



AdVenture

25/05/2012



MISSING



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Research

RESEARCH FINDINGS

Targeting such a broad target audience would result in a loss of resonance and a diluted message.

Internet users are personifying OBA as a negative tracker.

90% of 20-30 years olds considered themselves knowledgeable on the topic of internet cookies.

The information generation, those aged 20 -30 may provide the largest viable target audience.

Over 80% of that target audience admitted to being distracted or procrastinating online.

Education through entertainment was likely to be a very powerful medium.



Target Audience

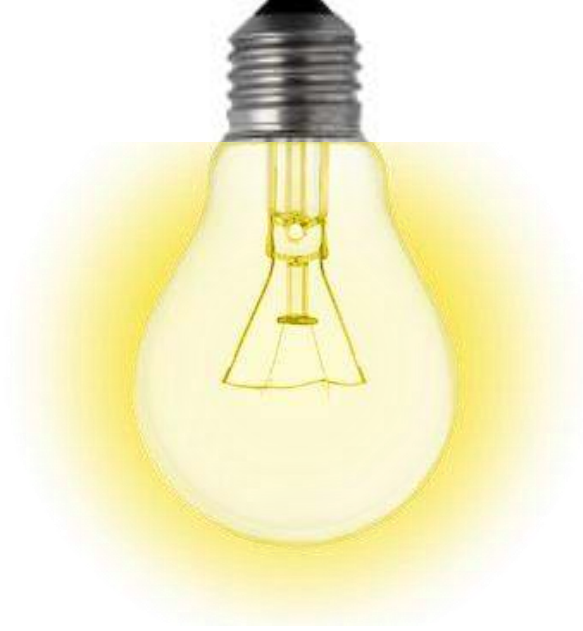
THE **INFORMATION** GENERATION

Internet users aged 20 - 30. They are high frequency users that have a good understanding of technology and the online environment but they're also the older generations primary information source.





INSIGHT



INSIGHT

"Consumers have personified online behavioural advertising and have the perception that their data is at risk of being used in an insecure or unethical manner by an untrustworthy third party."



Objectives

OBJECTIVES

1 Educate 30% of the target audience about the personal benefits of an internet experience tailored to them.

2 Raise awareness of the technologies used in OBA and the extent of how that data can be used by 50% from Sept. 2012 – Sept. 2013.

3 Increase awareness of the services available at youreninchoices.eu by 80% over the 12 month campaign, achieving up to a 5% engagement rate with subsidiary pages.

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Big Idea

BIG IDEA

“ Find out what really goes on behind the internet ”

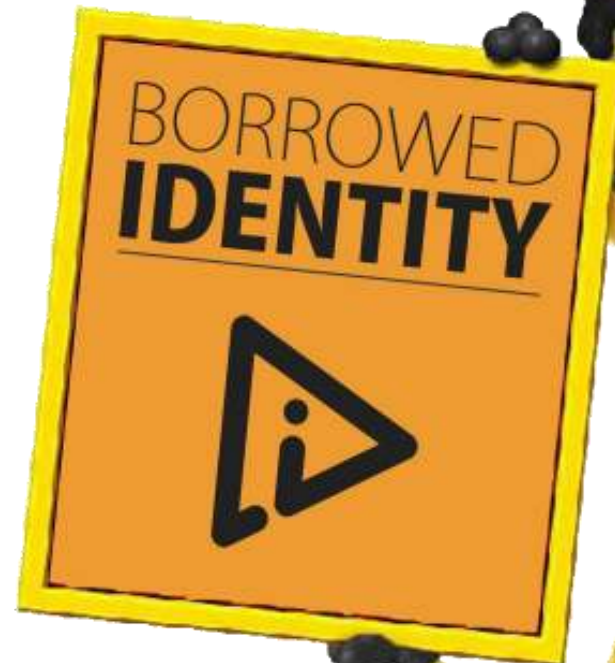
SINGLE**MINDED**PROPOSITION

“ It's not as scary as you think ”



Creative Solution







DESPICABLE ME
POPULARITY



**Dropdeadgorgeous Shop**

I love the song! super cute!

**Despicable Me 2 Trailer - Banana and Potato Song (with lyrics)**www.youtube.com

Try following the lyrics while listening to the song. Damn funny! BA BA BA BABANANA BA BA BA BABANANA NA NA NA AHH POTATO NA AH AH BANANA AH AH TO GA LI NO ...

2 hours ago · 🌐

**Maria Doreen Vasquez Guerrero**

Kristine Anne Musni Ana Dominique del Mundo Hazel Morato Borja Carla Reyes oh ayan hehehe cuuuute! =)))

**Despicable Me 2 Trailer - Banana and Potato Song (with lyrics)**www.youtube.com

Saw the lyrics from @sasapi and thought it'd be funny to share. Try following the lyrics while listening to the song. Damn funny! (BA BA BA BABANANA BA BA B...

