

Trends for the Future of Media

Tom Goodwin - EVP, Head of Innovation - Zenith





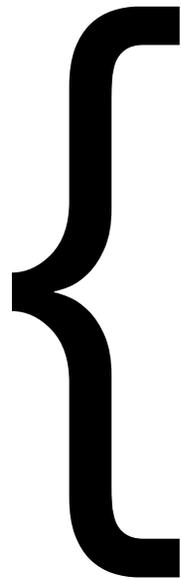
\$2,250,000



\$134,000

Today

50 mins



Hello

Context Of Change

6 Trends to Inspire

Great Work to Inspire

10 mins



Q&A



Things have never changed so fast before.

But will never change so slowly again.

Not everything is changing.







Some changes bring threats.

Some opportunities.



Some Don't Matter

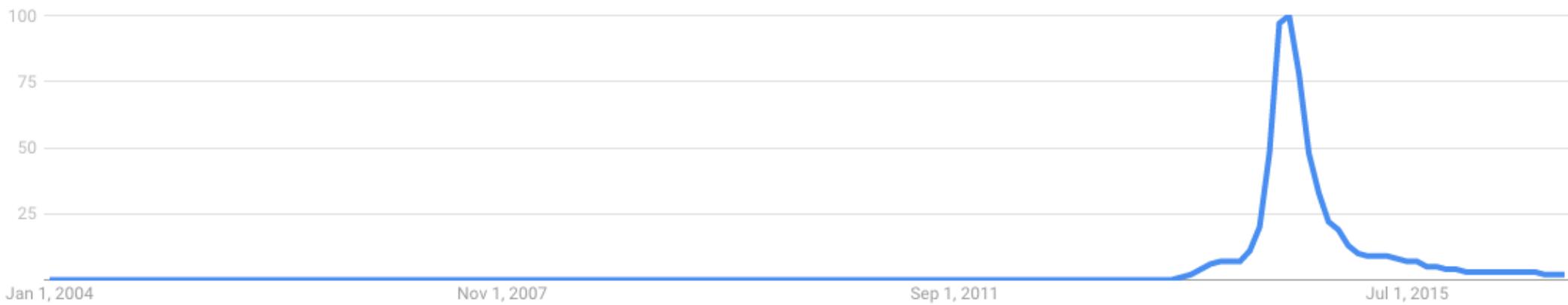


loom bands
Search term

+ Compare

Worldwide ▼ 2004 - present ▼ All categories ▼ Web Search ▼

Interest over time ?





● **pokemon go**
Search term

+ Compare

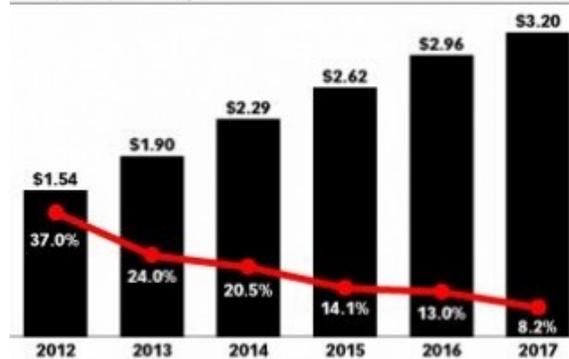
Worldwide ▾ 2004 - present ▾ All categories ▾ Web Search ▾

Interest over time ?



US Digital Sponsorship Ad Spending, 2012-2017

billions and % change



■ Digital sponsorship ad spending ■ % change

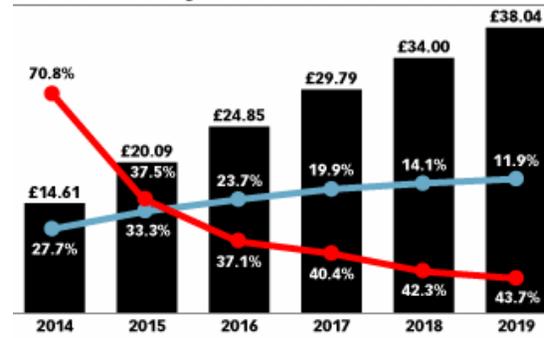
Note: includes advertising that appears on desktop and laptop computers as well as mobile phones and tablets
Source: eMarketer, Dec 2013

166099

www.eMarketer.com

UK Retail Mcommerce Sales, 2014-2019

billions of £, % change and % of retail ecommerce sales



■ Retail mcommerce sales ■ % change ■ % of retail ecommerce sales

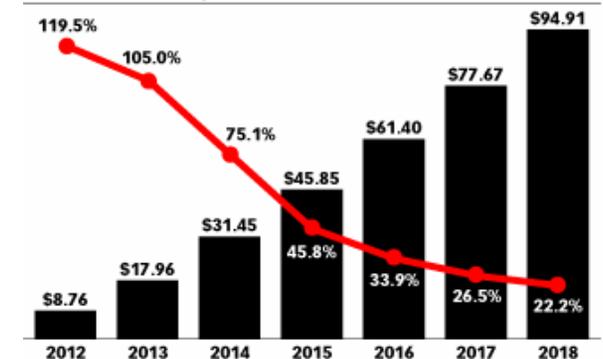
Note: includes products or services ordered using the internet via mobile devices, regardless of the method of payment or fulfillment; excludes travel and event ticket sales; includes sales on tablets
Source: eMarketer, Sep 2015

195844

www.eMarketer.com

Mobile Internet Ad Spending Worldwide, 2012-2018

billions and % change



■ Mobile internet ad spending ■ % change

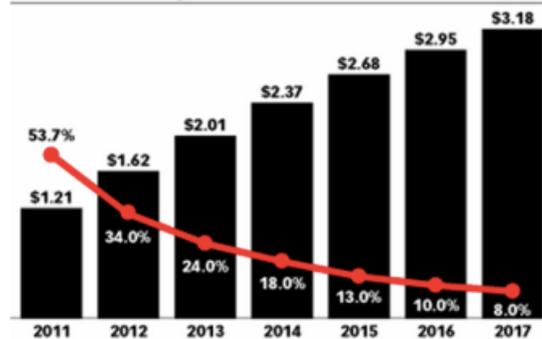
Note: includes display (banners, video and rich media) and search; excludes SMS, MMS and P2P messaging-based advertising; includes ad spending on tablets
Source: eMarketer, March 2014

170793

www.eMarketer.com

Digital Ad Spending in Russia, 2011-2017

billions and % change



■ Digital ad spending ■ % change

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones and tablets, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising; CAGR (2012-2017)=14.5%; converted at the exchange rate of US\$1=RUB31.07
Source: eMarketer, June 2013; confirmed and republished, Aug 2013

158849

www.eMarketer.com

Online Ad Spending in Canada, 2010-2016

billions of C\$ and % change

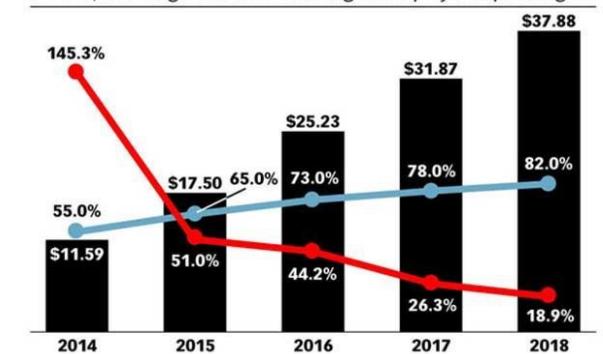


■ Online ad spending ■ % change

Note: eMarketer benchmarks its Canada online ad spending projections against the IAB Canada data for which the last full year measured was 2010; includes classifieds and directories, display (banners, direct response/lead generation, rich media, sponsorships), email (embedded ads only), search and video; excludes mobile

US Programmatic Digital Display Ad Spending, 2014-2018

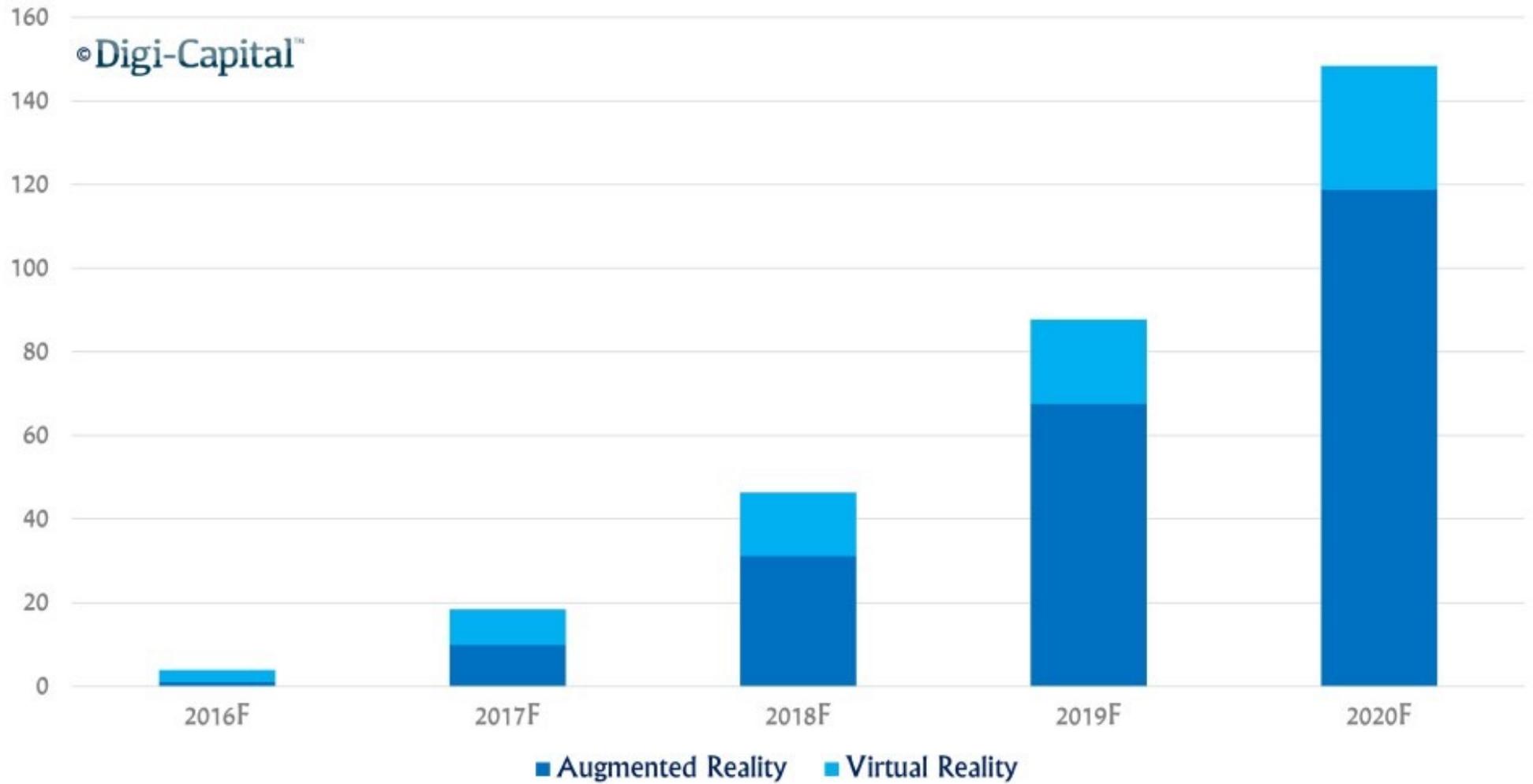
billions, % change and % of total digital display ad spending*



■ Programmatic digital display ad spending ■ % change ■ % of total digital display ad spending*

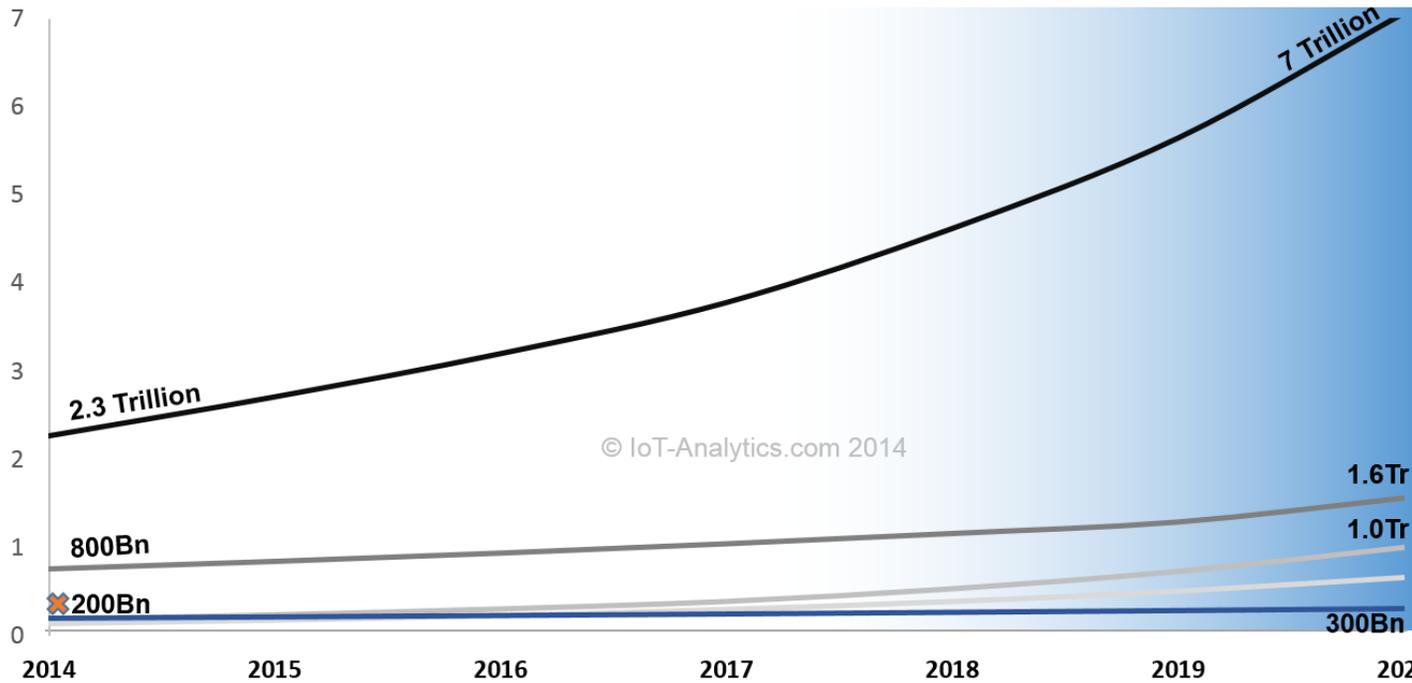
Note: digital display ads transacted via an API, including everything from publisher-erected APIs to more standardized RTB technology; includes native ads and ads on social networks like Facebook and Twitter; includes

Augmented/Virtual Reality Revenue Forecast (\$B)



Global IoT/IoE revenue forecasts

Annual revenue of the IoT market (in Trillion USD)



Source	Date	CAGR ¹ 2014-'20
IDC	2014	21%
visiongain	2014	13%
Harbor Research	2014	33%
MARKETS&MARKETS	2014	31%
Gartner	2013	-

Note: Some forecasts only for specific years, in that case all other years in between are extrapolated based on the corresponding growth rate
 1. CAGR = Compound annual growth rate 2. Gartner's starting point 2014 not known. Assumption: Same starting point as Markets&Markets
 Sources: Gartner, IDC, Harbor Research, Visiongain, Markets&Markets, IoT Analytics

✘ Reference point: Combined revenue of Apple, Google, and Facebook together in 2014

My job is to provoke a debate about this.





