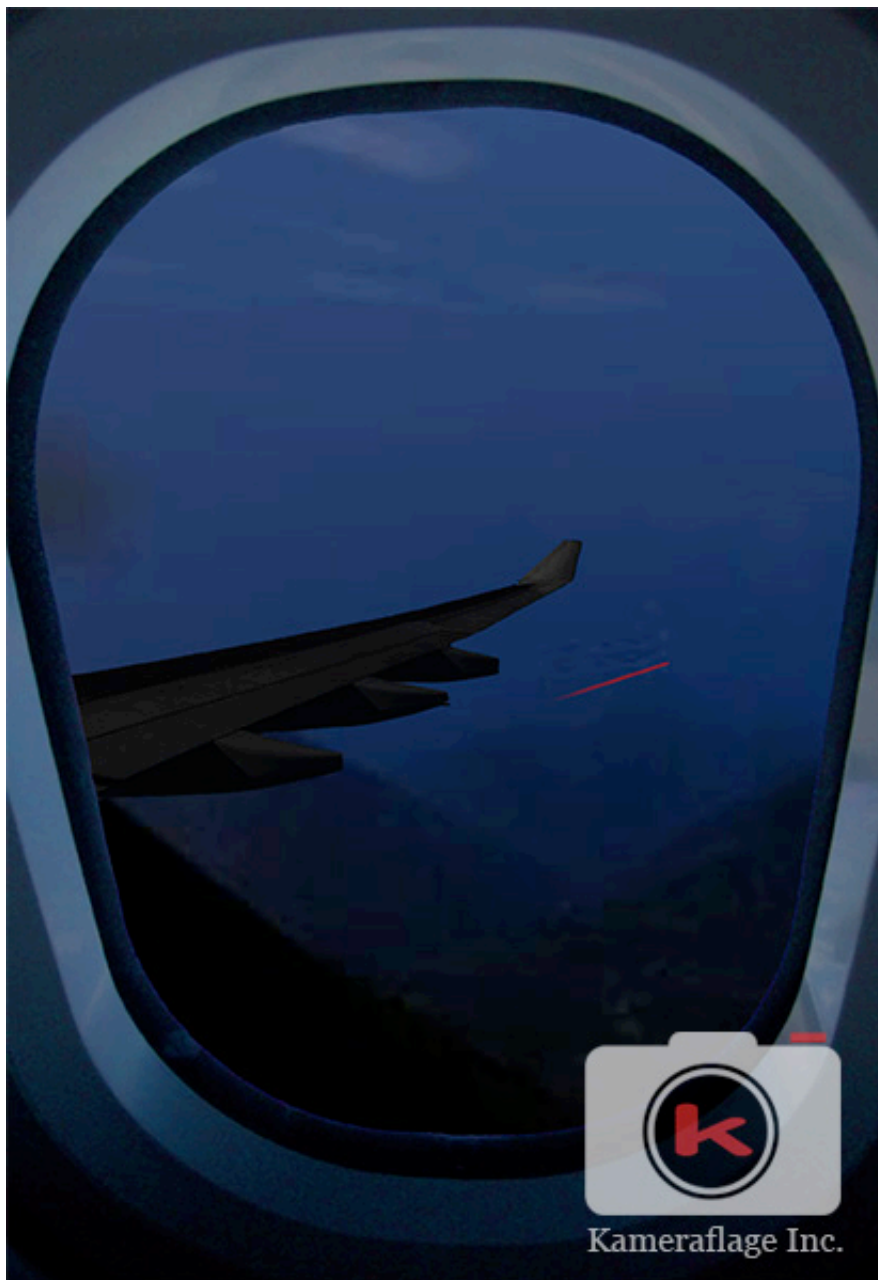




A close-up view of a jet using a contrail-illuminator.



A view from a second airplane looking down at an illuminated contrail.

How would this actually work?

It is unlikely that we would actually affix an illumination device to jets - there are far too many FCC regulation hurdles to jump through. Also, we only need illumination to be active over densely populated regions. As such, we requisition one or more small aircraft which we then fit with a custom lighting-rig (doing this on a non-commercial plane has far less regulatory BS).

This rigged plane(s) will then fly "holding-patterns" at various high-traffic airports in USA and around the world where they will be seen, pointed at and talked about.

Campaign Execution Thoughts:

TV and Magazine etc. show actual fleet jets with the illuminated contrail (all CG). People

will think that the contrails that they see in the air are these jets, when in fact they are specialty planes.

Concept 001/02 - "Electronic Paper Musical Instrument"

(PRINT)

Purpose: Create a "circuit-bending" ([1](#)) musical experience that can be an interactive magazine insert.

Quick Story:

A music magazine has an insert that consists of sound-generating electronics. There are exposed electrical contacts on the page that are worked into the artwork. Supplied bits of paper with conducting ink are used to short-out various electrical contacts on the page which produce interesting and fun effects on the audio. The page is literally a musical toy that can be played differently by each individual.

