

BBDO

**Using creativity to
drive success.**





**Opportunity +
Applied talent**



Fosbury flop.





**Opportunity +
Applied talent**



Gillis Lundgren



Modell GÖTA

2081 Radiebord Göta — ett stabilt och stilgitt bord i modern stil. Tillverkat i vackert naturlimnag-
er eller med skiva i teak och svart underred. Ned-
klippta matta ytor. Bordet är 43, 41 och 33 cm lågt.
Skivmått 40x30, 47x30 och 34x27 cm. Mycket
uttryckt bord som rekommenderas.

Pris i mahogny 65.00

Pris i teak 70.00

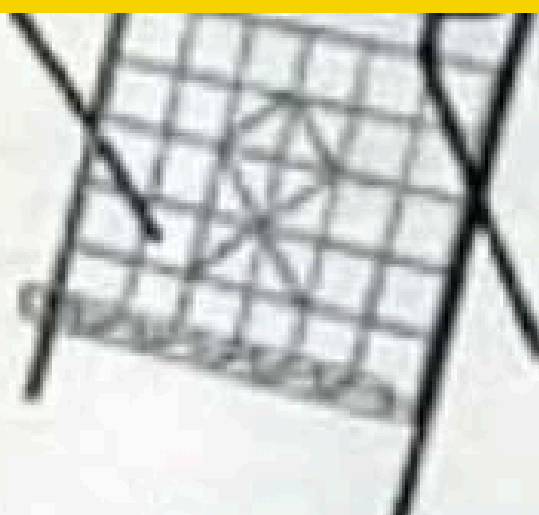
Se också i teak med svart underred.



Modell LARS

2102 Radiebord Lars i en trevlig modernt modell,
kännetecknat med vågornament. Skiva och hylla i
samma utförande i aln eller mahognyfärg. Höjd 56
cm. Skiva 50x30 cm. Vikt 4 kg.

Pris endast 19.00



Modell NEWE

2467 Radie- och sidobord Neve blir en stor
skåp på smällfogarna i Almhult. Småkärt mil-
jöströmlerande i svart med ardfärg i vitt gör sig
utmärkt till den stora mahognykivan. Höjd 50 cm
skivmått 36x33 cm. Monterbart. Vikt 4 kg.

Pris! Pris endast 29.50

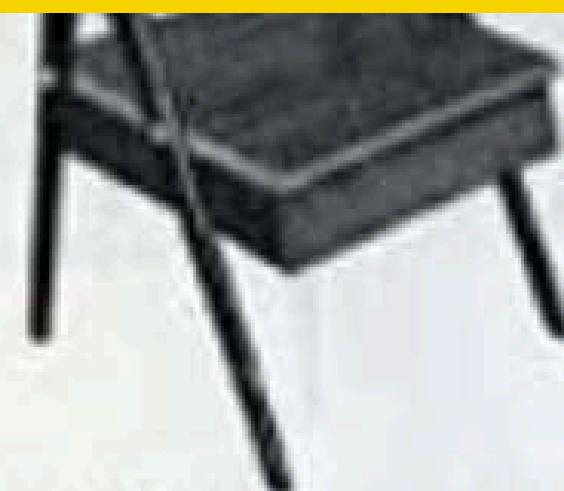


Modell BIKINI

2468 Bord Bikini ett vackert ljust ställbord med
skiva i mahogny eller teak med vita rop, svart
rändlinn. Lätt och behändig modell. Nyfärgat, bygg-
bart ställbord som NI får inte missa an. Skiva med
60x70 cm, höjd 52 cm. Monterbart. Vikt 5 kg.

Pris i mahogny 38.00

Pris i teak 42.00



Modell PASTELL

2463 Radiebord Pastell — en ny original lila-
färg för den moderna hemmet. Två skivor, den under-
sta med lila med snygga färgstråk, alla i mahogny
eller teak och runt svarta vinkelben med bofog i
slutning. Höjd 52 cm, djup 48 cm och bredd 30 cm.
Stabilit och snyggt. Lys i allt utom pris. Vikt
5 kg.

