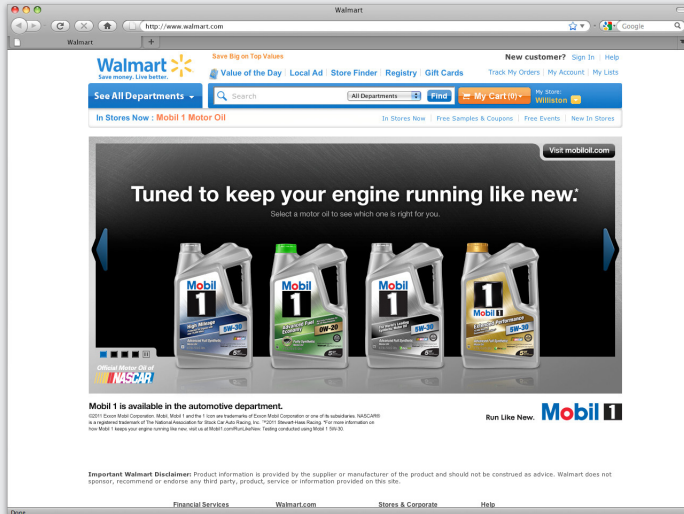
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Mobil1 wanted a stronger Walmart and Samsclub brand presence. The solution was to design an easy-to-use brandpage which served to showcase the various products and the product benefits. NASCAR legend Tony Stewart was also used to help strengthen credibility and relate to the key demographic.



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Mobil Super needed a new clean look for instore shopper marketing that clearly outlined the benefits of using their product. Inspired by the package, this design is conveys a clean confident aesthetic that aids shoppers in determining which product is best suited for their specific needs.

Option 2



Other Panel

Full_Pallet_Rendering_rev112211.psd
Updated 11/22/11 OEM

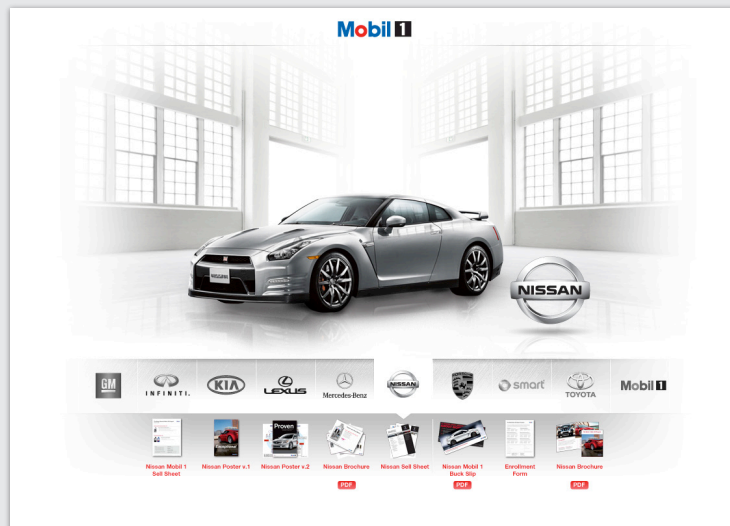
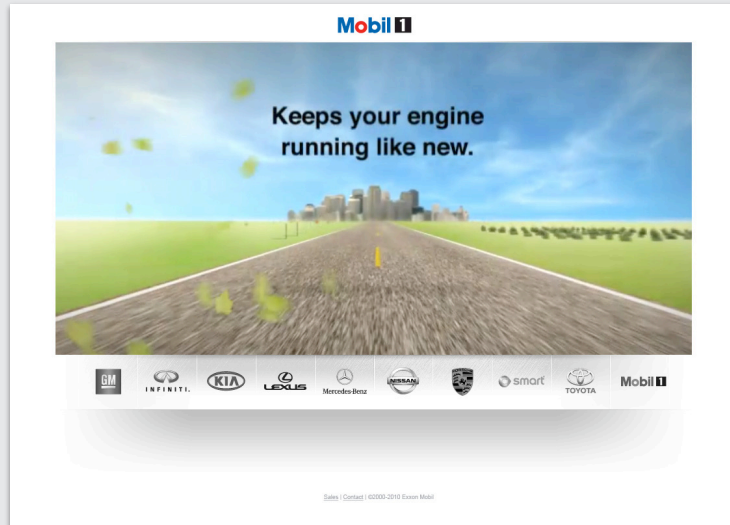


