





Aiso School of Sex - Swedish Headmaster Yvonne Maria Thompson

The Local
Society
Swedish 'sex school founder' admits faking it
Yvonne Maria Thompson, 47, admitted to faking her qualifications as a sexologist and headmaster of the AISOS school in Vienna.

XXX
AISOS
Austrian sex school to contraception with tuition
The school offers practical lessons in sex education, including condom use and safe sex practices.

DownTown Jersey
World's first sex school in Austria teaches pupils 'hands-on' seduction
The school provides hands-on training in seduction techniques, including role-playing and communication skills.

line
es, there are practical lessons: Forid's first sex school opens in Austria
The school offers practical lessons in sex education, including condom use and safe sex practices.

Yahoo! News
World's first sex school opens in Austria
The school provides hands-on training in seduction techniques, including role-playing and communication skills.

UNIVERSITIES & EDUCATION
Help Us Help You
Austrian sex university revealed as a hoax
The supposed new Austrian sex university AISOS, which made headlines around the world, has turned out to be a hoax.

metro
Start Nyheter Kultur Sport Östergötland Skåne Mat & Dryck Resor Musikfestivalen
Måste gå genom rutan på första kväcket!
Der är två första gången konstnären Yvonne Maria Thompson skapar konstverksverksamhet i Sverige. På 90-talet skrev hon med programmet "Lust och kärlek" i SVT.

THE Sun
20% rabatt för ett säkrare internet! Köp nu
News
Hands on classes at school of sex
The school provides hands-on training in seduction techniques, including role-playing and communication skills.

austrian times.at
Ve've got Austria covered.
Austrian sex university revealed as a hoax
The supposed new Austrian sex university AISOS, which made headlines around the world, has turned out to be a hoax.

Resume
Sexskolan - en bl...
Yvonne Maria Thompson, 47, admitted to faking her qualifications as a sexologist and headmaster of the AISOS school in Vienna.

World's First Sex School to Teach Practical Lust Lessons: Ad Garner Criticism; Banned by Austrian TV [VIDEO]
The school provides hands-on training in seduction techniques, including role-playing and communication skills.

DAILY BRIEF
World's first sex school opens in Austria
The school provides hands-on training in seduction techniques, including role-playing and communication skills.

THE TIMES OF INDIA
World's first sex school opens in Austria
The school provides hands-on training in seduction techniques, including role-playing and communication skills.

sexologist in training
World's first 'School of Sex' to give hands-on lessons WITH VIDEO
The school provides hands-on training in seduction techniques, including role-playing and communication skills.

q13fox.com
World's first 'school of sex' opening in Austria
The school provides hands-on training in seduction techniques, including role-playing and communication skills.

Also School of Sex - In German
The school provides hands-on training in seduction techniques, including role-playing and communication skills.

World's First Sex School Opens
The school provides hands-on training in seduction techniques, including role-playing and communication skills.

Svenska Studio Total bakom bluff om sexskola
The school provides hands-on training in seduction techniques, including role-playing and communication skills.

Sex' opens in
The school provides hands-on training in seduction techniques, including role-playing and communication skills.

Première école de sexe ouvre à Vienne
The school provides hands-on training in seduction techniques, including role-playing and communication skills.

Help Us Help You
The school provides hands-on training in seduction techniques, including role-playing and communication skills.





REUTERS

FOR THE EXPERT VIEW ON FOREIGN EXCHANGE

Fired up feminists burn cash over pay gap

Sweden (Reuters) - Sweden's Feminist party roasted a pile of bank notes worth 100,000 Swedish crowns (\$13,010) on Tuesday in a stunt designed to highlight wage disparities between men and women ahead of a national election.

Feminist party leader Gudrun Schyman pulled handfuls of cash from a plastic bag and threw them onto a smoking barbecue as a small crowd leaned in to take pictures. It took about 20 minutes to burn the bag's contents.

"We are doing this for fair wages," she told a crowd of some 75 people on the island of Gotland, off the southeast coast of Sweden, where political parties are gathered for a week of campaigning.

The stunt, using money donated by an advertising agency, was designed to illustrate how women in Sweden "lose" 100,000 crowns every minute because their wages are lower than men's, she said.

"This is a lot of money for a lot of people and it is a lot of money for the

BBC NEWS EUROPE

Swedish feminists burn cash in wage equality protest

A Swedish feminist party has publicly burned 100,000 Swedish kronor (\$13,000; £3,500) in a protest against unequal pay.

The Feminist Initiative party said the money represented the sum Sweden's women miss out on every minute in comparison to men.

The party hopes to win its first seat in parliament in elections on 19 September.

The notes, thrown on to a barbecue, had been donated by an advertising agency.

Feminist Initiative leader Gudrun Schyman told onlookers on the island of Gotland that in a political campaign the money she set ablaze was only a drop in the ocean.

"It may seem desperate to burn 100,000 kronor," Ms Schyman said. "But the situation is desperate as well."

The national statistics agency reported in 2008 that Swedish women working full time on an average earned 19% less than men.

Top Stories

- Carson defends Pakistan comments
- Frenchwoman faces babies charges
- Greek police clash with hooligans
- Arizona to challenge law blocks

Features & Analysis

- Childless stigma: Happily married, don't want kids - why is that so odd?
- Day in pictures: Some of the most striking images from around the world
- Q&A: Arizona immigration: Why has the new bill caused protests and legal action?

