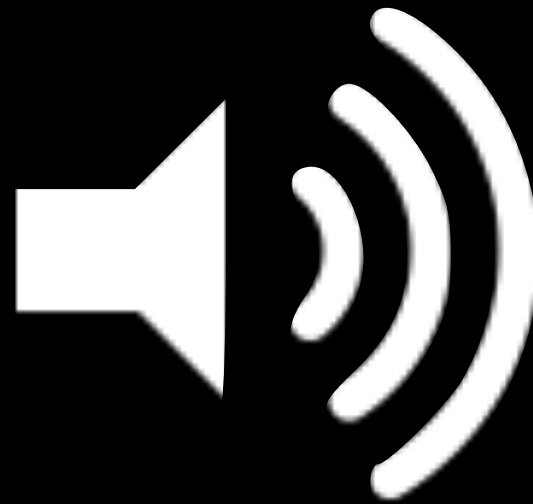


High Volume



WARNING

**Listening at a high volume
for a long time may
damage your hearing.**

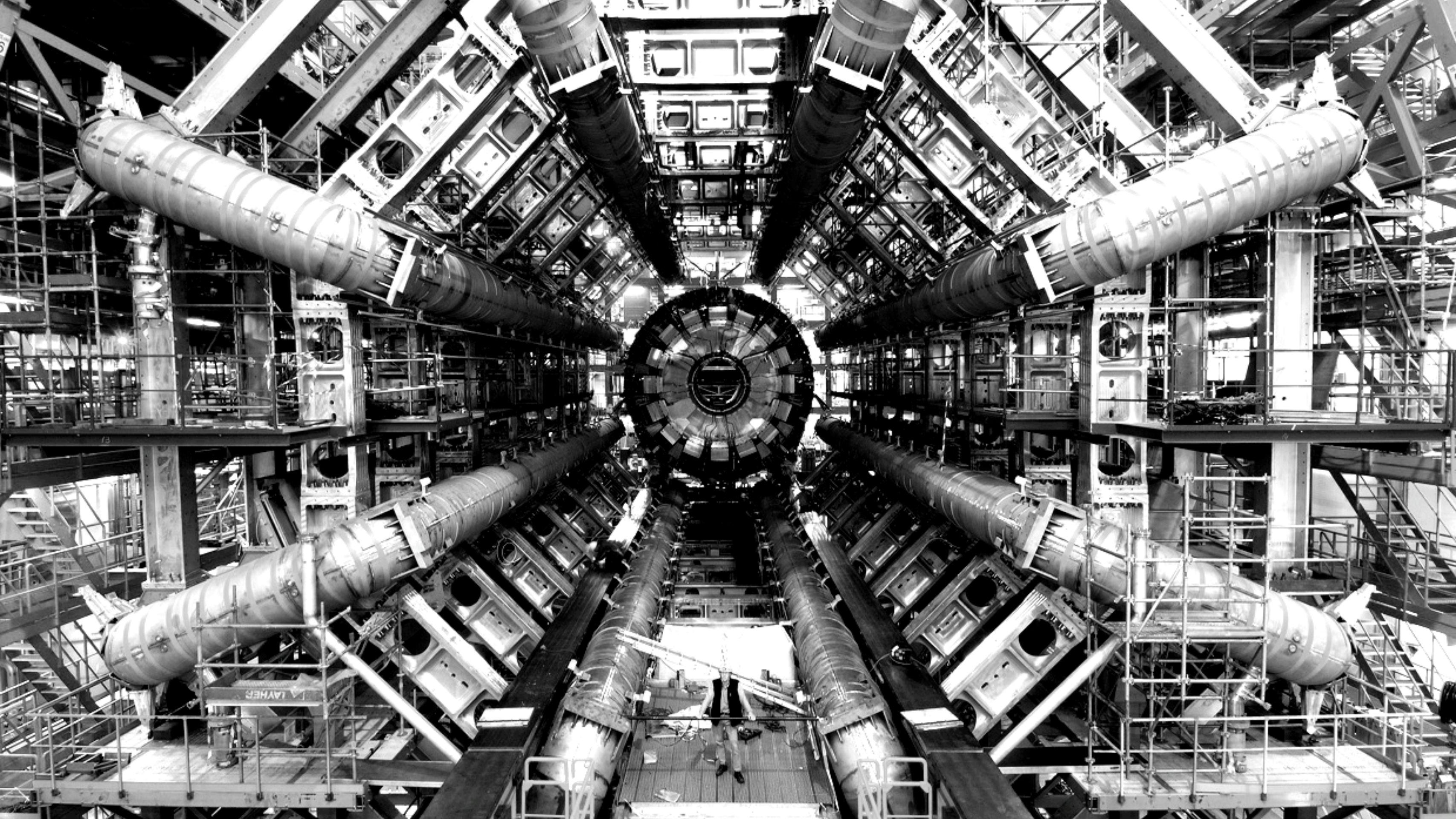
Cancel

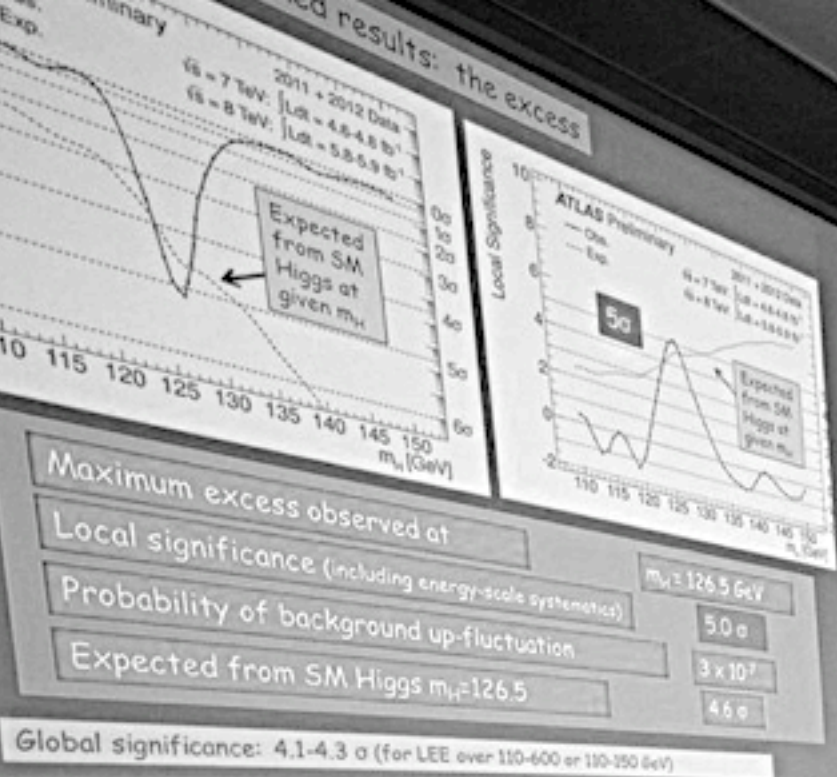
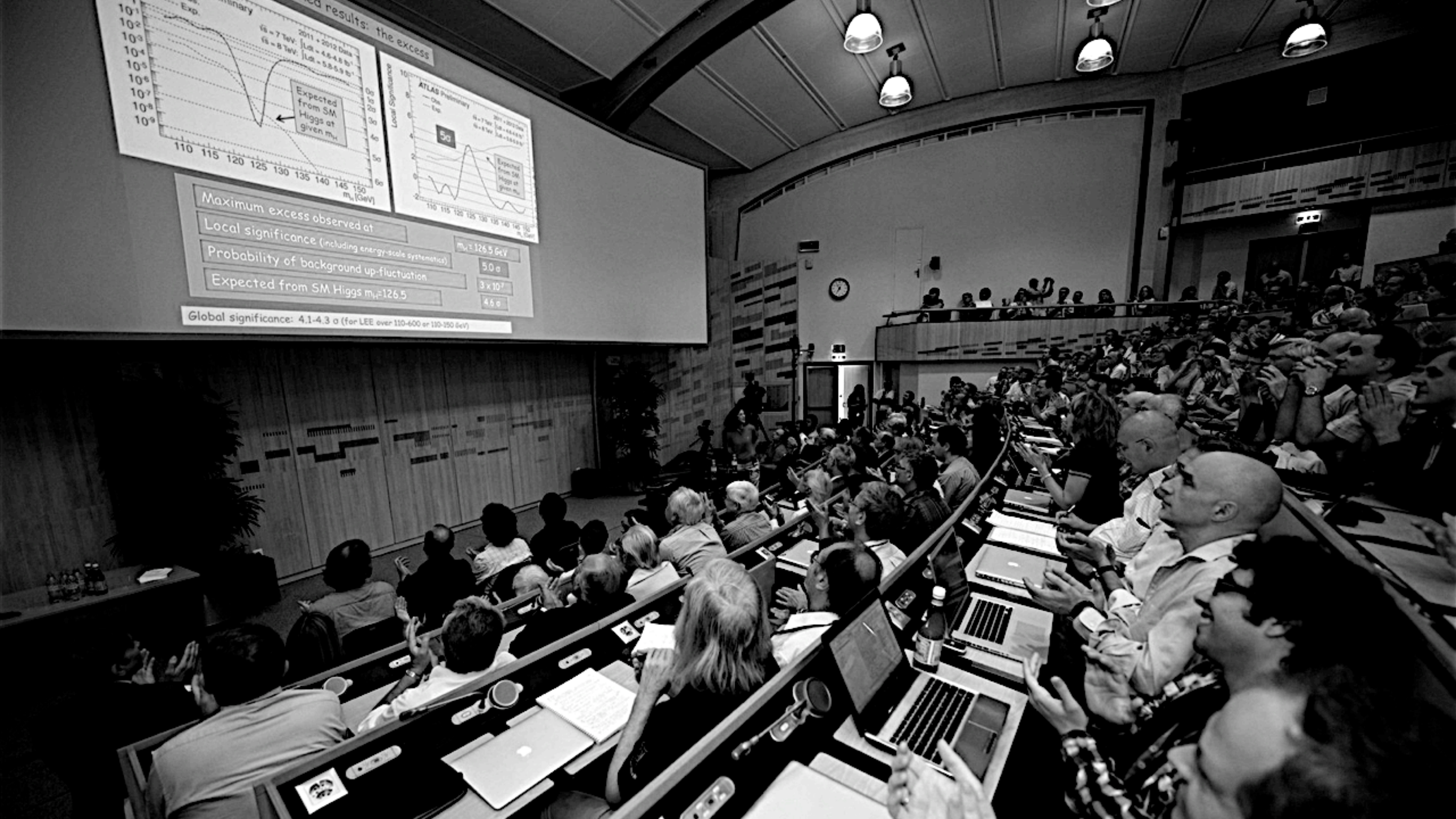
OK

