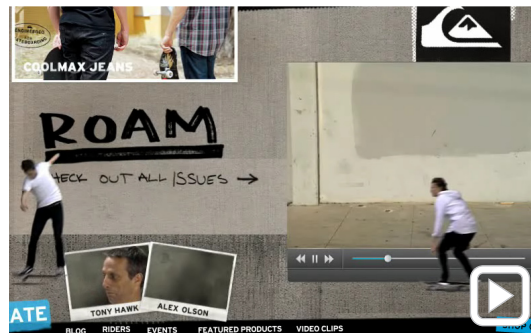


BMW's "Expression of Joy" banner can expand across the screen to transform the page into a canvas and a Z4 convertible into an interactive paintbrush.



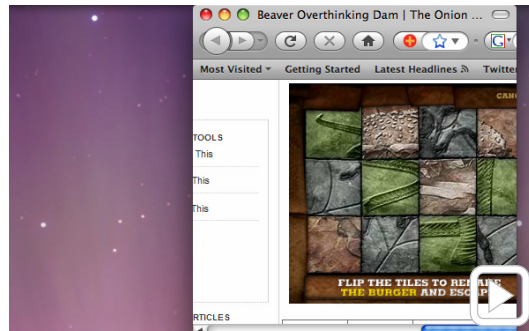
Wario Land's "Shake It" ad on YouTube breaks the boundaries of the video viewer as action from the game causes the elements of the page to crumble around it.



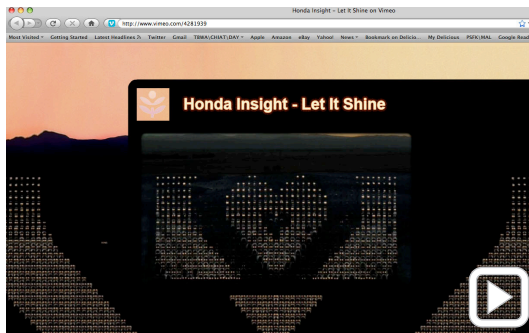
Quiksilver's "The Spot" turns a skate video into a full screen skate park as Tony Hawk and friends jump out of the ad and dismantle the page with their tricks.



Apple's "Second Opinion" on NYtimes.com shows the unique creative opportunities of three different ad units that are talking to each other...literally.



Burger King's "Collapse" uses the browser itself as part of the idea, reducing the size of the window as users scramble to solve the puzzle before time runs out.



Honda's "Let it Shine" ad brings the environment of the video to the page around it, turning an already cool video into a full screen experience.

Online media can be a real paradox—an environment that represents such a wealth of creative opportunity, yet has for so long been a slave to the banner ad. Buttons, leaderboards, skyscrapers—the challenge to advertisers has been to cram as much creativity as they can into awkward shapes and sizes. Online ads have been more about geometry than creativity.

But more brands are rewriting the rules of online ads by growing the dimensions of their ideas beyond the traditional banner or video. Of course bigger is not always better—a bad idea is a bad idea in any size. But with a great idea, breaking the boundaries of traditional online formats can really bring to life what this medium does best.

Where are the creative opportunities for your brand outside the boundaries?