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Heat launches AOL iPad magazine Editions via tablet video, experiential, TV, outdoor, online.

San Francisco—A :90 tablet video plus four-day streetside events in New York, Chicago and San Francisco serve to introduce new free, daily, personalized iPad magazine, *Editions by AOL*. The campaign, which also includes TV, tablet media banner, out-of-home and social media support advertising, is the first work by advertising agency **Heat**, San Francisco, for new client AOL, Palo Alto, Calif.

In the :90 video (<http://vimeo.com/26775560>), a woman collects print media articles and physical objects (plant, keyboard, popcorn, sports gear, game console), flattens them all, and from them creates her iPad *Editions*. She scrolls through *Editions'* features and the digital content she has just assembled, until the video closes with the *Editions* tag, "The magazine that reads you," and with an invitation to download the free app.

In New York Chicago and San Francisco, urban demos running now through August 23 will target iPad owners, and even bring them by pedicab to an *Editions*-branded truck, where ambassadors give one-on-one tours of the tablet publication.

Additional *Editions* advertising support includes a :30 TVc running on news, sports and cooking channels, and on Virgin America inflight (view at <http://vimeo.com/26776166>); tablet-media banners on such sites as Sports Illustrated, Pandora, Entrepreneur, Barron's and Epicurious; urban billboards, up to 42' x 21'; and messaging on other AOL network properties and on its Facebook page and Twitter feeds.

Creative credits go to Heat executive creative director Steve Stone, creative director Nei Caetano, associate creative directors Mark Lawson and Jeff Guenther, art director Jason Rosenberg and copywriter Kris Kennedy. The account manager is Kami Shallenberger. The director is Bucky Fukumoto of production company **Rehab**, San Francisco.

AOL is a leading-edge web services company, including a network of premium and niche content sites, and an extensive offering of world-class tools and platforms. AOL's business spans the Internet with online and local content, innovative products and valuable services for consumers, publishers and advertisers. www.aol.com

Heat is a full-service advertising agency located in San Francisco. Clients include EA Sports, Bank of the West, Yelp, AOL, Ooma, and HBO/Cinemax. www.sfheat.com

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