



**all the design.
twice the value.**



two-sided comforter

**i hold.
i measure.
you save!**



clipboard with ruler

**great value and
great design?
what a bright idea!**



desk lamp

**being organized has
never been so stylish...
or affordable.**



filing system

**it's time
for affordable design.**

**Dror
for Target**

Client: Target Agency: Studio 13 Copywriter: Matt Zimmerman Art Director: Jason Jewett



It starts with one can.

To feed the hungry. To lift the spirit. To change the world.

For millions, each day begins and ends with the anguish of hunger. But Canstruction®, a charity sponsored by the design and construction industry, is determined to end this suffering.

Canstruction® is a design/build competition showcasing the talents of design and construction industry professionals and students they mentor. At events held around the world, teams are given just 12 hours to defy expectations, logic, and gravity as they build fantastic sculptures from thousands of cans of food. Driven by the knowledge that their structures will change lives—by lifting the spirits of those in need, by

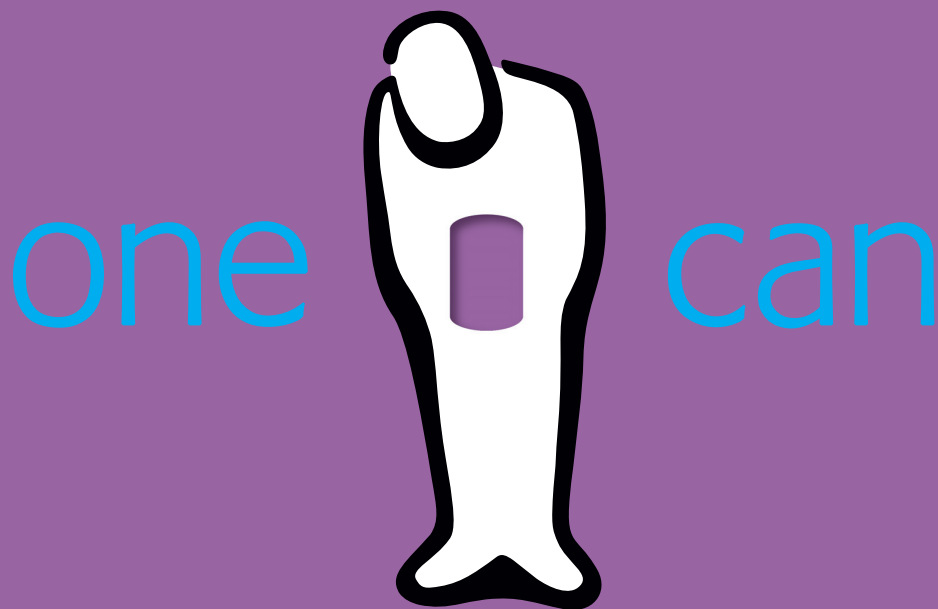
raising public awareness, and most importantly, by filling the shelves of local food banks—dedicated volunteers work tirelessly to bring their creations to life. The following day, the super-sized masterpieces are judged in a variety of categories as these unconventional art exhibits are opened to the public, the cost of admission—just one can of food.

Canstruction® is using **one can** as a catalyst for change. One can to represent the building blocks of these massive sculptures. One can to prove that every act of kindness makes a difference. Through the generosity of volunteers, celebrity judges, and members of the community, Canstruction® has contributed millions of pounds of food to community food banks—demonstrating that we can win this fight, that we can feed the hungry.

Making a difference. Changing the world. One can.

Client: Canstruction Agency: badpartners Copywriter: Matt Zimmerman Art Director: Russell Berger

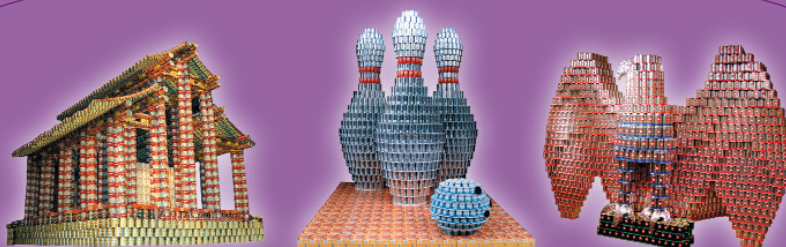
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It starts with **one can**. To feed the hungry. To lift the spirit. To change the world.