Most Popular

- Shared
- Read
- Watched/Listen

産経ニュース

男女格差に抗議し100万円燃やす、スウェーデン選挙戦

2010.7.14 14:51

9月に総選挙を控えるスウェーデンで6日、フェミニスト党が男女間の賃金格差に抗議し、10万クロナ(約115万円)相当の紙幣をバーベキューコンロで燃やすというパフォーマンスを行った。

Gudrun Schyman党首は「公平な賃金のためにやった」と説明。燃やした10万クロナは広告会社が寄付したもので、男性との賃金差のためスウェーデンの女性が毎年10万クロナを「喪失している」ことを表現したと述べた。

米女優ジェーン・ Фондаンさんや、スウェーデンのポップグループABBAのベニー・アンダーソンさんといった著名人の支援も受ける同政党は、9月の選挙で、2005年の結党以来初となる議席の獲得を目指している。(ロイター)

TIME Specials

Top 10 Gratuitously Provocative Acts

As voters search in Florida over global warming when it declared the latest to start the week anniversary of the 9/11 terror attacks by burning copies of the Quran, it has now heated debate, but not before inflaming otherwise the world scene. TIME follows a look at groups and people who want to achieve lengths to get their often incendiary, occasionally outrageous protest across.

Burning Money for Justice

By David Siders

In small, remote villages tucked far from the Swedish coast an army of cash burners has been making news. To protest this inequality, the country's Feminist Initiative party staged an event to help to raise awareness about the 19% wage gap - a sum the party will use to represent the money women miss out on every minute in comparison to men. The "right" to small, real wage increases.

JEZEBEL

Swedish Feminists Burn Cash to Protest

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Fi e 100

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FOX NEWS

Swedish feminists burn \$13,000 in protest against unequal wages for women

STOCKHOLM — (AP) — A Swedish feminist party has burned 100,000 Swedish kronor (\$13,000) at a barbecue in a protest against unequal pay for men and women.

The Feminist Initiative party says the money set ablaze on the Swedish island of Gotland on Tuesday represents the amount of money the country's women miss out on every minute in comparison to men.

Party leader Gudrun Schyman says, "It may seem desperate to burn 100,000 kronor, but the situation is desperate as well."

WORLD NEWS VIDEOS

Swedish feminists burn 100,000 kronor for fair wages

Swedish Feminist party leader Gudrun Schyman pulled handfuls of cash from a plastic bag and threw them onto a smoking barbecue as a small crowd leaned in to take pictures. It took about 20 minutes to burn the bag's contents.

THE LOCAL

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FACTS & FIGURES ADVERTISING NOUVEAU - Fi 00137

Client: Feministiskt Initiativ

Turnover: n/a (political party)

Markets: Sweden

Target group: Young voters

Main competition: Radical political parties, V, S, Mp

STUDIO TOTAL TOOLS:

1 Everyone: Aim for a bigger audience, the spill will add to the buzz.

2 Make it real: Do something in reality, don't talk, do it.

4 Work with fans: Social media, blogs, facebook, real life.

5 Create emotions: Real emotions makes people interact.

Burning for Equal Wages, By F! Campaign results

CLIENT: FEMINISTISKT INITIATIV

F! is a Swedish political party that fights for equal rights.

CHALLENGE

Swedish women earns € 10 000 less than Swedish men every minute. How can we make people feel the difference?

THE STUDIO TOTAL SOLUTION

We set € 10 000 on fire.

RESULT

Suddenly, everyone wanted to talk to The Feminist Party. Their popularity according to opinion polls almost doubled in the month after the campaign, the membership got a 600% rise compared to the previous month. (doubling the total membership.) On election day they got 20% more votes than in the previous election. The attention was massive. 30-35 journalists attended the actual burning and the story spread all over Swedish media. Hundreds of articles, TV, radio and blogs told the story of the money and the fire. International press started to write and in 7 days over 1000 articles had been published. The story even made it to a Japanese game show.

GOOGLE HITS

480 341

SOCIAL MEDIA

Facebook: 2 500 likes

Twitter: 4 000+ mentions

Blogs: 5 000 + blog entries (Most talked about subject for two weeks)

WEBSITE VISITORS

Month Before / Month after

3 / 806

MEDIA COVERAGE SWEDEN

Media mentions Print Month Before / Month after

23 / 2 341

MEDIA COVERAGE GLOBAL

n/a but at least 250 000+

MEDIA MENTIONS

BROADCAST

Month Before / Month after

29 / 718

MEDIA MENTIONS

INTERNET

Month Before / Month after

blank / 100 000+

MEDIA REACH

BROKEN INTO CHANNEL



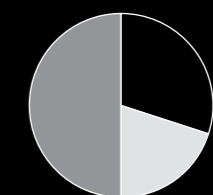
MEDIA NOTABLE

Cover all major broadsheet, Guardian, India Times etc. Aktuell, BBC, TV in 20 countries.

SALES

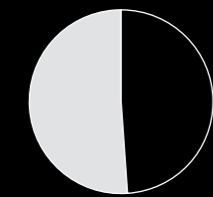
Membership +600%
Polls (above previous) +100%

OVERALL GLOBAL REACH



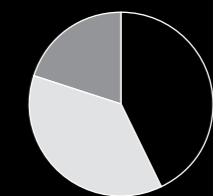
REACTIONS

- 30% Positive
- 20% Neutral
- 50% Negative



GENDER

- 49% Male
- 51% Female



AGE

- 43% 18-36
- 37% 37-54
- 20% 55+

Production details

It began with a 25-word press release. "At 10 am tomorrow the leader of F! will burn 100 000 SEK on a grill to show the difference in wages between men and women." The release was immediately picked up by the Swedish news agency TT. From there it spread across media. In the morning more than 30 journalists attended the barbecue.

The campaign was the most talked about event in Swedish media for over a week.

Later the news spread across the globe, reaching almost a billion people, and, as a meta-story getting even more attention in Sweden.

During the entire campaign, we worked hands-on with the client to sign new members, debate on Facebook and so on.



