



ΛEDION  
PRESENTS

# YOUR WEB VOTE

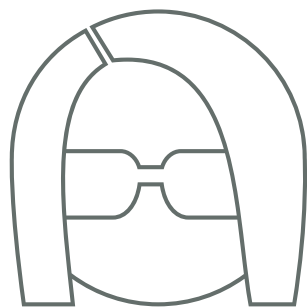


European  
Media  
Alliance





## OUR TEAM



STRATEGIC  
PLANNER

*Chi Zhang*



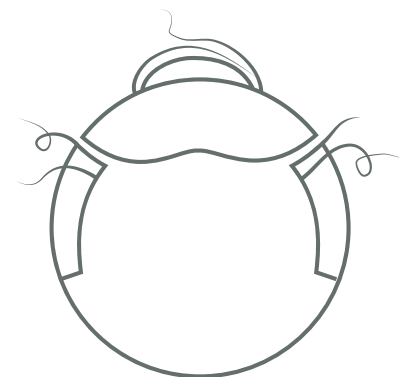
CREATIVE  
DIRECTOR

*Mu You*



ACCOUNT  
DIRECTOR

*Wayne D'Cruz*



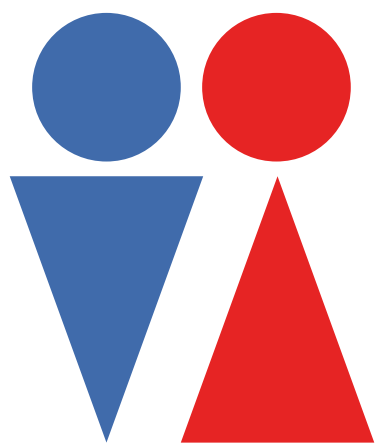
PRODUCER

*Petya Karagyozova*





▶ online media savvy  
but take free content  
for granted



### OUR TARGET

🗨️ active in online identity construction  
high level of autonomy  
free speech activists



heavy internet users  
check online information  
very frequently



approx. 18-40 yrs  
digital natives  
millennials/generation-Y





## Why do you think ads exist on websites?

- ▶ To reach a wider range of potential customers
- ▶ To promote in a forceful way
- ▶ All for profit
- ▶ For sales

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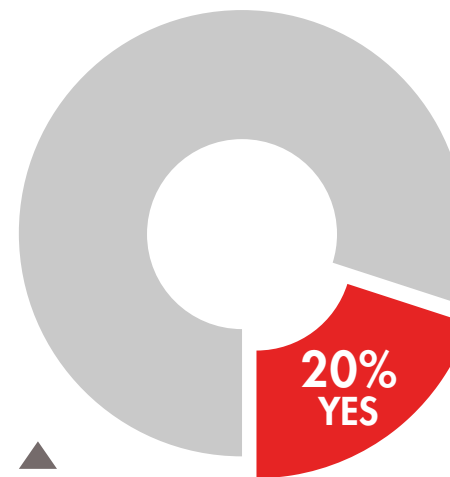
## OUR INTERVIEWS

Only 25% mentioned how advertisements support free online content:

- ▶ Although they are a bit annoying, they are necessary for the web to work well.
- ▶ Websites need ads to augment income, especially those free ones.



## RESEARCH FINDINGS



Would you consider paying a monthly subscription to your favourite website in exchange for an official ad-free experience?

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## REPORT FROM

 PageFair  Adobe

The age group with the highest adoption of ad blocking usage (millennials) was the least likely to pay for an ad-free subscription to content.



► **INCREASING**

awareness about the critical role of advertising in facilitating rich and high-quality content on the internet by