Canstruction®, a national charity committed to ending hunger, is using **one can** as a catalyst for change. Taking place in 50 cities throughout North America each year, Canstruction® events are unique design/build competitions showcasing colossal sculptures built from thousands of ordinary cans of food. Highlighting the creativity and compassion of top architectural and engineering firms, these astounding structures are helping to change the world—by lifting the spirits of those in need, by raising public awareness, and most importantly, by collecting millions of pounds of food for local food banks.

Making a difference. Changing the world. One can.



canstruction®
12th annual design/build competition
to benefit the Food Bank For New York City

November 11–24
Mon–Sat 9am–5pm
New York Design Center
200 Lexington Avenue

36 colossal structures on display

class tours by appointment only (212) 679-9500 Ext 30

admission: one can of food

ad made possible by GLOBAL Encasement, Inc.

www.canstruction.org



organized by: ☐ Society of Design Administration ☐ American Institute of Architects ☐ New York Design Center

canstruction®

creative: badpartners design: russell berger copy: matt zimmerman

Client: Canstruction Agency: badpartners Copywriter: Matt Zimmerman Art Director: Russell Berger

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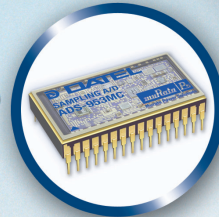
Extra Sensory Reception.

When clarity is key,
Murata and Falcon cut through the chaff.

As a Falcon featured supplier, our partnership provides you with outstanding customer service, on-going support, and superior products such as the ADS-953.

The ADS-953 is an 18-bit, 1MHz sampling A/D converter that accurately samples full-scale input signals up to Nyquist frequencies with no missing codes. This feature, combined with excellent SNR and THD makes the ADS-953 the ideal choice for both time-domain and frequency-domain applications.

Murata's high-speed data acquisition products offer outstanding electrical performance, small packaging, ease-of-use, and low power consumption - whether standard, custom, or hybrid packaging is required.



ADS-953 Features:

- 18-bit resolution
- 1MHz minimum sampling rate
- No missing codes over extended temperature range
- Very low power, 1.45 Watts
- Small, 32-pin, side-brazed, ceramic TDIP
- Edge-triggered
- Excellent performance, -95dB peak harmonics
- Ideal for both time-domain and frequency-domain applications
- Low cost



Falcon's focus on the Military and Aerospace Industry allows us to forge strong alliances with suppliers of superior product lines such as Murata Power Solutions.

Since Falcon is dedicated solely to the Military and Aerospace Industry, we are able to react quickly to technological advancements, supply long-term guidance, and provide a clear channel for your semiconductor component needs.

Falcon Electronics, Inc. is a Certified Small Disadvantaged Distributor, and your authorized source for all Murata Power Solutions products.

Fast. Focused. Falcon.

1-800-444-4744

sales@falconelec.com

www.falconelec.com

AS9100/ISO 9001:2000 Certified

Client: Falcon Electronics Agency: badpartners Copywriter: Matt Zimmerman Art Director: Russell Berger

Precision Vision.

When accuracy is everything, Murata and Falcon keep you on target.

As a Falcon featured supplier, our partnership with Murata Power Solutions provides you with outstanding customer service, on-going support, and superior products such as the ADSO-1410S and ADCDS-1603.



- 14-bit resolution; 10MSPS sampling rate A/D Converter
- Functionally complete module in standard 66-pin package
- Available in standard and military temperature ratings

The low-cost ADSO-1410S is a Quad 10MSPS sampling A/D which has been optimized for imaging applications, so as to provide the lowest noise performance while able to convert full-scale step input signals at 10MHz. The ADSO-1410S is also capable of accurately sampling full-scale input signals up to Nyquist frequencies with no missing codes.



