



## MIGHTYSMALL.COM – ONLINE ANIMATIONS

WE CREATED “MIGHTY.SMALL.” STORIES FOR THIS CAMPAIGN: ONE ABOUT A TINY ANT WHO COULD CARRY THE WORLD ON HIS BACK, AND ANOTHER ABOUT A GIRL WHO “FILLED UP” WITH HAPPINESS FROM THE POWER OF A FEW SMALL WORDS. WE TOOK THESE STORIES AND CREATED ANIMATIONS WHICH COULD BE VIEWED AT THE HOME OF “MIGHTY.SMALL.” AND ALSO COULD BE SENT VIRALLY TO FRIENDS WITH CUSTOMIZABLE MESSAGES.