

01011001010  
110010101  
0110010  
00100  
0101  
001  
01  
10



# DATA & CREATIVITY

01  
010  
000101  
00110010  
0001001  
111100101  
101001010  
1010110001  
10101001100



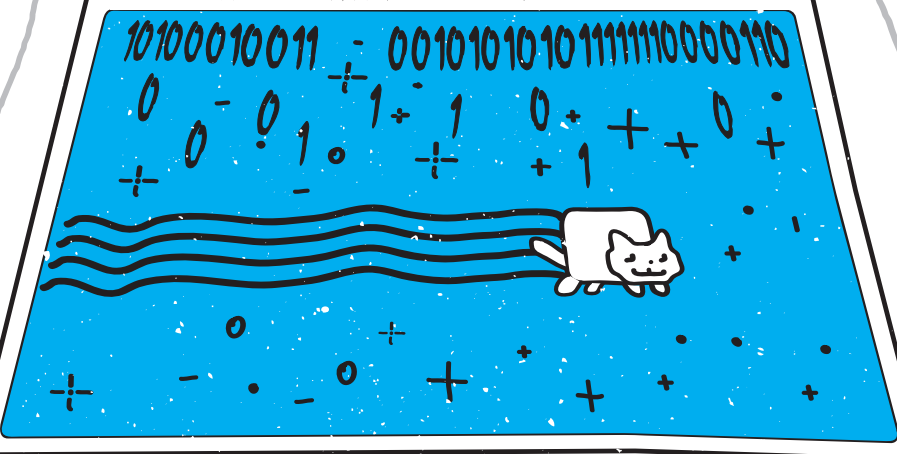
# CREATIVITY





# A DIFFERENT WAY TO BUILD BRILLIANCE

1 1 1 0 0 0 1 1 1 0 1 0 1 0 0 1  
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0 1 1 1 0 1 0 0 0 1 0 1 0 1 1 0 0 0 1 1 0 1 1  
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0 0 1 0 0 1 1 0 1 1 0 0 0 1 0 1 0 1 0 1 1 1 1 1 1 1 0 0 0 0 1 1 0 1 0 1 1 0 0  
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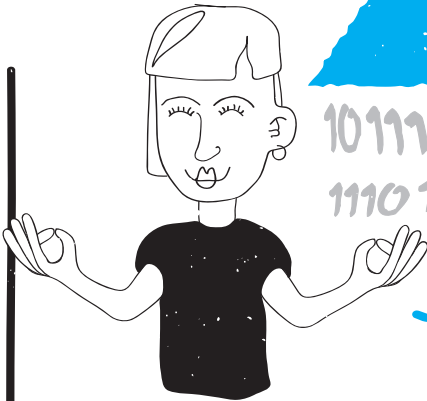


