



## MOBILE MAGIC AND LOGIC















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### The mobile has replaced...



Books, Newspapers, Cameras, scanners Foreign language Dictionaries, Sat-Navs, voice recorders, road maps, remote controls, notepads, i-pod, CDs, radio, video recorders, paper shopping lists, photo albums, watch, bank visits, calendars, alarm clocks...









#### THE FIRST IAD

Dove for Men

MOBILISING SOCIAL CHANGE











### Knorr and i beacon

Film 1







Film 3 – Catch pink if you can



### Film 4 – Lux AR







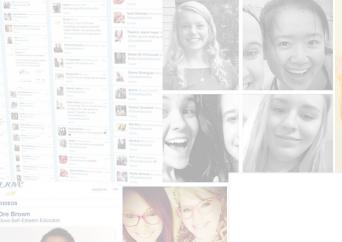


IDLE ZONE Walls Emojis





MOBILISING SOCIAL CHANGE





"The goal is to show that cyber bullying and mean comments really affect people, and to think before you say something























### Together, we can #speak**beautiful**



Join Dove and Twitter to make social media a more positive place









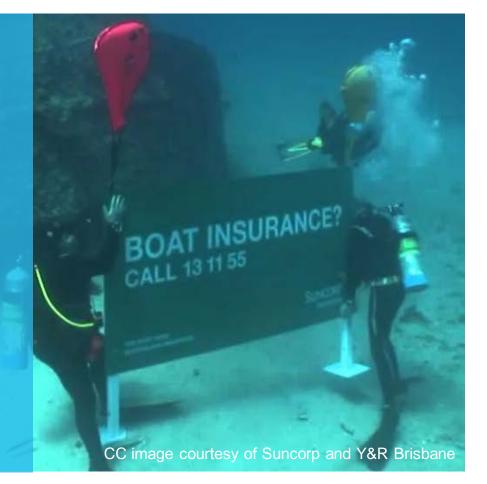


### Film 5 - Speak Beautiful

MOBILISING SOCIAL CHANGE



# VIEWABILITY: GET WHAT YOU PAY FOR





### IT'S JUST FRAUD



MOBILISING SOCIAL CHANGE

### Thank you