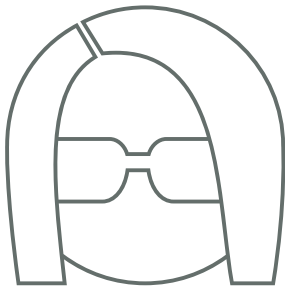
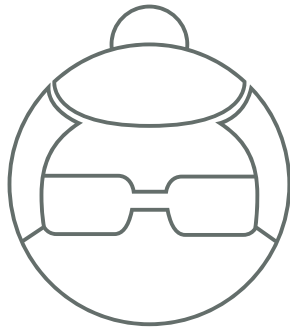


OUR TEAM



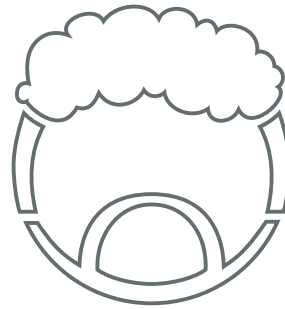
STRATEGIC
PLANNER

Chi Zhang



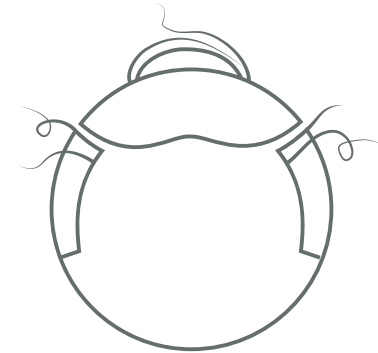
CREATIVE
DIRECTOR

Mu You



ACCOUNT
DIRECTOR

Wayne D'Cruz



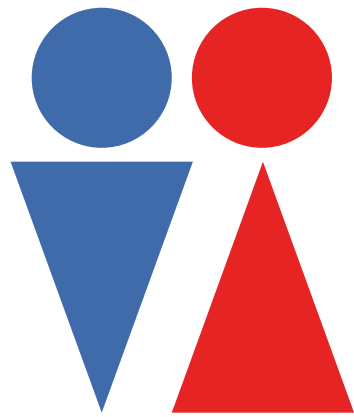
PRODUCER

Petya Karagyozova





▶ online media savvy
but take free content
for granted



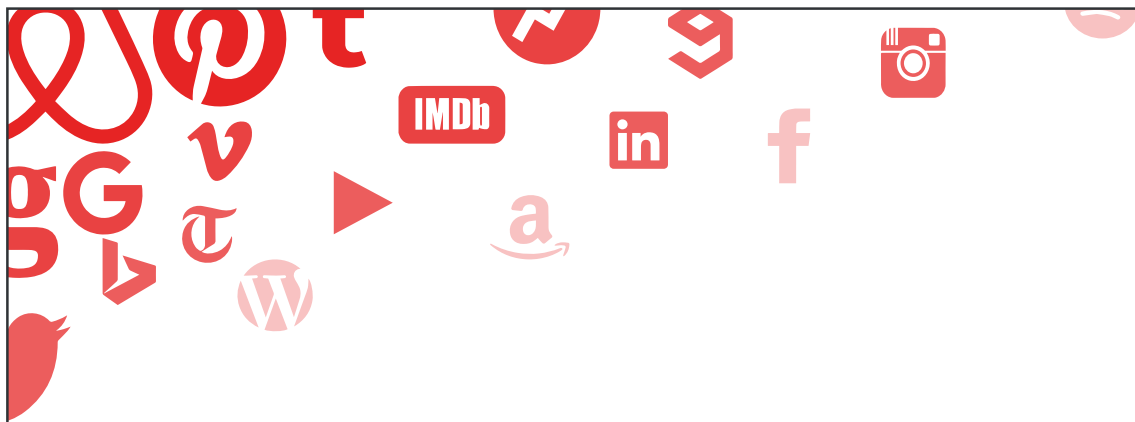
OUR TARGET

📶 heavy internet users
check online information
very frequently

♿ approx. 18-40 yrs
digital natives
millennials/generation-Y

💬 active in online identity construction
high level of autonomy
free speech activists





Why do you think ads exist on websites?