- 16-Bit resolution, 3MPPS throughput rate
- Industry-leading SNR of 85dB at 3MHz
- Fully integrated low-power design in small 40-pin package

The ADCDS-1603 is an application-specific CCD signal processor designed for electronic-imaging applications. The ADCDS-1603 incorporates a user-configurable input amplifier, a CDS (correlated double sampler) and a 16-bit resolution sampling A/D converter in a single package - providing a complete, high-performance, low-cost, low-power, integrated solution.

The key to the ADCDS-1603's performance is a unique, high-speed, high-accuracy CDS circuit, which eliminates the effects of residual charge, charge injection, and kT/C noise on the CCD's output floating capacitor, producing a pixel data output signal. The ADCDS-1603 digitizes the resultant pixel data signal using a high-speed, low-noise sampling A/D converter.



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Fast.

Advancements in technology should never take you by surprise. In the military and aerospace industry, if you're not on top of things, they're on top of you. To stay out front, you need a partner who's plugged into the industry - one who can react quickly to your needs, sometimes before even you know what those needs are.

Focused.

It's Falcon's focus on the military and aerospace industry that has allowed us to forge long-term relationships with suppliers who are equally as dedicated. Falcon's line card showcases superior, high-reliability product lines from the industry's top manufacturers, all with long-term Mil-Aero strategies, reducing the possibility of obsolescence.

It's Falcon's focus on our customer that enables us to become a dedicated partner. Whether managing individual inventory requirements, providing sophisticated levels of support, or supplying leading-edge technologies, Falcon is committed to your success.

Falcon.

Falcon Electronics, Inc. is a Certified Small Disadvantaged Distributor of state-of-the-art semiconductor components, dedicated to the military and aerospace industry. Our suppliers have confidence in us. Our customers trust us. And Falcon has grown and prospered because of it.



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Client: Falcon Electronics Project: Website Agency: badpartners Copywriter: Matt Zimmerman Art Director: Russell Berger

Beer Cozy

It's a blur on the speed bag, a knockout in the 12th, and the only thing separating your knuckles from the other guy's chin. Inside the ring it's 10 ounces of padded fury that's been there for Sugar Ray, Iron Mike, and Marvelous Marvin, but step outside the squared circle and it's a cold bottle's best friend.

At just 95 calories and 2.6 carbs, Michelob Ultra is redefining out cold, one ring at a time.

When the choice is between going to spar or going to the bar, you may have to improvise, but you'll never have to compromise.



Michelob
ULTRA

NEVER COMPROMISE

Client: Michelob Ultra Agency: Spec Copywriter: Matt Zimmerman Art Director: Russell Berger

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Cooler

All day long it protects your melon from 300lb. madmen, from blitzing safeties, from crazed linebackers. Preseason to the playoffs, it's with you every sweat-drenched, grass-stained step of the way. And, at the end of the day, flip it upside down and fill it with ice and it does more than just keep your noggin from getting split open—it keeps your Michelob Ultra from getting warm.

At just 95 calories and 2.6 carbs, you'll reconsider wasting perfectly good ice on all of those bruises.

When the choice is between shooting the gap or hitting the bar, you may have to improvise, but you'll never have to compromise.



Michelob
ULTRA



NEVER COMPROMISE

Client: Michelob Ultra Agency: Spec Copywriter: Matt Zimmerman Art Director: Russell Berger

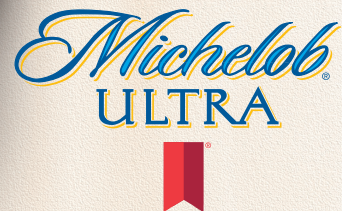
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Coaster

It's a 100 mph slap shot screaming across the blue line, and if you're not quick enough, it can send you to the dentist. Careers are made and dynasties created by this three inch hunk of vulcanized rubber—but sitting still it's the perfect defense against leaving a ring on the coffee table.

At just 95 calories and 2.6 carbs, Michelob Ultra will keep you moving fast enough to stay out of the dentist's chair.

