



MEDIA INSIGHT

CROSSMEDIA

NEW MEDIA CONSUMPTION

MOBILE

*Internet
mobile*

Radio podcast

Mobile TV

FRAGMENTED

*Audio & video
Podcast*

*TV Digital Video
Recorder*

TECHNOLOGICAL INNOVATIONS

*Mixing different media
at the same time*

SIMULTANEOUS

<< MENU

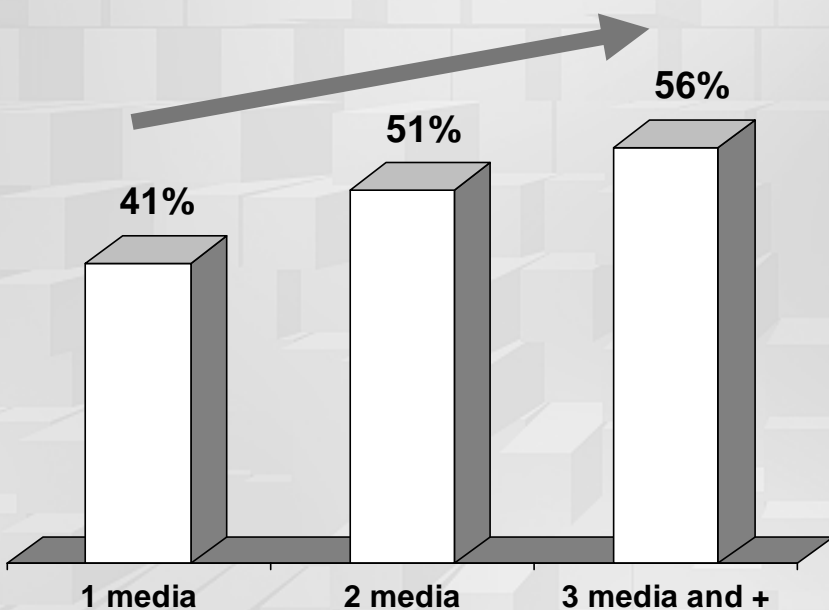
EFFECT ON MEMORIZATION

CROSS MEDIA IMPROVES MEMORIZATION

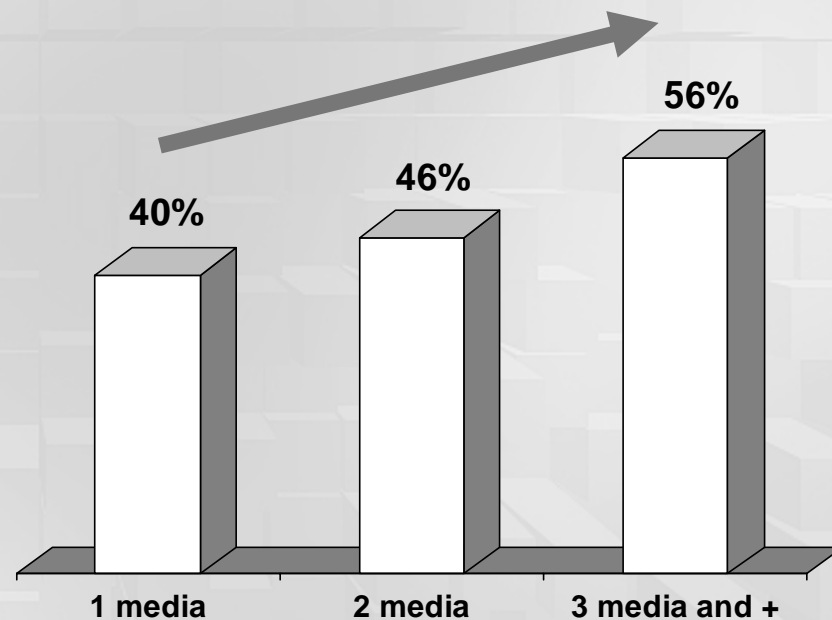


EMMA JE T'AIME
REVIENS !

