

EMAIL/INTERACTIVE DESIGN

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In June 2010 the agency I work for was contracted to develop an interactive campaign to promote the new AMC series The Walking Dead. We designed an interactive kiosk for the AMC Comic Con booth that featured a way for participants to take a photo using the kiosk station web cam and then they could watch the trailer and their face would be converted into a zombie in the trailer footage.

I was involved with the production of the images and graphics for the kiosk, the email blasts and the website.

THANKS FOR JOINING
AMC'S THE WALKING DEAD
 AT COMIC-CON 2010



 POST TO FACEBOOK
 POST TO TWITTER
FORWARD TO A FRIEND

 **THE WALKING DEAD**
 A NEW ORIGINAL SERIES
 COMING THIS OCTOBER

CLICK ABOVE TO VIEW YOUR PERSONLIZED ZOMBIE VIDEO CLIP

YOUR CHOICES REGARDING MARKETING AND OPTING OUT If you have provided personally identifiable information on one of our Websites and later decide that you would rather not have us use such data for marketing purposes in accordance with the Policy as provided herein, you can opt-out of this use at any time by: (i) going to the link provided at the bottom of any email you receive from us and opting out of receiving information from us and/or our parents, affiliates, and subsidiaries; (ii) by sending us an email at amc_registration AT rainbow-media DOT com; or (iii) writing us at American Movie Classics Company L.L.C., 11 Penn Plaza, New York, NY 10001. Attention: Clayton Neuman.

amc **THE WALKING DEAD**
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THANK YOU FOR JOINING:
 THE WALKING DEAD

YOU WILL RECEIVE
 THE WALKING DEAD
 VIDEO LINK YOU JUST SAW
 WITHIN 24 HOURS

SELECT ONE:

FEMALE ZOMBIE **MALE ZOMBIE**

SELECT SELECT

EMAIL VIDEO TO YOURSELF

PLEASE ENTER YOUR EMAIL ADDRESS

1 2 3 4 5 6 7 8 9 0 - _ delet.
 a w e r t y u i o p @ .com
 a s d f g h j k l .net .org
 z x c v b n m _ enter

SEND

1 STEP UP TO THE SCREEN. 2 POSITION YOURSELF WITH EYES OPEN AND MOUTH CLOSED.REMAIN STILL.
 3 PRESS TAKE PHOTO BELOW.

TAKE PHOTO

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PRESS TO CONTINUE

THE
WALKING DEAD