- ▶ To reach a wider range of potential customers
- ▶ To promote in a forceful way
- ▶ All for profit
- ▶ For sales

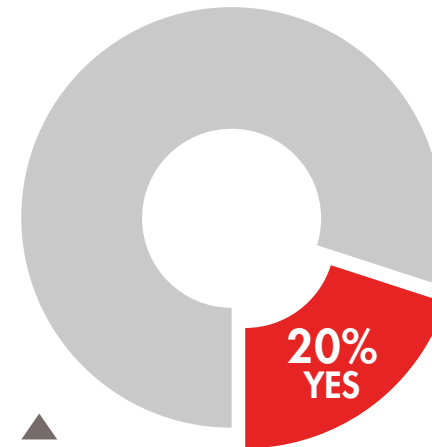
OUR INTERVIEWS

Only 25% mentioned how advertisements support free online content:

- ▶ Although they are a bit annoying, they are necessary for the web to work well.
- ▶ Websites need ads to augment income, especially those free ones.



RESEARCH FINDINGS



Would you consider paying a monthly subscription to your favourite website in exchange for an official ad-free experience?

REPORT FROM

PageFair Adobe

The age group with the highest adoption of ad blocking usage (millenials) was the least likely to pay for an ad-free subscription to content.





► **INCREASING**
awareness about the critical
role of advertising in facilitating
rich and high-quality content
on the internet by

50%
over 3 months

► **ENGAGING**
in discussion on social
media platforms with

40%
of the target audience
over 3 months



OBJECTIVES

► **REDUCING**
the pace of ad
blocking growth in
the target segment by
20%
over 6 months

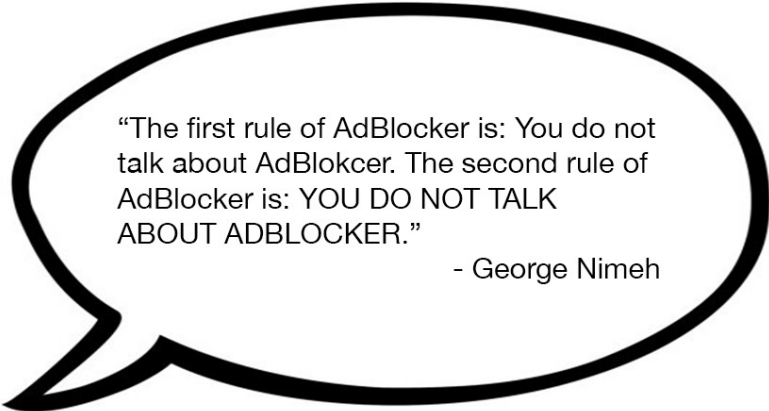
► **REDUCING**
the total number of current
ad blocking users by
35%
amongst the target
audience over 6 months





