



**MEIJUN CAI**  
PORTFOLIO

**BARKBOX** | PRINT, OUTDOOR

Barkbox is a monthly subscription service that delivers unique doggy treats to your door. They pride themselves on making dogs happy and always being there for their furry friends.



DOG'S BEST FRIEND

**BarkBox**

A NEW BOX OF GOODIES EVERY MONTH FOR JUST \$19.



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## FUN HOUSE

Best friends always have a hang out spot. Placed in dog parks across the country, each Fun House consists of four rooms: a Snack Room, Nap Room, Play Room and Lobby



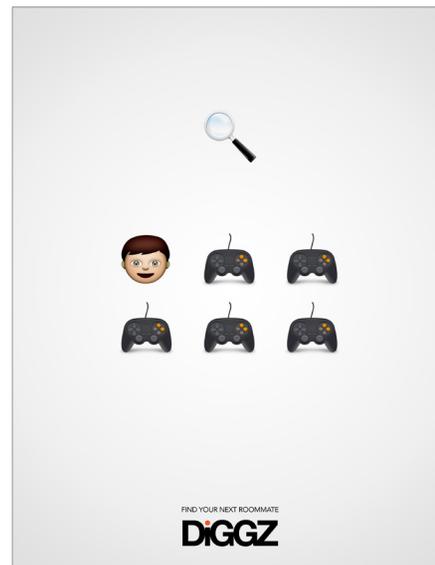
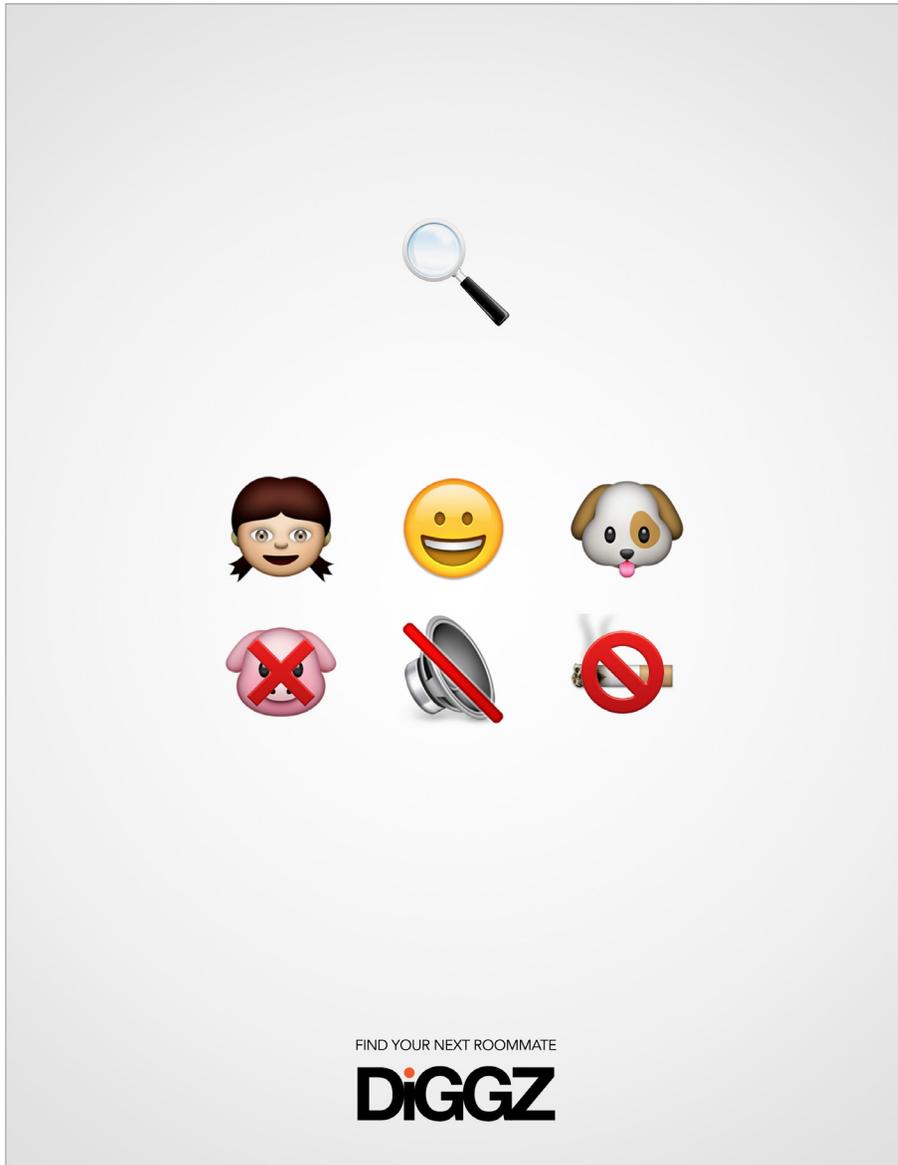
## VENDING MACHINE

BarkBox wants all dogs to be happy, healthy and in a safe home. Buying one of their all natural and organic treats helps another dog in need. All proceeds go towards charity.



