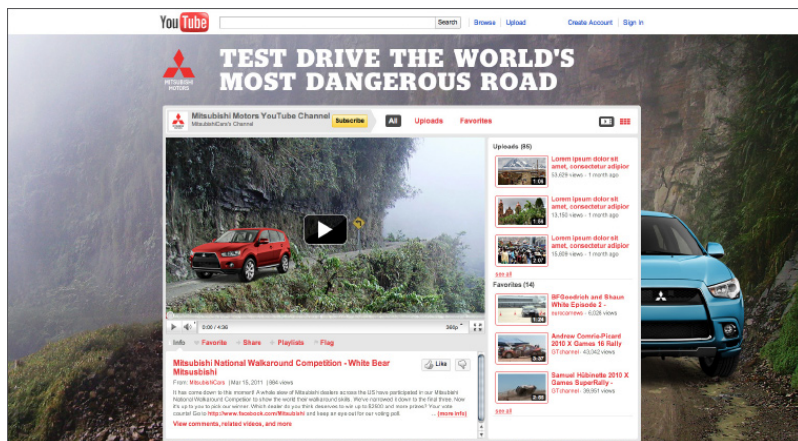
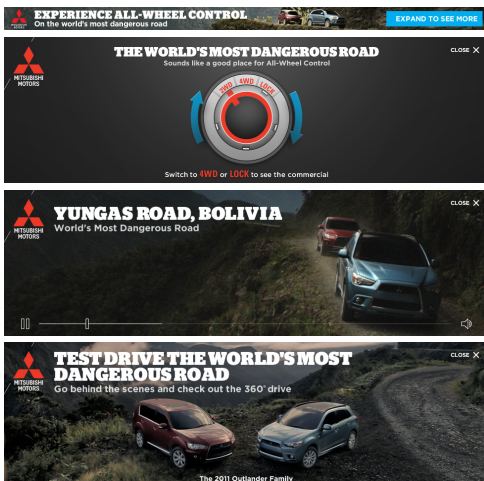


JENNIFER KOZIOL
CREATIVE DIRECTOR

SELECT WORK SAMPLES

MITSUBISHI NORTH AMERICA Most Dangerous Road Campaign

This campaign sought to showcase the advanced technology behind the All-Wheel Control capabilities of Mitsubishi's Outlander vehicles through a hair-raising TV spot on the World's Most Dangerous Road. The story continued online through enhanced videos, rich media banners and integrated messaging across Mitsubishi branded social media channels.



Mitsubishi partnered with Weather Underground to chase the first big storm of the winter. The cars, challenged by rain, sleet and snow, were documented throughout the road trip highlighting their handling in the toughest of conditions. Online the campaign sought to balance story telling from the road with beautiful photography, captivating videos and enhanced BTS content, while highlighting the vehicle's key selling features.

[FIND A DEALER](#)
[SIGN UP FOR UPDATES](#)
[SPECIAL OFFERS](#)
[SCHEDULE A TEST DRIVE](#)

[Like](#)
[+1](#)
[f](#)

Winter has met its match.

We teamed up with Weather Underground on a grueling road trip to chase a storm and put Mitsubishi's **All-Wheel Control** technology up against the toughest winter conditions. [Go behind the scenes ▶](#)

2012 Outlander Sport

From \$23,295* with AWC

[SEE MORE](#) [BUILD & PRICE](#)

2012 Outlander

From \$24,845* with AWC

[SEE MORE](#) [BUILD & PRICE](#)

2012 Lancer

From \$20,195* with AWC

[SEE MORE](#) [BUILD & PRICE](#)

Ride the Storm

ABOUT THE TRIP

Daytona, FL
Chicago, IL
Phoenix, AZ

DAY 1

DAY 2

DAY 3

DAY 4


DAY 5

©2012 Mitsubishi Motors North America, Inc.


*Manufacturer's Suggested Retail Price. Excludes destination/handling, tax, title, license, etc. Actual prices set by retailers. [Zed is a registered trademark of Lexus Inc. Actual prices may vary.](#)

[FIND A DEALER](#)
[SIGN UP FOR UPDATES](#)
[SPECIAL OFFERS](#)
[SCHEDULE A TEST DRIVE](#)

[Like](#)
[+1](#)
[f](#)



DAY 1




[SEE MORE](#)

The storm chasing begins.

