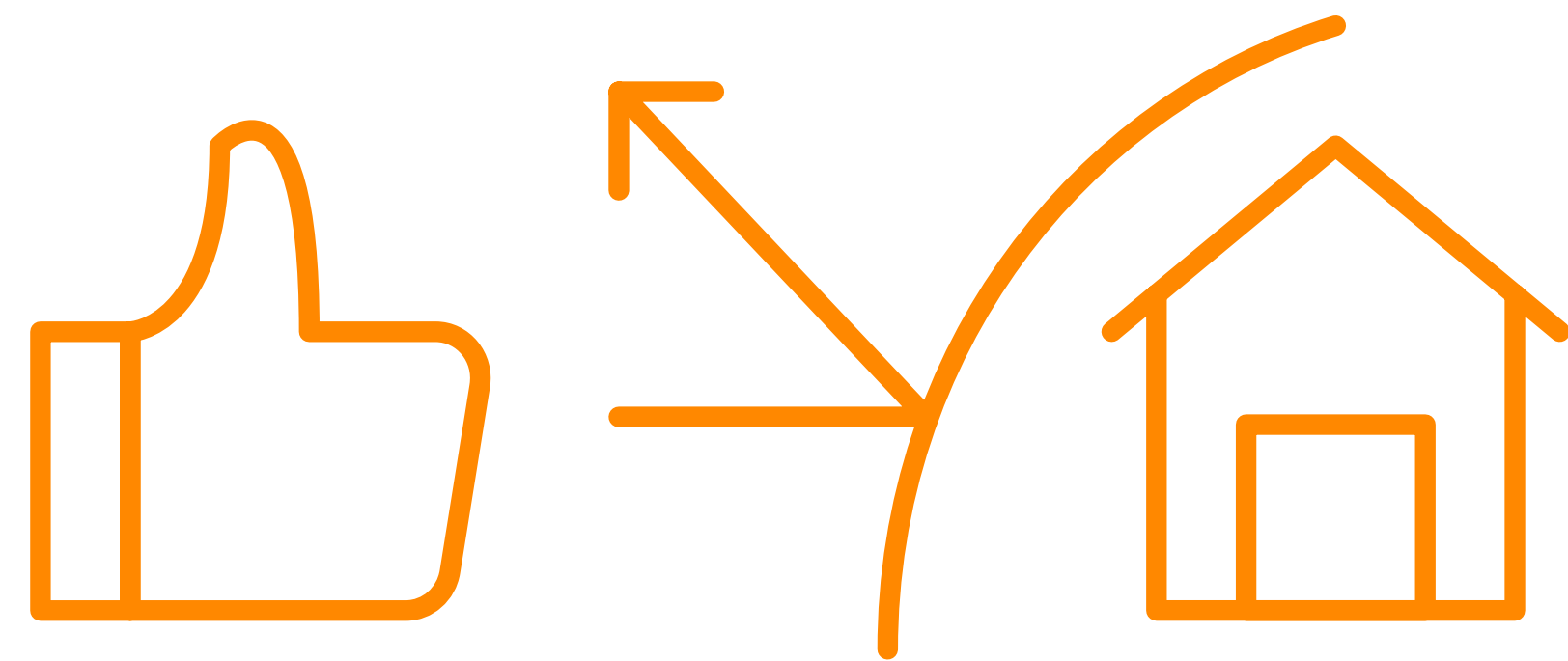




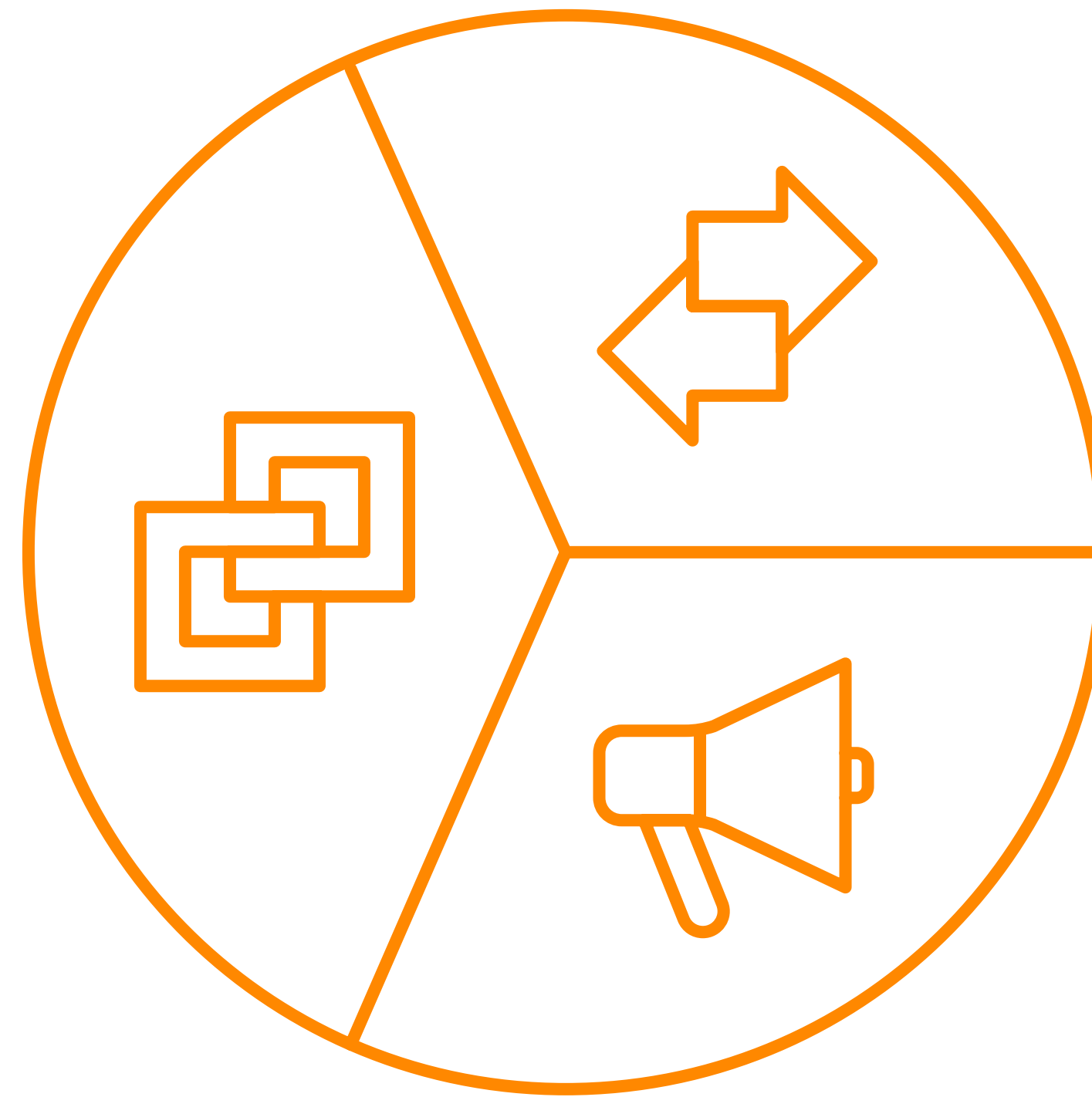
Richard Summers
Innovation Director



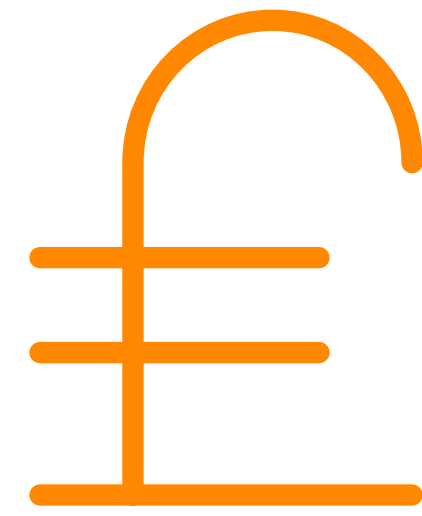