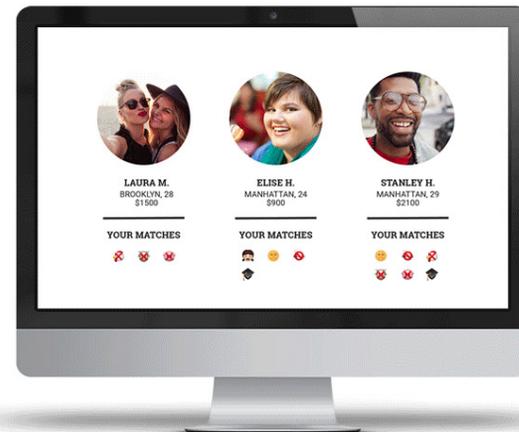
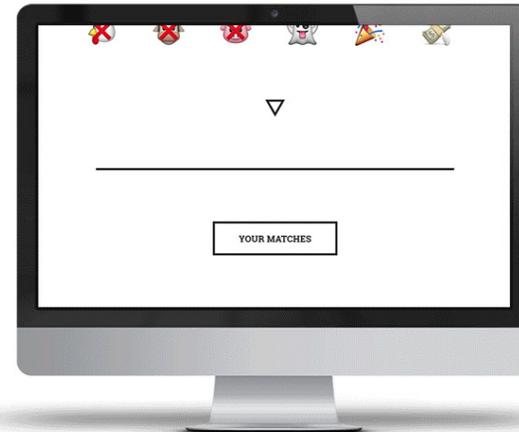
Collaboration with  
Julia Endow

Diggz is your online roommate finder where users filter their specific preferences. Emojis were used to communicate roommate profiles that people may search for.



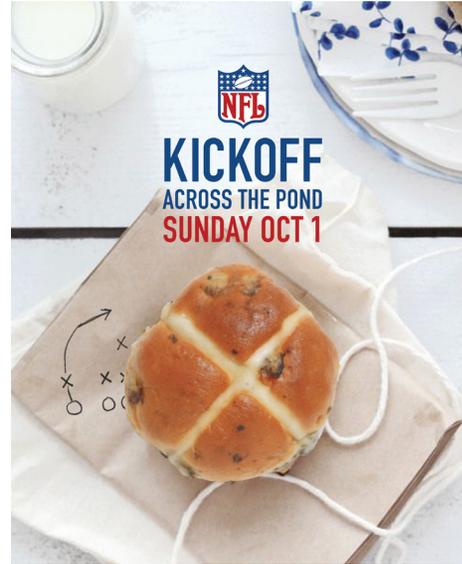
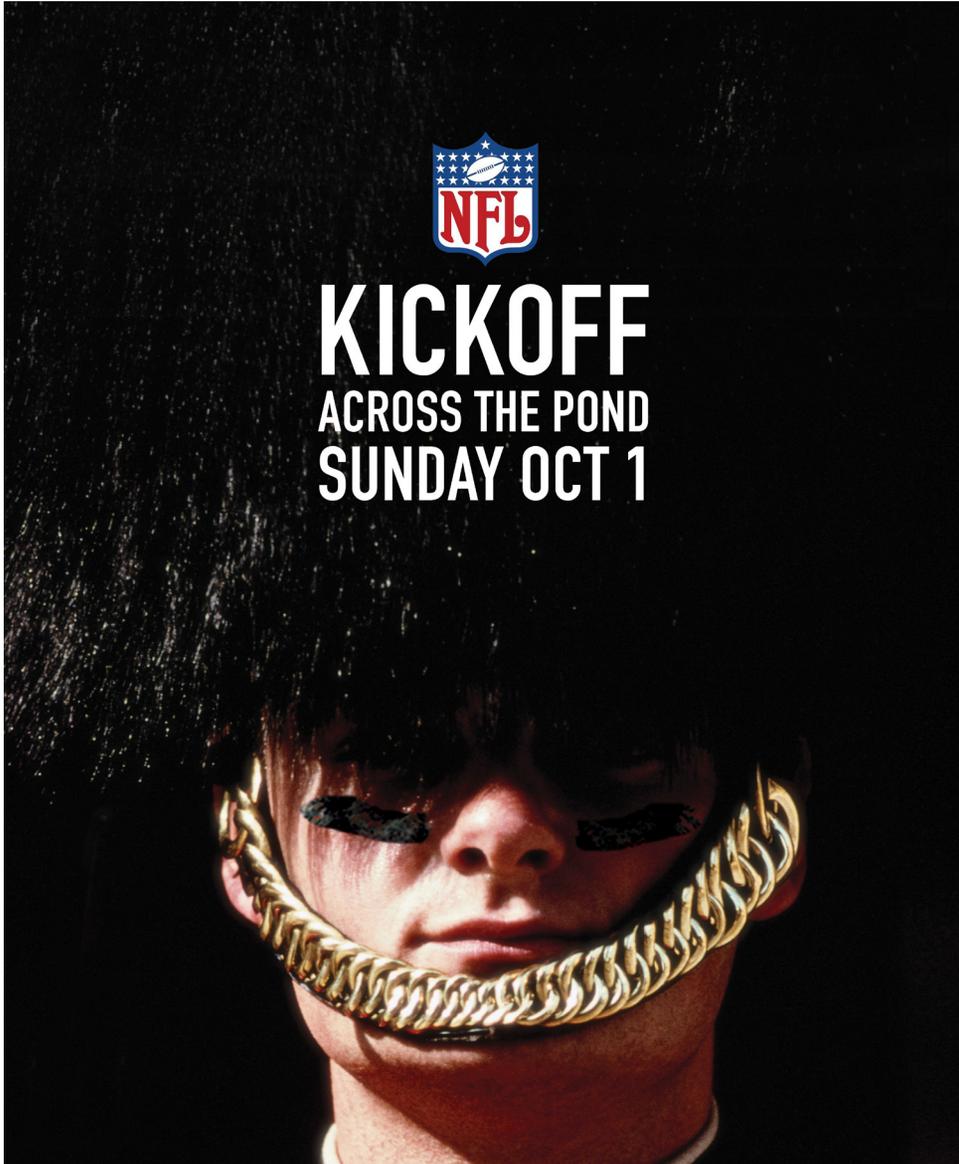
## EMOJI MATCH

A microsite where users choose emojis to find their next perfect roommate.