AdvertisingAge.



THE
HUFFINGTON
POST

theguardian

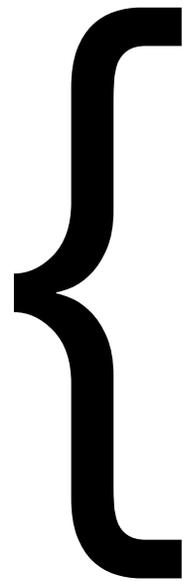
Aol.



In 2015 Uber, the world's largest taxi company owns no vehicles, Facebook the world's most popular media owner creates no content, Alibaba, the most valuable retailer has no inventory and Airbnb the world's largest accommodation provider owns no real estate.

Today

45 mins



Hello

Context Of Change

6 Trends to Inspire

Great Work to Inspire

Building a Career for the Future

15 mins



Q&A

Sorry

NO

CHANGE

© 1992 ACPH

Video



YouTube

The Under Armour SpeedForm™ Apollo by Under Armour

Advertisement 0:53

Skip Ad

Cheap Beer Reviewed By A Wine Expert

BuzzFeedYellow 309 videos

225,170

2,991 224

Subscribe 691,852

DASANI™ Water by lovedasanwater 1,591,181 views 0:31

Women React To Sex Tips by BuzzFeedYellow 37,430 views 1:38

11 Secrets Cats Know by BuzzFeedYellow 110,905 views 1:12

7 Friends You Should Dump by BuzzFeedYellow 182,223 views 1:07

Regular People by BuzzFeedYellow 168,241 views 2:03

Top 10 Science Compilation Of by CrazyRussianHa 412,489 views 16:38

Social



starbucks · Sponsored

3h



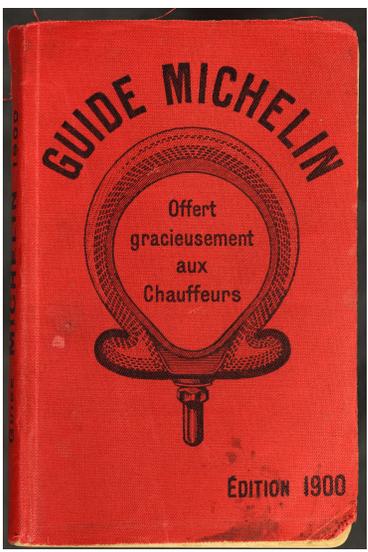
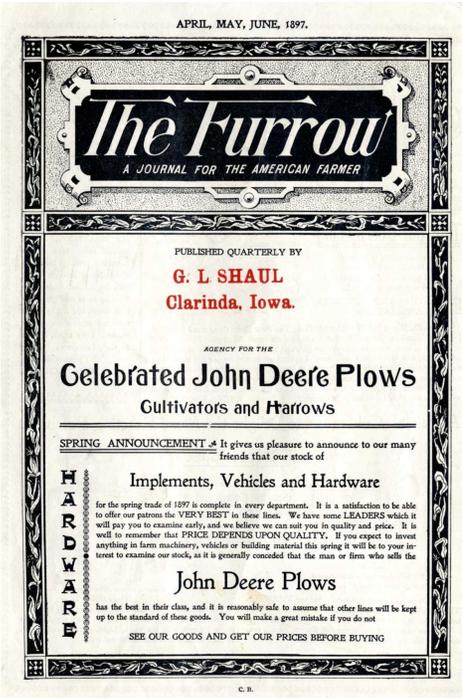
36350 likes Clark Kent and 30 friends follow Starbucks

starbucks One cup at a time. #starbucksreserve #coffee #pourover #slowdown

News



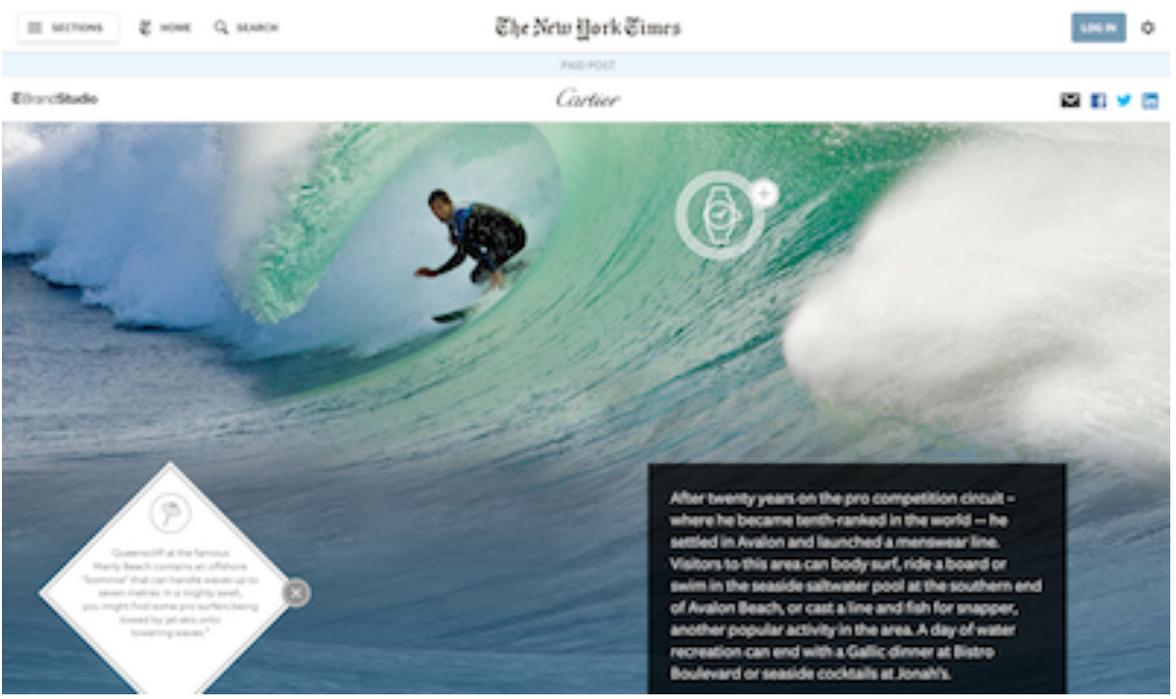
Content Marketing



Native



Advertisement featuring Listerine mouthwash, from an August 1928 issue of Mentor Magazine.



A black and white landscape photograph showing a mountain range with a town in the valley. The sky is filled with large, dramatic clouds. The text is overlaid on the upper part of the image.

“We look at the present through a rear-view mirror.
We march backwards into the future”

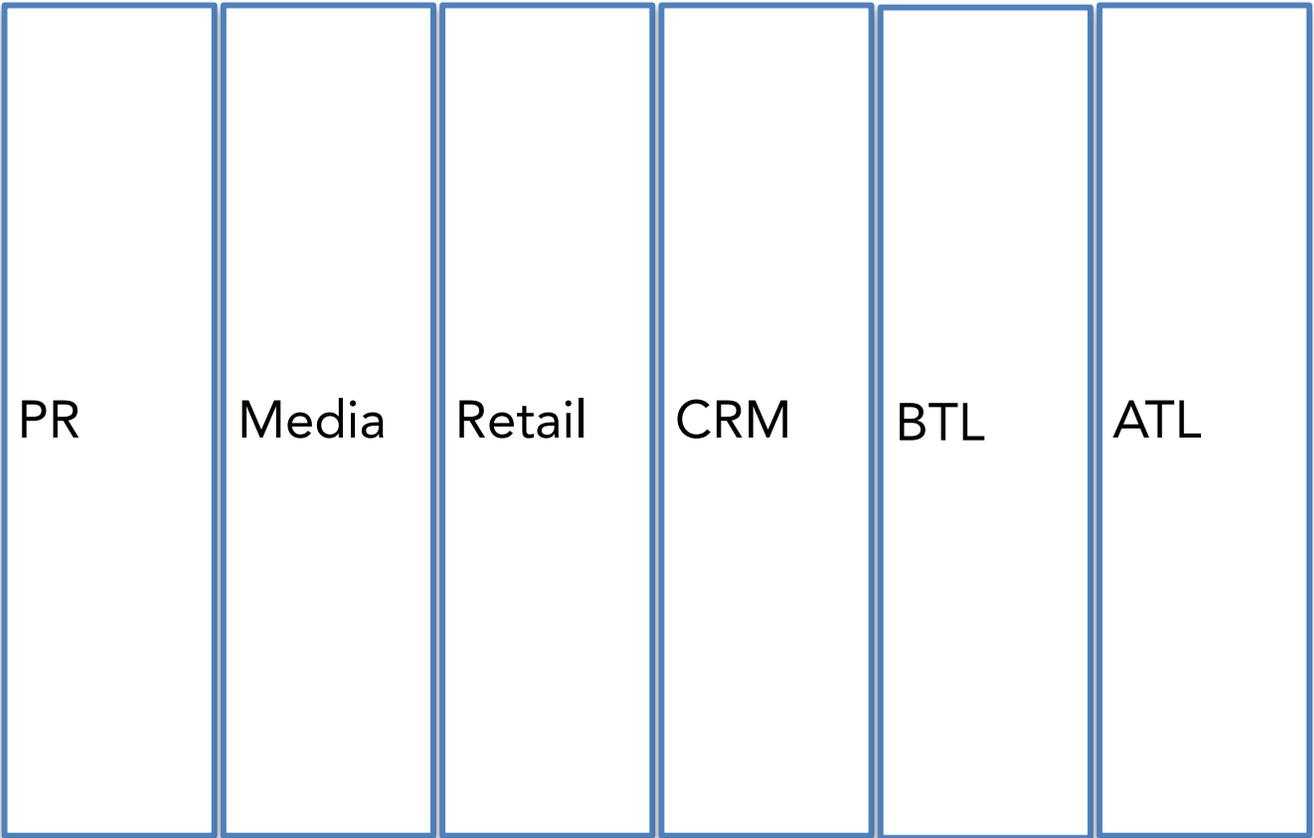
Marshall McLuhan







A bolt on approach.