Show me the money



Disillusionment
comes as standard



Engage, Convert,
and Amplify



It's not free,
be serious

Engagement



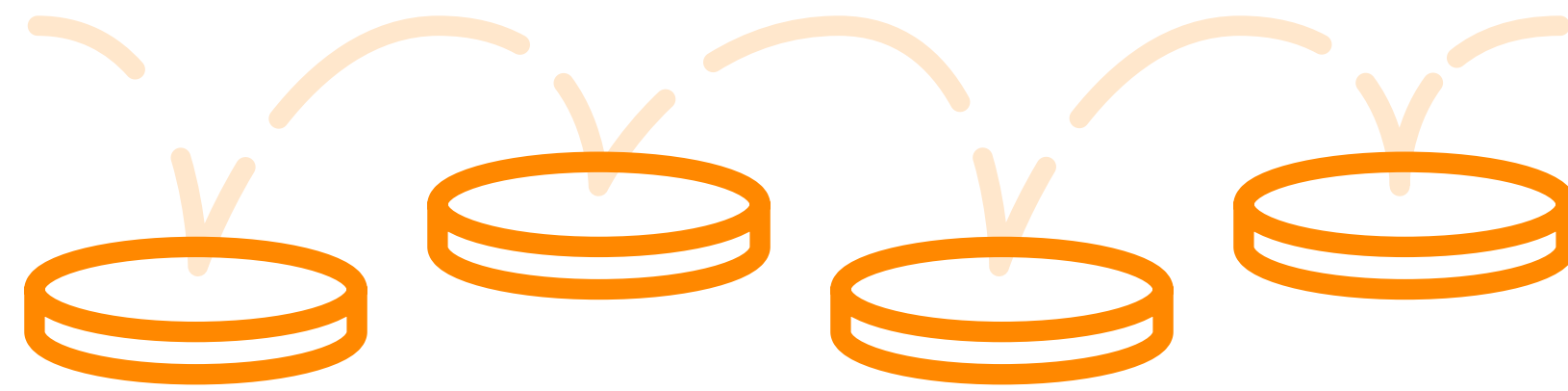
Why would they
do that?

Engagement



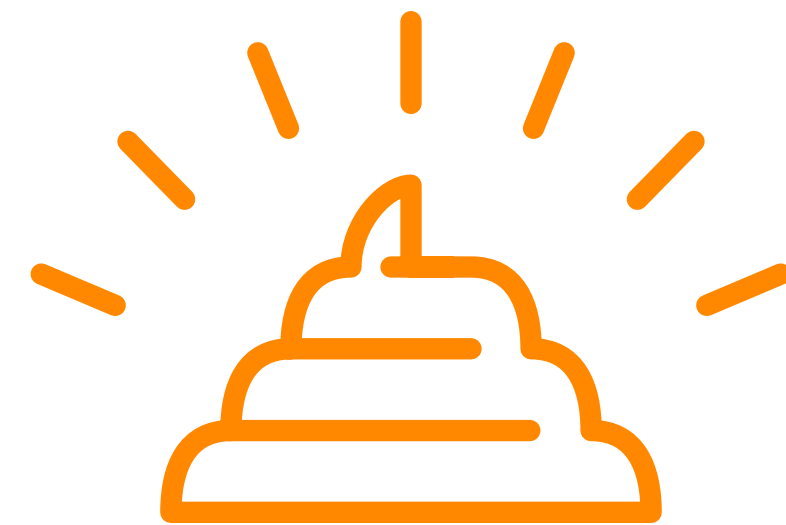
If anybody can do it,
don't.