Pris i mahogny 41.50

Pris i teak 44.00



Modell LOVET

2465 Bord Lovet — en ljust färgad elegant, väder-
moderat formad med svartvita rop i två arter.
Skiva i vackert ljust lakarvård och svart mahogny-
färgad rop. Ett bord som genom uttrycket av "lo-
smakarna" på smällfogarna i Almhult. Skiva 71x39
cm, höjd 52 cm, vikt 5 kg. Monterbart.

Pris på styck 45.00





**\$30 billion
a year
company**



**\$30 billion
a year
company**



**15 per
minute**



**Opportunity +
Applied talent**

Creativity.

Innovation.

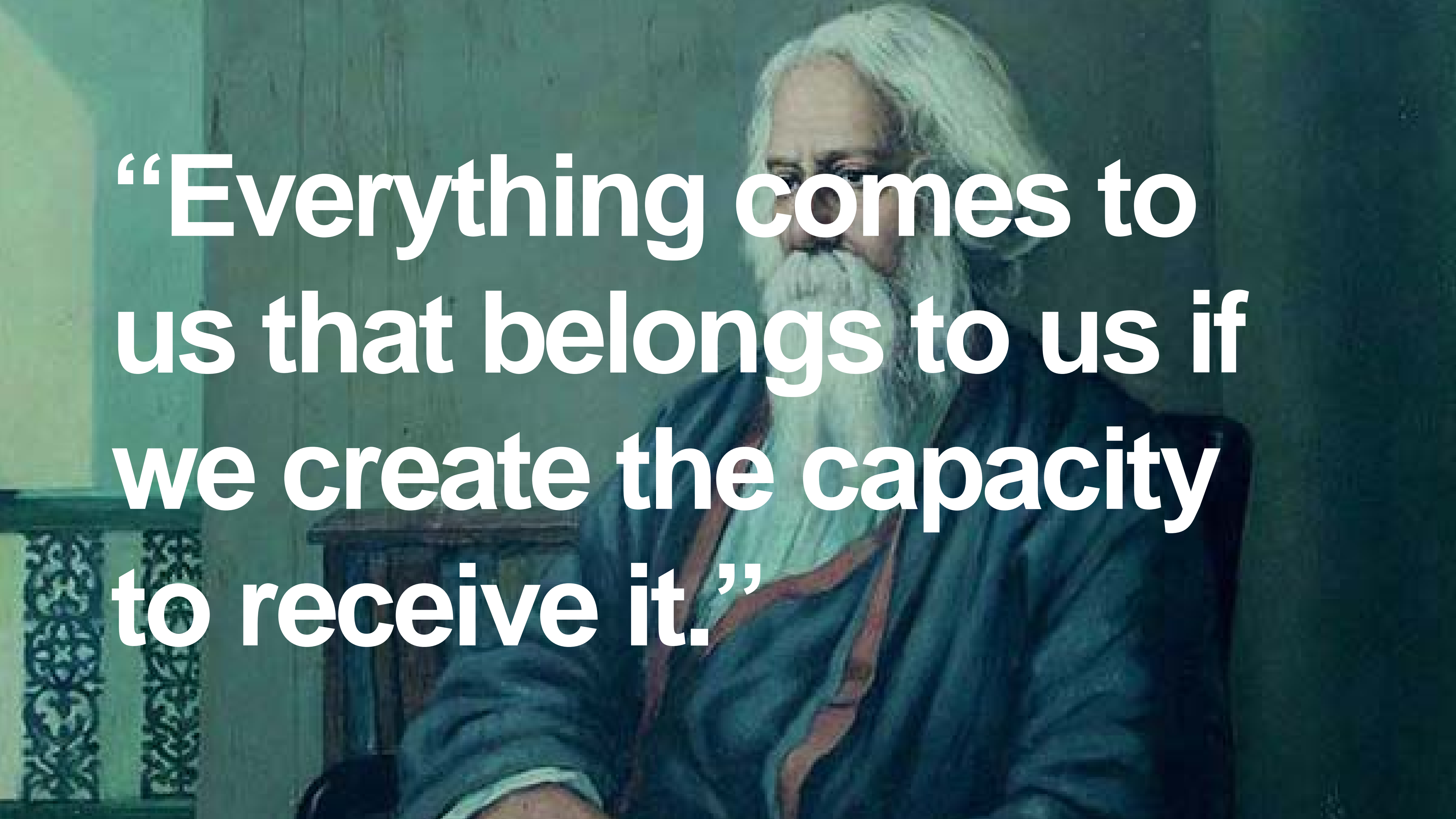
Attitude.