**50%**  
over 3 months

► **ENGAGING**

in discussion on social media platforms with

**40%**  
of the target audience  
over 3 months



**OBJECTIVES**

► **REDUCING**

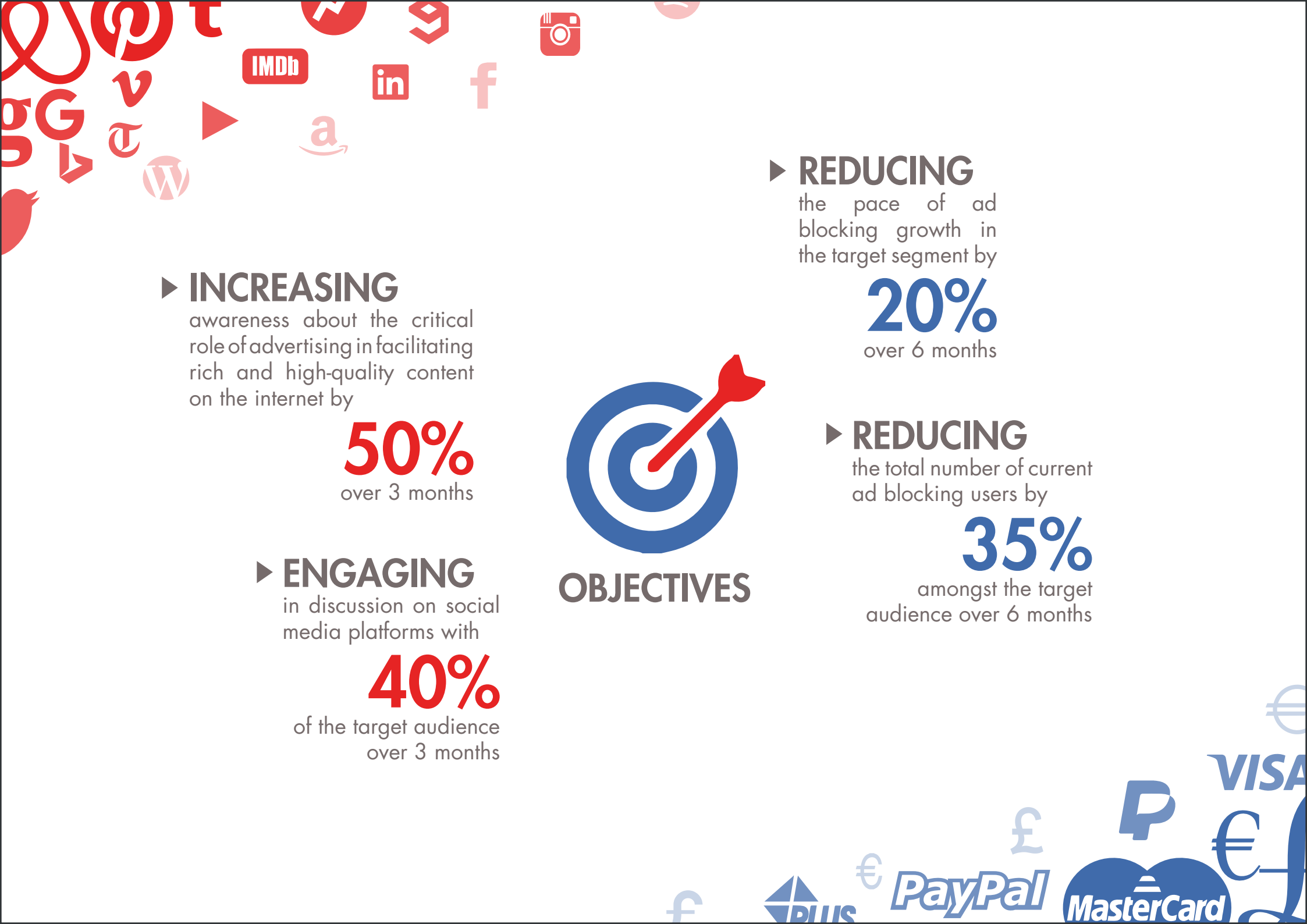
the pace of ad blocking growth in the target segment by

**20%**  
over 6 months

► **REDUCING**

the total number of current ad blocking users by

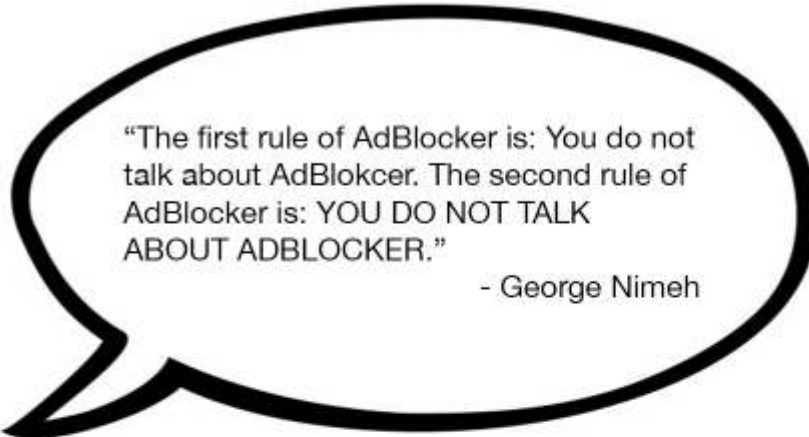
**35%**  
amongst the target audience over 6 months





