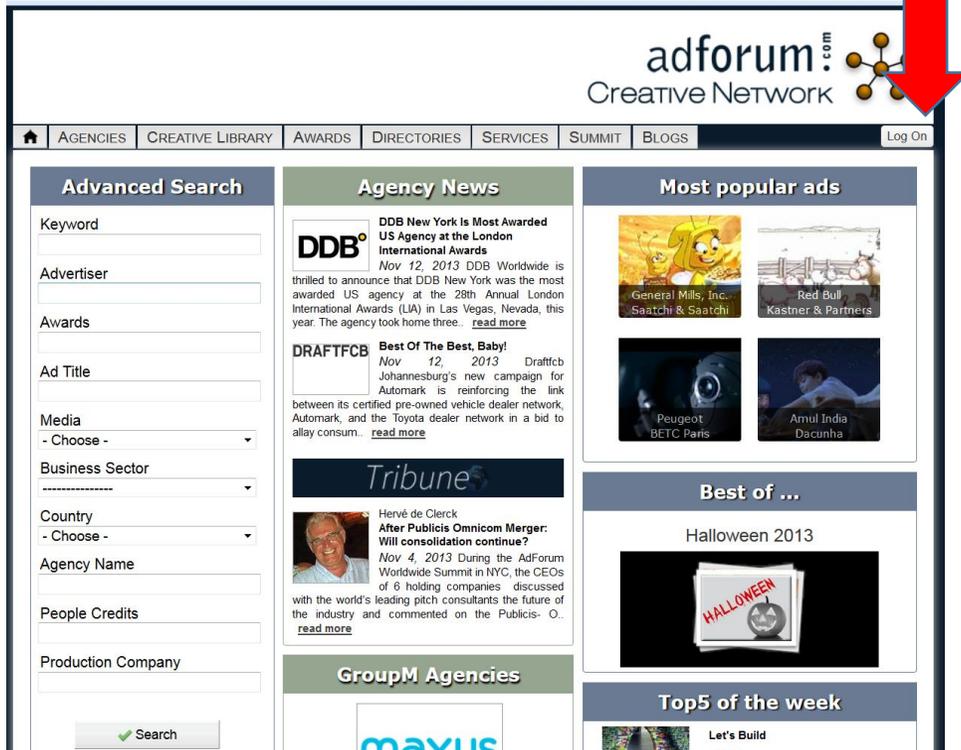


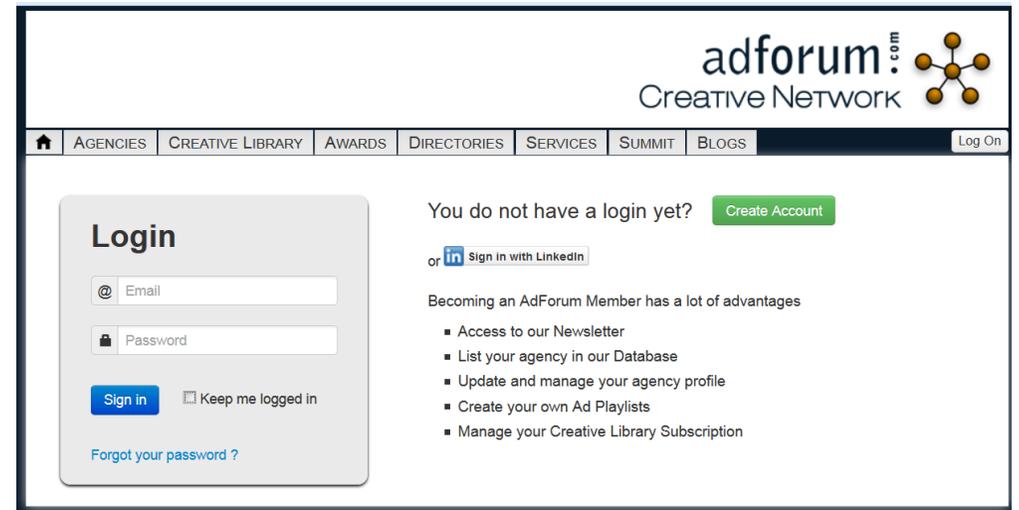
adforum.com Playlist

9 easy steps on how to create a playlist of your favorite brands, agency or media genre, then share with other users of your Creative Network.

Log into your account or create a new user when on campus (within the designated IP range)
You can then login from anywhere in the world and use your playlists and the Creative Network



The screenshot shows the AdForum Creative Network homepage. The navigation bar includes links for Home, Agencies, Creative Library, Awards, Directories, Services, Summit, Blogs, and Log On. The main content area is divided into several sections: Advanced Search (with fields for Keyword, Advertiser, Awards, Ad Title, Media, Business Sector, Country, Agency Name, People Credits, and Production Company), Agency News (featuring articles from DDB and DRAFTFCB), Most popular ads (with thumbnails for General Mills, Saatchi & Saatchi, Red Bull, and Peugeot), Best of ... (Halloween 2013), and Top5 of the week (Let's Build).



