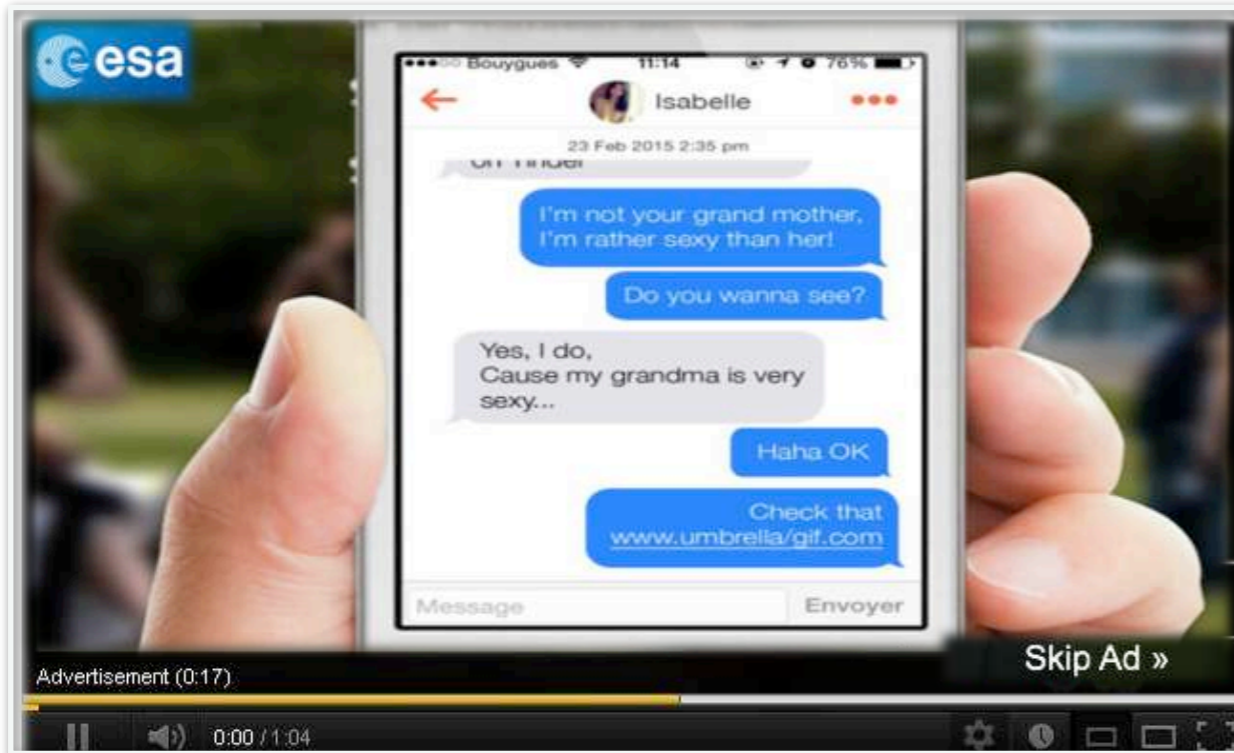
