Brad Mooberry

Design & Programming of:
- Websites
- Promo/Micro Sites
- Interactive CD/DVD-ROMs
- Online Campaigns
- Games & Activities
- Online & Mobile Applications
- Social Media Integration

Formerly ad2, Inc.
- Over 300 Web Projects
- Over 160 Interactive Awards
- First Interactive Project - 1992

Awards – more than 160 total

6	–	New York Festival Awards
3	–	Summit Emerging Media Awards
3	–	MarCom Awards
11	–	Summit Awards
12	–	Horizon Awards
13	–	W3 Awards
10	–	Hermes Creative Awards
3	–	Davey Awards
3	–	Interactive Media Awards
2	–	LA Addy's
2	–	One Show Awards
4	–	Communicator Awards
10	–	Web Marketing Association Awards

Plus awards from Webby's, London International, Axiem, California Tourism, Flash Forward, LuLu, Apex, American Graphic Design, and International Web Page Awards

Clients – Past and present

- 20th Television
- Amblin Entertainment
- ASSA ABLOY
- Bose
- Buena Vista Home Entertainment
- DirecTV
- Electronic Arts (EA)
- GRAMMY
- Hershey's
- Hilton Hotels
- ISUZU
- Kawasaki
- Lions Gate
- LA Kings
- Mattel
- MGM
- Miller Brewing
- Paramount Pictures
- Pepsi
- Pioneer
- Robb Report
- Smithsonian Institution
- Sony Pictures
- Toon Disney
- Touchstone Pictures
- Warner Bros

Publications

- Ad Week
- Forbes
- Print Magazine
- Entertainment Weekly
- How Magazine
- Graphic Design: USA
- Variety
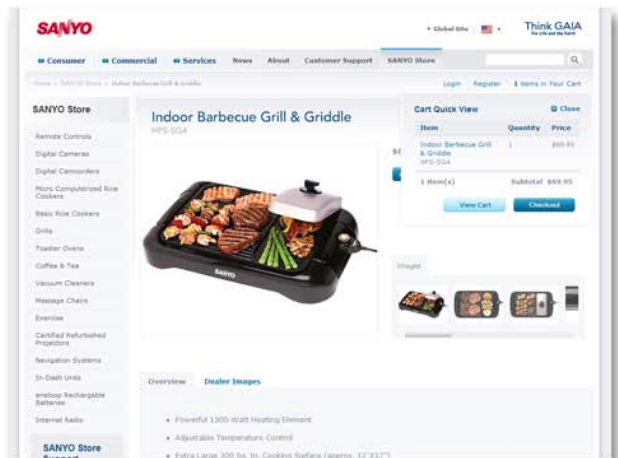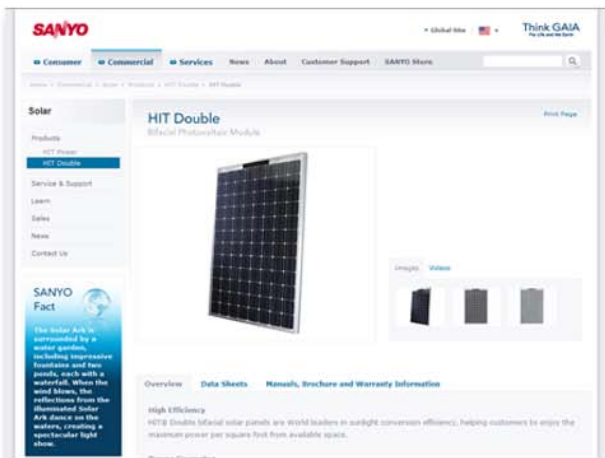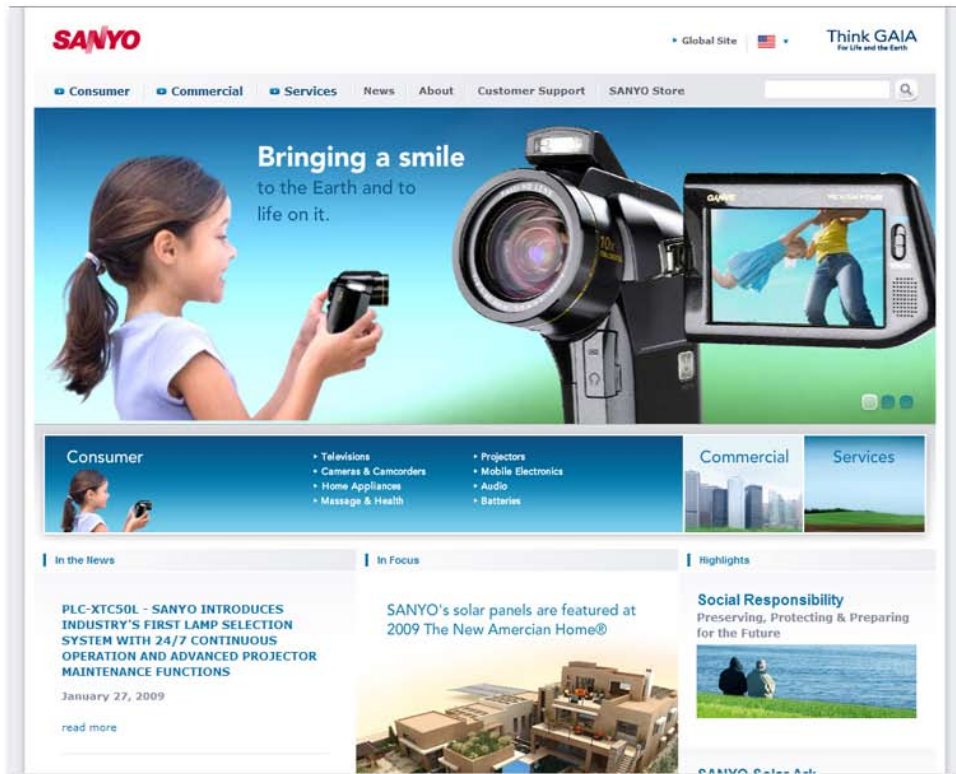
PROJECT:
SANYO North America Web Site

CLIENT:
SANYO

MEDIUM:
Web

BRIEF DESCRIPTION:
The SANYO project involved a complete redesign of the site including restructuring the navigation to be more intuitive for users and the development of a content management system on the back end. By closely following our process, we were able to reduce the average number of clicks from five to just two to reach to a product detail.
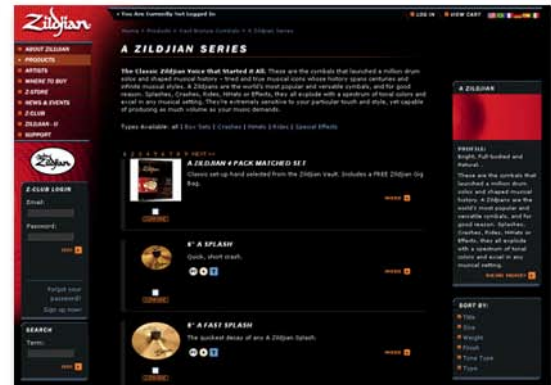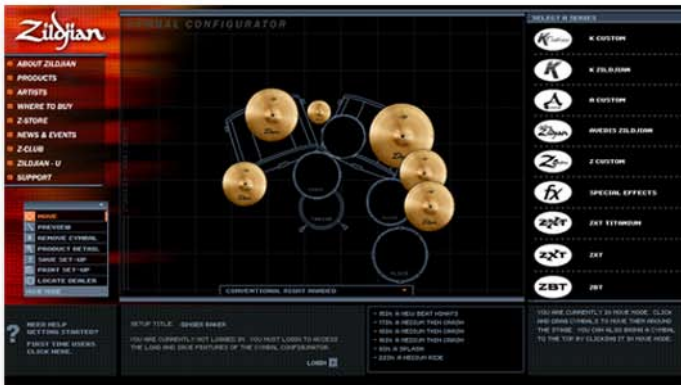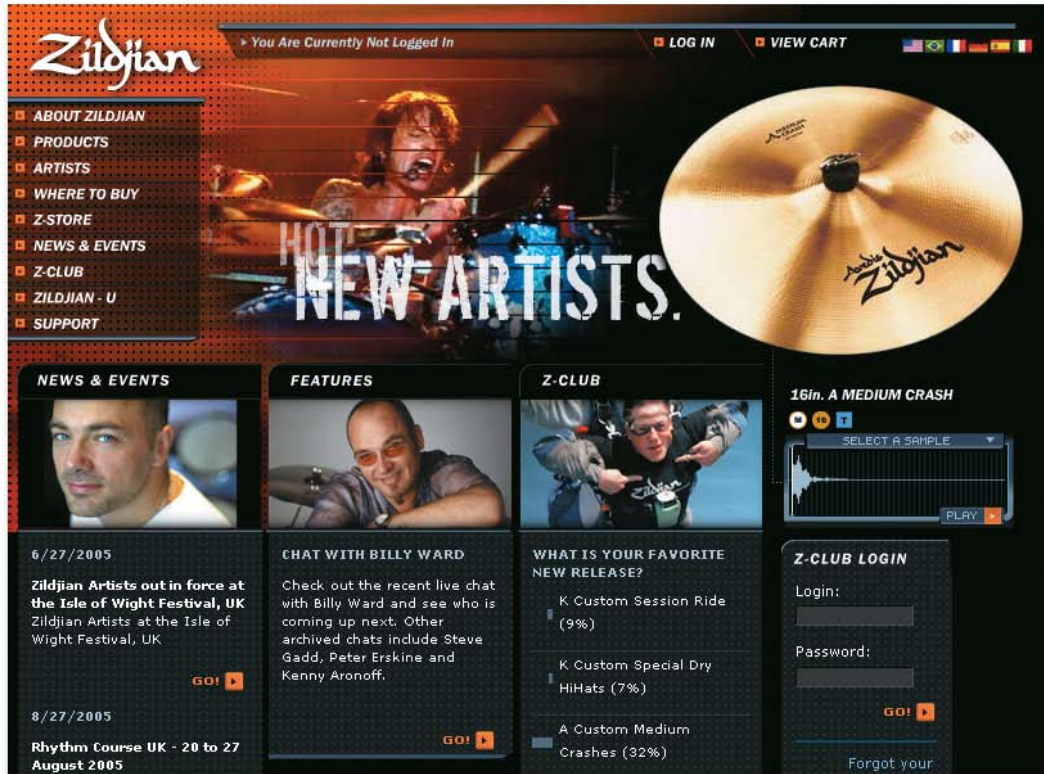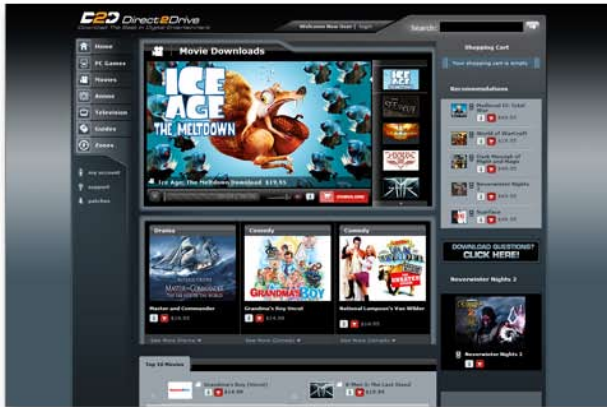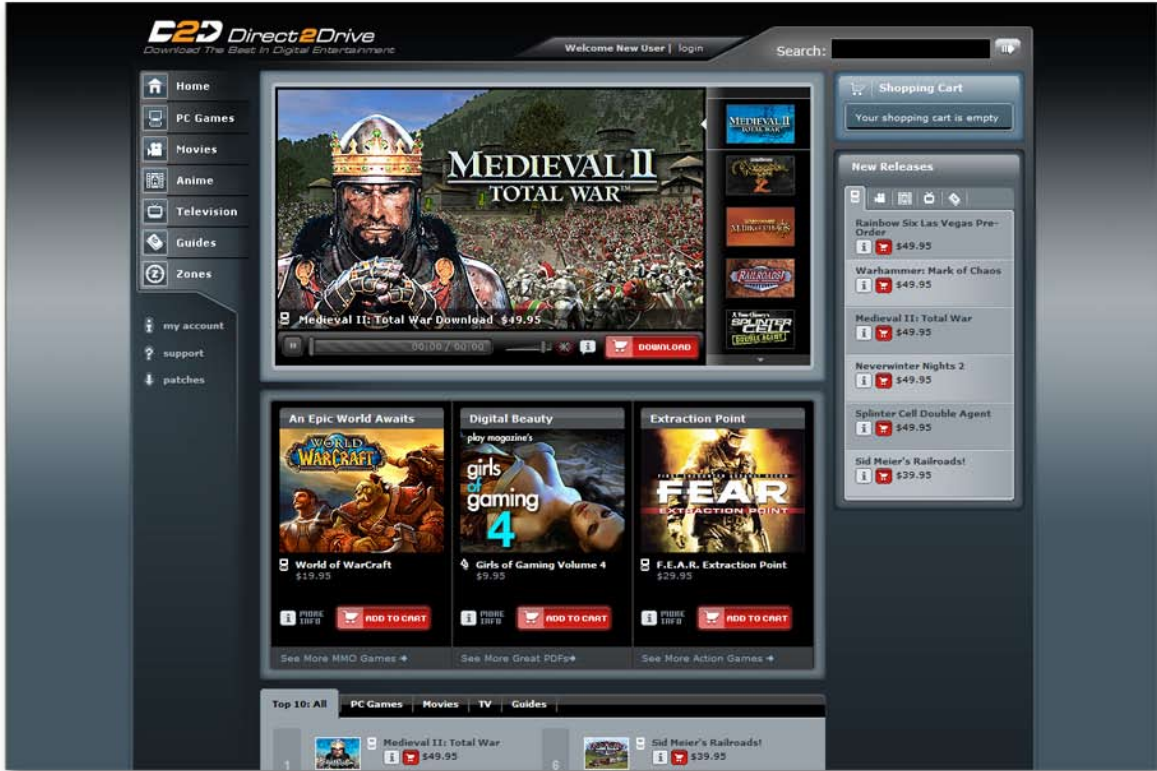
PROJECT:
Zildjian Web Site