Avoid curse of knowledge

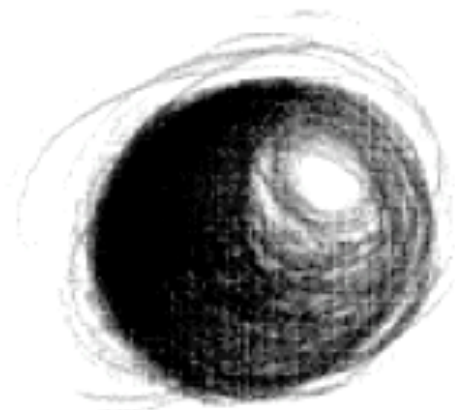
Cut your research







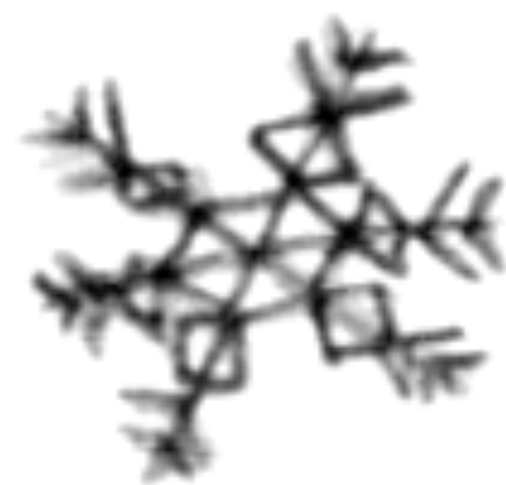
What Is the Higgs?



Drawings by Nigel Holmes

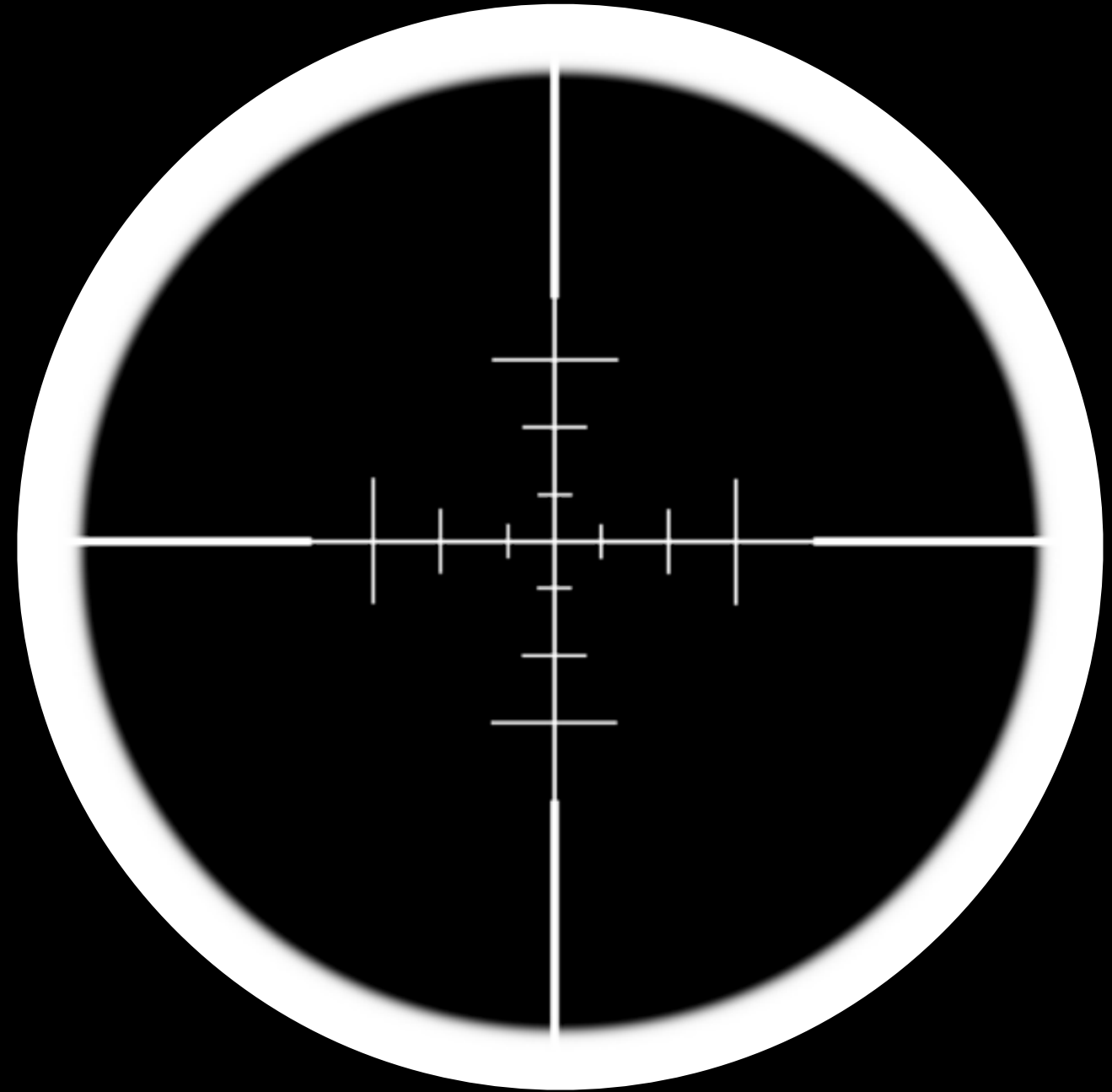


An elusive, missing snowflake in
our theory of falling snow.



**Choose who
not to aim for**

Sacrifice audiences



THIS IS AN ADVERTISEMENT FOR CHIVAS REGAL.