# OUR POWER TRIO



**THE**  
TECHNOLOGIST

10  
10101001  
010110110101  
10110100101  
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101001101  
1000  
01001  
10010110  
010111110100  
011101010010  
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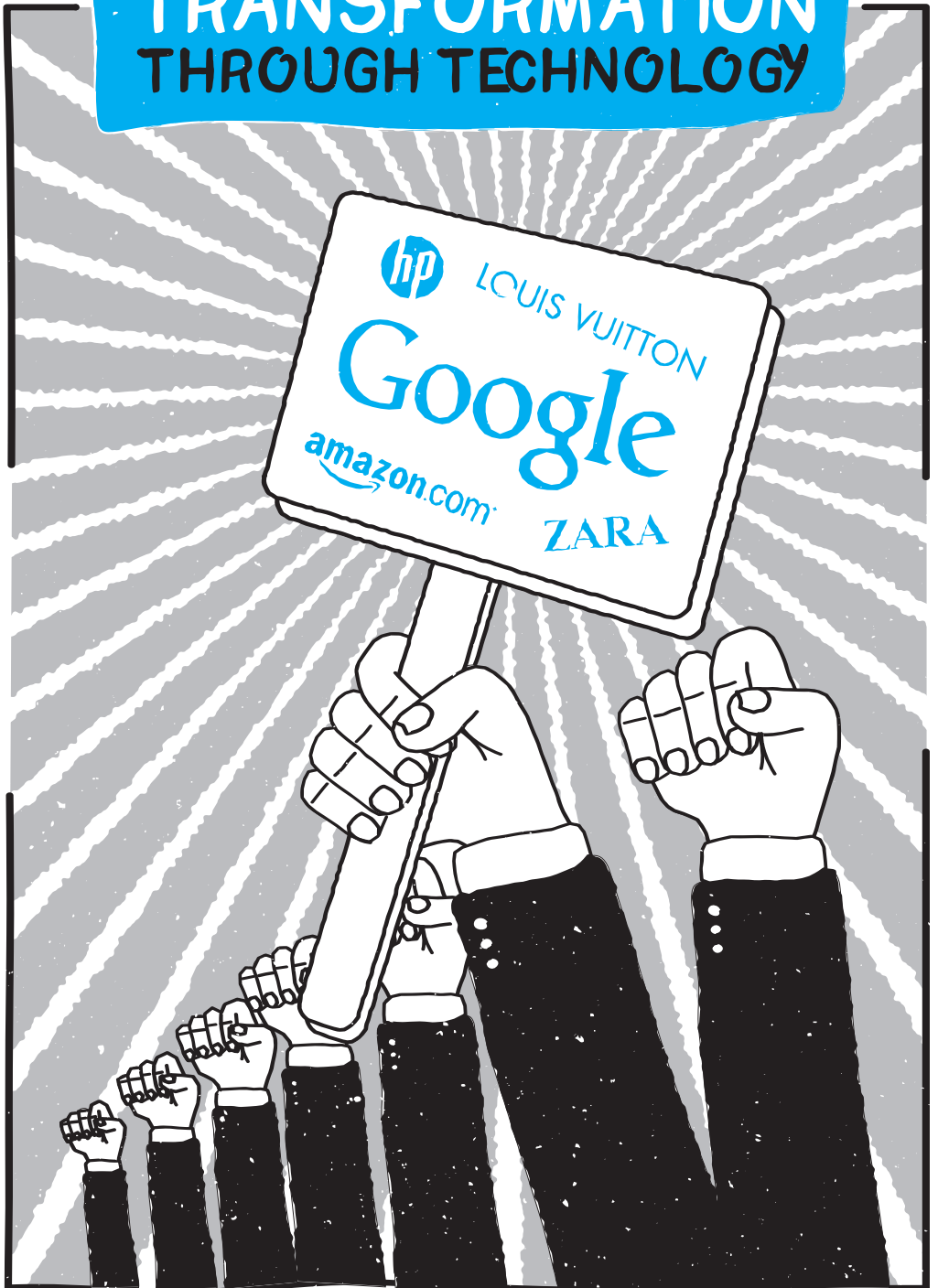
THE CONTENT  
**GURU**