CLIENT:
Zildjian

MEDIUM:
Web

BRIEF DESCRIPTION:
The industry leader since 1687, Zildjian's online brand was redefined by our team with a visually rich Web site rich that is full of features, like a Content Management system controlling more than 1,100 products and 400 artists, a drag and drop cymbal configurator, and the Z Club - a community where users can take polls, chat and share their chops.
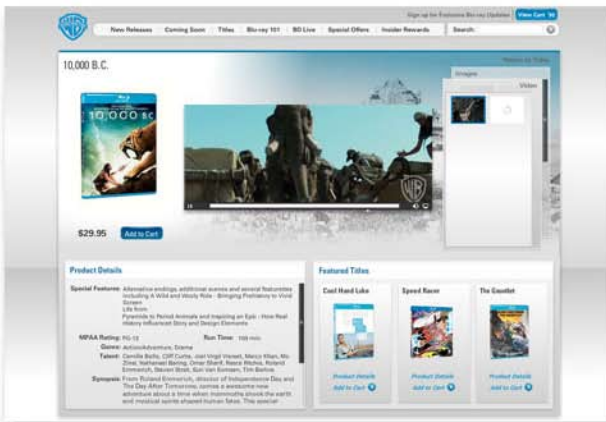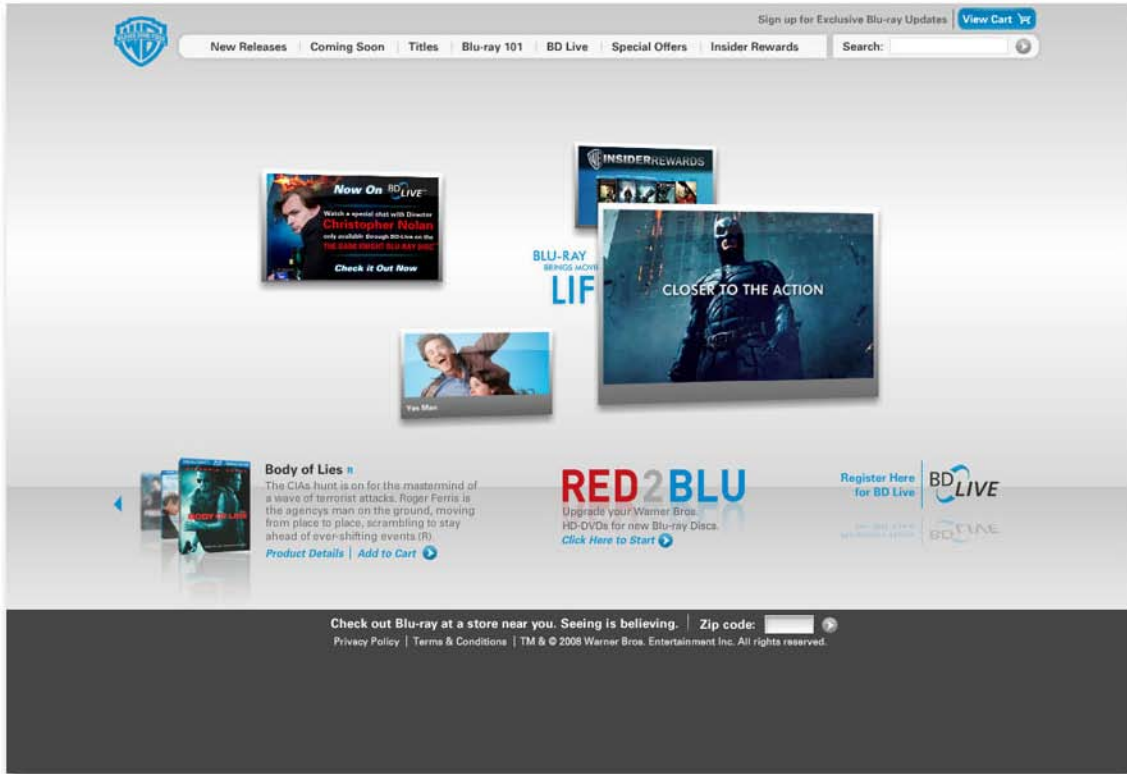
PROJECT:
Direct2Drive

CLIENT:
IGN

MEDIUM:
Web

BRIEF DESCRIPTION:
The redesign for Direct2Drive combines the best of downloadable digital content with a streamlined e-commerce solution. The new design allows users to add over 100 titles to their shopping cart, without ever leaving the home page. The result has been a dramatic increase in e-commerce transactions, increased traffic and increased click-through rates.
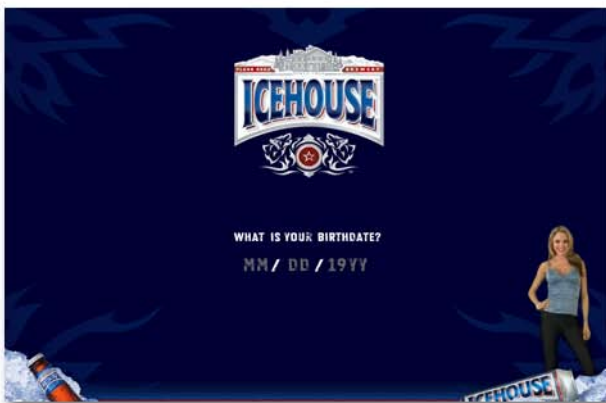
PROJECT:
WarnerBlu

CLIENT:
Warner Home Video

MEDIUM:
Web

BRIEF DESCRIPTION:
The HD format war is over and Blu-ray is the clear winner and Warner Home Video selected our team to design the website for one of their most significant product launches in the history of the studio.

PROJECT:
Icehouse

CLIENT:
Miller Brewing

MEDIUM:
Web

BRIEF DESCRIPTION:
As the interactive agency of record, We redesigned the Icehouse.com site, incorporating several promotional programs that have been integrated into the overall look and feel of the site, including this example for the 'MAXIM Hometown Hotties' promotion.

PROJECT:
Robb Report

CLIENT:
Curtco Media

MEDIUM:
Web

BRIEF DESCRIPTION:
The brand synonymous with the ultra luxury market selected our team to redesign their Web site - RobbReport.com. The site is the epitome of elegance and sophistication. At the heart of the site is the Robb Report Marketplace where visitors can make online acquisitions of Limited Edition packages, with price tags as high as $2 million.
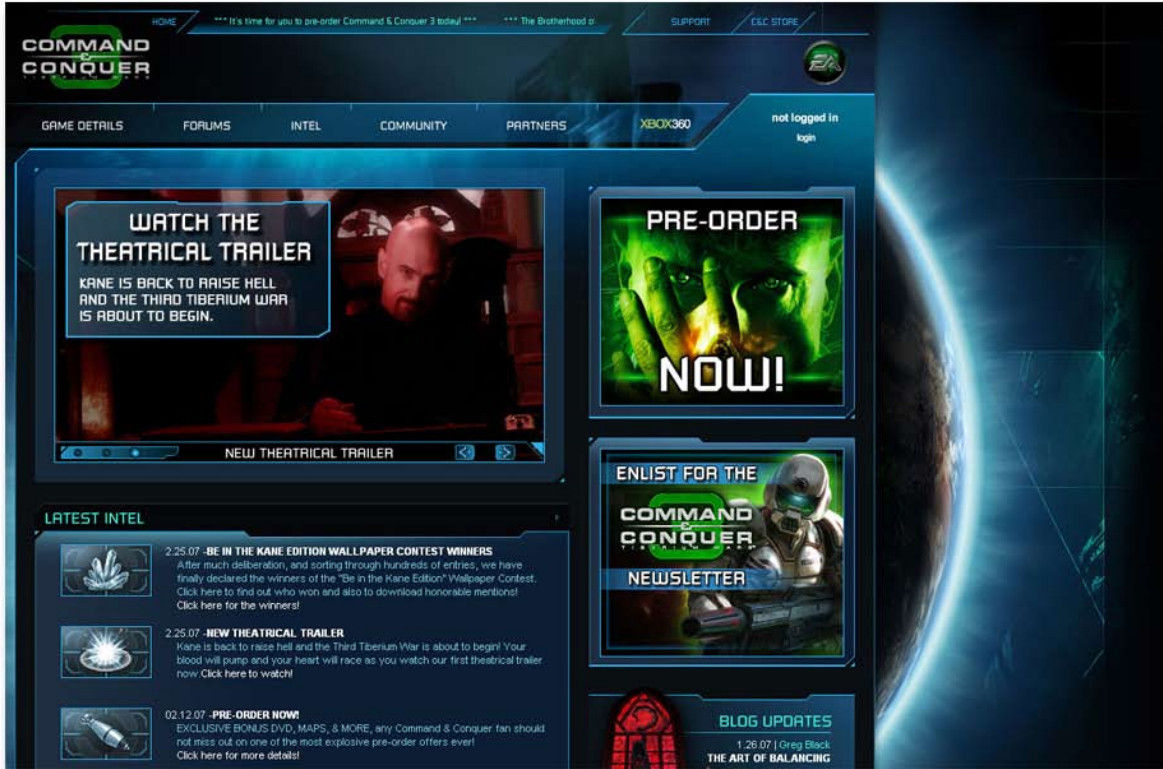
PROJECT:
GRAMMY.com