**Problem
solving.**



VISUAL
ALCHEMY, LLC
video & computer services for film production





“Everything comes to us that belongs to us if we create the capacity to receive it.”

“It’s too creative.”

A close-up photograph of a man with a shocked or surprised expression. He has wide, staring eyes and is covering his mouth with both hands, with his fingers pressed together. He is wearing a light-colored, possibly white, button-down shirt. The background is a plain, light-colored wall.

“It’s too creative.”

Courage.





Advertising: Classic Hand Draw...
ultraswank.net



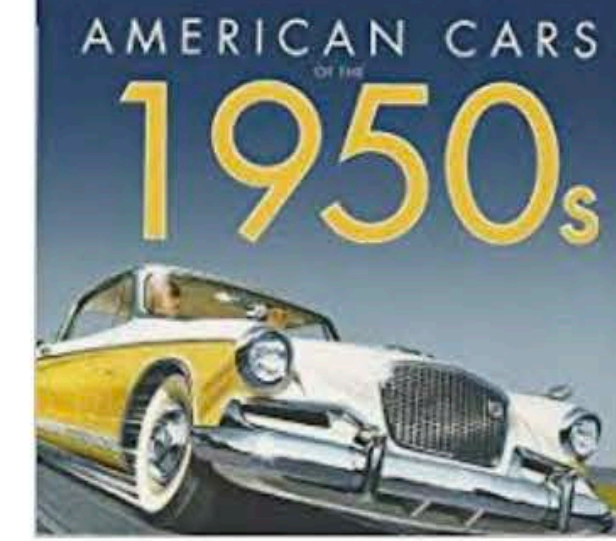
Vintage Car Advertise...
vintageadbrowser.com



Collector Car Corner: The worst car ...
spokesman.com



Vintage Car Ads from 1950s to 1980s ...
vintag.es



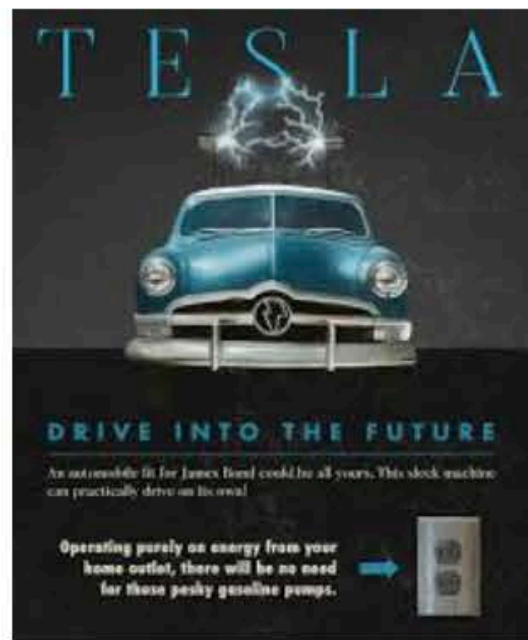
American Cars of the 1950s:...
amazon.com