When the choice is between between ruining a defensiveman's smile or ruining the furniture, you may have to improvise, but you'll never have to compromise.



NEVER COMPROMISE

Client: Michelob Ultra Agency: Spec Copywriter: Matt Zimmerman Art Director: Russell Berger

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GET YOURSELF FREE



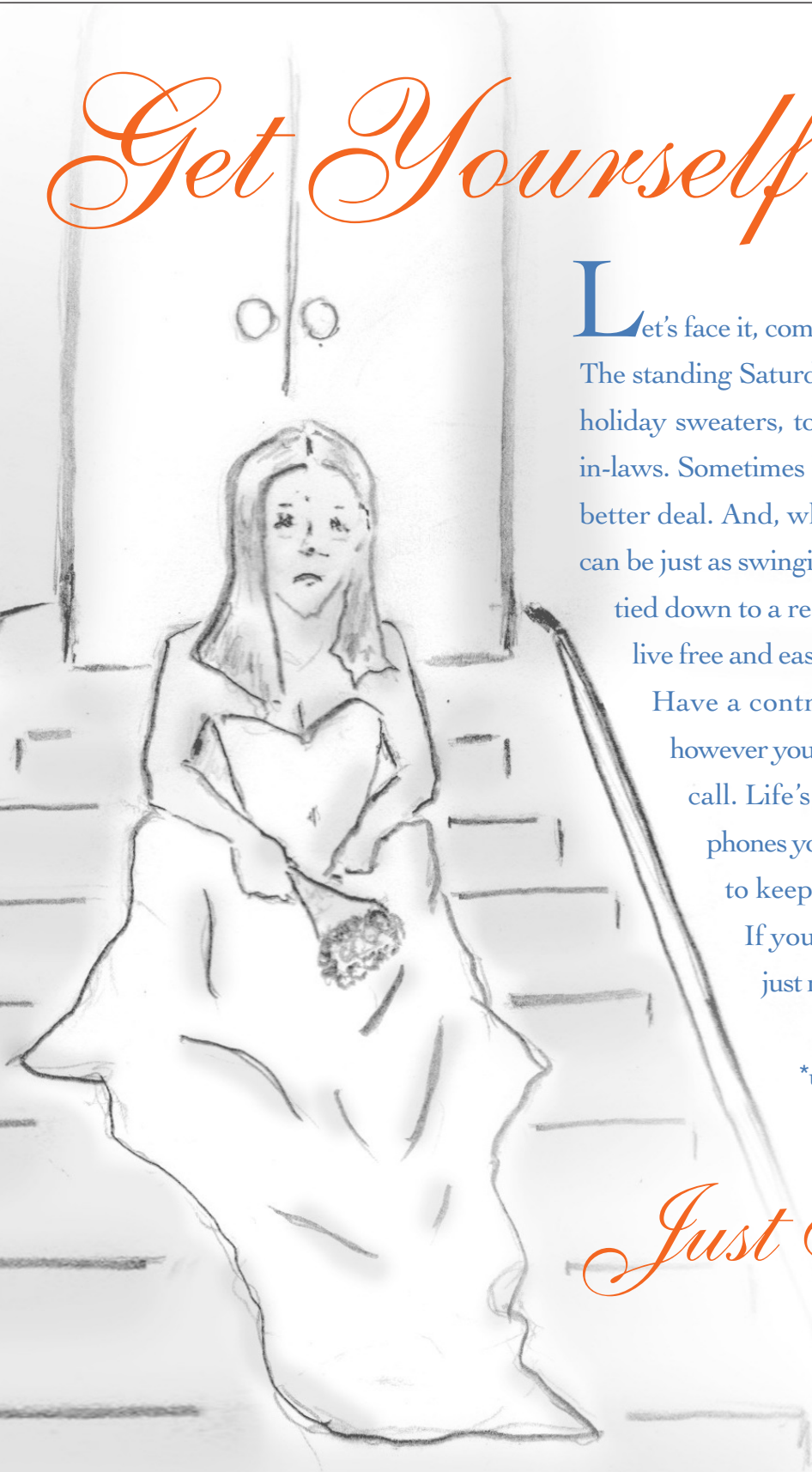
If you think that nine months is a long commitment, you should see some of these cell phone contracts—as overbearing as a mother hen. Sure, they say they're for your own good, that they know what's best for you, but there comes a point in your life when you have to cut the cord, stand on your own two feet, and scream at the top of your lungs "Stop smothering me!" Emancipate yourself with the AT&T Go Phone. Have a contract, don't have a contract—choose a plan that fits, or one you can grow into. And there's always the refillable minutes—so easy even a baby can do it. With all the latest grown-up technology, the AT&T Go Phone gives you the freedom you've been crying for.