CLIENT:
The Recording Academy

MEDIUM:
Web

BRIEF DESCRIPTION:
We were selected to redesign the Web site for The Recording Academy and the GRAMMY's. As part of our brand strategy, we proposed unifying all of the various brands into one online destination - GRAMMY.com - a destination for all things GRAMMY. The new site features an interactive Flash Media Bar that highlights unique GRAMMY Moments.
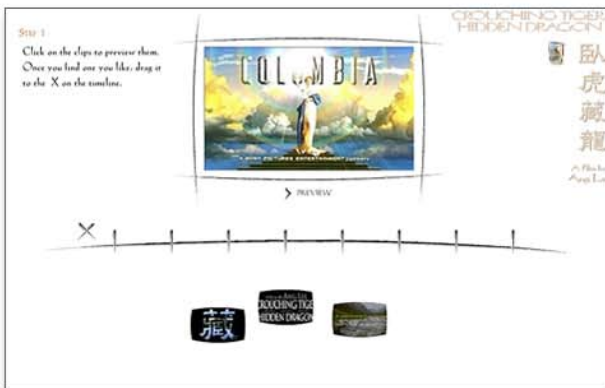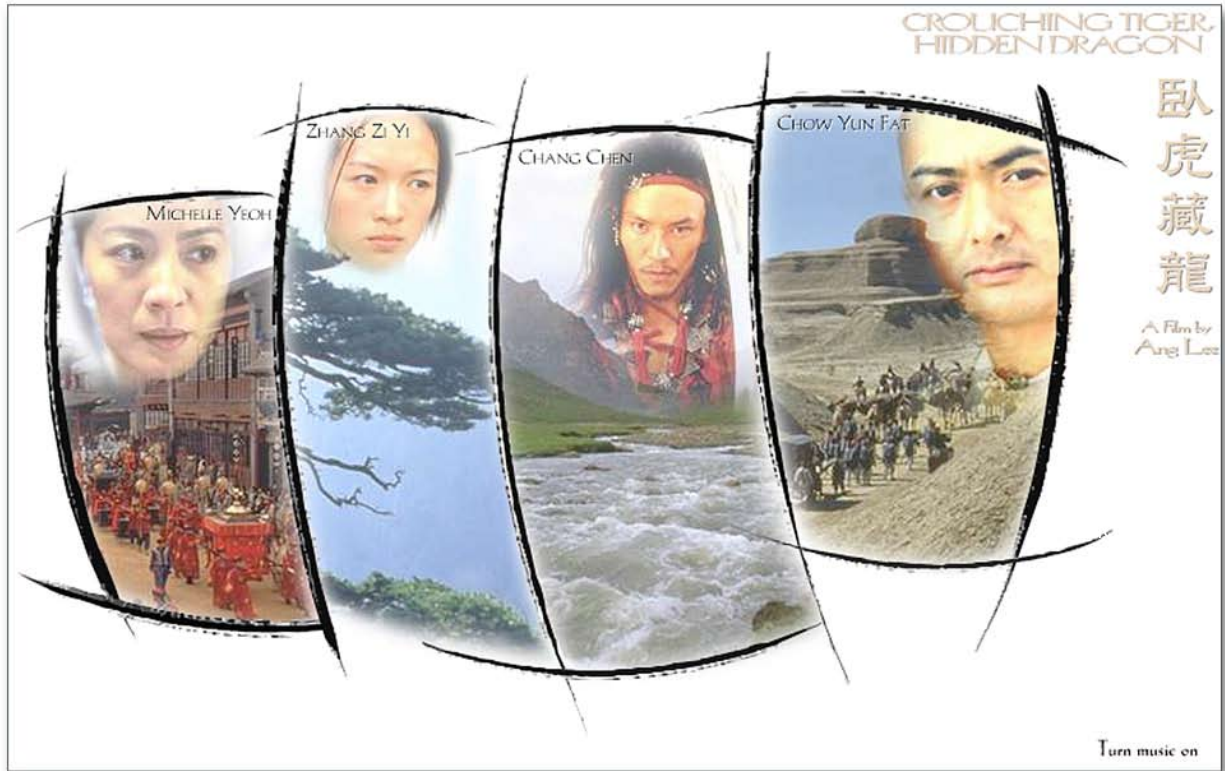
PROJECT:
Command & Conquer 3

CLIENT:
EA/IGN

MEDIUM:
Web

BRIEF DESCRIPTION:
In partnership with IGN, our team designed this robust community site for EA's Command & Conquer 3 game. The site features blogs, podcasts, game enhancements, rankings and more. The BattleCast area was developed using Adobe Flex to display real-time game data in a dynamic interface.
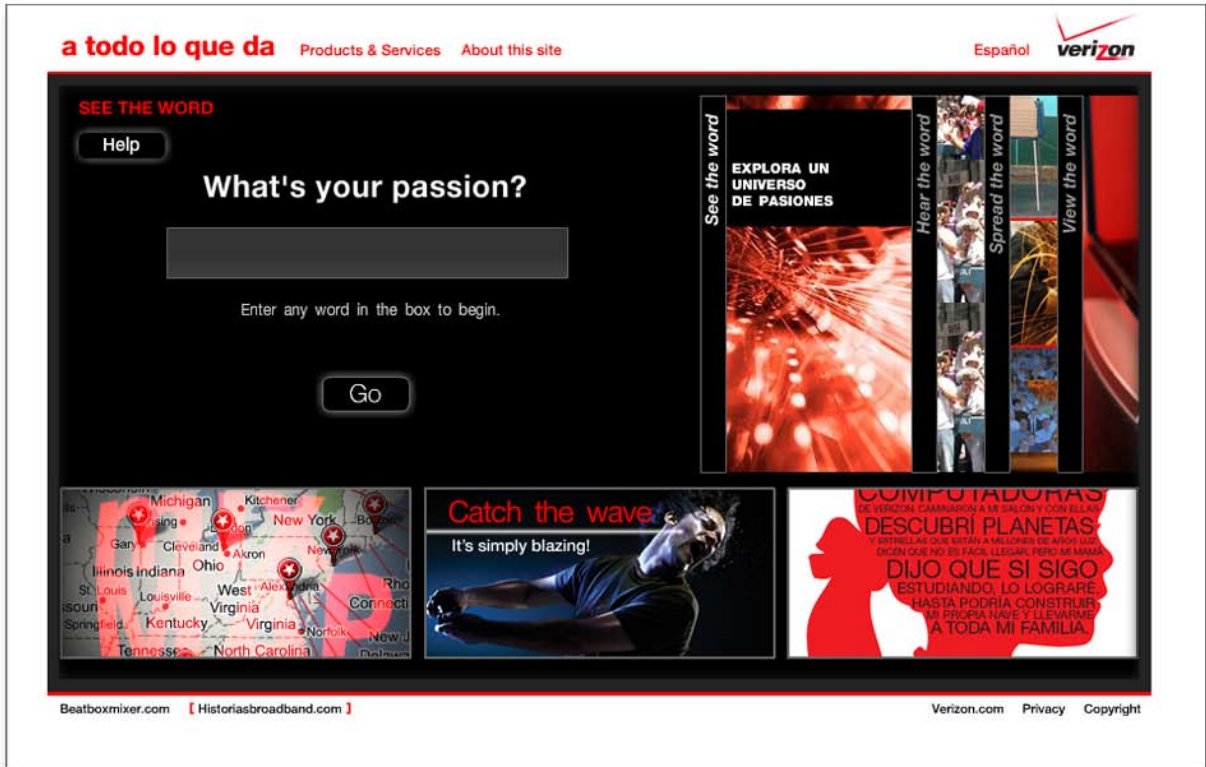
PROJECT:
Crouching Tiger/Hidden Dragon

CLIENT:
Columbia TriStar International

MEDIUM:
Web

BRIEF DESCRIPTION:
Our team designed and developed the official Web site for this film with a completely unique navigation system. In addition, we developed a 'Create Your Own Trailer' activity, which was unprecedented at the time. This viral component garnered a record number of email addresses setting a major milestone for the studio.
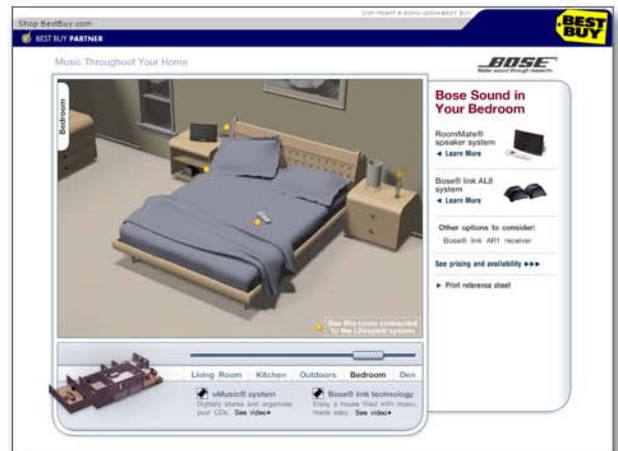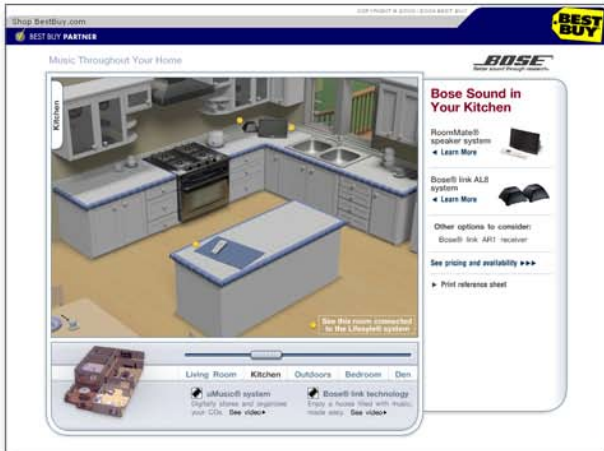
PROJECT:
A Todo Lo Que Da (Lust for Life)

CLIENT:
Verizon/La Agencia de Orci

MEDIUM:
Web

BRIEF DESCRIPTION:
We were tasked with creating a site that would promote the blazing speed and increased performance of Verizon's new FiOS service. In addition to designing an engaging interface, our team developed an experiential activity called "The Passion Finder" and a high-score FiOS Game where users are challenged to stay on the path of light.
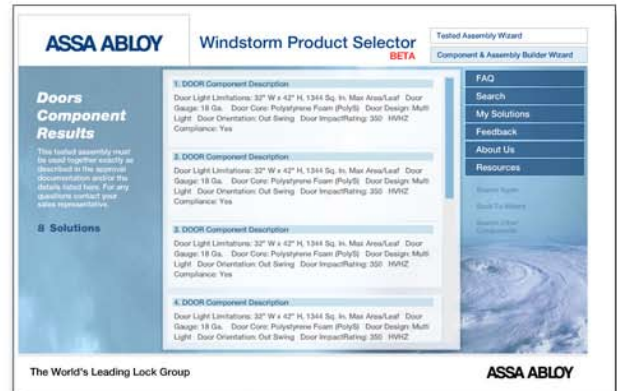
PROJECT:
Bose Homewide Entertainment

CLIENT:
Bose Corporation

MEDIUM:
Web

BRIEF DESCRIPTION:
Our team was tasked with building a site that is both educational and informational. The solution was to create a dual-panel design that brought these two storytelling aspects together in a seamless way. The 3D home environment is exciting to navigate and displays each product in use, and also reveals close-up views on product rollover.
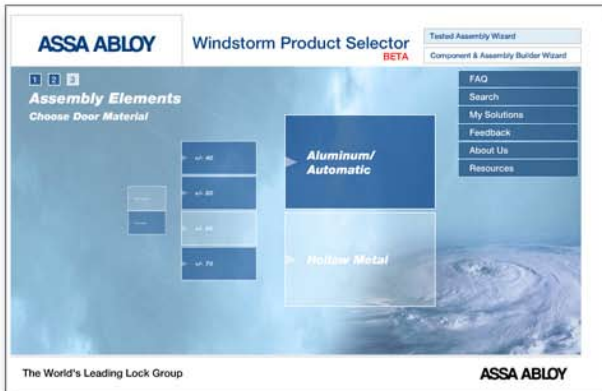
PROJECT:
Windstorm Product Selector