PR

Media

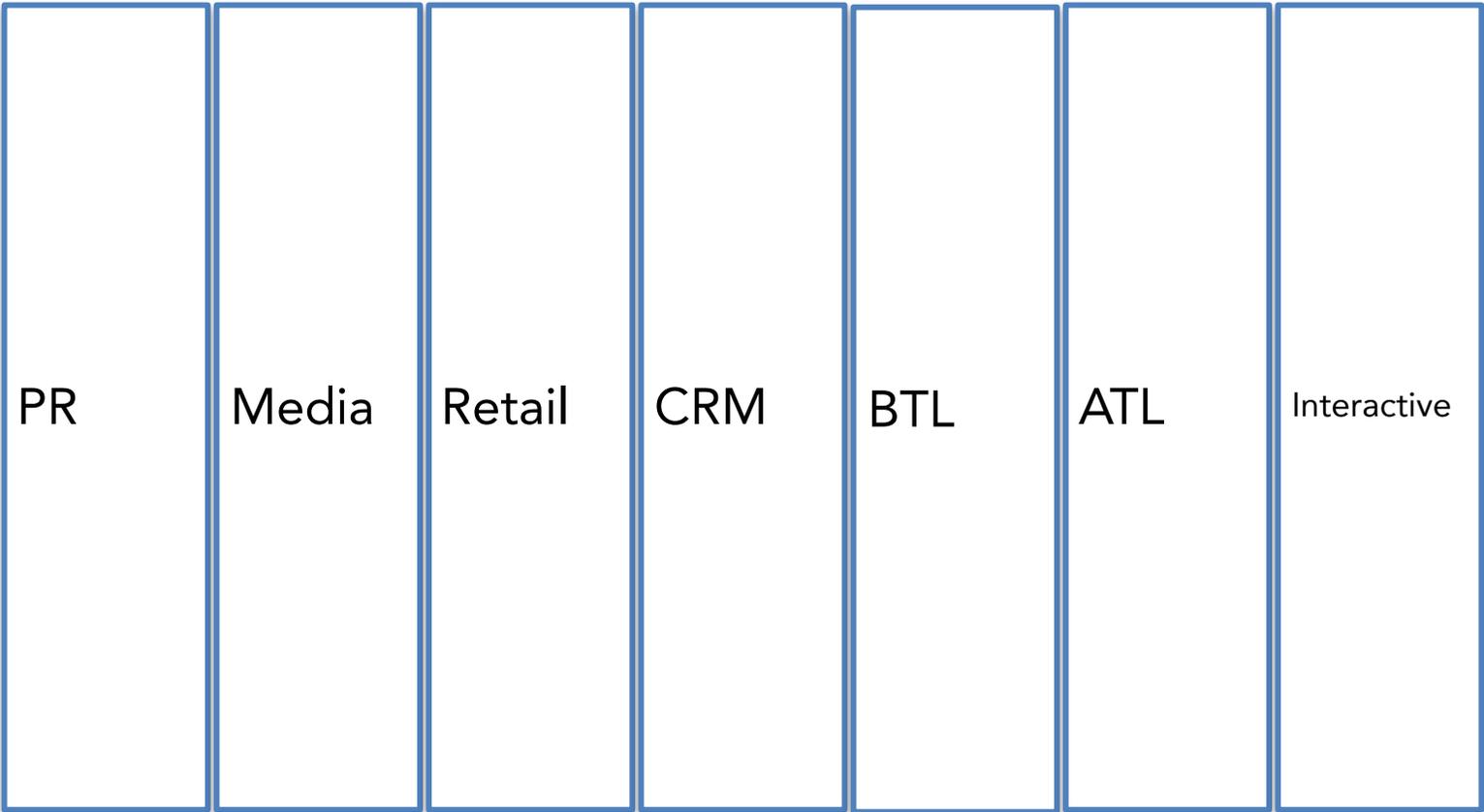
Retail

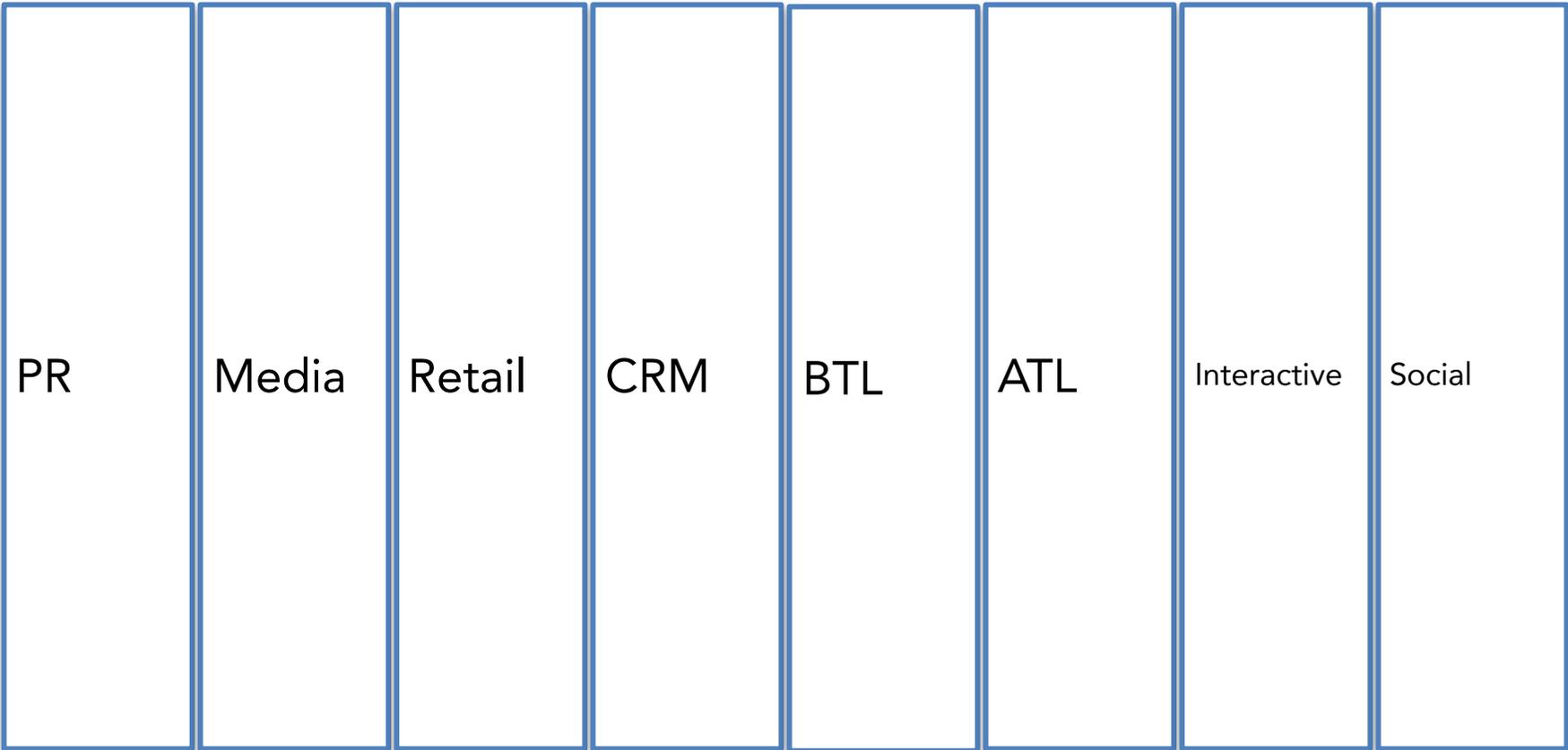
CRM

BTL

ATL

+





PR

Media

Retail

CRM

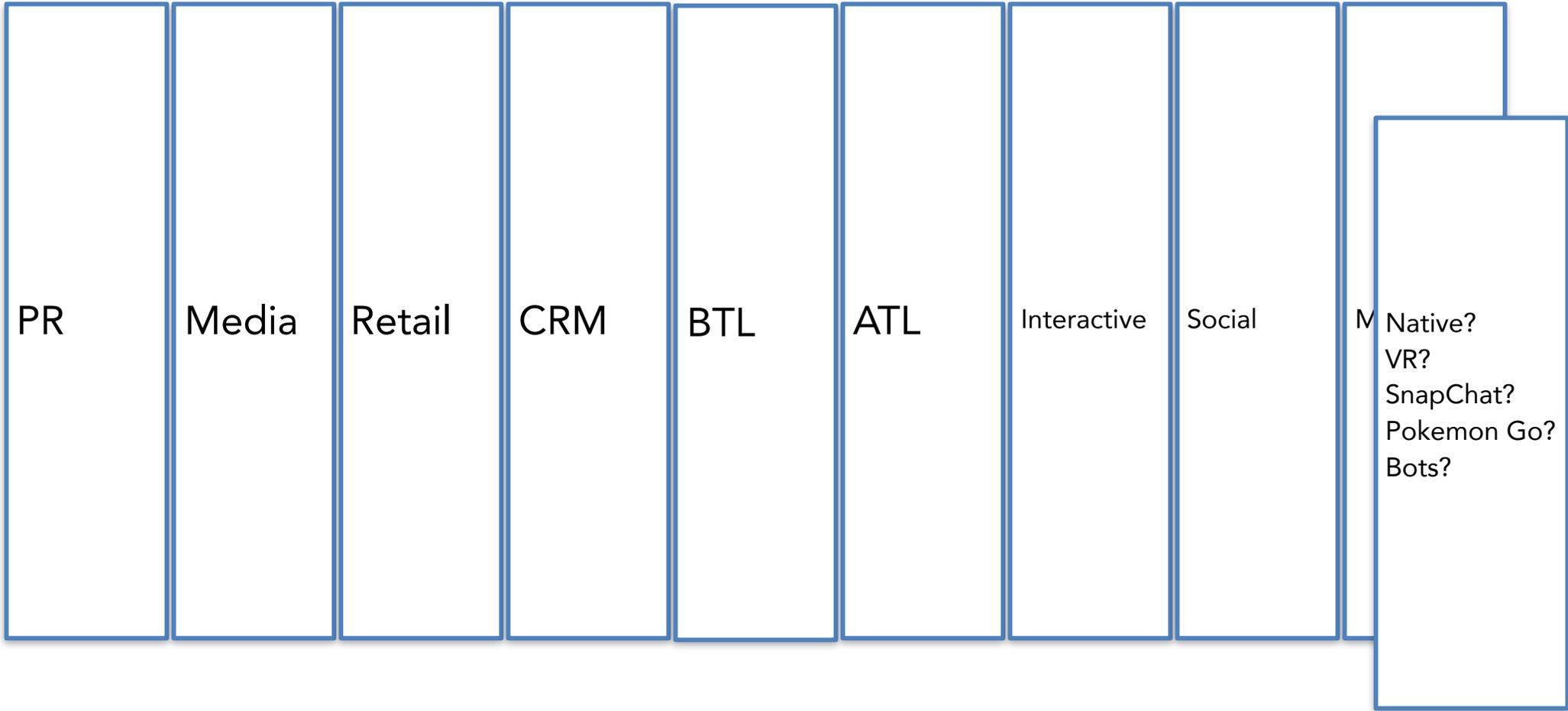
BTL

ATL

Interactive

Social

Mobile



Digital Garnish



Happiness from the Skies.







IKEA



VR Experience



- All products
- Ideas**
- Living Room
- Bedroom
- Kitchen
- Cooking
- Dining
- Bathroom
- Children
- Textiles & Rugs
- Outdoor
- For business
- All departments

[Home](#) / [Bedroom](#) / [Queen & double beds](#)

View more images



Click here for zoom



HEMNES

Bed frame, black-brown, Luröy

\$399

The price reflects selected options

Article Number : 890.078.52

Made of solid wood, which is a hardwearing and warm natural material.

[Read more](#)

Size

Queen

Add slatted bed base

Luröy

1

Sold separately



Mattress and bedlinen are sold separately.

[View all complementing products](#)