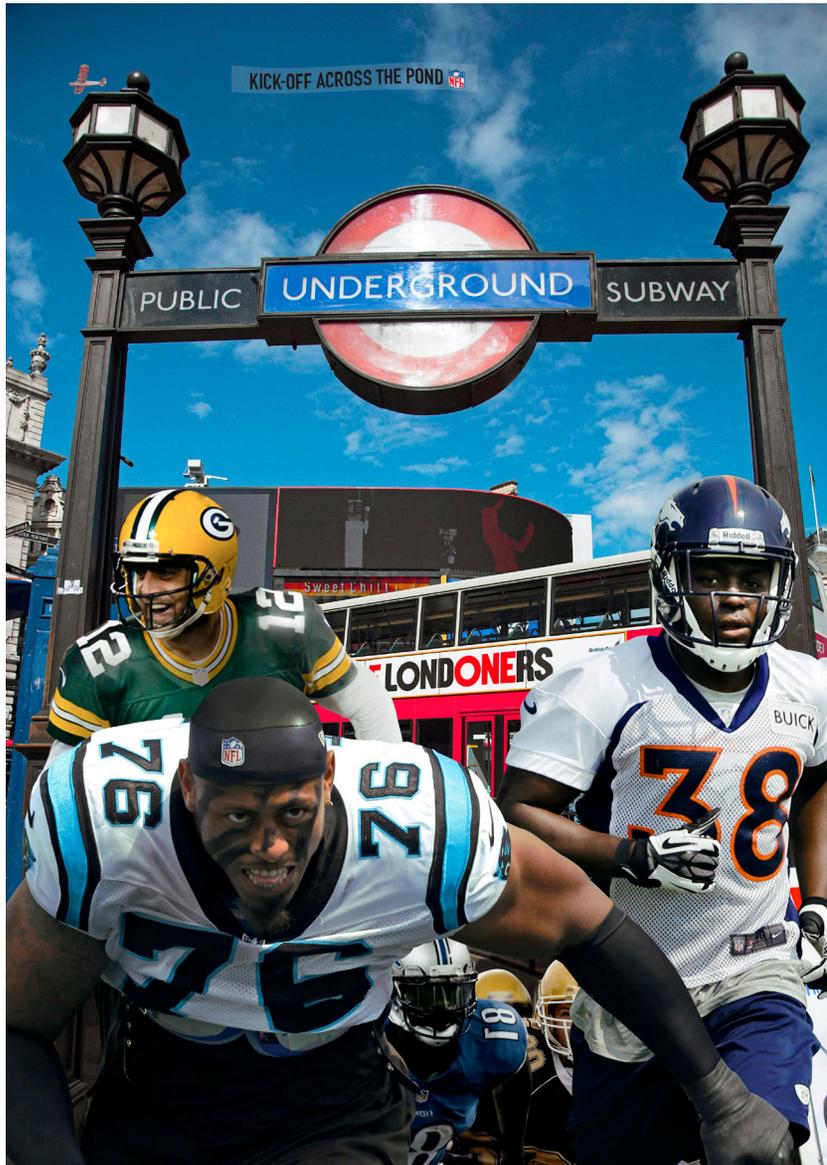
NFL IN THE UK | PRINT, OUTDOOR

“Kickoff Across The Pond” is a disruptive campaign that promotes the arrival of the NFL to the UK. The Americans are coming!



## OUTDOOR INSTALLATIONS

A disruptive takeover of well-known spots in England.

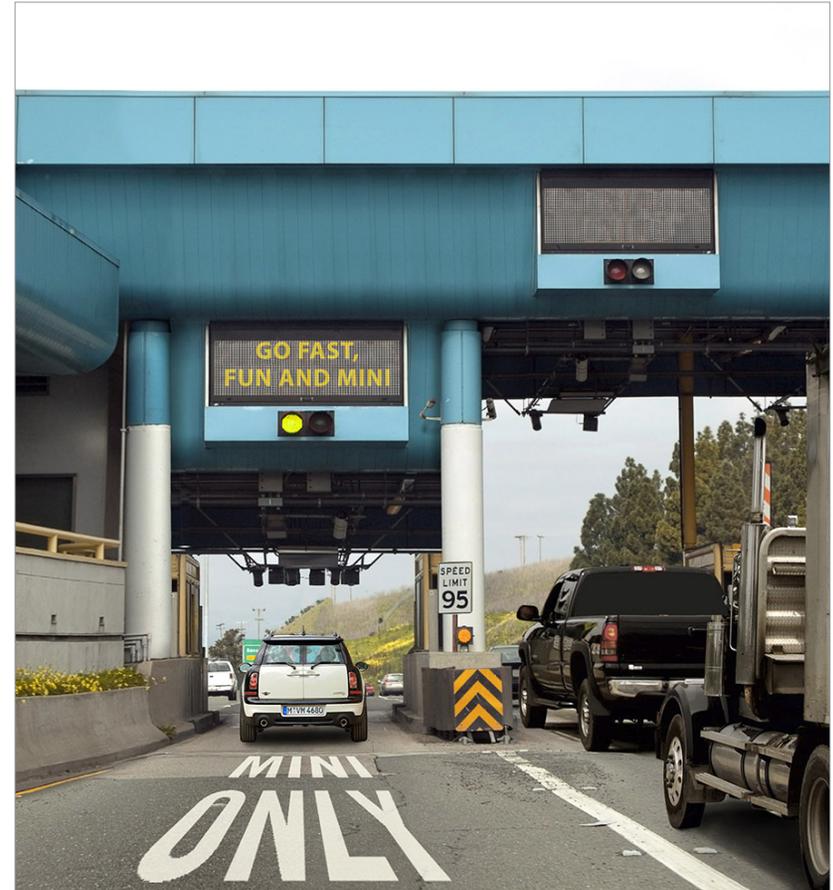


Collaboration with  
Jessica Petri

**MINI CLUBMAN** | PRINT, OUTDOOR, DIGITAL

There is never a dull moment when driving the new Mini Clubman.

