

Transform your time!

## 1/2 **Animated Life**

Animated live action cartoon



### Solution

Step 1: Driving your car, motorcycle - you pass by mobile speed radars. In the vicinity of those radars we will setup monitors showing (in correlation with the speed) the drivers car as a cartoon TV series vehicle (depending on the car's speed) and a quote from the series

Step 2: At the first traffic light, the cartoon car app is going to be forwarded to the car's driver phone and from it, will get out a cartoon character (Stewie, Stan Smith, Lois Griffin - each character belongs to a vehicle, vehicle belonging to a speed interval)

For people - the application can be downloaded from different places in the city - where they will input a few details to receive the character representing they're own state of mind.

Step 3: A application will be installed in the phone (if the owner agrees) and as long as bitbop launch holds, the phone owner

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Creative's profile



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