

phd



Key drivers for a successful touchpoint strategy

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It takes

3 to Tango

phd

x



x

TBWA\

A symphony starts
when you feel
the heartbeats
and understand
the unspoken words.



Without a conductor
there is no orchestra.



The jury wants a
mediastrategy
NOT
a mediaplan.



The background of the slide is a dark blue gradient. On the left side, there is a series of overlapping, wavy lines in various colors including red, orange, yellow, green, and blue, creating a sense of motion and depth. The text 'Zie bijlage.' is positioned in the upper right quadrant of the slide.

Zie bijlage.

NO

MARKETING BULLSHIT BINGO

HET EIGENTIJDSE SPEL VOOR DE MODERNE T-SHAPED MARKETEER!!



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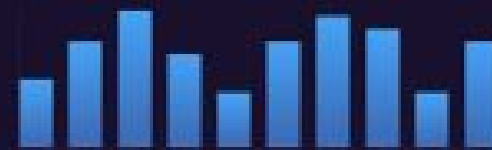
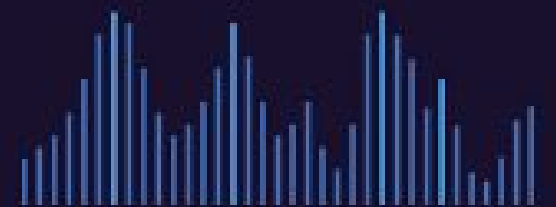
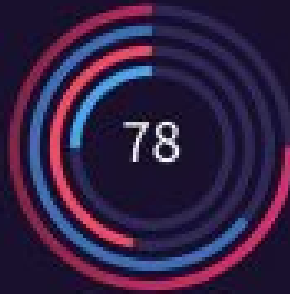
HEB JE OOT
BULLSHIT



HET EIGENTIJDSE SPEL
MODERNE T-SHAPED M

1
killer graph

1
big number



KING & KONG



Be honest to the jury. Admit the carpet bombing.



A smart ON/OFF media strategy to manage the impact on the Telenet call centre.

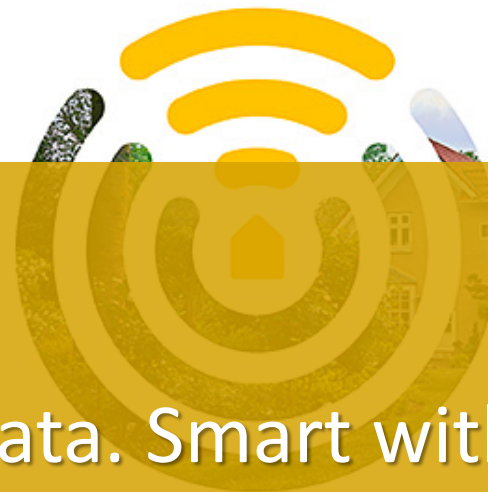


Make the artwork come to life through media, in all touchpoints.



Effectiveness over efficiency.

Smart with moments. Smart with data. Smart with budget.



**WELKOM BIJ
HET SLIMSTE
WIFI-SYSTEEM
OOIT.**





Thank you.

phd