THE CHALLENGE

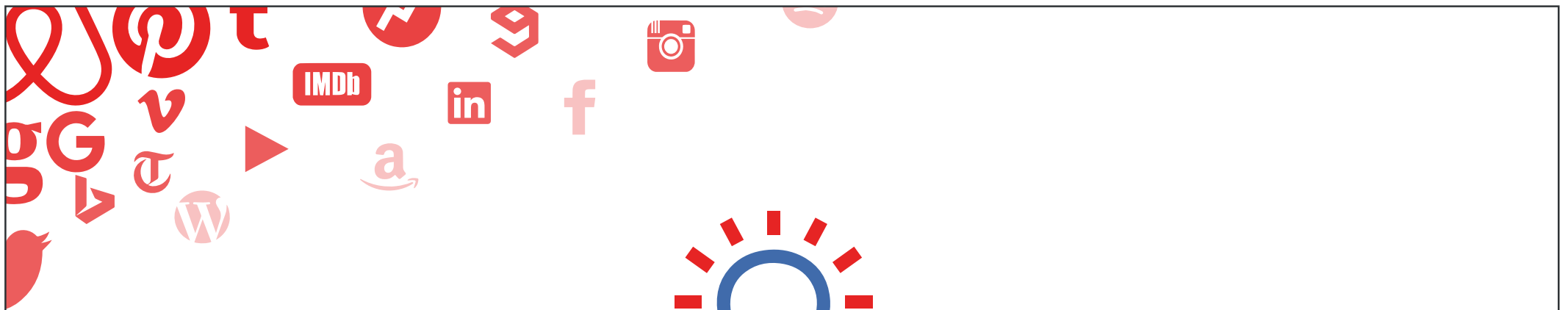
IS THERE A
TABOO
AROUND THE TOPIC?



“The first rule of AdBlocker is: You do not talk about AdBlocker. The second rule of AdBlocker is: YOU DO NOT TALK ABOUT ADBLOCKER.”

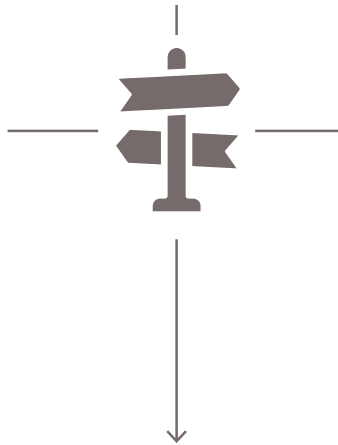
- George Nimeh





OUR  IDEA

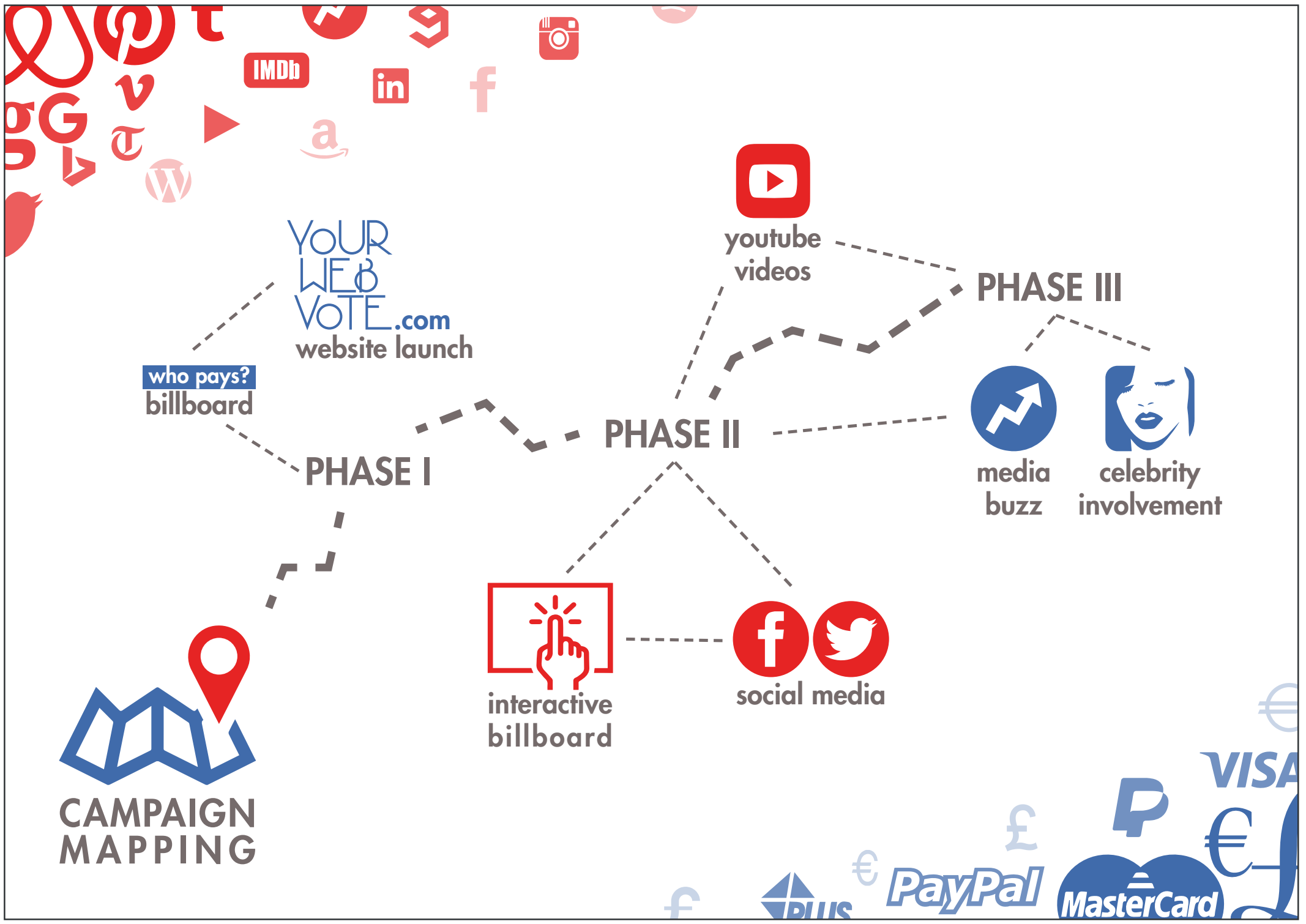
PROPOSITION
YOU DECIDE
empowering audiences
with a sense of agency