Car Ads from the '50s,...
influx.co.uk



Ford of Canada/Ads-Cars/1950s
oldcaradvertising.com



Tesla Electric Cars and ...
techeblog.com



The Paternalism of the H...
rooseveltinstitute.org



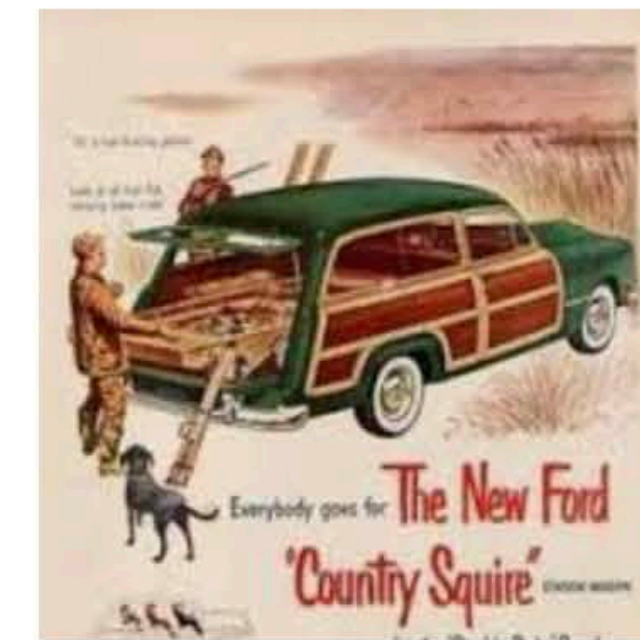
1953 Ford Country Sedan ...
etsy.com



Retro Wheels 24 Marvelous Car Ads From ...
wttv.com



Advertising 1955: 30 Br...
flashbak.com



82 Best 1950's Car Ads image...
pinterest.com



Volkswagen "Think Small!" Ads ...
thinkingouttabox.wordpress.com



Car Advertisements of the 1950s ...
rutgersconsumersociety.wordpress.com



1950s Car Advertisem...
alamy.com



Ads From The 1950S |...
pinterest.com



Ford magazine ads fro...
adbranch.com



82 Best 1950's Car Ad...
pinterest.com



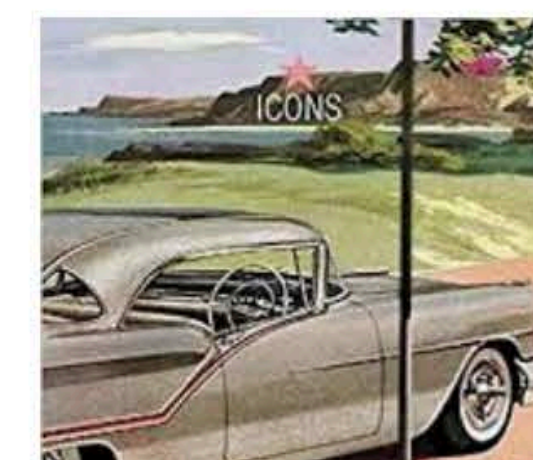
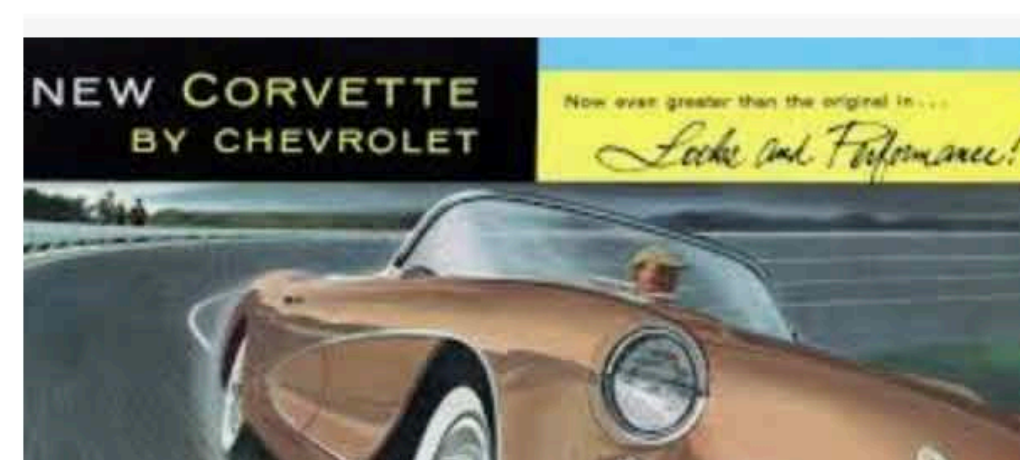
Vintage Car Ads: Ads Used to Sell Cars ...
wilsonauto.com



Vintage Car Advertise...
vintageadbrowser.com



Famous car adverts fr...
europeanceo.com





© 1988 VOLKSWAGEN OF AMERICA, INC.

Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape.

