

LOS SABORES GIGANTES

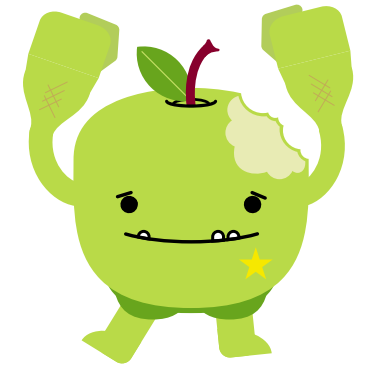
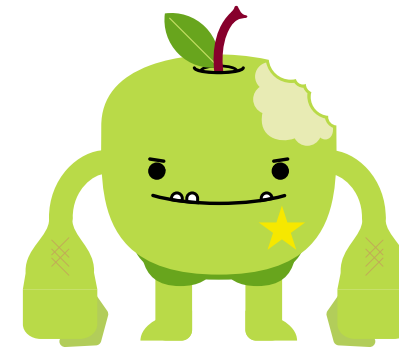
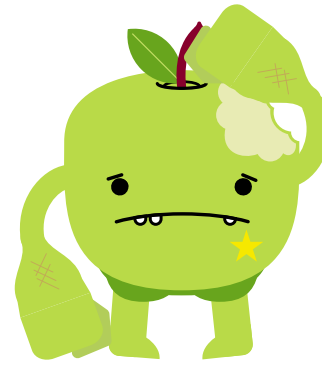
 JOLLY RANCHER PRESENTATION 

PRESENTED BY OGILVYONE WORLDWIDE.



Los Sabores Gigantes

MEET "LOS SABORES"



Los Sabores Gigantes

Mac (Green Apple)

Who is he?

He's a former prize fighter and all-around badass.

How does he flavor?

Through brute force.



Los Sabores Gigantes

Flint (Fire)

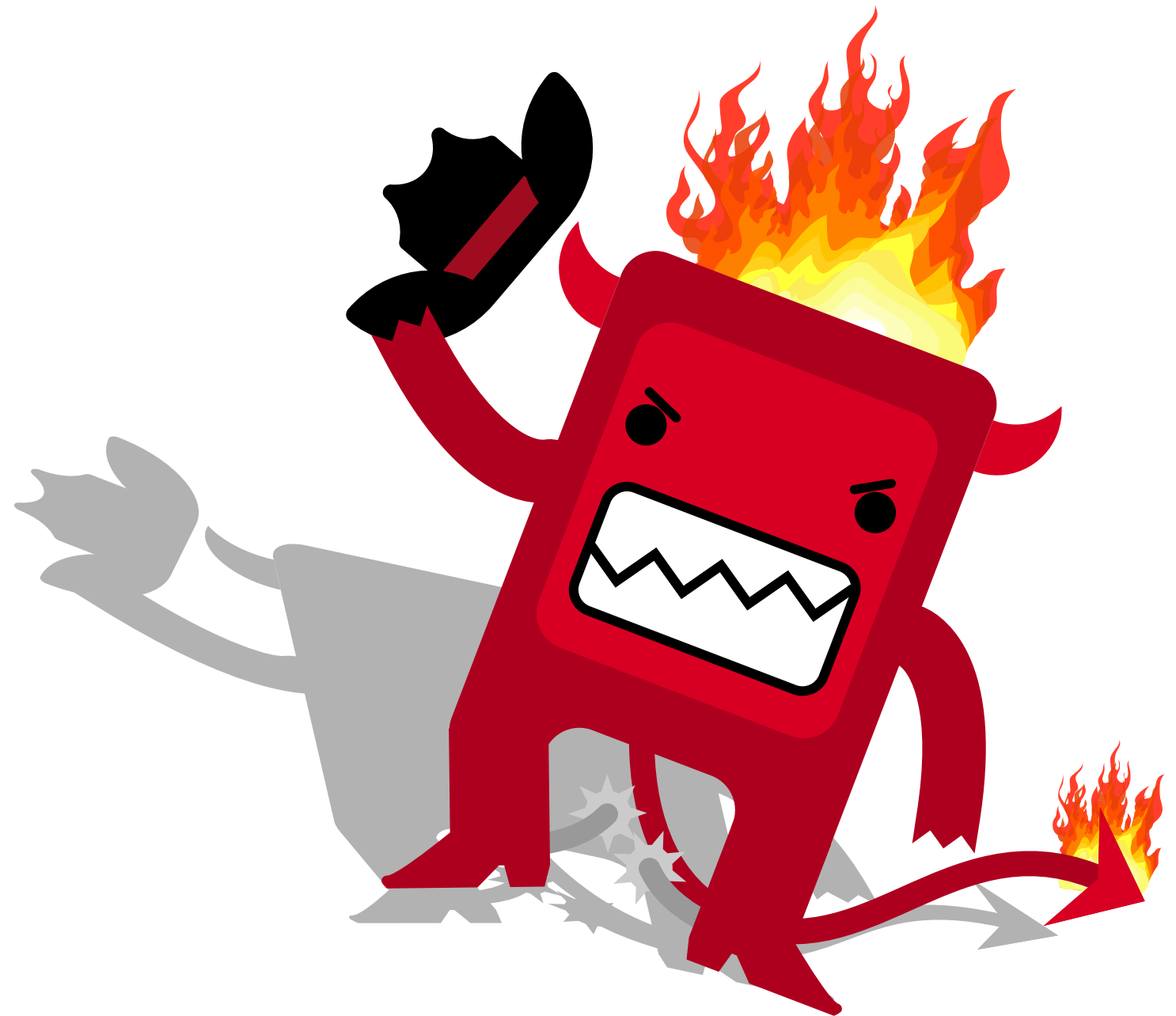
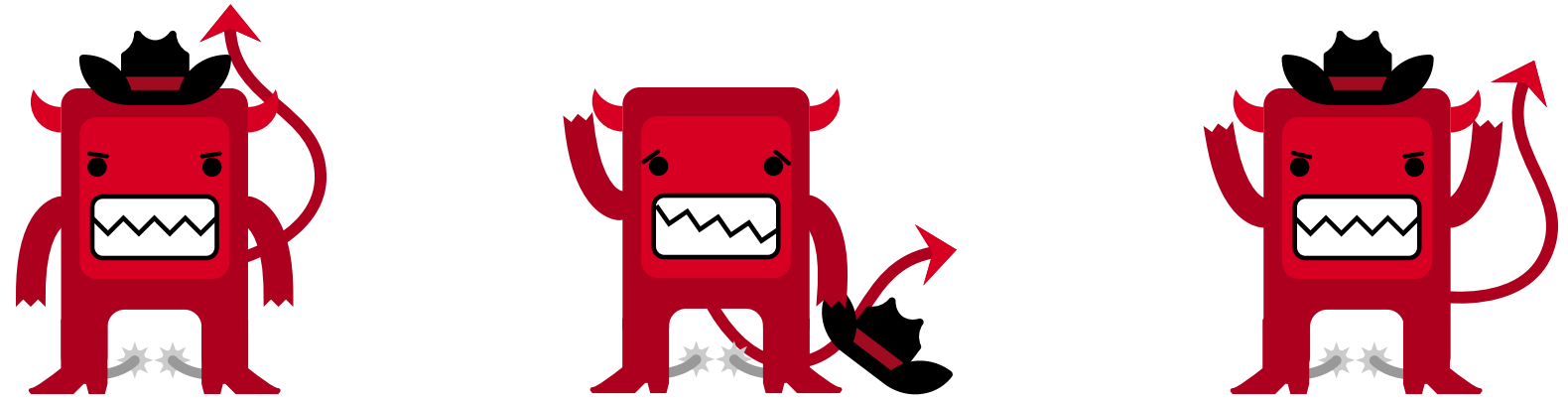
Who is he?

He wants to follow the Rancher's example, but he just can't do it.

Somehow his blood pulls him to do evil and make heat (he's the love child of Satan & a cinnabon). He's mischievous, humorous.

How does he flavor?

Flint releases fiery taste whenever he does something naughty.