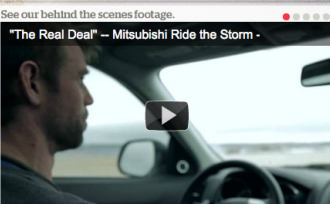
MONDAY, DECEMBER 12TH — SAN PEDRO, CA TO KINGMAN, AZ

It's 5:00 a.m. on Day 1 of our adventure, and just as [Weather Underground](#) predicted, the first signs of rain are hitting our windshields. It doesn't take long for these sprinkles to become a storm, transforming the streets around us into raging torrents that threaten to turn LA's legendary traffic into a real nightmare. All-Wheel Control, get us out of here. As we head north for the San Bernardino Mountains, so does the weather. And at 4,200 feet, our



12

[LEARN MORE](#)
[SEE EXCLUSIVE CONTENT](#)



[See our behind the scenes footage.](#)

"The Real Deal" — Mitsubishi Ride the Storm -

One of our precision drivers discusses just how real the conditions are.

©2012 Mitsubishi Motors North America, Inc.

¹Manufacturer's Suggested Retail Price. Excludes destination/handling, tax, title, license, etc. Actual prices set by retailers.

²EPA mileage estimate for Lancer SE. Actual mileage may vary.

³Safety is a two-way street. It requires your attention and cooperation. Please remember to fasten your safety seatbelt, drive responsibly and obey all traffic laws.

[illegible]

RIDE THE STORM

[EXPLORE AWC](#)

[SEE THE VIDEO](#)

[SEE AWC IN ACTION](#)

2012 Outlander Sport

Starting at \$18,795* / With AWC from \$23,295*

[SEE THE VIDEO](#)


[SEE AWC IN ACTION](#)

2012 Outlander Sport

Starting at \$18,795* / With AWC from \$23,295*

MITSUBISHI NORTH AMERICA
Lancer Digital Outreach

To help educated consumers about the functionality of the All-Wheel Control capabilities on the new Lancer SE, we created a geo-targeted campaign that utilized real-time weather data to highlight features, specifically relating to what was happening in their world. The series of ad units drove to a landing page.



The all-new 2012 Lancer SE


With All-Wheel Control (AWC)


[BUILD & PRICE](#)
[QUICK QUOTE](#)
[FIND A DEALER](#)
[SCHEDULE A TEST DRIVE](#)

Fuel-efficient All-Wheel Control.


The best idea since All-Wheel Control.

As amazing as All-Wheel Control is, you don't always need it. So the Lancer SE offers a switch on the center console that lets you select two-wheel drive (2WD) mode to save fuel when you're just cruising along. You can also choose between two All-Wheel Control modes: 4WD LOCK for maximum traction and 4WD AUTO for a perfect balance of performance and fuel efficiency.





Learn about Mitsubishi's AWC and S-AWC technologies.



All-Wheel Control. All-weather confidence.

Mitsubishi's All-Wheel Control and Super All-Wheel Control technologies monitor the traction of all four wheels and automatically deliver power to the wheels that have the best grip. The result is incredible traction in just about any weather or road condition.


[WATCH THE VIDEO](#)

Compare models with All-Wheel Control and Super All-Wheel Control.

2012 Lancer SE

- All-Wheel Control
- 29 MPG* Highway
- Powerful, 2.4-liter MIVEC Engine
- Seven Standard Airbags**
- Available FUSE Hands-free Link System™


Starting at
\$20,195* [BUILD & PRICE](#)



2011 Outlander Sport SE AWC

- All-Wheel Control
- 29 MPG* Highway
- Available 40GB HDD Navigation with Real Time Traffic
- FUSE Hands-free Link System™
- Available Panoramic Glass Roof

Starting at
\$22,995* [BUILD & PRICE](#)



Sign Up For Updates

Your Email Address:

[SIGN UP](#)

Find a Dealer

Your ZIP Code:

[LOCATE](#)

©2011 Mitsubishi Motors North America, Inc.

* Manufacturer's Suggested Retail Price. Excludes Destination/Handling, tax, title, license, etc. Actual prices set by retailers.

[f](#) [t](#) [in](#) [**](#)

LEGAL

Hey Winter, is that all you got?

All-Wheel Control starting at \$20,195



[EXPLORE THE 2012 LANCER SE](#)



LEGAL

Hey Winter, is that all you got?