Engagement



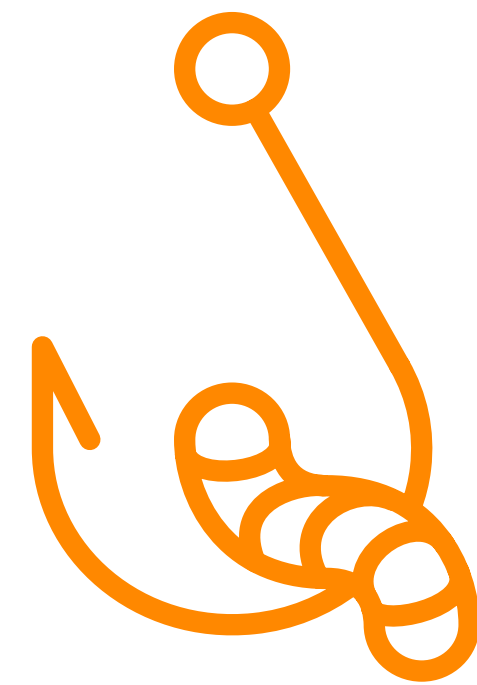
Users don't leap.

Conversion



All that glitters
isn't gold.

Conversion



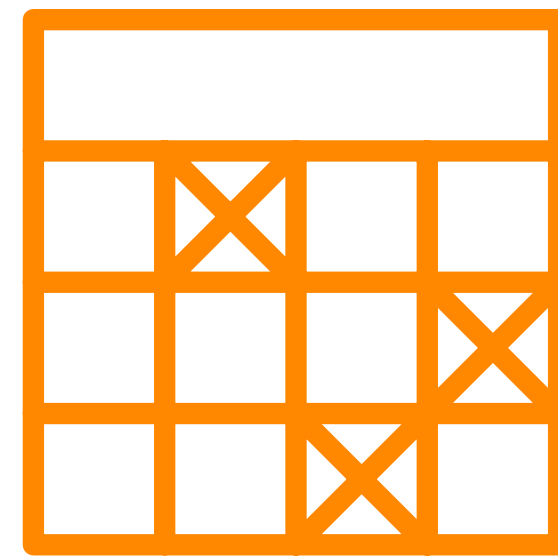
If it sounds too good
to be true... it is.

Amplification



Don't be reckless.

