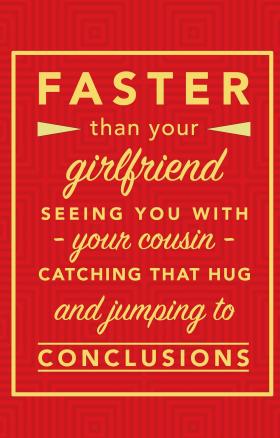


### **Direction:**

Relating to college/millennial issues

Typographic treatment.









### FASTER THAN

INTO CREEPY

#### TOENAIL COLLECTING

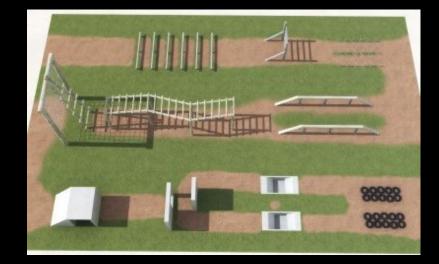
NIGHTMARE



# Interactive

Jumping to Conclusions/Running from Responsibilities Race

- Race between microwave and person/Olympian
- Live stream
- Have obstacles such as a screaming girlfriend in the middle and have to say the right words to "calm her down"





# Social

- Tweet @ olympic runners
  - Pair up with runners during Olympics
  - Usain Bolt vs. Microwave
- Twitter beef
  - Pair up with Olympic runners during the Olympics
    - Talk shit to each other on Twitter
    - Challenge each other to a race
    - Twitter poll voting who will win
    - Live video of runner vs. microwave



Simply Asia @SimplyAsia



@usainbolt I bet you can't run a mile as fast as Simply Asia can b cooked in the microwave

♦ Reply 13 Retweet ★ Favorite ●●● More

12:55 PM - 27 Apr 17 · Embed this Tweet

