

State of Mind

Campaign GAME



Goal



Audience



Market



Mindshare



Messaging



Marketing
Platforms



Measurement



Experience

Cold

Contact

See and know my brand

Largest addressable
audience, unknown intent

Anyone who can
buy from you

Understand that our company
exists, and we can provide
specific products / services

Drive Awareness

Display
Social
Video

of Actions
% of Actions
Conversation
Amplification
Applause
Indexed Brand Awareness
% of New Visits
Recency & Frequency

Inspire, entertain and inform