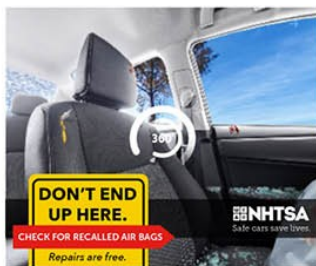
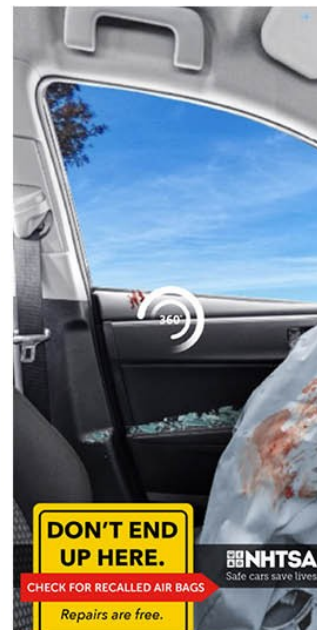


360 Consequences



This execution utilizes 360 imaging to pique the viewer's curiosity. The ad will display a slow pan of 360 degrees of a damaged car interior. The ad will react to the tilt of the viewer's phone or to a mouse rolling over it's surface. Clicking on the ad will provide a full screen 360 experience - much like virtual reality. Users can tilt their phone to look around the car, or use their finger/mouse to scroll around the car in all directions.



Note: We will cause more damage to the interior of the car including dashboard damage, shrapnel, and damage to the back seat.