In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to

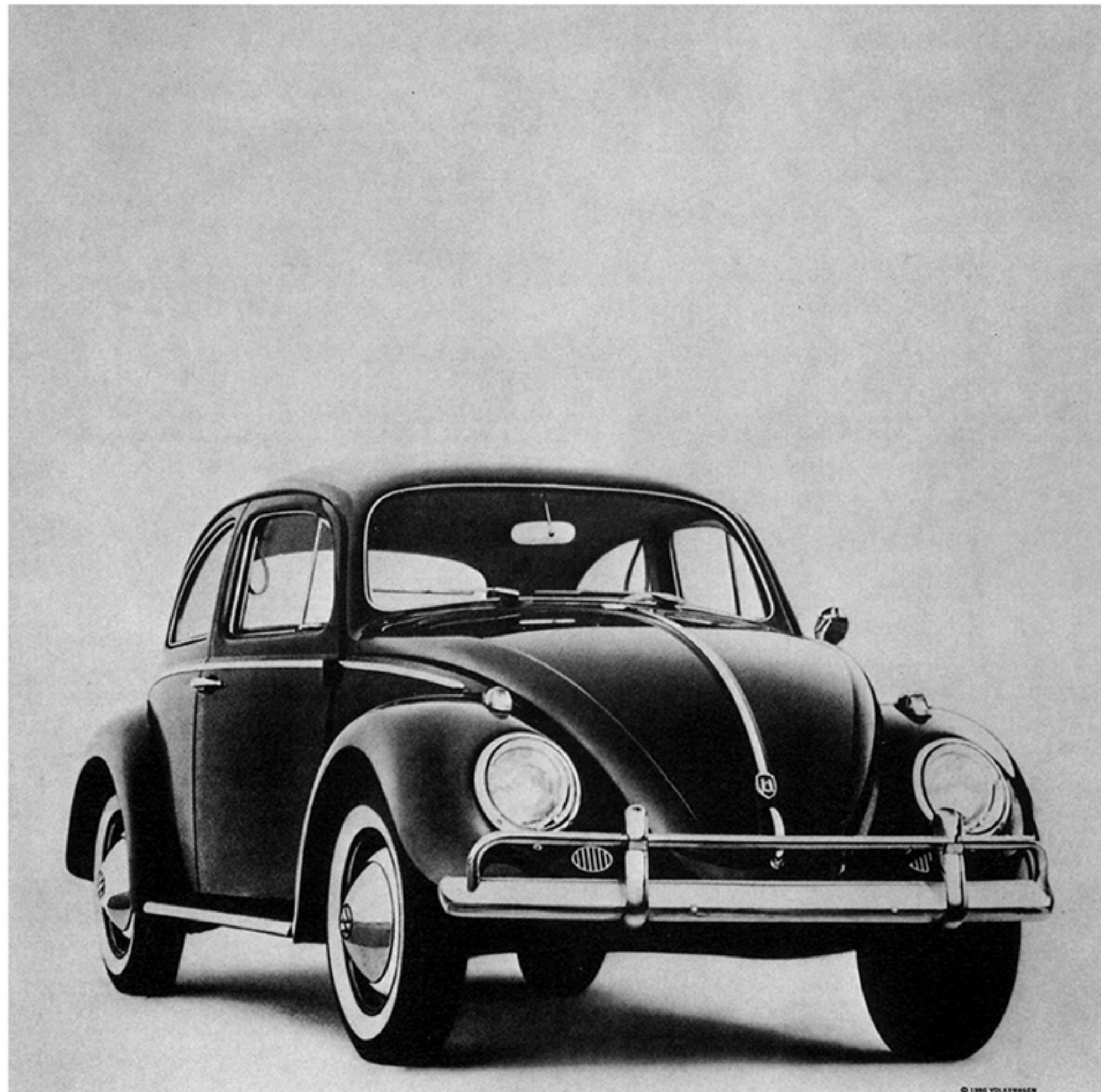
some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill.

Or trade in your old VW for a new one.

Think it over.





Lemon.

This Volkswagen missed the boot.

The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kroner did.

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. (3000 Volkswagens are produced daily; there are more inspectors

than cars.)

Every shock absorber is tested (spot checking won't do), every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), tote up 189 check points, gun ahead to the automatic

brake stand, and say "no" to one VW out of fifty.

This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. (It also means a used VW depreciates less than any other car.)



We pluck the lemons; you get the plums.



