



PR NEWS

VIDEO WORKSHOP

Anastasia Khoo | #PowerOfPR |  @AnastasiaKhoo



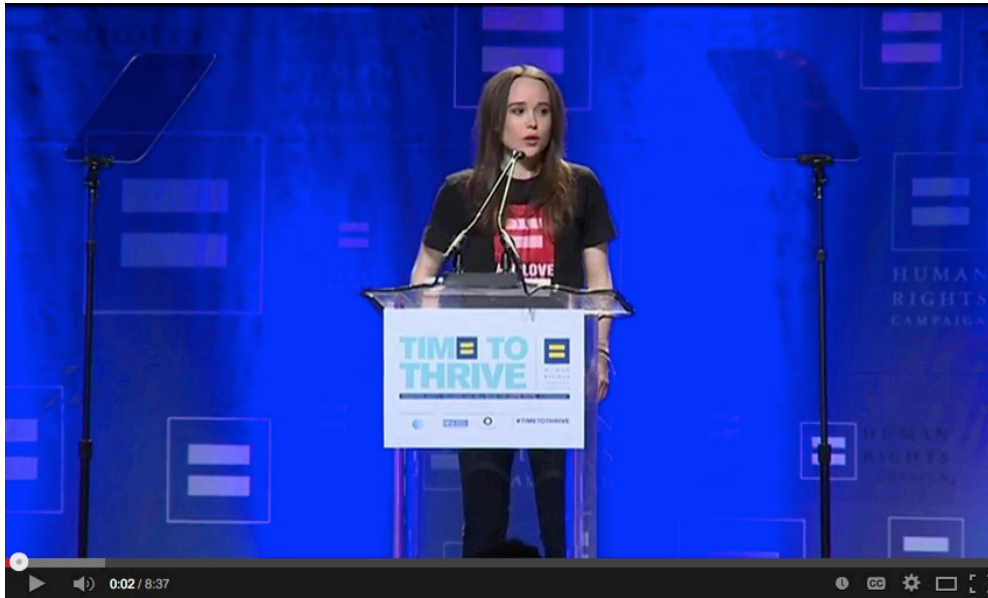
DIGITAL

AT THE FOREFRONT

HARNESS THE NEWS



BREAK NEWS



➔ **YouTube over broadcast**

➔ **Direct to link**

➔ **Social Embed**

CREATING CONTENT



CREATE CONTENT

➔ Pre-Release

➔ Targeted Pre-Roll

➔ Playlist



INSTAGRAM | SNAPCHAT | PERISCOPE



4.3K
TOTAL INTERACTIONS



6.2K
TOTAL INTERACTIONS

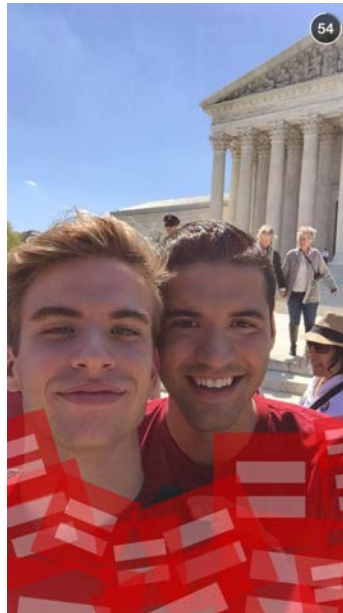


3.6K
TOTAL INTERACTIONS

INFLUENCERS

ADWEEK

As #Scotus Trends, LGBT Group Innovates on Twitter and Enlists Snapchat Stars Effort likely foreshadows 2016 presidential marketing By Christopher Heine



MEASUREMENT



**VANITY
METRICS**



**BRAND
AWARENESS**



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