

Chris Grayson's Facebook App Portfolio

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Facebook App

Campaign:
Bud Light Platinum
Product Launch,
Super Bowl XLVI

Function:
Make a music video
from the images in
a user's own photo
album, together with
BLP branding, set to
the music of
Avicii "Levels."

Note:
Received over
60k "Likes" in a day
for a newly launched
product.

Agency:
Translation



- Wall
- Info
- Friend Activity
- Photos

About

Enjoy Responsibly. To ensure the best environment possible for our fans, please keep in mind that any posts that are offensive or suggest irresponsible consumption will be removed.

Bud Light Platinum

Food/Beverages

INTRODUCING
BUD LIGHT PLATINUM

Use your Facebook photos to create your own video to Avicii's "Levels."

#MAKEITPLATINUM



CHECK OUT THE FEATURED VIDEOS
OTHERS HAVE CREATED USING THEIR PHOTOS.

facebook

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Food/Beverages

CREATE YOUR OWN VIDEO
TO AVICII'S "LEVELS"
SEE DETAILS BELOW

#MAKEITPLATINUM

MAKE MY VIDEO

SHOW US HOW
YOU AND YOUR FRIENDS
#MAKEITPLATINUM.

AVICII

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Food/Beverages

CREATE YOUR OWN VIDEO
TO AVICII'S "LEVELS"
#MAKEITPLATINUM

Step 1 Step 2 Step 3

First select your photo albums

Click which albums contain the photos you want to use in your "Levels" video — You can view and select the photos in the next step.
Images that your friends tagged of you, will not show up.

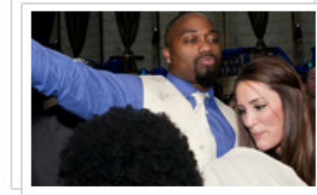
Next Step



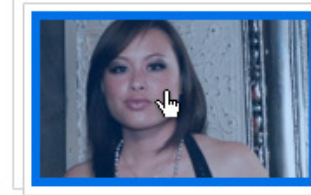
Moblie Uploads
20 photos



Cover Photos
6 photos



Moblie Uploads
20 photos



Cover Photos
6 photos



Moblie Uploads
20 photos



Cover Photos
6 photos

Next Step

Step 1 Step 2 Step 3

Bud Light Platinum

Food/Beverages

CREATE YOUR OWN VIDEO
TO AVICII'S "LEVELS"
#MAKEITPLATINUM

Step 1 Step 2 Step 3

Then select your photos

Click on 15 to 20 photos you want to use that show how you and your friends #MakeltPlatinum. Everyone must be 21+ at the time the photo was taken.

Go Back

Next Step



Go Back

Next Step

Step 1 Step 2 Step 3

facebook

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- Step 1
- Step 2
- Step 3

Now view your video

Share with my friends 21+



CHECK OUT THE FEATURED VIDEOS
OTHERS HAVE CREATED USING THEIR PHOTOS.



Facebook App

Campaign:
StateFarm Recruitment

Function:
Upload a candidate
video, include referrals
from within your
network of friends,
vote on candidates.

Agency:
Translation

facebook Search Chris Grayson Home

Wall
Info
Friend Activity
Welcome
Amazement Park
ESPN CoverItLive
Questions
Events
Photos

About
State Farm Nation – Welcome to State Farm Nation, where our fans can get he...
More

1,372,771 like this
7,007 talking about this

Likes See All
Roadtrip Nation
26 Seconds
MTV
Brodie Smith
VEVO

Create a Page
Add to My Page's Favorites
Get Updates via SMS
Get Updates via RSS
Unlike
Report Page
Share
Bud Light Lime

PEOPLE LIKE YOU AREN'T EASY TO FIND. We know. We've been looking!

Reliable Caring Loyal Smart

State Farm
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas sussem pus ligula vel luctus. Proin ut orci nulla.

MEET THE CONTENDERS

You're the kind of person who:

- volunteers to be the designated driver
- helps out when a friend moves
- can always tell when something's wrong

INSTRUCTIONS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

STEP 1 Sign up

Next

You're not alone. Ask your friends for a recommendations and references. (Copy is FPO)

Create a Page

Sean's birthday is today
1 event this week

facebook

Facebook App

Campaign:
StateFarm summer
music festivals
sponsorship

Function:
Play matching game to
win free tickets.