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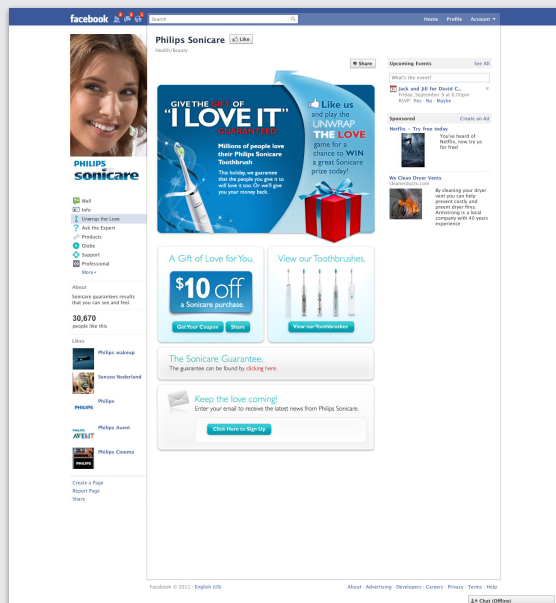
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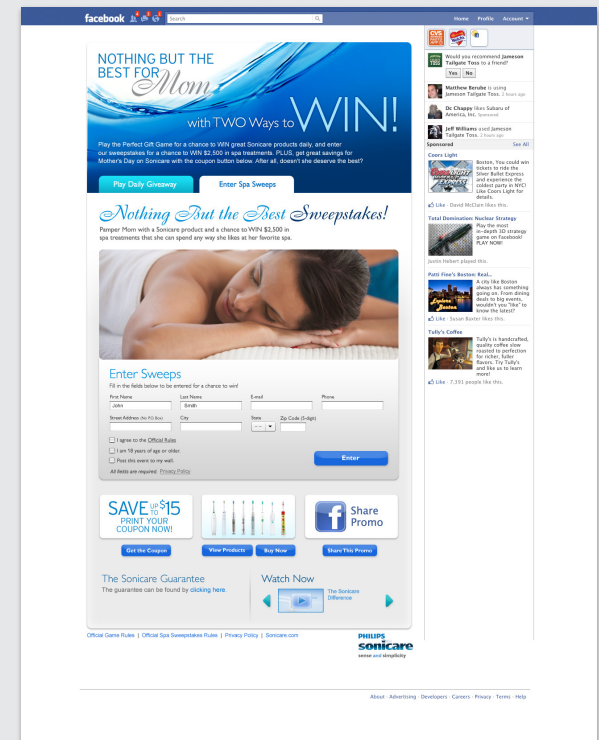
Mobil1 needed a website that could house all of their different dealerships print collateral in one single location. The creative elevates the Mobil1 brand through a clean, balanced and professional design. The interface was pragmatic because it enabled a sales representative to toggle on and off dealerships without jeopardizing the integrity of the design.



This campaign promoted Sonicare's new DiamondClean toothbrush during the holiday season by creating a fun Facebook game that offered the chance to win that toothbrush. The object of the game was to match three toothbrushes to win, but in the process of trying to match them, users were unknowingly being introduced to all of the Sonicare product lines.

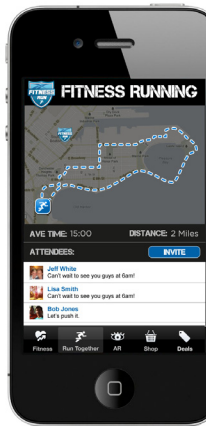


This campaign was developed for Mother's Day and used an online game on Facebook which invited user to try and win a toothbrush for there mom and/or enter her for a chance to win a Spa sweepstakes. The game required a user to match the three correct tiles to assemble a Sonicare toothbrush. The game was a huge success through user plays, facebook shares, and coupon redemption.