CLIENT:
ASSA ABLOY

MEDIUM:
Web

BRIEF DESCRIPTION:
Meeting building code requirements is serious business, especially in areas prone to hurricanes and tornados. To guide building professionals to the right door solution (which includes the frame, hinges, lock and related hardware), We developed an elegant interface that steps the user through the design considerations to arrive at a short list of options.
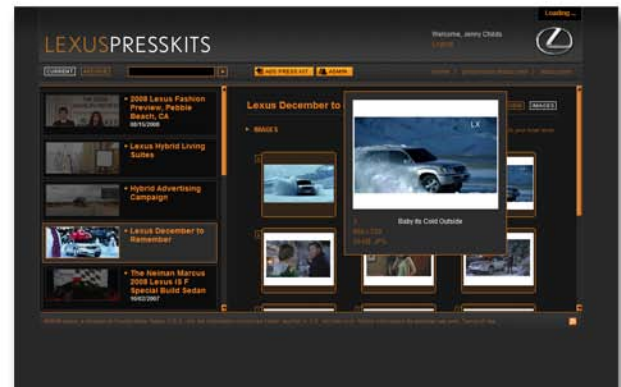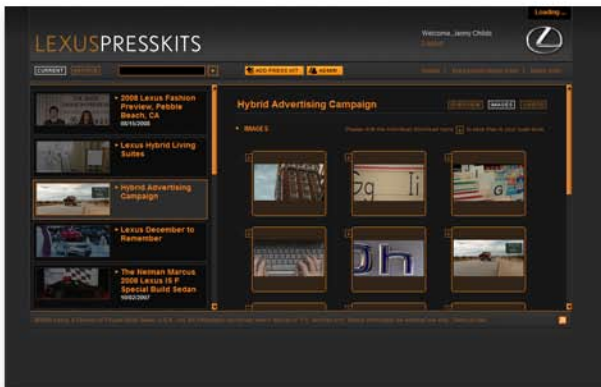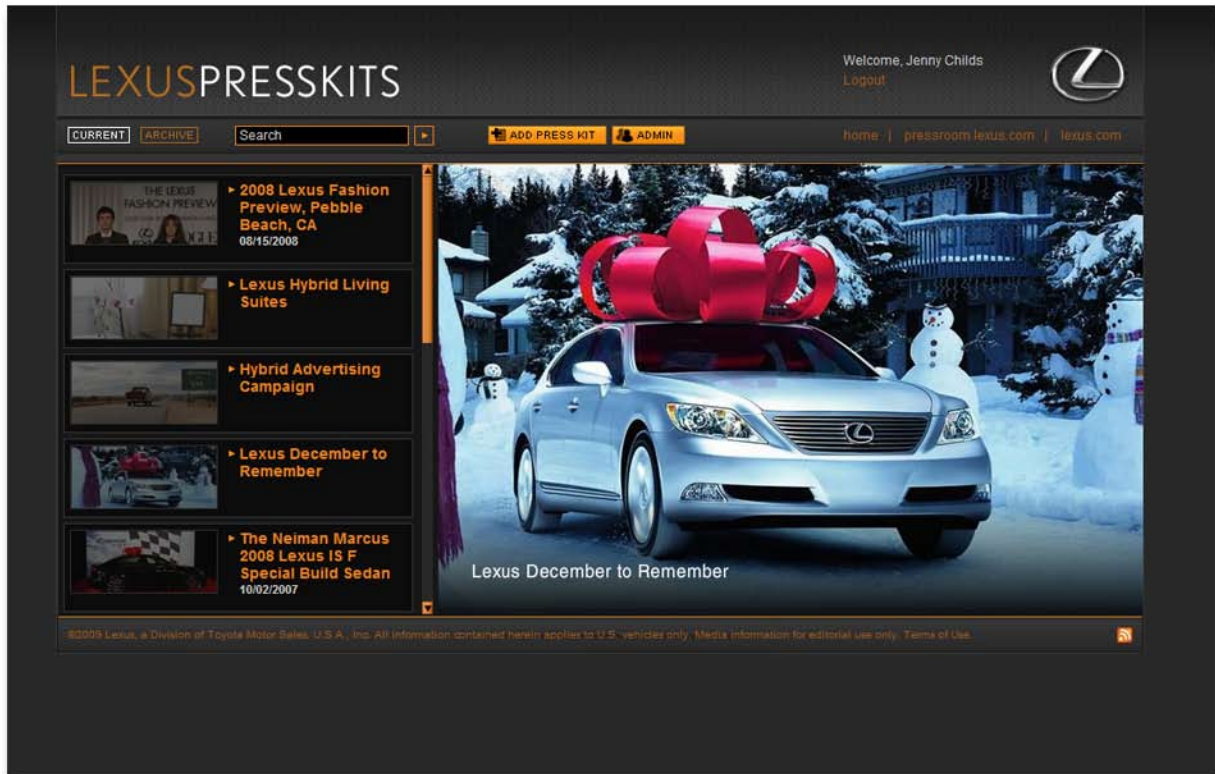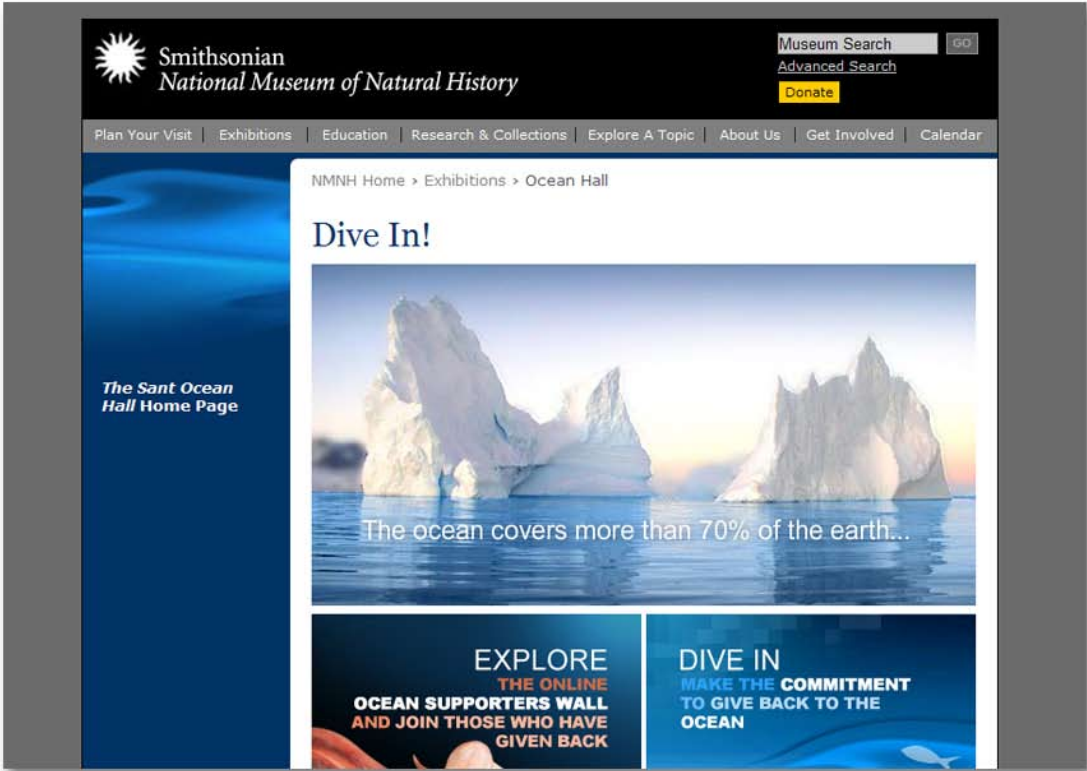
PROJECT:
Lexus Online Press Kit

CLIENT:
Team One

MEDIUM:
Web

BRIEF DESCRIPTION:
We ware contracted by Team One to design and develop an online press kit for Lexus. The kit features extended editing and uploading features for managing press kit content such as text, photos and videos. The use of Ajax allows for a streamlined interface that makes content management easy.

PROJECT:
Sant Ocean Hall Donor Site

CLIENT:
Smithsonian NMNH

MEDIUM:
Web

BRIEF DESCRIPTION:
We worked closely with the Smithsonian team to develop an online website for supporters and contributors for the new Sant Ocean Hall. The image of an octopus was used and each contributor was matched to a pixel in the image that could be discovered on roll over.
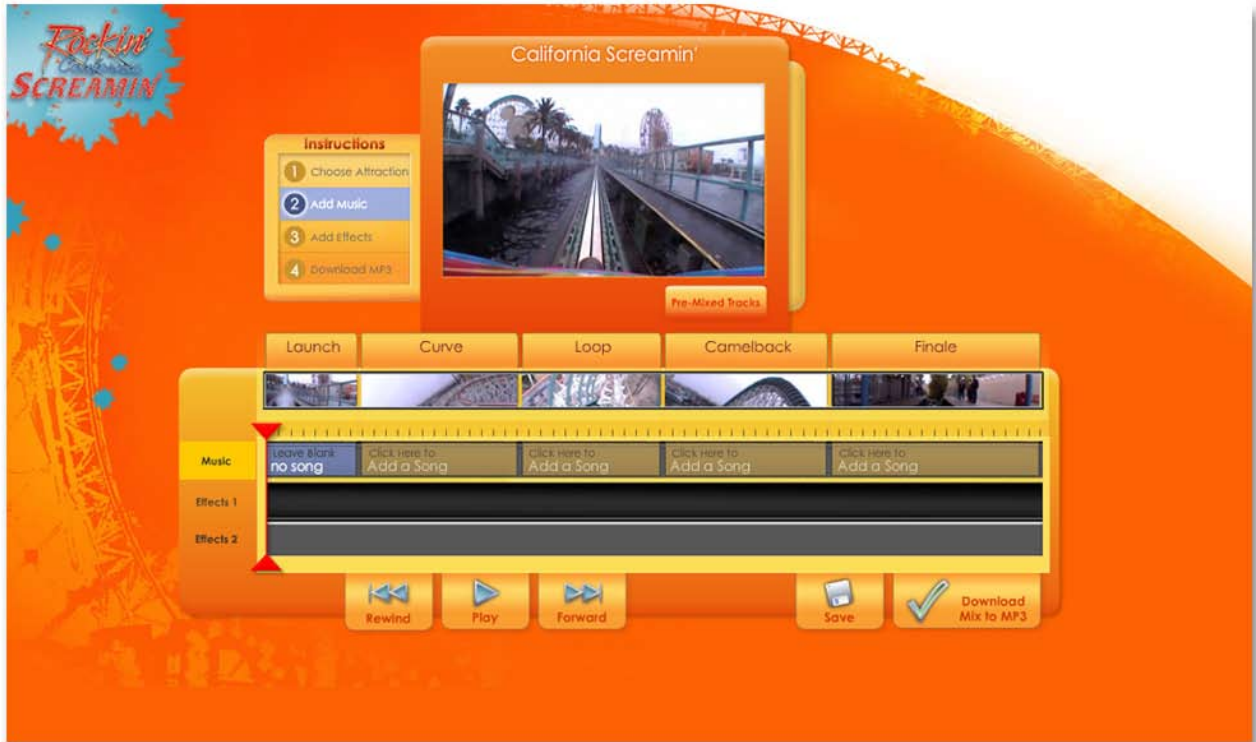
PROJECT:
Attraction Audio Mixer

CLIENT:
WDPRO

MEDIUM:
Web

BRIEF DESCRIPTION:
we were selected to develop an online audio mixer for Walt Disney Parks and Resorts Online. Users are able to mix audio tracks and add real time effects to a video clip from one of two ride attractions. The clip can then be saved as an MP3 and replayed on the actual ride.
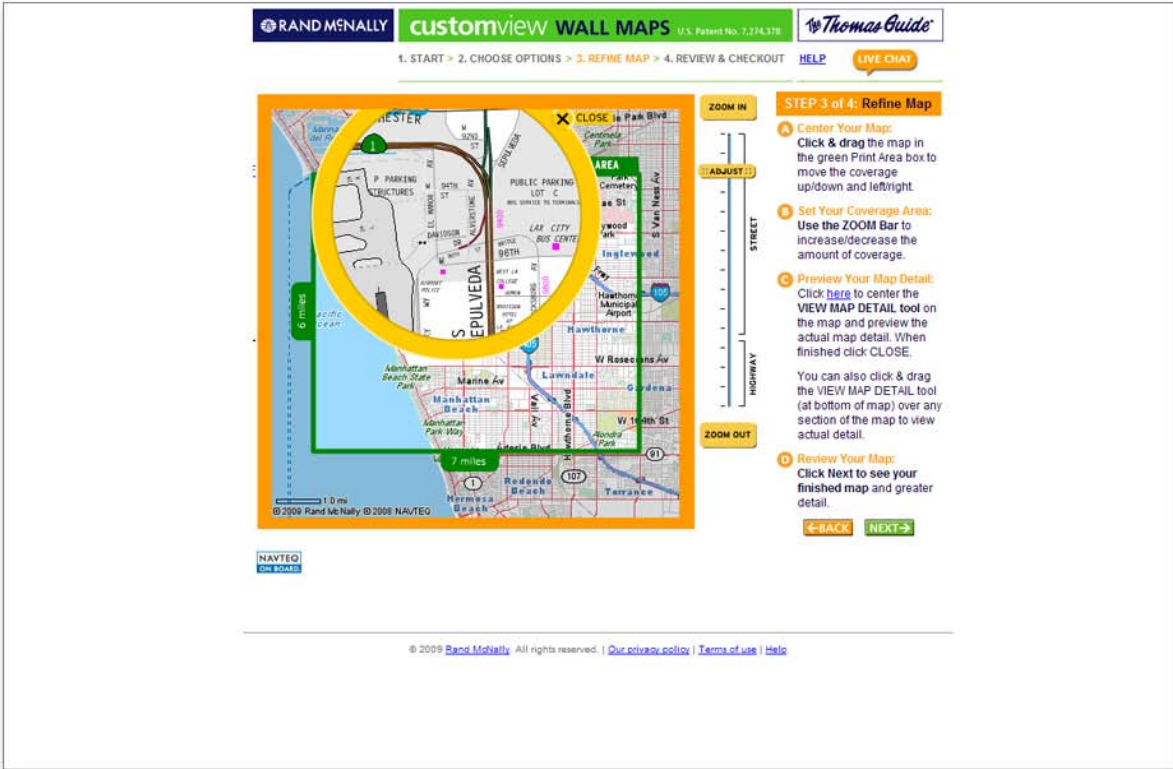
PROJECT:
CustomView Wall Maps