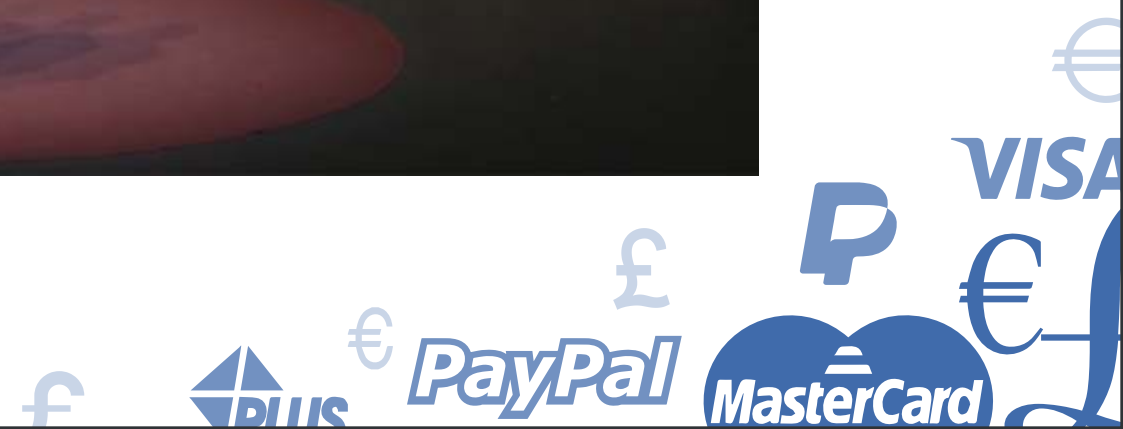
## THE CHALLENGE

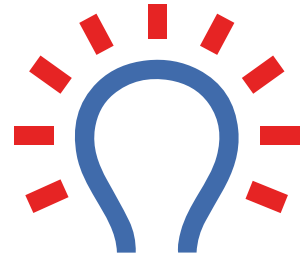
IS THERE A  
**TABOO**  
AROUND THE TOPIC?



“The first rule of AdBlocker is: You do not talk about AdBlocker. The second rule of AdBlocker is: YOU DO NOT TALK ABOUT ADBLOCKER.”