The screenshot shows the AdForum Creative Network login page. The navigation bar is the same as the homepage. The main content area features a Login form with fields for Email and Password, a Sign in button, and a checkbox for Keep me logged in. There is also a link for Forgot your password?. To the right of the login form, there is a section for users who do not have an account, with a Create Account button and a link to Sign in with LinkedIn. Below this, there is a list of advantages for becoming an AdForum Member.

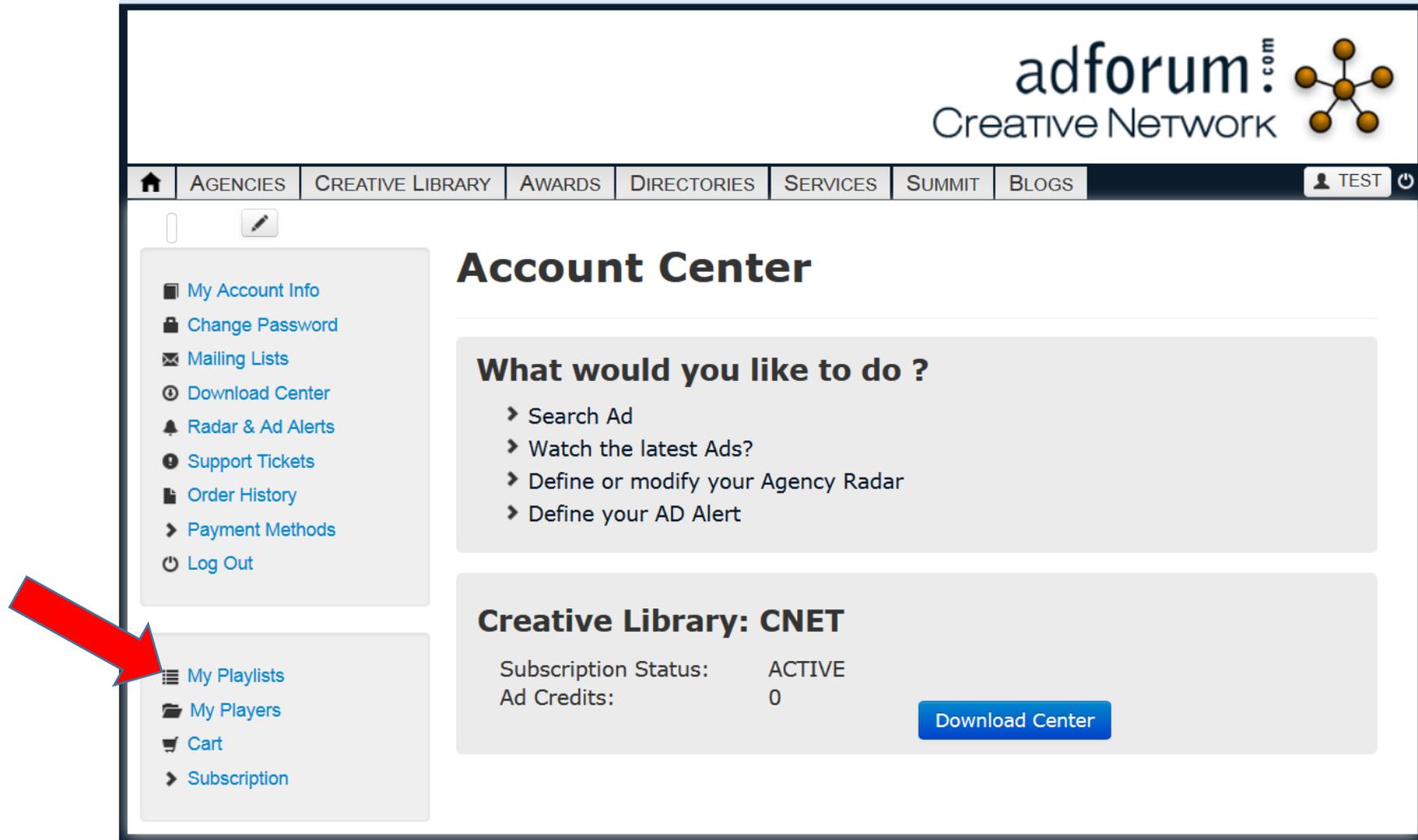
You do not have a login yet? [Create Account](#)

or [Sign in with LinkedIn](#)

Becoming an AdForum Member has a lot of advantages

- Access to our Newsletter
- List your agency in our Database
- Update and manage your agency profile
- Create your own Ad Playlists
- Manage your Creative Library Subscription

Click on «My playlists»



The screenshot shows the Adforum Creative Network Account Center. The top navigation bar includes links for AGENCIES, CREATIVE LIBRARY, AWARDS, DIRECTORIES, SERVICES, SUMMIT, and BLOGS, along with a user profile icon labeled 'TEST'. The main content area is titled 'Account Center' and features a sidebar on the left with various account management options. A red arrow points to the 'My Playlists' link in the sidebar. The main content area includes a section titled 'What would you like to do?' with a list of actions: Search Ad, Watch the latest Ads?, Define or modify your Agency Radar, and Define your AD Alert. Below this is a section for 'Creative Library: CNET' showing a subscription status of 'ACTIVE' and 'Ad Credits: 0', with a 'Download Center' button.

adforum.com
Creative Network

AGENCIES CREATIVE LIBRARY AWARDS DIRECTORIES SERVICES SUMMIT BLOGS TEST

Account Center

What would you like to do ?