JUST SAY GO.



Client: AT&T Go Phone Agency: Spec Copywriter: Matt Zimmerman Art Director: Russell Berger

Get Yourself Free



Let's face it, commitment's not for everybody. The standing Saturday night date, the matching holiday sweaters, tolerating unnaturally stupid in-laws. Sometimes being on your own is a way better deal. And, what works for your love life can be just as swinging for your cell life. Why be tied down to a restrictive plan when you can live free and easy with the AT&T Go Phone. Have a contract, don't have a contract, however you want to play it baby, it's your call. Life's short, and AT&T's got the phones you're hot for and the flexibility to keep you coming back for more. If you play your cards right, you just might get to have a three way.*

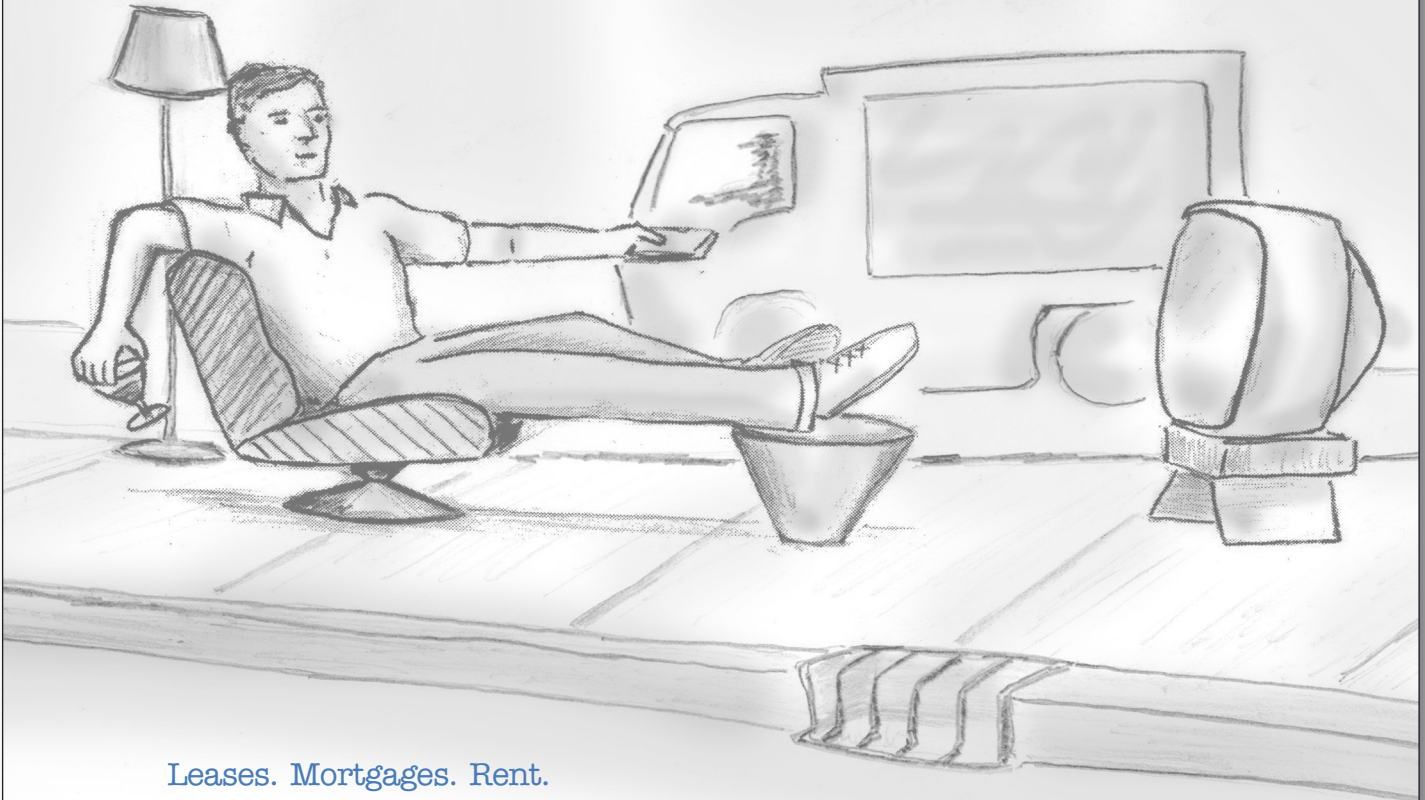
*unlimited three way calling

Just Say Go.



Client: AT&T Go Phone Agency: Spec Copywriter: Matt Zimmerman Art Director: Russell Berger

Get Yourself Free



Leases. Mortgages. Rent.

All oppressive contracts you don't need –

a Norman Rockwell-hued anchor around your neck. You sir, are a 21st century trailblazer, an icon of modernity. You understand that freedom is as much a part of the American dream as apple pie, and what works for the home, works for the phone. Get yourself free with the AT&T Go Phone. Have a contract, don't have a contract – it can be as invigorating as the wind in your hair and sleeping under the stars. Take a plan that fits, or go with the refillable minutes – it's all your choice. AT&T Go Phones offer deals that are as big as the great outdoors.

Just Say Go.



Client: AT&T Go Phone Agency: Spec Copywriter: Matt Zimmerman Art Director: Russell Berger



PSFC

FRUITS & VEGETABLES

picked fresh this morning

CHEESE & DAIRY

at its most natural

SEAFOOD

caught by actual fishermen

MEAT & POULTRY

raised free on the range

Fresh

Never have five letters meant so much.

