

Технологии, как
инструмент воплощения
big idea

4EXPERIENCE•RU 
online branded content

Технологии, меняющие жизнь



- Augmented reality
- 3D
- API
- Accelerometer
- APP
- Manual games
- Touch interface

WTF!?

- Зачастую технологии используются ради технологий (Yes, we can!)
- Да, пенетрация в России находится на уровне 30%, но далеко не всем пользователям скорость позволяет открыть сайт на Flash Player 10
- И очень часто мы забываем о самом главном – идее коммуникации



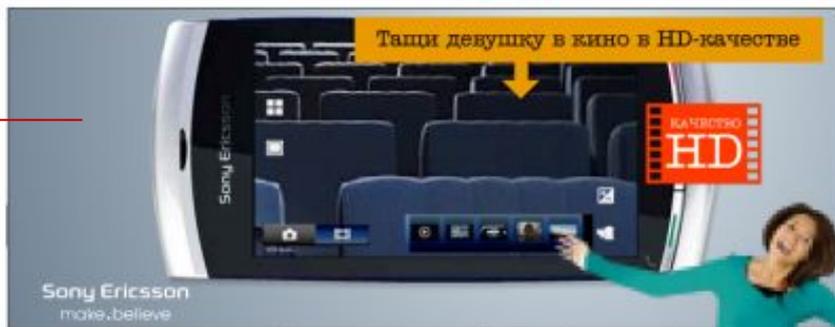
gettyimages®

Story is a king

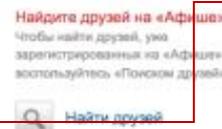


Rich-media

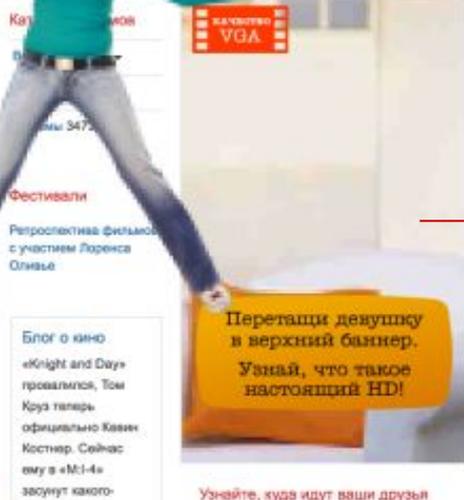
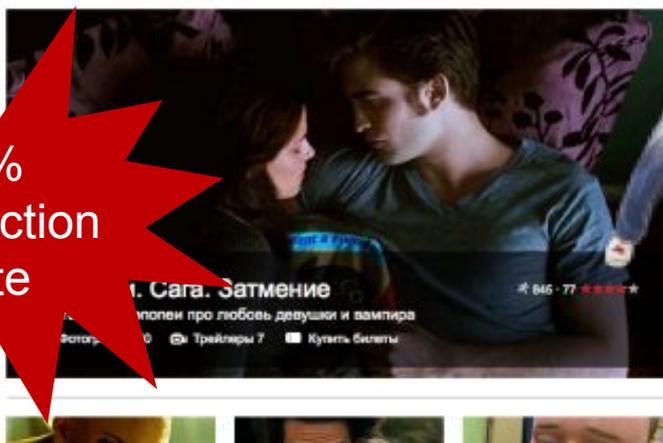
Мир HD