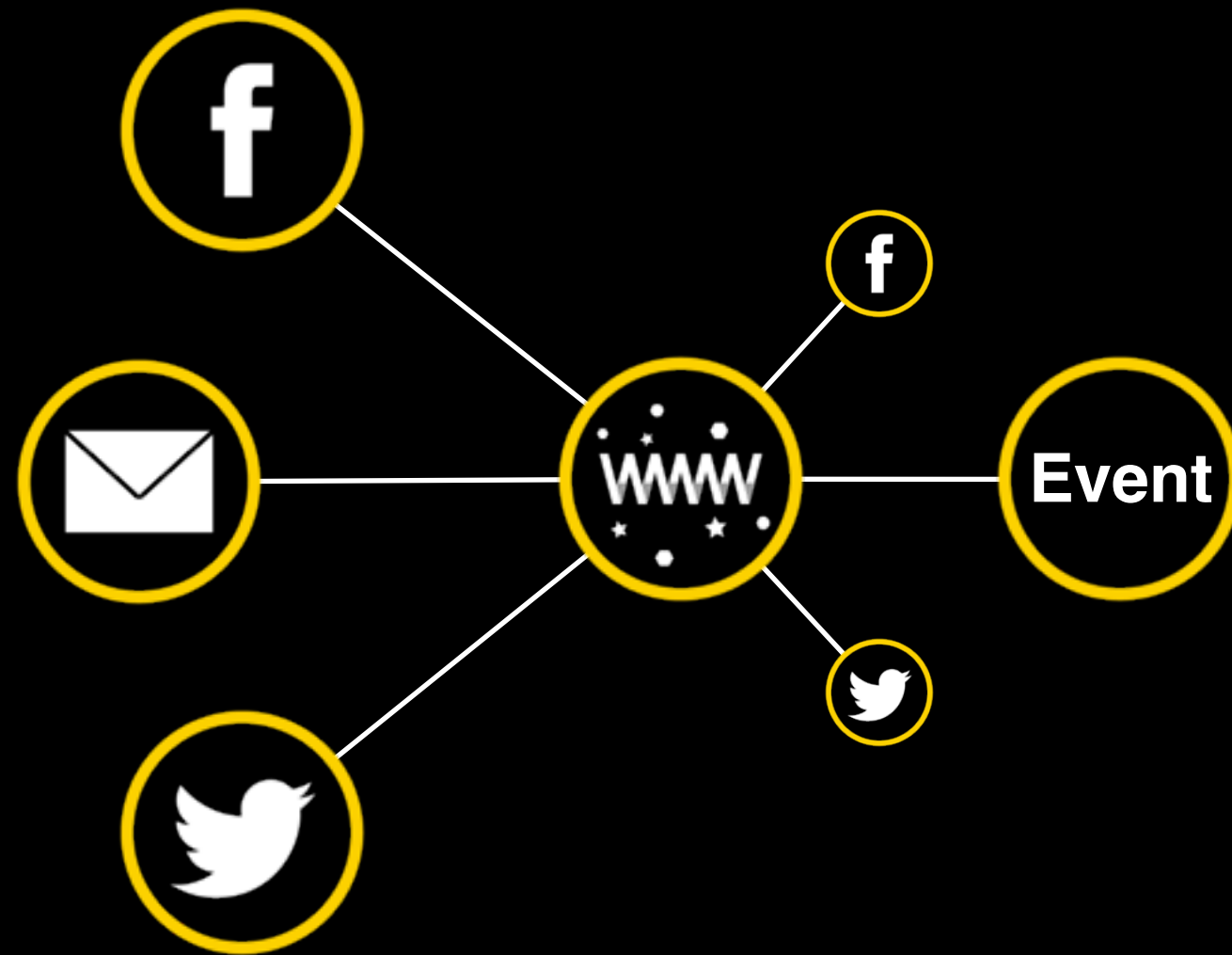
IF YOU NEED TO SEE THE BOTTLE,
YOU OBVIOUSLY DON'T MOVE IN THE RIGHT SOCIAL CIRCLES.

IF YOU NEED TO TASTE IT,
YOU JUST DON'T HAVE THE EXPERIENCE TO APPRECIATE IT.

IF YOU NEED TO KNOW WHAT IT COSTS,
TURN THE PAGE, YOUNG MAN.

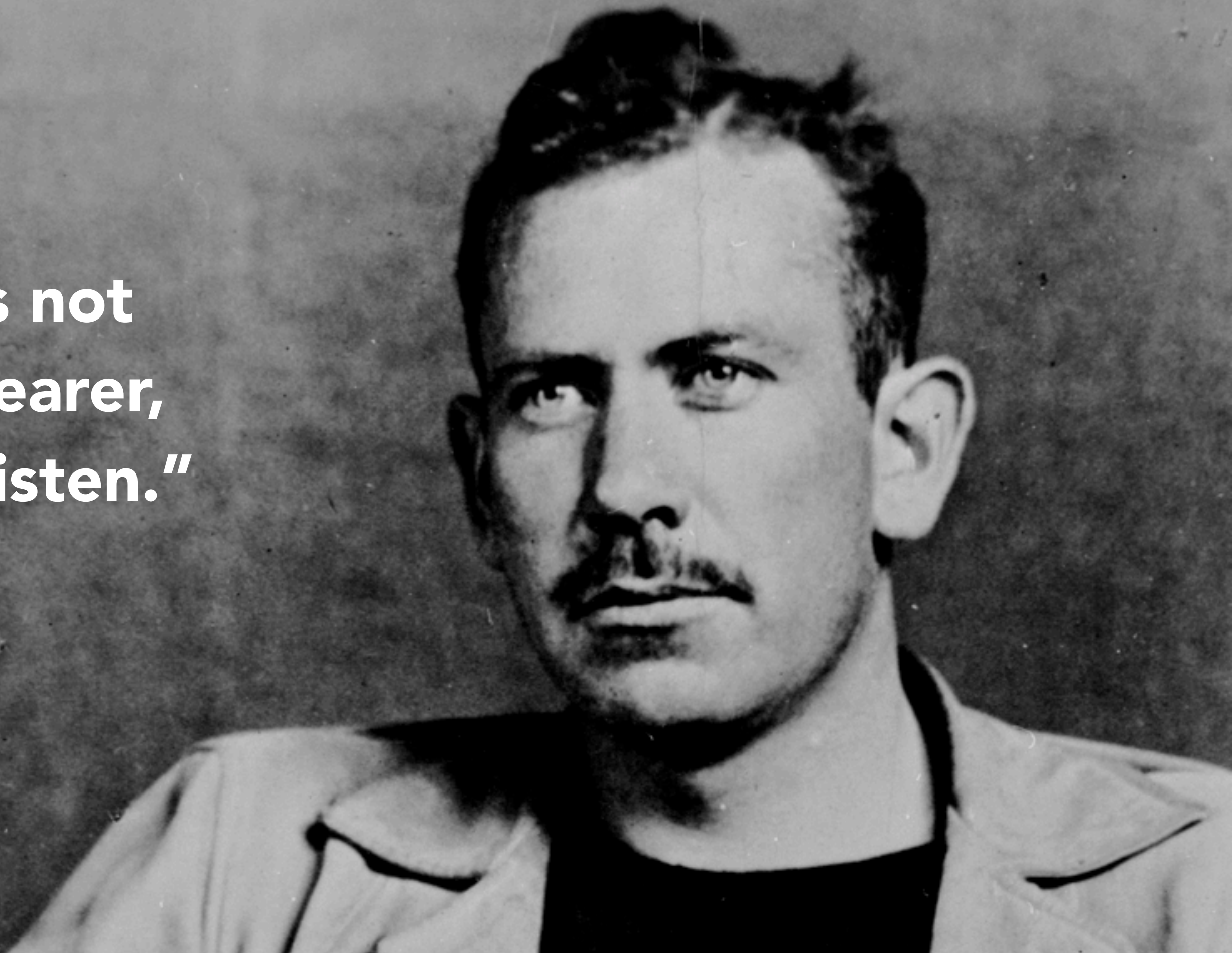






**"If a story is not
about the hearer,
he will not listen."**

-John Steinbeck







**“I try to imagine
how the
toothbrush will
feel in the
persons mouth”**

-Philippe Starck



BACKGROUND

OKarte is the second biggest mobile pre-payment card in Latvia. But it didn't have its own face. We had to create a character who would captivate and inspire digital youth.

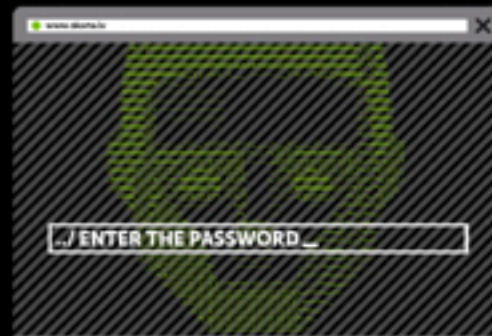
IDEA

Masks came from the Internet to demolish the boundary separating the virtual world from the real one.