- › Search Ad
- › Watch the latest Ads?
- › Define or modify your Agency Radar
- › Define your AD Alert

Creative Library: CNET

Subscription Status: ACTIVE
Ad Credits: 0

Download Center

My Account Info
Change Password
Mailing Lists
Download Center
Radar & Ad Alerts
Support Tickets
Order History
Payment Methods
Log Out

My Playlists
My Players
Cart
Subscription

Create your first playlist

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Creative Network

AGENCIES CREATIVE LIBRARY AWARDS DIRECTORIES SERVICES SUMMIT BLOGS TEST

Find an Ad Latest Ads Top 5 Greatest Hits Media Ideas Best of Superbowl Submit an Ad Subscribe Buy Credits

Playlist Management

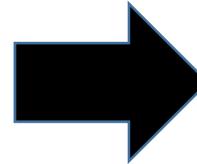
AdForum Playlists allow you to organize your favourite Ads the way you want, and share them with the rest of the world. Create a Playlist to group, for example, all your preferred automobile ads. And another for the best ads of a specific agency. Or even, create a Playlist of the best playlists you made.

My Playlists My Players + create new Playlist

Show 10 entries Search:

Date	Title	Content
You have not created any playlists yet. Why not do it now?		

Showing 0 to 0 of 0 entries First Previous Next Last



Create additional ones if necessary

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Creative Network

AGENCIES CREATIVE LIBRARY AWARDS DIRECTORIES SERVICES SUMMIT BLOGS TEST

Find an Ad Latest Ads Top 5 Greatest Hits Media Ideas Best of Superbowl Submit an Ad Subscribe Buy Credits

Playlist Management

AdForum Playlists allow you to organize your favourite Ads the way you want, and share them with the rest of the world. Create a Playlist to group, for example, all your preferred automobile ads. And another for the best ads of a specific agency. Or even, create a Playlist of the best playlists you made.

My Playlists My Players + create new Playlist

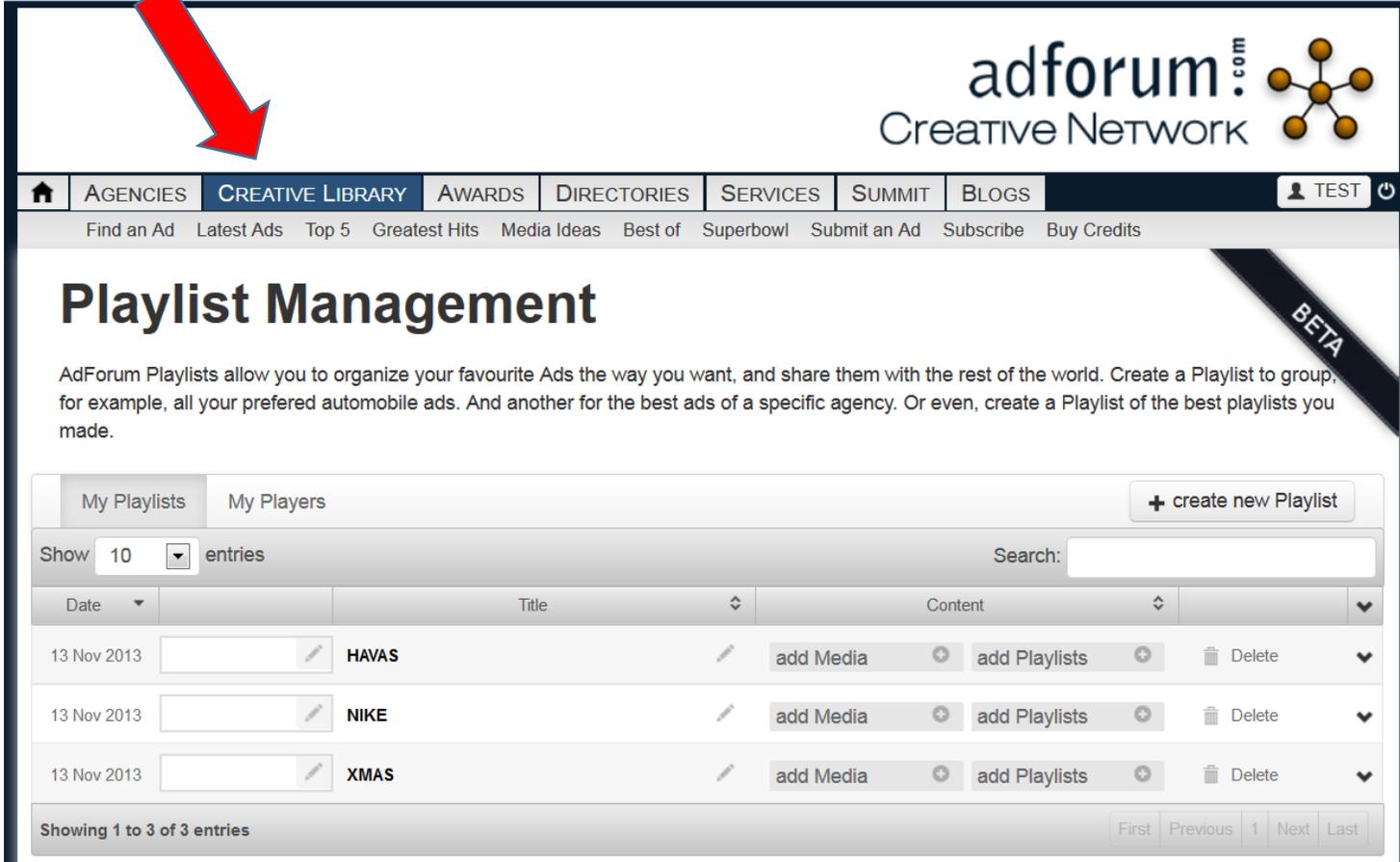
Show 10 entries Search:

Date	Title	Content
You have not created any playlists yet. Why not do it now?		

Showing 0 to 0 of 0 entries First Previous Next Last

Playlists are now ready.

(Search for the ads you want to add in the creative library)



The screenshot displays the AdForum Creative Network website. The top navigation bar includes a home icon, 'AGENCIES', 'CREATIVE LIBRARY' (highlighted with a red arrow), 'AWARDS', 'DIRECTORIES', 'SERVICES', 'SUMMIT', 'BLOGS', and a user profile 'TEST'. Below the navigation bar is a secondary menu with links like 'Find an Ad', 'Latest Ads', 'Top 5', 'Greatest Hits', 'Media Ideas', 'Best of', 'Superbowl', 'Submit an Ad', 'Subscribe', and 'Buy Credits'. The main content area is titled 'Playlist Management' and includes a 'BETA' badge. The text explains that AdForum Playlists allow users to organize favorite ads and share them. Below the text are tabs for 'My Playlists' and 'My Players', a '+ create new Playlist' button, and a search bar. A table lists three playlists: 'HAVAS', 'NIKE', and 'XMAS', each with a date of '13 Nov 2013' and options to 'add Media', 'add Playlists', and 'Delete'. The footer shows 'Showing 1 to 3 of 3 entries' and pagination controls.

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AGENCIES CREATIVE LIBRARY AWARDS DIRECTORIES SERVICES SUMMIT BLOGS TEST

Find an Ad Latest Ads Top 5 Greatest Hits Media Ideas Best of Superbowl Submit an Ad Subscribe Buy Credits

Playlist Management

BETA

AdForum Playlists allow you to organize your favourite Ads the way you want, and share them with the rest of the world. Create a Playlist to group, for example, all your preferred automobile ads. And another for the best ads of a specific agency. Or even, create a Playlist of the best playlists you made.

My Playlists My Players + create new Playlist

Show 10 entries Search:

Date	Title	Content	
13 Nov 2013	HAVAS	add Media add Playlists Delete	
13 Nov 2013	NIKE	add Media add Playlists Delete	
13 Nov 2013	XMAS	add Media add Playlists Delete	

Showing 1 to 3 of 3 entries First Previous 1 Next Last

Click the add to playlist icon

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AGENCIES CREATIVE LIBRARY AWARDS DIRECTORIES SERVICES SUMMIT BLOGS TEST

Find an Ad Latest Ads Top 5 Greatest Hits Media Ideas Best of Superbowl Submit an Ad Subscribe Buy Credits

Access to more than 150,000 Ads worldwide

Search Creative Work

Keyword XMAS Search advanced search

year

- All
- 2013 (5)
- 2012 (30)
- 2011 (37)
- 2010 (34)
- 2009 (24)
- 2008 (38)

show more

countries

- All
- United States (174)
- United Kingdom (64)
- France (44)
- Spain (15)
- Italy (11)
- Canada (11)

show more

media

XMAS Set an email alert for this search criteria

Baby Cabbages

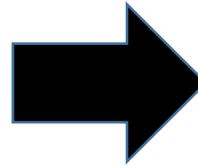
BRAND: [Morrisons](#)
 MEDIA: [Television](#)
 COUNTRY: [United Kingdom](#)
 AGENCY: [DLKW Lowe](#) ✓
 CAMPAIGN: [Baby Cabbages](#)
 BROADCAST/PUBLISHED: 2010-11-02

Morrisons Xmas

BRAND: [Morrisons](#)
 MEDIA: [Television](#)
 COUNTRY: [United Kingdom](#)
 AGENCY: [DLKW Lowe](#) ✓
 CAMPAIGN: [Morrisons Xmas](#)
 BROADCAST/PUBLISHED: 2008-12-05

Xmas

BRAND: [Dixons.co.uk](#)



Or click add to playlist when viewing an ad

adforum.com
Creative Network

AGENCIES CREATIVE LIBRARY AWARDS DIRECTORIES SERVICES SUMMIT BLOGS TEST

Find an Ad Latest Ads Top 5 Greatest Hits Media Ideas Best of Superbowl Submit an Ad Subscribe Buy Credits

Back to Search Results Set an email alert for this Search Search Creative Work Search

Morrisons - "Baby Cabbages" - DLKW Lowe ★★★★★

Related Ads

- 'We fit' Idents** by DLKW Lowe We fit
- Be Sensible** by DLKW Lowe trainline.com
- Live a Challenging Life** by DLKW Lowe RAF Reserves
- For Your Christmas** by DLKW Lowe Morrisons
- Raising the Game** by DLKW Lowe Coral
- Butcher**

