

# the work 2

## New Campaigns **Global**

### Palm | Global



### Credits

#### Project

www.onTreo.com

#### Client

Palm

#### Creative agency

AKQA

#### Interactive

bus shelter

#### Executive CDs

PJ Pereira, Rei

Inamoto

#### Creative directors

Bob Pullum,

Adam Lau

#### Art director

Bob Pullum

#### Copywriter

Adam Lau, Michelle

Hirschberg

#### Lead creative

developer

Alex Fernandez

#### Creative

developer

Ryan Brock

#### Media supervisor

Courtney Kile

#### Media planner

John Lazaretto

### The lowdown

Palm targeted a broader audience for the launch of the Treo 680 because of the model's lower price point. As part of the global multimedia initiative, Palm allied with brands consumers are passionate about — Amazon, Google, Flickr, The Onion, Yahoo and Zagat. Static and interactive media formats (such as the first-ever SMS-activated kiosks) were used to communicate the breadth of Treo's features — 700 bus shelters in New York were equipped to allow users to receive horoscopes from The Onion via SMS. A WAP/mobile jump page was also created to drive users to a microsite for the full Palm experience.