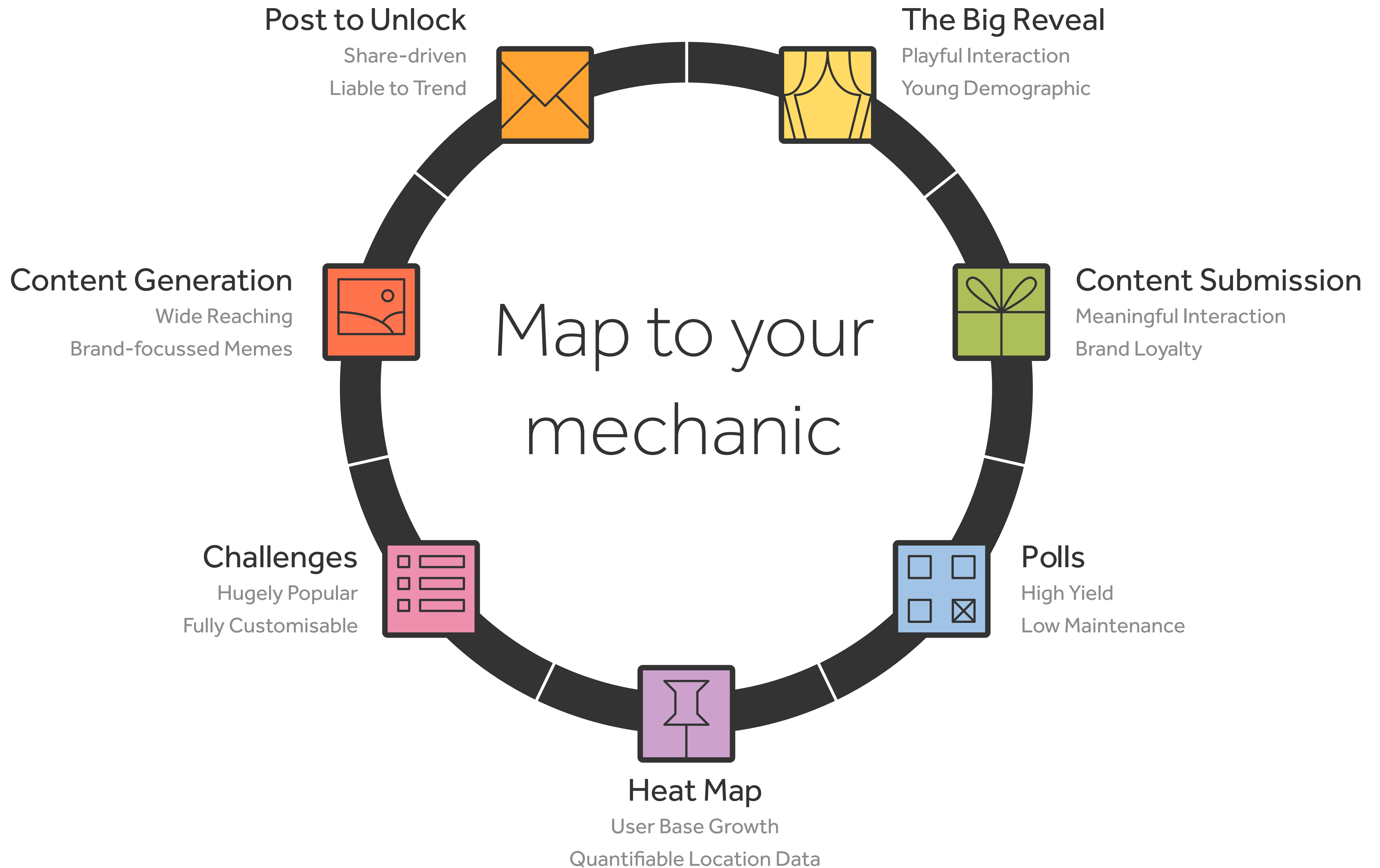
Amplification



Have an ongoing plan.