APPROACH
**A POLITICAL
PARODY**
articulating the ad-blocking debate
on the lines of how an actual political
campaign would otherwise unfold

WHO PAYS
for free online content?
Users or advertisers?





CAMPAIGN MAPPING

who pays?
billboard

YOUR
WE &
VOTE.com
website launch

PHASE I

PHASE II



interactive
billboard



social media



youtube
videos



media
buzz



celebrity
involvement

PHASE III



CAMPAIGN MAPPING



CAMPAIGN LAUNCH



**Somebody has to pay.
Who will it be – you or advertisers?**

YOUR
WEB
VOTE .com

decide the fate of the internet

Content creation on the internet costs money. Where do you think this money should come from? Tell us today by logging on to YourWebVote.com and joining in the conversation with [#YourWebVote](https://twitter.com/YourWebVote).

BILLBOARD

We start the conversation by posing our core idea as a simple question.

PHASE

ABOUT THE OPPONENTS NEWS FORUM CONTACT

Somebody has to pay. Who will it be – you or advertisers?

65% 35%



Jack LeftSide

Vote for a free web, supported by advertising. Just the way it ought to be.

#SustainFreeWeb

see more ...

YOUR WEB VOTE

decide the fate of the internet



Max RightSide

Liberate yourselves from the shackles of advertising. Vote for a paid web with no ads whatsoever!

#AdFreeWeb

see more ...

The final outcome of Your Web Vote



The Report



Uncertain Future
The fight over how the internet should function in the future went from a peaceful conversation to a heated debate in no time. Celebrities were challenged by the opponents and joined the conversation, while the polls continue to fluctuate...



Adblocking continues to block revenues for content creation

Experts predict a rise in the cost of all web services and predict chaos over the idea of paid content for all web users...



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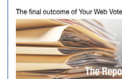


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WEBSITE LAUNCH

The main voting medium will contain news, information and entertainment that would push the users to participate and express their opinions.



PHASE



A team of real-time marketers would direct the communication in line with up-to-date events and trending topics.

SOCIAL MEDIA

This phase comprises talking to people actively and directly, both online (Facebook & Twitter) and offline (interactive billboard).