Aftonbladet
Lördag 14 oktober 2006

LEVANDE LIK Den lugna fredagskvällen urertade plötsligt i en orgie i blod och väsende stön när runt 30 zombier ryggade tillbaka inför uppståndelsen av de vandrande liken. Men som tur var handlade det om fredliga zombier - de hoppade på tunnelbanan vid Gärdet. Många reagerade på zombier som inte åt hjärnor...
Foto: FREDRIK HOFVANGAARD

Zombier satte SKRÄCK i stan

Likchock, skräckpanik och vild hysteri. I går invaderades Stockholm av zombier. Men var inte orolig - de höll sig i skinnet.

Den lugna fredagskvällen urertade plötsligt i en orgie i blod och väsende stön när runt 30 zombier hoppade på tunnelbanan vid Gärdet.

Intet ont anande resenärer ryggade tillbaka inför det massiva uppståndet av blodiga vandrare lik.

- Vad fan är det som händer, utbrast omtumlade vittnen på tunnelbanans röda linje.

Chockade människor så åt sina barn att blunda och hålla sig undan. Visserligen är det ett välkänt faktum att



Marjorie Castro pluggar teater och tyckte att zombiekanske var rädslan ändå obefogad.

"Äter hjärnor"

- Barnens hjärnor är för små, de är inte värda besvär, säger zombien Marjorie Castro, 22, som pluggar teater i Risane.

Hon och 80 andra zombiefreak hade samlats i Stockholm för att delta i sammankomsten på Stureplan.

- Jag såg att de sökte zombier och tyckte att det lät som en bra övning i skådespeleri, säger Marjorie Castro.

Efter en kort flud i tunnelbanan steg de levande liken



Storsta Nyheterna
Aftonbladet den 5/10.

upp vid Stureplan, mitt bland svårt skräckslagna flera av dem skumpan i halsten senare under kvällen, till följd av chocken.

- Det är en stor dag för alla zombiälskare. Men chocken sitter nog kvar några dagar, säger Rikard

Lökander, som regisserat zombiefesten.

Efter en bensträckare på Stureplan försvann zombierna ner i tunnelbanan igen. Förhoppningsvis håller de sig borta ett tag, åtminstone till nästa fredag den trettonde.

Ny skräckserie

Canal plus står bakom zombieinvasionen som en del i lanseringen av en ny skräckserie som kommer att gå i kanalen i höst.

David Nannini Nilsson
david.nannini@canalplus.se



Rikard Lökander

Så blir du en zombie:

1. Blek huden med fet-smink som tar bort det röda i ansiktet.
2. Lägg fast smink på kindben och pannben så att skallettet framhävs.
3. Lägg mörkt smink runt ögonen så att ögonhålorna ser djupa ut.
4. Använd vax för att forma äror och kottelar på huden. Lägg en kläck på huden och skär ut såren med kniv.
5. Smirka ditt blodet. En blandning av sirap och hushållsärg gör suken.

George W Bush bjuder kungaparet på lunch

President George W Bush har bjudit in det svenska kungaparet på lunch i Vita huset den 23 oktober, meddelar hovet på sin hemsida.



Bush bjuder på mat.
Kungaparet

befinner sig i Washington den dagen för att inviga Sveriges nya ambassad.

Besöket från de kungliga högheterna Carl XVI Gus-

taf och drottning Silvia är en möjlighet att ytterligare stärka den amerikansvenska vänskapen, säger George W Bush i ett uttalande, enligt nyhetsbyrån AFP.



Silvia och Carl Gustaf.
(TT)

Allt fler engelsmän väljer rättvisemärkt

LONDON. Rättvisemärkt och ekologisk mat är inte längre en liten exklusiv brausch i Storbritannien. Efterfrågan är så stor att produktionskapaciteten in-

te räcker till. Förra året omfattade etiska matvaror 28 miljarder kronor, skriver Daily Express. Orsaken är ökat miljömedvetande och högre inkomster. Jens Kärnman

SVERIGES STÖRSTA SPÅN

FOTBOLL I EUROPA

Chelsea	4.695:-	Inter	2.395:-
Arsenal	3.495:-	Milan	2.195:-
Liverpool	3.995:-	Barcelona	3.045:-
Manchester U	3.695:-		

White officiella paket från Arsenal till City Arsenal och Chelsea
26 butiker: 08-31 31 50 eller 0771-10 20 20
www.bigtravel.se

BIG TRAVEL

AFTONBLADET

Lördag 14 oktober 2006

16.00 - en rysare i fem ronder

GULDKA



TRIPPEL

50-krans

100-krans

150-krans

200-krans

250-krans

300-krans

350-krans

400-krans

450-krans

500-krans

Skrapa fram 5 miljoner



Skeletor

Bilder från Stockholm Zombie 2009.



Den 22:a augusti kl 13.00 mellan en uppgrävd Östermalmstunneln med "zombier" av Dagens Nyheter för att sedan starta promenaden kl 13.30.



En av deltagarna vid den stora morgon i Östermalmstunneln som den 22:a augusti kl 13.00 mellan en uppgrävd Östermalmstunneln med "zombier" av Dagens Nyheter för att sedan starta promenaden kl 13.30.

HEM FOKUMI AKKIV OMOSS

PLEASE COPY ME

ga nördar eller bara en kul



vimeo

Zombies in Stockholm



TV-bloggen



TV-pinnen



DN.se KULTUR.

Funderar du på ditt pensionsval? Gör det enkelt. (Bra priser på böcker hittar du först på vår hemsida.)

"Större utrymme att bluffa"

Litlen på fjärdags nyheter kan göras lång. Och de etablerade medierna släpper igenom dem.



Spader dam

hypande 11 februari

Allt för vintern!



SvD NYHETER

Zombies tar över Stureplan

Välkommen till SvD. Du har hamnat på den här sidan via Google. SvD är ett av Sveriges största nyhetsmagasin. SvD tar upp de viktigaste nyheterna i Sverige och världen. SvD är ett av Sveriges största nyhetsmagasin.

