

# MOTOROLA WHAT DO YOU WANT TO DO WITH IT?

50 STRANGERS,  
ALCOHOL,  
HORMONES  
AND  
TEXT MESSAGING...

WhatDoYouWantToDoWithIt.com

7 RABBITS,  
1 WEEK  
AND  
A WEBCAM...

WhatDoYouWantToDoWithIt.com

## '50 STRANGERS, ALCOHOL, HORMONES AND

text messaging...' and one very loaded question: 'What Do You Want To Do With It?' were fly-postered all over London. The ads were just one part of the identity Fibre created for the ICA digital fest 'What Do You Want To Do With It?' For the sponsor, Motorola, Fibre came up with the identity and poster campaign but also the supporting website, games, kiosks, video and text messaging.

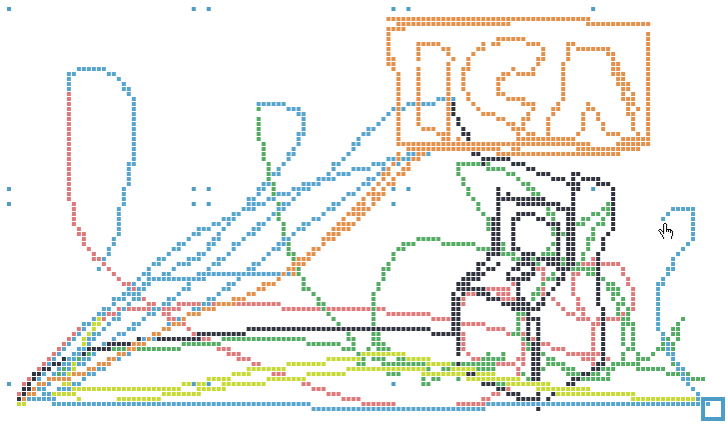
The site's navigation created a trail of large coloured pixels wherever you moved your mouse to show a map of your navigation decisions. The 'Draw' section worked like a souped-up, on-line Etch-a-sketch letting people make their own pictures and post them on the site. The web gallery had hundreds of submissions – everything from self-portraits to September 11th appeared on the site.

## 'FIBRE'S CREATIVE AND TECHNICAL CONTRIBUTION THROUGHOUT THE PROJECT WAS INVALUABLE'

Dan Holliday – The Fish Can Sing.

This project was commissioned for Motorola by The Fish Can Sing.

## WHAT DO YOU WANT TO DO WITH IT?



## MEET THE RABBITS



### Happy Bunny (Buck)

Hold tight, it's a ravin' rabbit! Body jumpin', back legs thumping, Happy Bunny is amiable and up for it, and can usually be found nibbling on a carrot and discussing which country field the other raving rabbits will be gathering it at the weekend.

### Likes

Hopping the night away, rabbit. "Hop til you drop, that's me."

### Dislikes

Foxes! Always on the prowl looking for rabbit-raises to break up. Badgers is always complaining an' all. Foxes and badgers should learn to enjoy themselves more.

### Favourite food

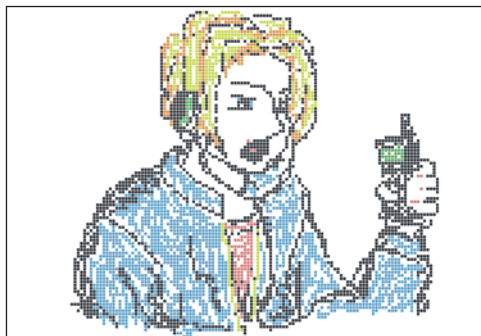
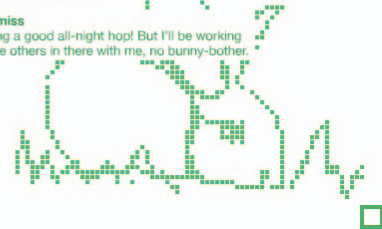
Carrot! Coz they help you see in the dark, innit?

### Most memorable experience

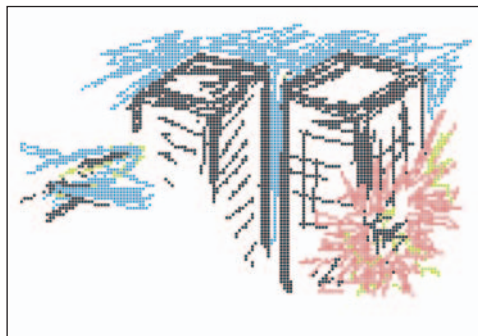
Taking over a disused badger's set for a wicked party back in '93. The foxes split it up eventually, but it was a great night.

### Will miss

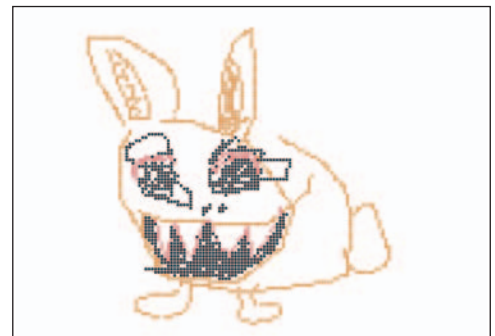
Having a good all-night hop! But I'll be working on the others in there with me, no bunny-bother.



'MOBILEMP3' – ANDYHD



UNTITLED – ANONYMOUS



'RABBIT' – BENMASTWYK

FOR MORE INFORMATION CONTACT

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