0:38 0:24

Like Sign Up to see what your friends like. Share Tweet +1

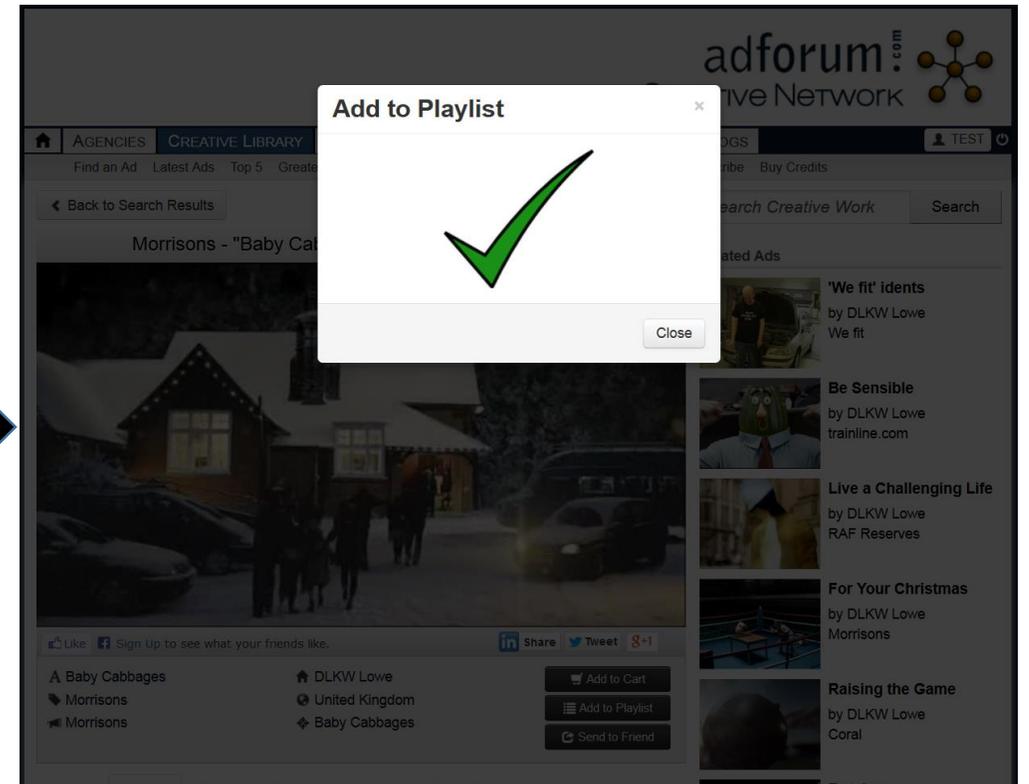
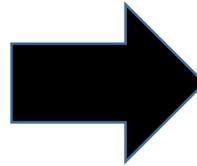
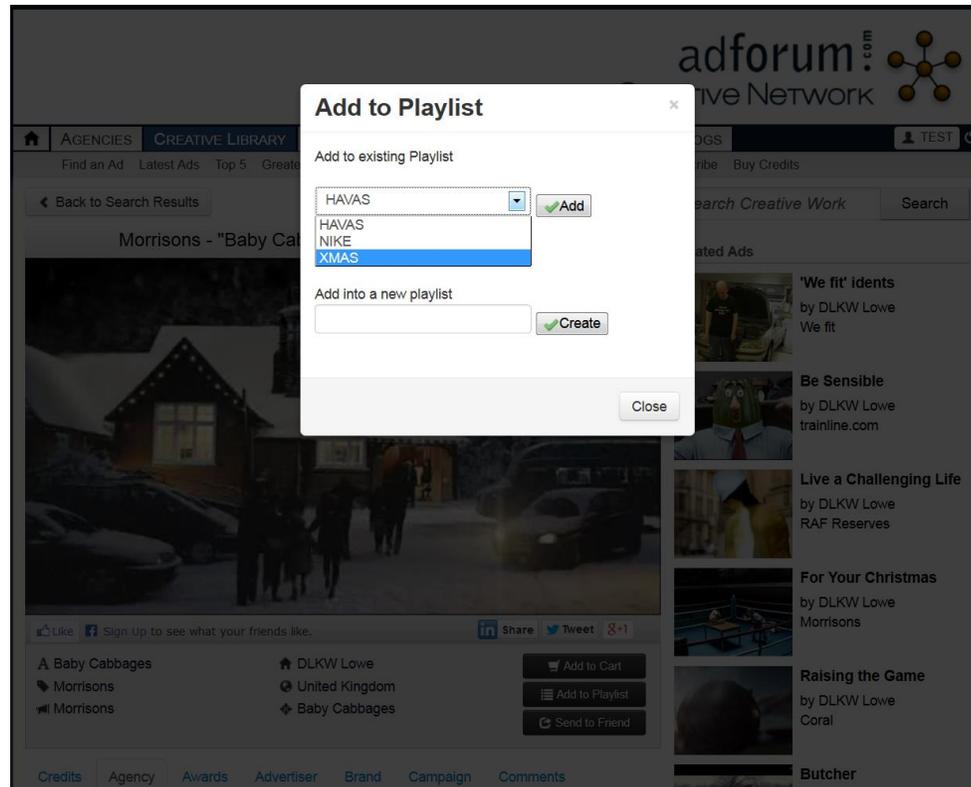
Baby Cabbages
 Morrisons
 Morrisons