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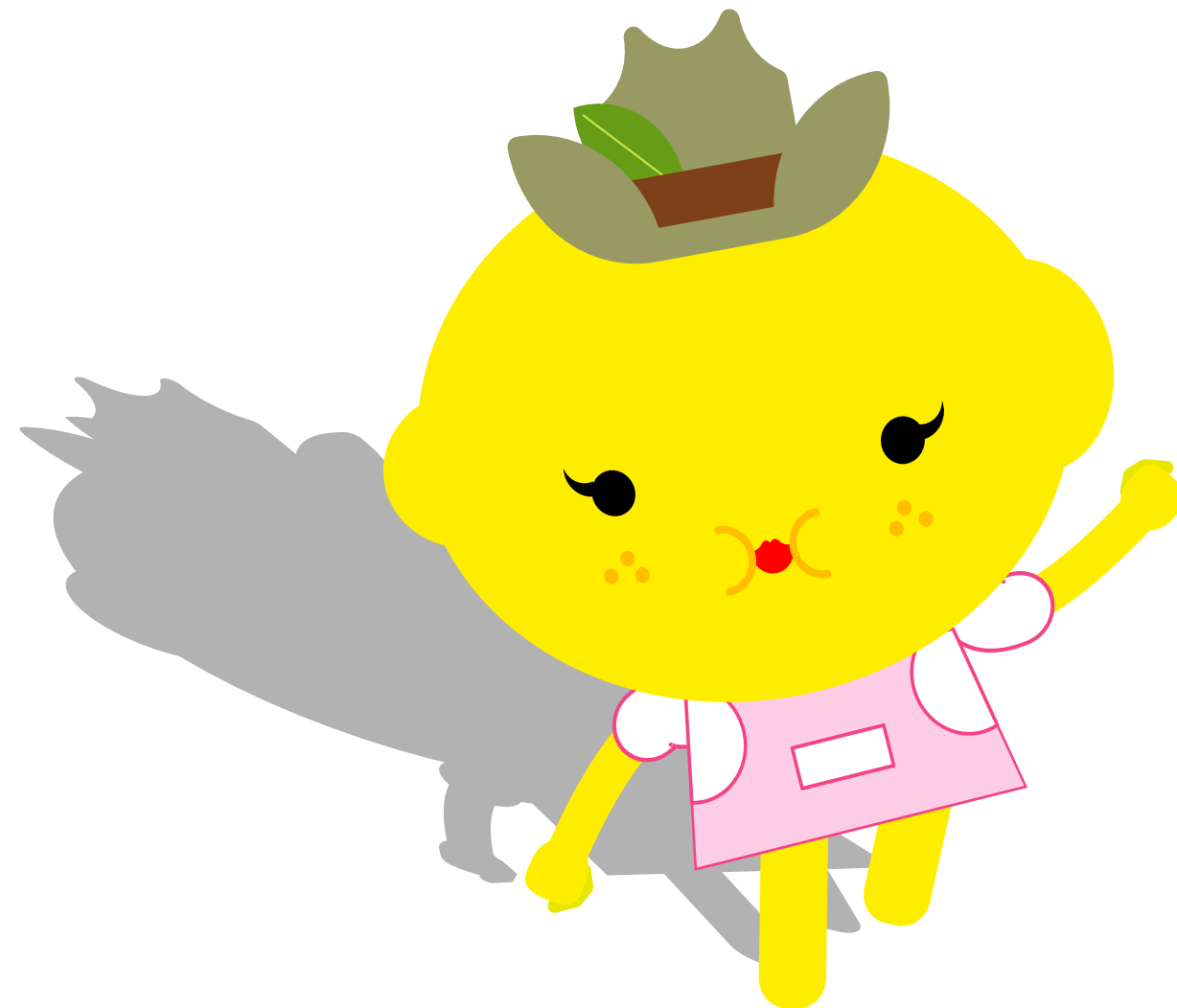
Inga (Lemon)

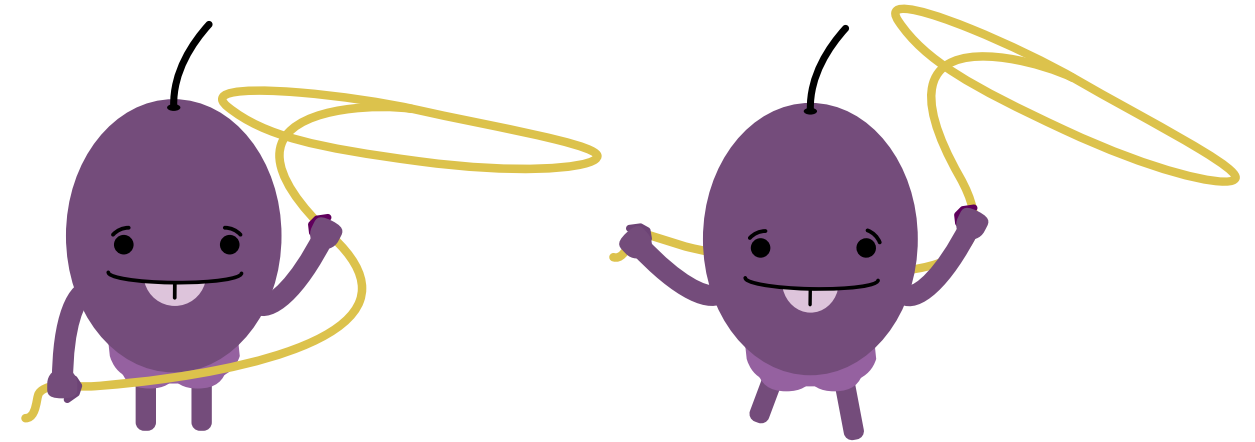
Who is she?

Vivacious, flirtatious and infectious, Inga wants to spread the lemon love.

How does she flavor?

Inga's a kisser.





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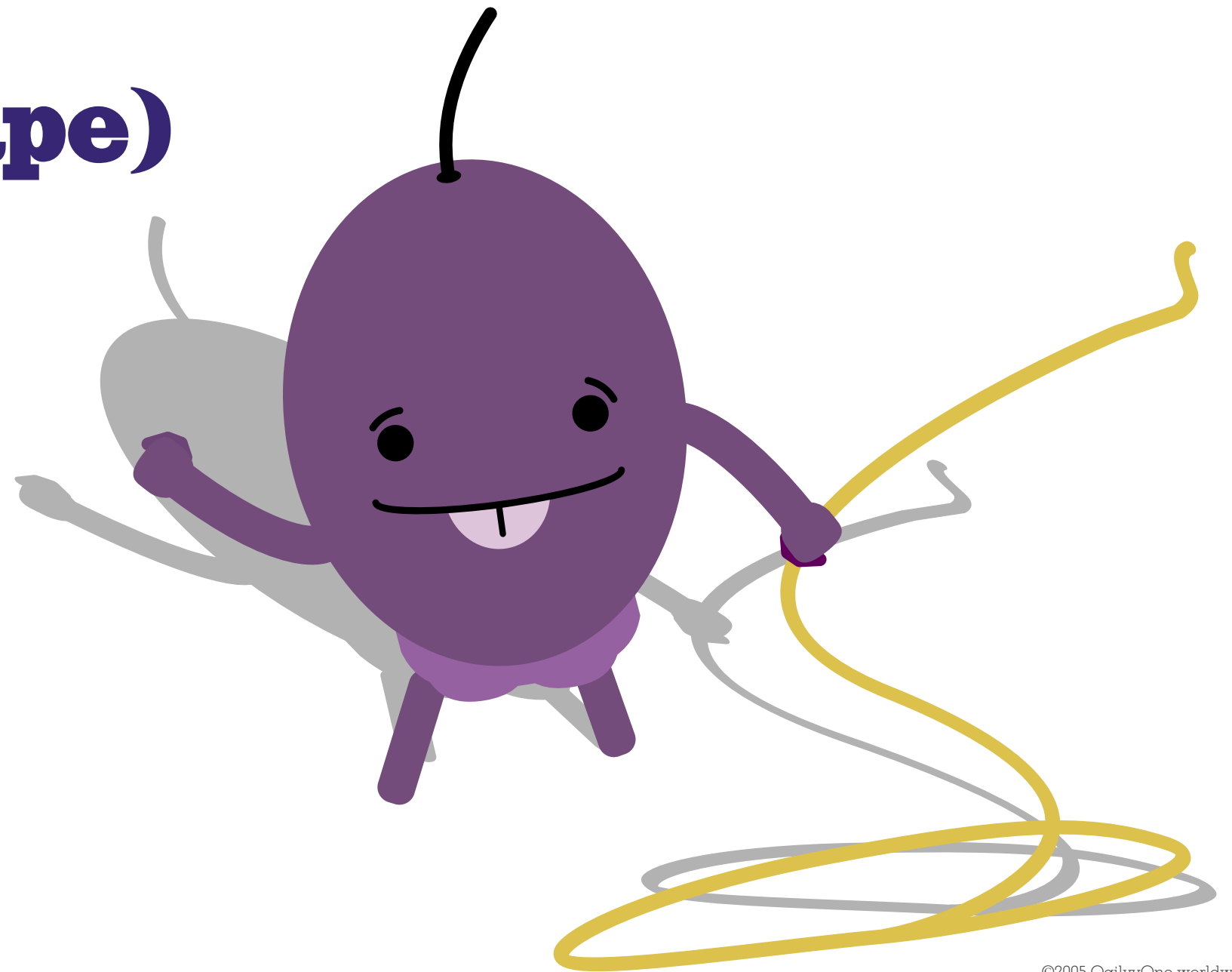
Gary Grape (Grape)

