

# OWN MEDIA

Website // Project page // Facebook page //  
Mobile app // Game // Branded content // Live event

*How can we design an engaging experience for both users and audience?  
How can technology be fully leveraged?*



# IDEA!

Relevance // Differentiation // Innovation

*How is interaction supported by classical advertising?*

*Who are the people we have to reach in order to communicate to our target group?  
Why will they talk about our idea?*

# BOUGHT MEDIA

Online ads // Offline ads

# EARNED MEDIA

Journalists // Bloggers  
// Social media users