All-Wheel Control starting at \$20,195



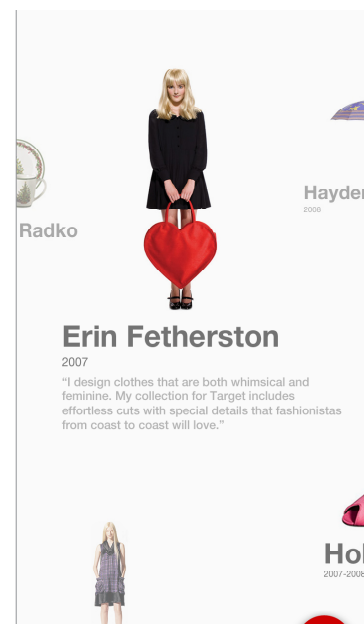
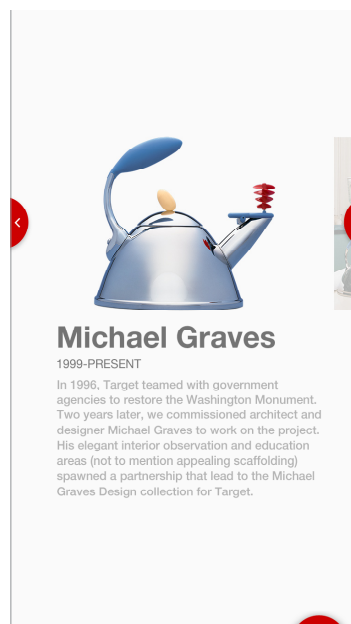
[EXPLORE THE 2012 LANCER SE](#)



TARGET

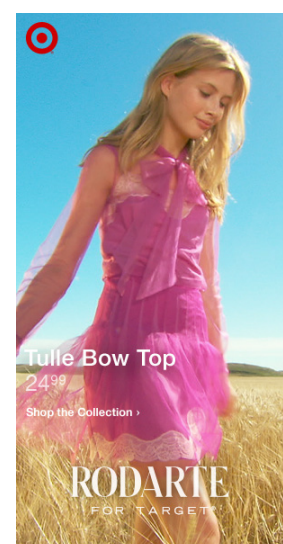
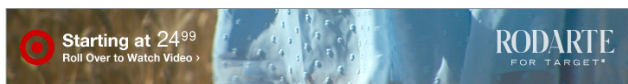
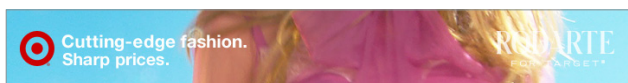
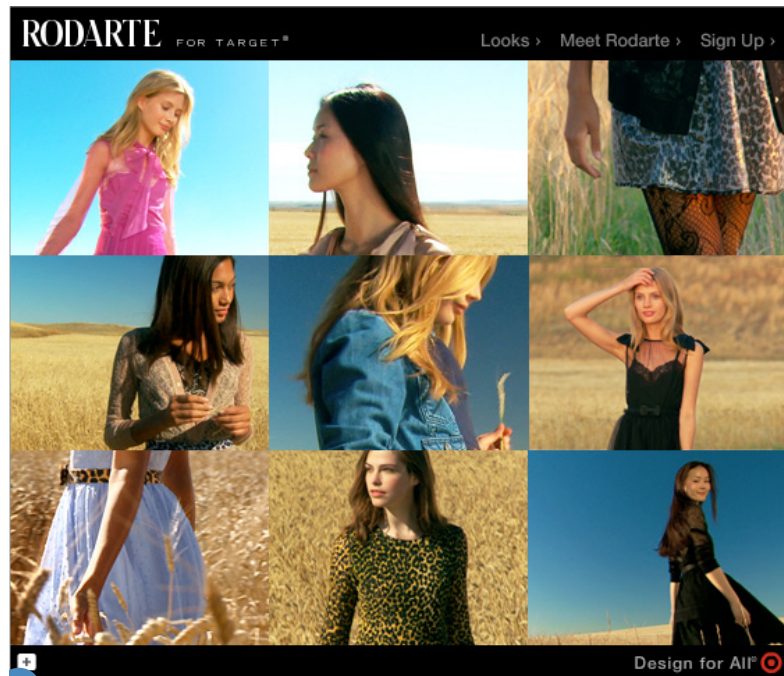
Cooper Hewitt "Design Everyday"

For Target's presence in Cooper Hewitt's design exhibition we created a touch screen digital display showcasing 10 years of Target's designer partnerships.



TARGET**Rodarte for Target**

The launch of the Rodarte for Target collaboration consisted of an engaging site featuring full screen video to set the tone for the collection while showcasing the designer looks and focusing on the product details and natural movement of the garments. The site was complemented by external rich media units.



TARGET

Converse "One Star" launch

Schematic worked with PMH to create a multi-channel, integrated campaign for the launch. The campaign celebrated the idea that "everyone is a star".