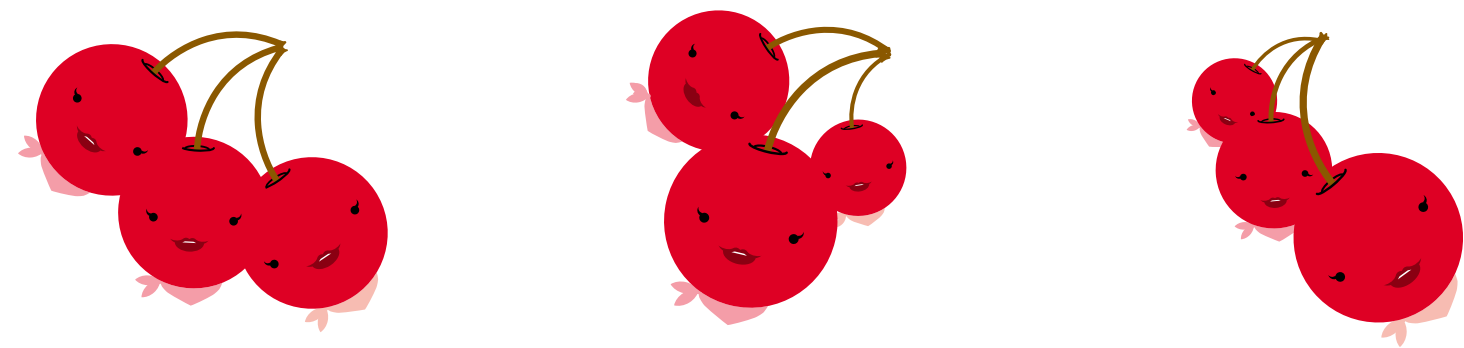
Who is he?

Gary is a man of the world. He has been there and done that, honey. And he wants everyone to help others to make their surroundings a bit more "now," a touch more à la mode, and a great goopy grape more gorgeous. He's fabulous, and fabulously enthusiastic, but he has a snippy side, too.

How does he flavor?

Gary uses his magical lasso to change his surroundings and spread great grape flavor.





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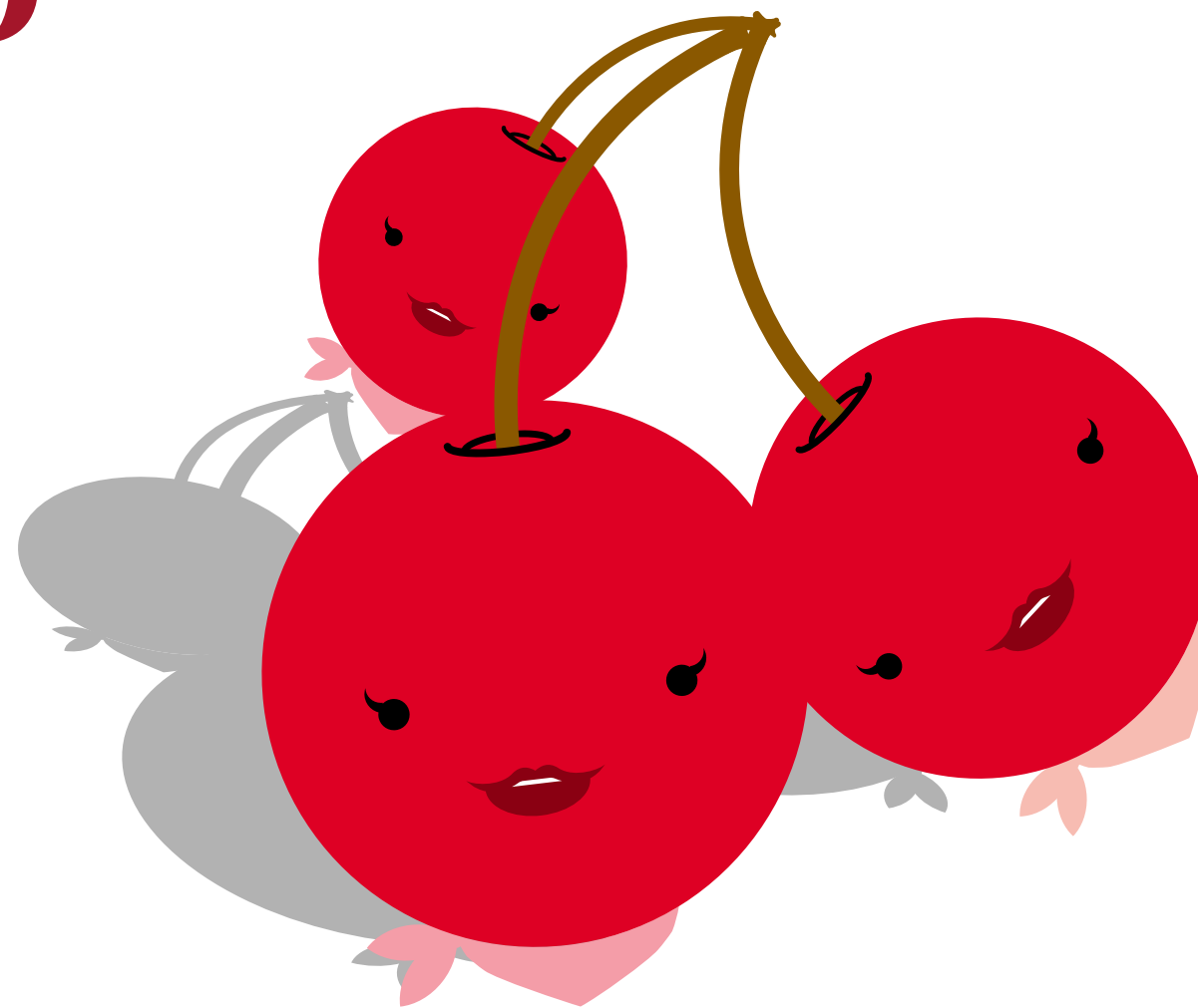
The Bings (Cherry)

Who are they?

Betty, Gloria and Simone sing with voices of angels à la the Andrews Sisters. Pleasant, encouraging and delightful but unfortunately they spontaneously release their flavor with Tourettic bursts from their mouths.

How does they flavor?

The Bings sing, and then spit.





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Bella (Blue Raspberry)

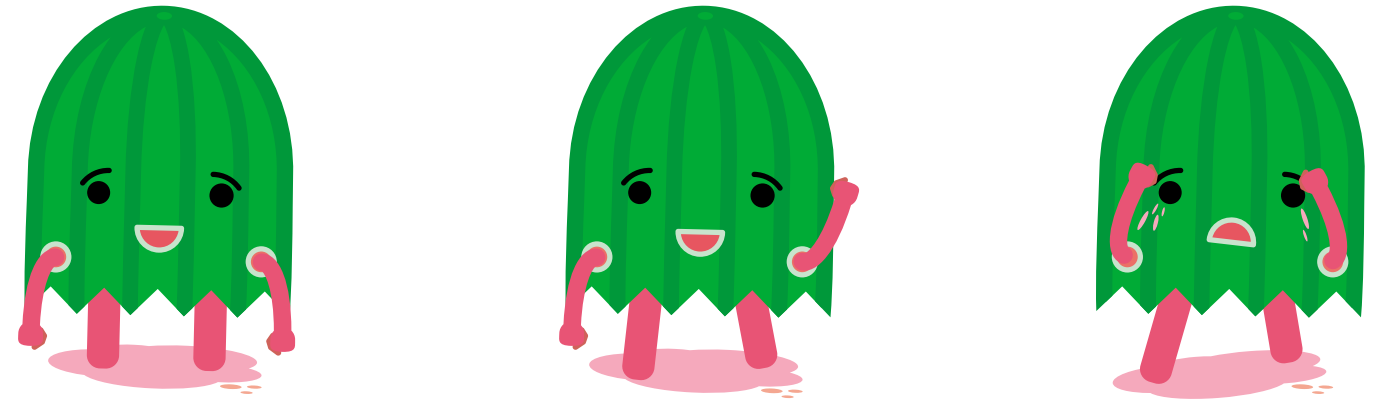
Who is she?

