



"All asses were not created equal." So says a print, outdoor and online campaign for **Levi's Curve ID**. Amen. Finding the right pair of jeans is hard, so when I find a pair that fits, I buy more than one. The campaign, running in Los Angeles, San Francisco and New York City, features women with minimal and bold curves, all finding denim zen. "Bring us your skinny tomboys, your curvy girls, and all girls in between. ... Every Tina, Tonya, Teresa, and Talia deserves jeans that make her curves look like a national treasure. It's the new democracy of jeans," reads copy. Created by **Wieden+Kennedy Portland**.



Skittles launched three viral videos on its Facebook page promoting **Fizz'd Fruits Skittles**. The videos serve as an extension of a TV spot from May, starring Tube Sock and his landlords, Ed and Carol. Ed prefers to be shocked by Tube Sock's static electricity, while Carol gets her fizzle from Skittles. Ed takes a break from raking leaves to receive shock treatment from Tube Sock. Ed shuffles on the living room rug in his tube socks but fails to wield any spark onto a sleeping Tube Sock, who wants his rest. Tube Sock is so electric that Carol must pry her bra and underwear off his back. The virals are weaker than the TV spot, yet a nice thank-you to Skittles' 8 million Facebook fans. **TBWA/Chiat/Day New York** created the campaign.



Stanley Steemer launched a national ad campaign that never ceases to make me laugh. Ads follow two Stanley Steemer technicians throughout a typical workday... who doesn't encounter an alpaca on a regular basis? In "Challenge," a technician wants a real workday challenge, like a crock-pot explosion or messy free-range chickens. The same technician describes the importance of knowing a stain's origin. As an alpaca walks by him, he knows it's not a llama, judging from the animal's fur and ear size. "Saved" is my favorite ad. Driving down a residential road, the technician pulls over to inspect a discarded rug. "Why? I could have saved this one," he sobs. In "Doctor," our go-getting technician wouldn't necessarily call himself a doctor, but he wouldn't rule it out. The final ad features an emergency house call involving a kid, a baseball bat and an aquarium. **Young & Laramore** created the campaign, and media buying was handled in-house.



Verizon created an ad earlier this year that spoofed "Big Red" ads from the 1980s. How did I miss this awesomeness? Verizon bought the rights to the music and gives lyrics a modern day, Facebook-era spin. Verizon plays the role of "Big Red." I love this ad. There's not as much kissing in the updated version, but the ad includes lyrics like: "Update Facebook pages better, make your boring job much better... you'll watch YouTube on a horse when you use it." For anyone wanting to continue the walk through the '80s, good luck getting this jingle out of your head. **McCann Erickson, New York** created the ad.