CLIENT:
Rand McNally

MEDIUM:
Web

BRIEF DESCRIPTION:
Rand McNally was in search for a partner that could create the right user experience for their online custom wall map application. We created the interface that allows users to preview their custom map and then use a magnifier to see what the detail of their map to scale.

PROJECT:
Iceland Promotion

CLIENT:
Icehouse/Miller Brewing

MEDIUM:
Web

BRIEF DESCRIPTION:
For their Icehouse Gets You Goin to Iceland promotion, we created a highly interactive site rich with virtual hostess videos. Rather than have users read through volumes of text, the hostess describe the details of the promotion in a fun and engaging style.

PROJECT:
Power Rangers - Mystic Force

CLIENT:
Bandai

MEDIUM:
Web

BRIEF DESCRIPTION:
Working closely with Bandai and their agency, we created a robust experiential Web site that uses still photography and Flash animations to bring the popular Power Ranger characters to life. The site also features video clips, webisodes, toy instructions, e-cards and our team integrated with Bandai's 'wish list' tool.

PROJECT:
Honda Civic Micro Site

CLIENT:
Honda/La Agencia de Orci

MEDIUM:
Web

BRIEF DESCRIPTION:
La Agencia de Orci wanted to reach the Latino consumer with a micro site for the Honda Civic and turned to our team to develop the interactive experience. Based on La Agencia's creative direction, the two companies collaborated on an award-winning Web site that will captivate and entertain you from the moment you arrive.
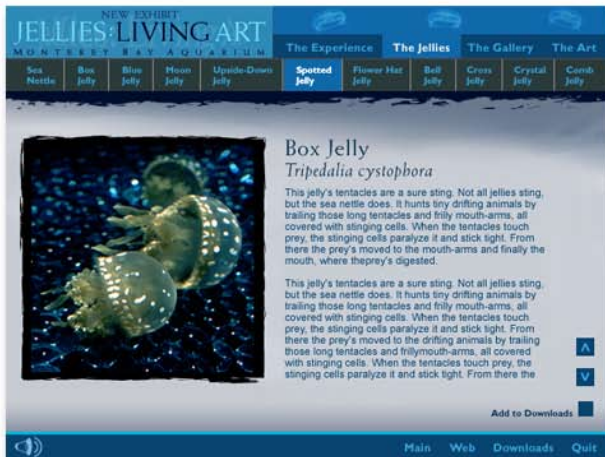
PROJECT:
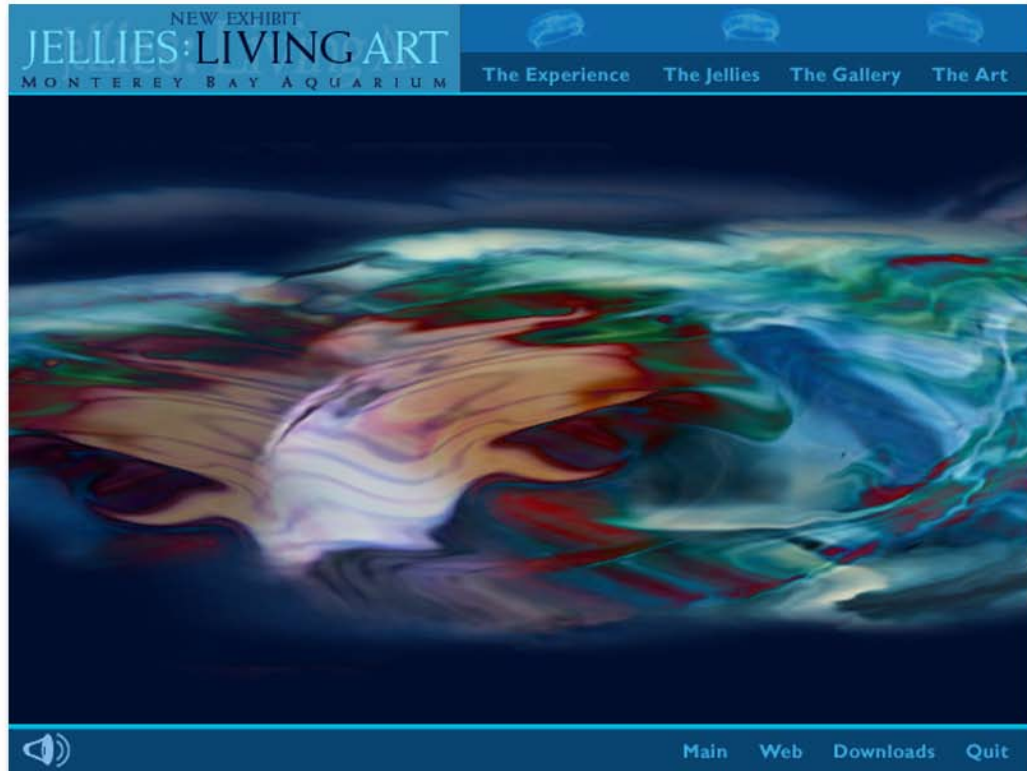Bose/Ferrari 599 GTB Fiorano

CLIENT:
Bose Corporation

MEDIUM:
Web / CD / Kiosk

BRIEF DESCRIPTION:
To demonstrate the Bose Premiere Sound System developed for the Ferrari 599GTB Fiorano, our team developed an interactive storytelling experience that was originally developed for a kiosk and then repurposed for both CD-ROM and the Web.
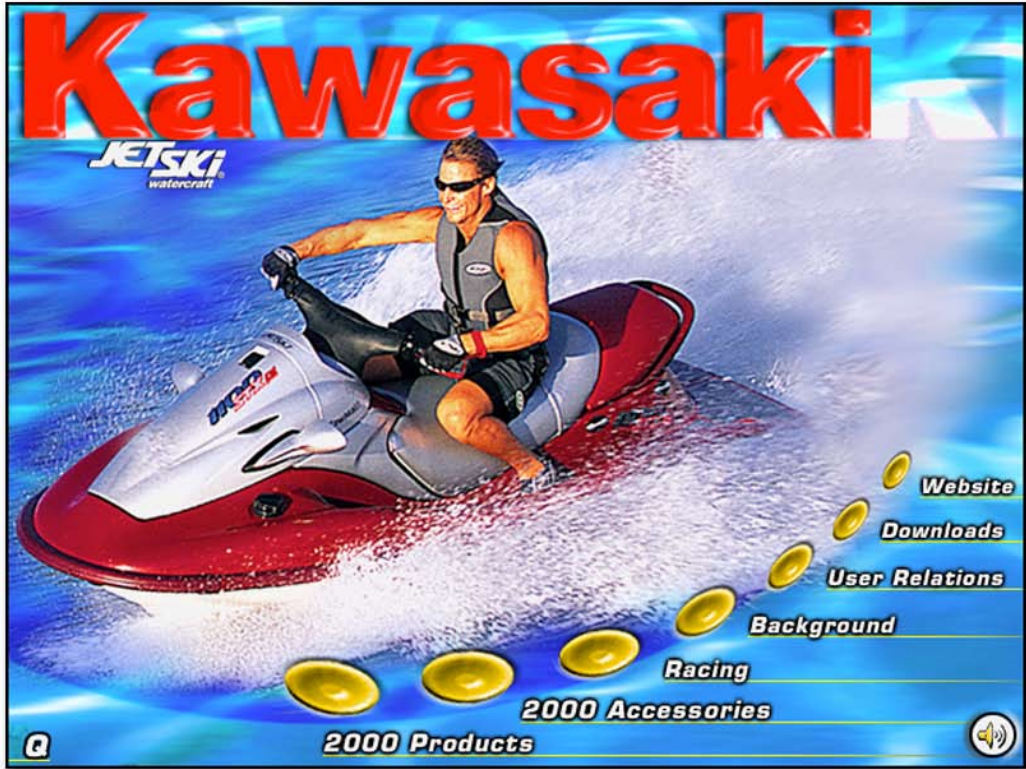
PROJECT:
Jellies: Living Art Press Kit

CLIENT:
Monterey Bay Aquarium

MEDIUM:
CD-ROM

BRIEF DESCRIPTION:
To announce the opening of the Jellies: Living Art exhibit, the Monterey Bay Aquarium contracted with our team to create an interactive CD-ROM Press Kit. The kit features video clips of the Jellies and interviews with the staff. A 'wish list' feature allows the media to select photos and text and then download the collected elements for their stories.

PROJECT:
JetSki Product Launch
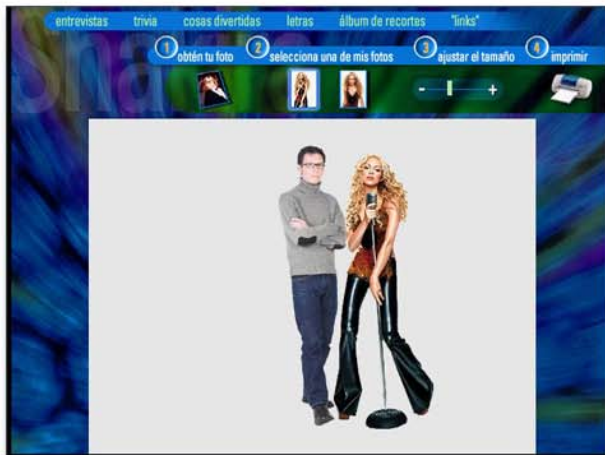
CLIENT:
Kawasaki

MEDIUM:
CD-ROM

BRIEF DESCRIPTION:
Our experience developing interactive CD-ROM Press Kits was just what Kawasaki was looking for to launch their new line of JetSkies. The client's only direction was that it needed to have a "bright sunny day" look. Working under intense deadlines, We developed an amazing press kit in time for the launch with the media.
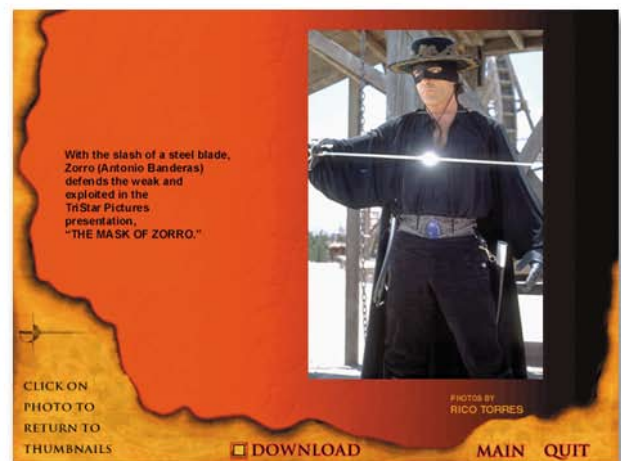
PROJECT:
Shakira