The one who was at the head of your class? Yeah, that's Bella. She also happens to be the one who set the curve on the AP physics exam. She's smart, quite a looker and a natural born leader.

How does she flavor?

She ponders it out. When taken to thinking, questioning or coming up with a good hunch, blue raspberry spurts her flavor right out of her noggin'. Made for a mess at the National Spelling Bee.





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Weston (Watermelon)

Who is he?

Asexual. Very anxious. He/she wants to share his/her watermelon goodness, and he/she's itching to do so. But once he/she figures it's time to do it, it's too late and he/she just leaks it out as he/she says "Seeeeeeeeeeeeedsssssss."

How does he flavor?

Weston leaks.



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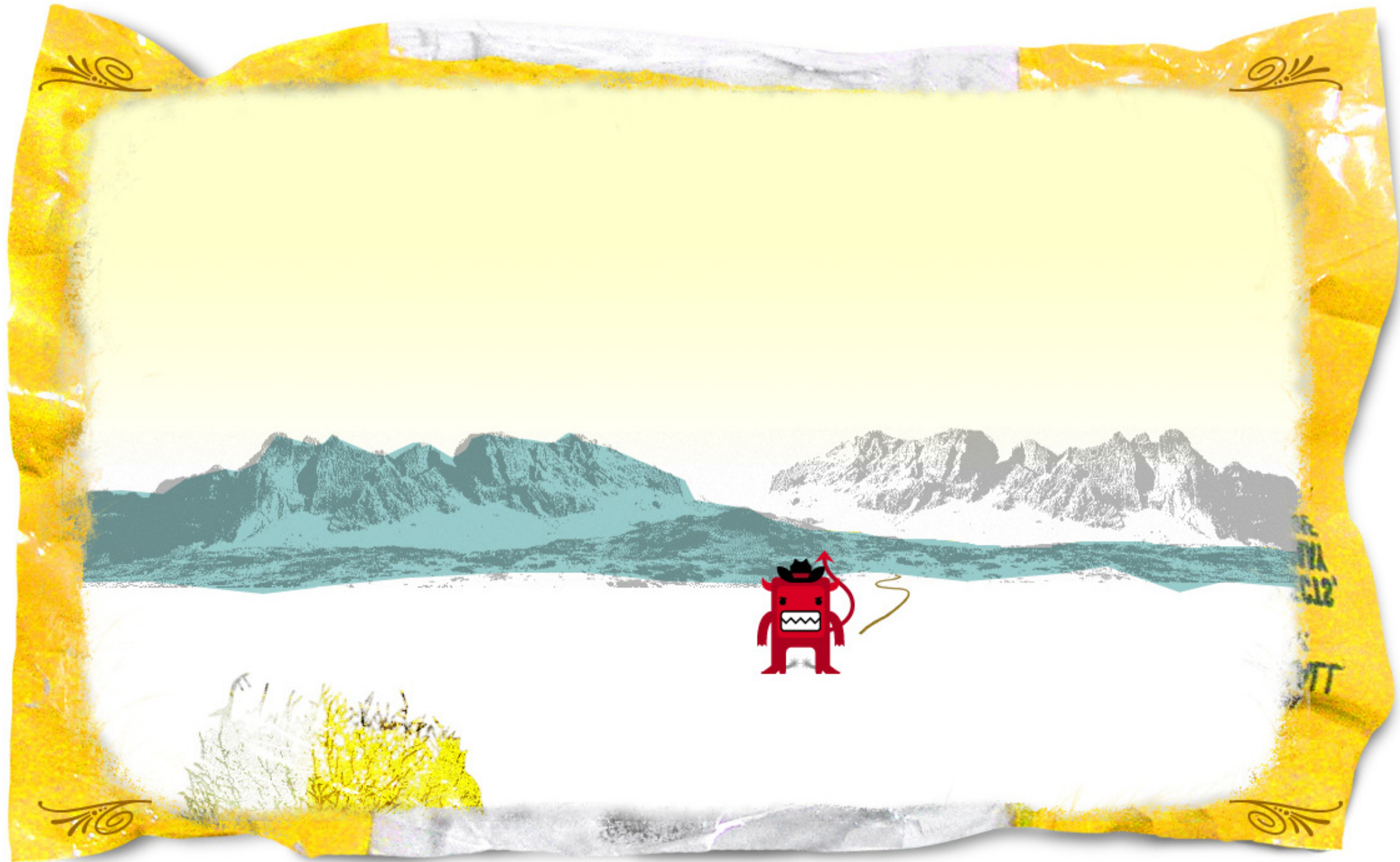
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Not many folks know this, but there really is a Jolly Rancher. I guess his intense, juicy flavors have been around for so long—decades and decades—that people just expect them to be around.

But recently, there's been some trouble on his Ranch out near Nogales, AZ. Some oddballs have been raising a ruckus, souring some grapes and rotting a few green apples along the way.

Over time, el patrón has cultivated docile herds. He had to act.