Since 1973, The Park Slope Food Coop has been delivering on a pledge: to offer its members the crispest, locally-grown organic produce; the most natural, free-range meats, seafood, and poultry; dairy products not contaminated by hormones; and everything else a family needs to lead a delicious, sustainable life.

More than just amazing fare, The PSFC gives its members a chance to shop their conscience, support their community, and be better caretakers of their world.

The Park Slope Food Coop
Life in Harmony with Nature

Client: Park Slope Food Coop Agency: Spec Copywriter: Matt Zimmerman Art Director: Russell Berger

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**600 Sundays of over-cooked lasagna,
burnt-on eggplant parm, exploding manicotti,
and your Italian mother-in-law's disapproving looks.**

Each week you tried. You stirred and sautéed
and studied the cookbooks—all to no avail.
And, each Sunday, you were left with the vilest,
most stubborn, burned-on, baked-on, combinations
of sauce and cheese imaginable. Pans and dishes
so crusty and stained you weren't sure whether to
scrub them or scrap them. But each Sunday, S.O.S.[®]
came to your rescue, helping you clean up after
your culinary train-wrecks with ease and grace.

The same ease and grace you showed as you
politely ignored your Mother-in-Law's evil eye.

Reclaiming Clean



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Client: S.O.S Agency: Spec Copywriter: Matt Zimmerman Art Director: Russell Berger

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**Eight summers of over-sauced ribs,
questionable marinades, and
the occasional scorched eyebrow.**

Summer after summer
you piled pound upon pound
of filets, chops, and steaks atop
a sizzling grille, leaving you with
the worst caked-on, baked-on grease
imaginable. It was more than just your
average mess – it was alive, it was so tough it
had a record, and it took out standard scouring
pads like rival gangs in a prison yard.
That's where S.O.S.[®] came in, getting you early
release from your toughest clean-up jobs
and leaving time to figure out what
to do with that eyebrow.

