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MOBILE DISPLAY ADS WEBSITE E-MAIL DIRECT MAIL CALL CENTER POINT OF SALE

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Out to Launch

by [Amy Corr](#), Thursday, July 10, 2008, 10:30 AM

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Foosackly's gives Boeing a finger. Kia launches campaign for luxe SUV. Chazz Palminteri is the voice of Yankee Stadium. Let's launch!



Round Table Pizza launched five simple yet amusing ads in California, Oregon and Nevada that act out the literal statements offered in each ad. Stay with me. Take the term "more for less." The ad stars Round Table spokesman Pizza Knight and a guy names Les. A group of people shower Les with an armload of gifts while Pizza Knight gets shafted. [Watch the ad here](#). A Hawaiian piled high with goodness is dogpiled by a group of angels in a spot, [seen here](#), promoting Round Table's Maui pizza. Killer pizza with a huge salad bar stars a pizza dressed as Jason from "Friday the 13th," yielding a salad bar at Pizza Knight. [See the ad here](#). In the remaining two ads, Pizza Knight is rescued by a "super Hawaiian" and falls off a tricycle when he tries to cut a corner. Watch the ads [here](#) and [here](#). **WONGDOODY** created the campaign and **Pal 8** handled the media buy.

T-Mobile USA launched three TV spots supporting [T-Mobile@Home](#), a service that allows customers to make unlimited nationwide calls from their home phone for \$10 a month by adding the line to their T-Mobile service. A chainsaw massacre takes place in "Sunday Drive." A woman pulls over on a deserted road and saws down a telephone pole, setting off a chain reaction of falling poles. "Your home phone company is going down," says the voiceover. [See it here](#). In "Moving," goodbye is replaced with hello. Brett Favre retires by saying hello and a couple parts ways with hello. [Watch the ad here](#). Same deal in "New York," where a mom keeps in constant contact with her family while away on a business trip. Porky Pig makes a cameo saying "Hello Folks" and Broadway's "Goodbye Girl" becomes "Hello Girl." [See the ad here](#). The "Say Goodbye to Goodbye" also includes an informative, yet entertaining, [microsite](#). **Publicis West** created the campaign.



Helium, denim and duct tape. Put the three together and you get a viral video for **Levi's**. A guy slips on his Levi's as his friend slip some duct tape on his arms, legs and waist. He then puts a hose down his pants, allowing his outfit to fill up with helium, propelling him a few feet off the ground. A tricky situation ensues when he lands atop a fence surrounding a small electric grid. One gust of wind and he could be toast, but our quick-thinking guy saves himself by unbuttoning his pants. [See the viral here](#), created by **Cutwater**.



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