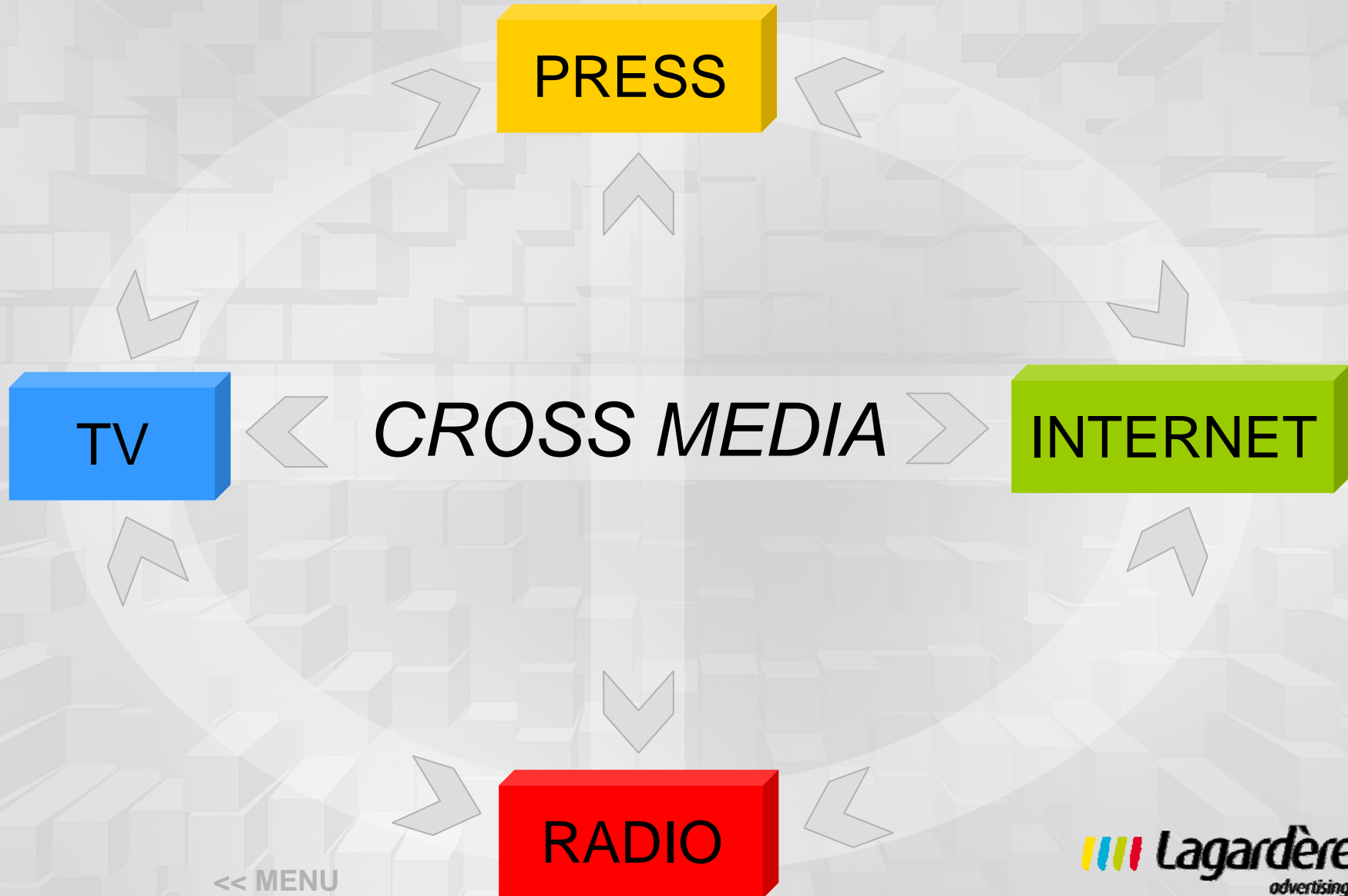
Spontaneous recall



Recognition



CROSS MEDIA PRINCIPLE



MEDIA COMPLEMENTARITY

PRESS

WHAT ARE THE **BENEFITS** OF

OTHER MEDIA

TV

TO AN

INTERNET

INTERNATIONAL PRINT

CAMPAIGN ?

RADIO

<< MENU

MEDIA COMPLEMENTARITY

PRESS

TV

To strongly increase reach on french AB classes and men

INTERNET

RADIO

<< MENU

MEDIA COMPLEMENTARITY

PRESS

TV

To create traffic

INTERNET

RADIO

<< MENU

MEDIA COMPLEMENTARITY

PRESS

TV

To boost awareness with a small budget through sponsoring operations

INTERNET

RADIO

<< MENU

MEDIA COMPLEMENTARITY

PRESS

TV

*To improve brand experience
through rich media formats
and rotation*

INTERNET

RADIO

<< MENU

MEDIA COMPLEMENTARITY

PRESS

TV

*FOR A UNIQUE BRAND
EXPERIENCE*

INTERNET

RADIO

<< MENU