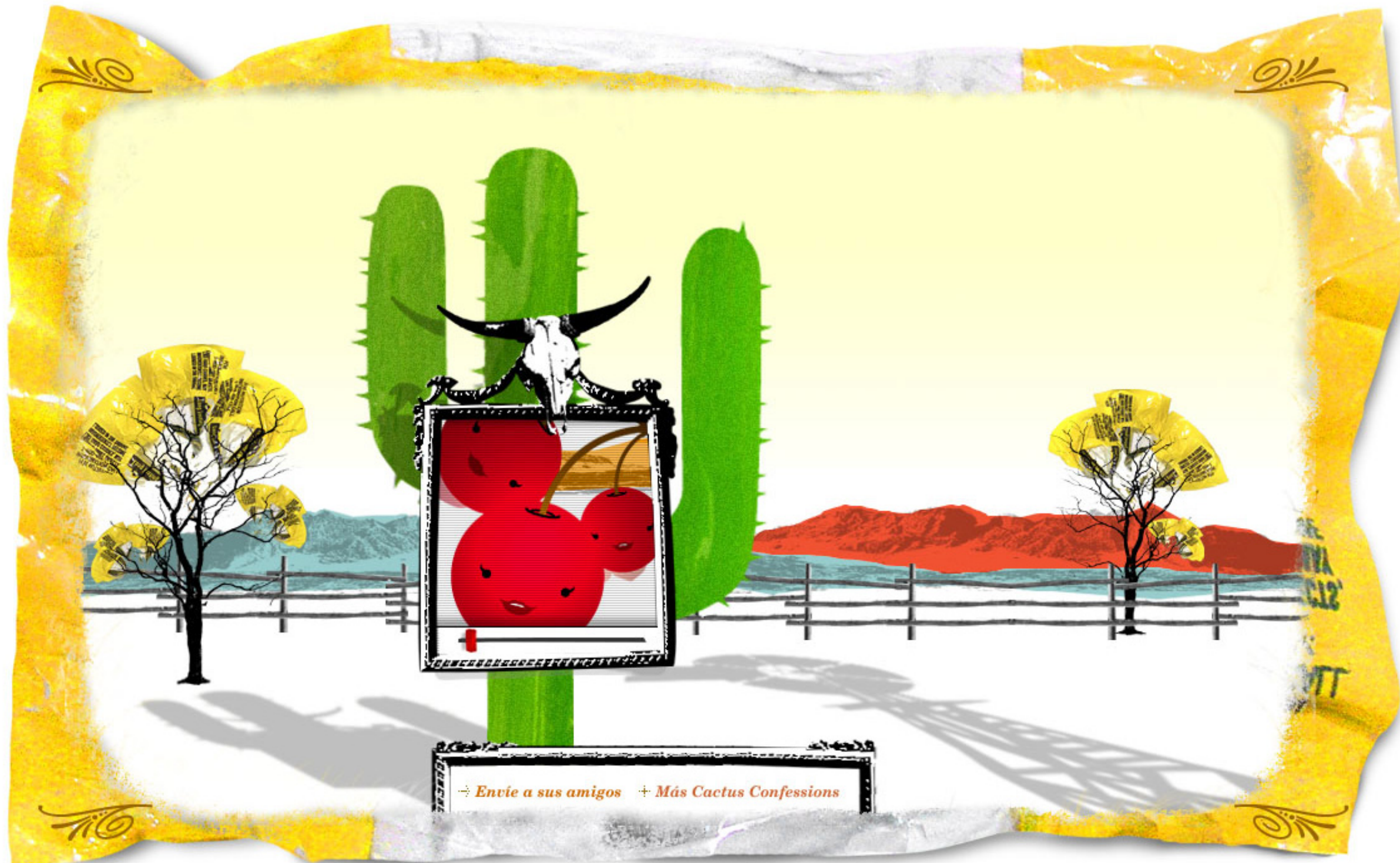






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CHARACTER CONFESSIONS

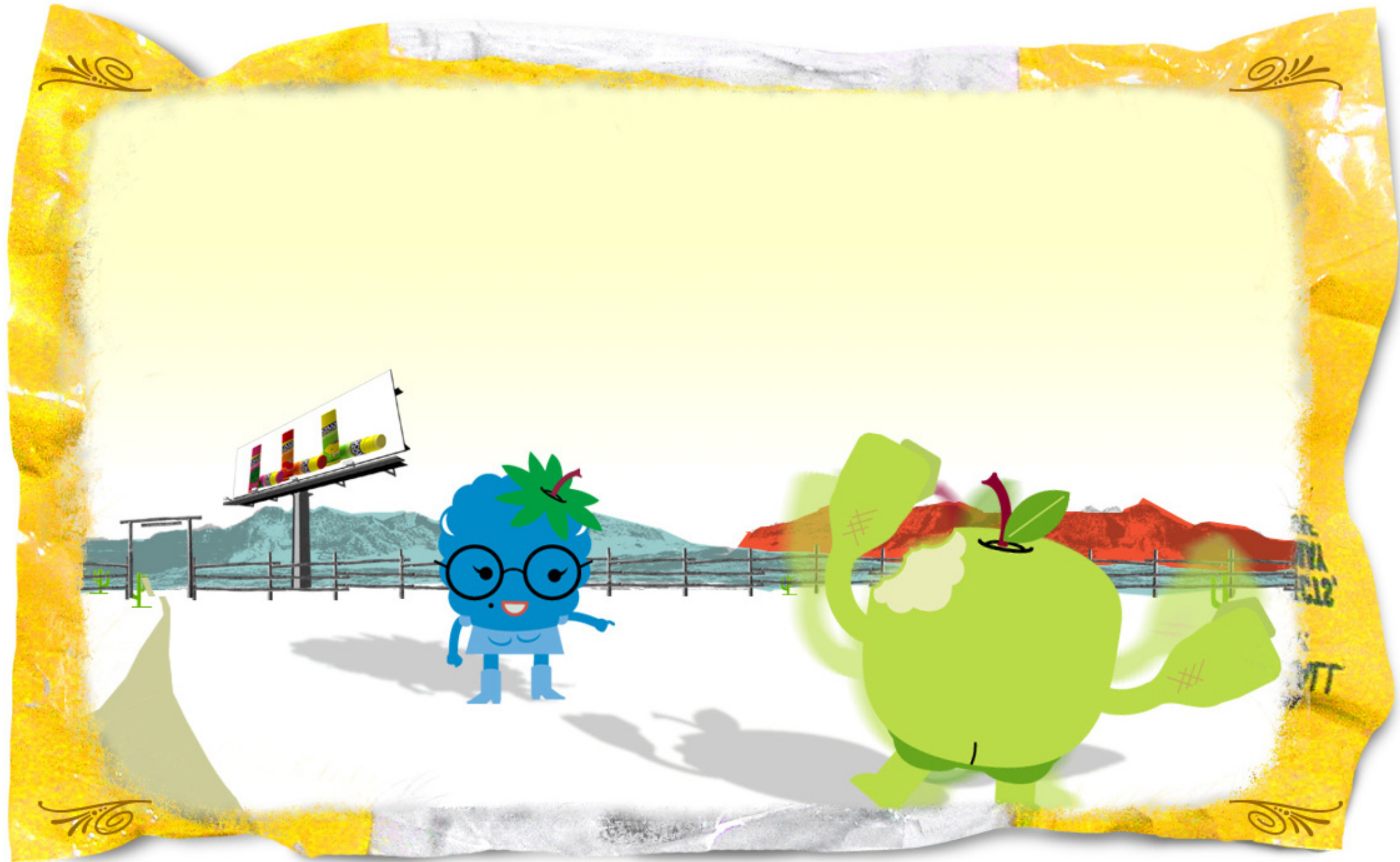


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PLAY CODE REDEMPTION







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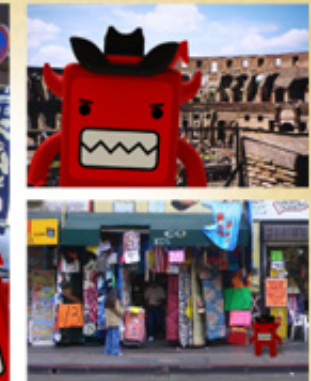


Interactive, engaging solutions from Pulse 3D allow consumers to create and deploy virtual Jolly Rancher characters through their mobile phones.

Patented Pulse 3D software transforms standard digital images (photos and illustrations) into interactive, animated characters that do not require plug-ins to view or hear.

Choose your favorite character. Text your message and send it to your friend.

The Jolly Rancher character will speak your message to your friend in his/her own voice and in 3D. Or you can speak your message into your phone and have the character deliver it in your own voice.



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NEXT



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Splinter Cell Pandora Tomorrow 3D (Cell)

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Yes.

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Developed by: Gameloft
Genre: Action
Number of Players: 1
Release Date
 US: November 28, 2004

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Game Review By *Flint*
This week I spent precious game-time unlocking Tony Hawk's Wall Walk. And Next week I'll have the Sims Bust Out trix decoded and uploaded. Keep your thumbs up...

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MTV.COM MUSIC SHOWS NEWS COMMUNITY SHOP

CRIBS

Navigation

MTV Cribs
 airs Mondays at 10:30 PM (ET/PT).

Cribs Main

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- On-Air Main
- Crib Crashers
- Making The Band
- Real World: Las Vegas
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What Is Cribs?

Welcome to *MTV Cribs*, the most exciting way to peep into your favorite celebrities' homes without getting slapped with a restraining order. *MTV Cribs* isn't just about making you depressed by rubbing your nose in B2K's palatial suite. We also show you what's in Jerry O'Connell's refrigerator and Missy's fish tank to give you exclusive insight into your heroes. This week's *MTV Cribs* features Pauly Shore, Baron Davis and Travis Pastrana.

MTV Cribs airs Mondays at 10:30 PM (ET/PT)

Recently Aired	Upcoming Episodes
<p>Episode 508: The Jackass Special (Aired Saturday, 12.06.2003)</p> <p>Hot damn! Cribs is going Jackass. Miss this and you might as well lock yourself in a closet for a week because all your friends will be talking about it.</p>	<p>Ep. 402: Nelly/O-Town / Russell Simmons</p> <p>Airs 6:00 PM (ET) Monday, 12.08.2003</p> <p>See all air times for this episode</p> <p>Episode Flipbook</p>

Gary Grape on Cribs











Los Sabores Gigantes.

iRun para su vias!

ADVERTISEMENT

Check Out These Celebs and Their Cribs

 Pauly Shore	 Shannon Elizabeth	 Naomi Campbell	 Aaron Carter	 Kelly Rowland	 Macy Gray	 Shaquille O'Neal	 Missy Elliott
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Internet zone