App also featured
Instagram integration,
showing photos
hashtagged from
events.

Agency:
Translation

The image shows a Facebook app interface for State Farm's summer music festival sponsorship. At the top, the State Farm logo is on the left, and navigation links for COACHELLA, BONNAROO, LOLLAPALOOZA, and BUMBERSHOOT are on the right. Social media icons for Twitter and Facebook are also present. The main content area features a large purple banner with the text "WATCH THE COACHELLA LIVE STREAM FROM THE COMFORT OF YOUR OWN COUCH." and a small couch icon. Below this is a video player showing a live stream of a Coachella performance with the text "WATCH COACHELLA LIVE ON YOUTUBE" and "Far from the desert, close to the music." To the right of the video player is a promotional card for Bonnaroo, stating "CLICK HERE TO WIN TICKETS TO BONNAROO" and providing the dates "JUNE 7-10, 2012" and location "MANCHESTER, TENNESSEE". Below the video player is another purple banner with the text "TIPS & TRICKS HOW TO GET THE MOST OUT OF THE COACHELLA LIVE ARCHIVE." and a "READ MORE" button with a right-pointing arrow. The background of the app interface is a collage of festival-related images, including a sunset with palm trees, a stage with blue and purple lights, and a Ferris wheel. The word "CROP" is visible in the bottom left and right corners.

facebook

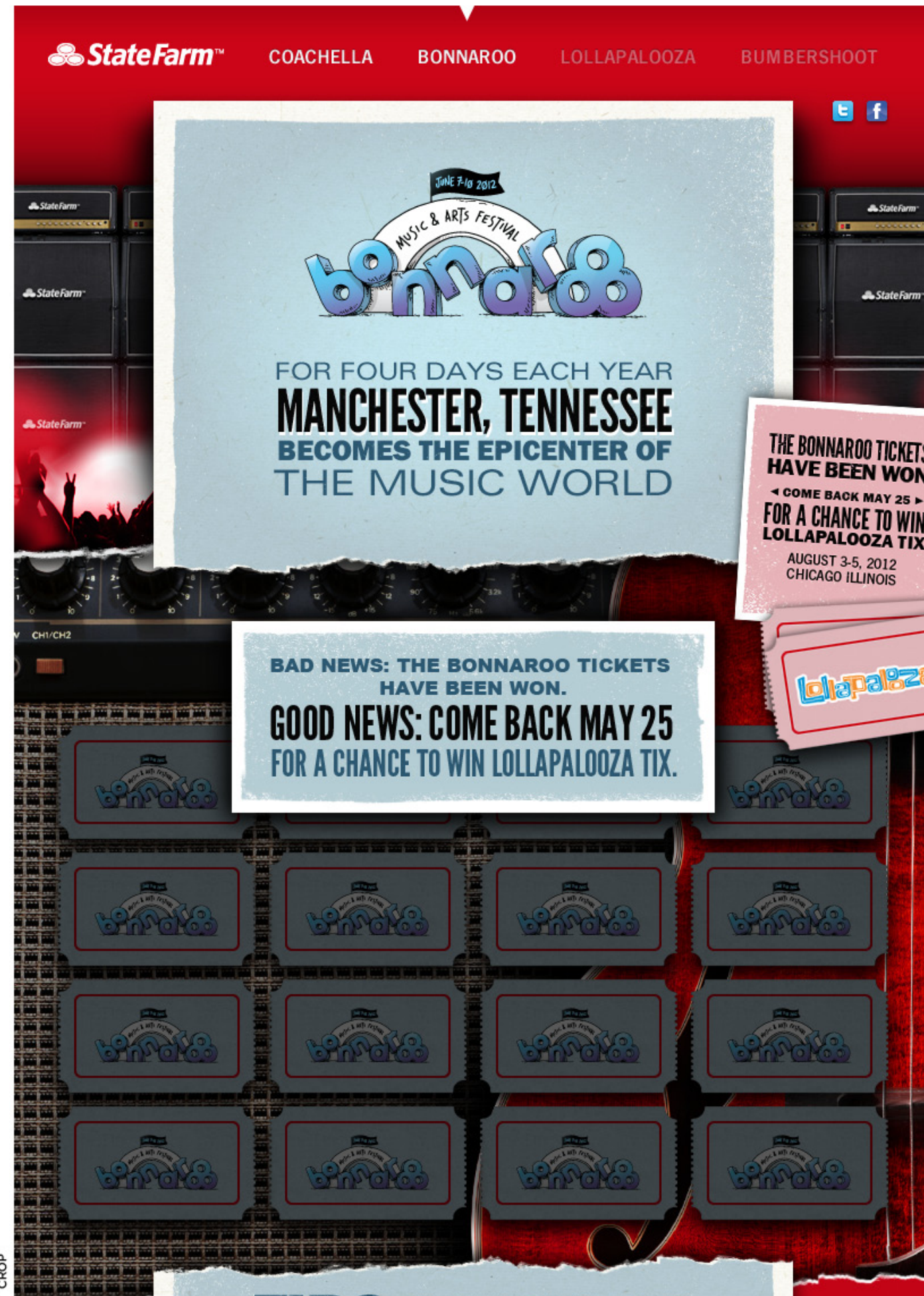
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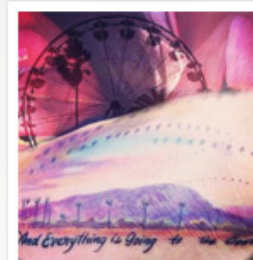
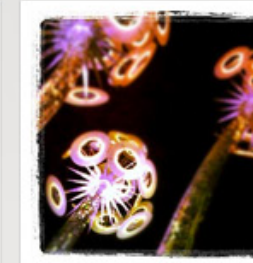
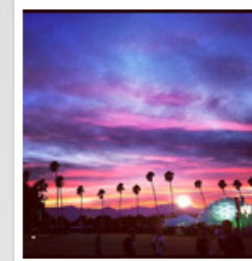
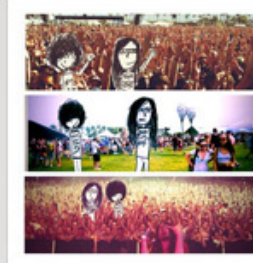