Check availability at your local store

Adelaide

Prices and products may vary in-store and online

Assembly instructions
Downloads

0

Add slatted bed base



More Models







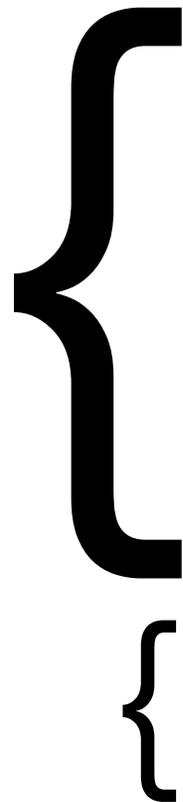
WORLD

DELTA AIR LINES 'DOWN EVERYWHERE' FOLLOWING COMPUTER GLITCH

BY **REUTERS** ON 8/8/16 AT 7:27 AM

Today

45 mins



Hello

Context Of Change

6 Trends to Inspire

Great Work to Inspire

Building a Career for the Future

15 mins

Q&A

1 Digital Disappears







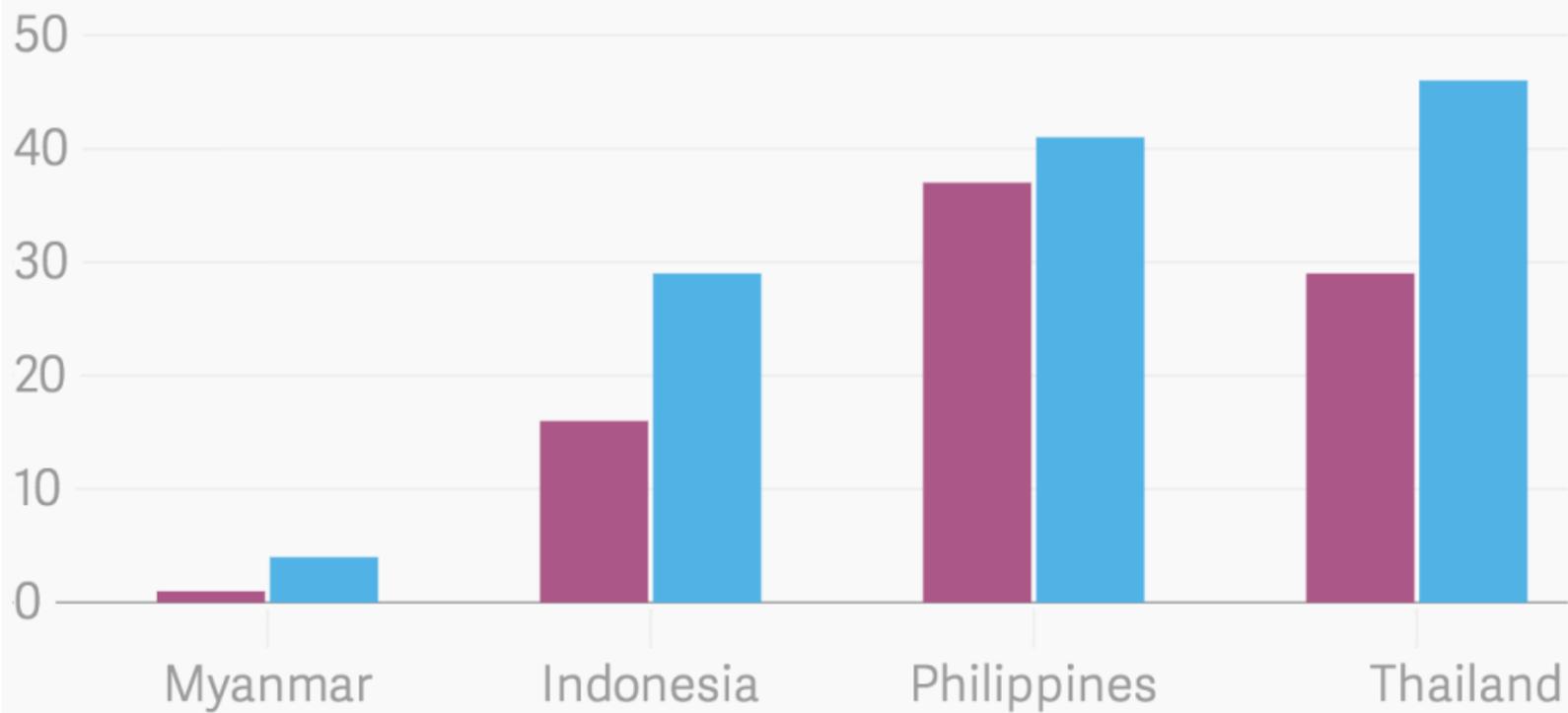


Pink Cake Box

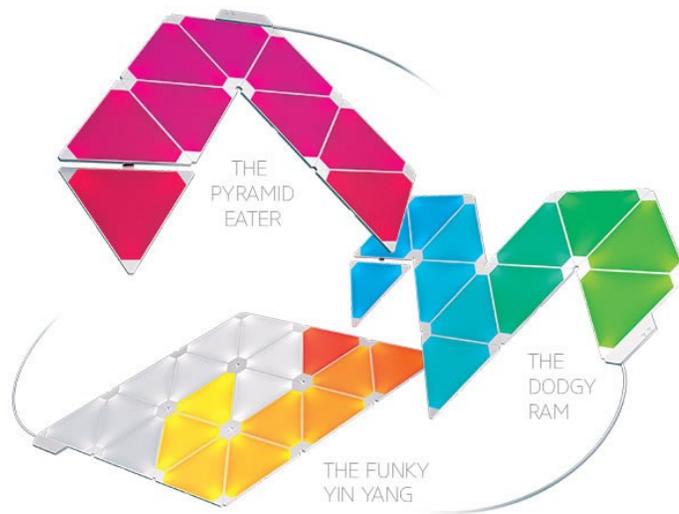


Internet users and Facebook users per 100 people

■ Internet users ■ Facebook users







Tom's Takeout

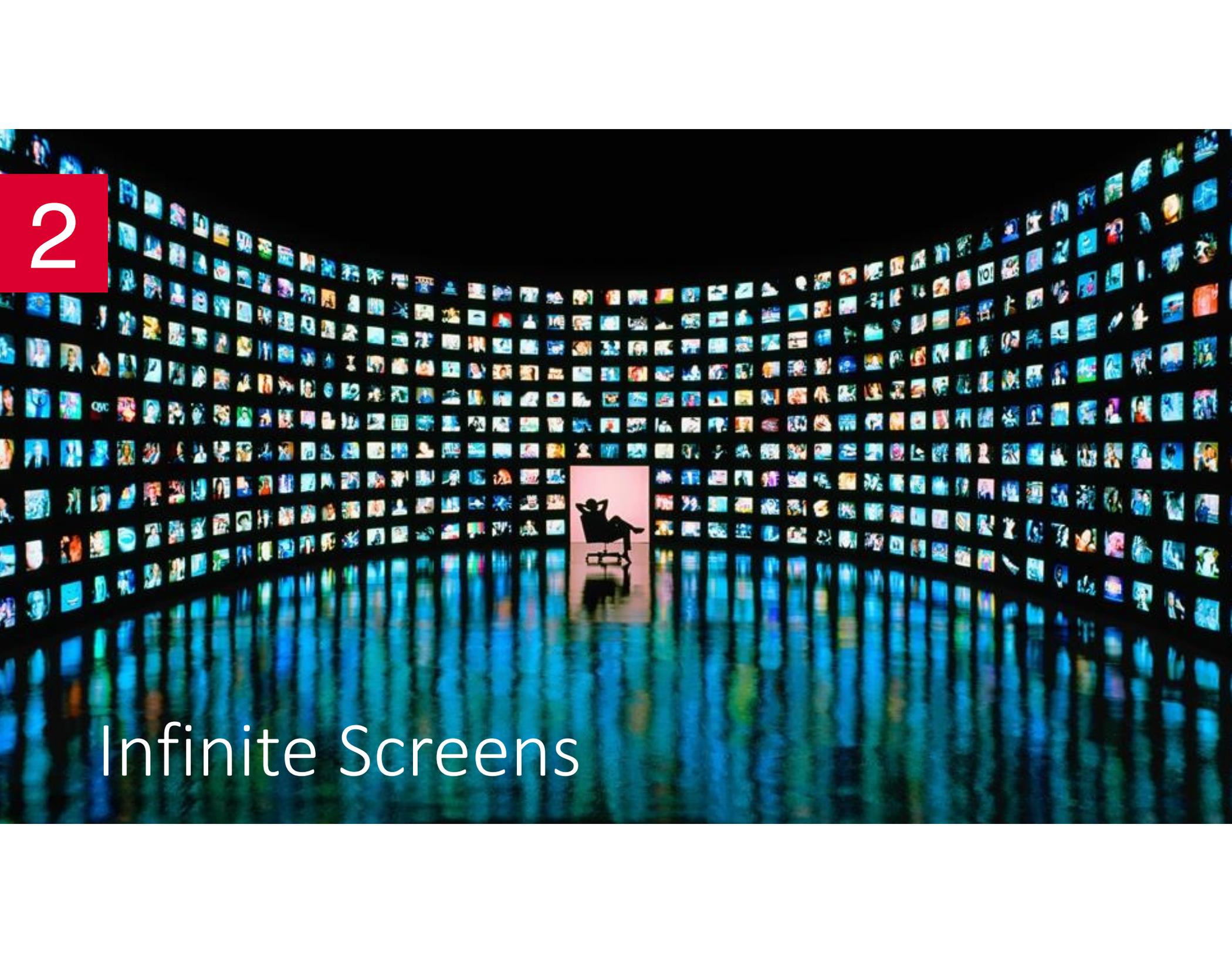
The internet isn't important.

The digital divide only exists to businesses.

Ban the word digital

2

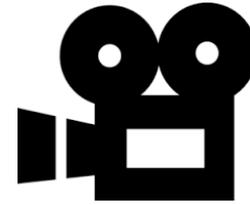
Infinite Screens

A large, curved wall of many small screens displaying various images, with a person sitting in a chair in the center, looking at the screens. The screens are arranged in a grid pattern and are illuminated with various colors, creating a vibrant, multi-colored display. The person is sitting in a chair, looking towards the screens. The floor is dark and reflective, showing the reflection of the screens and the person. The overall scene is a futuristic, high-tech environment.













Customize
it





COOKING Suggestion
Sautéed



Ingredients

- 1 onion
- 1 clove
- 1 pepper
- 1 tomato
- 1 mushroom
- 1 sprig of oregano
- 1 sprig of basil
- 1 sprig of parsley
- 1 sprig of dill
- 1 sprig of chives
- 1 sprig of fennel
- 1 sprig of tarragon

Instructions

COMBINE the tomatoes, onion's juice, oil, onion, mushrooms, oregano, with salt and pepper to taste in a hot sauce pan.

STEP 2

6.77€

2.5€



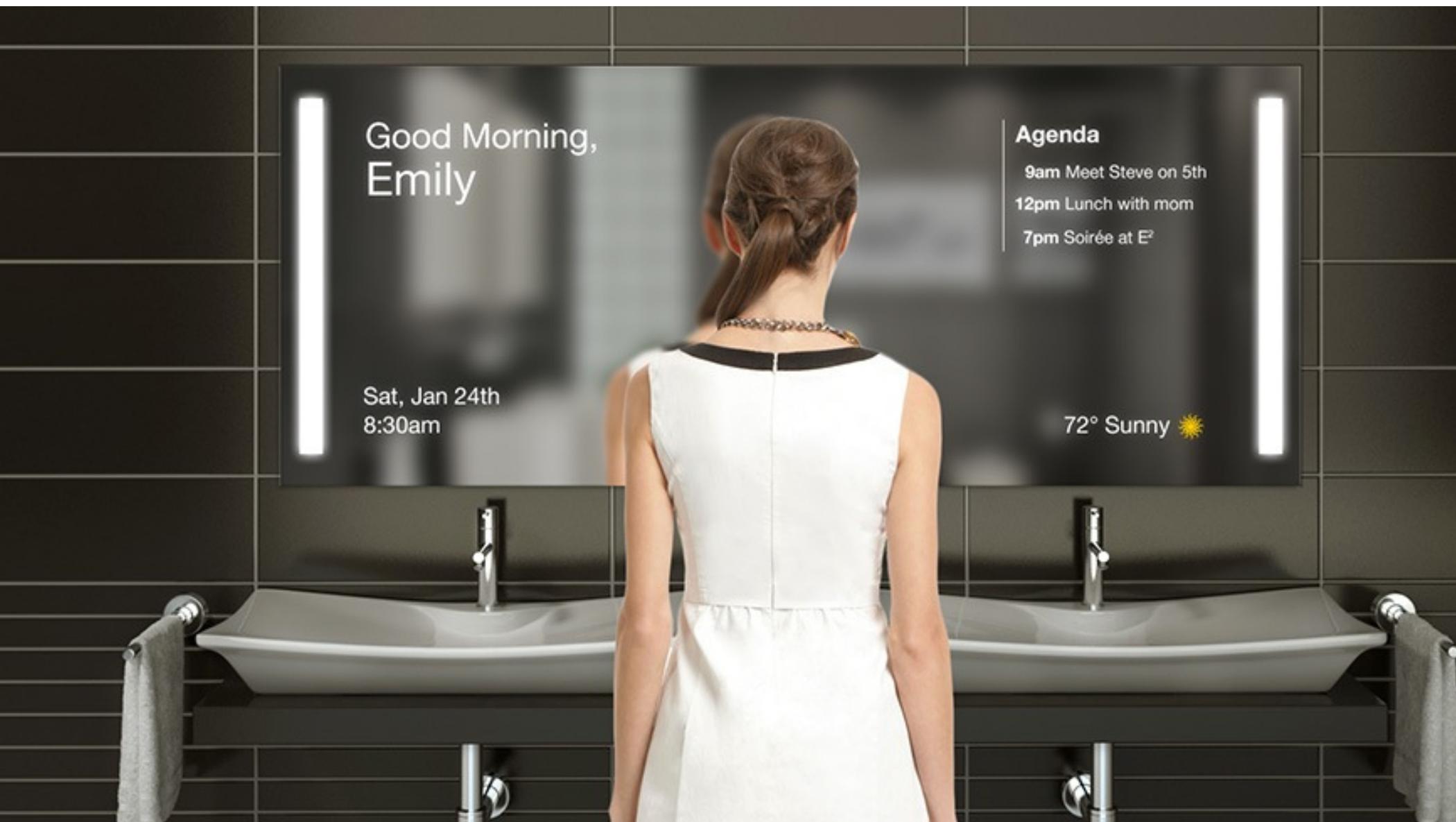
Good Morning,
Emily

Sat, Jan 24th
8:30am

Agenda

- 9am Meet Steve on 5th
- 12pm Lunch with mom
- 7pm Soirée at E²

72° Sunny ☀️





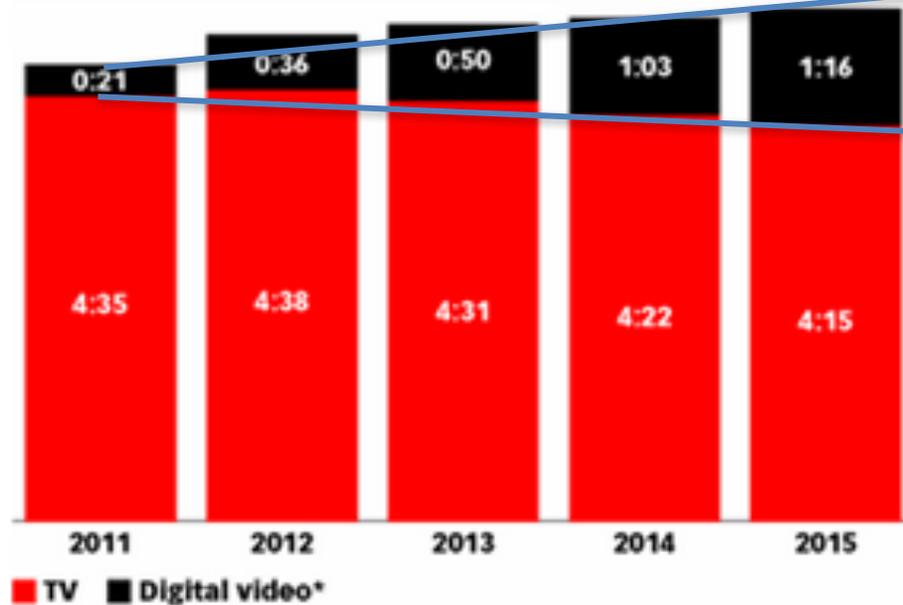






Time Spent per Day with Video by US Adults, by Device, 2011-2015

hrs:mins



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking with digital video while watching TV is counted as 1 hour for TV and 1 hour for digital video; *includes time spent watching digital video via game console, connected TV or OTT device
Source: eMarketer, April 2015

Tom's Takeout

The internet isn't important.

We will be watching more stuff than ever before.

Content quality is what matters

One day virtually all media will be digital, programmatic, and addressable

3



More Intimate Screens and Data

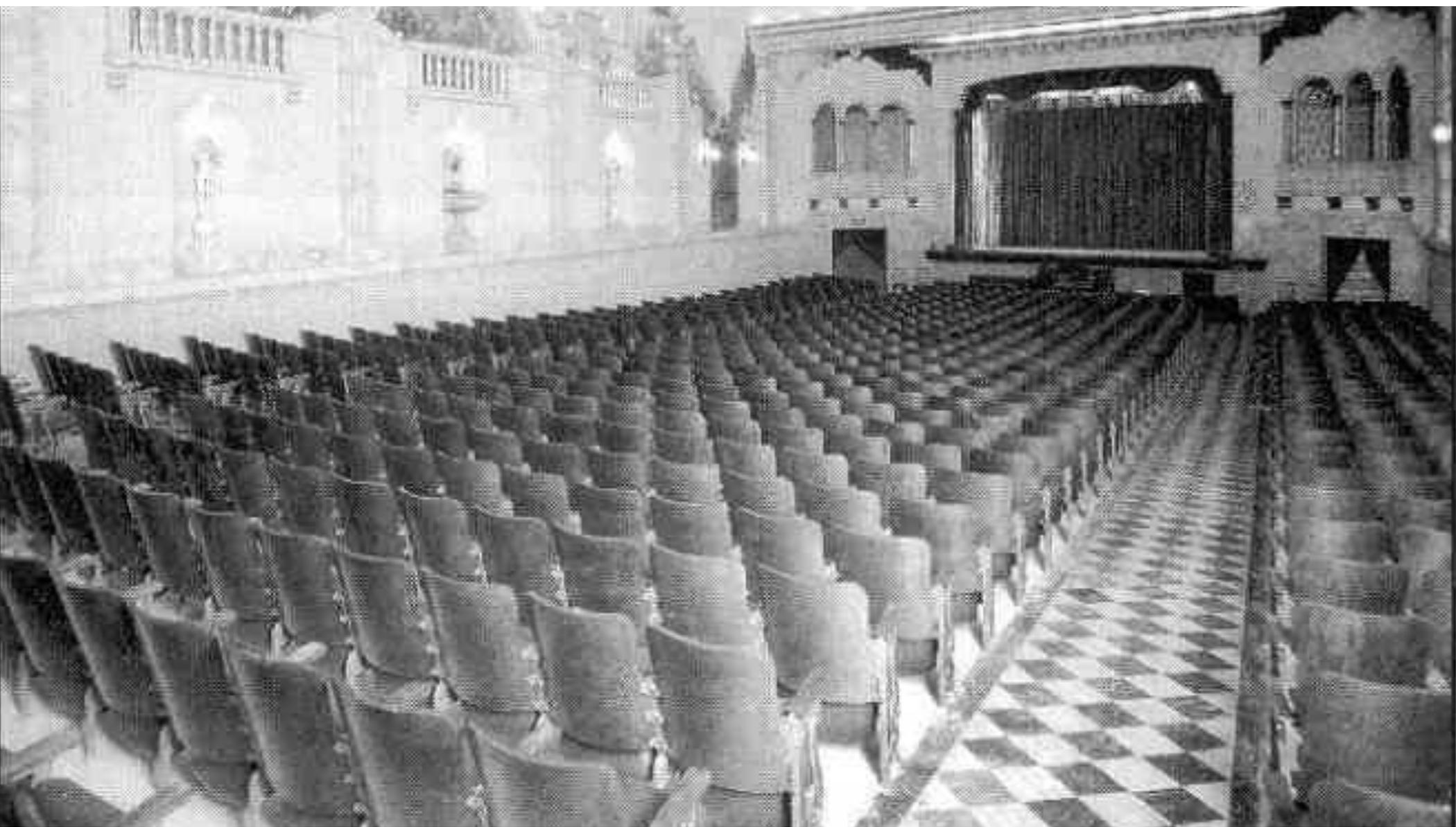
G A M E
T I M E !