2 hours ago · 🌐

👍 Hazel Morato Borja and Carla Reyes like this.

**Adrián Puxik Biskup**

Na zlepšenie nálady :D odporúčam každému :D :D

See translation

**Despicable Me 2 Trailer - Banana and Potato Song (with lyrics)**www.youtube.com

Try following the lyrics while listening to the song. Damn funny! BA BA BA BABANANA BA BA BA BABANANA NA NA NA AHH POTATO NA AH AH

**Joel Abraham via Mark Thomas**

Amruta Kulkarni ITS BACK!!!!

**Despicable Me 2 - Official Teaser Trailer (2013) HD Movie**www.youtube.com

Subscribe to TRAILERS: <http://goo.gl/k41kE> Watch ALL 'Despicable Me' clips NOW: <http://goo.gl/ZTkKJ> <http://facebook.com/MOVIECLIPS> Despicable Me 2 - Official...

42 minutes ago · 🌐

**Purushothaman Latchumanan**

Lol The "ANNOYIN" one deserve the punch =P

**Despicable Me 2 - Official Teaser Trailer (2013) HD Movie**www.youtube.com

Subscribe to TRAILERS: <http://bit.ly/sxaw6h> Despicable Me 2 - Official Teaser Trailer (2012) HD Movie "Despicable Me 2 teaser" "Despicable Me 2 movie" "Despi...

about an hour ago · 🌐

👍 Rošhiñi Rāšñāshi Rāñvithā and ரெஜகதிஸ்வரி சத்தி like this.

💬 View all 6 comments



Purushothaman Latchumanan Jega: Don b so bad laa, Pavam ryte =P

about an hour ago · 🌐 1



Rošhiñi Rāšñāshi Rāñvithā kkkkkkkkkkkki =D

40 minutes ago

**HAnnah THutx**

i found myself smiling bcoz of this cute little stuff!

#DespicableMe2

Search



Tweets Top / All

-  **24 Ysabelle** ∞ @YsabelleMarian 5m
Bababababanana =))) BANANAAAAA! POTATO BANANA!
#DespicableMe2
-  **Raphael Vinzon** ™ @raphaelvinzon 44m
RT @krishaswagger31 :Nakakatuwa. Hihi ;") #DespicableMe2
-  **Krisha Galang** ∞ @krishamonsterr 45m
Nakakatuwa. Hihi ;") #DespicableMe2
-  **Karla B Ferrater** @karlaluz 56m
look at the 2nd minion from the left. sooo hilarious xDD watch the trailer of #DespicableMe2 here! trailers.apple.com/trailers/unive...
-  **19 nadhya azka aulia** @nananadhyaa 59m
bababababanana #despicableme2
-  **41 Krissy Cruz** @krissyfied 1h
BLOGGED: Ba-ba-ba Ba-banana! krissyfied.com/2012/03/ba-ba-...
>> looking forward to 2013 because of these babies!
#DespicableMe2 #minions ♡

-  **Chrystille Plaza** @dementedelle 2h
@yoonkier wahaha cool! :3 gusto ko na mapanood and #despicableme2 wah!
← In reply to Kierwin Rodrigo
-  **49 Mark Louie Trinidad** ★ @OfficialMark_ 2h
Wahahaha! Potato Banana.. I love it! :) @wammydew: @OfficialMark_ Ba na na na na na na Potaatooooooo, #despicableme2 ;) HAHA."
-  **56 Dewanie Kim Catapang** @wammydew 3h
@OfficialMark_ Ba na na na na na na Potaatooooooo, #despicableme2 ;) HAHA.
← In reply to Mark Louie Trinidad★
-  **14 Rhaine Chriztian** @POWERHAINEGER 3h
Ang cute lang e hahaha! POTATOOOOOO #DespicableMe2
youtube.com/watch?v=AuzyOD...
▶ View video
-  **37 Pam Madridejos** @SuperPaaam 3h
RT @keewseveen: Tagal pa ng #DespicableMe2 :(
-  **21 Mark Shires** @MarkShires3D 3h
The #Minions are coming! Just seen the Teaser for #DespicableMe2, so started working on a #Minion model just for fun!
-  **Cynthia Chance** ♥ @LittleMsChance 3h
BANANANAA POTATOOO #DespicableMe2





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KONY 2012
KONY 2012 is a film and campaign by Invisible Children that aims to make Joseph Kony famous.
invisiblechildren - 25,884,782 views
seankbone subscribed to invisiblechildren

Mick McCarthy Careless Whisper
Careless
storesbobies - 124,885 views
brothagency Red +1 more

KONY 2012
KONY 2012 is a film and campaign by Invisible Children that aims to make Joseph Kony famous.

Recommended

Part 1: Third Party Ad Serving Basics
by Google
132,246 views

Beirut - Elephant Gun
by 440Records
1,033,835 views

Universal Web Tracking Opt-Out (Theoria)
by Sempervideo
3,039 views

Liteleest raver
by slinkyman
49,843 views