

• IN MEMORIAM •



GOODBYE, DANCING ROBOT.
Adios, cheese-for-life. We hardly knew you, enormous block of ice hanging in Yonge-Dundas Square.

The list is long and the victims are many. Every year, some of the industry's most cherished ideas die in boardrooms across the country.

Your acclaim was all but guaranteed with on-premise Foxy Boxing. The Tweet-powered fruit cannon was your sweet ticket to Cannes. The mime flash mob? It was supposed to be an ironic take on a tired construct.



But legal just wasn't having it. It survived qual but not quant. Or the focus group just didn't get it.



There are so many ways our beloved ideas never live beyond an 11x17 leave-behind, but there is only one way to cry.



Farewell, Zorb racing. So long, Crackerville. God speed, olde timey guy on a penny farthing.

But take heart, out there somewhere there's the perfect reason to use Steve Guttenberg as a spokesman.

We want to raise a glass to all those great ideas that never made it this year, and celebrate the hard work that went into all those that did.



Created by **Extreme Group**