CLIENT:
Pepsi International

MEDIUM:
CD-ROM

BRIEF DESCRIPTION:
This was the first CD-ROM to be distributed in the lid of a fountain beverage. We were tasked with the creative responsibilities for developing the CD. Our strategy included a trivia quiz with audio and video clips of Shakira, a 'create your own scrapbook', and 'get your picture with Shakira' which allowed users to import their picture, compose it with a picture of Shakira and then print or save the composite image.
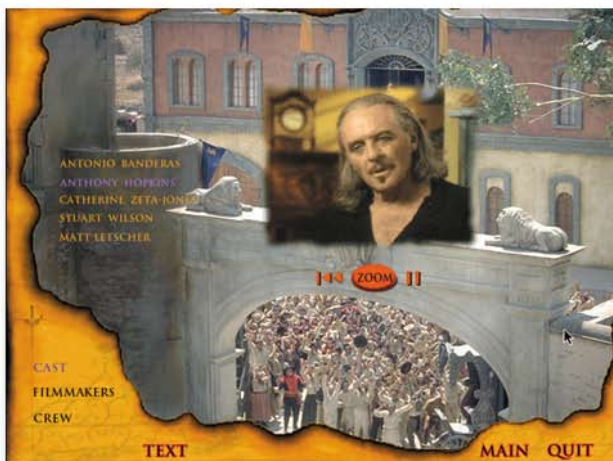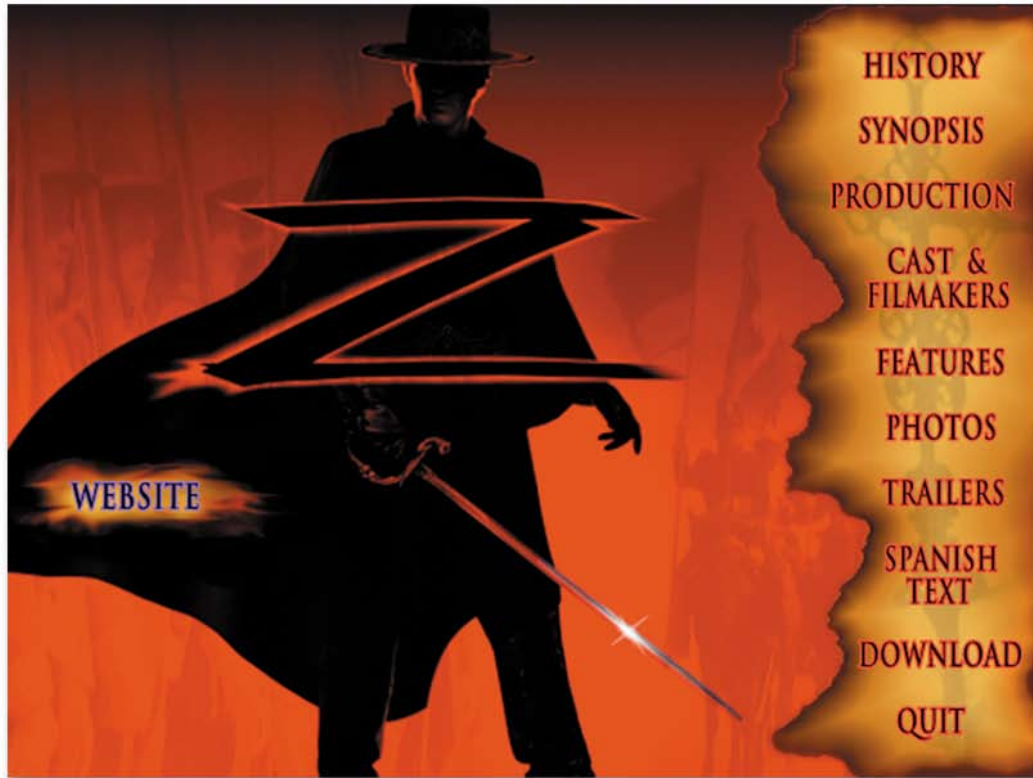
PROJECT:
The Mask of Zorro Press Kit

CLIENT:
Columbia/TriStar

MEDIUM:
CD-ROM

BRIEF DESCRIPTION:
We pioneered the concept by creating the movie industry's first CD-ROM Press Kit in the early '90's. We realized that CDs gave us the ability to deliver high resolution, original quality images, representing a solution to a problem that had been plaguing media outlets for many years. We also introduced the idea of incorporating digital video clips of the trailer and interviews with the cast and filmmakers, which helped these kits get the attention of journalists and the media.
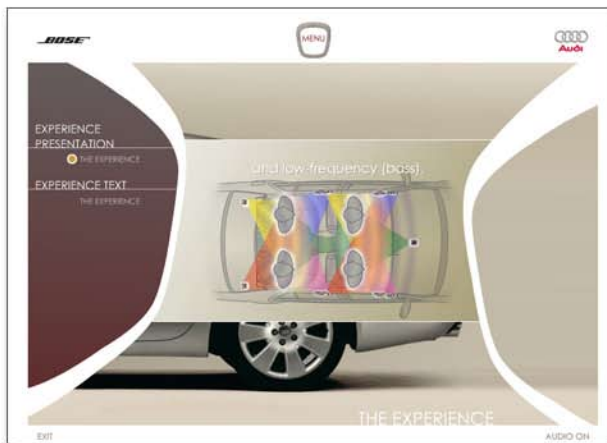
PROJECT:
Bose/Audi A6 Premiere Sound System

CLIENT:
Bose Corporation

MEDIUM:
CD-ROM

BRIEF DESCRIPTION:
Based on the success of the CD-ROM for the Audi A8, Bose trusted our team to repeat the task of re-creating the experience of the Premiere Sound System in the Audi A6 without actually having the system to demonstrate? We developed an interactive CD-ROM and used animation and digital storytelling to communicate all of the features and benefits of this remarkable sound system to both dealers and consumers.
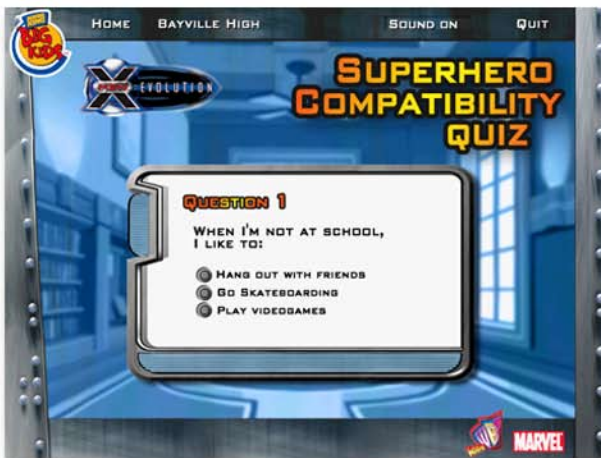
PROJECT:
Sbarro LidRock

CLIENT:
Convex

MEDIUM:
CD-ROM

BRIEF DESCRIPTION:
Bubba Sparxx and Black Eyed Peas were featured with Britney Spears in the second of two collectible CDs that our team designed as part of the LidRock campaign at Sbarro restaurants. In addition to the audio tracks that would play on both a computer and audio CD player, the interactive elements included background information on the artists, coupons good at Sbarro restaurants, a real-time mixer and a sweepstakes.

PROJECT:
X-Men

CLIENT:
Burger King/Equity Marketing

MEDIUM:
CD-ROM

BRIEF DESCRIPTION:
One of our largest projects, this collection included 8 CD-ROMs, each based on a different X-Men character. The run of 25 million promotional CDs were distributed at Burger Kings nationally and each one featured an extensive assortment of inter-activites, such as a Superhero Compatibility Quiz, screensavers & wallpapers, and other collectibles, all based on the characters.

PROJECT:
EA Action Games

CLIENT:
Electronic Arts

MEDIUM:
CD-ROM

BRIEF DESCRIPTION:
As a promotion and PR tool for the E3 conference, Electronic Arts turned to our team to design an interactive CD-ROM that featured eight of their most popular action/adventure games at the time. This was the first of its kind promotional CD for EA but soon became the standard for distribution of promotional elements, such as screen shots of the game, trailers and other game-related content.

PROJECT:
Schindler's List Press Kit

CLIENT:
Amblin Entertainment

MEDIUM:
CD-ROM

BRIEF DESCRIPTION:
The CD-ROM for the film Schindler's List marked our foray into interactive and the industry's first Digital Interactive Press Kit. The CD not only provided an interface for all of the press materials for the film but also touched on the poignant topics in the companion Study Guide, which was used as an educational tool in conjunction with the film.

PROJECT:
SCE Campaigns

CLIENT:
SCE

MEDIUM:
Web

PROJECT:
Playstation Campaign

CLIENT:
Sony/Deutsch

MEDIUM:
Web
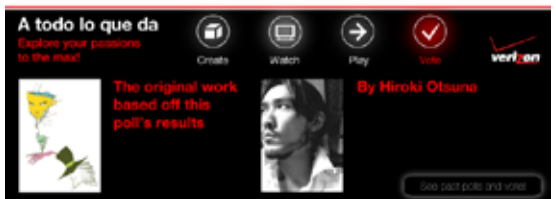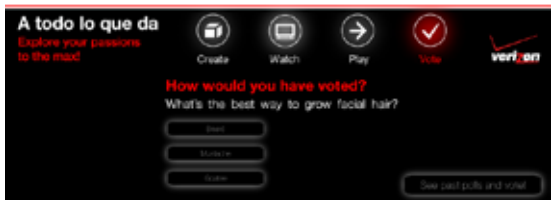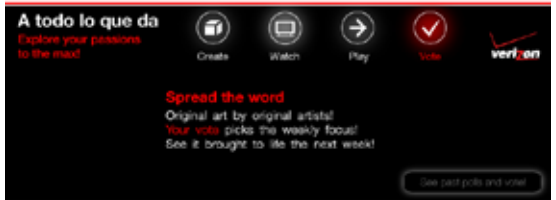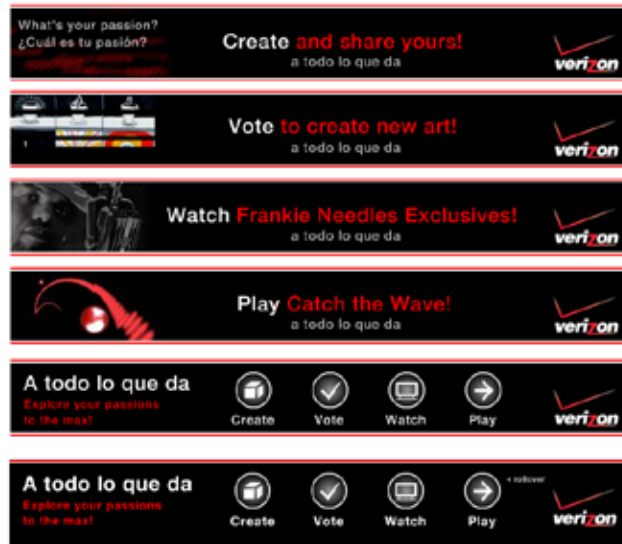
PROJECT:
FiOS Campaigns