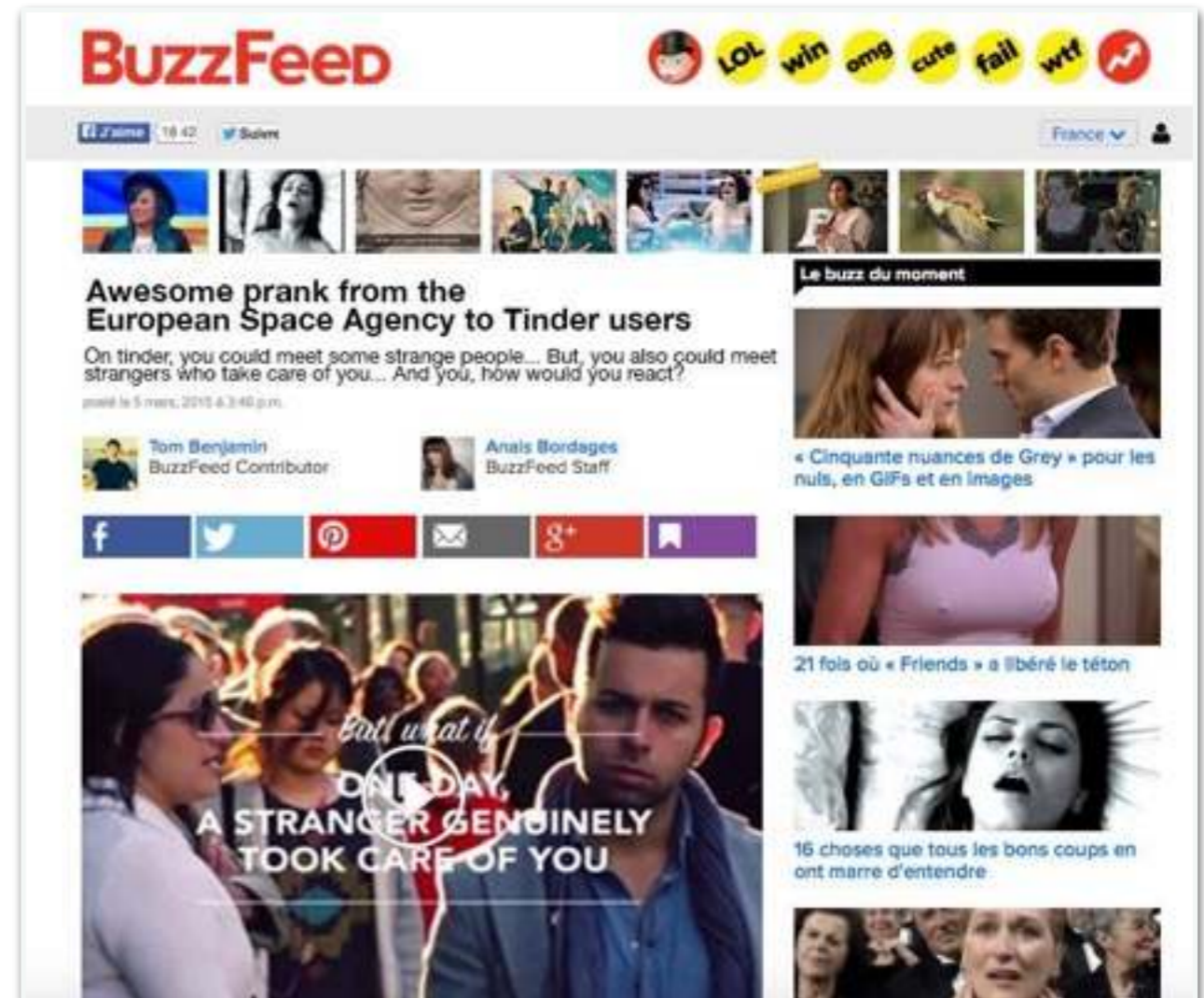