We created a shopping destination with shoppable videos, photo galleries, and a mix-and-match style feature. We also created rich media video banners, Pandora mix tape radio stations for each star, and a YouTube Video Contest.



ABC**Full Episode Video Player**

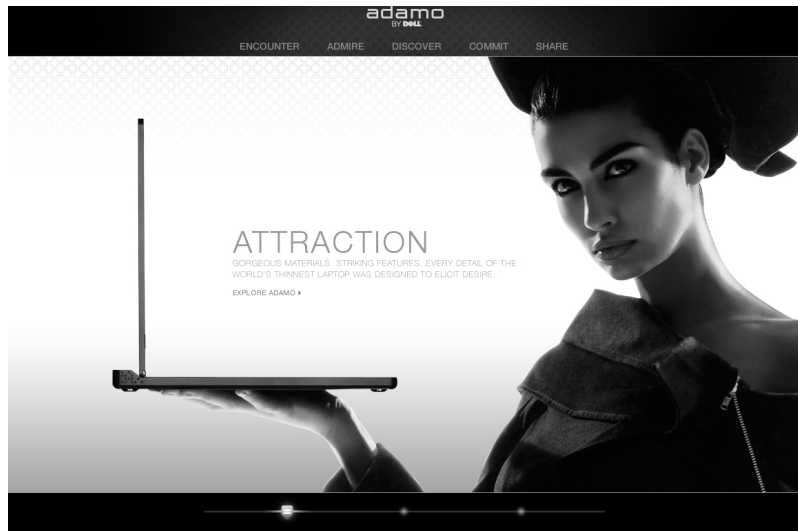
ABC wanted to put their programming on the Web while including ads and maintaining full control over distribution. The network's goal: to create a powerful, ground breaking and cinematic player that would grow the ABC brand, draw in users, and satisfy advertisers.

We designed a jaw-dropping, cinematically sophisticated video player that does justice to the quality of the ABC programming it shows.



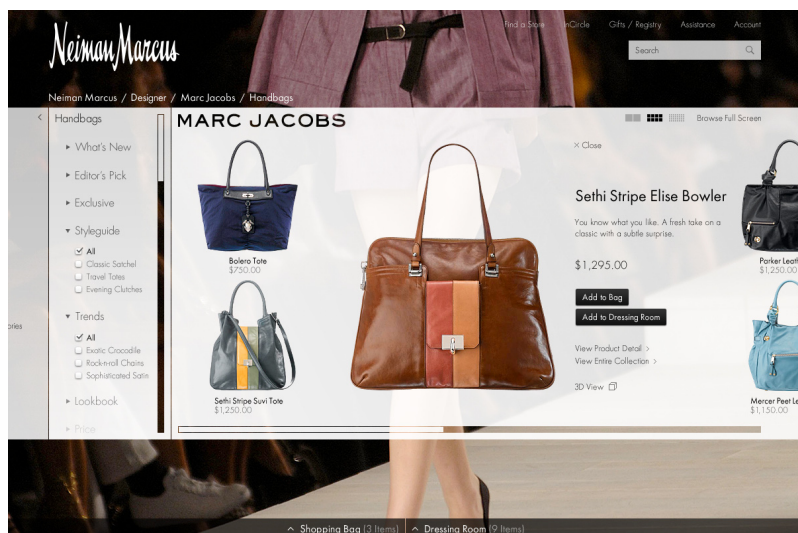
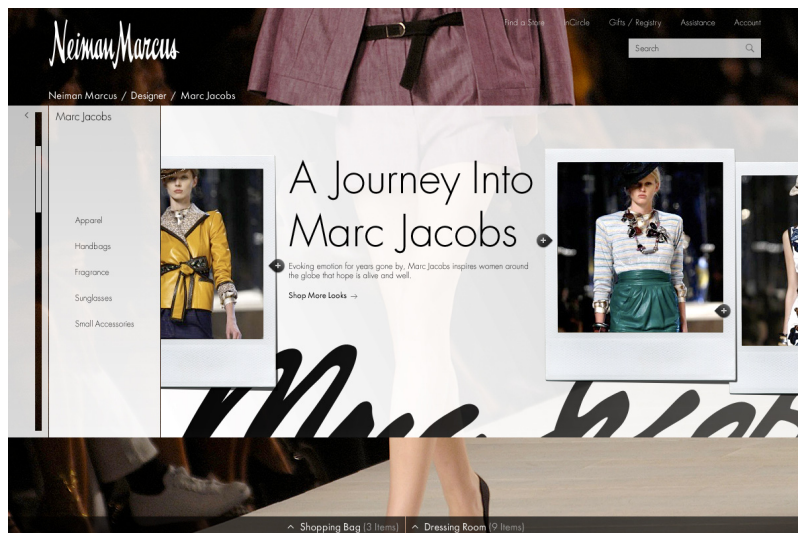
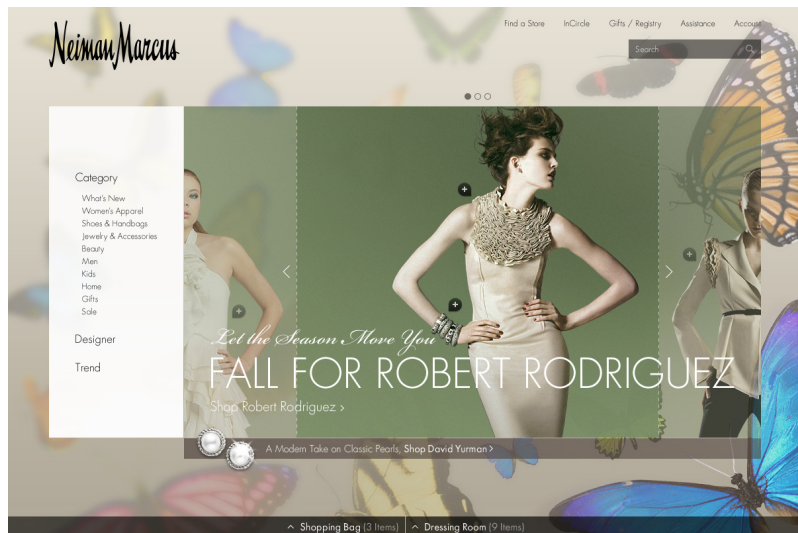
DELL**Adamo Product Launch**