Герой



Сегодня, 30 июня, среда

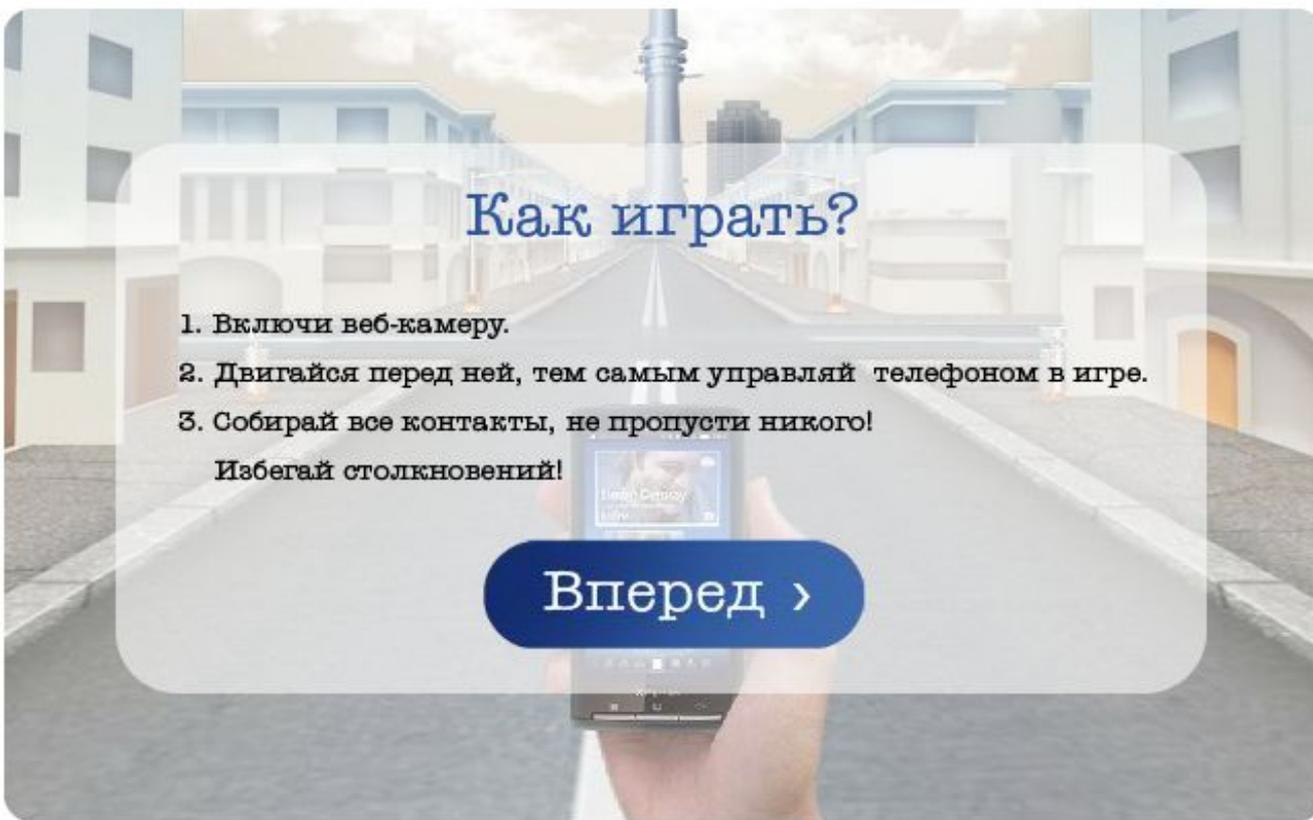


Мир VGA

4% interaction rate

Manual game

Играй с Sony Ericsson™. Двигайся, вооружившись веб-камерой, и собирай контакты друзей с Xperia™ X10.



Coca Cola Like



Специально для iPad

FROM "A" TO...

Rotate ↷

Continental Airlines
A STAR ALLIANCE MEMBER ✪

**Work Hard.
Fly Right.**

Специально для iPad



The advertisement is set within a blue frame that mimics an iPad screen. In the top right corner, there is a white icon of a person sitting in a flat-bed seat. Below this icon, the text "...ZZZZZZZZZZZZZZZZZZ" is written in a large, white, stylized font, enclosed in quotation marks. Underneath the zzzzzzzzzzzzzzzzzzz text, the text "BusinessFirst.®" is written in a smaller white font. Below that, the text "The #1 trans-Atlantic business class" is written in a white font, followed by "now introduces flat-bed seats." in a larger white font. Below this text, the website "continental.com" is written in a smaller white font. Below the website, there is a small white text block: "Continental's BusinessFirst was rated best Trans-Atlantic Business Class among U.S. airlines in the 2009 Condé Nast Traveler Business Travel Awards." In the bottom left corner, the "Continental Airlines" logo is written in a yellow font, with "A STAR ALLIANCE MEMBER" and the Star Alliance logo below it. In the bottom right corner, the slogan "Work Hard. Fly Right." is written in a white font. A blue globe is visible in the bottom left corner of the frame.