Reebok

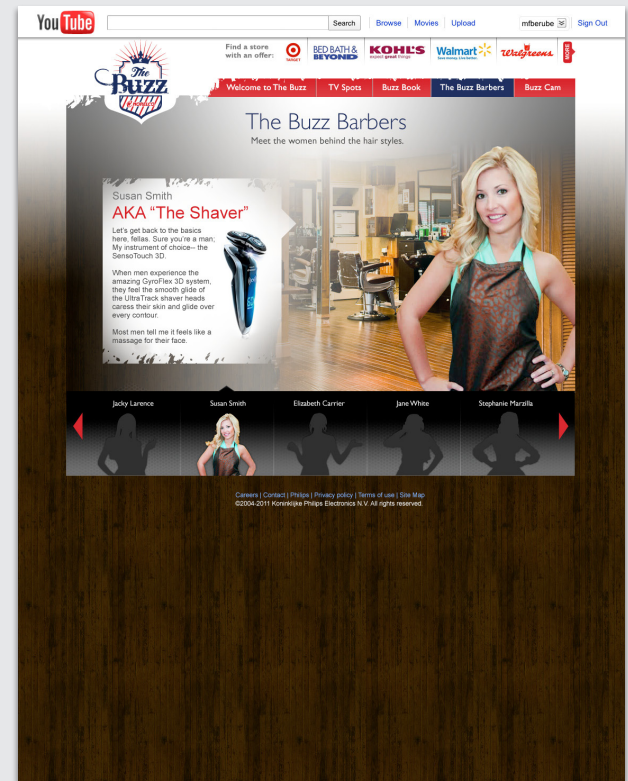
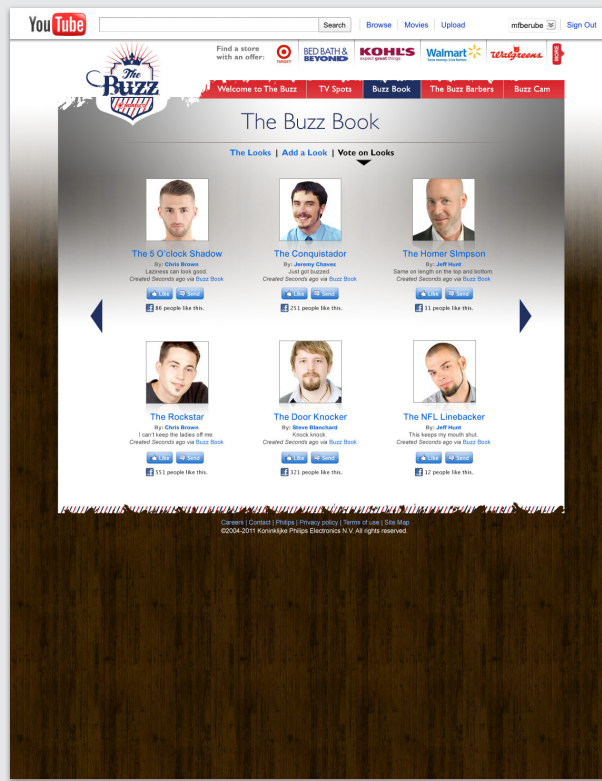
Fitness Running was a pitch project for Reebok's new line of shoes; the flex, zig, and moving air. Below are concepts for wall display advertisements and various mobile experience for digital coupons, augmented reality, and an iPhone running app.



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Norelco The Buzz was a pitch concept for an online barber shop where a user could review haircuts, view products and educate themselves on proper techniques and shaving tips.



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Welch's Harvest Grants was a program that educated kids about where food comes from and how to grow a garden. Participants first would pledge to Serve more fruits and vegetables, then they could play a game to win a garden of there own. Every person who pledged was entered for a chance to win the grand prize of a family farm vacation.