THE MASKS

TEASER

Mobile and web content



REVEAL

Social media



MEDIA

TV, Radio, Outdoors, Web



BRAND EXPERIENCE

Sponsorship, events, promo



70,000 called OKarte's call centres.

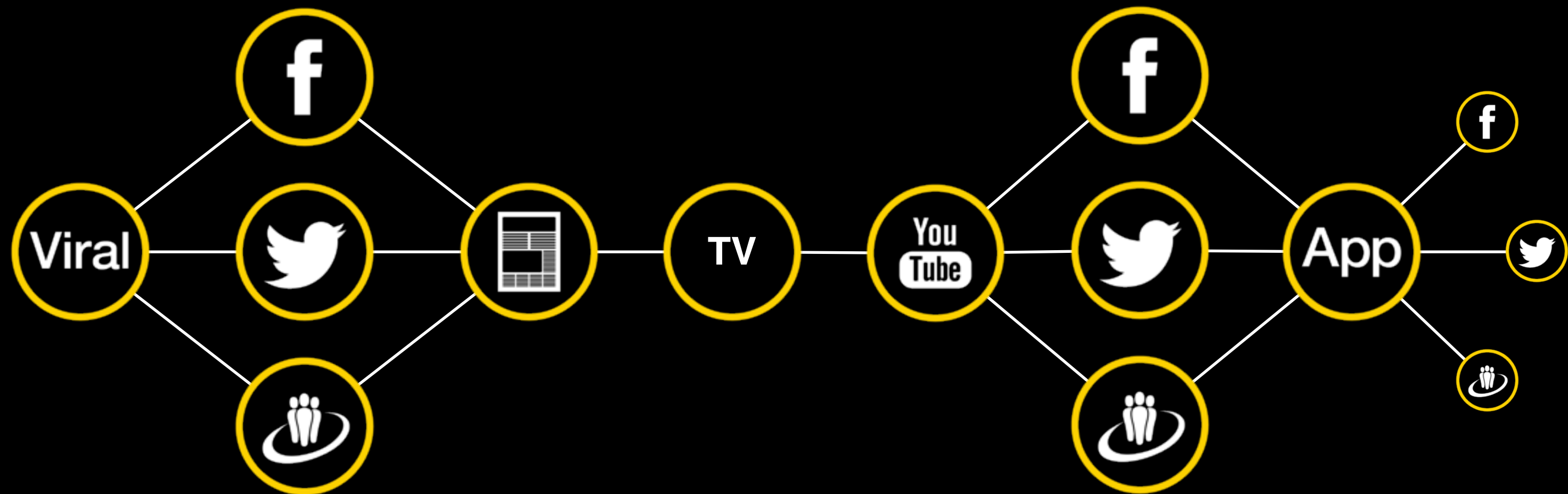
200,000 completed the mask test.

85% of the Latvian population know that the masks represent OKarte.

+117% return on planned target amount for mobile internet campaign.

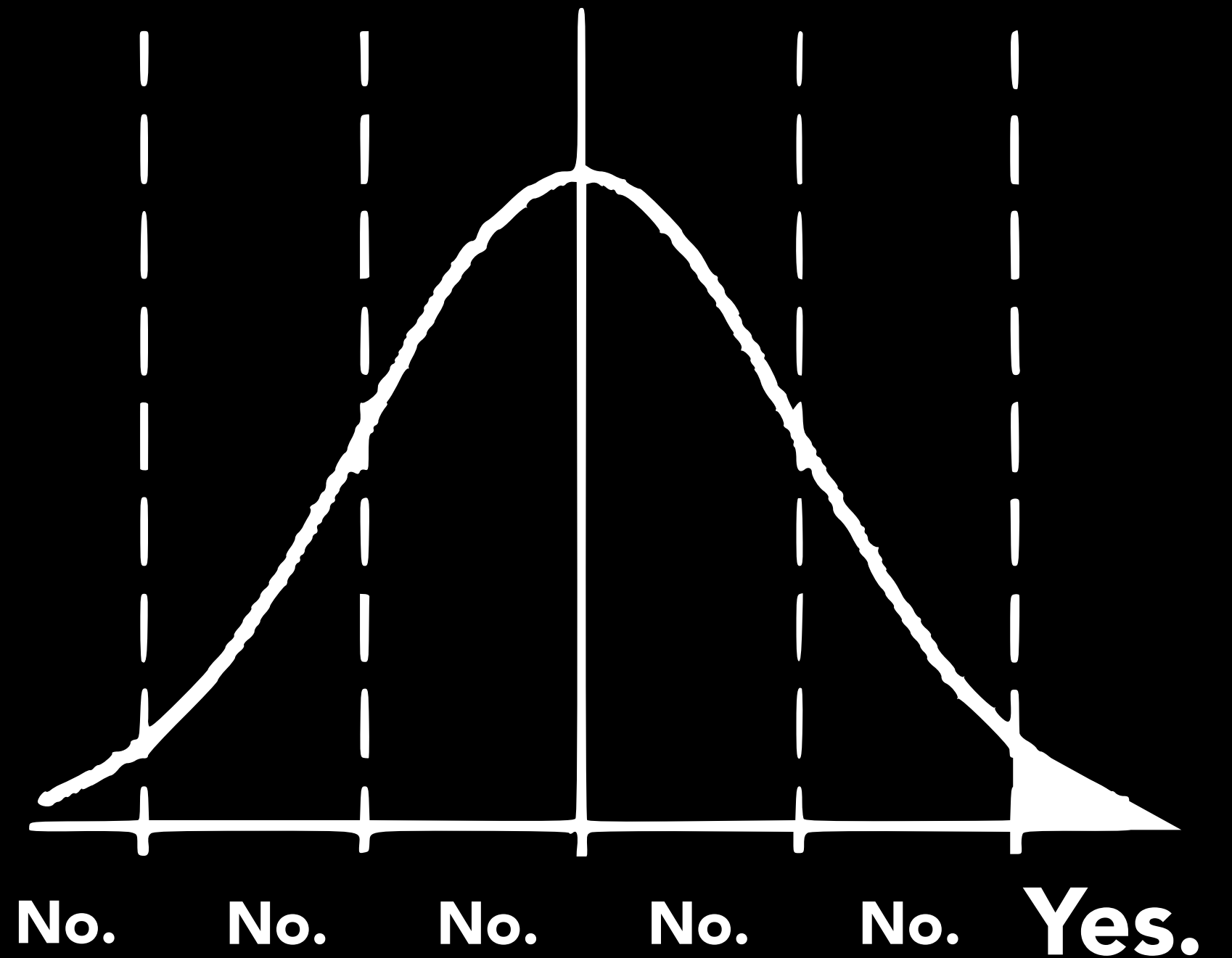




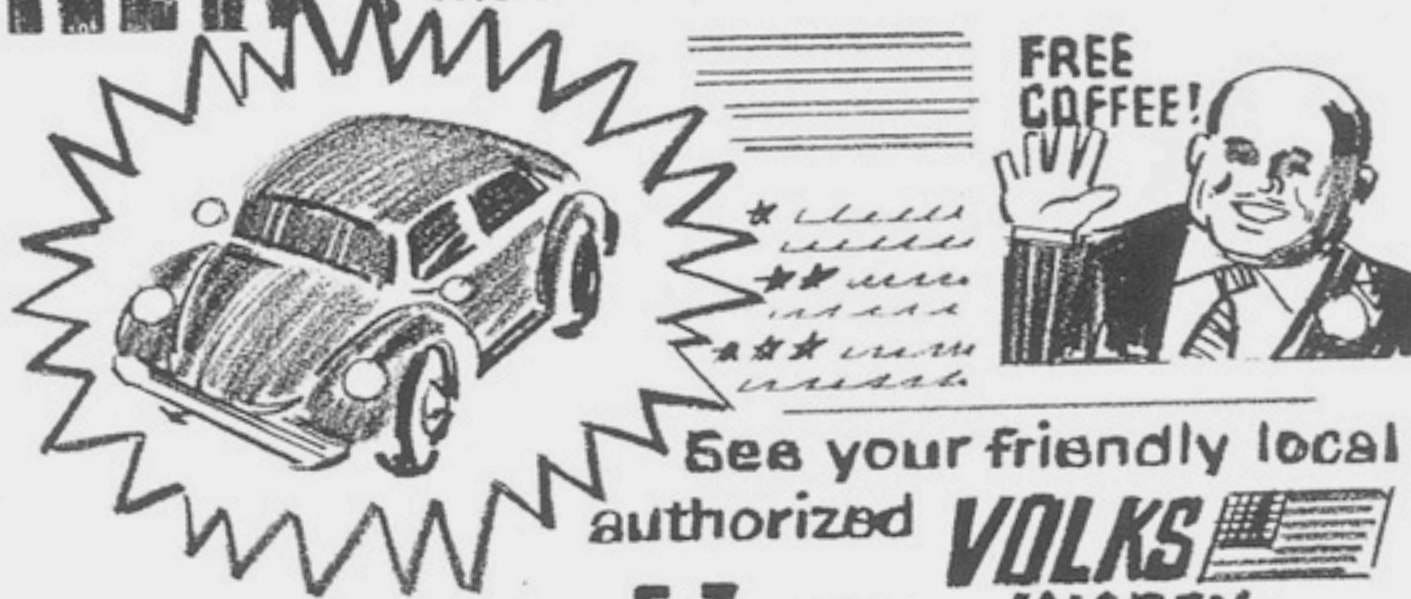


**Trash 99% of
your content**

Quality is a choice



NEW! from Volkswagen! A '63 SIZZLER
with new sass and skee-daddle!