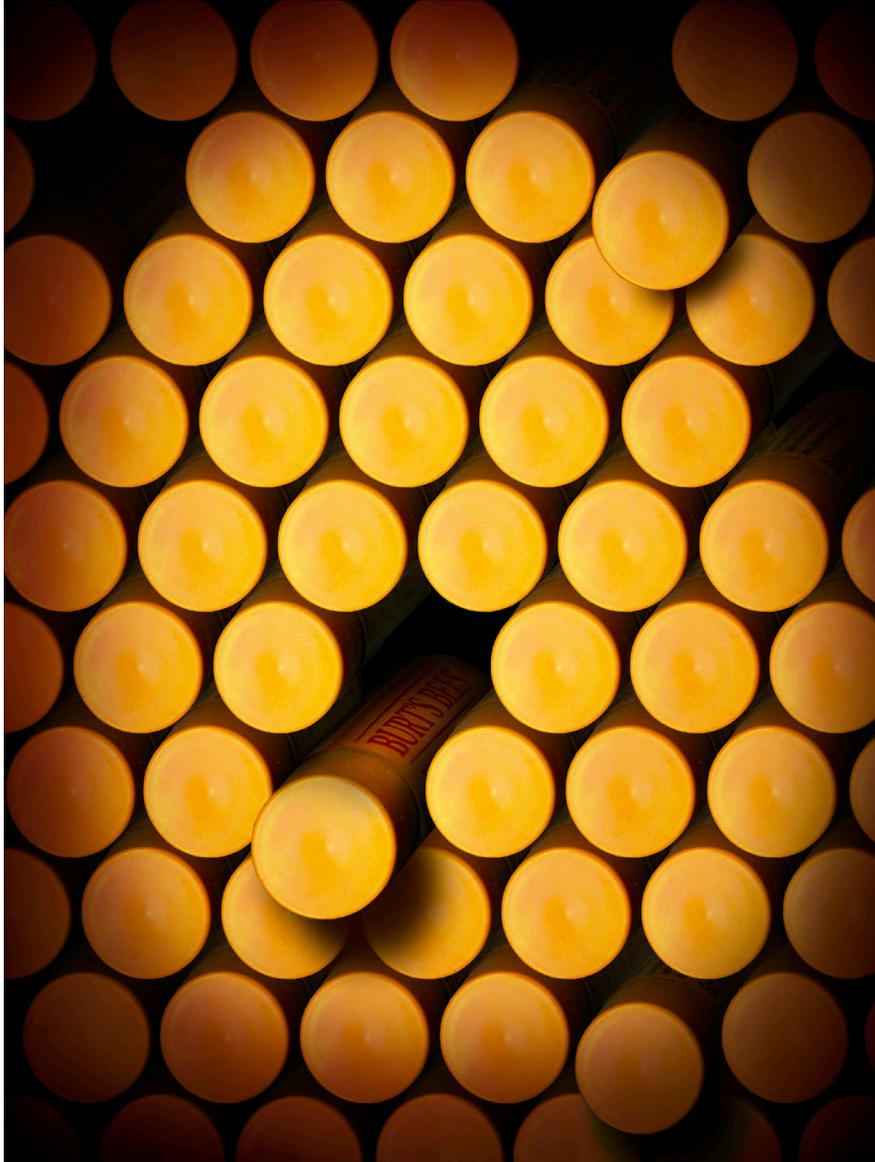
See digital at [www.meijuncai.com](http://www.meijuncai.com)



Collaboration with  
Bethaney Hawrysisio

## BURT'S BEES LIP BALM | PRINT

Burt's Bees products are made from all natural ingredients.



