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Airforce Says 'Do Something Amazing'



GSD&M, working with Zugara along with WINDOWSEAT Pictures, has launched a [website](#) for the US Airforce that, through the use of training video footage, aims to demonstrate a typical day in the life of Airforce personnel. Called Do Something Amazing, it's hard hitting and enjoyable to watch. We especially like the navigational sound effects



navigational sound effects.

by Steve Hall Oct-20-06 [Comments \(9\)](#)

Topic: Good, Online



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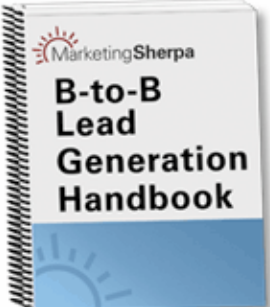
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- JON MILLER,
VP MARKETING, MARKETO

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No TweetBacks yet.



Comments

Zugara - Los Angeles, deserves credit on this too. They were our partner who actually developed the Web site. Window Seat edited our videos on the site.

Posted by: [Travis](#) on October 20, 2006 1:48 PM

I just spent a half hour on that site. exciting stuff. well done.

also checked out:

<http://windowseatpictures.com/>

Looks as if they are having some fun over there.

Posted by: [Dave](#) on October 20, 2006 3:30 PM

- The Phelps Group, Santa Monica, CA, CA
Interactive Producer - Experienced - Porter Novelli, New York City, NY
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Am I missing something? Where's the link?

Posted by: Morley on October 20, 2006 3:54 PM

Nope, not missing anything, Morley. Just my stupidity. Link is now added.

Posted by: [Steve Hall](#) on October 20, 2006 4:07 PM

The Air Force does some great work with their marketing and advertising. if you think this is good you should sit in the seat and see the real stuff. Good Job!!!

Posted by: Roy on October 20, 2006 10:41 PM

yeah, this was FWA <http://www.thefwa.com> site of the day on 4th October

Posted by: nick on October 21, 2006 2:03 AM

I really like what I see here. The videos along with the website work nicely. Great job!

Posted by: Leah on October 21, 2006 8:44 PM

Pretty cool with great shots, but it leaves me hanging (no pun intended...) After you view the videos and other media there's little else to walk away with. Why not extend it further with a forum or QandA to connect with the airmen featured on the site? Registered visitors can send messages (moderated ones) to airmen and their units. Put really cool Air Force swag people can purchase or enter to win.

Maybe there are legal restrictions to this level of activity, I don't know. But here is an excellent opportunity for the military to build some sort of RMP around sites like this. Get them hooked, then get them involved... and eventually get them signed up.

Posted by: daveednyc on October 23, 2006 1:45 PM

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Viral Video Chart



1. Oren Lavie - Her Morning Elegance

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Nokia 6680====140 USD,

Nokia N71====175 USD

Nextel 1930====130USD,

Nextel 1860====112USD,

Nextel 1870====130 USD

Pamtero 600====140 USD,

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Treo 700====180 USD

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Acer cs-5530 digital camera=\$150

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Canon ixus i zoom digital camera (Sahara)=\$200

Canon power shot s80 digital camera = \$220

Casio exilim ex-s500 digital camera (orange,)= \$230

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 Sony FWD-50PX1/S Television.....\$1200USD
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 Samsung LN-R328W - LCD TV - 32....\$500usd
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 Samsung PPM63H3-plasma panel 63...\$2000usd
 Samsung HP-P5071 50-inch 1366X768 HD Plasma TV Ref.....\$800usd
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30gb black ipod video.....\$140
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and many more.....

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Panasonic Toughbook 18 Touchscre.....\$500USD
HP Compaq Business Notebook nc8230 - Pentium M 760 2 GHz - 15.4"
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THANK YOU.

Posted by: BOBBY BUMPER on January 29, 2007 3:52 PM

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