INSIKT



Nytt nummer av SvD InsiKT

De senaste nyheterna i Sverige och världen. SvD tar upp de viktigaste nyheterna i Sverige och världen. SvD är ett av Sveriges största nyhetsmagasin.

alltomstockholm.se

alltid öppet

- Startelden
Restaurang & Bar
Scen & Kultur
Klubb & Konsert
Shopping & Mode
Turist & Hotell
Evenemang
Blogg
Singel i stan
Aktivitetsguiden
Brunchguiden
Lunchguiden
Julbordsguiden
Weekendguiden
Boka bord online

Bli månadsgivare

Boka bord på Stockholms restauranger online!

alltoms

Allt om Stockholm på nätet. 566 artiklar.

YAHOO! ANSWERS

2012... It's now the time to invest in GOLD



When zombies attack! Bristol city council ready for undead invasion

Local authority reveals 'top secret' plan outlining self-defence strategies should zombies invade.

KLIPP.SE VIDEOKLIPP.SE VIDEOKLIPP.SE VIDEOKLIPP.SE VIDEOKLIPP.SE VIDEOKLIPP.SE

ZOMBIES OCH SNOWBOARDÅKARE INVADERAR STOCKHOLM



well från Studio Total klar som TEDxAlmedalen

Studio Total har blivit en av Sveriges största TV-kanaler.



BISUNDLUU

Samhälle, internet, media

Om Blogg

Zombie Walk Stockholm, Drott

Den 22:a augusti kl 13.00 mellan en uppgrävd Östermalmstunneln med "zombier" av Dagens Nyheter för att sedan starta promenaden kl 13.30.



VÄLJ ETT

9 800

in Stockholm

I arrived in Sweden's capital a bit tired Saturday morning. The sky was gloomy, almost raining and an autumn feeling was in the air. But hey, this was forgotten when I walked into the city centre of Stockholm. Without warning a screaming, shouting, running mob came into my ear, a sickly sweet smell of around me. 300 zombies ran through the inner city, leaving "bloody" traces. Even though

EATING IN PUBLIC - ALLT OM FILM OCH TV

Reser man utomlands är det viktigt att vara beredd på olika situationer. Detta gäller även om man reser till Sverige. Detta gäller även om man reser till Sverige.

in Stockholm

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FACTS & FIGURES ADVERTISING NOUVEAU - CANAL+ 00132

Client: Canal+

Turnover: €2 billion

Markets: Europe

Target group: Urban people 18-50
(This campaign)

Main competition: Other TV-stations, Internet.

STUDIO TOTAL TOOLS:

#2 Make it real, build something in reality.

4 Work with fans: let them be part of the campaign.

6 Be interesting for media: Press releases, Inbedded journalists.

499 Zombies, by Canal+ Campaign results

CLIENT: CANAL+

Canal+ is premium, french cable channel.

CHALLENGE

How could we get attention to the launching of a new Horror Series, and at the same time say something about Canal+ being driven by passion?

THE STUDIO TOTAL SOLUTION

We turned Masters of Horrors into a physical form. Dressed up 200 volunteers as zombies and let them march across Stockholm on a dark autumn night.

The whole thing was done in cooperation with Canal+ employees, showing their love for what they do.

RESULT

All the biggest Swedish newspapers covered the venue, as did radio, television and blogs. When someone kindly translated the campaign into English, the news spread across the world, from South African radio to the Washington Post. The Canal+ homepage got a record number of visitors.

GOOGLE HITS

38.224

Production details

The campaign was quite complex, involving most of Studio Totals skills, from media handling to events to social media buzz.

The core of the campaign was the Zombie walk, to which we invited selected media. By using the coverage in these media, we spun the campaign globally and in social media, until the attention was so big, we launched it again in Europe, as the "succés of the Canal+ campaign".

An important aspect of the campaign was to keep it close to fans. The core work of the campaign was done by fans, with no payment except for the love of the idea.

SOCIAL MEDIA

Facebook: 1 300 added friends
Twitter: n/a
Campaign web: 220 000 views
Links: 180

WEBSITE VISITORS

Month Before / Month after
9 / 140
In 1000

MEDIA COVERAGE SWEDEN

Media mentions Print
Month Before / Month after

23 / 98

MEDIA COVERAGE GLOBAL

Month Before / Month after

34 / 6 433

MEDIA MENTIONS

BROADCAST (Except Canal+ itself)
Month Before / Month after

54 / 640

MEDIA MENTIONS

INTERNET
Month Before / Month after

231 / 6 977

MEDIA REACH

BROKEN INTO CHANNEL



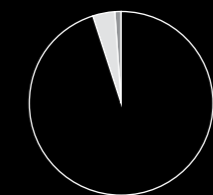
MEDIA NOTABLE

Cover + spread Aftonbladet,
Article Washington Post

SALES

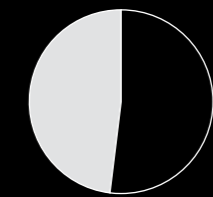
Subscriptions + 10 % dcr / monthly base
Lingering + 5 %

OVERALL GLOBAL REACH



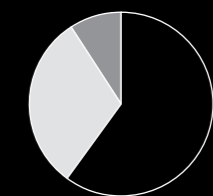
REACTIONS

- 95% Positive
- 4% Neutral
- 1% Negative



GENDER

- 52% Male
- 48% Female



AGE

- 60% 18-36
- 31% 37-54
- 9% 55+





Wienerin holte WM-Gold bei Polsterschlacht

NEW YORK - Die erste große Polsterschlacht wurde in New York City ausgetragen. Die 34-jährige Österreicherin Gaudun Gröndinger hat sich am Freitag bei der Polsterschlacht-Weltmeisterschaft in New York für sich entschieden und Gold für Österreich geholt. Im Finale besiegte sie die US-Amerikanerin Kate Russel.