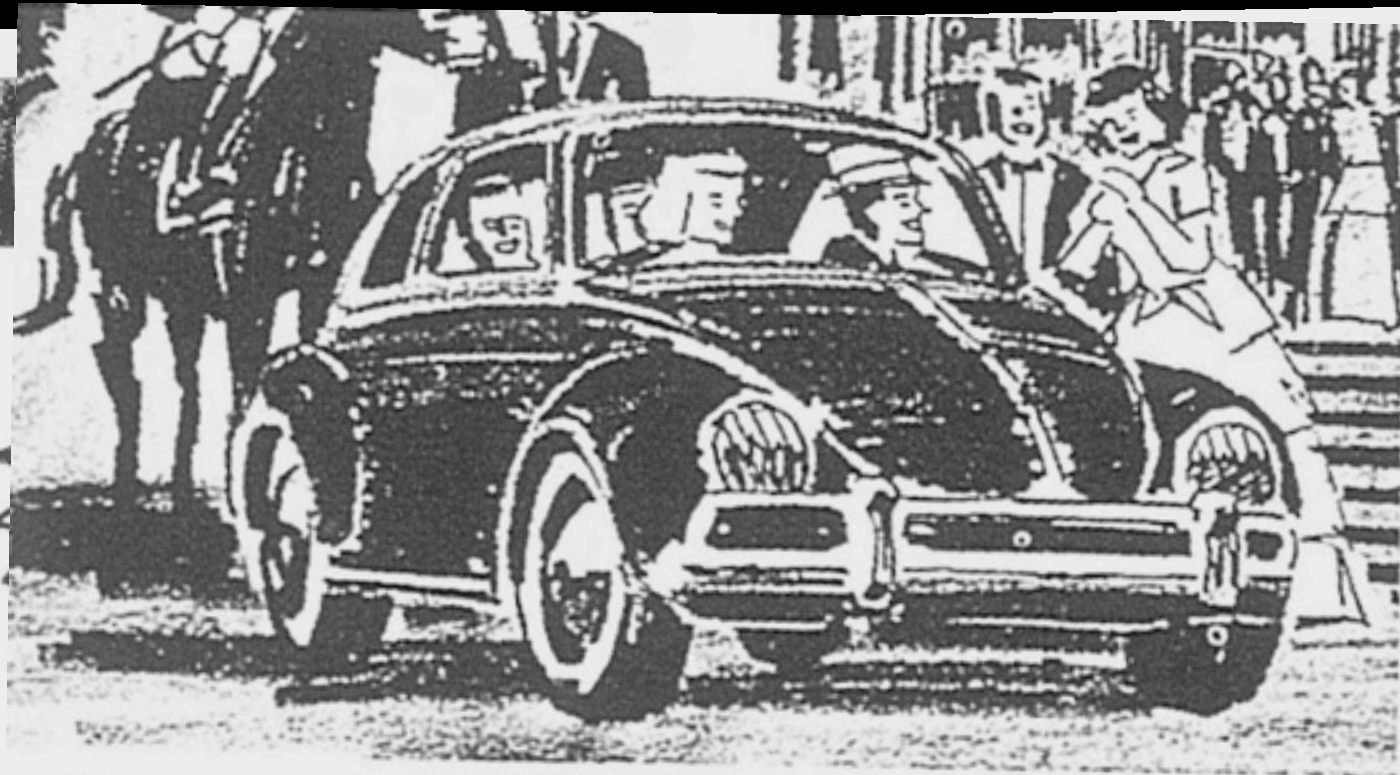
See your friendly local
authorized **VOLKS**
WAGEN dealer!
213 CONVENIENT LOCATIONS! **E-Z CREDIT!**
THE ALL-AMERICAN CAR!

LOOK FOR YOUR FAVORITE DEALER HERE:

<p>ALABAMA</p> <p>ALABAMA VOLKSWAGEN DEALERSHIP</p> <p>1000 1st St. N. Birmingham, AL 35203</p> <p>ALABAMA VOLKSWAGEN DEALERSHIP</p> <p>1000 1st St. N. Birmingham, AL 35203</p> <p>ALABAMA VOLKSWAGEN DEALERSHIP</p> <p>1000 1st St. N. Birmingham, AL 35203</p>	<p>ALABAMA</p> <p>ALABAMA VOLKSWAGEN DEALERSHIP</p> <p>1000 1st St. N. Birmingham, AL 35203</p> <p>ALABAMA VOLKSWAGEN DEALERSHIP</p> <p>1000 1st St. N. Birmingham, AL 35203</p> <p>ALABAMA VOLKSWAGEN DEALERSHIP</p> <p>1000 1st St. N. Birmingham, AL 35203</p>	<p>ALABAMA</p> <p>ALABAMA VOLKSWAGEN DEALERSHIP</p> <p>1000 1st St. N. Birmingham, AL 35203</p> <p>ALABAMA VOLKSWAGEN DEALERSHIP</p> <p>1000 1st St. N. Birmingham, AL 35203</p> <p>ALABAMA VOLKSWAGEN DEALERSHIP</p> <p>1000 1st St. N. Birmingham, AL 35203</p>	<p>ALABAMA</p> <p>ALABAMA VOLKSWAGEN DEALERSHIP</p> <p>1000 1st St. N. Birmingham, AL 35203</p> <p>ALABAMA VOLKSWAGEN DEALERSHIP</p> <p>1000 1st St. N. Birmingham, AL 35203</p> <p>ALABAMA VOLKSWAGEN DEALERSHIP</p> <p>1000 1st St. N. Birmingham, AL 35203</p>
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Rules of advertising:

1. Always localize
2. Always tell the reader where he can buy your product
3. Avoid all unpleasant connotation about your product
4. Always give prominent display to your product logo
5. Always feature news in your advertisement
6. Whenever possible, show people enjoying your product
7. Whenever possible mention your product name in the headline
8. Don't use negative headlines
9. Show the product




***New from Volkswagon! A '63 sizzler
with new sass and skeepaddle!***

★ *... ..*

★★ *... ..*

★★★ *... ..*



**VOLKS
WAGON**

THE ALL-AMERICAN CAR!

... ..

... ..

... ..