It's ugly, but it gets you there.



**The greatest ad
campaign of the
20th century.**

**Opportunity +
Applied talent**

"Leading brands and agencies have known for many years that more creative work delivers better results than 'safe' and rational advertising. What has been exciting in more recent times is to see the emerging proof of this; the hard evidence that creative work is more memorable, more effective and more able to drive overall business performance."

Keith Weed, Chief Marketing & Communications Officer, Unilever

**Unstereotyped
advertising
performs**

25% better

- Unilever study

**Unstereotyped
advertising improves
purchase intent
by 18%**

- UniLever study

**Changing minds
with creativity.**

Acts, not just ads.



**“ Can you beat
Naseem Hameed’s time
of 11.81 seconds?”**

A young man with dark hair and a light beard is shown in profile, looking towards the left. He is wearing a dark-colored shirt. The background is a large, green cricket field with several people scattered across it. In the distance, there is a line of trees and some buildings under a clear sky. The overall scene is outdoors and appears to be during the day.

Around 8 seconds

Lifetime of conditioning.

Social conformity pressure.


Steady diet of patriarchal stuff.

Film and media narratives.

Gender superiority complex.

General hormonal shifters.



A young man with dark hair and a light beard is shown in profile, looking towards the left. He is wearing a dark-colored shirt. The background is a large, green cricket field with several people scattered across it, some appearing to be playing. In the distance, there is a line of trees and some buildings under a slightly overcast sky. A text box is overlaid at the bottom of the image.

Around 8 seconds



15.7 seconds

A man with dark hair and a goatee, wearing a dark polo shirt, is shown in profile, looking towards the left. He is standing in a large, open green field, likely a golf course, with a line of trees in the background under a clear sky. The text "She beat me" is overlaid at the bottom of the image.

