

TOPPEST RAMP



BRIEF

A close-up, low-angle shot of a skateboarder's feet on a skateboard, performing a trick on a concrete ledge. The skateboard is tilted, showing its underside with yellow wheels and black trucks. The background is a blurred, warm-toned landscape, possibly a beach or dunes at sunset.

PROBLEM

Global interest in term «skateboarding» is waning according to statistics of Google searches.

PURPOSE

Get the world to Google 'skateboarding'.

BACKGROUND

Skateboarding is going through hard times. Interest in it is falling, a large number of competitors appear, search queries are falling. To restart and regain popularity skate needs a "springboard."



IDEA

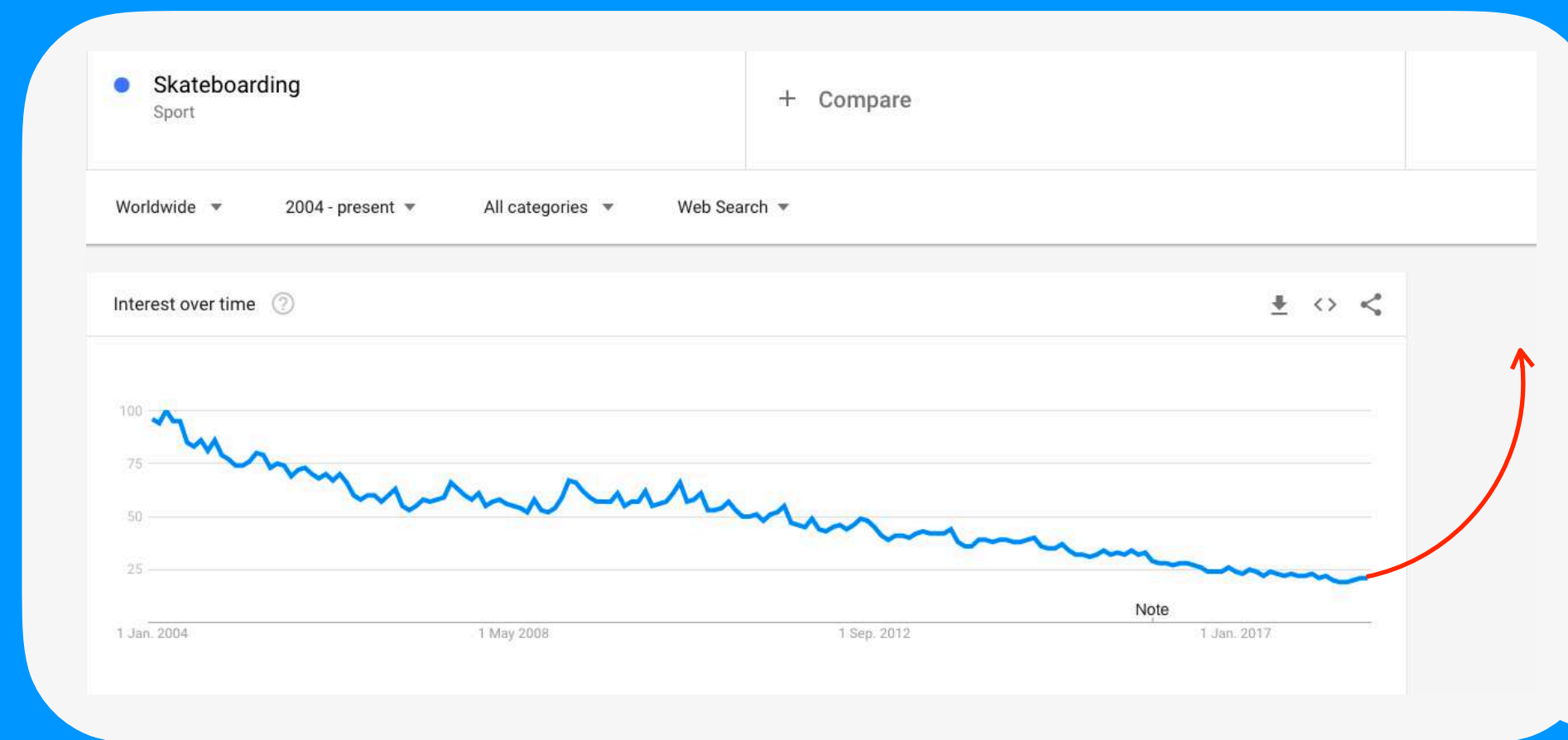
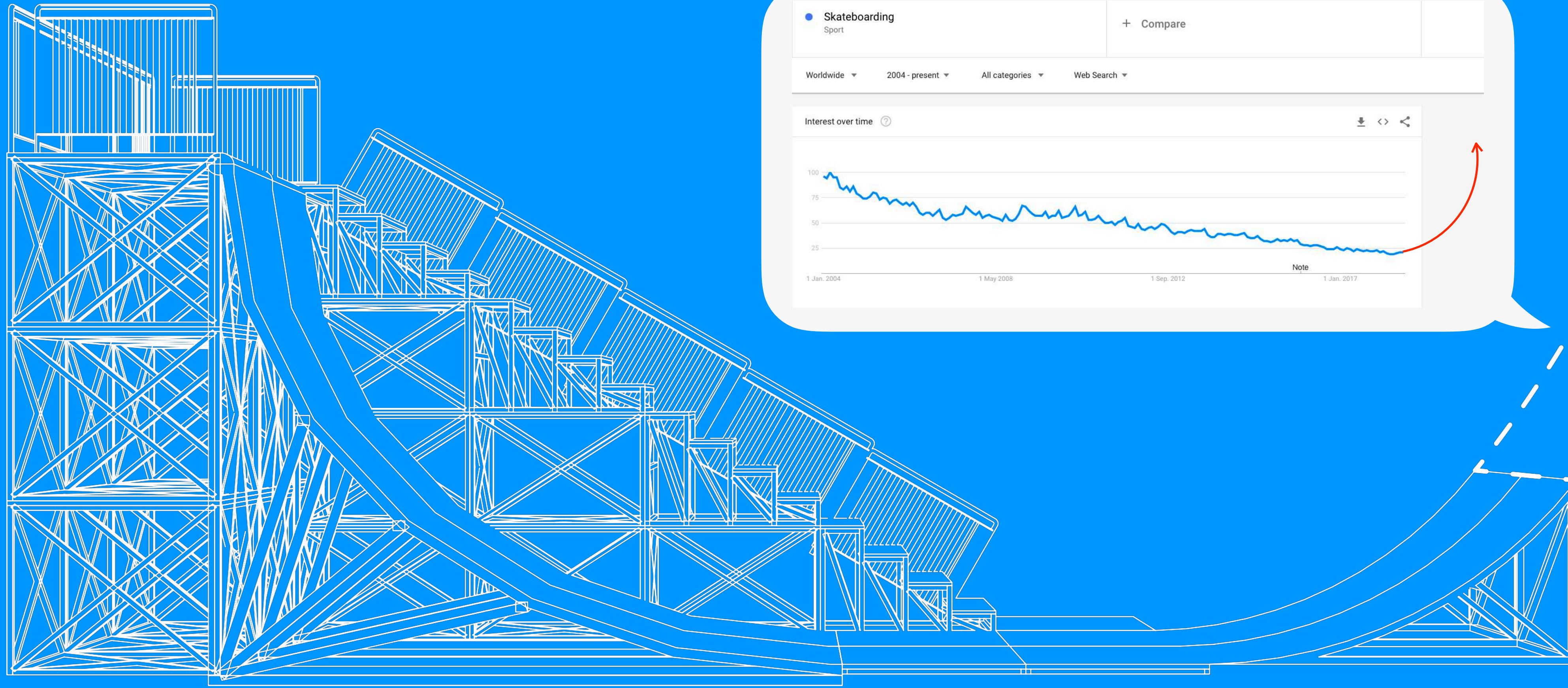
We want to give a springboard to skateboarding. Literally a springboard. The idea is to arrange a global collaboration with skateboarding legends Rob Dyrdek (Ohio, USA) and Ryan Shackler (San Clemente, California, USA). We will offer users around the world to google the word "skateboarding" to stop the schedule of falling searches and turn it back.



IDEA

Within a month people will google the word "skateboarding". According to the resulting schedule, we will build a real huge springboard (proportional to the duration of falling popularity of the request), a jump from which our skate stars will make. This event and its terms will be widely advertised so that as many people as possible join the action and "build" a virtual springboard.

The sharper the leap, the higher the jump will be.



RESULT