Instagram

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Go ahead. Ogle the goings-on.

#coachella & #coachella2012



CROP

CROP

CROP

CROP

facebook

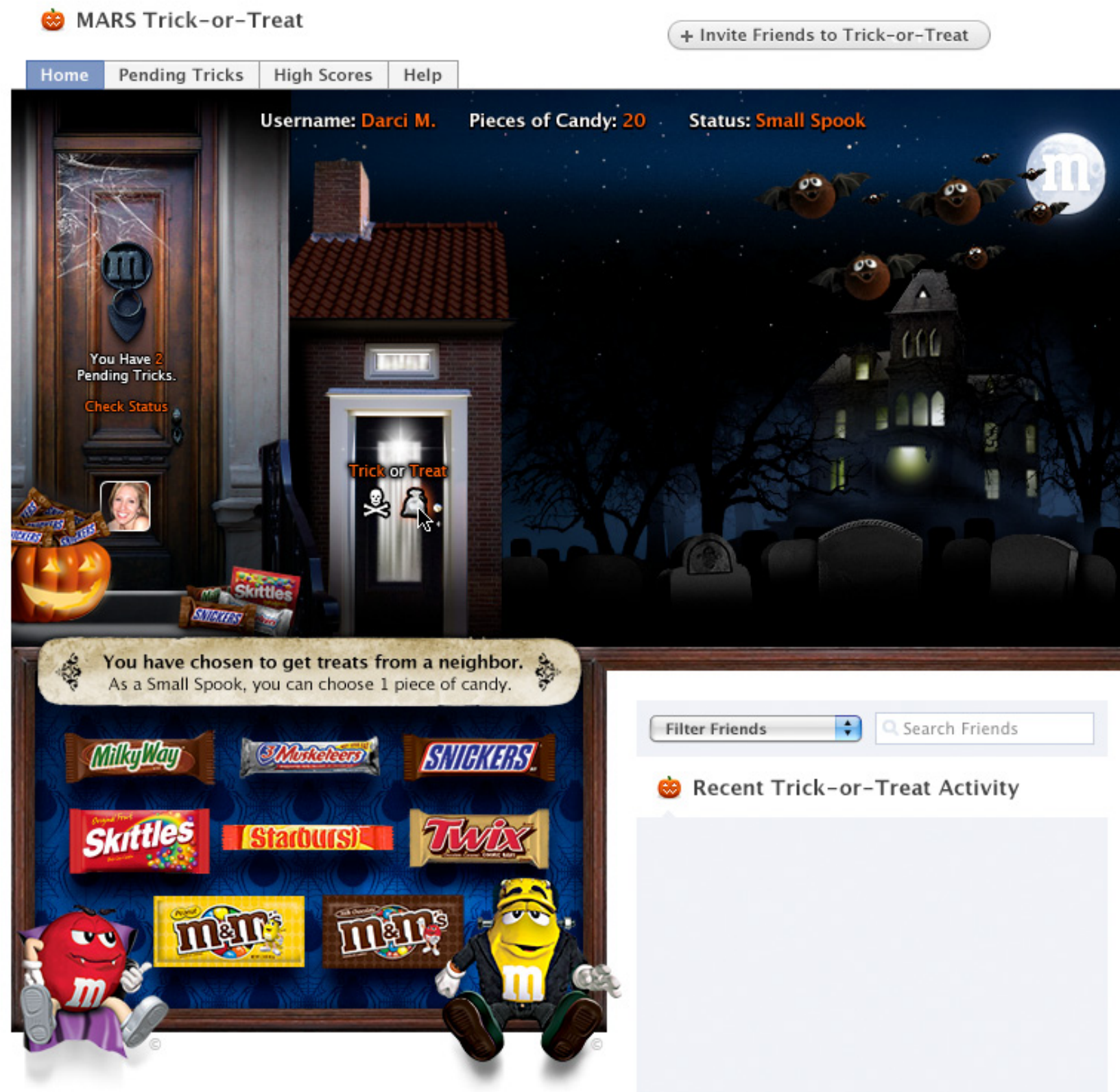
Facebook App

Campaign:
MARS Candy
Halloween Promotional

Function:
Trick-or-Treat game
largely based on
“Parking Wars” game
dynamic.

Note:
#1 Halloween app
of season, by user
participation.

Agency:
G2 / GREY



facebook

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Campaign:
MARS Candy
Halloween Promotional

Function:
Trick-or-Treat game
largely based on
“Parking Wars” game
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Note:
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Agency:
G2 / GREY

The screenshot shows the Facebook MARS Trick-or-Treat game interface. At the top, the title "MARS Trick-or-Treat" is displayed with a pumpkin icon. A button "Invite Friends to Trick-or-Treat" is visible. Below the title are navigation tabs: "Home", "Pending Tricks", "High Scores", and "Help". The main display area shows a street scene at night with several houses. Each house has a door with a "Trick or Treat" sign and a user's profile picture. The user's current status is "Darci M." with "Pieces of Candy: 20" and "Status: Small Spook". A notification says "You Have 2 Pending Tricks. Check Status". The houses are labeled: "James M.", "Brian R.", "Patrick K.", and "Holly G.". Below the street scene, a message states: "You have chosen to get treats from Patrick K. As a Small Spook, you can choose 1 piece of candy." Below this message is a selection of candy bars: Milky Way, Musketeers, SNICKERS, Skittles, Starburst, Twix, and M&M's. At the bottom right, there is a "Filter Friends" dropdown and a "Search Friends" input field. Below that is a section titled "Recent Trick-or-Treat Activity" with several activity items: "You attempted to Trick Brian R. Your Trick is Still Pending", "You could Win a Million Dollars at http://www.halloweenmillion.com", "James M. has Tricked you and their trick was successful - you lose 5 pieces of candy - View this trick?", and "You treated at Holly G.'s door and".

facebook

Facebook App

Campaign:
Milano Cookies eGifts

Function:
Gift Milano Cookies.

Agency:
G2 / GREY



PEPPERIDGE FARM
Milano
Milano® cookies eGifts

Like

Friends
ADD A FRIEND
You haven't added a friend yet. Add one now, or just pick a product to get started.