- George Nimeh





## OUR IDEA

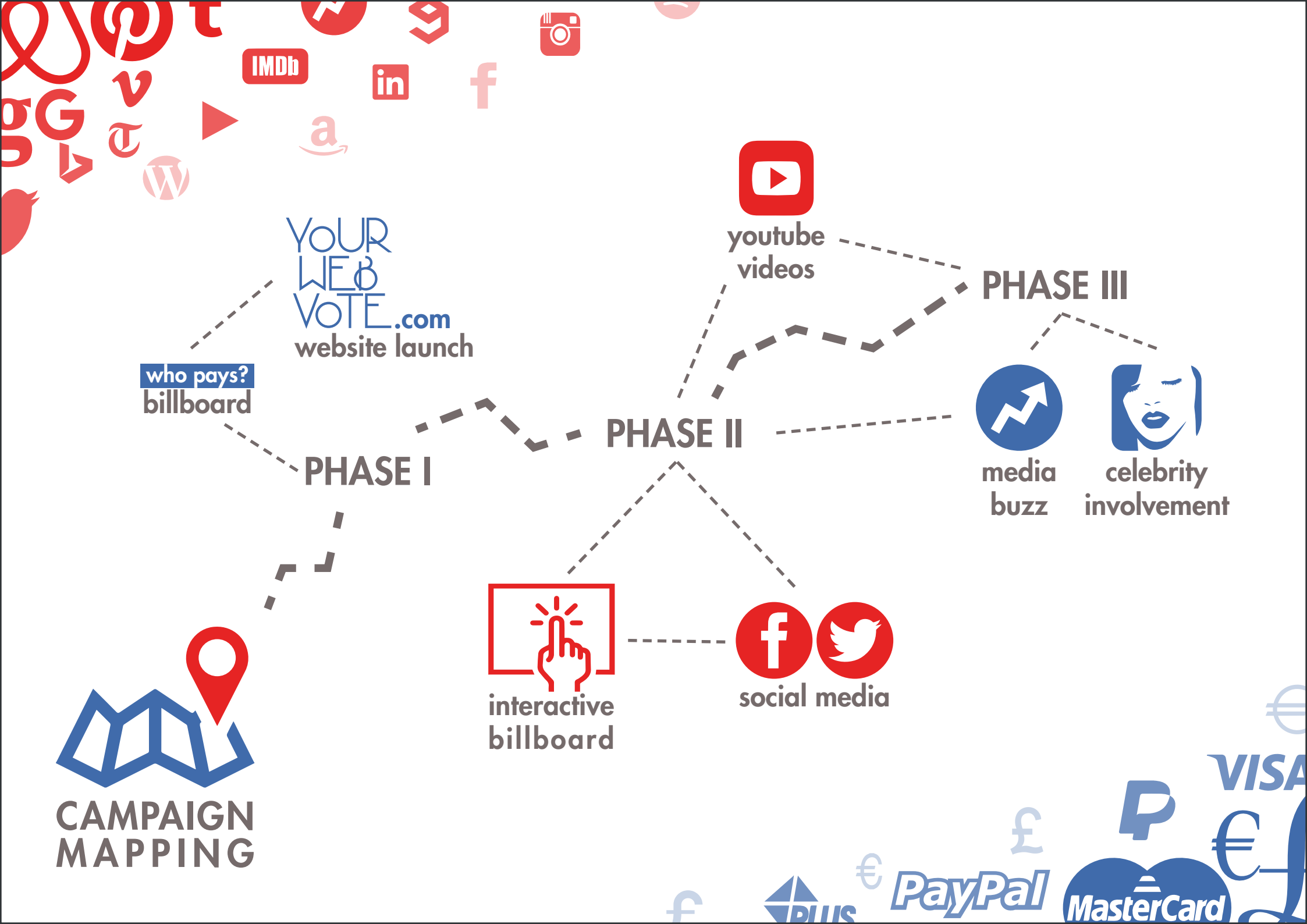


PROPOSITION  
**YOU DECIDE**  
empowering audiences  
with a sense of agency

APPROACH  
**A POLITICAL  
PARODY**  
articulating the ad-blocking debate  
on the lines of how an actual political  
campaign would otherwise unfold

**WHO PAYS**  
for free online content?  
Users or advertisers?





who pays?  
billboard

YOUR  
WEB  
VOTE.com  
website launch



youtube  
videos

PHASE III



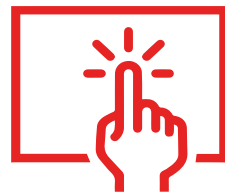
media  
buzz



celebrity  
involvement

PHASE II

PHASE I



interactive  
billboard



social media



CAMPAIGN  
MAPPING



# CAMPAIGN LAUNCH



**Somebody has to pay.  
Who will it be – you or advertisers?**

YOUR  
WEB  
VOTE .com

decide the fate of the internet

Content creation on the internet costs money. Where do you think this money should come from? Tell us today by logging on to YourWebVote.com and joining in the conversation with #YourWebVote.

## BILLBOARD

We start the conversation by posing our core idea as a simple question.

ABOUT THE OPPONENTS NEWS FORUM CONTACT

## Somebody has to pay. Who will it be – you or advertisers?

65% 35%



**Jack LeftSide**

Vote for a free web, supported by advertising. Just the way it ought to be.

#SustainFreeWeb

see more ...

YOUR  
WEB  
VOTE

decide the fate of the internet



**Max RightSide**

Liberate yourselves from the stacks of advertising. Vote for a paid web with no ads whatsoever!

#AdFreeWeb

see more ...

The final outcome of Your Web Vote



The Report

**Uncertain future**



The fight over how the internet should function in the future went from a peaceful conversation to a heated debate in no time. Celebrities were challenged by the opponents and joined the conversation, while the polls continue to fluctuate...



**Adblocking continues to block revenues for content creation**

Experts predict a rise in the cost of all web services and predict chaos over the idea of paid content for all web users...

European Media Alliance

# WEBSITE LAUNCH

The main voting medium will contain news, information and entertainment that would push the users to participate and express their opinions.





A team of real-time marketers would direct the communication in line with up-to-date events and trending topics.

# SOCIAL MEDIA

This phase comprises talking to people actively and directly, both online (Facebook & Twitter) and offline (interactive billboard).



**Jack LeftSide**

@JackLeftSide

Will argue that the internet should be free of charge for consumers, and the expenses for the creation and distribution of content and information should be covered by advertising.

#SustainFreeWeb

**Max RightSide**

@MaxRightSide

Will defend the concept of paid content and news that is free of advertising, and would lobby for a digital space, which does not rely on funding from advertising.

#AdFreeWeb

## TWO FICTIONAL POLITICAL OPPONENTS

Jack and Max are built to be the faces of each side of the argument, informing the public of the facts that should be taken into consideration, whilst often engaging in characteristic political mudslinging with each other.

IN BETWEEN THEM FORMS

## AN ACTIVE PUBLIC ARGUMENT



**Max RightSide** @MaxRightSide

Hey @JackLeftSide tell me how come you are still here ? Didn't you hear?  
Everybody simply hates advertising. #AdFreeWeb #YourWebVote

  33  88 



**Jack LeftSide** @JackLeftSide

I will tell you right away @MaxRightSide, but first you must pay 2,99 € to  
access that content. #SustainFreeWeb #YourWebVote

  12  30 



Within the conversation, various facts are incorporated to inform about different aspects.



**Max RightSide** @MaxRightSide

So the probability of 0,03% of clicking an ad seems lower than the probability of being struck by a lightning. You are going down [@JackLeftSide](#)  
[#AdFreeWeb](#) [#YourWebVote](#)

  33  88 



**Jack LeftSide** @JackLeftSide

Talking about probability, only 2 in every 10 people are willing to use paid content, [@MaxRightSide](#) we can agree to disagree.  
[#SustainFreeWeb](#) [#YourWebVote](#)

  12  30 



**Max RightSide** @MaxRightSide

[@JackLeftSide](#) don't you get it ? Nobody likes ads! nobody wants them!  
NOBODY! [#AdFreeWeb](#) [#YourWebVote](#)