A colorful banner with the text "GAME TIME!". The banner is curved and consists of two rows of colored blocks. The top row contains the letters "G", "A", "M", and "E" in white, set against green, yellow, pink, and blue backgrounds respectively. The bottom row contains the letters "T", "I", "M", "E", and an exclamation mark "!", in white, set against blue, pink, green, orange, and yellow backgrounds. Various game-related icons are scattered around the banner: a blue pin, a white die, and a pink chess knight are positioned on top of the banner, while a pink chess knight is positioned at the bottom right. A small black mark is visible in the top left corner of the image.

Unlock your phones now.

Unlock your phones now.

Pass to the person next to you.













Tom's Takeout

We've the best canvas you could ever imagine for advertising.
Let's work around the opportunities, not the constraints.

4 New Realities





The First VR









The First AR

GLASS

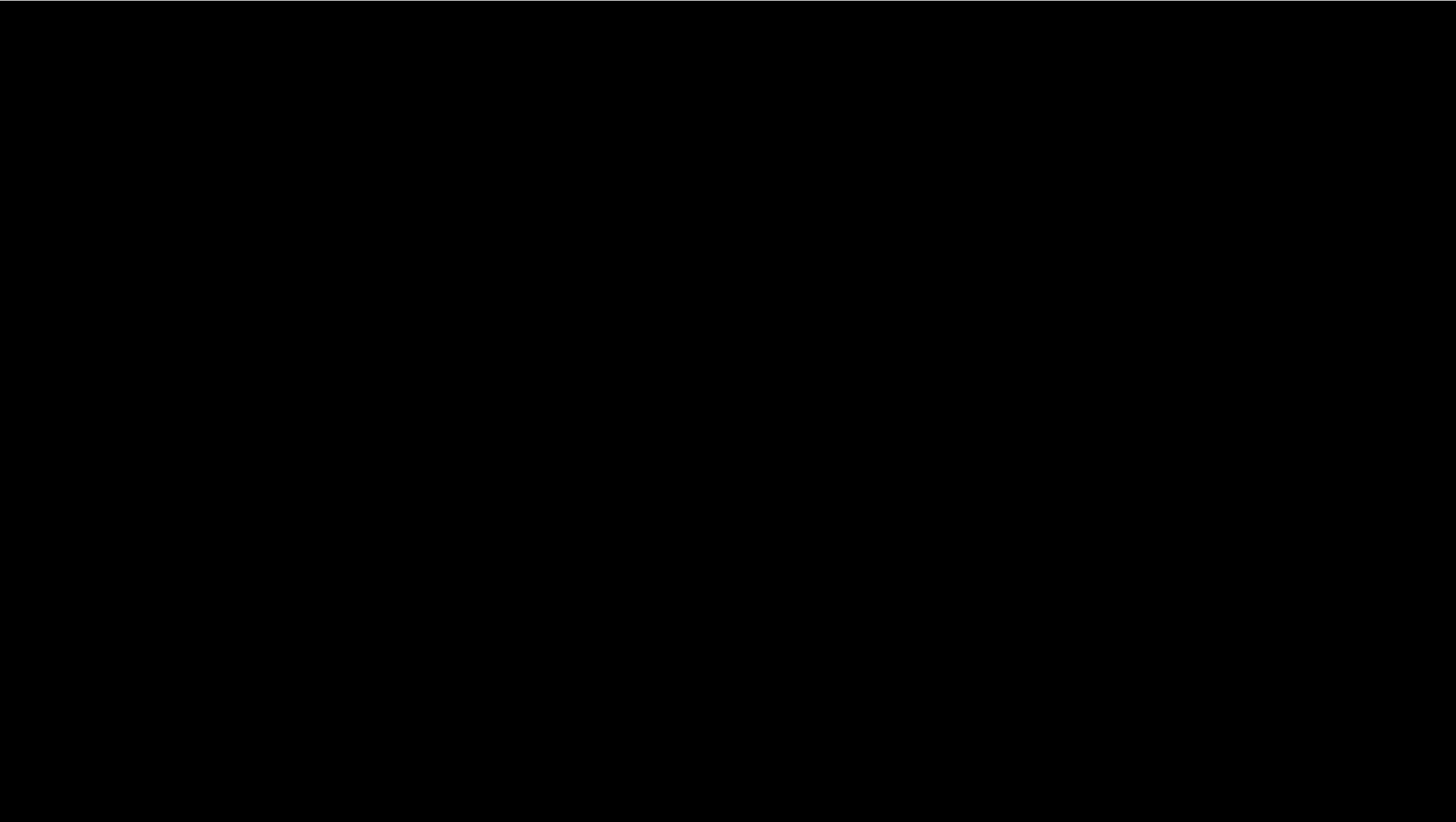












Tom's Takeout

We're going to get an even better canvas for advertising and retail.

Let's make some measured bets.

But VR may be more like gaming.

AR may bring about a strong reaction in society

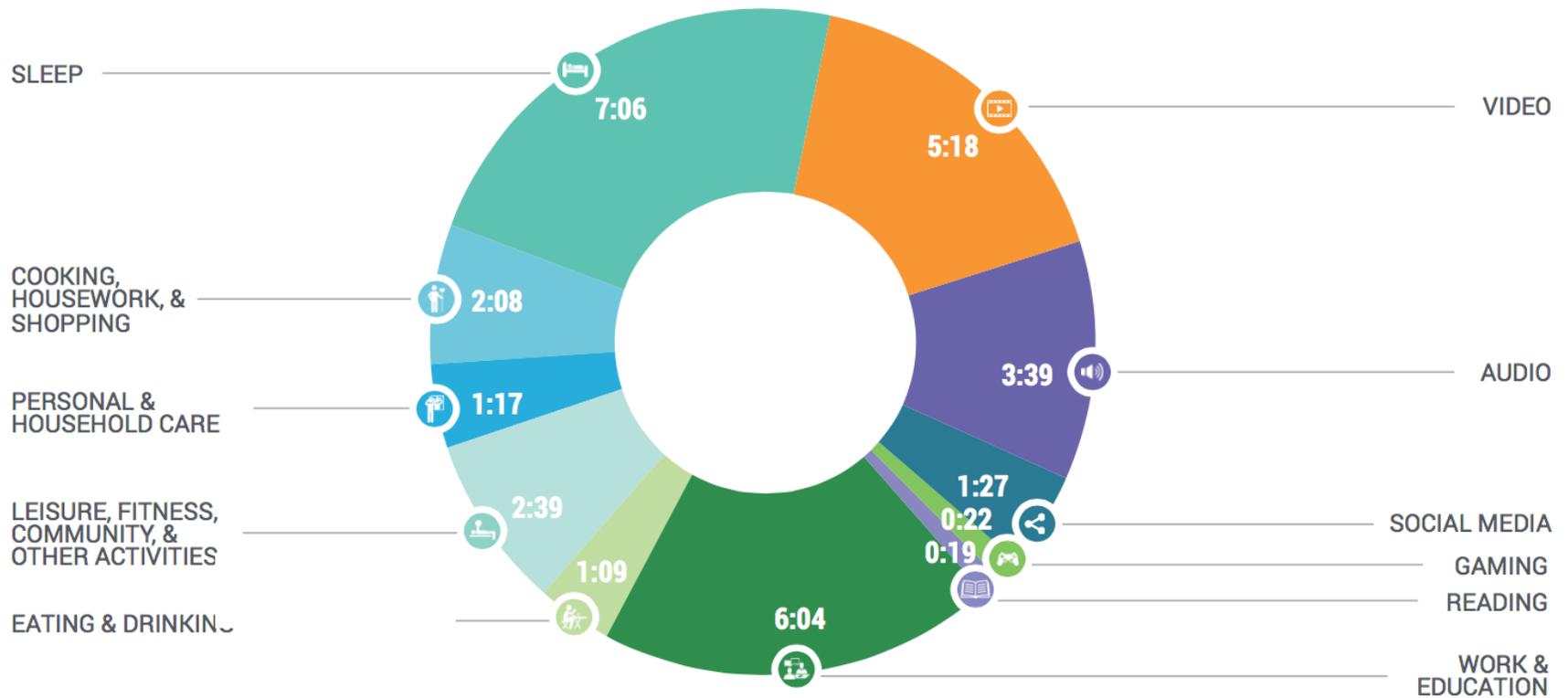
5 More Mediated



Because attention is highly multitasked, the average American has over 31 hours of activity in a day

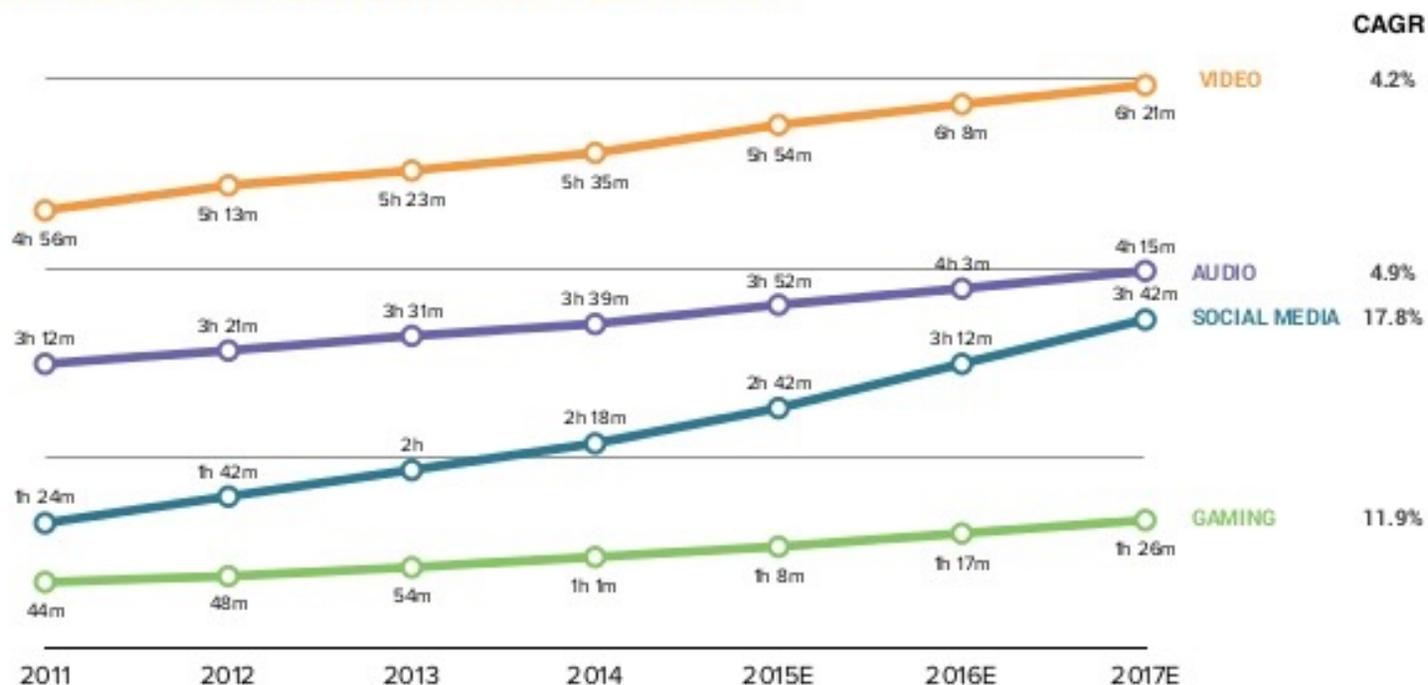
Average Employed Adult Daily Behavior, U.S., 2014, Hours : Minutes

TOTAL: 31 HOURS 28 MINUTES



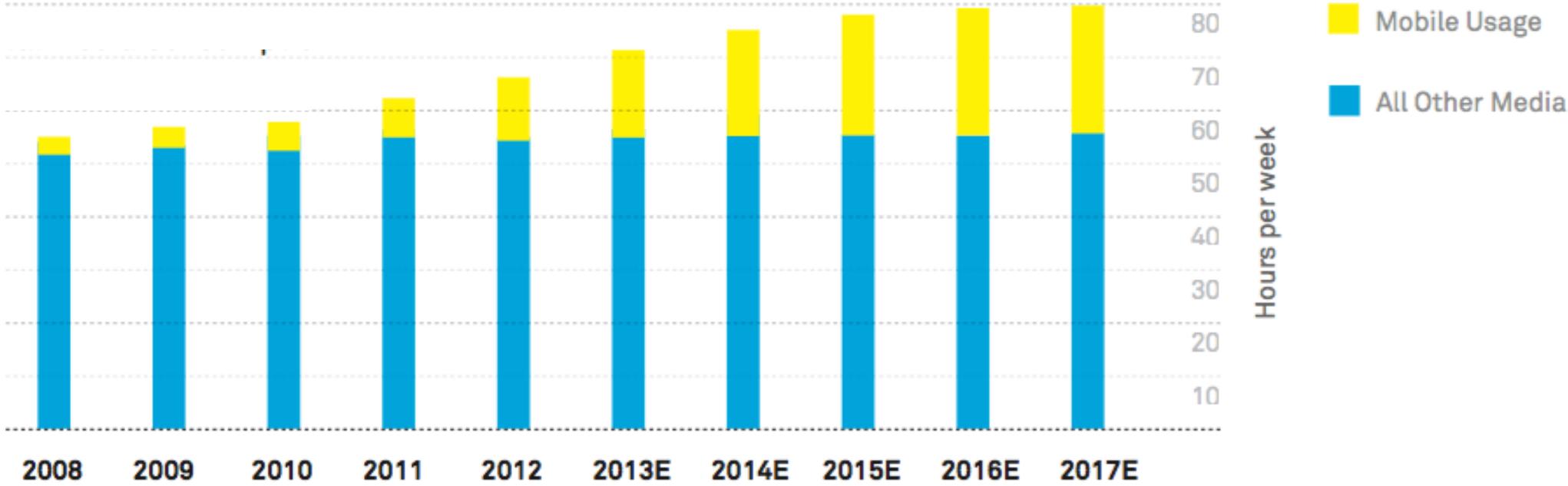
Time spent on major digital activities like video, audio, social media and gaming will continue to increase

Time Spent Among 18+ Users, U.S., 2011 - 2017E, Hours : Minutes





Nearly all incremental media is mobile



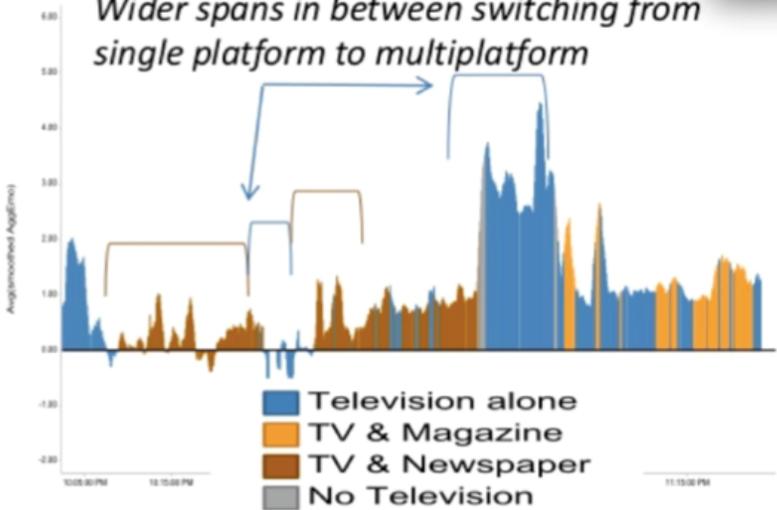
Source: MAGNA GLOBAL estimates for A18+ for TV, Radio, Internet, Newspapers, Magazines and Gaming Consoles.

