



F E E D



TBWA\Chiat\Day NY Compiles Real #FirstCarMoments and Drives Home Safety for Michelin

[#FirstCarMoment](#) from TBWA\Chiat\Day NY and Michelin is a poignant online campaign capturing the pure joy of receiving the keys to your very first car. It is designed to create a conversation about that milestone, and connect it to the importance of safe tires on that first car. The goal is to remind drivers that whether or not your first (or current!) car is in the best condition, your tires should be. Ultimately, it doesn't matter what kind of car you (or your teen) drive. What matters most is that your tires are safe.

The film is unique in that it was assembled from real YouTube videos – real

people, with real self-made films, showing very real human emotions - both the reactions of joy, surprise and delight on the part of the teens, and the conflicting feelings of the parents behind the camera as they watch their children grow up before their eyes. It's this bittersweet tenderness that makes the #FirstCarMoment so memorable.



TBWA\Toronto Wants to Know if You're Working Hard Enough for Gatorade

TBWA\Toronto created a vending machine powered by sweat that dispenses free Gatorade. In "Sweat Machine," the machine, which measures heart rates and other biometrics, is designed to offer Gatorade gratis, but only if it deems via sensors that you're working out hard enough. Runners, walkers and bikers put their fingers on a scanner after they've worked up a sweat. Not enough sweat? Time to work harder for that drink.

The campaign is being supported on social media under the #keepsweating hashtag. The sweat machine itself will be touring Canadian sporting events this summer.

"We're making it more obtainable and not just for hardcore athletes," says Mark

Pileggi, director of digital strategy and operations at TBWA\Toronto. “You don’t need to be training seven days a week. It’s for anyone that performs and sweats, even that weekend warrior that’s going out for a run and needs to replace what they sweat out with Gatorade.”

To read more, click [here](#).

To see the video, click [here](#).



TBWA\Paris and DAN Paris Show You (Exactly) What's for Dinner

Haven't you always wondered where your food comes from? TBWA\Paris and DAN Paris have made it possible for you to see the origin of the food in your cart while you grocery shop for French supermarket chain, U (pronounced ooh).

A giant mirror made up of LED screens triggers huge augmented animations of customers and their chosen food's origins, both geographical and literal – giving the local-sourced data and the reflection of say, a huge pig or cow in your shopping cart. (It also offers swimming animated fish.)

The aim of U is to be completely transparent about the origin of their food and nothing says transparent like a mirror with superpowers.

To read more about the campaign and to watch the video, click [here](#).



Whybin\TBWA Shows People Ripping Themselves Off in Comedic TV Spot for RaboDirect

RaboDirect recently launched an explosive investigation into Australia's shonky savings epidemic, via Whybin\TBWA Group Sydney.

The campaign sensationally lifts the lid on the widespread practice of leaving savings in low interest transaction accounts. As a result, millions of hard-working Australians are being ripped off by the person they trust the most: themselves. Savers who suspect themselves of ripping themselves off are being urged to turn themselves in and get help at RaboDirect.com.au.

The provocative new campaign follows on from Whybin\TBWA Group Sydney and RaboDirect's "Steal Back your Dreams" work, the most effective campaign in the Australian finance category over the last four years.

To watch the spot, click [here](#).



TBWA\Chiat\Day NY Tugs the Heartstrings (Three Times Over) for Travelers

TBWA\Chiat\Day NY upended the convention of quirky narratives for insurance companies and created three new sentimental TV spots. The spots aired on the Golf Channel and CBS in the U.S. from June 25 to June 28. The spots, "Growing Up," "Charging Station," and "Bakery," all depict relatable scenarios that move the viewer and ultimately show why insurance is so important.

"[Growing Up](#)" follows a little girl and her dad through the years and various tears of her life. Her father, the video's hero, is always there to wipe her tears and protect her. The ending (spoiler alert) shows a role reversal, where the daughter wipes her dad's tears.

"[Charging Station](#)" and "[Bakery](#)" are slightly more specific and community-focused, showing post-storm parents waiting to hear from their daughter, who calls from a Traveler's charging station, and a post-fire bakery owner working to get her employees' jobs back during business restoration.

This is the first work for Travelers since winning the business this year. To read

more click [here](#).