

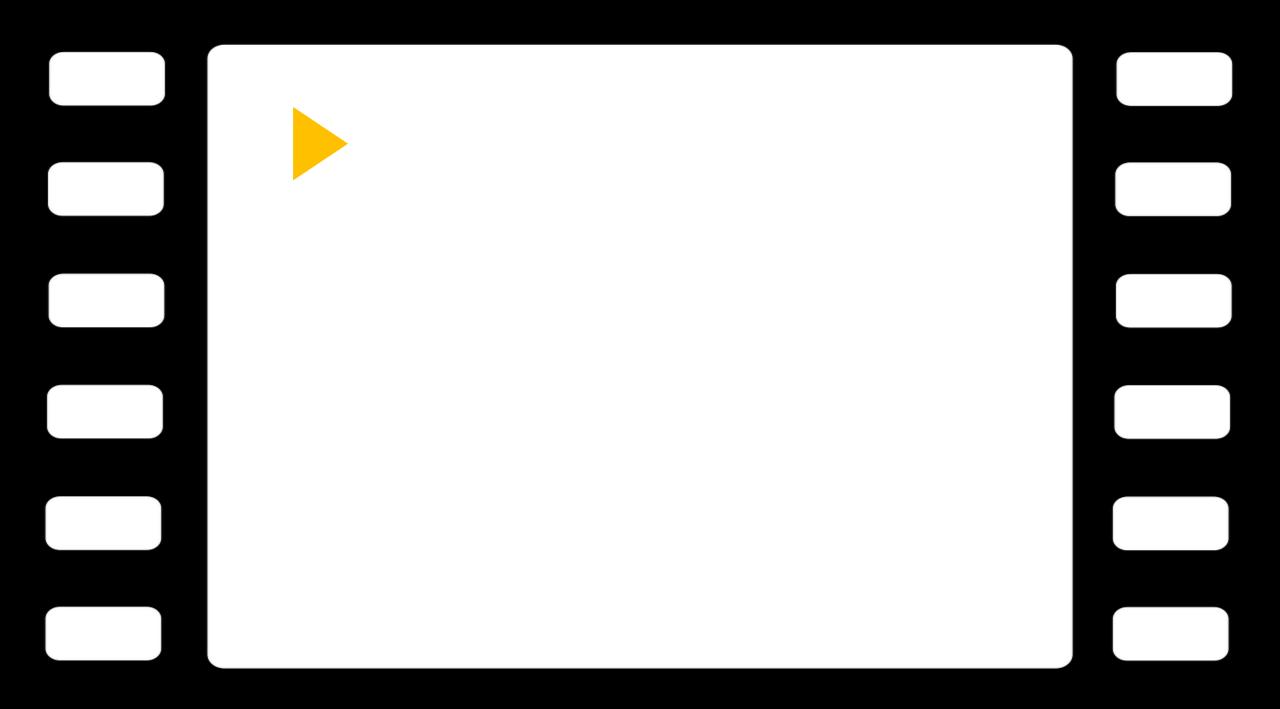
LOCATIONS & PROJECTS

Road trip | 2021

- ☑ 2 COHESION REGIONS
- 25 LOCATIONS
- ∅ 6 VIRTUAL FRIENDS
- ✓ "youth to youth" to present all projects through the eyes of young people focusing primarily on younger audience
- ✓ Targeted projects selected to attract younger audience
- ✓ 3 locations / projects per clip video length: 3 minutes









STATISTICS

Road trip | 2021



- X TIMELINE:
 - 14th Aug intro video clip
 - 10 road trip clips 3 videos per week

Road trip reach: **47 %** of full August reach

| THANK YOU! | |
|------------|--|
| | |
| | |
| | |
| | |
| | |
| | |
| | |