THE STRATEGIC  
**PLANNER**



# TRANSFORMATION THROUGH TECHNOLOGY







# PURPOSEFUL BRANDING

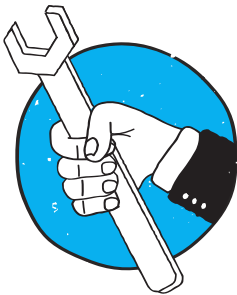
A REAL VALUE EXCHANGE



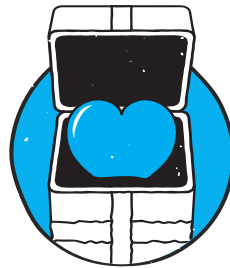
EDUCATIONAL



ENTERTAINMENT



UTILITY



REWARD

CREATING REWARDING  
USER EXPERIENCES  
AT ALL TIMES



# MILLENNIALS PURSUE AUTHENTIC EXPERIENCES

PURPOSEFUL  
DESIGN OF  
THEIR ADULT  
JOURNEY

STRONG TIES  
ESSENTIAL  
TO A WELL  
LIVED LIFE

FIND SECURITY  
IN FINANCIAL  
CLARITY

OPEN  
WITH THEIR  
PERSONAL  
LIVES

COMMITTED  
TO LIFE  
EXPERIENCE

CHAMPIONS  
OF HUMANITY



# THE JOURNEY: ONE BIG USER EXPERIENCE



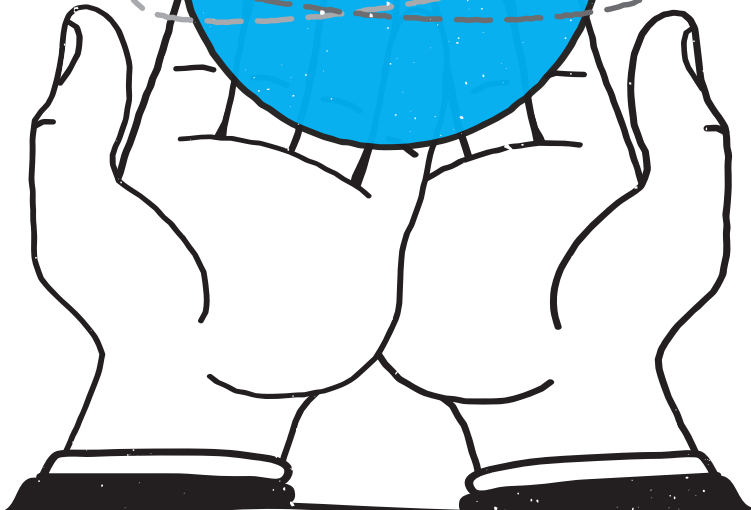


# OWNED FIRST COMMUNICATIONS

EARNED

OWNED

PAID







# NATIVE DATA

## MAKING A BIG IMPACT

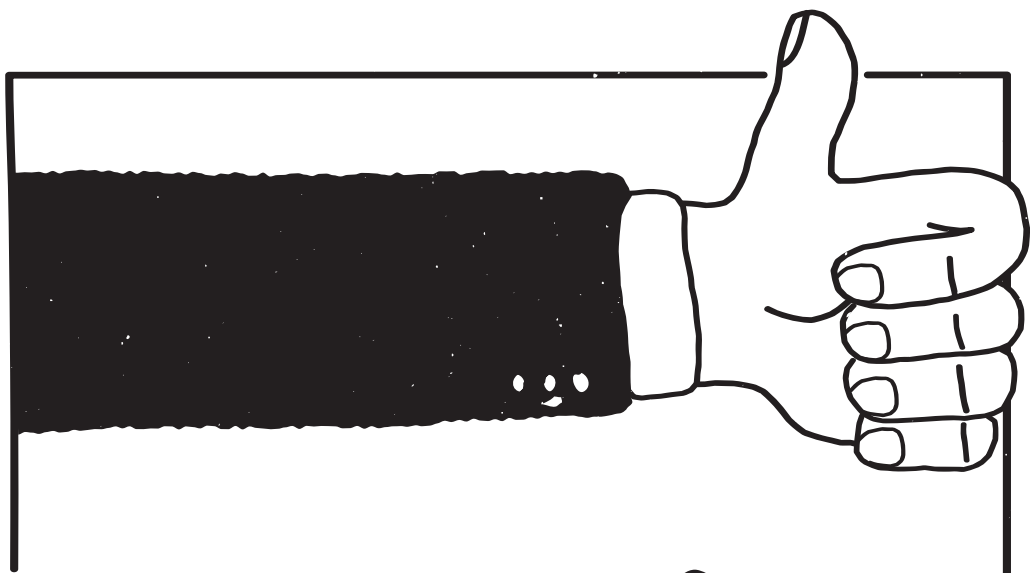


CONTENT  
AUDIT

Google

TRENDS FOR MARKETERS





THAT'S  
ALL  
FOLKS



01011001010  
110010101  
0110010  
00100  
0101  
001  
01  
10



# DATA & CREATIVITY

01  
010  
000101  
00110010  
0001001  
111100101  
101001010  
1010110001  
10101001100





Google

ZenithOptimedia   
The ROI Agency