PHASE



SOCIAL MEDIA  

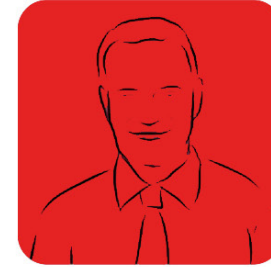


Jack LeftSide

@JackLeftSide

Will argue that the internet should be free of charge for consumers, and the expenses for the creation and distribution of content and information should be covered by advertising.

#SustainFreeWeb



Max RightSide

@MaxRightSide

Will defend the concept of paid content and news that is free of advertising, and would lobby for a digital space, which does not rely on funding from advertising.

#AdFreeWeb

TWO FICTIONAL POLITICAL OPPONENTS

Jack and Max are built to be the faces of each side of the argument, informing the public of the facts that should be taken into consideration, whilst often engaging in characteristic political mudslinging with each other.

PHASE



SOCIAL MEDIA  

IN BETWEEN THEM FORMS

AN ACTIVE PUBLIC ARGUMENT



Max RightSide @MaxRightSide

Hey [@JackLeftSide](#) tell me how come you are still here ? Didn't you hear?
Everybody simply hates advertising. [#AdFreeWeb](#) [#YourWebVote](#)

  33  88 



Jack LeftSide @JackLeftSide

I will tell you right away [@MaxRightSide](#), but first you must pay 2,99 € to
access that content. [#SustainFreeWeb](#) [#YourWebVote](#)

  12  30 



Within the conversation, various facts are incorporated to inform about different aspects.



Max RightSide @MaxRightSide

So the probability of 0,03% of clicking an ad seems lower than the probability of being struck by a lightning. You are going down [@JackLeftSide](#)
#AdFreeWeb #YourWebVote

  33  88 



Jack LeftSide @JackLeftSide

Talking about probability, only 2 in every 10 people are willing to use paid content, [@MaxRightSide](#) we can agree to disagree.
#SustainFreeWeb #YourWebVote

  12  30 



Max RightSide @MaxRightSide

[@JackLeftSide](#) don't you get it ? Nobody likes ads! nobody wants them!
NOBODY! #AdFreeWeb #YourWebVote

  33  88 



Jack LeftSide @JackLeftSide

That might be right, but EVERYBODY wants free internet!
[@MaxRightSide](#) #SustainFreeWeb #YourWebVote

  12  30 

PHASE



SOCIAL MEDIA

The opponents will often take jibes at each other in their campaigns, lending the conversation the feel of a verbal duel which will aid social media traction.



A paid web
will result in the
internet becoming a tool
only for the rich and powerful!
Don't be a MAD MAX. Vote
#SustainFreeWeb

Ads are intrusive
and annoying. For a few
bucks, we can have ourselves a
better internet! Only a JACKass
would think otherwise. Vote
#AdFreeWeb



PHASE



SOCIAL MEDIA

example of the two opponents' online interaction



A little can change a lot.

Pay for digital content!
Vote for #AdFreeWeb on YourWebVote.com

YOUR
WEB
VOTE



**It has always been free.
Thanks to advertising.**

Vote for #SustainFreeWeb on YourWebVote.com

YOUR
WEB
VOTE

PHASE



SOCIAL MEDIA

example of the two opponents' online interaction



This is not nearly as bad as...

...as having to pay for online content.

Vote for [#SustainFreeWeb](#) on YourWebVote.com

YOUR
WEB
VOTE



This is the worst.