Reclaiming Clean

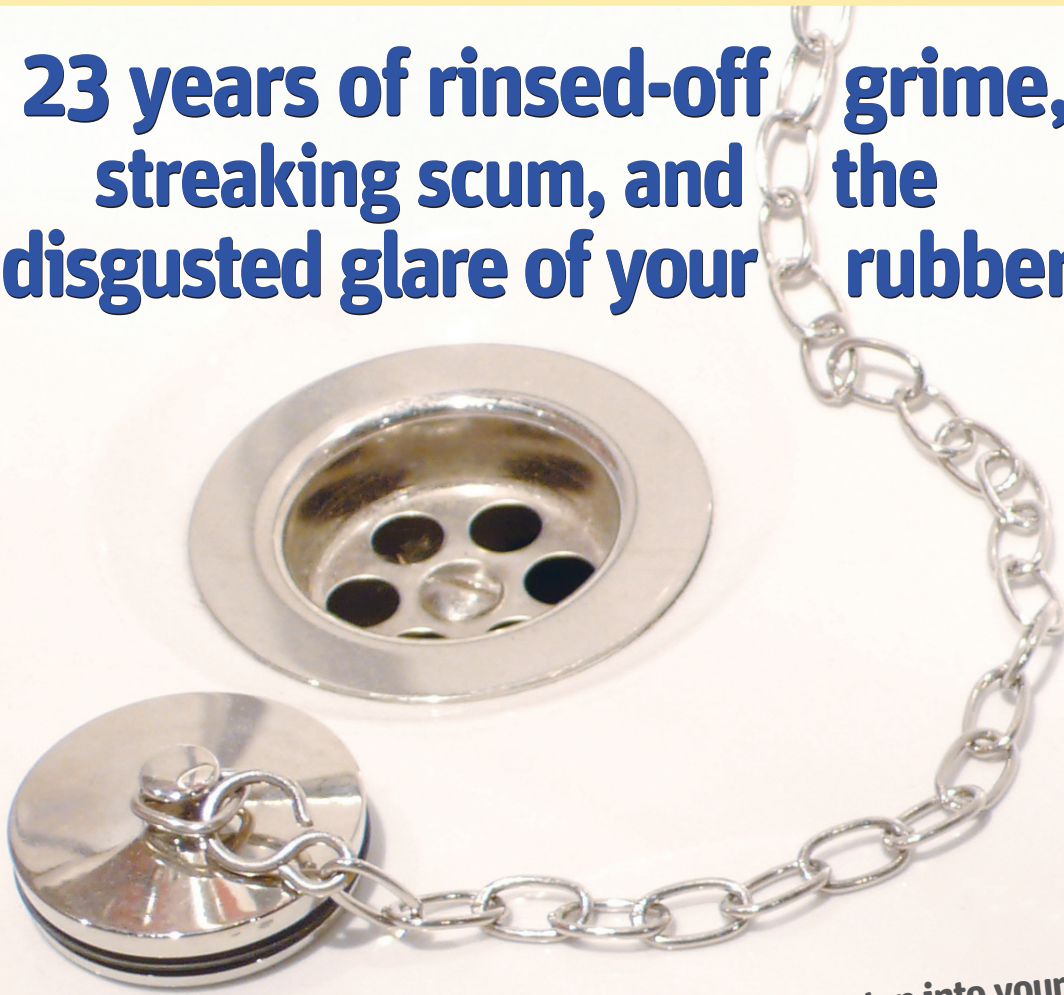


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**23 years of rinsed-off grime,
streaking scum, and the
disgusted glare of your rubber ducky.**



Morning after morning, day after day, you step into your bathtub and clean off all the grime and filth and unfortunate leftovers of everyday life. And, while you may be refreshed, your overlooked tub is left rejected—streaked and stained and utterly forlorn. That's where S.O.S.[®] comes in, giving your tub a renewed lease on life—stains and film replaced with nothing but sparkle and shine. So clean, in fact, your rubber ducky might just agree to swim in the same circles as you again.

Reclaiming Clean



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