Österreich ist Polsterschlacht-Weltmeister

Die Wienerin Gaudun Gröndinger hat die erste Polsterschlacht-Weltmeisterschaft in New York für sich entschieden und Gold für Österreich geholt. Im Finale besiegte sie die US-Amerikanerin Kate Russel.

Pillow Fighting World Championships - Men's Demonstration Match

Wien, Österreich - 18.05.2011 17:05 Uhr
Heute in Österreich - 18.05.2011 17:05 Uhr

Wienerin holte Gold bei Polsterschlacht-WM in New York

Die 34-jährige Wienerin Gaudun Gröndinger wurde in New York in der ersten WM-Finale bei der Polsterschlacht-Weltmeisterschaft in New York für sich entschieden und Gold für Österreich geholt. Im Finale besiegte sie die US-Amerikanerin Kate Russel.

LOW FIGHT WORLD CUP

Twitter
Results for pillow fight world cup
I have results when you want watching

www.bfi-wienakaden

www.bfi-wienakaden
Beruf "Polsterschlachterin" "Polsterschlachterin"

ORIZONT

ORIZONT
Österreich ist Pillow Fight Weltmeister

daylife

Har du en vänster- eller högerdominerad hjärna?
daylife

scoop.at

scoop.at
Beste News
Österreich ist erste Polsterschlacht-Weltmeisterin

nachrichten.at

nachrichten.at
Pillow Fight geht weiter
Die Pillow Fight WM, bei der die Wienerin Gaudun Gröndinger in der vergangenen Woche in New York die Titel holte, soll heute

Österreicherin ist erste Polsterschlacht-Weltmeisterin

Die 34-jährige Wienerin Gaudun Gröndinger wurde in New York in der ersten WM-Finale bei der Polsterschlacht-Weltmeisterschaft in New York für sich entschieden und Gold für Österreich geholt. Im Finale besiegte sie die US-Amerikanerin Kate Russel.

Pillow Fight geht weiter

Die Pillow Fight WM, bei der die Wienerin Gaudun Gröndinger in der vergangenen Woche in New York die Titel holte, soll heute

HERY

HERY
Pillow Fight World Cup in Brooklyn - May 17th

METRO

METRO
Pillow Fighting World Championships 2011

THE HUFFINGTON POST

THE HUFFINGTON POST
Austrian wins Pillow Fight World Cup

Österreicherin ist erste Polsterschlacht-Weltmeisterin

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TRIBUNE

TRIBUNE
Pillow fight!

TRIBUNE

TRIBUNE
Pillow fight!

Pillow Fight World Cup Ruffles Fine Feathered Foes

HuffingtonPost.com | Michael Wachtel | Posted 05.25.2011 | World News
If you think competitive pillow fighting is just a chance to see wacky and women beat the stuffing out of each other, then you haven't heard about...

Pillow Fight World Cup Ruffles Fine Feathered Foes

HuffingtonPost.com | Michael Wachtel | Posted 05.25.2011 | World News
If you think competitive pillow fighting is just a chance to see wacky and women beat the stuffing out of each other, then you haven't heard about...

Feathers fly at pillow fights around the world

When fighting with your hands in a pillow fight, it's not the soft stuff that wins, it's the feathers. The first Pillow Fighting World Championships was held in New York on May 17th. The winner, Gaudun Gröndinger, won the title by defeating the US-American Kate Russel.

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Primeiro mundial de luta de travesseiros campeã

A austríaca Gaudun Gröndinger sagrou-se campeã do primeiro campeonato mundial de luta de travesseiros em Nova York, derrotando a americana Kate Russel.

Tyynysöiden maailmanmestaruus ratkaisti New Yorkissa

Österrikiläinen Gaudun Gröndinger voitti ensimmäisen maailmanmestaruuskilpailun tyynysöiden taistelussa New Yorkissa, voittaen yhdysvaltalaisen Katen Russelin.

First Ever Pillow Fight World Cup Comes To Brooklyn Tuesday Night

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Participou? Campeonato Mundial de Luta de Travesseiros aconteceu em Nova York

O primeiro campeonato mundial de luta de travesseiros aconteceu em Nova York, com a austríaca Gaudun Gröndinger sagrando-se campeã ao derrotar a americana Kate Russel.

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CAMISSETAS PARA FORMANDOS

Para vós não esquecer a luta!!
Camisetas para formandos

OS 10 MAIS VOTOS

OS 10 MAIS VOTOS
1. UFC 118 - American Idol
2. UFC 118 - American Idol
3. UFC 118 - American Idol
4. UFC 118 - American Idol
5. UFC 118 - American Idol

OS 10 MAIS VOTOS

OS 10 MAIS VOTOS
1. UFC 118 - American Idol
2. UFC 118 - American Idol
3. UFC 118 - American Idol
4. UFC 118 - American Idol
5. UFC 118 - American Idol

Service

Service
Pillow Fight World Cup Ruffles Fine Feathered Foes

Service

Service
Pillow Fight World Cup Ruffles Fine Feathered Foes

Service

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Service
Pillow Fight World Cup Ruffles Fine Feathered Foes

S





gensineida.se
Total bakom Broindianen
Stryk den 15/2 ur kalendern.
Total bakom Broindianen

epn.dk - opda
Berlingske
Anne Sophia Hermansen
På de bedste tilbud
Berlingske

Bungy jumper bliver politianmeldt
Opdateret kl. 14:17: Det første elastiskspring fra Øresundsbroen er blevet foretaget, men de kåde