  33  88 



**Jack LeftSide** @JackLeftSide

That might be right, but EVERYBODY wants free internet!  
[@MaxRightSide](#) [#SustainFreeWeb](#) [#YourWebVote](#)

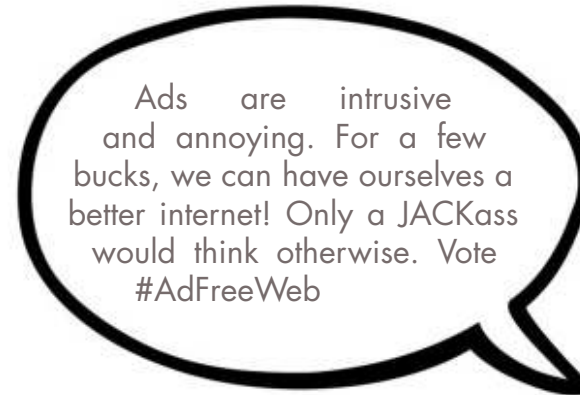
  12  30 



The opponents will often take jibes at each other in their campaigns, lending the conversation the feel of a verbal duel which will aid social media traction.



A paid web  
will result in the  
internet becoming a tool  
only for the rich and powerful!  
Don't be a MAD MAX. Vote  
#SustainFreeWeb



Ads are intrusive  
and annoying. For a few  
bucks, we can have ourselves a  
better internet! Only a JACKass  
would think otherwise. Vote  
#AdFreeWeb



PHASE



# SOCIAL MEDIA

example of the two opponents' online interaction



**A little can change a lot.**

Pay for digital content!  
Vote for #AdFreeWeb on YourWebVote.com

YOUR  
WEB  
VOTE



**It has always been free.  
Thanks to advertising.**

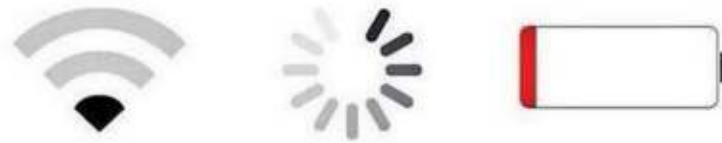
Vote for #SustainFreeWeb on YourWebVote.com

YOUR  
WEB  
VOTE





example of the two opponents' online interaction



This is not nearly as bad as...

...as having to pay for online content.

Vote for [#SustainFreeWeb](#) on [YourWebVote.com](#)

YOUR  
WEB  
VOTE



This is the worst.

Vote for [#AdFreeWeb](#) on [YourWebVote.com](#)

YOUR  
WEB  
VOTE

example of the two opponents' online interaction

**YOU LIVE ON THE INTERNET.  
THE INTERNET LIVES ON ADS.**

VOTE FOR **#SustainFreeWeb**  
on YourWebVote.com



**YOUR  
WEB  
VOTE**  
decide the fate of the internet

**QUALITY COMES AT A PRICE.  
MINUS THE ADS.**

VOTE FOR **#AdFreeWeb**  
on YourWebVote.com



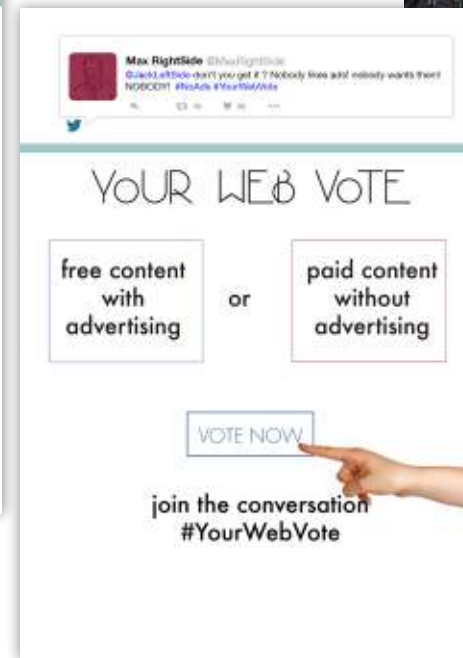
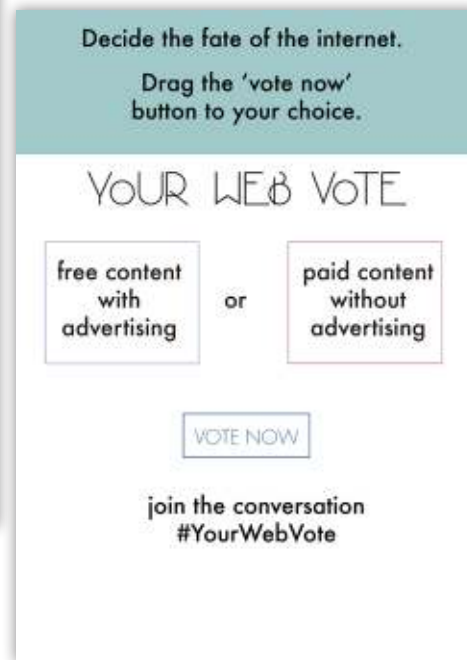
**YOUR  
WEB  
VOTE**  
decide the fate of the internet



# INTERACTIVE BILLBOARDS



When using the interactive billboards, the user must drag the vote button to the chosen side. Meanwhile, tweets from the opposite side will appear, trying to convince the voter to change his/her mind, while making jokes and displaying facts around the topic.