CLIENT:
Verizon

MEDIUM:
Web

PROJECT:
Lexus Campaign

CLIENT:
Team One
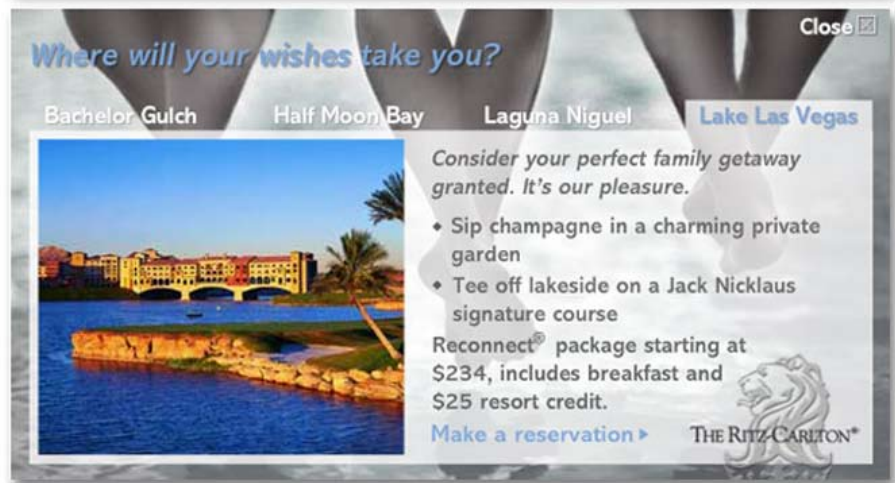
MEDIUM:
Web

PROJECT:
Ritz Carlton Campaign

CLIENT:
Team One

MEDIUM:
Web

Interactive Games

Icehouse: Keg Toss

Verizon: Catch The Light

NATPE: Road to New Orleans

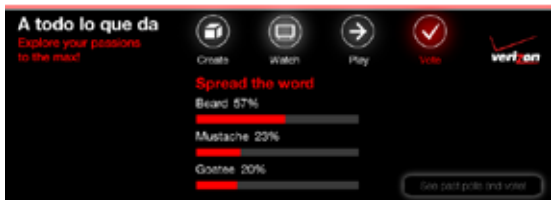

Icehouse: Ice Rally

MBA: Jellies Match

Skateboard Project

Honda: Dance

NATPE: Jazz Club

NATPE: Slots

Twas The Night Before

Drowning Mona: Lawnmower Chase

Confidence: The Big Score

Interactive Games

Pepsi: Britney Trivia

Burger King: Xmen Compatibility

NATPE: New Orleans

NATPE: Bob Vilas Cajun Speak

Columbia TriStar: Turtle Hop

Fizzi: Basketball

Warner Bros: Blackjack

NATPE: Craps

NATPE: Mardi Gras

Fizzi: Lady Bug

Columbia TriStar: Skeeter Junction
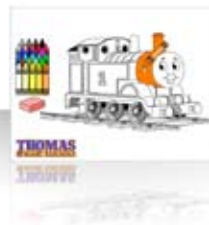
Destination Films: Thomas Color

Interactive Party Planner

PROJECT:
Interactive Party Planner

CLIENT:
Margaritaville/Jarden

MEDIUM:
Web

BRIEF DESCRIPTION:
For the Margaritaville micro site, our team created an application that allows users to create and send e-invitations! Through a fun and interactive process, users select the libations, the eats and the attire - and then build a custom invitation through a drag 'n drop interface - then they can send it to all of their friends and track RSVPs.

Product Configurator
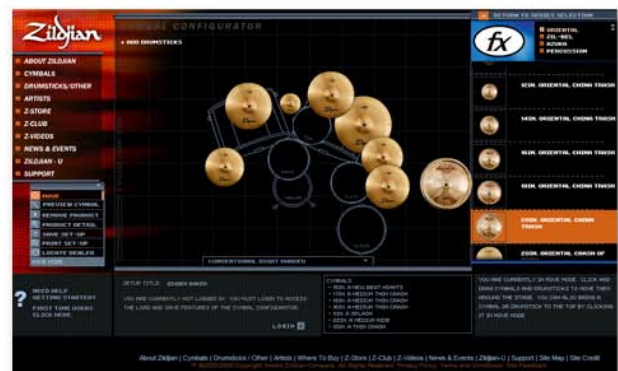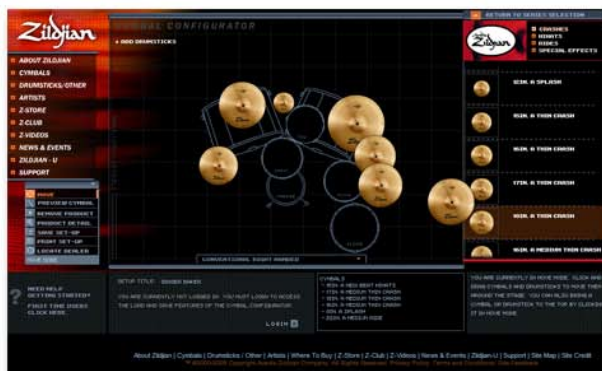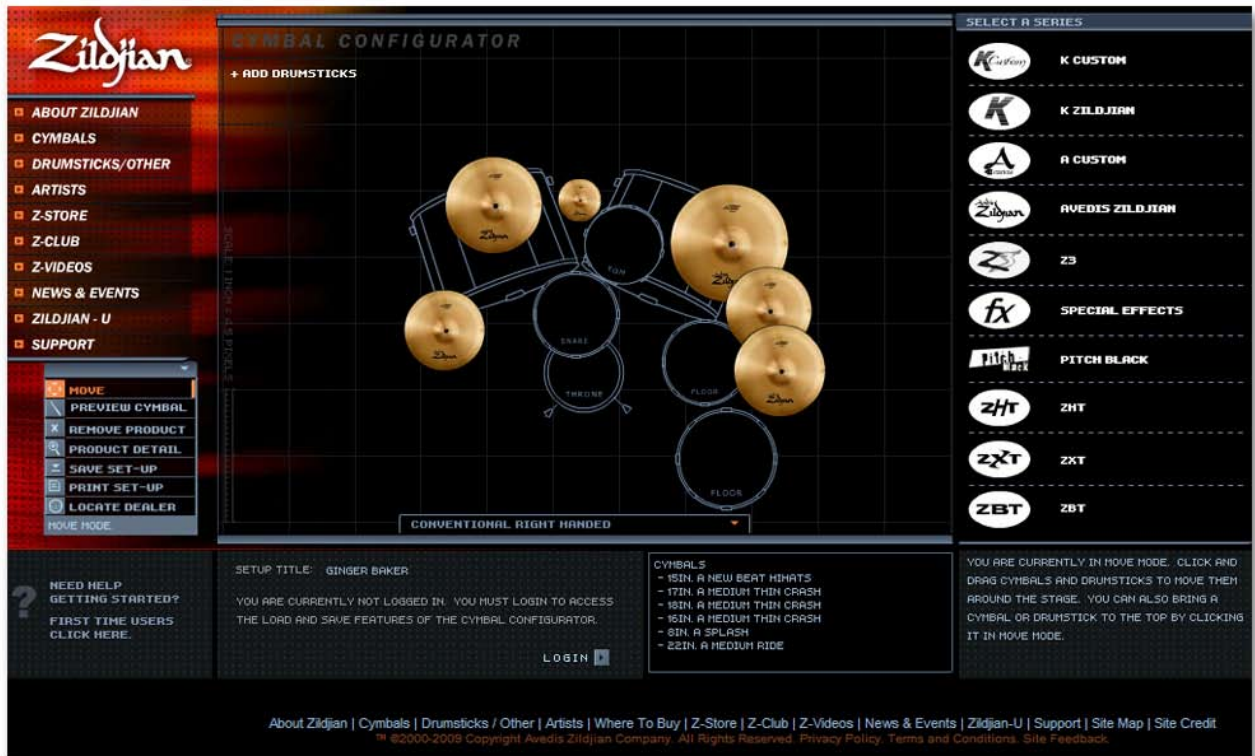
PROJECT:
Cymbal Configurator

CLIENT:
Zildjian

MEDIUM:
Web

BRIEF DESCRIPTION:
As part of the overall assignment for Zildjian.com, our team created a cymbal configurator. Users can choose their favorite drummer or can choose from over 1,100 products and drag-and-drop them to create their own custom configuration. Then, by clicking on the cymbals, they can play them and hear the sounds with astonishing quality.

Media Customizer

PROJECT:
Pepsi Ad Builder

CLIENT:
Pepsi Mexico/Brimagy

MEDIUM:
Interactive Kiosk

BRIEF DESCRIPTION:
As part of an interactive marketing survey, We created an ad builder application that allowed college students throughout Mexico to create and save their own Pepsi branded ads through a drag and drop media customizer.

Create Your Own Trailer
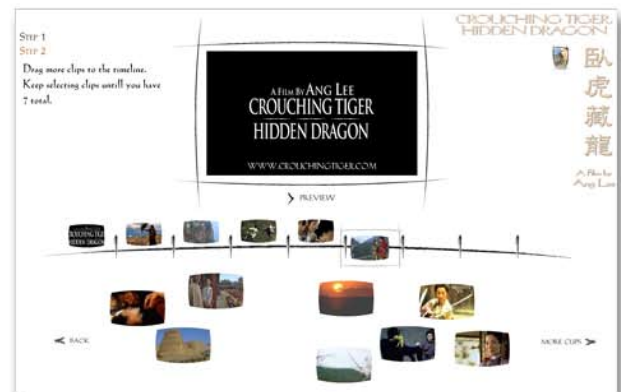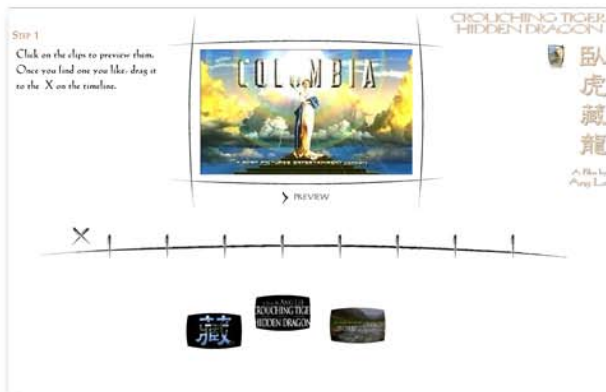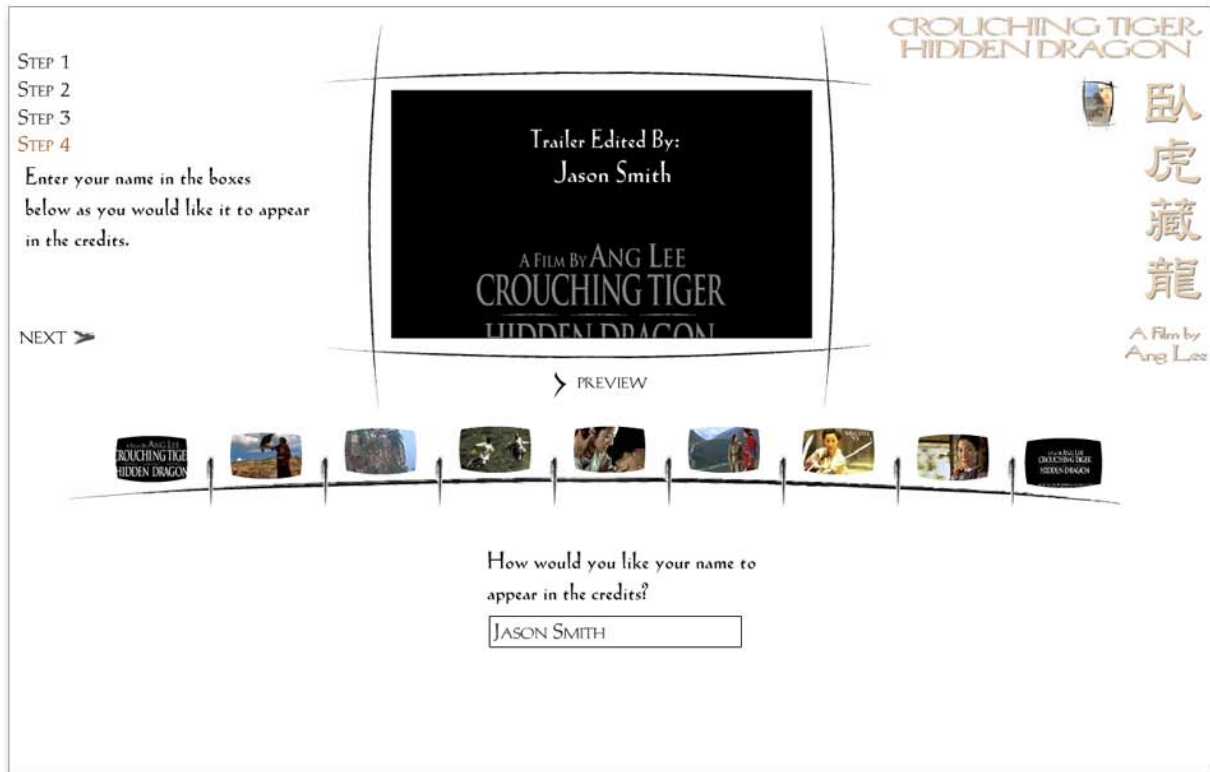
PROJECT:
Crouching Tiger/Hidden Dragon

CLIENT:
Columbia/TriStar Pictures Intl.