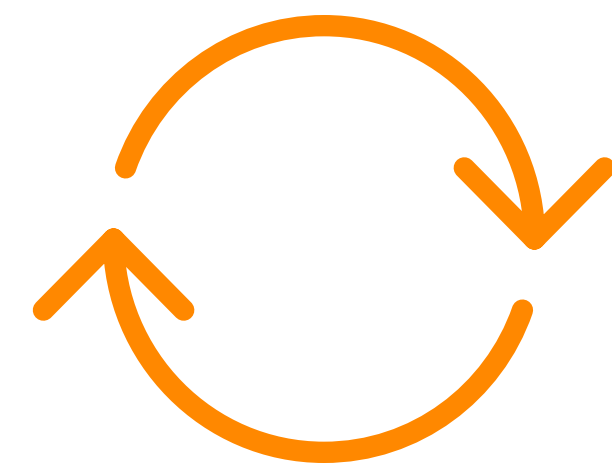


Have clear prioritised
objectives





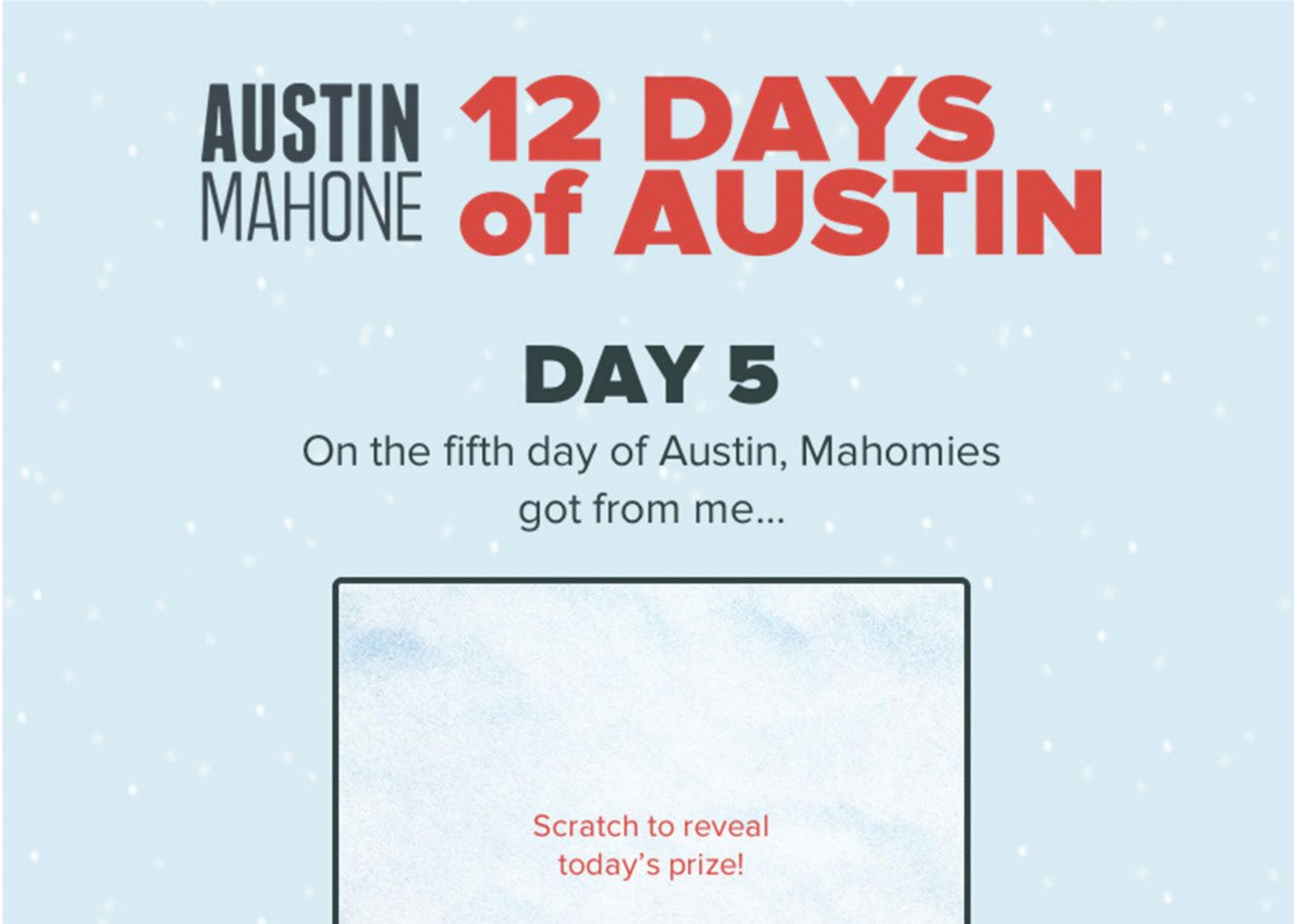
Outside the box
is the only place to be.



Listen and Learn.



5 Seconds of Summer



AUSTIN MAHONE **12 DAYS of AUSTIN**

DAY 5

On the fifth day of Austin, Mahomies got from me...

Scratch to reveal today's prize!

The graphic features a light blue background with white star-like speckles. At the top, the text 'AUSTIN MAHONE' is in black, and '12 DAYS of AUSTIN' is in red. Below that, 'DAY 5' is in black. A paragraph of text follows, and then a rectangular area with a white, textured background is outlined in black. Inside this area, the text 'Scratch to reveal today's prize!' is written in red.

Austin Mahone



JOHNSON'S
Gentle
-O-Meter

Enriched with **skin-loving vitamins and minerals**, the Daily Essentials range leaves skin beautifully soft – but are you a 'softy' on the inside?

Measure your gentleness instantly with our **doodle analysis tool** to find out. Will you be softer than your friends? Share your result and see!

DOODLES
25,000
ANALYSED

Start the Gentle-O-Meter 

Johnson's. Forever.
For softness. For beauty. For life.

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Mini



Royal Albert Hall