Peak Attention?

Digital Immigrant



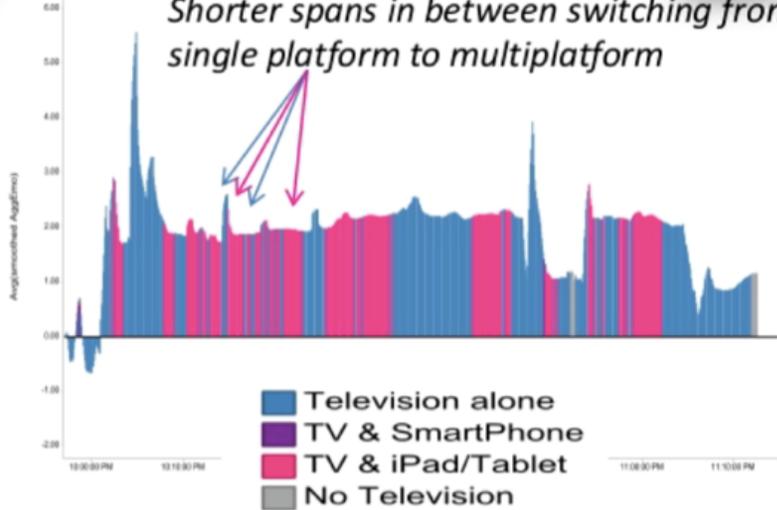
Wider spans in between switching from single platform to multiplatform



Digital Native



Shorter spans in between switching from single platform to multiplatform



Source: Time Warner-Innerscope Research study presented at 2012 ARF Conference

Tom's Takeout

Let's assume people have no attention span.

First line on any brief should be about making someone care.

Default unit of time should switch from 30 seconds to 3

6

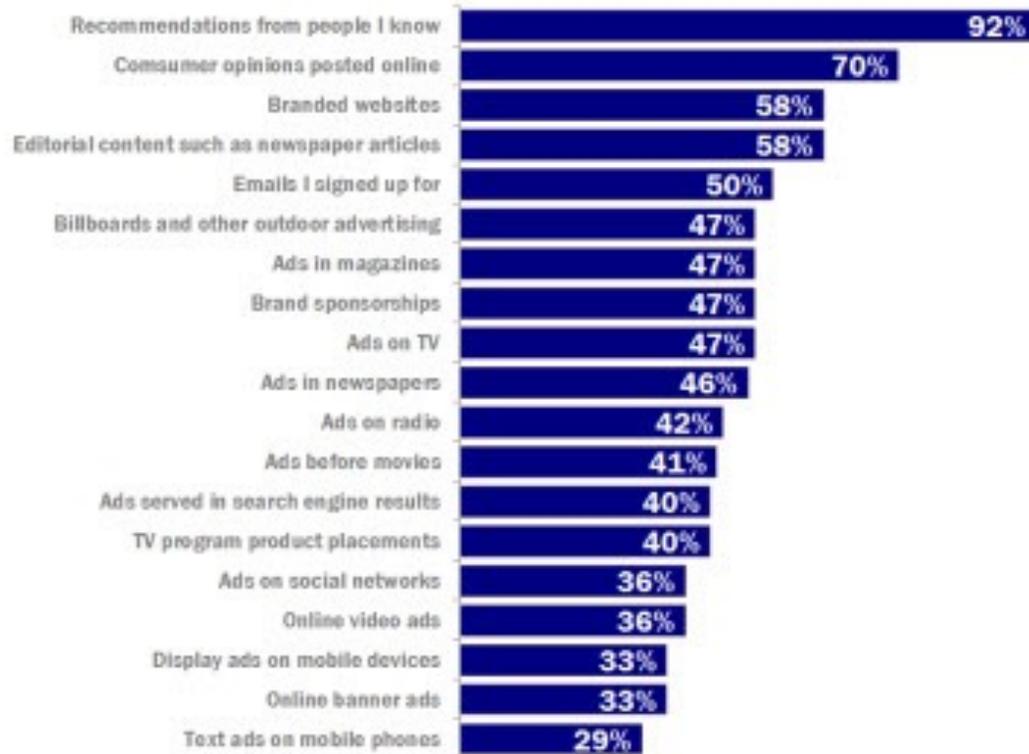
Insidious Advertising





What form of advertising do consumers trust?: Global

Nielsen surveyed Global consumers' attitudes towards different types of advertising. 92% said that they trusted recommendations from personal acquaintances, 70% trusted consumer opinions posted online, and 50% trusted "emails that I signed up for".



www.DigitalStrategyConsulting.com

Source: Nielsen, Global trust in advertising survey, Q3, 2011

5190

Interpretation: 92% of respondents trusted 'Completely' or 'Somewhat' recommendations from people that they know.



PAID POST

BrandStudio

NETFLIX | ORANGE IS THE NEW BLACK



Women Inmates: Why the Male Model Doesn't Work

As the number of women inmates soars,
so does the need for policies and programs that meet their needs

By Melanie Deziel



PLAY IT FORWARD

With the Energy-Generating Ball In Her Court, Jessica Matthews Knows It's Game Time

I was barely 18 months ago that Jessica O. Matthews, the co-founder and CEO of Uncharted Play, a for-profit social enterprise that manufactures energy-generating sports products, seriously considered throwing in the towel.

At the time, Matthews, who was attending Harvard Business School and running her company in New York City, questioned whether she had recruited the right team for her hybrid technology-athletics-social good startup, and whether she would ever develop a sturdy product prototype. "Each day I had to ask myself, after waking up from about three hours of sleep, 'What the hell am I doing this for?'" she recalls.

Officially founded in May 2011, Uncharted Play formed around the idea of a soccer ball, called the Soccket, which Matthews invented in 2008 as part of a college assignment. Specifically targeted toward the developing world, where energy access is a major issue, the ball converts kinetic energy from play into electricity that can be used as a clean, off-grid power source. The company planned to distribute the balls in such energy-deficient locations, with additional impact areas in educational innovation and physical wellness—if only it could nail down a working prototype before money from corporate sponsorships ran out.

A first-time business owner, Matthews learned as she went, enduring a barrage of early mistakes and press attention. "It's like we were a company born into folklore," the 26-year-old entrepreneur explains. "I often liken it to being a child star. We had to grow up in the public eye." A major setback occurred when Matthews raised \$150,000

from friends and family and, as she puts it, "threw it down the toilet for a four-pound soccer ball a vendor developed for us."

After that disaster, Matthews brought the prototyping in-house, adopting the use of a 3-D printer. She reevaluated her whole operation, researching not only other social enterprises, but also fashion brands and energy conglomerates.

The turning point came about six months ago, when Matthews graduated from business school and began to rebuild her team. There was a breakthrough in product development. Shortly after, a major contract was signed for distribution in Nigeria, where both of her parents were born (she is a dual citizen). The contract was a vital capital injection. "If we do nothing else but this deal, we're going to be comfortably a low-seven-figure-revenue-generating company next year," says Matthews.

Of course, she's hoping to do plenty else. While global distribution partnerships have been identified as a "long-lead" revenue-generating stream, Uncharted Play has also

Anywhere You Want It, That's Where You Need It

“If we lived in a world that somehow didn't have cell phones, I'm not sure how I would have been able to do it,” Matthews says of building her company. Indeed, **mobile and communication technologies have been key to Uncharted Play**, whether Matthews was answering emails while in grad-school classrooms (sorry, Harvard!), sending and receiving payments via banking apps, or using Skype to hold Monday morning meetings from halfway around the world. “Like any other CEO,” she says, **“my phone is my everything.”**



Uncharted Play

Disarming global issues, while inspiring playful social invention

The company's two current offerings generate energy with physical activity. Stored in lithium-ion batteries, the energy can power one of Uncharted Play's portable LED lamps or connect to a USB adapter. It can even charge a cell phone. With every purchase, the company gives one child access to its play products and Think Out of Bounds educational curriculum.



THE SOCKET II

The latest iteration of the product that started it all, this standard-sized soccer ball gets charged up during normal game play. One hour of play yields up to three hours of light. (\$99, unchartedplay.com)



THE PULSE

Like a bicycle generator or windmill, this sophisticated jump rope harnesses rotational energy and stores it in the handles. Fifteen minutes of jumping can yield over two hours of light. (\$99, unchartedplay.com)

recently opened its e-commerce retail shop, targeted to the U.S. and European markets. The inventory—both the Soccket II and the Pulse, an energy-harnessing jump rope—sold out almost immediately.

“By April, we will have distributed or sold 50,000 Sockets,” the CEO says proudly, adding that the company plans a Series A funding round this spring and is exploring

partnerships with brick-and-mortar stores. With seven full-time employees, a handful of interns, and two all-but-full-time consultants in supply-chain management and finance, Uncharted Play is still a small business. But, as Matthews insists, “we're big to me.”

AT&T Voice: for more small business stories, business insights and ideas, visit www.forbes.com/sites/att



Follow the green line

Challenge

Spread the message that Fidelity offered the personalized guidance customers wanted in the midst of economic turmoil. Reassure consumers that Fidelity representatives are available 24/7.

Strategy

Turned Fidelity's iconic "Green Line" into an actual GPS to ease consumer concerns by giving directions and acting as their financial guide.

Results

We restored consumer confidence and Fidelity had the highest unaided advertising awareness in the category. Unaided consideration and brand preference exceeded competitors by +10 points. Customer satisfaction increased 138%. Increased growth by 12%.

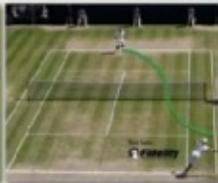
TV: Enhanced consumer understanding/enrichment of their favorite sports



NFL
Dissected and diagrammed complex football plays into easy-to-understand game tactics



PGA (golf)
Forecasted the slope of golfer's puts



Tennis
Captured speed and direction of serves



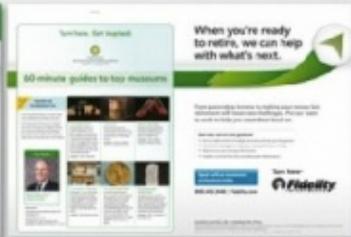
MLB (baseball) Playoffs
Tracked pitches and hits



Olympics
GPS in Olympic Hockey and resort guides across the US tying to the consumer's affinity for skiing



Print: In a series of first, the "Green Line" became a Table of Contents, a Museum Guide, Golf Caddy



Online: Media-first custom skin on Golf.com

OOH: Travel guide across the nation stairways and escalators at busy airports; actual GPS calculations on golf carts nationwide





chrisozer

Follow

8 months ago

Zero gravity with @colehaan. Enter for your chance to win a pair on colehaan.com #silvergrandsweeps

👍 puppss__ , luv_cali_girl , beat_junkie and 12.9k others like this.



prince_marvel0217

So coooool. Love your jump



sashafavorov

Excellent



joshua_allen_harris

Nailed it



peaceikra

nice shoes



_gabrielflores

Dude []



matthewmv

Clear



mariterecr

Whoa!



johncoyne

shiny



Leave a comment...





jessicalesaca

Follow

1 week ago

Thanks to @3bplus I can eat my cheat day junk food without feeling that guilty 🙏 #3bplus #3Bambassador

👍 _violinaa . natellyamarie1 . carmen_360 and 6,561 others like this.



wstoakll

Foreal foreal??