DLKW Lowe
 United Kingdom
 Baby Cabbages

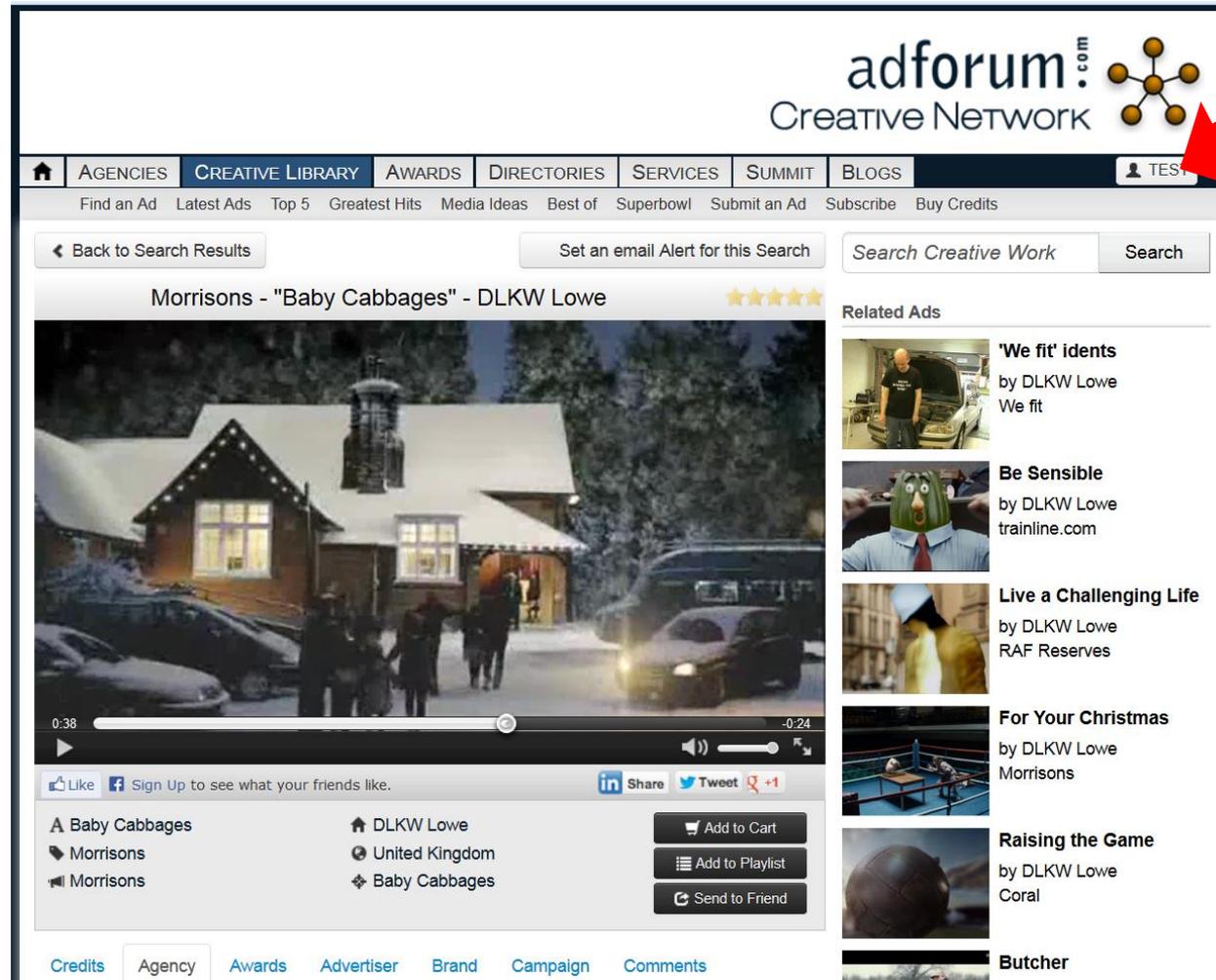
Add to Cart Add to Playlist Send to Friend