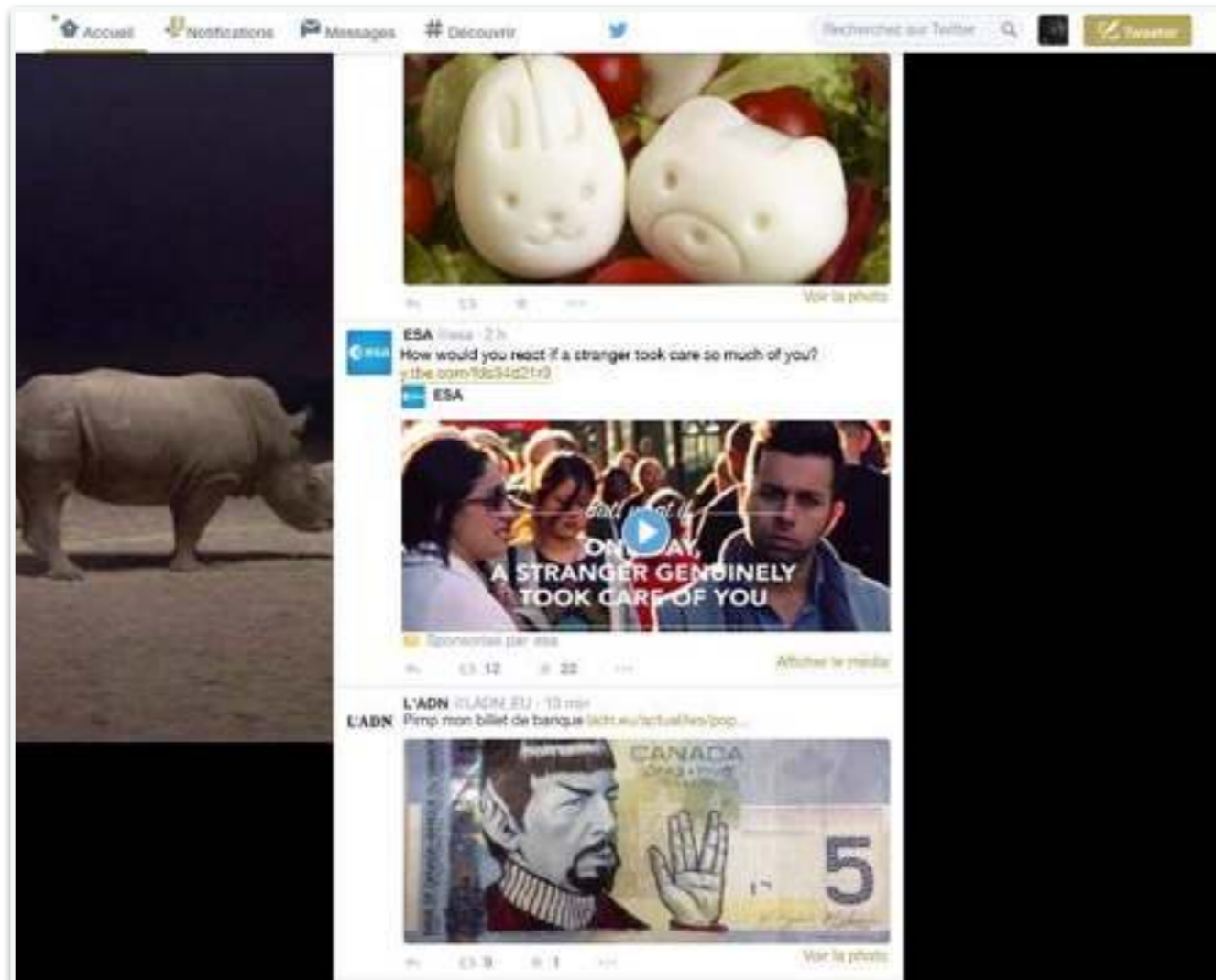