idalyis

@positivebeginnings trueee datt truee datt



emme.drewes

Lb



anastaciawaller

🙏🙏



evan__c

Delicious GMOS



jordanrisa

and you



jordanrisa

my fav shit



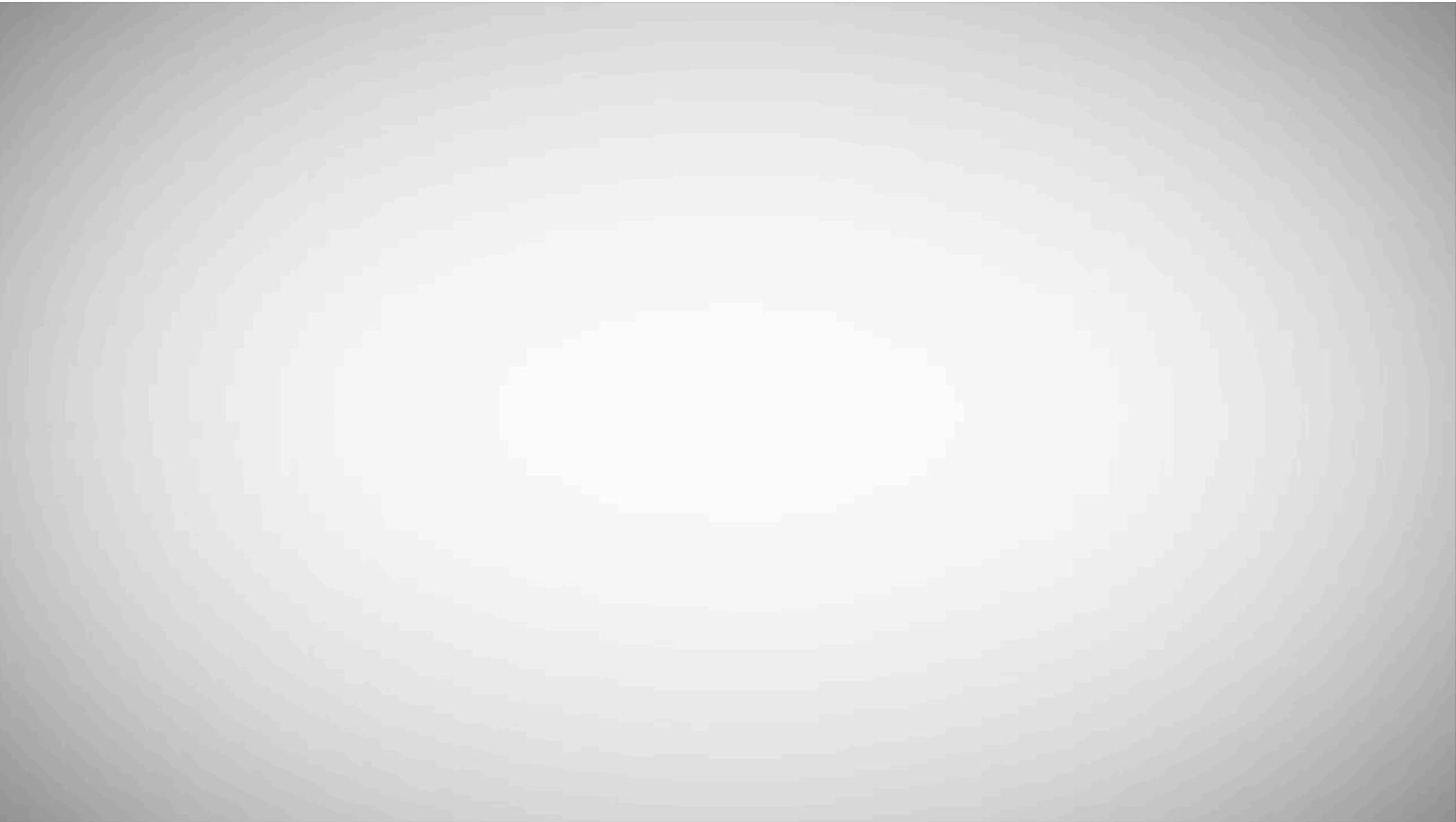
3bplus

@wstoakll For real www.3Believe.com



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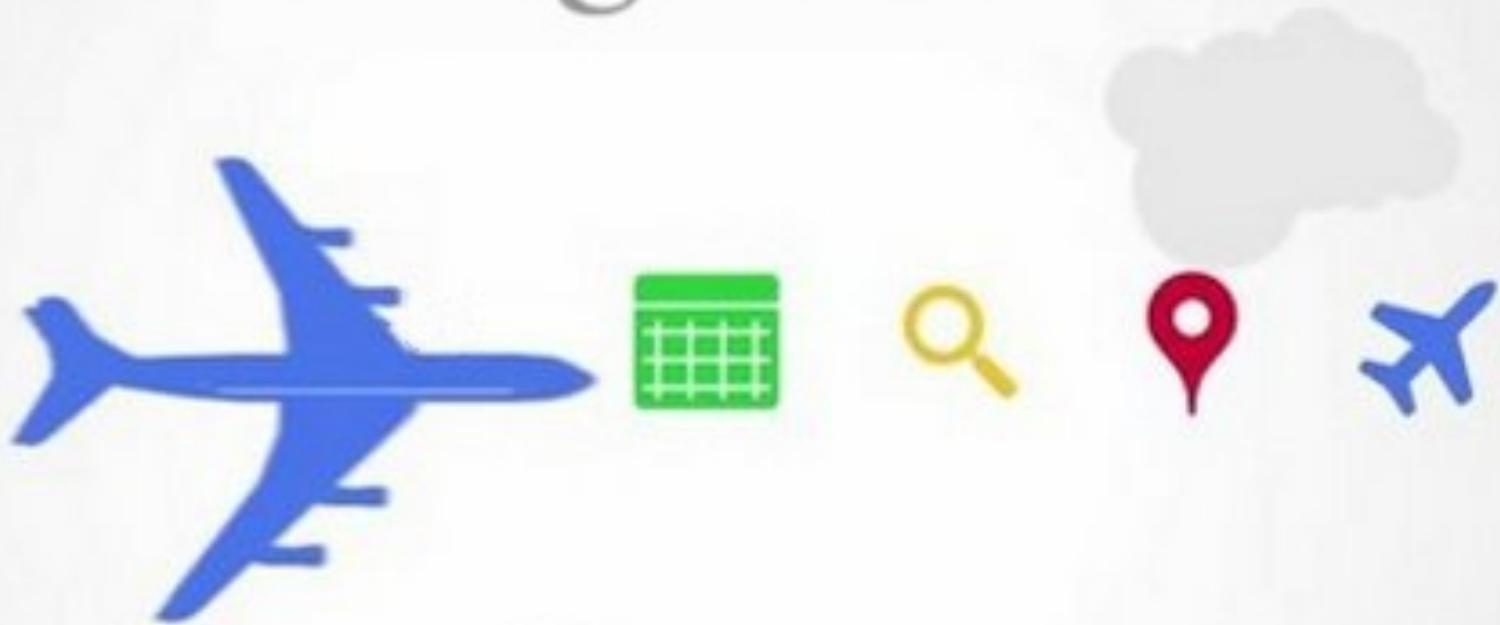




Ambiguity

6

Google™ now



Personalization / Automation / Thinner Web



Movies i▼



Maps i▼



Groups i▼

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Select Category: **Web** | Images | Video | Audio | Directory | Local | News | Shopping

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Yahoo! Search

- Advanced
- My Web
- Ad Programs

Yahoo! Answers: Ask a question | Answer questions

Sneak Preview: The all-new Yahoo! home page. Check it out today.

Hi, **jmspool** Sign Out

Mail | Compose | Addresses

- | | | | |
|-----------|------------|---------------|---------------------------|
| 360° | Horoscopes | Music | Shopping |
| Autos | HotJobs | My Yahoo! | Sports |
| Finance | Kids | News | Tech NEW |
| Games | Local | People Search | Travel NEW |
| GeoCities | Mail | Personals | TV |
| Groups | Maps | Photos | Yellow Pages |
| Health | Movies | Real Estate | All Y! Services... |

BLUE SKY FROM AMERICAN EXPRESS

TRAVEL REWARDS WITHOUT RESTRICTIONS

APPLY NOW

Apply Now - Ad Feedback

Introducing the new Yahoo! ANSWERS
It's where people ask & answer questions - for free!

How do you know you are in love?

» Try It Now

« Rollover to see more questions

In the News

8:11pm, Tue May 16

- Pentagon releases 9/11 security video
- Verizon denies NSA asked for phone records
- Brazil police hit back at rampaging gangs
- Judge strikes down Ga. gay marriage ban
- Security Council passes Sudan resolution
- Ecuador says not planning oil nationalization
- Bono highlights AIDS fight in U.K. newspaper
- NBA · NHL · MLB · Golf · Tennis · Soccer

News · Popular · Sports · Stocks

Yahoo! Small Business

Web Hosting
Domain Names

Sell Online
Search Listings

Yahoo! Featured Services

Personal Website
Tech Gadgets

Downloads
Mobile

Entertainment

» More Entertainment



Speaking in 'Code'

- Tom Hanks talks long hair and 'Da Vinci' buzz
- Nicole Kidman, country star Keith Urban engaged
- ABC moving 'Grey's Anatomy' to Thursday nights
- Watch full episode of latest 'So NoTORious'

Buzz Log - What the world is searching for

» More Buzz



The babes of buzz

Who's the top babe in buzz? We take the Maxim Top 100 list and contrast it with searches. **More...**

Popular Female Searches

- | | |
|-------------------|-----------------------|
| 1. Shakira | 3. Scarlett Johansson |
| 2. Kelly Clarkson | 4. Natalie Portman |

Andover, MA

Change Location ▼

Weather - Extended Forecast

Today
Showers Early
hi 57°F - lo 50°F

Tomorrow
AM Clouds
hi 69°F - lo 52°F

Traffic

» View traffic reports

Marketplace



Get Your Degree in 1 Year
Earn an Associate, Bachelor's or Master's degree online from top schools. Start today.

Keep your child learning all summer long - Free how-to guide from Sylvan.

Blockbuster Online - \$9.99 1st/mo. Free in-store coupons 4 per month, \$2 a year.

Google

Google Search

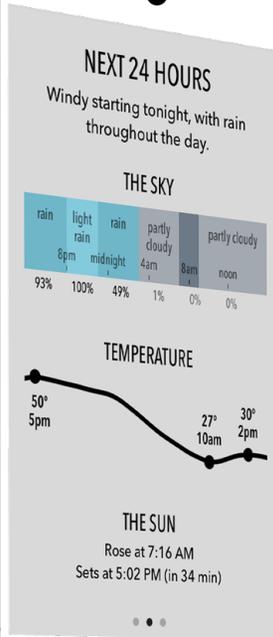
I'm Feeling Lucky

Swim with sea lions and trek with turtles on [Google Maps](#). Hello Galapagos.

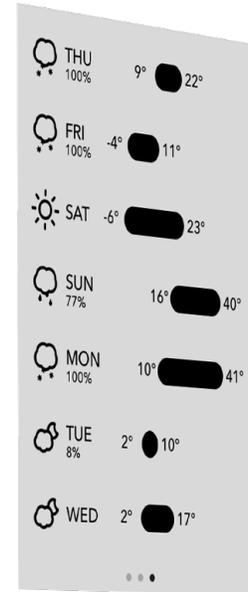




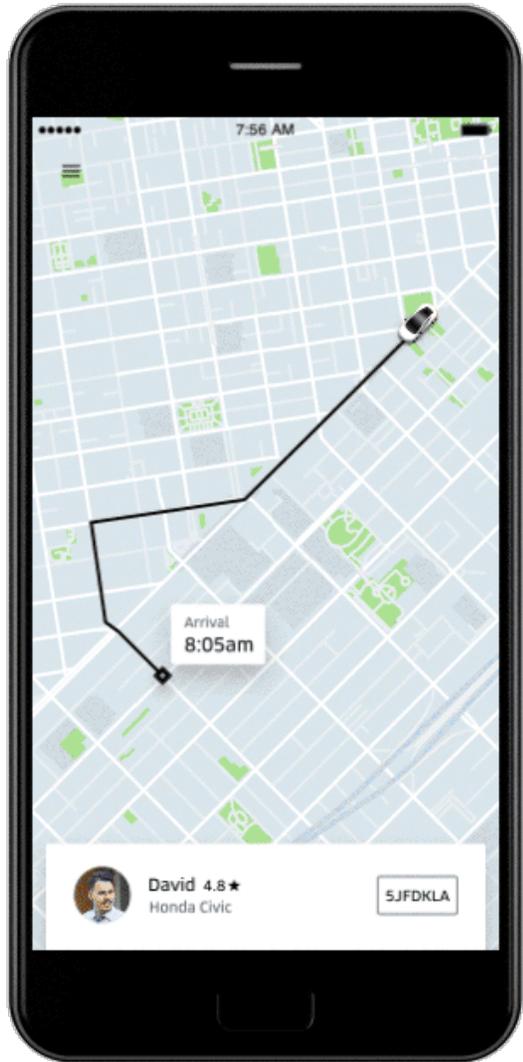
Know when it will rain,
down to the minute



Detailed outlook
for the next 24



Day-by-day summary
of the next week



Google now



Lunch with Brad @ 12pm
2368 3rd Street, San Jose, CA 94107

[Get directions / 33min](#) via 101

[Alternate route / 45min](#) via 280

San Francisco

SUNNY
3MPH

80°

TUE	WED	THU	FRI
72° 62°	82° 72°	60° 42°	84° 78°

55 minutes to work
Light traffic on 101

Pacifica Airlines
flight 2340

Status: **Delayed** / Wed, June 27, 2012

Depart San Francisco
SFO 7:09pm (sched. 5:20pm)
Terminal 4, Gate A3

Arrive Taipei
TPE 10:32pm
Terminal 2, Gate 50

[Navigate to SFO / 34 min](#)

The Connaught Hotel

Carlos Place, Mayfair, London
W1K 2AL, United Kingdom

Check-out in 1 hour

[Get directions](#)

La Gavroche

43 Upper Brook Street, London, W1K 7QR

Reservation in 1 hour
Journey time walking 45 minutes

[Get directions](#)

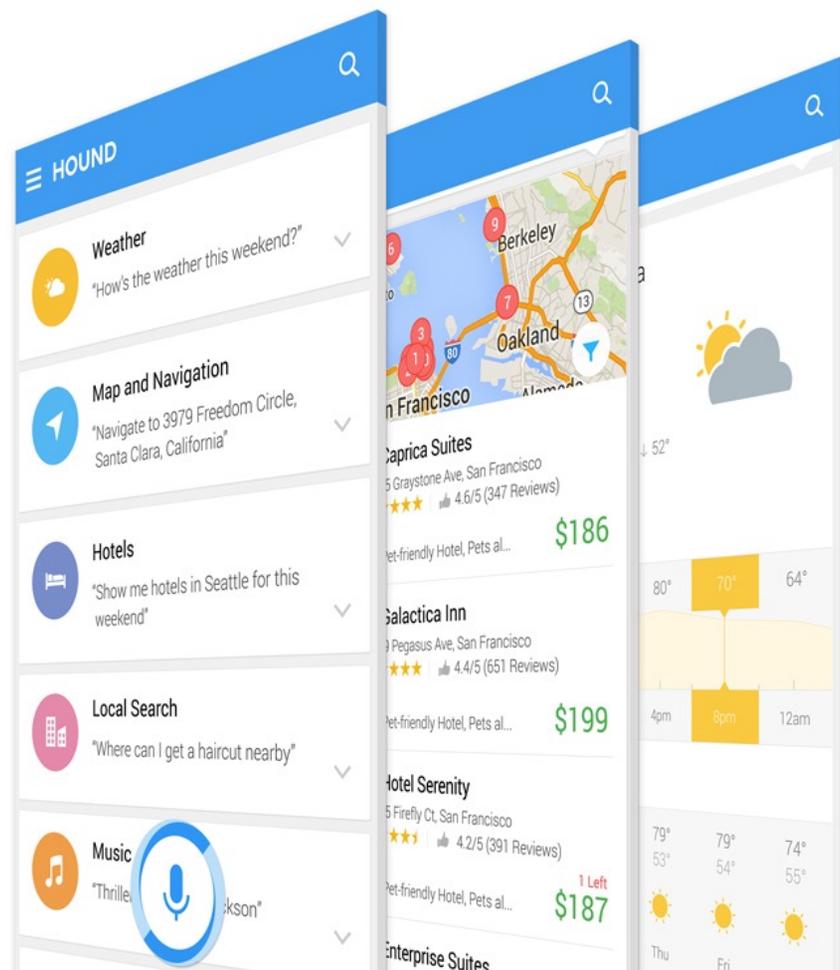
[View email](#)