Credits Agency Awards Advertiser Brand Campaign Comments

Choose the playlist you want to add to

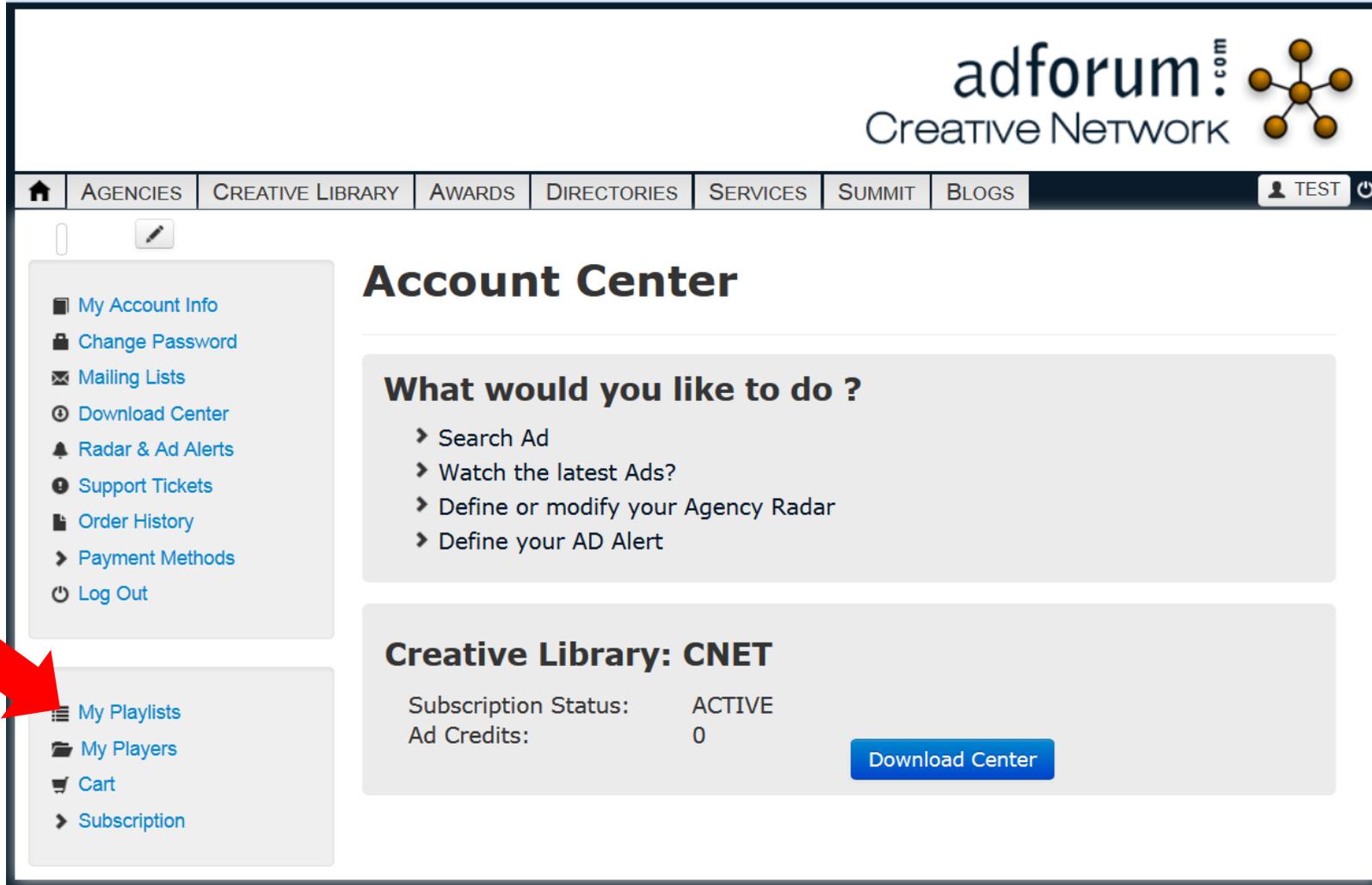


Click username at any time to return to account settings to view you playlists



The screenshot displays the Adforum Creative Network interface. At the top right, the logo for "adforum.com Creative Network" is visible. Below the logo is a navigation bar with links for "AGENCIES", "CREATIVE LIBRARY", "AWARDS", "DIRECTORIES", "SERVICES", "SUMMIT", and "BLOGS". A user profile icon labeled "TEST" is located in the top right corner, with a red arrow pointing to it. Below the navigation bar is a search bar with the text "Search Creative Work" and a "Search" button. The main content area features a video player for "Morrisons - 'Baby Cabbages' - DLKW Lowe" with a 5-star rating. The video player includes a progress bar and social sharing options (Like, Sign Up, Share, Tweet, +1). Below the video player is a list of related ads, including "We fit' idents", "Be Sensible", "Live a Challenging Life", "For Your Christmas", "Raising the Game", and "Butcher". At the bottom of the page, there is a footer with links for "Credits", "Agency", "Awards", "Advertiser", "Brand", "Campaign", and "Comments".

Click «My playlists» to see your playlists



The screenshot shows the Adforum Creative Network Account Center. The top navigation bar includes links for AGENCIES, CREATIVE LIBRARY, AWARDS, DIRECTORIES, SERVICES, SUMMIT, and BLOGS, along with a user profile for 'TEST'. The main content area is titled 'Account Center' and features a sidebar on the left with various account management options. A red arrow points to the 'My Playlists' link in the sidebar. The main content area includes a section titled 'What would you like to do?' with four action items: Search Ad, Watch the latest Ads?, Define or modify your Agency Radar, and Define your AD Alert. Below this is a section for 'Creative Library: CNET' showing a subscription status of 'ACTIVE' and 'Ad Credits: 0', with a 'Download Center' button.

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Creative Network

AGENCIES CREATIVE LIBRARY AWARDS DIRECTORIES SERVICES SUMMIT BLOGS TEST

Account Center

- My Account Info
- Change Password
- Mailing Lists
- Download Center
- Radar & Ad Alerts
- Support Tickets
- Order History
- Payment Methods
- Log Out
- My Playlists**
- My Players
- Cart
- Subscription

What would you like to do ?