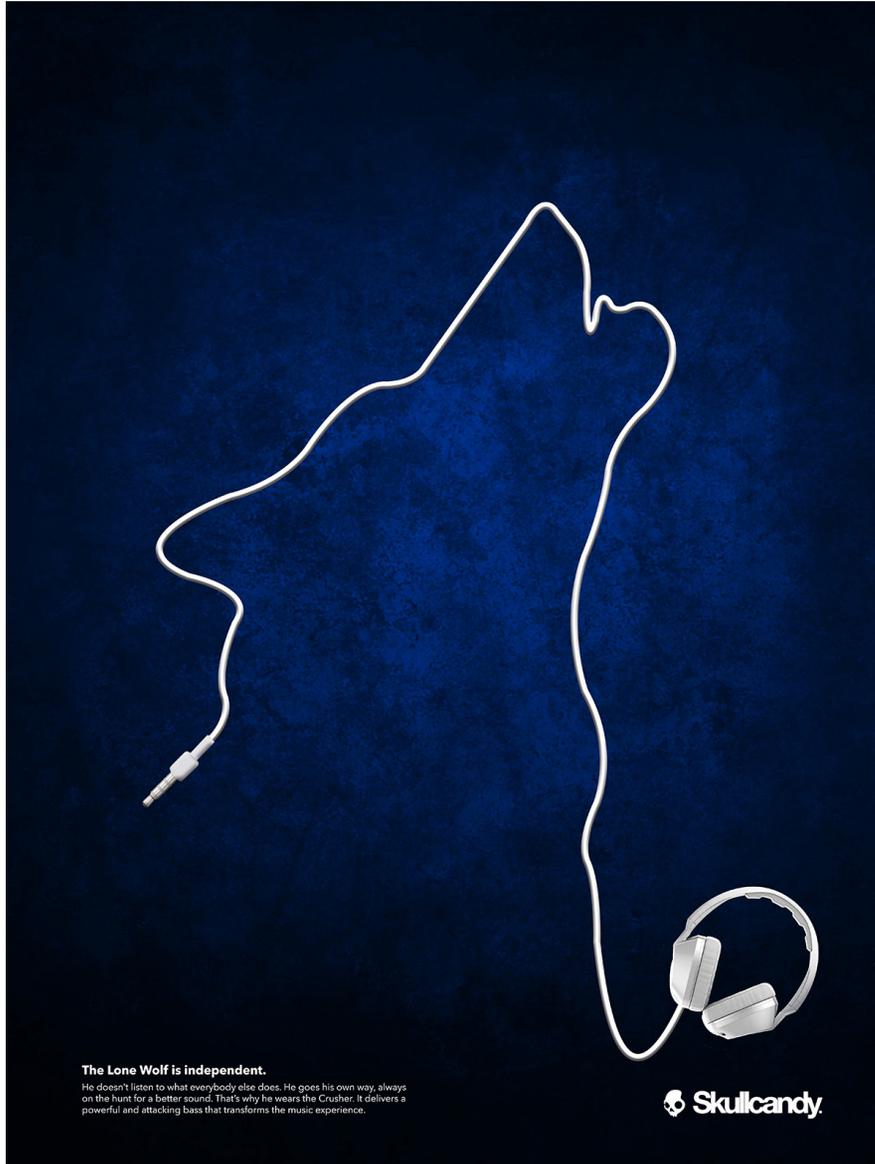
## REDBULL | OUTDOOR

Red Bull's brand was first inspired by the need to help truck drivers reach their destinations. An outdoor PSA campaign was created to promote safety by fighting drowsy and distracted driving with Red Bull.



## SKULLCANDY | PRINT

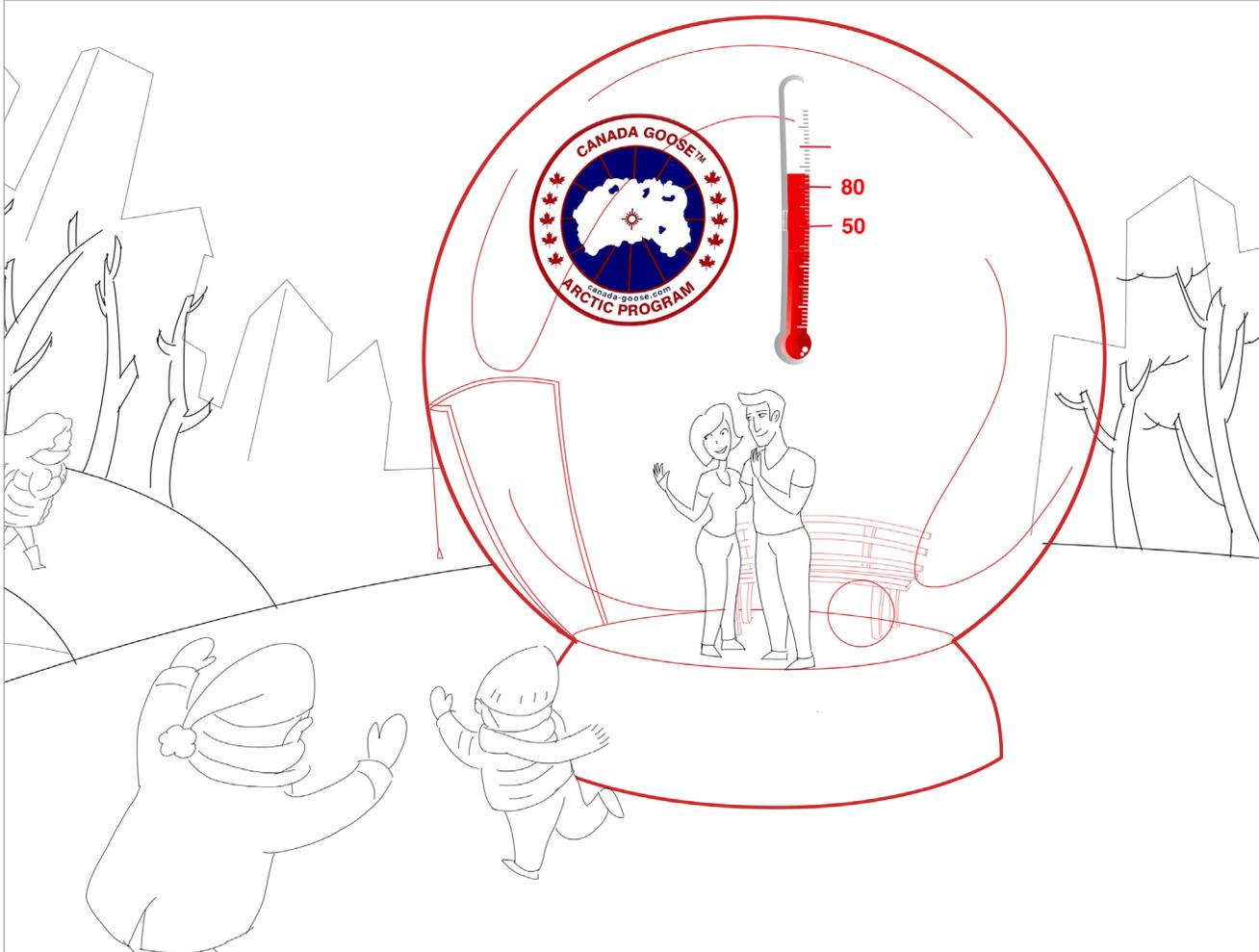
Skull candy is a brand that speaks to the rebels, the misfits, the creatives, the daydreamers, the troublemakers, the strange, and the unique.



Collaboration with  
Julia Endow &  
Soo Yeon Kim

## CANADA GOOSE | OUTDOOR

A giant snowglobe that acts as a warming station will be constructed in busy NYC areas for the winter season. The need for a respite from the cold will influence people will enter the globe and understand immediately that Canada Goose keeps you warm.



Dirt is everywhere and this vacuum cleaner is here to get rid of it daily, whether you are there or not.

