

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 stores at our shape.
 In fact, some people who drive our little

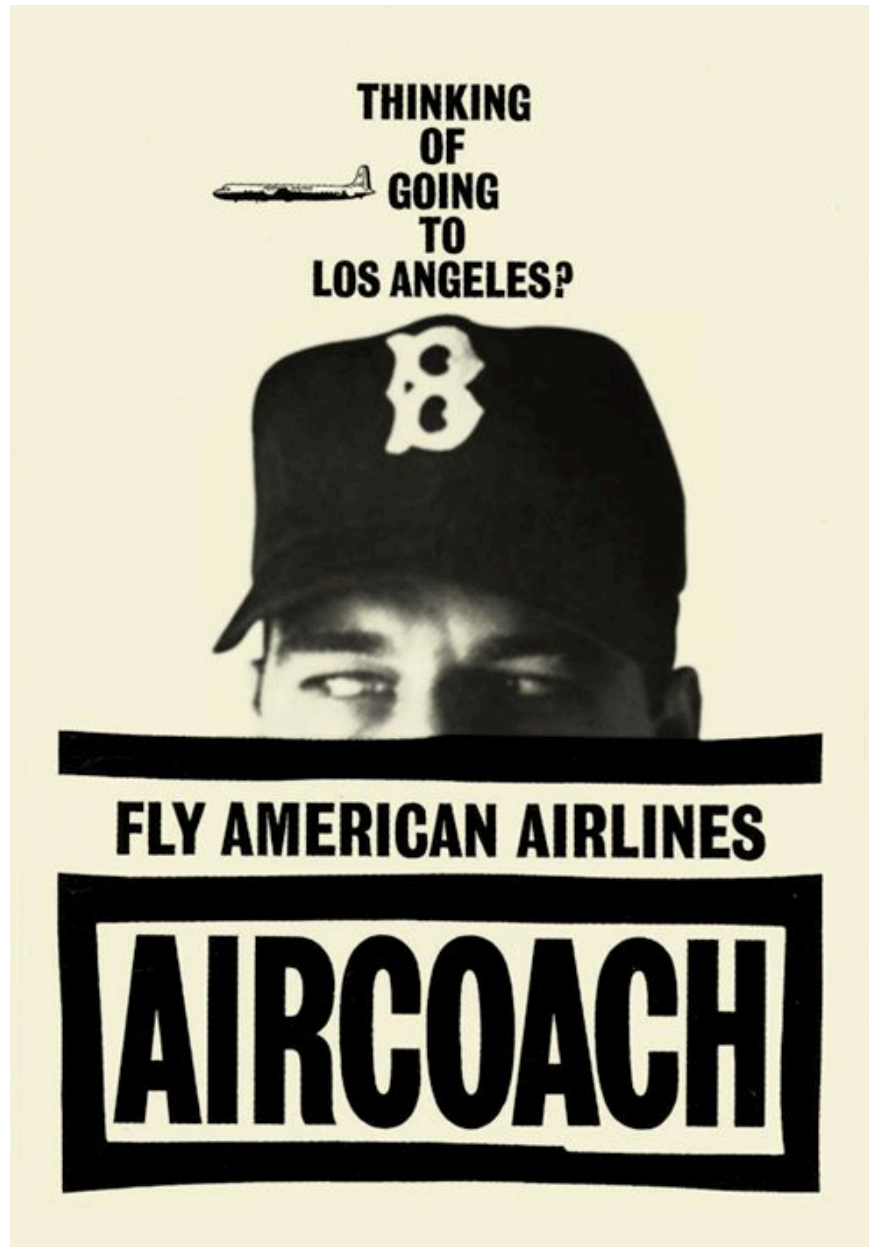
Bever don't even think 32 miles to the gallon is going any great guns.
 Or using five pints of oil instead of five quarts.
 Or never needing anti-freeze.
 Or racking up 45,000 miles on a set of tires.
 That's because once you get used to

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.



Brief: "Sell a Nazi Car in a Jewish Town"

I noticed you all had George Lois' "Whats the Big Idea" on your booklist. Well I hope you all also read his first book "George, Be Careful," or this brief might seem mildly inappropriate, though it comes from George's own tales from his time at DDB.



Brief: "Get people to fly to from NY to LA on Ameri.....HOLY SH*T the Dodgers are leaving Brooklyn!!!"

Overheard in an agency meeting as the morning paper hits the conference room table, but a great ad that's reflective of the culture and times, and it also sells tickets on American.



Brief: Establish State Street Global Advisors as a *permanent* leader on the topic of women's work equality

Truly one of the greatest "ads" made in the last few years