# INTERACTIVE BILLBOARDS

After successfully voting, the voter is presented with an online voucher. This brings forth the message that a reward is earned after a certain degree of effort is undertaken. The voucher will further encourage the voter to carry on the conversation online.

Thank you for  
voting !

For your  
participation we  
would like to  
present you with a  
gift !

Here is a 5€ voucher for  
Spotify. Enjoy!



Don't forget to  
tweet your  
opinion.

#YouWebVote

PHASE



# YOUTUBE VIDEOS

The conversation will be then taken to different formats and digital media.

- ▶ video debates between the opponents and celebrities
- ▶ video interviews with participants, who used the interactive billboard



## Max RightSide vs Jack LeftSide Debate



817,165

+ Add to ↗ Share ... More

👍 1,697 🗨️ 334

PHASE



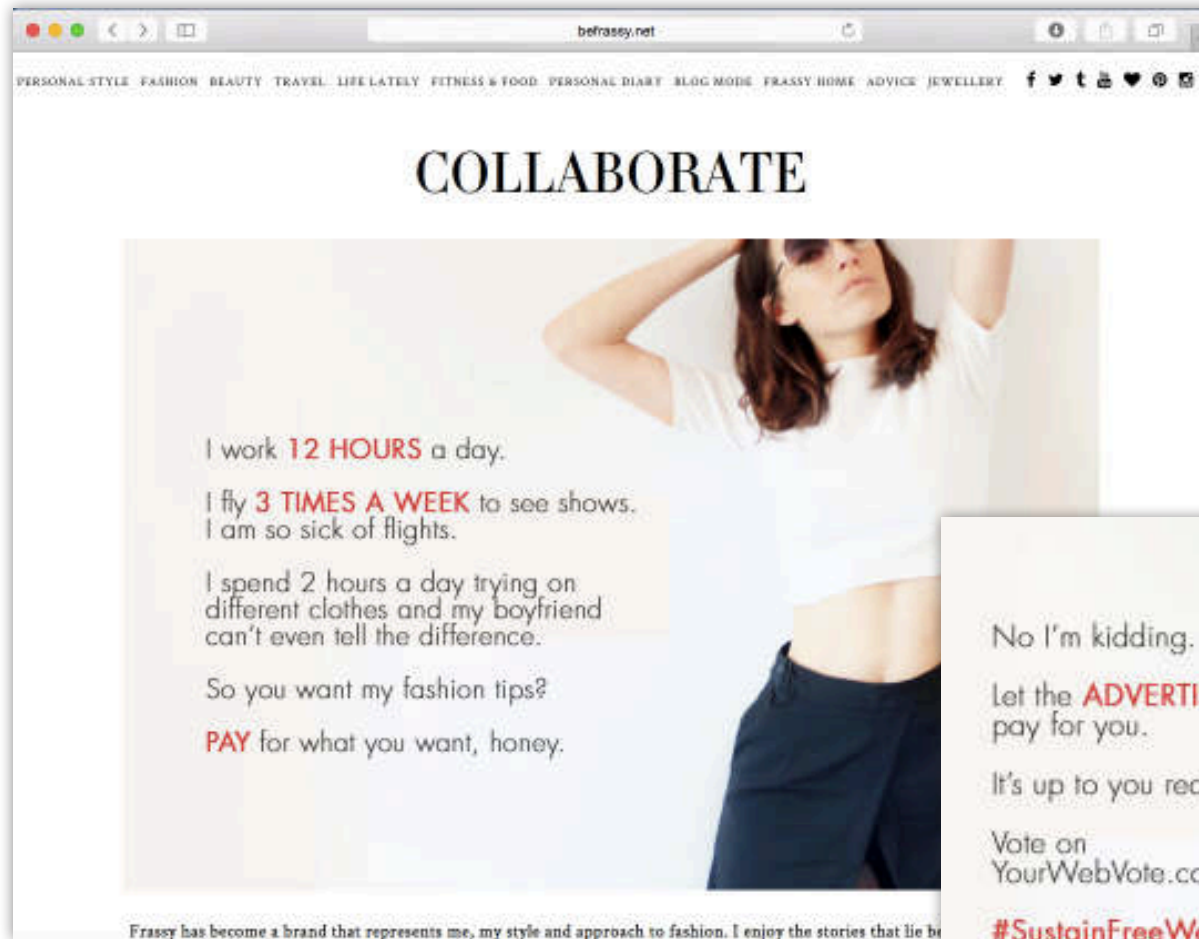
PHASE



MEDIA BUZZ

## COLLABORATION

with online content creators including bloggers, vloggers, web designers, etc.



