

ELENCO FILMATI CITATI NEL TESTO D'AMATO PANARESE

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Capitolo Due

2.3.1 KitKat - *Christmas break*

2.3.2 *Dumb Ways to die*

Capitolo Tre

3.1. Tango Orange Soda

3.2. Budweiser - *Whasssup*

3.3. Fiat - *Cogli l'attimo*

3.4 Wendy - *Where is the Beef*

3.5 Hamlet Cigars

Capitolo Quattro

4.1 Nike - *What If...*

4.2 Product Placement: Minority Report (Lexus, Bulgari, Guinness, American Express, Gap)

4.3 Product Placement: Forrest Gump (Apple)

4.4. Product Placement: Ronin (Audi S8)

4.5 Branded Content: *#LaMarchetta* - The Jackal per Carrefour

4.6 KLM - *Surprise*

4.7 Honda - *Grrr*

4.8. Intel e Toshiba - *The beauty Inside: Hello my Name is Alex* (episode 1)

4.9. Intel e Toshiba - *The beauty Inside: Leah* (episode 2)

4.10. Intel e Toshiba - *The beauty Inside: case study*

Capitolo Cinque

5.1. Dove – *Flip Your Wigs*

5.2 Dove - *Evolution*

5.3 Dove - *Sketches*

Capitolo Sei

- 6.1 Buweiser - *Frogs*
- 6.2 Honda Civic - *Choir*
- 6.3 Unilever – *Farewell for a tree*
- 6.4. Vitasnella - *Perfect Woman*
- 6.5 Volkswagen – *Mr. Jones* (Bill Bernbach)
- 6.6 Chrysler - *My Son Steven*
- 6.7 Johnny Walker - *The Man Who Walked Around the World*
- 6.8 Fiat – *La nuova Fiat*
- 6.9 Procter & Gamble - *Kids*
- 6.10 Procter & Gamble - *You'll never walk alone*
- 6.11 Procter & Gamble – *Best Job*
- 6.12 Apple - *1984*
- 6.13 Volkswagen – *The Funeral* (Bill Bernbach)
- 6.14 Porsche/HP - *Je suis le vente*
- 6.15 Dolce e Gabbana – orologi Brilliant e Amazing
- 6.16 Chipotle - *The Scarecrow*
- 6.17 Fear Appeal – *Think!*
- 6.18 Fear Appeal - St. John Ambulance, *Helpless*
- 6.19 Fear Appeal - St. John Ambulance, *Popcorn*
- 6.20 Shockvertising - *Unhooked* (1)
- 6.21 Shockvertising - *Unhooked* (2)
- 6.22 Shockvertising – WWF, *Campagna contro la caccia alle tigri siberiane*
- 6.23 Comparazioni – Apple: *Get a Mac*
- 6.24 Similitudini - Danone Activia
- 6.25 Ironia - *Encourage someone you hate to start smoking*
- 6.26 Ironia - Oscar al tabacco
- 6.27 Autoronia - *Frisk sharpens you up*
- 6.28 Vigorsol Air Action (scoiattolo)
- 6.29 Vigorsol Air Action (fidanzati)

- 6.30 Scuola Soesman
- 6.31 Vigorsol può cambiare il gusto della tua vita
- 6.32 Sarcasmo - *If only they'd used Jiffi Condom*
- 6.33 *Due piedi sinistri*
- 6.34 Hoax - *Makatana Road*
- 6.35 Hoax - *Rednoze* (spot)
- 6.36 Hoax - *Rednoze* (prova)
- 6.37 Hoax – Assicurazione Automobili
- 6.38 Hoax – BITcrash44
- 6.39 Hoax – BITcrash44 (revealing)
- 6.40 Oreo (Ascensore)
- 6.41 Ikea a NY
- 6.42 British Airways - *Lookup*
- 6.43 Nokia - Lumia 800
- 6.44 Nike - Red Brick Warehouse
- 6.45 Volkswagen AR (Campagna lancio *New Beetle*)
- 6.46 Pepsi AR (Campagna *#LiveForNow*)
- 6.47 Lynx AR - *Even angels will fall*
- 6.48 National Geographic Channell AR
- 6.49 Granada Pet Snacks
- 6.50 Smart - *E-ball*
- 6.51 Coke *Hug Me Machine*
- 6.52 Coke *Friendship Machine*
- 6.53 Coke *Small World Machine*
- 6.54 American Idol / Coke - *Perfect Harmony*
- 6.55 McDonald- *Bounce*
- 6.56 McDonald - *Pong*
- 6.57 McDonald – *Save the Sundae Cone*
- 6.58 Coke *Chok!*
- 6.59 Confezione cereali e gioco in realtà aumentata

- 6.60 ARG - *Why Are You So Serious*
- 6.61 ARG - Audi A3 *Art of the Heist*
- 6.62 Marc Ecko - *Still Free*
- 6.63 Romanzo Criminale (azione notturna)
- 6.64 Romanzo Criminale (mattina seguente)
- 6.65 Microsoft Internet Explorer - *Child of the '90s*
- 6.66 Burger King *Have it your way – Subservient Chicken* (spot)
- 6.67 Burger King - *Subservient Chicken* (website)
- 6.68 Ford Mondeo (spot originale)
- 6.69 Ford Mondeo (parodia, hoax)
- 6.70 Ford Mondeo (case study)
- 6.71 Cadbury Dairy Milk
- 6.72 Lasse Gjertsen - *Amateur*
- 6.73 Brikstein - *Worker's beat*
- 6.74 Coca Cola – parodia di *Grand Theft Auto*