Even those who didn't know yet...



...will be in contact with this love story



A complete love story

1

Create a good love story

'Making-of'

2

Find the right way to say it

Materializing the content

3

Tell everyone about it

Spread the content

Tinder on-field
operation

Video
case study

#becausewecare

Press relations

Officially inform the press

Invitation letter
Emailing

Social
media
activation

Inform all the friends and family

Video broadcast
Infographics
Best of,...

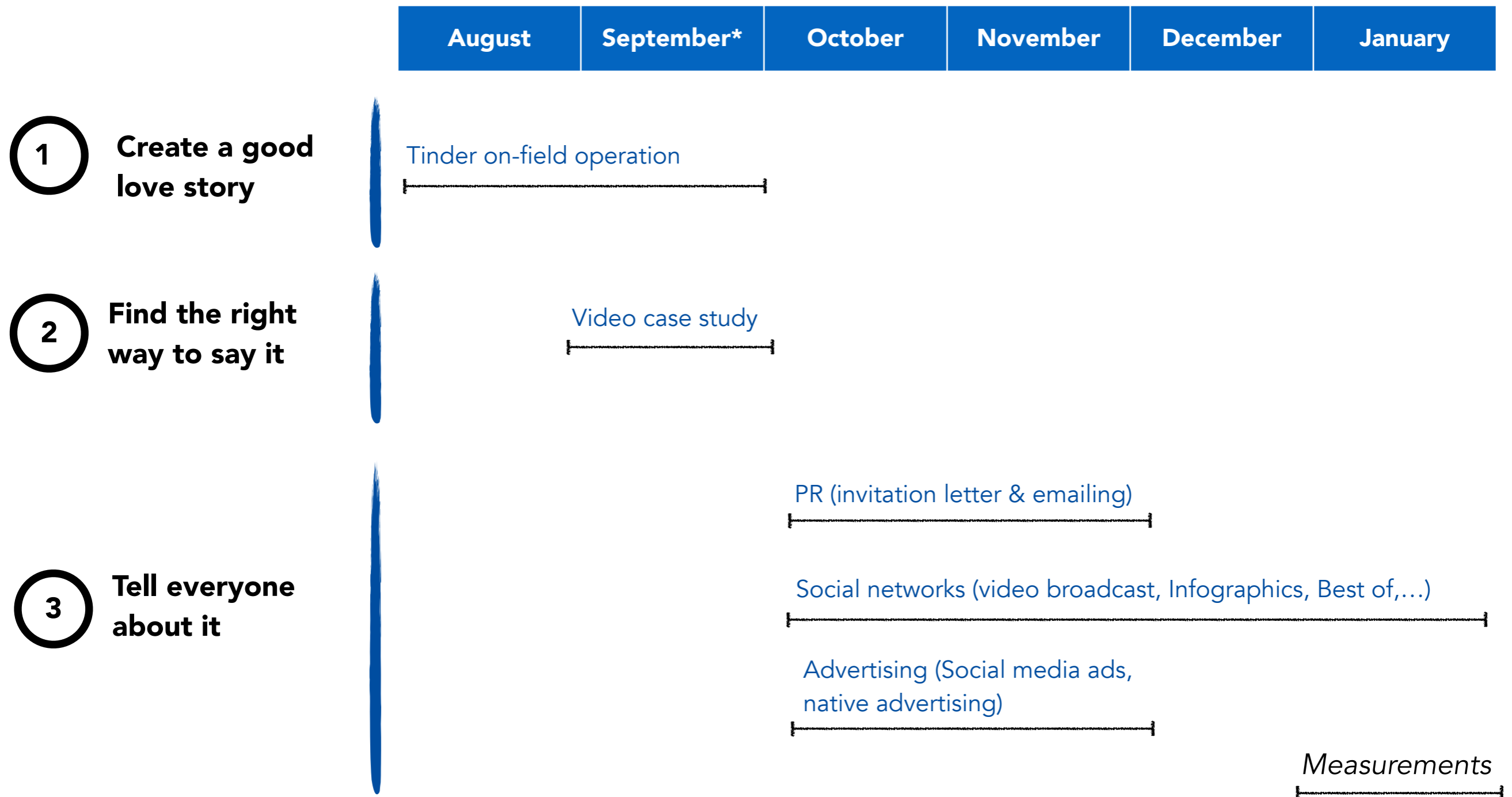
Advertising

Inform the general public

Social media ads
Native advertising

*Let's talk about technical
aspects*

Timeline



*Launch for the back-to-university time (average european date)

How can we measure success?

KPI

Number of discussions on social platforms with ESA:

- number of comments on Facebook, Youtube and Twitter

Number of positive discussions by internautes without ESA's intervention

Number of articles-notifications in each media prospected

Number of contacts reached and publications

ROI

Likelihood to spread a positive word about ESA and satellites/investment

Number of internautes who changed their perception/investment

Number of new fans and followers / investment

Our campaign is legally feasible on Tinder



Not directly a commercial campaign

Only information
*(no email address, contact information
requested, no product/service sold)*

No branded content

External link

Prior negotiation

Copyrights and right of publicity/image

Let's talk about finance

- + Tinder on-field operation
- + Tinder video - case study
- + Owned social platform communication

- + Press relations strategy

- + Advertising strategy



25K euros



35K euros



55K euros


- + Agency Fees
 - + Copyrights
-

Because love lasts for ever



*Keep
#becausewecare
alive*





*Why you should
fall in love
with us?*

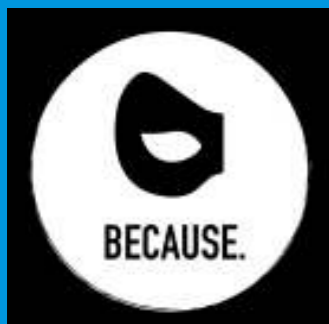
Congrats



It's a match!



Thank you



EDCOM AD VENTURE COMPETITION 2015

Université Panthéon Assas - Paris

Natacha Hannotiaux | Johana Pallas | Florian Jeusset | Lola van den Berg

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