**ISIS fighters driven out of key Iraq site**

ISLAMIC STATE forces were driven from a key town north of Baghdad on Friday, as a new report revealed that the militants are launching attacks at a greater rate than when U.S. airstrikes began in August. In June, the month Islamic State fighters invaded Iraq from their stronghold in Syria, militants launched 104 attacks, according to IHS Jane's Terrorism and Insurgency Center. IHS, a global information company, found that the Islamic State made 171 attacks in August. The strikes began Aug. 8. Attacks dipped slightly in September, but the militants regained footing and launched 141 attacks in October. Iraqi forces' recapture of Beiji, an oil refinery town, marked their biggest victory since they crumbled amid the Islamic State's summer offensive.

Carlton Leitch  
with News Wire Services

**Nigerian fiends seize girls' town**

NOW, THE KIDNAPPED girls of Chibok can go back home. Boko Haram, the group of Islamic extremists waging an insurgency in northern Nigeria, has seized the town of Chibok, where the militants kidnaped 500 schoolgirls in April. "Nobody can tell you what is happening there today because everybody is just trying to escape with their lives," said Bana Lawan, chairman of the Chibok local government. Some of the kidnapped girls escaped previously, but 219 remain missing. In an effort to draw attention to their plight, First Lady Michelle Obama posed for a picture while holding a sign that read "Bring Back our Girls."

News Wire Services

**2 guilty in party slay**

TWO QUEENS men have been found guilty of manslaughter in the 2011 death of a woman fatally shot at birthday party. Orel Mays, 27, and Nicholas Allen, 25, were convicted late Thursday after a three-week trial. They will be sentenced Dec. 16 and face up to 15 years in jail. Avelis Morris, 26, and the men were at the same birthday party in February 2011 when the festive occasion turned deadly, according to Queens DA Richard Brown. Mays slapped his girlfriend, and he and Allen were kicked out. Gunfire erupted moments later, and Morris was fatally shot through the door.

Ginger Adams Otis

**GIVE ME THE KIM, DOC?**

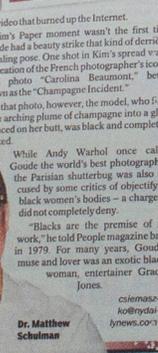
**Plastic surgeon: Butt all the rage**

BY CORKY SIEMASZKO  
AND PENELOPE PRESSON

WHEN LADIES looking to give their backsides a boost visit this Park Ave. plastic surgeon, they ask for the Kim Kardashian. "Kim's butt is one of the most requested," she makes ordering simple. Dr. Matthew Schulman, who specializes in buttock augmentations, said Friday. "People want her large butt and round hips." The outrageous curves that Kim displayed in her sick Paper magazine photo shoot "almost never occur naturally," the doctor added. "In my experience, from seeing thousands of women, a large round behind is almost never attached to a tiny waist," the doctor said. "Over the years, Kim's butt had gotten bigger while her waist has gotten smaller."

Although Schulman's remarks echo the widespread belief that Kim's amazing ass—or surgically enhanced, a source close to the Kardashian family insisted that Mother Nature alone was responsible for most of her figure. "What you see is what Kim is," the source told Radar Online. Also, the source said, Kim loves her bare-ail photo spread, no ifs, ands or bubble-butt-about-it.

"She thinks that they are super classy and she loves the way her body looks," the source said. "The whole family says they are super tasteful." They would know. Rapper Kanye West's 34-year-old wife—the most over-exposed member of the reality-TV clan—became an Internet sensation once again this week after the sexy spread by photographer Jean-Paul Goude hit the Web. Kardashian gained fame after appearing in a



Dr. Matthew Schulman



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No Prior Purchase 2417 FLATBUSH AVE. BROOKLYN (718) 872-7083 With Ad Only Exp. 11-18-14



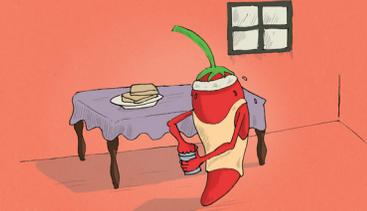
**REMOVES DIRT DAILY.**

**iRobot**  
Roomba

Collaboration with Sandra Mastingsal

## TEXAS PETE'S HOT SAUCE | PRINT

Texas Pete's considers their hot sauce to be super spicy because they use only the finest quality ingredients.



**CASA TIERRA SUSTAINABLE HOTEL AND SPA | PRINT**

Casa Tierra provides a unique hotel experience where you will have the peace of mind that you are helping the environment. People come here to take a break, while giving nature a break.



**Relax with nature.**  
Casa Tierra is a natural sanctuary where you can rest assured that your stay is 100% eco-friendly.



**Relax with nature.**  
Casa Tierra is a natural sanctuary where you can rest assured that your stay is 100% eco-friendly.



Halls is always committed to keeping you at your best.



*They say.*

**Nothing tastes sweeter than honey.**

.....