PHASE



PHASE



# MEDIA BUZZ

## PRESS COVERAGE

Approach major press and pitch coverage as ad-blocking has been their concern already.



**GQ**

SUPPORT GQ'S AWARD WINNING JOURNALISM!

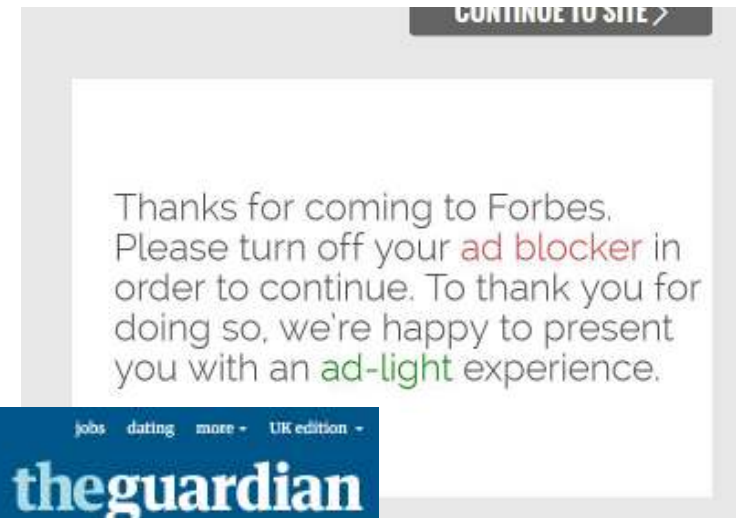
### Please Disable Your Ad Blocker

Turn off your ad blocker or purchase instant access to this article, so we can continue to pay for photoshoots like this one

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## The rise of ad-blocking could herald the end of the free internet

John Naughton

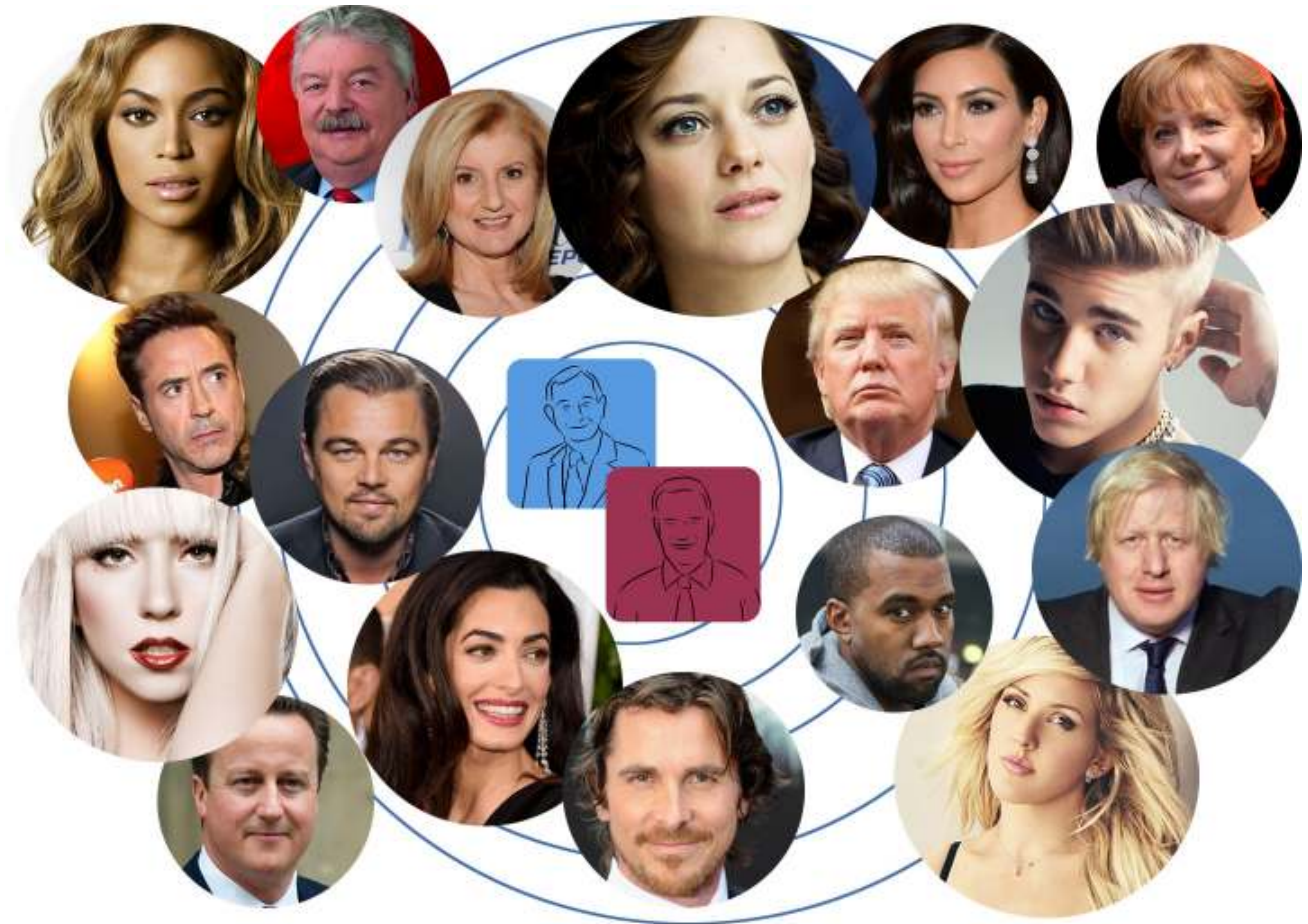
More and more people are using software to turn off irritating website advertisements - but without them, smaller sites might go under