BusinessFirst.®

**The #1 trans-Atlantic business class
now introduces flat-bed seats.**

continental.com

Continental's BusinessFirst was rated best Trans-Atlantic Business Class among U.S. airlines in the 2009 Condé Nast Traveler Business Travel Awards.

Continental Airlines
A STAR ALLIANCE MEMBER

**Work Hard.
Fly Right.**

В итоге

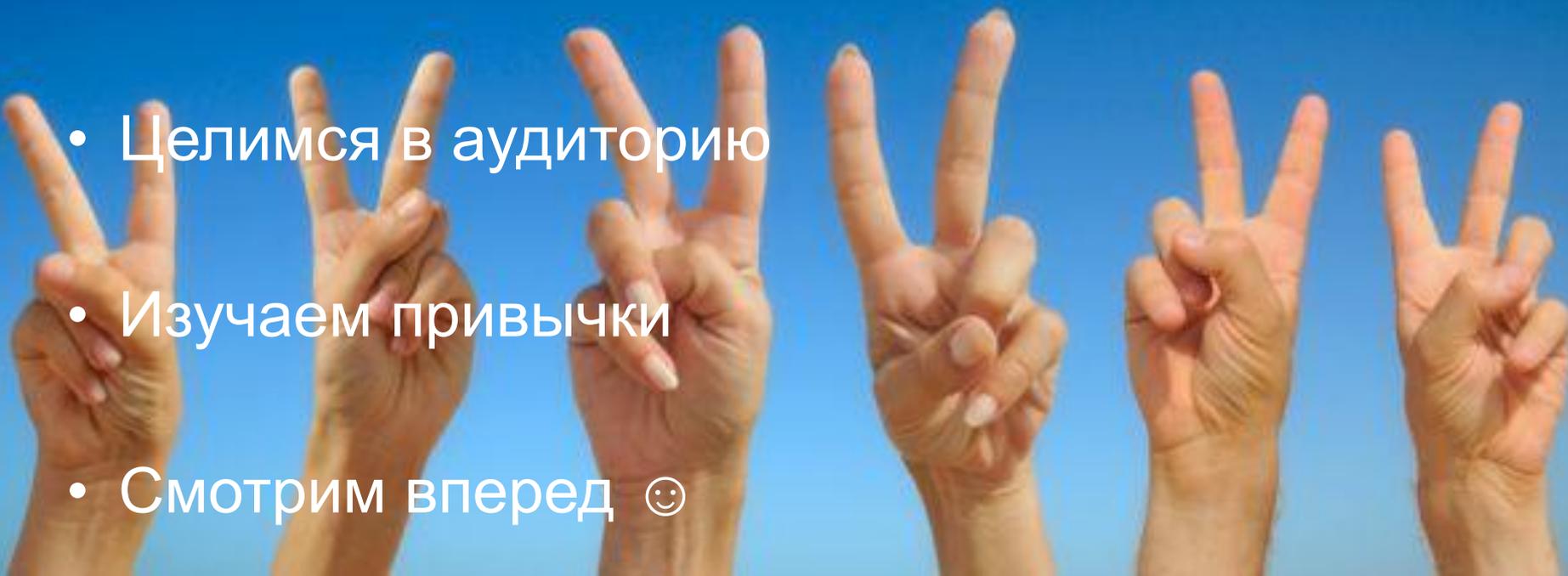
gettyimages®

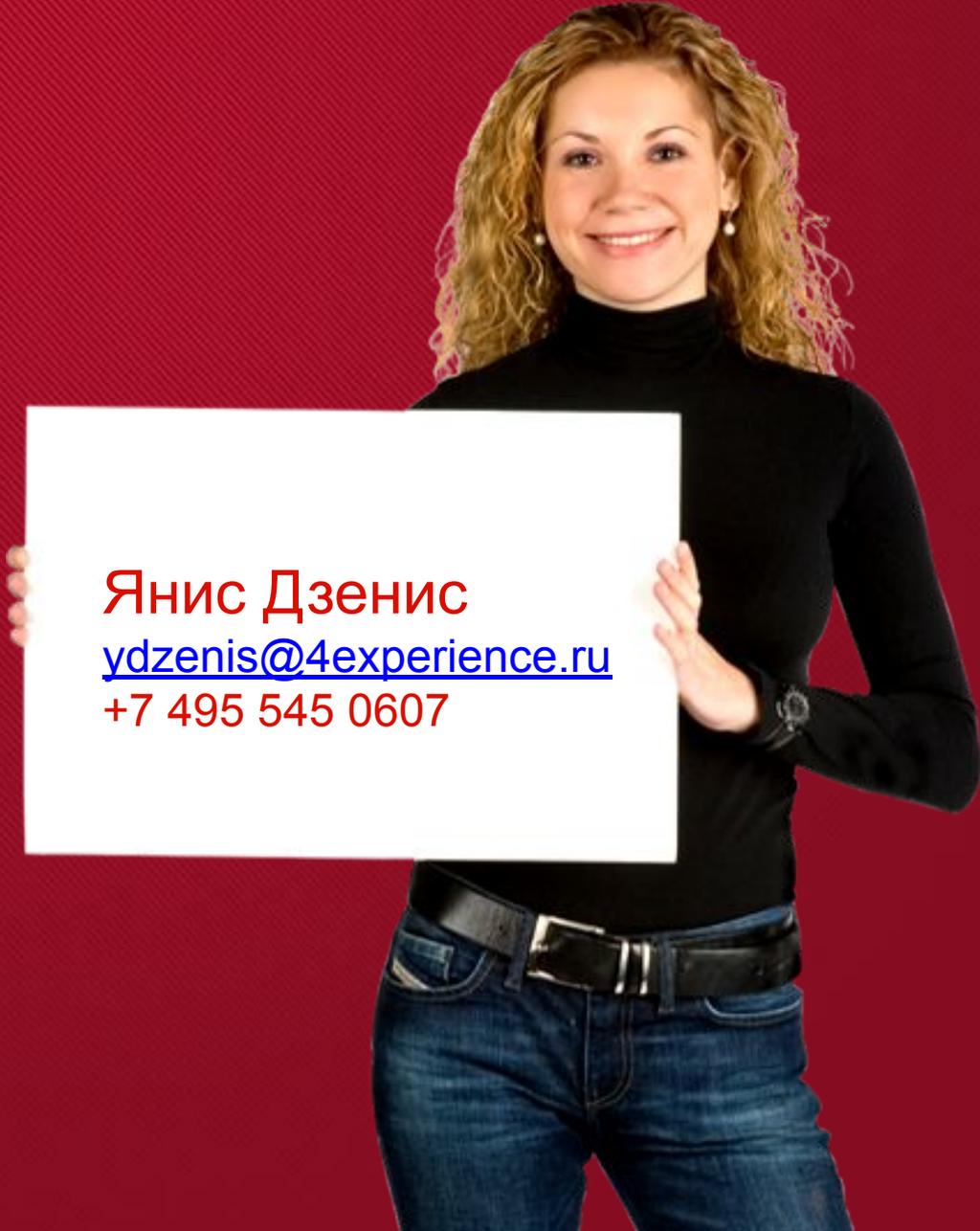
- Смотрим на контекст

- Целимся в аудиторию

- Изучаем привычки

- Смотрим вперед 😊





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