**SEE YOUR FRIENDLY AUTHORIZED
VOLKSWAGON DEALER!**

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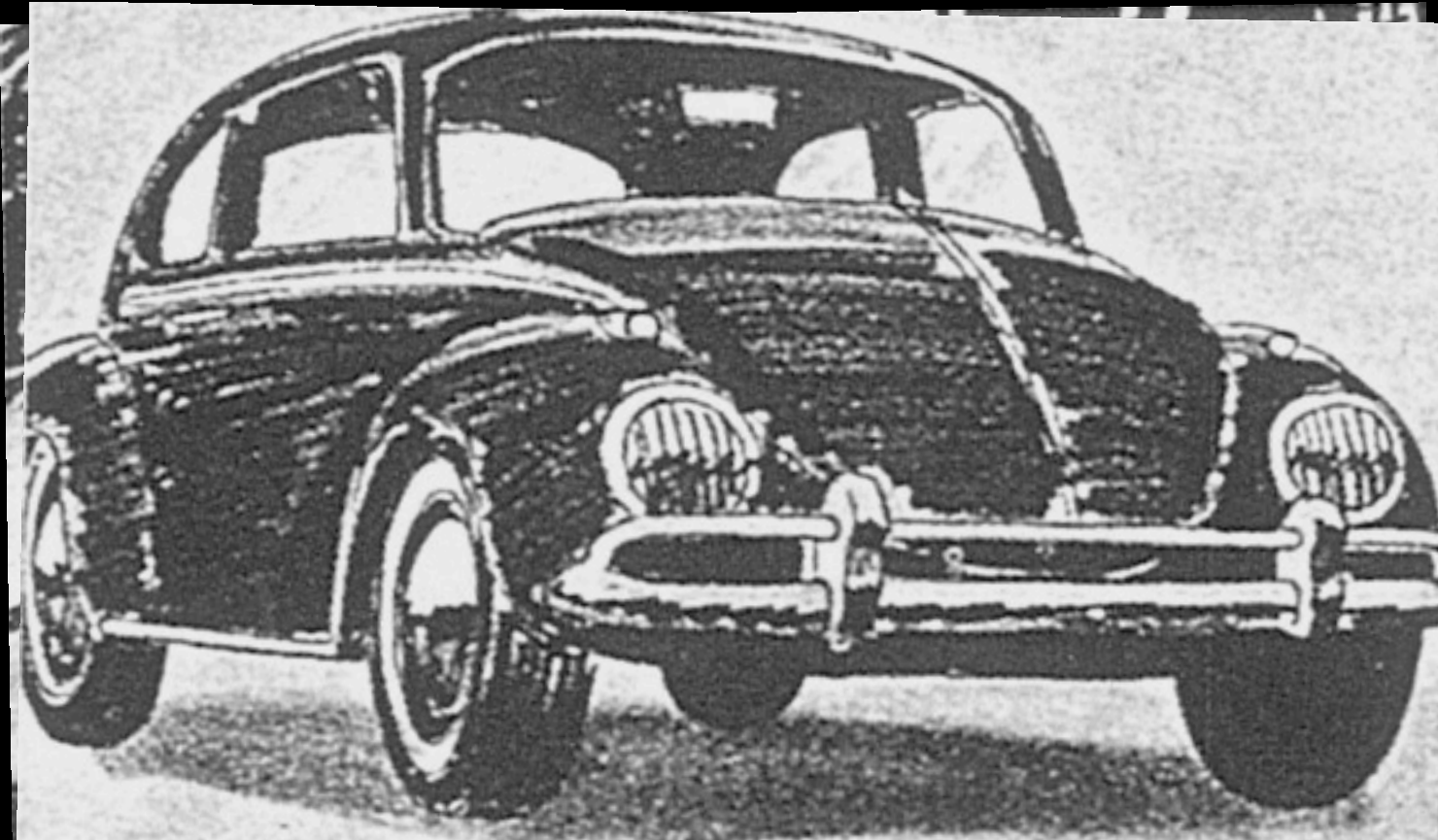
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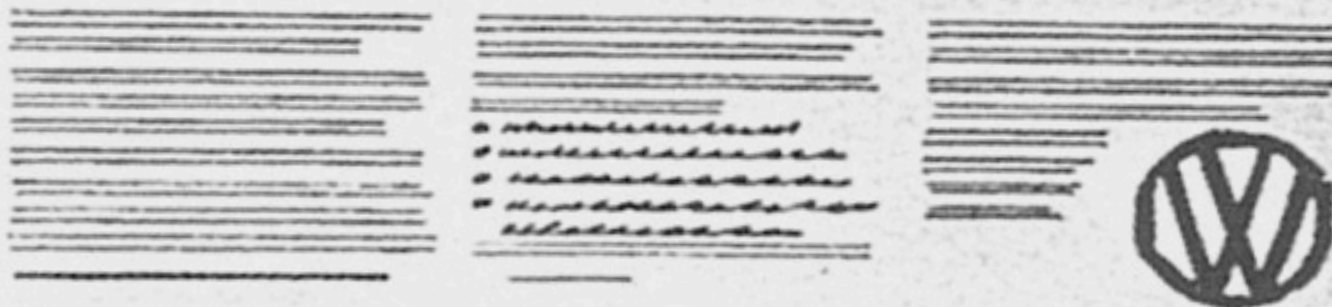


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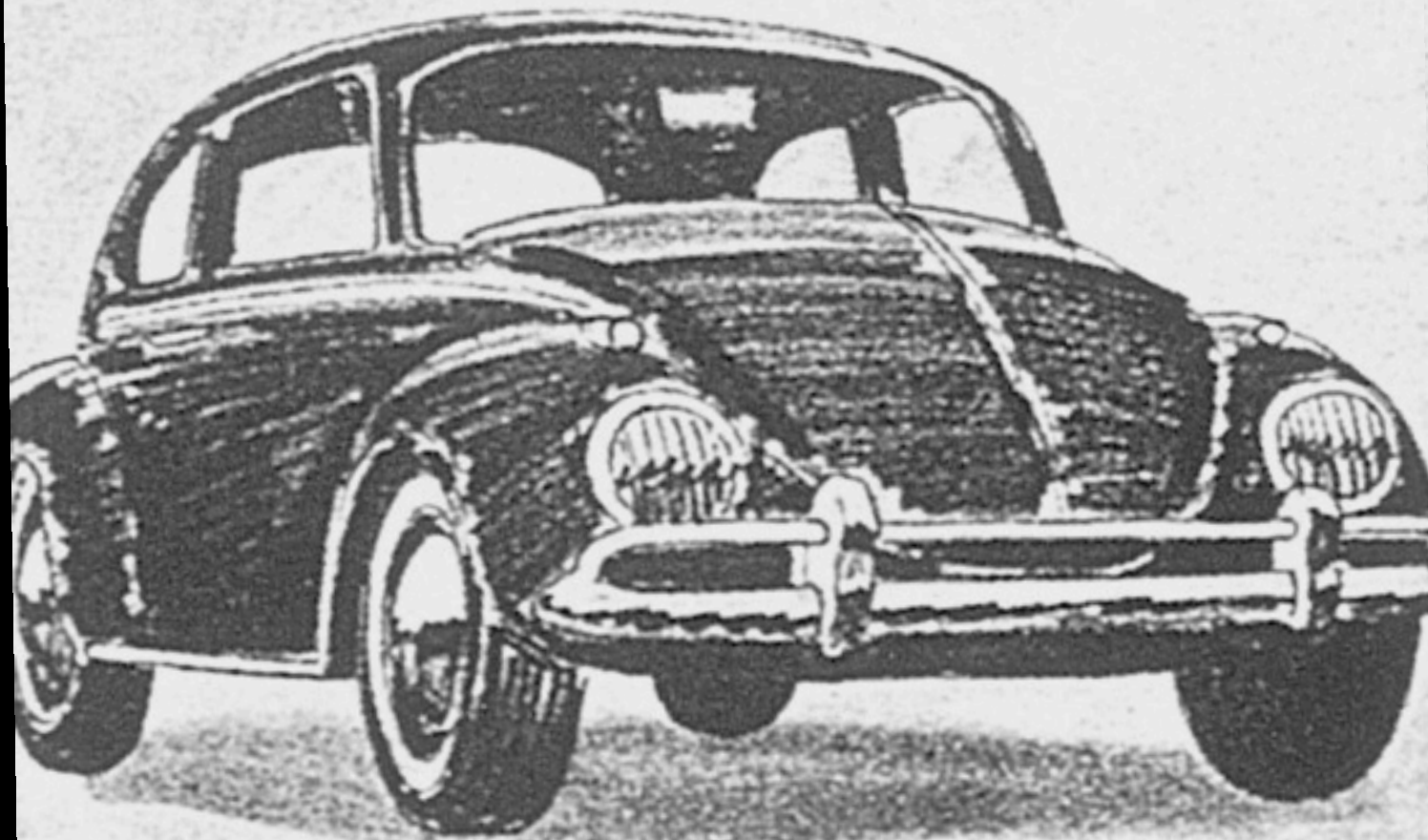


Think **BIG** and you'll choose
VOLKSWAGEN!

