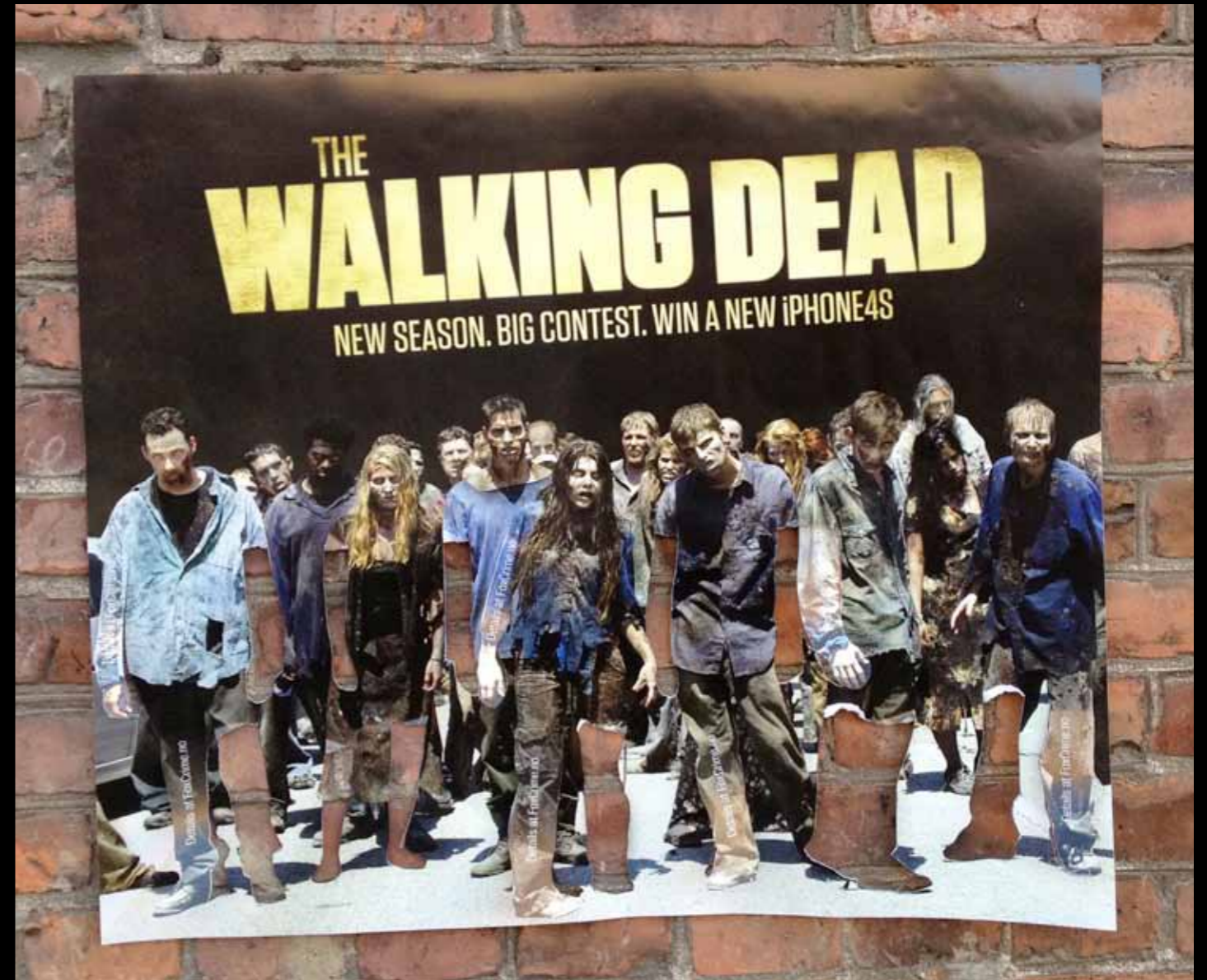


BEFORE



AFTER

THE WALKING DEAD Tear-Off Posters

CHALLENGE: With a very limited budget promote The Walking Dead, iPhone4s Give Away.

SOLUTION: In the true spirit of the zombie world, these tear-off posters enabled people to tear off body parts.