NorraSkåne.se
Bungy jump från Öresundsbron anmäls

Bungy jump från Öresundsbron
Tager springet fra Øresundsbroen

DM1088
DIGITALT - presenteras av Specific Media
SKIBATTLE

svt
Debatt | Dokumentär | SVT Play
Sydnytt
Senaste nytt: B/S/S - Vilgust bankrån i Malmö
Blekingenytt

Bungy jump från bron anmäls
Öresundsbron polisanmälar nu torsdagens bungyjump från bron.
SE VIDEO: Arnieas pianist vänder China's Got Talent

NorraSkåne.se
Bungy jump från Öresundsbron anmäls

Bungy jump från Öresundsbron
Sprang ud i elastik fra Øresundsbroen

DM1088
DIGITALT - presenteras av Specific Media
SKIBATTLE

metroXpress
INTERNATIONAL
Dit liv. Din fremtid. Gör noget.
Club metroXpress

SE VIDEO: Mand springer fra Øresundsbroen
En svensk mand, der kalder sig for "Broindianen", sprang torsdag fra

gensineida.se
Bungy jump från Öresundsbron

Bungy jump från Öresundsbron
Sprang ud i elastik fra Øresundsbroen

DM1088
DIGITALT - presenteras av Specific Media
SKIBATTLE





Blogg

Driver med religiösa

En bloggare som...



iPhone 4 S



Ascot och operan



Ascot och operan

bisonblogg

Ascot och operan

Ascot och operan

Ascot och operan

Ascot och operan

Ascot och operan

Ascot och operan

Ascot och operan

Ascot och operan

Ascot och operan

Ascot och operan

Ascot och operan

Ascot och operan



SVD



Ascot och operan

Ascot och operan

Ascot och operan

Ascot och operan

Ascot och operan

stadium

Kultur&Noje

Pause

Ascot och operan

Ascot och operan

Ascot och operan

Ascot och operan

Ascot och operan

KULTUR&NOJE

Karolina Ramqvist: Vem eller vad var Erika Ascot?

rodeo

MANDO DIAO

Malmö Operas bloggbluff

Malmö Operas bloggbluff

Malmö Operas bloggbluff

Malmö Operas bloggbluff

Resume.se

Bloggad estetisk

Malmöoperan

Ascot och operan

Ascot och operan

Ascot och operan

Ascot och operan

Ascot och operan

aktioner lurar i verkligheten

med Sydvästskan

SATS

Ascot och operan

Ascot och operan

Ascot och operan

Ascot och operan

Ascot och operan



Client: The Malmö Opera
Turnover: € 80 million
Markets: Scandinavia
Target group: General population, age 16-90
Main competition: Other cultural institutions

STUDIO TOTAL TOOLS:

- #2 Make it real, build something in reality
- # 3 Work with emotions
- # 4 Work with fans: Social media, blogs, facebook
- # 6 Be interesting for media: Press releases, callups

FACTS & FIGURES ADVERTISING NOUVEAU - MALMÖ OPERA 00141

Black Ascot, By Malmö Opera Campaign results

CLIENT: THE MALMÖ OPERA

The Malmö Opera is Sweden's largest opera house with an audience from both Sweden and Denmark.

CHALLENGE

Opera attracts a large but old audience. How do we reach a younger audience?

THE STUDIO TOTAL SOLUTION

Studio Total turned one of the main characters in an on-going opera, into a fictional blog where you could read about the decadent champagne lifestyle of a young introverted woman and admire her sense of fashion.

RESULT

The blog was the fastest growing in Sweden. In less than one month it attracted more visitors than any other national culture blog. With more than 200 000 visitors, the campaign made it to the news on TV and radio and appeared on thousands of blogs. More than 100 people attended the funeral we staged when the fictional character died.

GOOGLE HITS

24 711

Production details

We took a character from the libretto of the opera and created her blog. The idea was to create an artistic work in its own right, a staging of an opera on the Internet.

After we created the blog, we started seeding it to other fashion blogs. As the character came to life it slowly gained momentum. There was a lot of speculation who was the writer/creator. As the blog got more and more readers, the rumors started spreading.

After we reveled the truth behind the blog, that it was produced by the opera, it became even bigger, finally getting attention in mainstream media.

SOCIAL MEDIA

Facebook: 3300 friends
Twitter: n/a
Project blog: 380 000 views
Blog links: 700

WEBSITE VISITORS

Month Before / Month after
 30 / 57



MEDIA COVERAGE SWEDEN

Media mentions Print
 Month Before / Month after

82 / 830



MEDIA COVERAGE GLOBAL

The campaign was restricted to Sweden, hence no global attention

MEDIA MENTIONS

BROADCAST
 Month Before / Month after

7 / 36



MEDIA MENTIONS

INTERNET
 Month Before / Month after

270 / 1 440



MEDIA REACH

BROKEN INTO CHANNEL



MEDIA NOTABLE

Dagens Nyheter, Aftonbladet, 9-5, Kulturnytt, SR.

SALES

Compared to same month the previous year.

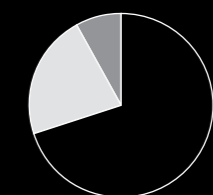
+21%

OVERALL GLOBAL REACH



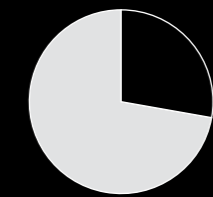
NOTEWORTHY

The campaign has been featured in at least three schoolbooks and 10+ academic works. Next year it will be turned into a real opera.



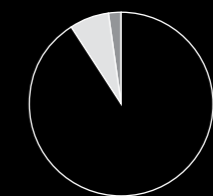
REACTIONS

- 70% Positive
- 22% Neutral
- 8% Negative



GENDER

- 28% Male
- 72% Female



AGE

- 91% 18-36
- 7% 37-54
- 2% 55+





WIRED

GADGET LAB

Wall of Sound: World's Biggest iPod Speaker

By Chris Covatta | November 4, 2008 | 7:00 am | Computer, Accessories and Peripherals



Wish List

The 100 Best Gook Gifts

GO RULES IS BACK

15 style tips from the experts at

It's FREE! Plus you'll be entered to win:

- \$5,000 Barnes&Noble shipping spree
- 30 additional runner up prizes

Sign Up FREE!