Anticipatory Computing

8

Personal

6



Voice



Google DeepMind



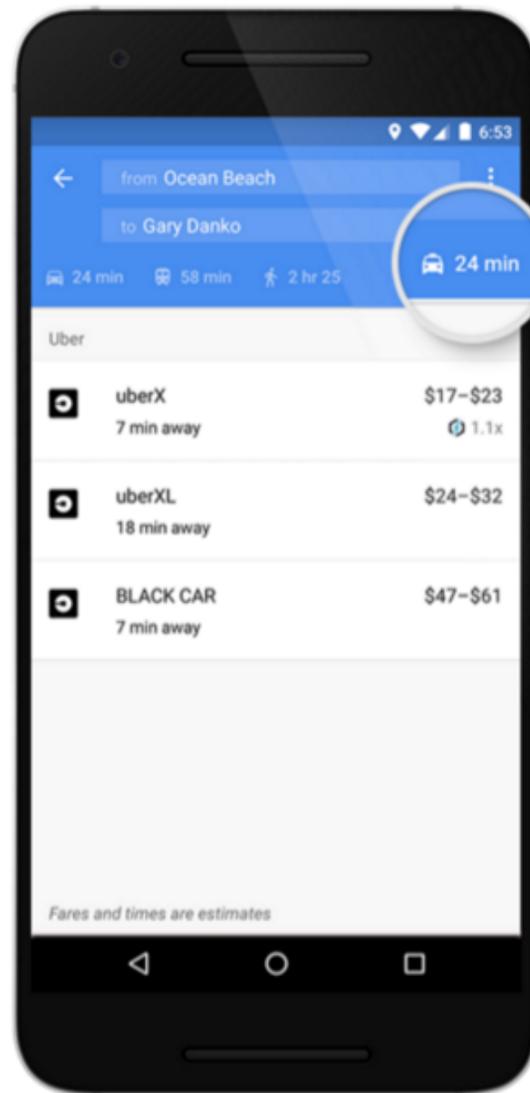
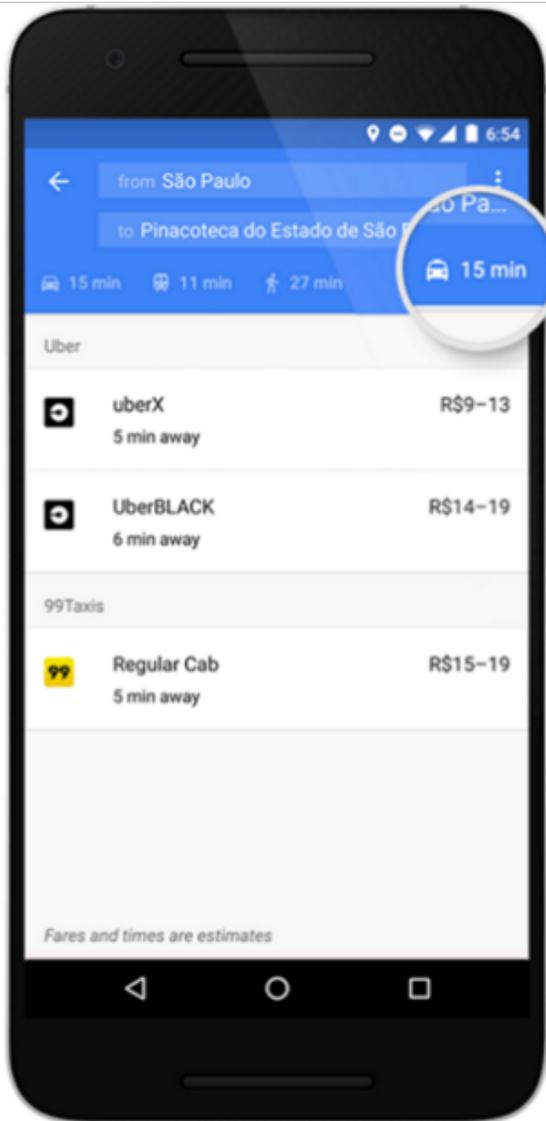
IBM Watson

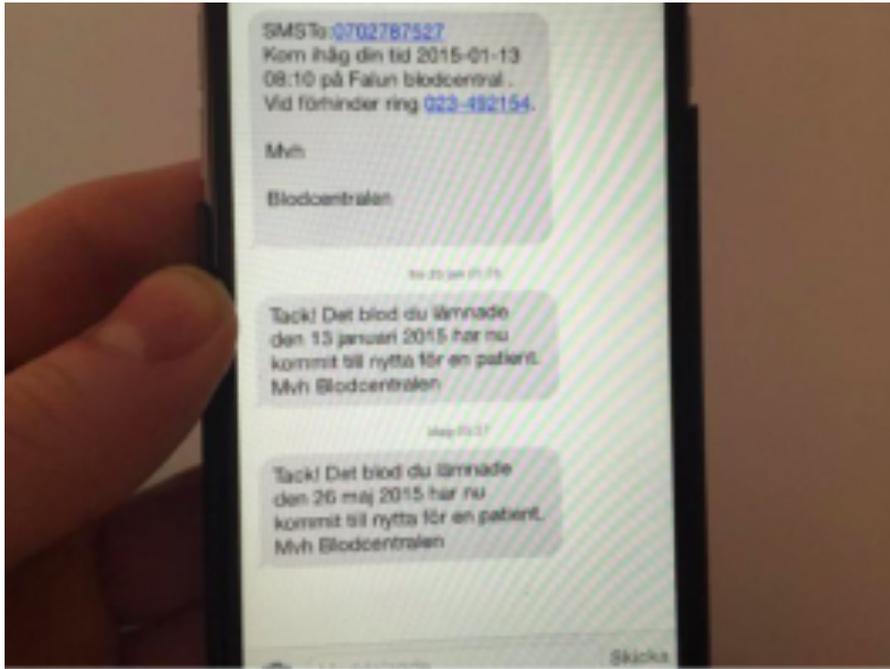
AI

Forget Gimmicky Innovation For Press At The Edges.

Forget the Advertising From The Past.

Innovate In Advertising From The Newly Possible.





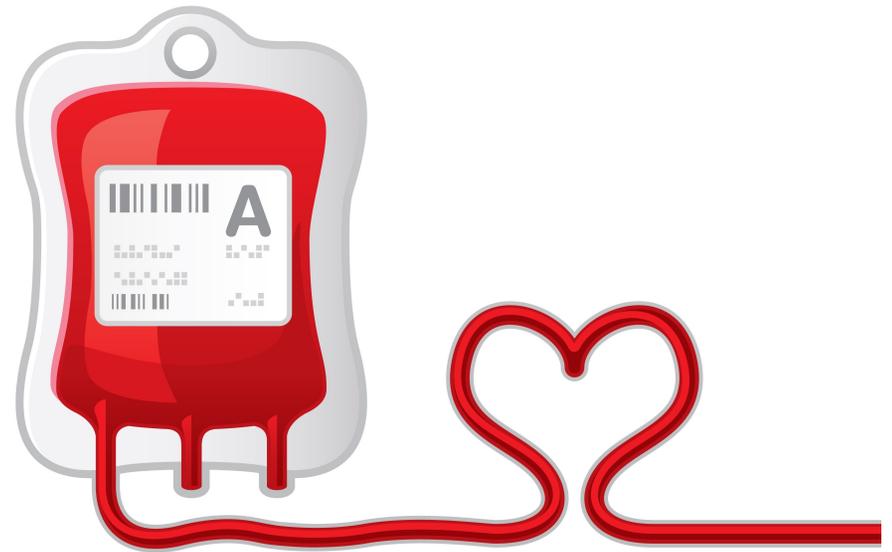
 **Robert Lenne**
@robertlenne

 Follow

If you donate blood in Sweden the county council will text you when your blood is used.

9:28 AM - 8 Jun 2015

  2,574  1,947





THANK YOU.
YOUR DONATIONS
KEEP RESEARCH GOING.

TAP THIS WINDOW TO BEAT CANCER SOONER



TAP YOUR
CONTACTLESS CARD
HERE TO DONATE £2



BRITISH AIRWAYS

Look, it's
Flight BA431 from
Amsterdam.



BRITISH AIRWAYS

BRITISH AIRWAYS

Amsterdam.
One of 83
city break
destinations.
ba.com/lookup

#lookup

BRITISH AIRWAYS



Look Forward Not Back

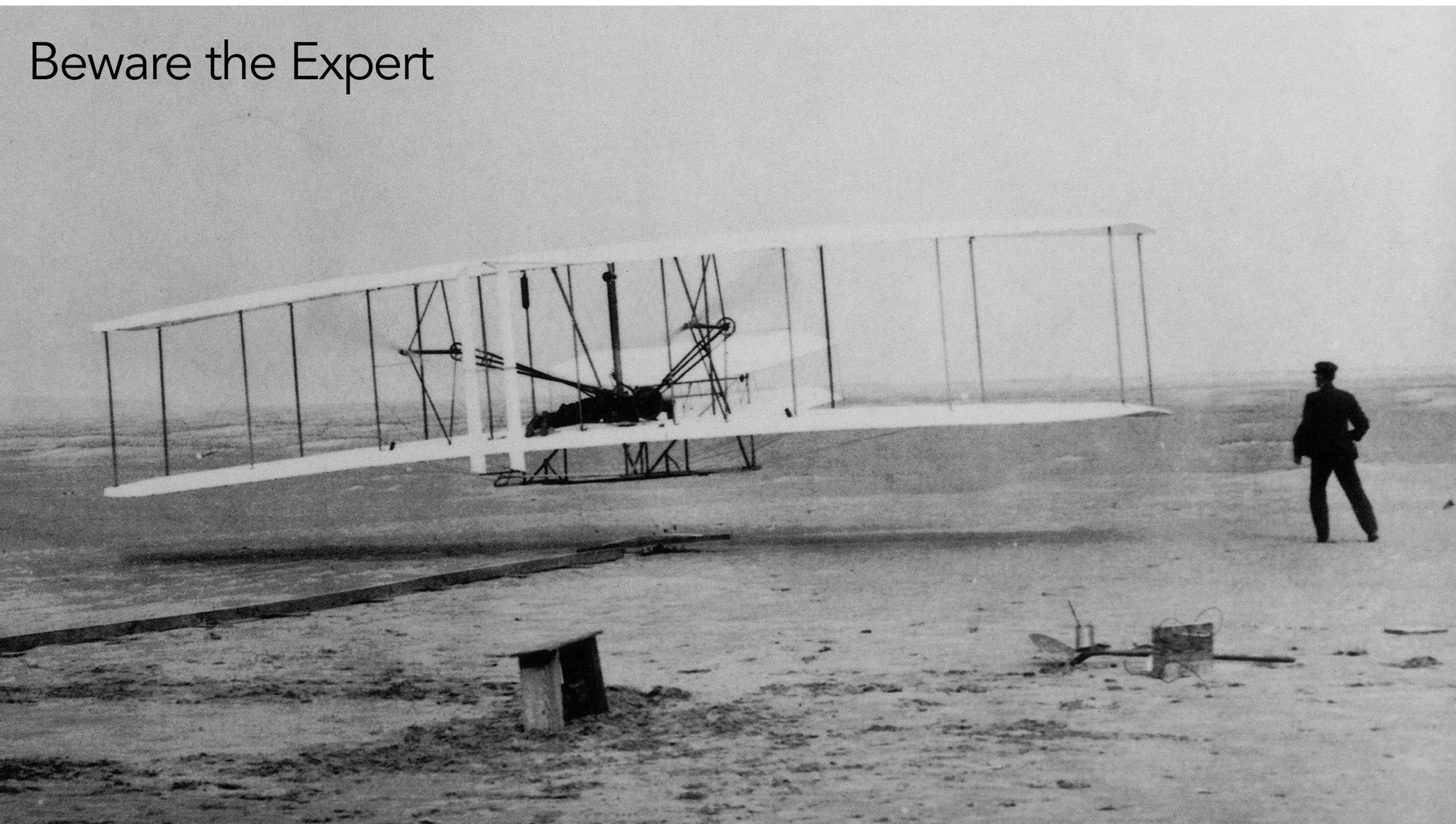


NIKE+
RUNNING
GET MORE FROM YOUR RUN

Trust Your Heart
Be Comfortable With Ambiguity.



Beware the Expert



Ad people are great solutions, get bigger problems.



See Change in the context of the past.



We've the best canvas we've ever known.



A man in a dark suit and tie is sitting at a desk in an office, looking thoughtful with his hand to his chin. The background shows a window with blinds and a view of a city building. Large, white, 3D-style letters spelling 'CMO' are overlaid on the bottom half of the image. A white text box is positioned in the upper right quadrant.

Clients actively looking for solutions

A photograph of a person holding a large, white sign with black text at a protest at night. The sign is divided into four quadrants by a horizontal and a vertical line. The text on the sign is arranged in two lines. The background shows a city street at night with buildings and other protesters.

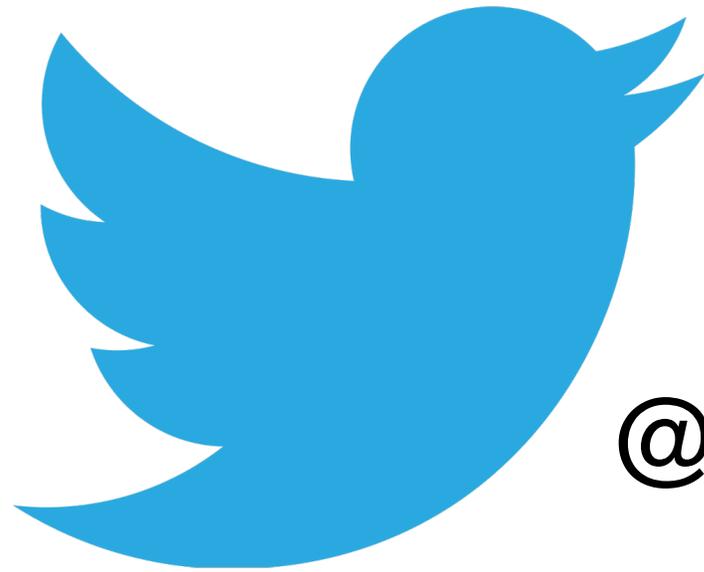
**SORRY FOR
THE INCONVENIENCE**

**WE ARE TRYING
TO CHANGE THE WORLD**

Prize is big

Best Time Ever to Work in Advertising.





@tomfgoodwin