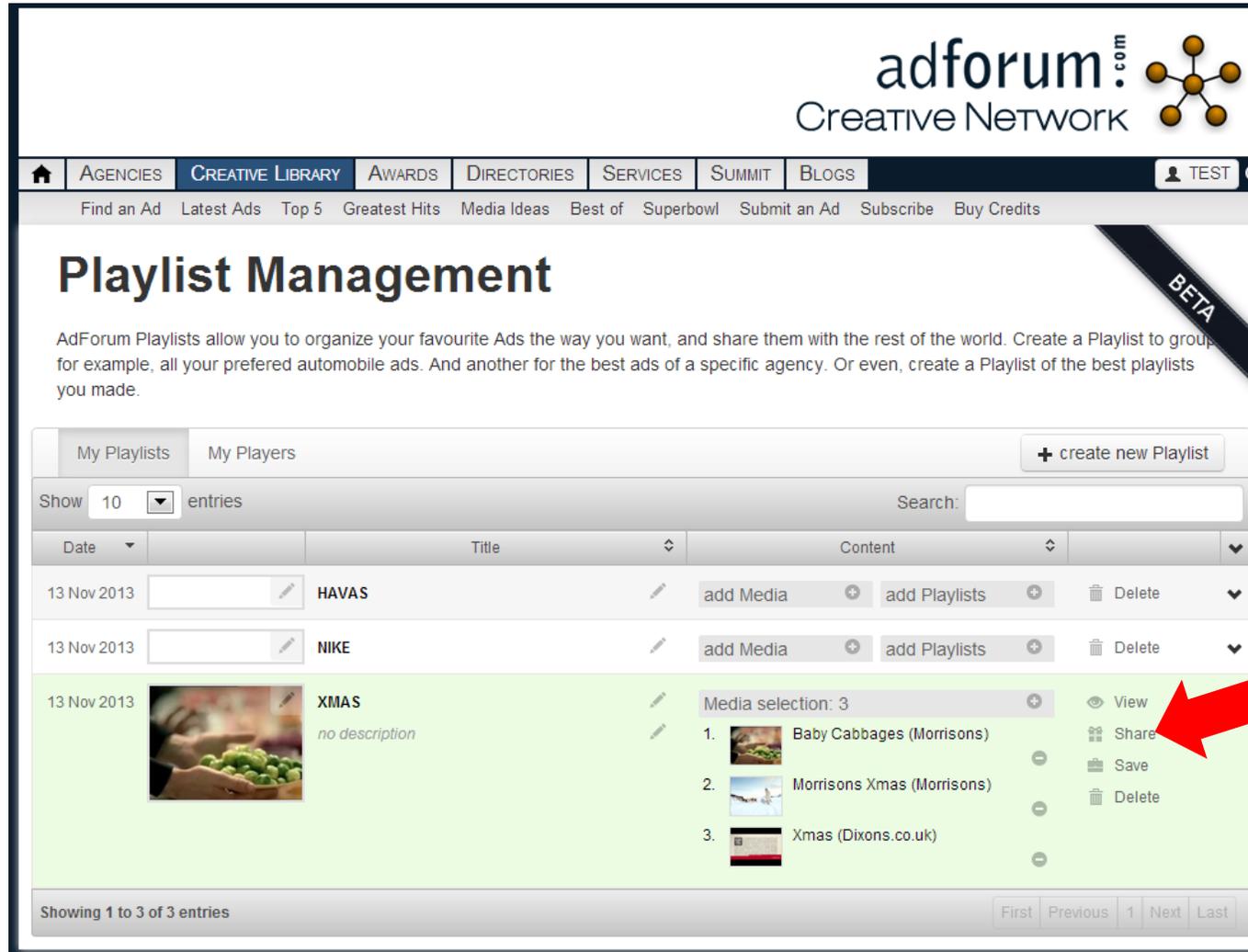
- Search Ad
- Watch the latest Ads?
- Define or modify your Agency Radar
- Define your AD Alert

Creative Library: CNET

Subscription Status: ACTIVE
Ad Credits: 0

Download Center

Share the link of your playlist with any other users of your Creative Network



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Creative Network

AGENCIES CREATIVE LIBRARY AWARDS DIRECTORIES SERVICES SUMMIT BLOGS TEST

Find an Ad Latest Ads Top 5 Greatest Hits Media Ideas Best of Superbowl Submit an Ad Subscribe Buy Credits

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My Playlists My Players + create new Playlist

Show 10 entries Search:

Date	Title	Content
13 Nov 2013	HAVAS	add Media + add Playlists + Delete
13 Nov 2013	NIKE	add Media + add Playlists + Delete
13 Nov 2013	XMAS <i>no description</i>	Media selection: 3 + 1. Baby Cabbages (Morrisons) 2. Morrisons Xmas (Morrisons) 3. Xmas (Dixons.co.uk) View Share Save Delete

Showing 1 to 3 of 3 entries First Previous 1 Next Last

**Any further question, please, contact
Joe BROOKS**

(joe@adforum.com)