For the launch of the Adamo laptop, Dell wanted to position themselves alongside other well known luxury brands. Working with an international team we designed a global campaign that featured the beautiful design details of this highly covetable machine.



NEIMAN MARCUS Concept Creative

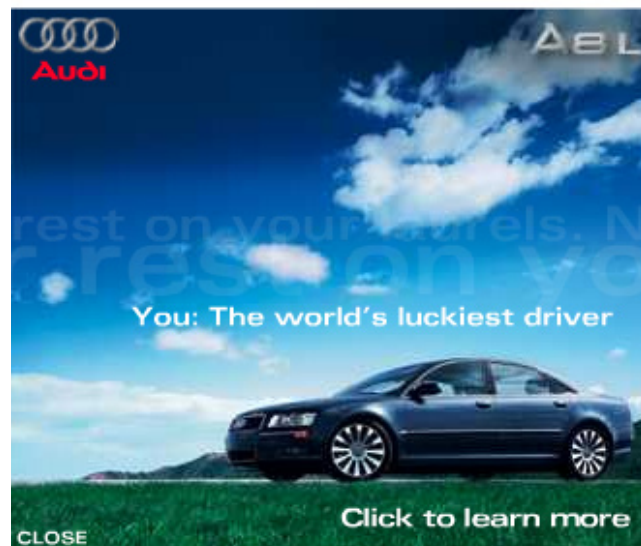
Concept work for the next-generation Neiman Marcus website. Our goal was to replicate the luxury retail experience through a combination of high-touch product imagery, media, content, and customization. The intuitive interface also featured drag-and-drop shopping cart and “dressing room” functionality.




AUDI

2004 A8 L Launch

This newly re-designed car needed an intelligently designed online advertising campaign to generate excitement and awareness. The creative solution was inspired by the A8 L's innovation, performance and luxury to drive users to register.




Revolutionary from the inside out.



The all-new 2004 Audi A8 L.

Audi elevates its history of luxury and performance, by reaching a whole new level with the brand new, awe-inspiring A8 L luxury sedan. Everything you demand from an Audi, like its quattro all-wheel drive system. Lots of exquisite features you've only dreamed of like an intuitive Multi-Media Interface at your fingertips and an interior with leading design and attention to detail.



Every line, every curve, thoroughly modern and yet unabashedly classic. Every intention brilliantly attended to and exquisitely resolved.

Get ready for the car that makes the impossible possible.



The all-new 2004 Audi A8 L.

The car that couldn't be made, has been made. Brought to you by a company that dared to say, let's build a vehicle that's big, yet light. And light, yet strong. All so you can own something miraculous. A car in which there is finally no trade-off between size and agility. A car that feels like it was built to your



The Audi Space Frame (ASF®) is the third generation aluminum space frame that offers a 60% increase in chassis rigidity making the A8 L stronger and safer.