She beat me



I AM UNBEATABLE

#BeatMe

at running 100 meters

NASEEM HAMEED
FASTEST WOMAN IN SOUTHASIA WITH A 100M RECORD OF 11.81S

www.facebook.com/UNWomenPakistan



I AM UNBEATABLE

#BeatMe

to the top of the world

SAMINA BAIG
MOUNTAINEER WHO HAS CONQUERED 7 SUMMITS

www.facebook.com/UNWomenPakistan



I AM UNBEATABLE

#BeatMe

at a game of chess

MEHEK GUL
CHESS CHAMPION AT 12

www.facebook.com/UNWomenPakistan



I AM UNBEATABLE

#BeatMe

at entrepreneurship

FIZA FARHAN
ON THE FORBES '30 UNDER 30' LIST OF YOUNG ENTREPRENEURS

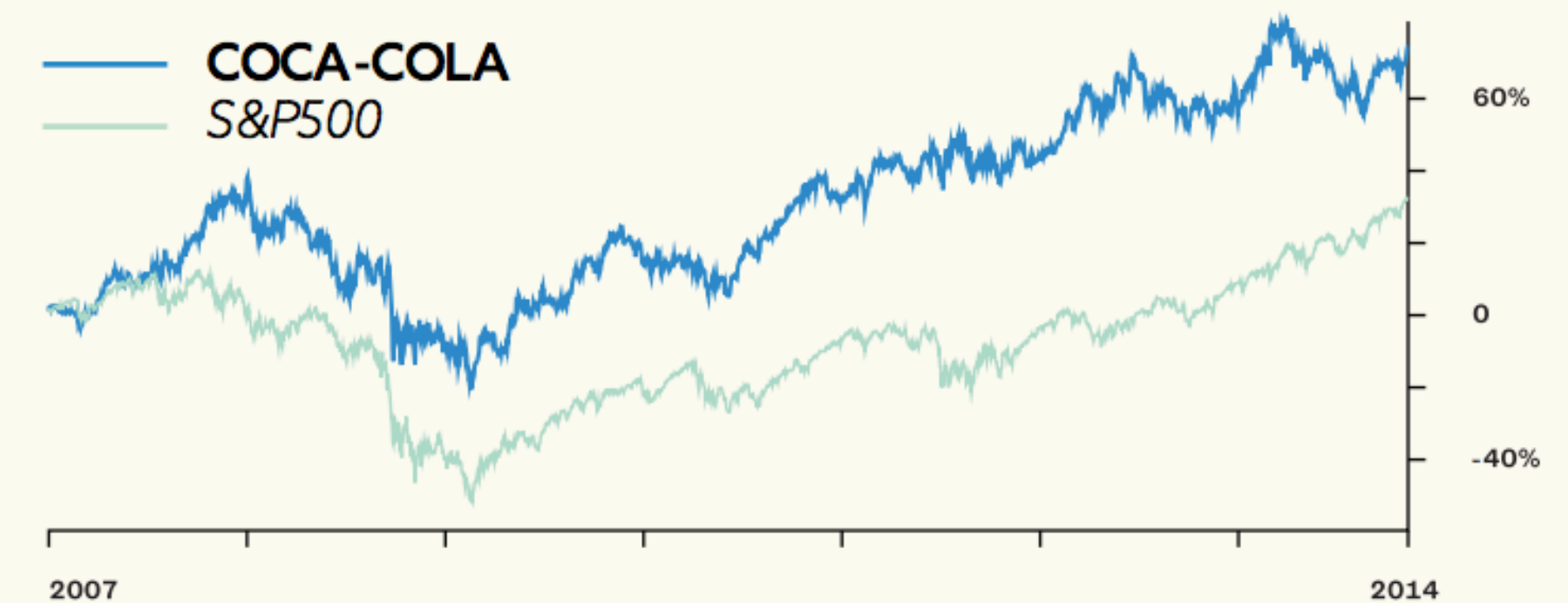
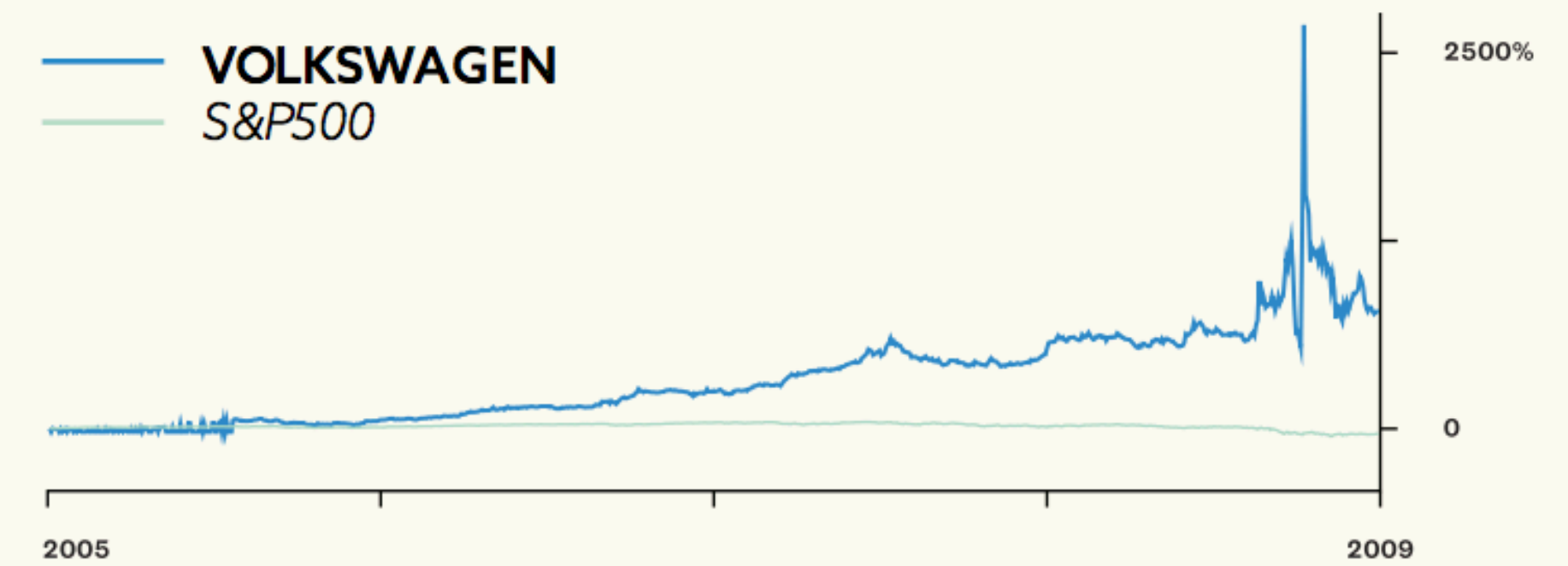
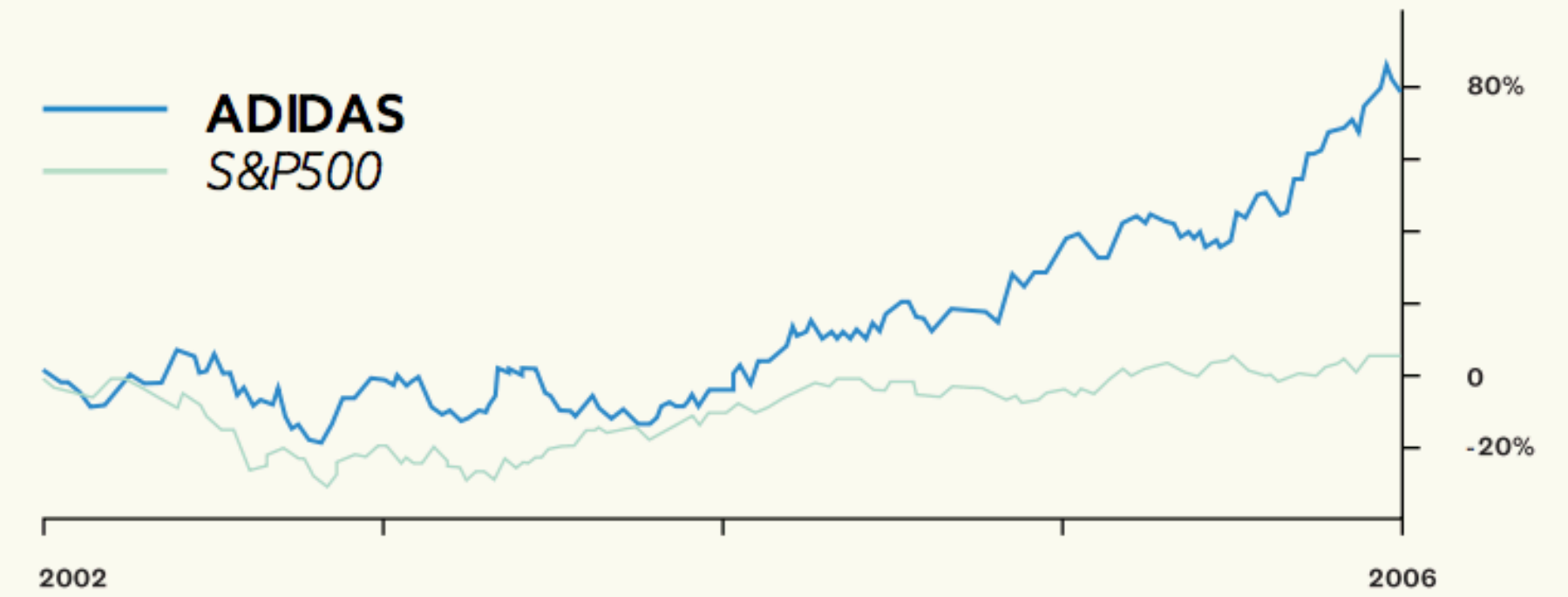
www.facebook.com/UNWomenPakistan



Twitter/EBC

12 percent of men believe they can score a point against Williams

Cannes Lions Creative Marketer of the Year companies outperform the stock market by a factor of 3.5



SOURCE: Yahoo! Finance Sharemarket Data

**Creativity in how we
use celebrities.**

13%
RISE IN BRAND
CONSIDERATION

16%
SALES
GROWTH

NO.1
ON DIGITAL
IN PAKISTAN

70,000,000
PACKS SOLD IN 2 MONTHS

**"HAS TAKEN NATION
BY STORM"**
- HELLO PAKISTAN



**Creativity in
going up against
the competition.**

Courage.



**Creativity in
protesting.**

Under \$1000



**Opportunity +
Applied talent**

**Creative
value.**



**Smart creativity
will drive
measurable
success.**