1st Choose What
Which delicious variety of Milano® cookies do you want to send?

2nd Choose Who
What friend do you want to send your eGift to?

3rd Choose Where
You can send your eGift through Facebook or email.

Milano
Elegant, irresistible, classic Milano® cookies.

GIVE THIS **GIVE THIS** **GIVE THIS** **GIVE THIS**

Original Milano® Mint Milano® Strawberry Milano® Orange Milano®

All 7 oz. bags are \$3.95



Facebook App

Campaign:
StateFarm / NBA
State of Fandom

Function:
Data-Visualization
of all NBA teams
fanbase among the
user's friend-network.

Agency:
Translation

State Farm
NATION

- Wall
- Info
- Friend Activity
- Welcome
- Amazement Park
- ESPN CoverItLive
- Questions
- Events
- Photos

About
State Farm Nation - Welcome to State Farm Nation, where our fans can get he...
[More](#)

1,372,771
like this

7,007
talking about this

State Farm Nation ▶ **NBA State of Fandom**

Product/Service



WELCOME TO THE STATE OF FANDOM

DECLARE YOUR ALLEGIANCE

Show off your team spirit on your Facebook page with exclusive NBA team cover art.



FANS OR FOES?

Come back after 3/7 to see where your Facebook friends' team loyalties lie. Like this to get a reminder.



FABLES OF FANDOM

You won't believe what startled these unlucky fans!

CROP

CROP



Facebook App

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StateFarm / NBA
State of Fandom

Function:
Data-Visualization
of all NBA teams
fanbase among the
user's friend-network.

Agency:
Translation



Fans or Foes?

Generate your NBA Fandemonium Graph to see where your Facebook friends' loyalties lie.

CHOOSE YOUR TEAM. SEE WHO ELSE IS A FAN.
Click on a team logo below to choose your team.

Share on your Wall

Complete Team Rankings on Facebook

Rank	Team	Facebook Fans
1	New York Knicks	11,818,141
2	Miami Heat	4,826,398
3	Los Angeles Lakers	1,649,422
4	Boston Celtics	999,999
5	New Jersey Nets	999,998
6	Philadelphia 76ers	999,997

CROP

CROP

facebook

Facebook App

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StateFarm / NBA
State of Fandom

Function:
Data-Visualization
of all NBA teams
fanbase among the
user's friend-network.

Agency:
Translation



Fans or Foes: New York Knicks

Generate your NBA Fandemonium Graph to see where your Facebook friends' loyalties lie.

CHOOSE YOUR TEAM. SEE WHO ELSE IS A FAN.
Click on a team logo below to choose your team.

Reset Choose Another Team Share on your Wall

The graph shows the New York Knicks logo at the center, surrounded by other NBA team logos. The size of each team's logo is proportional to the number of fans in the user's network. The Knicks logo is the largest, with a count of 20. Other teams shown include Chicago Bulls (13), Los Angeles Lakers (22), Miami Heat (17), Dallas Mavericks (8), New York Knicks (20), Chicago Bulls (13), Minnesota Timberwolves (2), Houston Rockets (1), Memphis Grizzlies (8), Utah Jazz (6), and Washington Wizards (1). A grid of 16 user profile pictures is shown in the top left corner, and a horizontal strip of 16 profile pictures is shown at the bottom of the graph area.

Friends that support your team



Like

#1 Among your friends

#8 Among all Facebook Fans

CROP

CROP



Facebook App

Campaign:
StateFarm / NBA
State of Fandom

Function:
Data-Visualization
of all NBA teams
fanbase among the
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Agency:
Translation

Fans or Foes: New York Knicks
Generate your NBA Fandemonium Graph to see where your Facebook friends' loyalties lie.

CHOOSE YOUR TEAM. SEE WHO ELSE IS A FAN.
Click on a team logo below to choose your team.

Reset Choose Another Team

Share on your Wall

Post to Your Wall

Say something about this...



Fans or Foes?
Create your own NBA fan graph to see where your friends' loyalty lies.

via Infographic Dev

Share Cancel



Friends that support your team



Like

#1 Among your friends

#8 Among all Facebook Fans

CROP

CROP

END

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