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Aussie Beer VB Toasts the Everyman, Nike and Livestrong Send Messages to Cyclists and Other New Work

Creativity Weekly Top 5: July 13

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In this week's episode of Creativity's Top 5, Barkley dresses up the Johnson County Library's delivery trucks with fake brands inspired by literary favorites; 2Degrees and TBWA/Whybin launches a mobile service in New Zealand with the help of Rhys Darby; DDB, Stockholm, and North Kingdom test if web users are fit for the Swedish Armed Forces; VB and Droga5, Sydney, raise a glass to the Everyman; and Wieden & Kennedy, Nike and Livestrong create a robot that lets people from anywhere in the world chalk messages of inspiration, hope and encouragement directly on the course of the Tour de France.



Johnson County Library: Literary Brand Trucks

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