Implementations:

- People Magazine:

An ad for Sirius Radio - The insert is designed to look like a traditional terrestrial radio set. People can turn it on and "tune" the radio by fiddling with the "antenna". Of course the sound that comes out of this radio is poor and distorted. As people play with it they can never "tune" it quite right. There is accompanying copy that extolls the virtues of Sirius Satellite radio.

- Wired Magazine:

An ad for Daft Punk's new "Tron Legacy" Tour - The insert is designed to look like a musical instrument that could be found in the movie "Tron Legacy". There are selectable loops that can be "bent" and triggered. It's an interactive music-box experience, that might normally only be found on the web.

How would this actually work:

Employ components similar to those found in a musical greeting cards. Component contacts, which are normally hidden are exposed and made large enough to casual circuit-bending which is accomplished using tear-away strips of paper that are printed with conductive ink. There are many different ways that these terminals can be shorted thus producing a unique result each time. Graphic instructions prompt the idea and outline some simple ideas.

Concept 001/03 - "Warming Magazine Inserts"

(PRINT)

Purpose:

In Winter what is nicer than having a immediate source of warmth? What if a scent was also released upon warming? Cookie or bread branding. "Warm Welcome" from a hotel.

Implementation Options:

Heat-pouches like the kind you can buy for Winter gloves and boots are fabric pouches that contain chemicals that heat up when shaken or exposed to air. The chemical element would be packed into custom shaped pouches with branding. ie. shaped and colored like a cookie that gets warm and keeps you warm, a can of soup, pizza etc. Anything where warm/hot works. Other heating element types may be suitable.

Concept 001/04 - "Red Carpet shoe-stickers during Oscars"

(PRINT)



What Red Carpet shoe-stickers may look like when attached to the bottom of a pair of shoes.

Concept:

During Oscar hype "Red Carpet Shoes" are distributed as a magazine pack-in. Sticky on one side, people can adhere these to the bottom of their shoes to make for a fun and quirky way to experience the "Red Carpet".

Effect:

People would wear this for fun, and gain attention from their peers and even strangers for their funny footwear. They would get a chance to tell a story to anyone who notices.

Concept 001/05 - "Placebo Effect is on the Rise"

(PRINT)

Table 1
META-ANALYSES OF PLACEBO EFFECTS

<u>CONDITION</u>	<u>#STUDIES</u>	<u>#SUBJECTS</u>	<u>PERCENT RESPONDERS</u>
Bipolar Mania	20	1660	31% (9 to 59%)
Chronic Fatigue Syndrome	29	1016	20% (6 to 50%)
Colitis	110	3982	32% (0 to 76%)
Crohn's Disease	21	703	18% (0 to 50%)
Depression	75	6300	30% (12 to 51%)
Erectile Dysfunction	27	2707	25% (10 to 39%)
Irritable Bowel Syndrome	45	3352	40% (16 to 71%)
Migraine	98	11,793	29% (10 to 60%)
Osteoarthritis	198	16,364	40% (5 to 74%)
Premenopausal Syndrome	8	989	37% (28 to 49%)
Restless Leg Syndrome	24	1527	40% (13 to 60%)

Sources: *J Clin Psychiatry* 2007, *Psychosomatic Med* 2005, *Dig Dis Sci* 2008, *Gastroenterol* 2004, *JAMA* 2002, *Brit J Psychiatry* 2007, *Neurogastroenterol Motil* 2005, *Eur J Clin Pharmacol* 2006, *Ann Rheum Dis* 2008, *Brain* 2008.

This chart (peer-reviewed sources) does not indicate the recent increase, but it does show the surprising effectiveness of the placebo.

Concept:

Pill-pack inserts (like a drug sample as perfume sample), that are really just candy. Multiple pills can be shared or saved for later "dose".

Info:

Recent FDA studies show an inexplicable rise in the effectiveness in the so-called "placebo-effect". This is said to be of great concern to big pharma. Regardless of this recent increase, the placebo effect is a highly effective technique for alleviating ailments (as shown in the chart above). Why not attach this effect to branding?

Implementation:

Care must be taken to not explicitly promote the casual use of real drugs. Risk averse brands may chose to include a careful disclaimer to avoid liability, while brands that seek controversy may choose to embrace any public conversation on this.

Which brands could use this and what are possible implementations?

- Cognitive Enhancing Pills:
 - Ad for Nintendo's "Brain Age".
- Red Pill Vs. Blue Pill:
 - "Alice in Wonderland's" fantasy/drug analogy, music brands.
- Health/Sustainable Vs. Treatment/Unsustainable:

- Gym franchise showing that you can take candy or get fit.
 - Yoga.
 - Green.
 - Health food - healthy choices to avoid candy pills.
 - Take the GREEN pill - Prius.
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(1)The creative short-circuiting of electronic devices such as low voltage, battery-powered guitar effects, children's toys and small digital synthesizers to create new musical or visual instruments and sound generators.

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