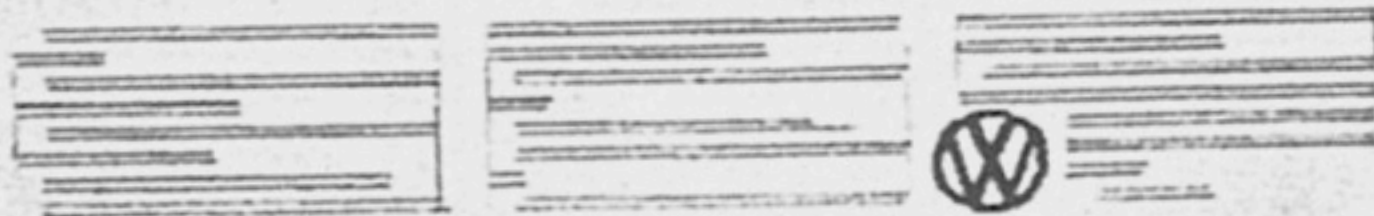


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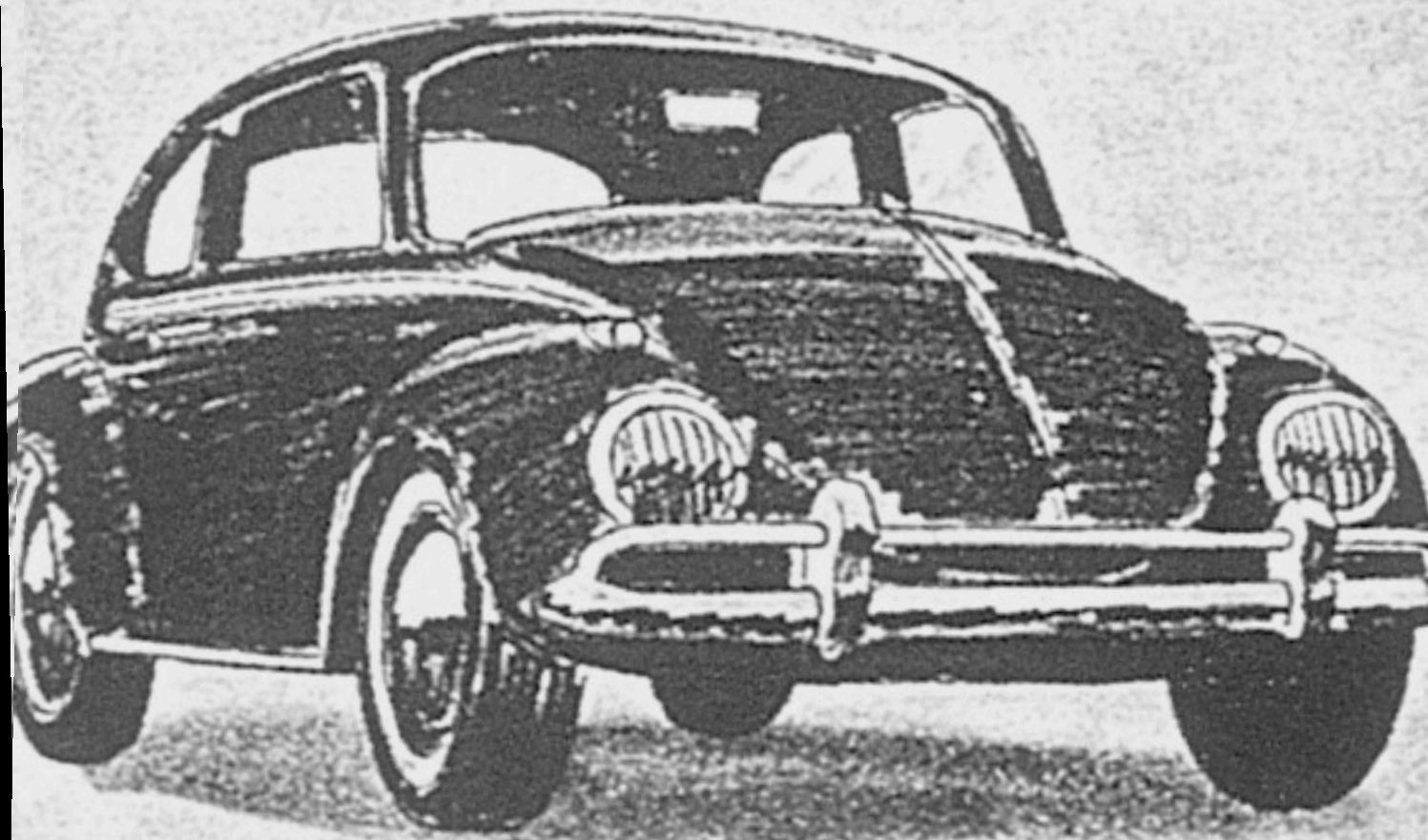


Think **BIG!**



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Think small.

Our little car isn't so much of a novelty
any more.

A couple of scarce college kids don't
try to squeeze inside it.

The guy at the gas station doesn't ask
where the gas goes.

Nobody even stares at our shape.
In fact, some people who drive our little

Beaver don't even think 32 miles to the gas-
station is going any great guns.

Or using five gallons of gas instead of five
acorns.

Or never needing anti-rust.

Or ridding up 45,000 miles on a set of
tires.

That's because once you get used to

some of our economics, you don't even
think about them any more.

Except when you squeeze into a parking
spot. Or renew your third insur-

ance. Or pay a small repair bill.

Or trade in your old VW for a
new one.

Think it over.

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Think small.

18 New York University students have gotten into a sun-roof VW, a tight fit. The Volkswagen is sensibly sized for a family. Mother, father, and three growing kids suit it nicely.

In economy runs, the VW averages close to 50 miles per gallon. You won't do near that, after all, professional drivers have canny trade secrets. (Want to know some? Write VW, Box 165, Englewood, NJ 07631. Use regular gas and forget about oil between changes.)

The VW is 4 feet shorter than a conventional car. Yet has as much leg room up front! While other cars are doomed to roam the crowded streets, you park in tiny places.

VW spare parts are inexpensive. A new front fender (at an authorized VW dealer) is \$21.75*. A cylinder head, \$19.95*. The nice thing is, they're seldom needed.

A new Volkswagen sedan is \$1,565*. Other than a radio and side view mirror, that includes everything you'll really need.

In 1959 about 120,000 Americans thought small and bought VWs. Think about it.

SUGGESTED RETAIL PRICE, EAST COAST, F.O.B. VOLKSWAGEN

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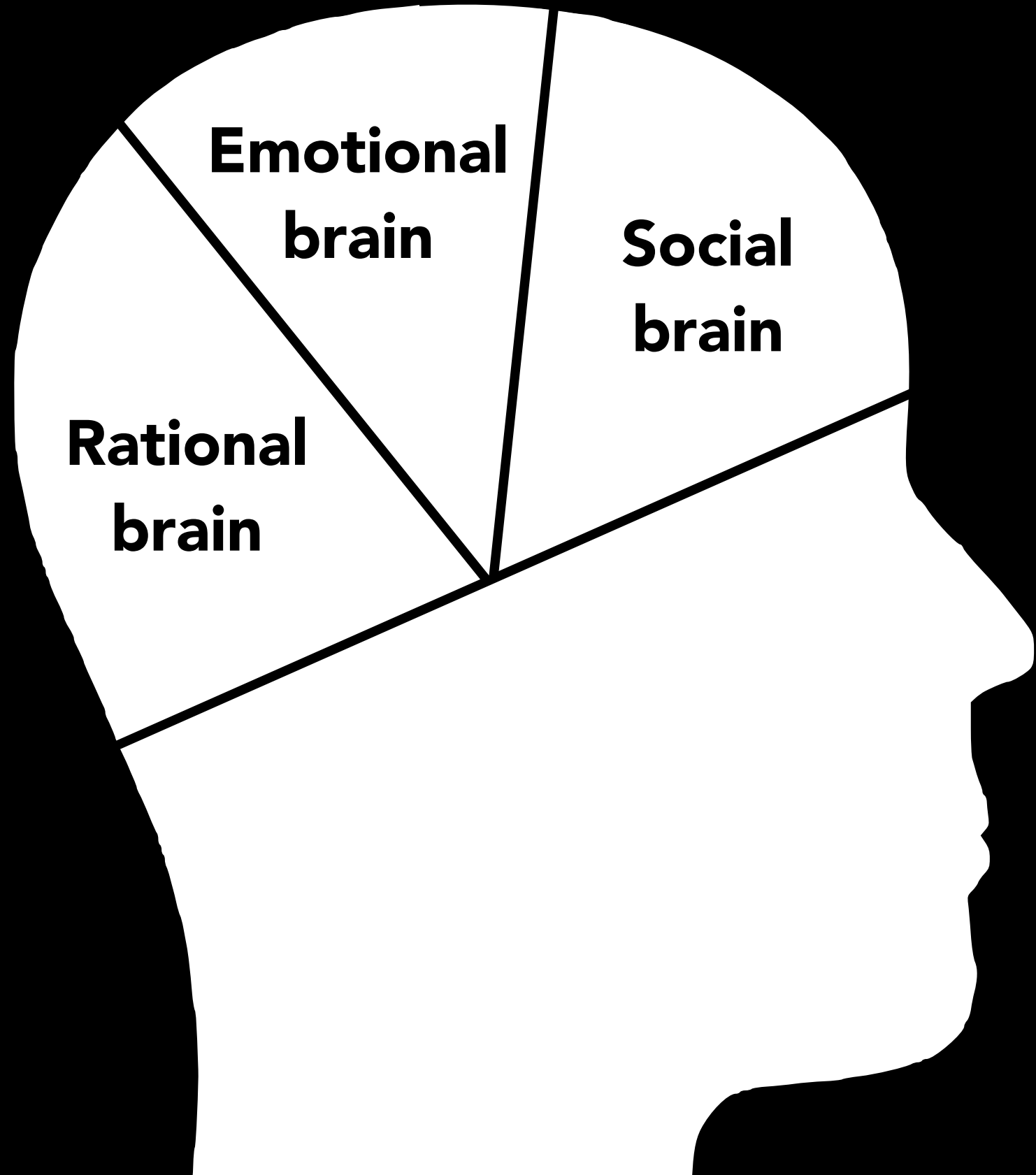
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**Talk to all
three brains**