PHASE



The members of the European Media Alliance are influential platforms to deliver the message: ProSiebenSat.1 (Germany), TF1 (France), Channel 4 (UK), Modern Times Group (CEE & Nordics), Antenna Group (Balkan), TVN (Poland), Dogan TV (Turkey)...

# CELEBRITY INVOLVEMENT



Celebrities are a key stakeholder in the debate at hand as they earn part of their revenues from advertising. Furthermore, their participation via potential retweets, instagram videos, etc. will result in more online traction.



**Max RightSide** @MaxRightSide

I challenge [@realDonaldTrump](#) to take a side on the matter! [#AdFreeWeb](#)  
[#YourWebVote](#)

← 33 ❤️ 88 ⋮



**Jack LeftSide** @JackLeftSide

I challenge [@kayneWest](#) to say what is his position on the topic!  
[#SustainFreeWeb](#) [#YourWebVote](#)

← 12 ❤️ 30 ⋮



# A RESEARCH REPORT

A summary of the vote and comments, which should serve various media and advertisers to understand better the motives and desires of the digital users. A qualitative reflection of the arguments and suggestions, given by the public during the campaign, would be put together and analysed by professionals to issue an official research report.

## WHY DOES IT MATTER?

It will contribute to future digital systems – it will turn the information from informal comments and participation into a formal document. The findings of this report would create additional press coverage.

## TO WHOM DOES IT MATTER?

To all web users, that would continue relying on the digital information, the policymakers, the advertisers, the media, the workers in the digital economy.



**CAMPAIGN  
OUTCOME**



# MEDIA PLAN



**INTERACTIVE BILLBOARDS**



**BILLBOARDS**



**TIMELINE**



**YourWebVote.com**



**SOCIAL MEDIA**



**MEDIA COVERAGE**

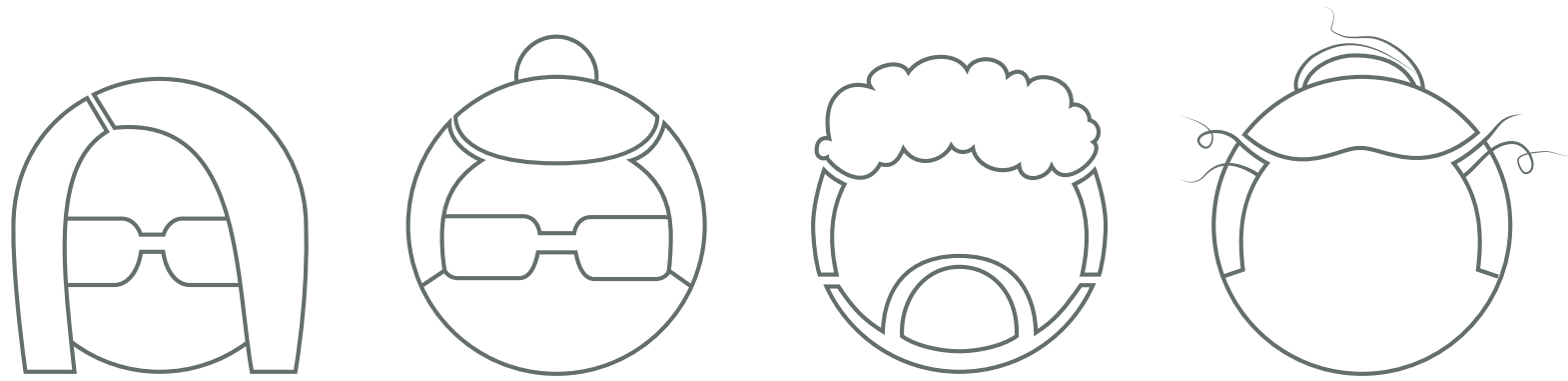


**YOUTUBE**



**BLOGGERS & CELEBRITIES**





THANK YOU