MEDIUM:
Web

BRIEF DESCRIPTION:
This was an online viral marketing tool long before the term was made popular. Users could drag 'n drop clips from a library to the time line to build their trailer, add one of three soundtracks and then add their name to the end credits before sending to a friend.

Online Audio Mixers

PROJECT:
Online Audio Mixers

CLIENT:
Various

MEDIUM:
Web or CD-ROM

BRIEF DESCRIPTION:
We have extensive experience creating engaging interactive applications, including online audio mixers. Audio mixers are great for getting users to interact with your brand and to virally spread your marketing message.

Bobblehead Builder
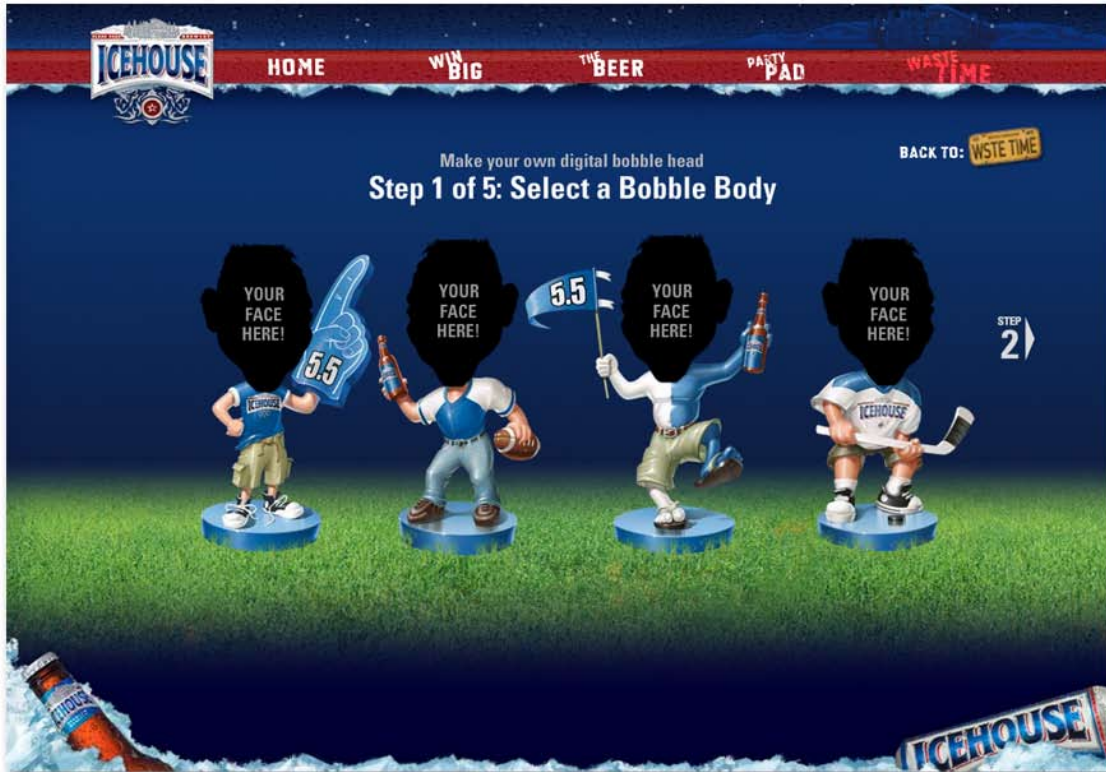
PROJECT:
Bobblehead Builder

CLIENT:
Icehouse/Miller Brewing

MEDIUM:
Web

BRIEF DESCRIPTION:
As part of one of the Icehouse promotions, our team developed a Bobblehead Builder application. Users could pick from one of four bobblehead styles, upload and crop their photo, apply accessories and save a virtual bobblehead - then order a custom bobblehead of their own.

Interactive Time Lines

PROJECT:
Interactive Time Line

CLIENT:
ad2 - inhouse

MEDIUM:
Web

BRIEF DESCRIPTION:
Interactive time lines are a great way to engage users with your brand and have them explore significant milestones in your history. We have created a number of different time lines for clients over the years.

PROJECT:
Sun Alliance

CLIENT:
Deloitte

MEDIUM:
Web

BRIEF DESCRIPTION:
we were contracted by Deloitte to build an interactive storytelling module for their strategic alliance with Sun. In addition to designing the interface and building the media player, our team created the framework for all of the storytelling elements.

PROJECT:
London Strategic Alliance

CLIENT:
Hilton Hotels

MEDIUM:
Digital Presentation

BRIEF DESCRIPTION:
We created this attention-getting speaker presentation for a speech at the global alliance meeting between Hilton Hotels and Hilton International in London. The Hilton brand is one of the most prestigious in the world and we have a long history of creating powerful brand-building presentations and storytelling animations.
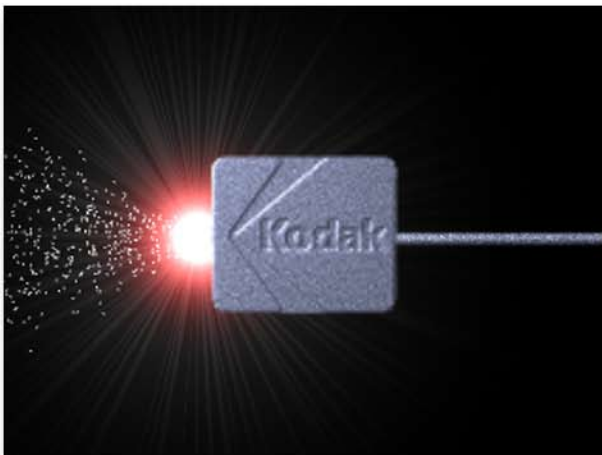
PROJECT:
M:i2 Promotional Partner Pitch

CLIENT:
Paramount Pictures

MEDIUM:
Digital Presentation

BRIEF DESCRIPTION:
We worked closely with Paramount's National Promotions team to develop highly engaging partner pitch presentations, including this example for *M:i-2*. We digitized dailies footage and combined them with animations to communicate the marketing opportunities to potential partners of the film, such as Kodak.

BRIEF DESCRIPTION:

As Internet speeds increase, the value of the CD format decreased. We have a solid reputation for creating CD-ROMs and met the challenge head on by developing DynamicCD - the CD that updates automatically. With DynamicCD, the content that the user experiences can be as current as any Web site but served to the user through the CD interface rather than a browser. In one case study alone, the client reported a savings of over $1 million in the first six months of implementation.

BRIEF DESCRIPTION:
This is the ideal push communication tool for creating highly targeted and engaging relationships with your customers. Once installed on their computer, the Launch Pad provides a direct connection for communicating the latest content automatically, including video, text, photos and even deep links – all easily managed and published through a content management system.
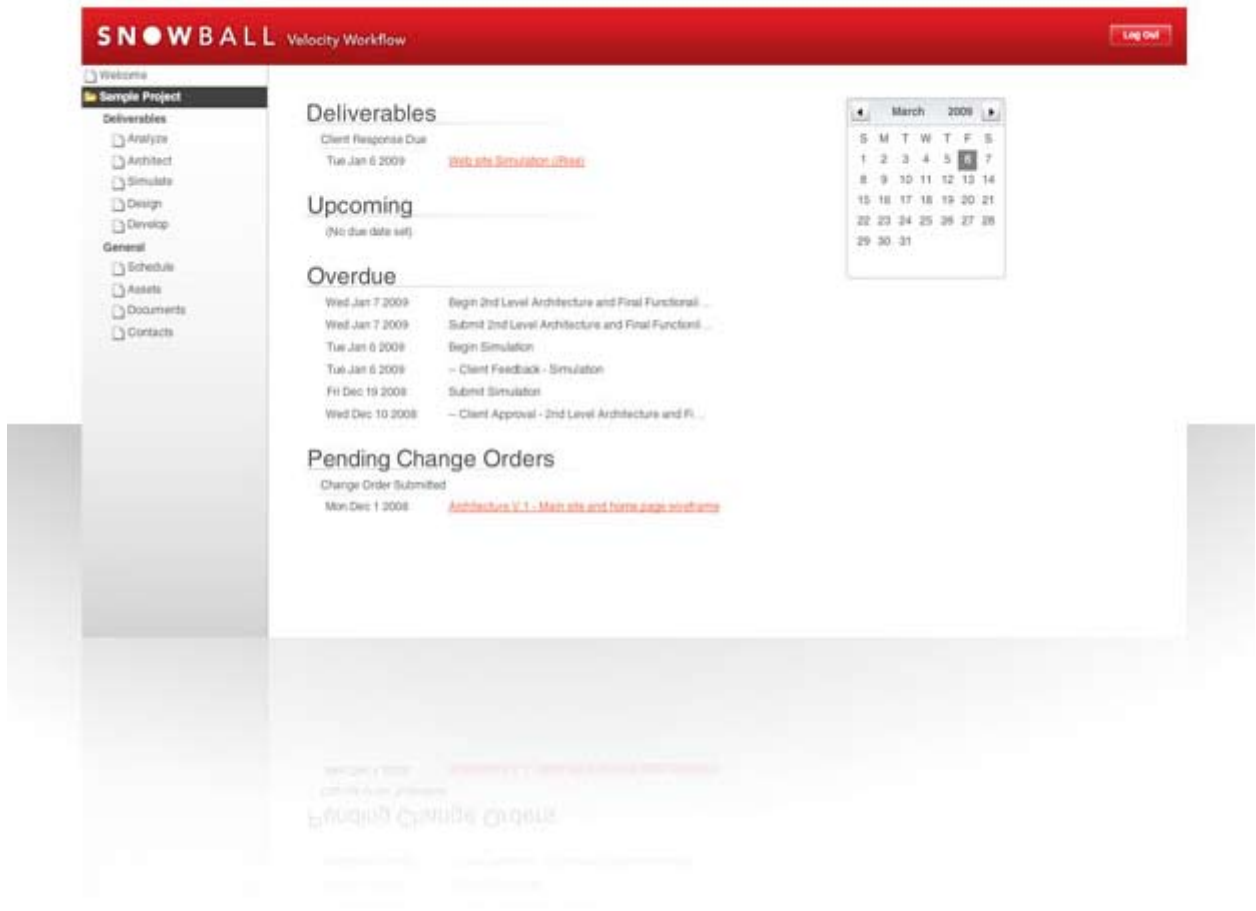
BRIEF DESCRIPTION:

This automated workflow system is now available for implementation in your workflow process. Whether you want to manage projects, track time, control inventory or manage a variety of other processes, we can design a workflow that will make your process highly automated.

Mobile Applications

BRIEF DESCRIPTION:

Text2Screen - Real-time feedback from customers or just a cool way to interact with your audience, a Text2Screen solution makes it simple to capture free-form text messages from your mobile audience.

Subscriptions - When you have information that your audience is dying to receive, then let us create a subscription solution for you. Once a user subscribes, mobile alerts can be sent to them automatically based on whatever frequency you decide is appropriate.

Polling - Ever used your phone to vote for your favorite? This kind of simple text interaction is a great way to connect with your audience. A polling solution is a great way to get customer feedback about a product or service or just to let them know that you value their opinion.

Publishing - Make your mobile presence truly interactive by publishing content dynamically, such as RSS and ATOM feeds or publish your own xml feed. A publishing solution usually goes hand-in-hand with a subscription solution.

Lead Capture - A mobile lead capture solution is a quick and easy way to let customers sign up or request more info. Great for use at trade shows or point-of-sale to interact with your audience when you have their attention.

PROJECT:
Scion Street Racer

CLIENT:
Scion/Toyota Motor Sales

MEDIUM:
Web

BRIEF DESCRIPTION:
This site features the xB Release Series 7.0 and Scion fans will enjoy taking the Murasaki Purple Street Racer for a spin on the virtual street track as they compete with friends or other fans. The site leverages Facebook as a primary social network where uses can create their own garage and crew, and enter challenge races to compete in a high score.