

# Man Cave

## WEBSITE

**Desc:** The Official Man Cave website offers unique insight into the core Alltel marketing characters with an immersive 3D tour of their "secret lair" featuring exclusive videos, interactive flash games, and user generated content.

Home Page



## ALLTEL.COM INTEGRATION

**Desc:** Since Alltel would never blatantly promote the Man Cave, since it's the competition, we made it look like the guys were hacking into the website.



Whiteboard



Phone Wall



Phone Details



Confessional



Telescope View



## TELEVISION

Man Cave



Interruption

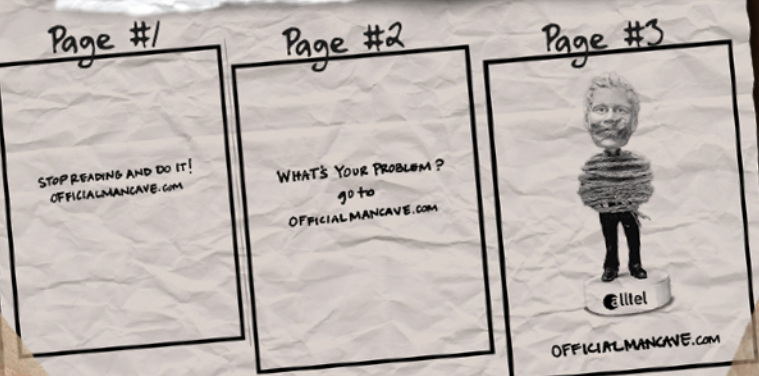


Alice



## NEWSPAPER

**Desc:** The three print ads were published to run in three consecutive pages.



## OUTDOOR



## WIRELESS THUGZ MYSPACE

**Desc:** Staying true to MySpace's roots of promoting independent artists, we created an alter-ego for the guys, called the Wireless Thugz. To date, we've had over 280,000 views of their hit music video "Rollin' in da Man Van."



## CD-ROM PRESS KIT

**Desc:** An interactive CD-ROM was created for the Man Cave's national press tour, giving journalists insight on the entire campaign as well as downloadable assets.



## DYNAMIC BANNERS

### Rules

**Desc:** Playing off the "rules of the house" concept, a video was shown to coordinate with the strange rules of the Man Cave.



### Darts

**Desc:** Interactive game that allowed viewers to throw darts at Chad, from within the banner.



### Tour

**Desc:** With the show 'Crisis' on MTV being so popular, we thought it would be fun to create a CBS-like banner showing off the rooms of the Man Cave.



## PREROLL

**Desc:** Short video snippets that play as online ads.



## Campaign Description - Man Cave

The Man Cave integrated marketing campaign immerses consumers into the world of our favorite four quirky sales guys, where they learn about the benefits of the Alltel brand and the shortcomings of the other networks. It's a natural extension of Alltel's popular television campaign - further developing the characters and storyline.

As a cornerstone of the campaign, the Official Man Cave website offers unique insight into the core Alltel marketing characters with an immersive 3D tour of their "secret lair" featuring exclusive videos, interactive flash games, and user generated content. Visitors can also unlock hidden rooms and videos, as well as exclusive online offers for Alltel's web store. All of which, combines for an entertaining and memorable experience that teaches users about the Alltel brand.

## BOBBLEHEAD LOGO

**Desc:** As a way to show Alltel's logo, while in the perspective of the sales guys, we created the tied-up Chad bobblehead logo, that was used on most of the online/offline collateral.



TOP SECRET

THE MAN CAVE  
Down With Alice