AIM ICONS

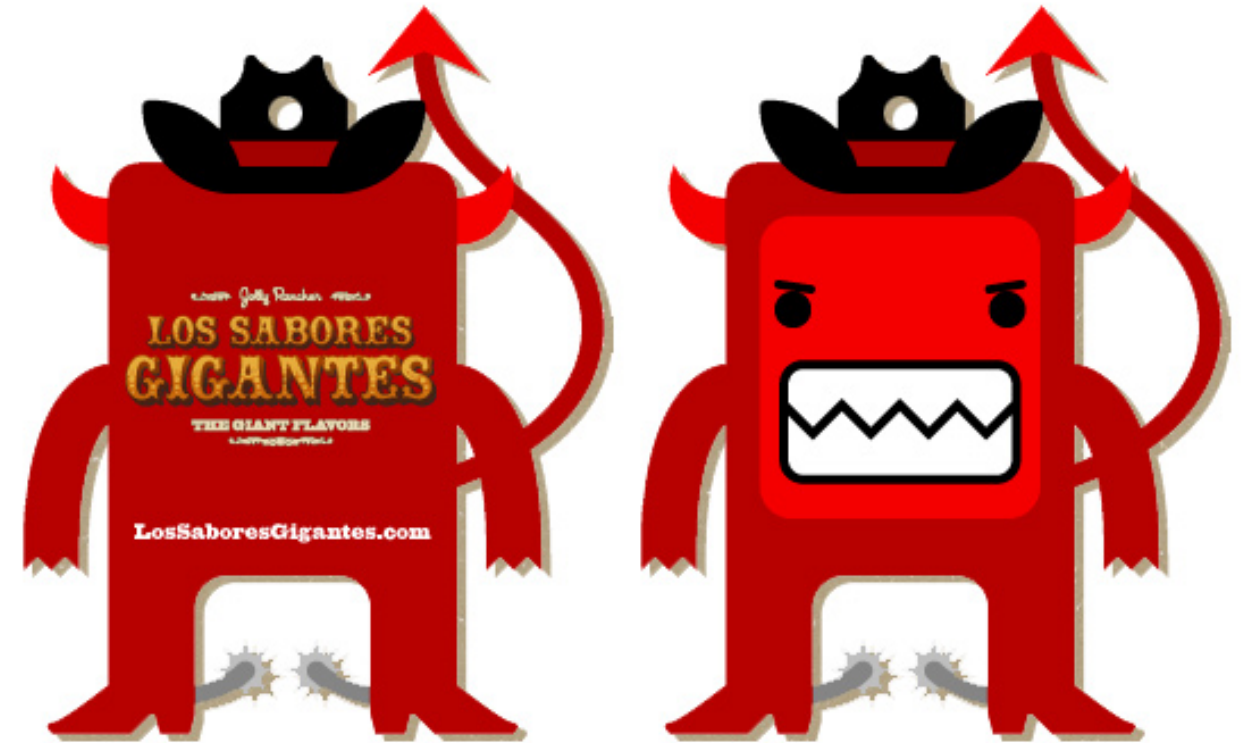
Instant messaging and chat is an integral part of the target's lifestyle. The Jolly Rancher character buddy icons are the ultimate pass along, allowing the user who relates to their attitudes and personalities to use these icons as a badge of cool-ness.

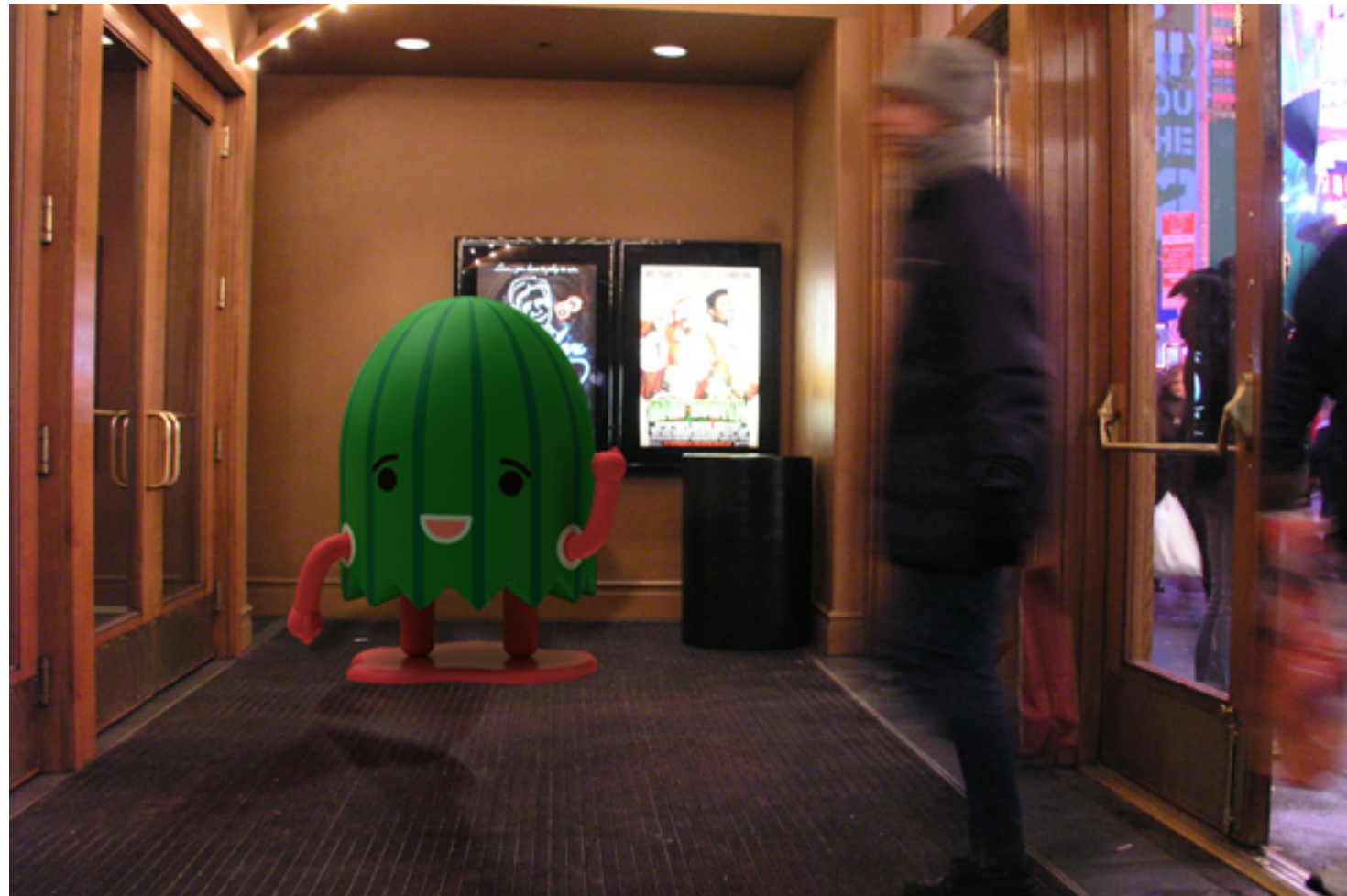




BEACH

At Spring Break, college kids are surprised and intrigued when they arrive at their favorite beaches in the morning. Hundreds of our creatures are half-buried in the sand.





MOVIE THEATERS

A great tie-in with JR's in-theatre sales or an accompaniment to in-cinema ads (spots or slides), oversized characters loom in theatre lobbies all around the nation.



VIDEO GAME TIE-IN

The Sims allows players to create and play simulated worlds of their making. And it looks like their world just got a whole lot better.



THE UNLOCKABLES

Using Play Codes from inside wrappers of Jolly Ranchers, gamers will be able to unlock and play the characters in top-rated video games like SSX4, Need for Speed, Sims, and more.

The unlockables will also provide added value to the game, such as tips and tricks, and customizable character rewards (Branded Snowboards, Special Purple Tracks, Customized Jollied Cards, and special Jolly Events).



Pogo - games, chat and win prizes! - Microsoft Internet Explorer

Address: http://pogo.com/home/

EA.com
 Play Games for FREE! Win CASH Prizes

191,395 Players Online!

The Buzz January 11, 2005

New Releases:
 12/7 - Los Sabores Gigantes Racing
 12/15 - Rainy Day Spider Solitaire

Coming Soon:
 Lotto - Preview

Read all about it:
 Sign up for the FREE Pogo.com newsletter!

See Latest News for more!

Downloadable Games
 More Pogo - Better Pogo - Play Anywhere

Top Games:
 1. WordJong™ To Go -new!
 2. Mahjong Garden To Go
 3. Insaniquarium Deluxe
 4. Zuma™ Deluxe
 5. Shape Shifter

All Downloadable Games

Club POGO EXCLUSIVES

Sign up now for a FREE trial to Club Pogo™ to play all your favorite Pogo games plus these member-only games:

	Jackpot	Players
Aces Up! -new!	\$1056	6825
Canasta	\$180	13630
Dice Derby	\$1618	514
Fortune Bingo	\$292	4964
Greenback Bayou	\$114	205
Jigsaw Detective	\$1625	3177
Jungle Gin	\$1025	4326
Mahjong Garden	\$1259	8197

My Favorites

	Jackpot	Players
1. First Class Solitaire	\$63	9518
2. Tumble Bees	\$1389	2388
3. Poppit!™	\$445	5321
4. Sci-Fi Slots	\$282	789
5. Turbo 21™	\$1393	4168
6. Word Whomp™	\$1315	10070

Freebie Casino

	Jackpot	Players
Big Shot Roulette™		464
Buckaroo Blackjack™	\$1617	1470
EZ Win Bingo		2121
High Stakes Poker	\$541	3762
Keno	\$920	1043
Panda Pai Gow Poker	\$527	939
Turbo 21™	\$1393	4168

Slots

	Jackpot	Players
Ali Baba Slots™	\$282	942
Sci-Fi Slots	\$282	789
Showbiz Slots	\$282	1305
Showbiz Slots II	\$282	710
Vaults of Atlantis Slots	\$850	10739

Card & Board

	Jackpot	Players
Rainy Day Spider Solitaire -new!	\$840	9258

ORIGINAL DISTRIBUTED CONTENT

Original branded games will live on gaming sites like Yahoo! Games, MSN Games and Pogo which will raise awareness as well as drive traffic to LosSaboresGigantes.com.



