

# Blown out of all Proportion

(The money shot – the one that would be used to illustrate the event headline)

Our in house team have tried to come up with a news headline for each of these showstopper images. We're sure you can do better though, so come along on 16th January Oxo2 with your suggestions.



**Jagermeister/Frukt**  
"The Jagerhaus Set"



**Vega/ GMR**  
"Vega stretching its brand value"



**Lacoste/MKTG**  
"Iconic brand shows its best"



**Cadbury/ MKTG**  
"Look's like Easter just got Nessy"



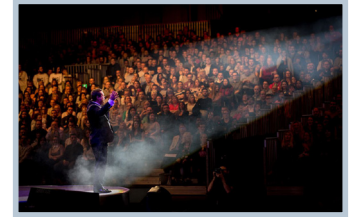
**Three/ Brand and Deliver**  
"The day 'Bring it on' stole the stage"



**Marie Curie/ Hope&Glory**  
"Time to reflect in the Light garden"



**Lucozade/ TRO**  
"Handing out samples creatively"



**Nationwide/ drp**  
"CEO puts himself in the spotlight"



**More Th>n/ CSM Live**  
"Pet's away day takes off"



**HTC/ Hope&Glory**  
"New artistic dimensions"



**Maille/ Woof/KaperPR**  
"The Rive Gauche gets it right on the South Bank"



**Nibbles/Sense**  
"Seal-able sales for Nibbles"



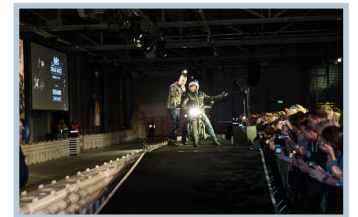
**Lidl/ CSM Live**  
"When pure experience is the goal"



**Ferrero Rocher/ TracyLocke**  
"Ferrero's golden finale"



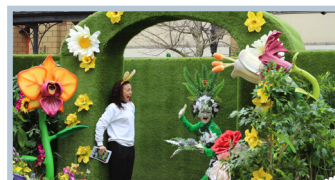
**Avocado/ The Meredith Collective**  
"Avocado advocates get in the marketing mix"



**Triumph/drp**  
"Staging a drag race"



**Dorset Cereals/ Circle**  
"Beautiful Break-Fest"



**Captain Cook Square/Independent Events**  
"Fun getting lost in Middlesbrough"



**Norwegian/ MKTG**  
"Delight for all of US"



**Powerpuff/ Produce**  
"Girls celebrate Power day out"