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EBay's WinDorphins Campaign Invites You to a Virtual Cloud Ten!

Seen Any Colorful Mysteriously Cute WinDorphins in Your Town Lately?

By **Christine Tetreault**

Beware! (Or perhaps, Enjoy?). eBay wizardry is lurking in real time.

I first spied the colorful billboard graphic at my Boston area commuter rail stop.

It was an extremely simple but bright, contemporary, eye-catching design of - well -- of these sort of silly circular floating shapes, some with faces, others too small to tell. Still, they reminded me of fun balloons or sun-sparkled airy bubbles, perhaps? The outdoor display included only a single word: WinDorphins.

I glanced at it everyday for weeks, as I walked by to my morning train, wondering what it was all about - a new medical or biological term? Some soon-to-be-released exotic travel destination? A new online game or device designed to work underwater? I had no clue, but the curious writer in me was definitely intrigued. I wondered if more graphic elements would be 'added' to the billboard over time? If the next 'piece' in the series would complete the mystery?

Several weeks later, on my way back from dinner in Harvard Square, with a super-techie, ultra-engineering former co-worker and friend, I stopped short. There, in front of us, was yet another ethereal, dazzling WinDorphins sign, only the second I had seen in all of these weeks. This one, however, had a saying: Ever Been to Cloud Ten?

What are WinDorphins, we whined at each other! Cloud Ten?

Shared confusion. Now I had to know! I hurried home to and searched: WinDorphins.

Windorphins Are Everywhere read the headline for the eBay press release. It continued:

"We've all experienced that feeling you can only get on eBay - you know, the excited rush you get when you win that item you really wanted at a great price? Or when you sell an item for more than you expected?"

Okay. I am not an eBay fanatic or even a remotely regular browser. Was this some subliminal advertising campaign, creativity without the company name in big, bold giant letters? What gives?

eBay, claiming a 'scientific breakthrough' to a 'phenomenon' called windorphins had created a entire web site - www.windorphins.com - dedicated to its 'scientific' research and discovery of 'natural addictive substances in the body, called windorphins, triggered during victorious moments' and delivering that 'sensation of unabashed joy in the brain...heightened energy, exuberance and outright slam dunk high-five behavior.'

Time for some hand's on play now. Altogether now: www.windorphins.com :

Try your hand at the Create Your Own Windorphin 'creature' game, blending body, eyes, mouth, hair, glasses, jazz hands, and Stuff in an online Mr./Mrs. Potato Head style game.

Visit the windorphins and You science show. Click on the bright orange windorphin-enhanced body to track happy windorphins swirling through the heart and beyond.

Vote on who you think carries more windorphin powers, say Christian Loettner and his winning shot or Howard Dean's scream?

Mystery solved (for free). May your days be energized by powers far greater than eBay.

More resources

www.windorphins.com

Takeaways

- Beware! Or perhaps, Enjoy? e-Bay wizardry is lurking in real time.
- This second billboard had a saying: Ever Been to Cloud Ten?
- ***Windorphins Are Everywhere*** read the headline for eBay's online press release