TV BANNER ADS

To raise awareness the characters will appear during the target's top rated TV shows in short animations on World Wide Wrestling, NASCAR, among others.

Los Sabores Gigantes

BRAND EXTENSIONS
LIFESTYLE AND CHARACTER BASED GOODS





JOLLY RANCHER FLAVORED SLURPEES



JOLLY RANCHER FLAVORED LIP BALM



JOLLY RANCHER FLAVORED LIP BALM



JOLLY RANCHER FLAVORED READY-TO-EAT GELATIN



JOLLY RANCHER FLAVORED SINGLE SERVE DRINK MIX



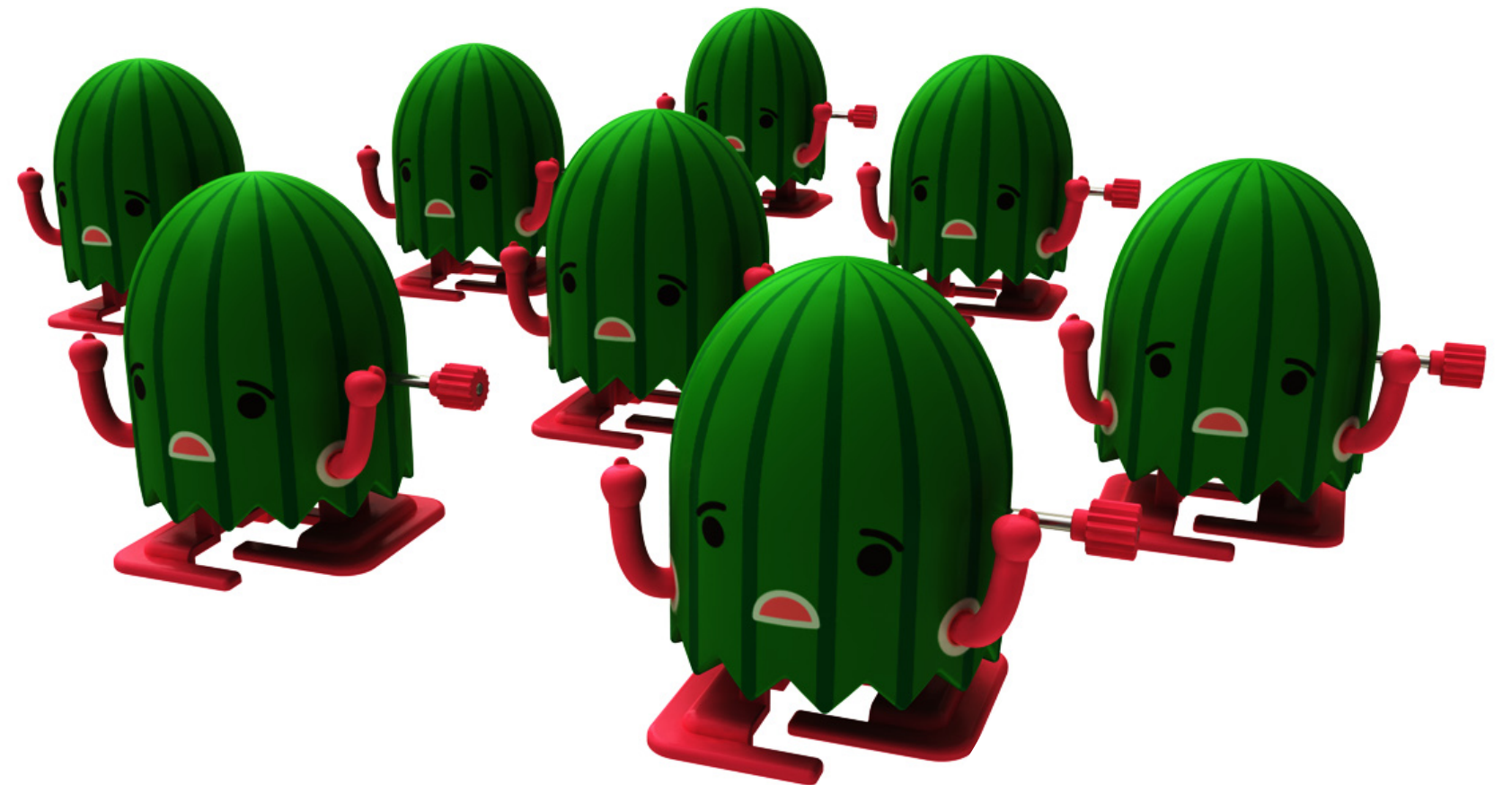
JOLLY RANCHER SINGLE FLAVOR CONTAINERS

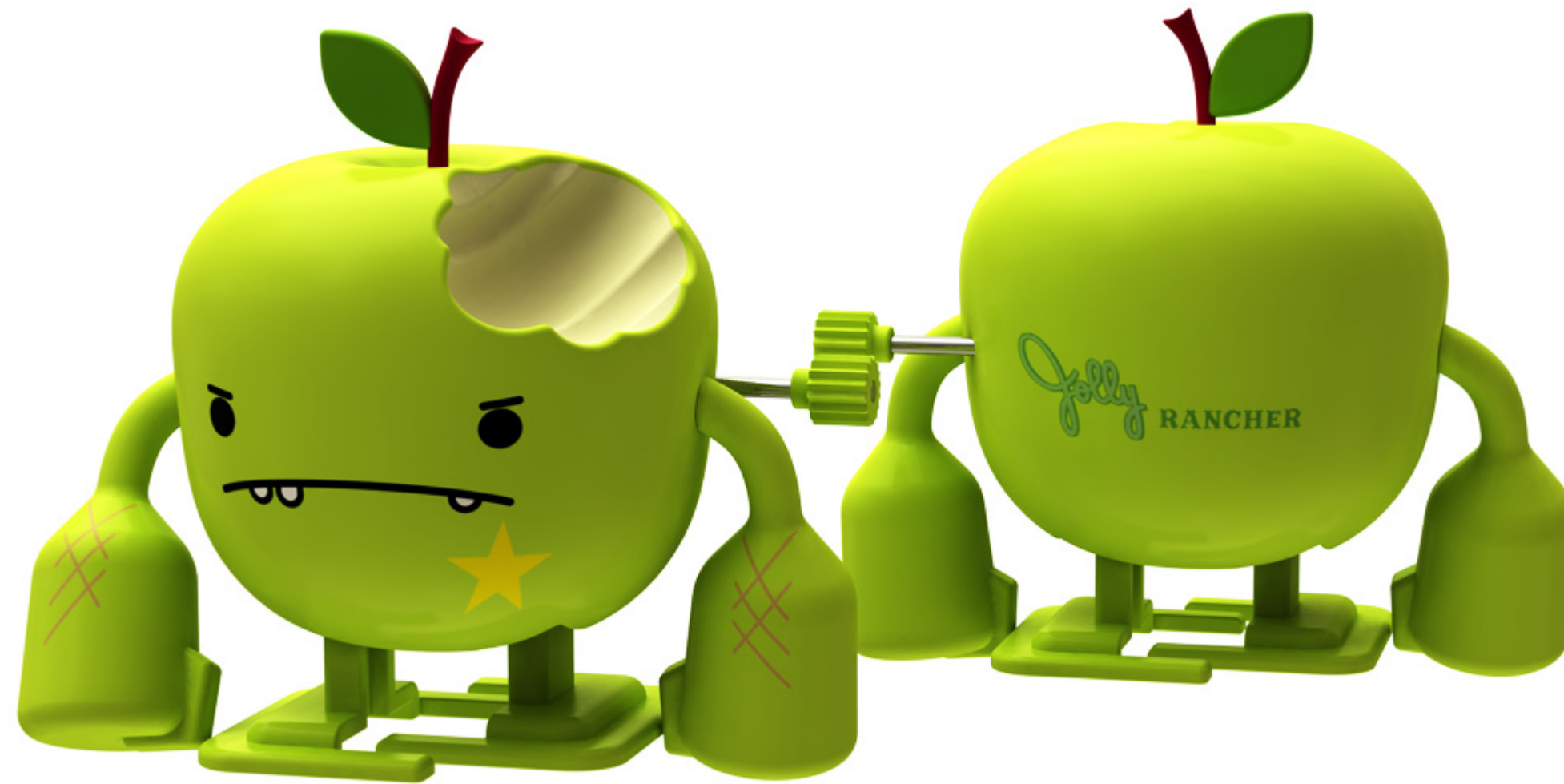


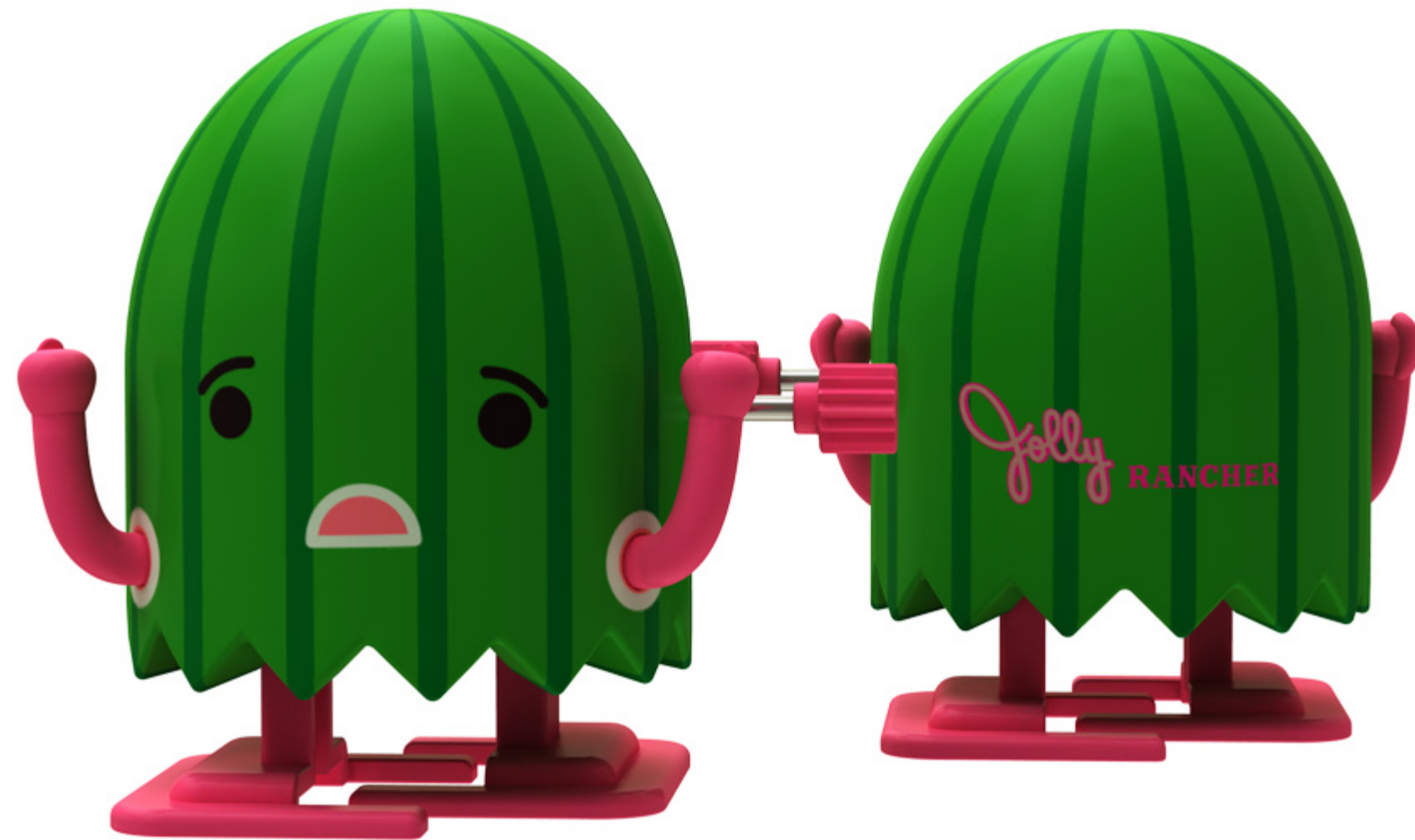
JOLLY RANCHER SINGLE FLAVOR CONTAINERS WITH LIMITED EDITION TOY CHARACTERS

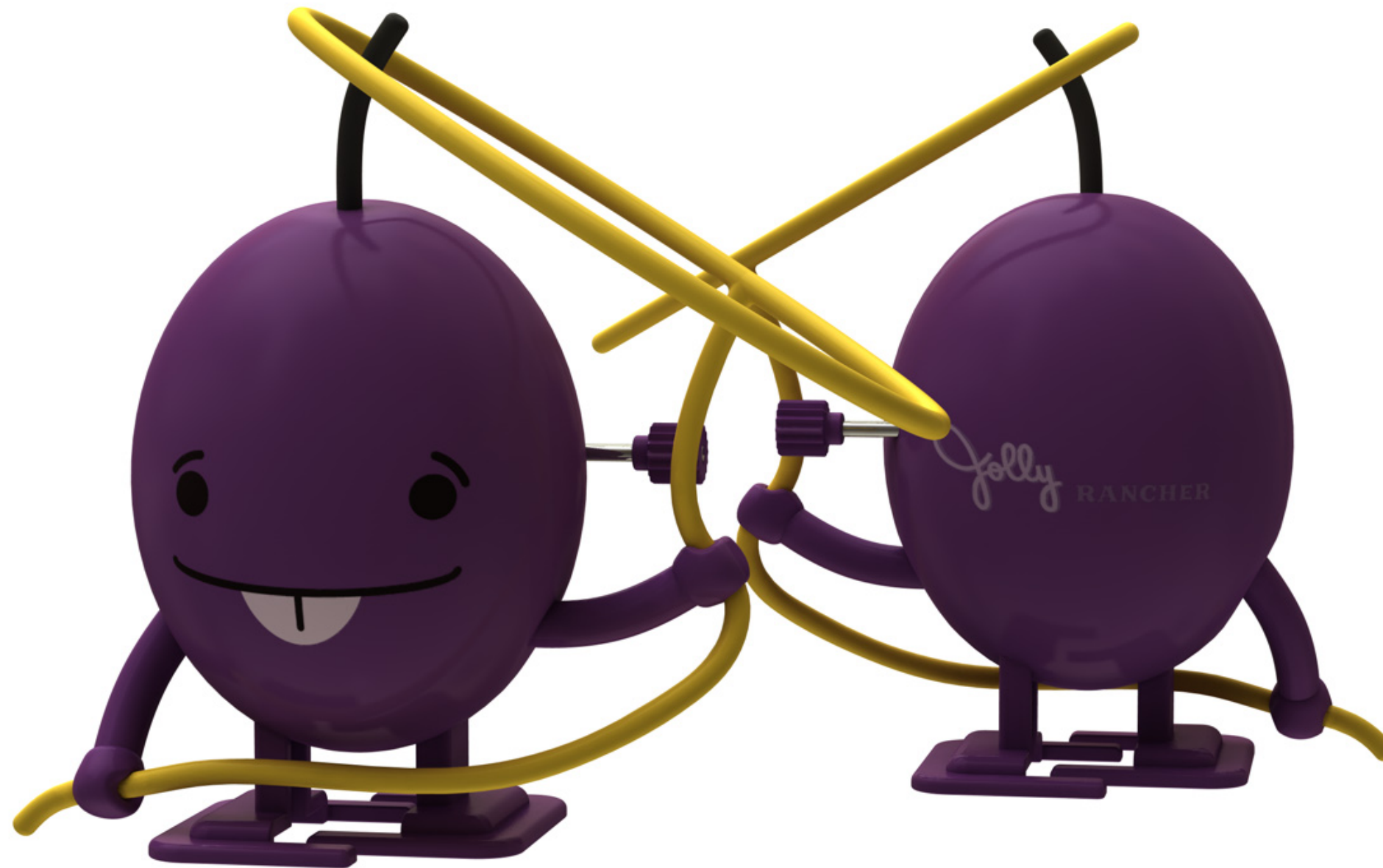
Los Sabores Gigantes

CHARACTER BASED PRODUCTS
WIND-UP TOYS









Los Sabores Gigantes

**CHARACTER BASED PRODUCTS
FIGURES AND CANDY CONTAINERS**