SUBSCRIBE TO WIRED MAGAZINE

Subscribe & get a Wired T-shirt FREE!

- Subscribe to WIRED
- Name
- Send a Gift
- International Orders

PRENUMERERA PÅ MACWORLD

Vinn en Macbook!

MacWorld

Här samlar MacWorld allt om Wall Of Sound

Här är världens största iPod-högtalare

ADTECH

The One Stop Solution for your Ad Management

Display Video Mobile



Wall of Sound iPod speaker sold as world's most powerful

Wall of Sound iPod speaker sold as world's most powerful



COOL MATERIAL



Monolithic Speakers



Wall of Sound iPod deck stands 3 feet tall



Luxury launches



Biggest iPod Speaker Available for





THECOOLIST*

THE DESIGN, LIFESTYLE AND LUXURY COMMUNITY POWERED BY YOU

HOME DESIGN STYLE GADGETS ENTERTAINMENT CARS FEATURES

Wall of Sound iPod Dock



Your dream iPod dock just got a party. The Wall of Sound iPod Dock is about as serious as I get for multi-speaker iPod docks. With 28 front-mounted speakers, the Wall of Sound is a seriously thing. It's called the Wall of Sound because it's a wall of sound. It's called the Wall of Sound because it's a wall of sound. It's called the Wall of Sound because it's a wall of sound.

LINKS

SUBMIT

CONTACT RSS

ADVERTISING FACEBOOK

ABOUT TWITTER

dagensmedia.se

Studio Total gör upp mot Apple

Studio Total mögghögskola, som de gjorde åt Brothers i en Fars dag-kamp, blir en östän ända lästa teknisk! mot Apples iPod Touch.

Den Dagensmedia.se har tilläggat tillgods omvärlden. Studio Total är en av världens största och mest avancerade ljudtekniska företag. De har varit med och utvecklat ljudteknik för Apple, Sony, Philips och många andra. De har också varit med och utvecklat ljudteknik för Studio Total. De har också varit med och utvecklat ljudteknik för Studio Total.

IN HOUSE 2012

Reda hjälper

artiklar.se

SÄGNA MEDIA

DMJOB

PlayStation Network Communication Manager med utbildning

Medlemskapstjänst

Engagemang i tekniska utveckling

Arbetspassager till skandinaviska regioner

Fullt ansvar för projekt

Om du vill arbeta i ett av världens största företag, kontakta oss på dm@dm.se

S:öti mÅ

PERSONAL

HOTELL & EVENTS

INTERNET EXPO & DIGITAL MARKETING

Forbes

Wall of Sound, Vertu Auxta, Nike Total 90

Wall of Sound

We thought we'd seen it all. iPod docks shaped like great pianos, smartphones, and the massive Cinema XL. But this beats them all for sheer, unbridled hubris. It's called the Wall of Sound and that's what it looks like: a wall that's four feet high (about the size of a small window, but it weighs considerably more, at one kg).

It's built by Studio Per in Malen, Sweden, and each component is hand-made. Also included, according to plug in your CD player or TV. With it, no fewer than all speakers, all subwoofers, providing bass that'll make the neighborhood, right and wrong drivers and four tweeters give you a frequency response of an octave-10. That's a super low bass, and higher only with one driver. All this with great results in 1kg weight of power, and a whopping \$10,000.

Architect of sound. According to the American Hearing Research Foundation, that's "the best" of which sustained exposure may result in hearing loss." So maybe it's best not to be too loud.

Forbes DOWNTURN

Know What to Avoid While Investing

Latest News

Market Watch

UPFRONT

Know What to Avoid While Investing

Market Watch

HOT POPULAR

Market Watch

COOL MATERIAL

JARRITOS IS REFRESHING!

Refresh your taste buds with JARRITOS!

TASTE OUR UTILITY!

GEAR TECH STYLE HOME RIDES MEDIA NEWS GIFTS ROUNDUP BLACK BOOK SHOP

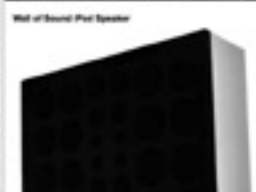


My Life Scoop

Share your tips for doing everyday tasks better!

Join the LifeScoop Community

COOL MATERIAL



Monolithic Speakers

Share your tips for doing everyday tasks better!

Join the LifeScoop Community



The World Most Powerful iPod Speaker

by ANTHONY HANCOCK on 11/11/2009

Subscribe

Play this TV gamehow classic!

CLICK HERE!

Featured Gadgets

Sprint ZTE Opik

Wall of Sound iPod dock stands 3 feet tall

by [Author Name]

For a stereo, the Wall of Sound isn't massive. But for an iPod dock, it's gargantuan.

THE WALL STREET JOURNAL

Wall of Sound iPod Dock Stands 3 Feet Tall by 4 Feet Wide [Speakers]

Popular Gadget Stories from Around the Web

For a stereo, the Wall of Sound isn't massive. But for an iPod dock, it's gargantuan. Priced as "the world's most powerful iPod speaker," the Wall of Sound is a \$4,000, handcrafted iPod dock with a... (rest of article text)

Other Articles Discussing this Story

- Wall of Sound iPod Dock Stands 3 Feet Tall by 4 Feet Wide [Speakers] - PowerOn.com at Mon, Nov 02, 2009 at 11:45AM
- Is this the world's biggest iPod dock? - PowerOn.com at Mon, Nov 02, 2009 at 10:14AM
- The World Most Powerful iPod Speaker





WEEKLY

HOME NEWS TECH STYLE BUSINESS TRAVEL GADGETS GAMES MUSIC MOVIES TV

WALL OF SOUND IPOD DOCK

Wall of Sound iPod dock

For \$100, you're hoping for something a little special, and the only 14.2-inch, 10kg beast is waiting for you. The world's most powerful iPod speaker, the Wall of Sound system promises a frequency response that will provide "yearlong highs and crystal clear lows," according to the website, which fails to add that it also provides something to feel your chest and even the floor when listening. Meet the Wall of Sound, available to buy now for just \$100.