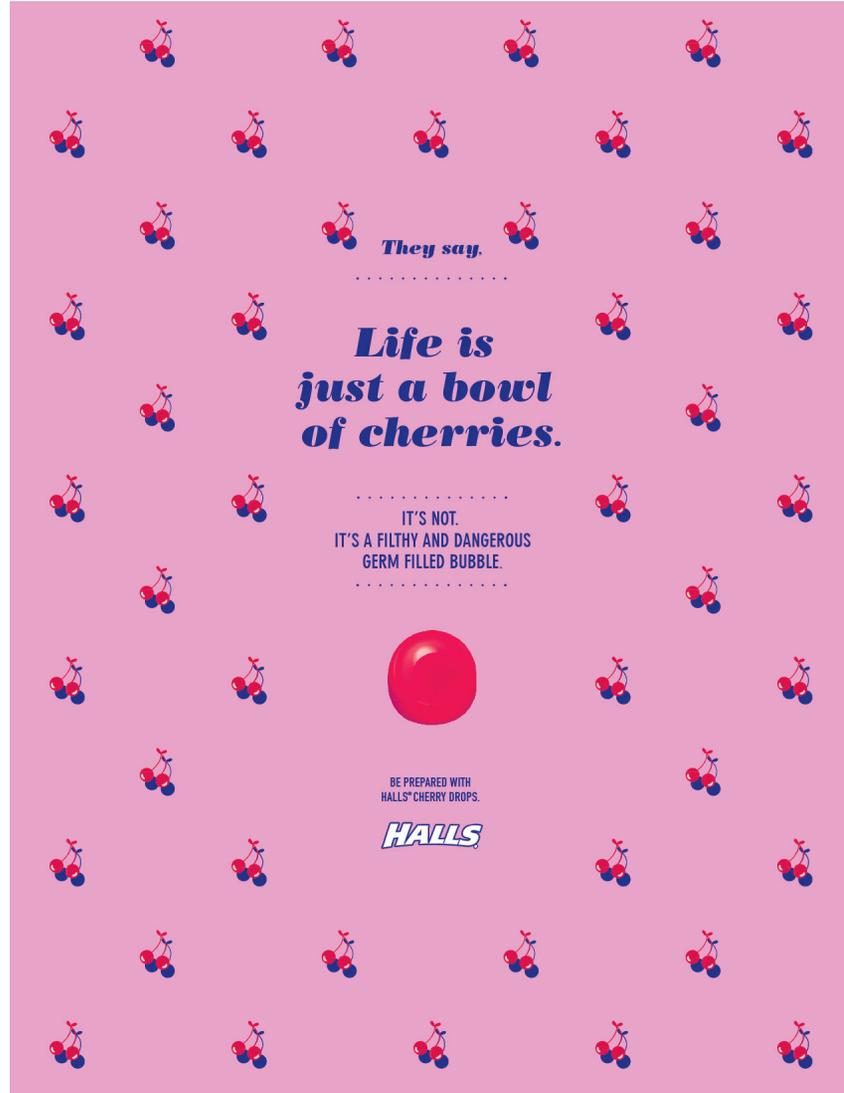
YOU CAN'T TASTE ANYTHING ANYWAYS.

.....



RECLAIM YOUR SENSES WITH HALLS® HONEY LEMON DROPS.

**HALLS**



*They say.*

**Life is just a bowl of cherries.**

.....

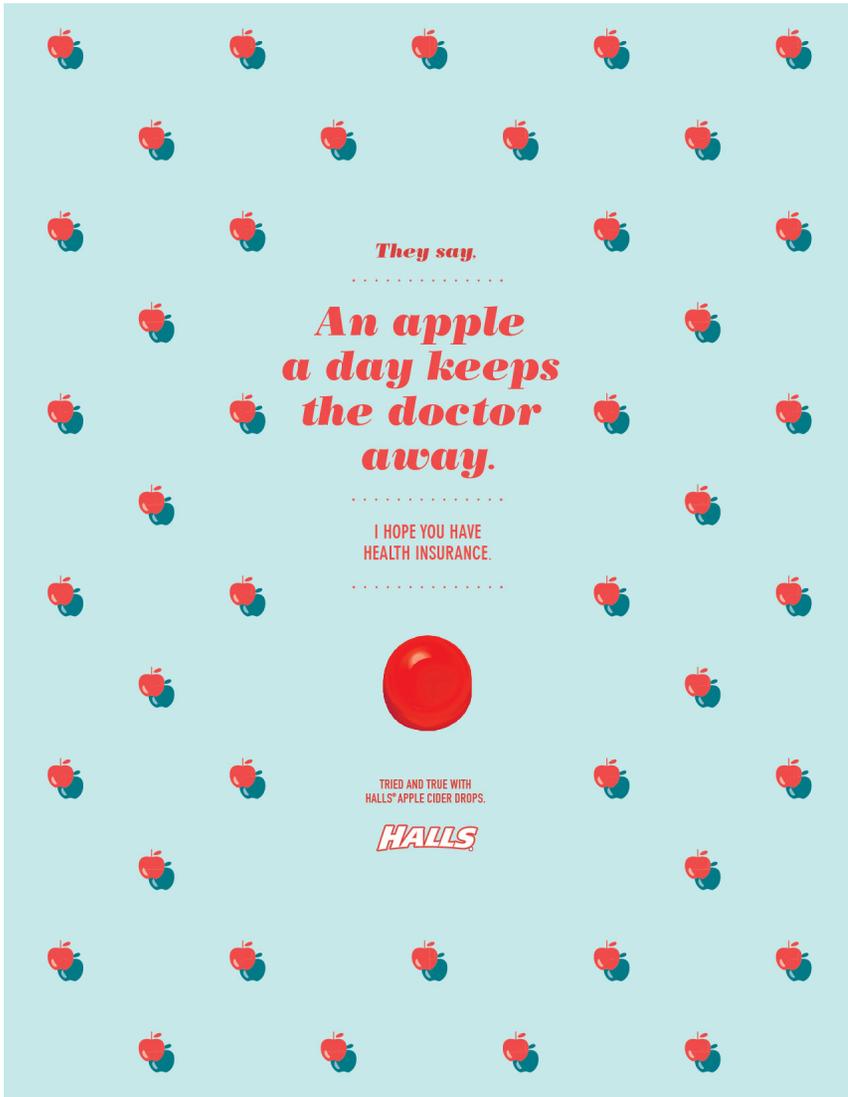
IT'S NOT. IT'S A FILTHY AND DANGEROUS GERM FILLED BUBBLE.

.....



BE PREPARED WITH HALLS® CHERRY DROPS.

**HALLS**



*They say.*

***An apple  
a day keeps  
the doctor  
away.***

.....

I HOPE YOU HAVE  
HEALTH INSURANCE.