That's what sticks



BACKGROUND

Ventspils is a city by the sea in the far west of Latvia. It is well known for its ambition and quality of life, but its tourist flows were stagnating. We had to attract more visitors, and to make them return.

Ventspils is far more than a mere city. It is a State Within a State.

IDEA

Let's act like a state - print our own money and open embassies worldwide.

EXECUTION



1

After Ventspils mayor announced that Ventspils would have its own currency, it became the #1 news story of the week. Even the President of Latvia and the Head of Central Bank had to take part in the debate.

2

At the peak of interest, the Venti currency was launched. The bank notes feature Ventspils' most interesting tourist destinations and sightseeing attractions.

3

Crowds of visitors queued at Ventspils tourism centres to get hold of their first 300 Vents.

4

A global Ventspils embassy was opened online for 103 world countries.

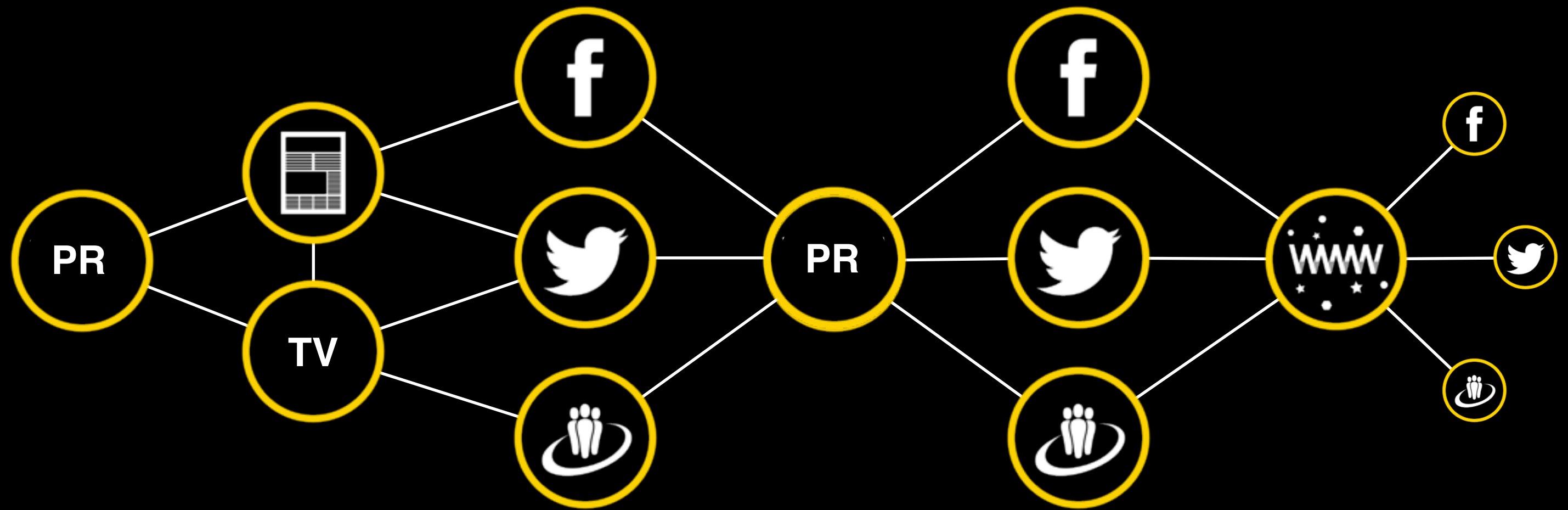
RESULTS

Teaser campaign made **500 000 EUR** worth of media

In one week **74%** of Latvian population was aware of Ventspils Venti (target: 50 %)

Almost **10 million** Venti were obtained by visitors (target: 1 million)

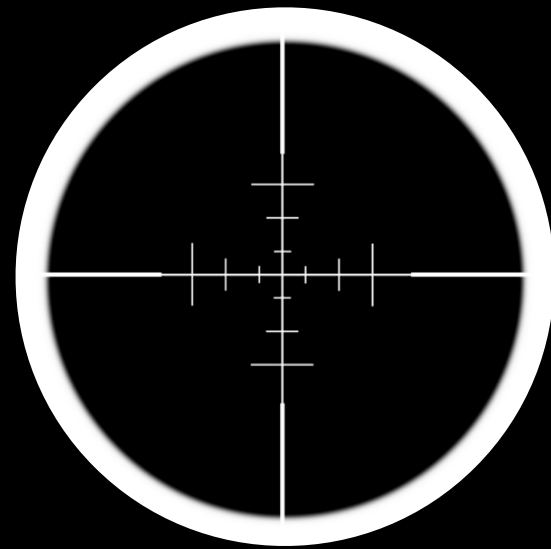
In two months, **50 000 people** visited the Ventspils online embassy, **68%** of them being foreign visitors (Ventspils itself has 43 000 inhabitants).



How to think like a strategist?



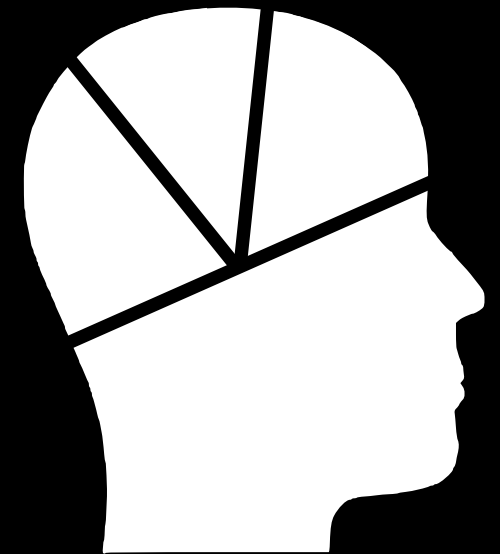
**Avoid the
curse of
knowledge**



**Define a
narrow key
audience**



**Aim for a
clear change
in behaviour**



**Appeal to all
three types of
human mind**

How to do the African Story?



Data

Avoid the
curse of
knowing
too much.

Audience

Focus on the
reader more than
the topic.

Message

Simplify.

Story

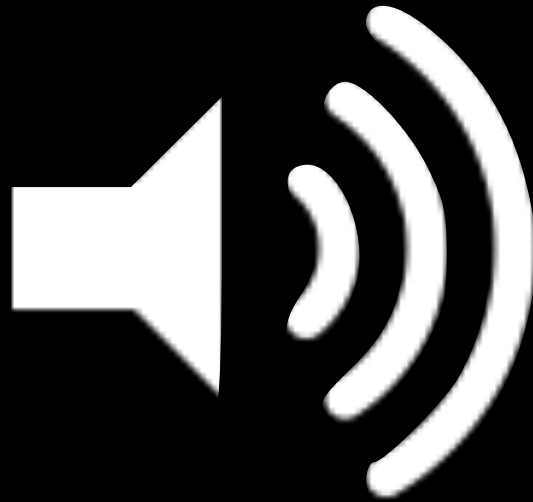
Rational,
emotional
and worth
sharing.

WARNING

**Talking at a high volume
for a long time may
damage your voice.**

Cancel

OK



KRISTAPS SILINS

ksilins@me.com
[@ksilins](#)