POPULAR

- Twitter made the ultimate IPO address
- Top 10 mobile apps
- Business Plan for Business Trip
- World's Fastest PC arrives in UAE
- Amazon offers IT team recruitment challenge
- Business (How?) and recruitment challenge

LATEST

- Twitter & Amazon Spring Collection 2010
- Twitter
- Spring
- Collection
- 2010

GADGET REVIEW

ALL CATEGORIES GADGETS NEWS GAMES TRAVEL MUSIC MOVIES TV

WOS (WALL OF SOUND): A 225LB IPOD DOCK SPEAKER

By [Author Name]

Other Apple fans have come early to 11th-hour up for what's known as the Wall of Sound. Between the WOS (Wall of Sound) Speaker in one last week's listing, I had another dock system. Shuffled inside the 100 lbs (225lb) monolith are 20 speakers (10 per side) that produce the most powerful sound you've ever heard.



MacKeeper
Clean your Mac

FOLLOWING US ON FACEBOOK

- AppleGadgetReview
- AppleGadgetReview
- AppleGadgetReview
- AppleGadgetReview

DETAILS

HOME NEWS TECH STYLE BUSINESS TRAVEL GADGETS GAMES MUSIC MOVIES TV

THE DAILY DETAILS

THE WORLD'S BIGGEST IPOD DOCK



Wall of Sound
Wall of Sound is the world's most powerful iPod dock. It's a 14.2-inch, 10kg beast that will provide "yearlong highs and crystal clear lows," according to the website, which fails to add that it also provides something to feel your chest and even the floor when listening. Meet the Wall of Sound, available to buy now for just \$100.

DETAILS

- Available on the iPad
- Available on the iPhone





FACTS & FIGURES ADVERTISING NOUVEAU - BROTHERS 00143

Client: Brothers
Turnover: € 60 million
Markets: Scandinavia, Germany
Target group: Urban men 18-40
Main competition: H&M, designer labels as Filippa K

STUDIO TOTAL TOOLS:
2 Make it real, build something in reality
4 Work with fans: Social media, blogs, facebook
6 Be interesting for media: Press releases, callups
7 Work with the product:

Wall of Sound, By Brothers Campaign results

CLIENT: BROTHERS

Brothers is one of the leading men's fashion retailers in Scandinavia.

CHALLENGE

How could Brothers set themselves apart for Fathers' day?

THE STUDIO TOTAL SOLUTION

What does the cool, urban and modern father need? We noticed two trends - technology and making things BIG! We then produced the ultimate Fathers Day gift: the world's biggest iPod dock: "The Wall of Sound".

RESULT

For two weeks our speaker was the most talked about gadget in the world. And the Fathers Day campaign was Brothers (and Swedens) most successful ever, it generated a 21% sale increase.

GOOGLE HITS

286.000

Production details

After having a team of engineers actually building the speaker (Make it real) we made a press release, including technical stats, photos etc. The release was sent to some American blogs, such as Gizmodo, Engadget and Wired.

The story then went viral and reached over 10 000 blogs in 24 hours. Then magazines and newspaper followed. In the end, more than 3000 articles featured our product. And later that year it competed as Gadget of the Year in the worlds biggest gadget award arranged by T3 magazine. Against iPod Touch.

SOCIAL MEDIA

Facebook: 7900 added friends
Twitter: n/a
Campaign site: 490 000 views
Blog links: 351

WEBSITE VISITORS

Month Before / Month after

9 / 37



MEDIA COVERAGE SWEDEN

Media mentions Print
Month Before / Month after

26 / 59



GLOBAL

Media mentions Print
Month Before / Month after

36 / 231



MEDIA MENTIONS

BROADCAST
Month Before / Month after

4 / 42



MEDIA MENTIONS

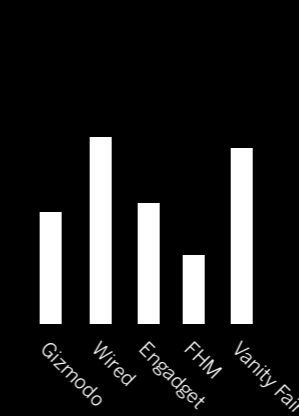
INTERNET
Month Before / Month after

32 / 6 760



MEDIA REACH

BROKEN INTO CHANNEL



MEDIA NOTABLE

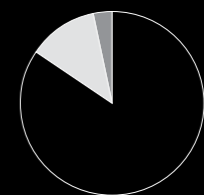
T3, New York Times, FHM, Vanity Fair, Wired

SALES

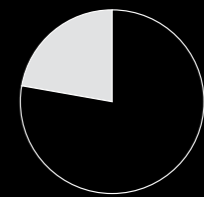
Compared to same month the previous year.

+21%

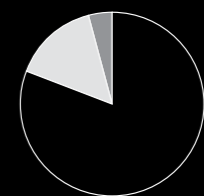
OVERALL GLOBAL REACH



REACTIONS
□ 83% Positive
■ 12% Neutral
■ 3% Negative



GENDER
□ 78% Male
■ 22% Female



AGE
□ 81% 18-36
■ 15% 37-54
■ 4% 55+