.....



TRIED AND TRUE WITH  
HALLS® APPLE CIDER DROPS.

***HALLS***



*They say.*

***When life  
gives you  
lemons, make  
lemonade.***

.....

IT'S NOT WORTH  
THE MANUAL LABOR.

.....



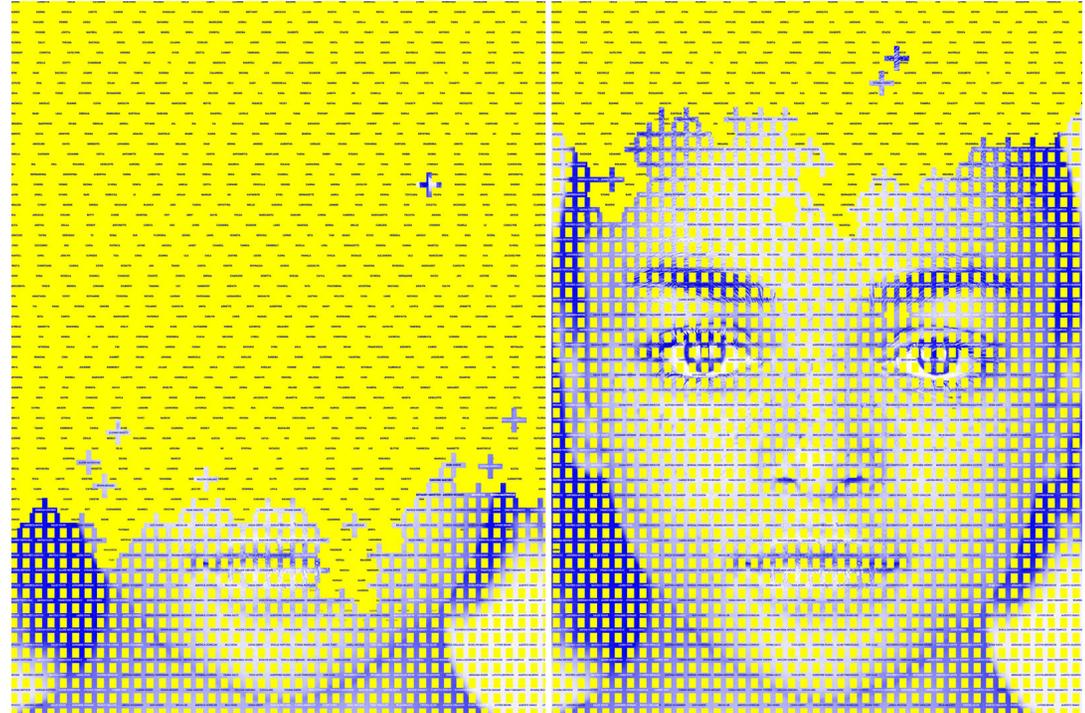
KEEP IT SIMPLE WITH  
HALLS® LEMON CITRUS DROPS.

***HALLS***

Collaboration with  
Sandra Mastinggal

## GIRL + | WPP + THEIRWORLD (D&AD ENTRY)

Girl+ is a movement that focuses on adding technology to subtract the number of uneducated girls in the world. We applied the global understanding of math as a language to convey our message.



### OUTDOOR INTERACTIVE

The initial digital billboard image depicts a striking yellow background with the names of the 33 million uneducated girls. Once a pledge is made, the digital billboard will instantly add the patron's name and subtract a name from the visual. The image will grow with more support. Eventually the image will form a portrait of a young girl whose life will change from the Girl+ movement.

## WEBSITE, SOCIAL MEDIA

By clicking on a highlighted 'Girl' icon, a new page will open to a featured Girl+story.

**GIRL+**  
ABOUT LEARN DONATE PARTNERS

# 35,232,109

The number of girls whose lives have been transformed by the GIRL+ mission. That's a number we can count on.

[CLICK ON AN ICON TO SEE EACH STORY](#)

**GIRL+**  
COUNTRY: NIGERIA  
AGE: 18

By Alice Walters

**GIRL+**  
ABOUT LEARN DONATE PARTNERS

### LAEL DAZSI

COUNTRY: NIGERIA  
AGE: 18

Lael was eight when her village in northern Nigeria was bombed during civil unrest. The school was destroyed in the process. She went two years without receiving her education until her village school was rebuilt. The damage done to the school forced the girls to attend school in the nearby village because the girls' school was destroyed. Lael always dreamed of becoming a doctor and helping people but had to give up her dream when her school was gone.

It wasn't until GIRL+ reached out to the village of Nigeria that Lael began to dream again. That was three years ago. Today Lael is 12 and she is top of the class in her entire course. This allowed her to not only attend school but also see the technology provided by GIRL+ to learn about the medical field.

Being the world's most-advanced with GIRL+.

By Alice Walters

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7,317 TWEETS 7,856 FOLLOWING 1.1M FOLLOWERS 8,486 FAVORITES 15 LISTS

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- Promoted by Monster
- #TIDLforALL
- #WakingDeadline
- #GoingClear
- Seth Rollins
- #TWD finale
- #HeartRadio Music Awards
- Scientology
- Cadet Kelly
- Wrestlemania

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Collaboration with Sandra Mastinggal & Bethaney Hawrysiso

## HIKARU | MOMA HOLIDAY CARD

Each year, the MoMA calls for entries for their holiday card design competition. They should display a strong concept, innovation in paper engineering and embrace the spirit of the holiday. The name “Hikaru” means “to shine” in Japanese.



Light, being the driving force behind our card design, was used to warmly convey the sentiment and sincerity that the holidays represent.



Collaboration with  
Daryl Orellana

**NIKE | PRINT**

This campaign promotes the release of the Nike LeBron XI, LunarEclipse VI and LunarGlides IV.



Collaboration with  
Bethaney Hawrycio

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