Vote for [#AdFreeWeb](#) on YourWebVote.com

YOUR
WEB
VOTE

PHASE



SOCIAL MEDIA

example of the two opponents' online interaction

**YOU LIVE ON THE INTERNET.
THE INTERNET LIVES ON ADS.**

VOTE FOR **#SustainFreeWeb**
on YourWebVote.com



**YOUR
WEB
VOTE**
decide the fate of the internet

**QUALITY COMES AT A PRICE.
MINUS THE ADS.**

VOTE FOR **#AdFreeWeb**
on YourWebVote.com



**YOUR
WEB
VOTE**
decide the fate of the internet

PHASE



INTERACTIVE BILLBOARDS



When using the interactive billboards, the user must drag the vote button to the chosen side. Meanwhile, tweets from the opposite side will appear, trying to convince the voter to change his/her mind, while making jokes and displaying facts around the topic.

Touch the screen.

Decide the fate of the internet.

Drag the 'vote now' button to your choice.

YOUR WEB VOTE

free content
with
advertising

or

paid content
without
advertising

VOTE NOW

join the conversation
#YourWebVote



YOUR WEB VOTE

free content
with
advertising

or

paid content
without
advertising

VOTE NOW

join the conversation
#YourWebVote



YOUR WEB VOTE

free content
with
advertising

or

paid content
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VOTE NOW

join the conversation
#YourWebVote

P H A S E



INTERACTIVE BILLBOARDS

After successfully voting, the voter is presented with an online voucher. This brings forth the message that a reward is earned after a certain degree of effort is undertaken. The voucher will further encourage the voter to carry on the conversation online.

Thank you for
voting !

For your
participation we
would like to
present you with a
gift !

Here is a 5€ voucher for
Spotify. Enjoy!



Don't forget to
tweet your
opinion.

#YouWebVote

P H A S E



- ▶ video debates between the opponents and celebrities
- ▶ video interviews with participants, who used the interactive billboard

P H A S E



YOUTUBE VIDEOS

The conversation will be then taken to different formats and digital media.



A screenshot of a YouTube video player. The video title is "Max RightSide vs Jack LeftSide Debate". The channel name is "YourWebVote" with a "Subscribe" button and "863" subscribers. The video has 817,165 views, 1,697 likes, and 334 comments. The video player shows a large red play button in the center of the video frame. The video content shows two men sitting at a table with laptops, likely participating in a debate. The background features blue and red lighting and several vertical banners.

PHASE



MEDIA BUZZ 

COLLABORATION

with online content creators including bloggers, vloggers, web designers, etc.

PERSONAL STYLE FASHION BEAUTY TRAVEL LIFE LATELY FITNESS & FOOD PERSONAL DIARY BLOG MODE FRASSY HOME ADVICE JEWELLERY f t t v h p i

COLLABORATE

I work **12 HOURS** a day.

I fly **3 TIMES A WEEK** to see shows.
I am so sick of flights.

I spend 2 hours a day trying on different clothes and my boyfriend can't even tell the difference.

So you want my fashion tips?
PAY for what you want, honey.

Frassy has become a brand that represents me, my style and approach to fashion. I enjoy the stories that lie be

No I'm kidding.

Let the **ADVERTISERS** pay for you.

It's up to you really.

Vote on
YourWebVote.com

#SustainFreeWeb
#YourWebVote

PHASE



PHASE



MEDIA BUZZ

PRESS COVERAGE

Approach major press and pitch coverage as ad-blocking has been their concern already.




SUPPORT GQ'S AWARD WINNING JOURNALISM!

Please Disable Your Ad Blocker

Turn off your ad blocker or purchase instant access to this article, so we can continue to pay for photoshoots like this one

VIEW WITH ADS

READ FOR 50¢

powered by content@

CONTINUE TO SITE >

Thanks for coming to Forbes. Please turn off your **ad blocker** in order to continue. To thank you for doing so, we're happy to present you with an **ad-light** experience.

jobs dating more ▾ UK edition ▾

theguardian

ort football opinion culture business lifestyle fashion environment tech travel **≡ browse all sections**

sts

The rise of ad-blocking could herald the end of the free internet

John Naughton

More and more people are using software to turn off irritating website advertisements - but without them, smaller sites might go under

PHASE

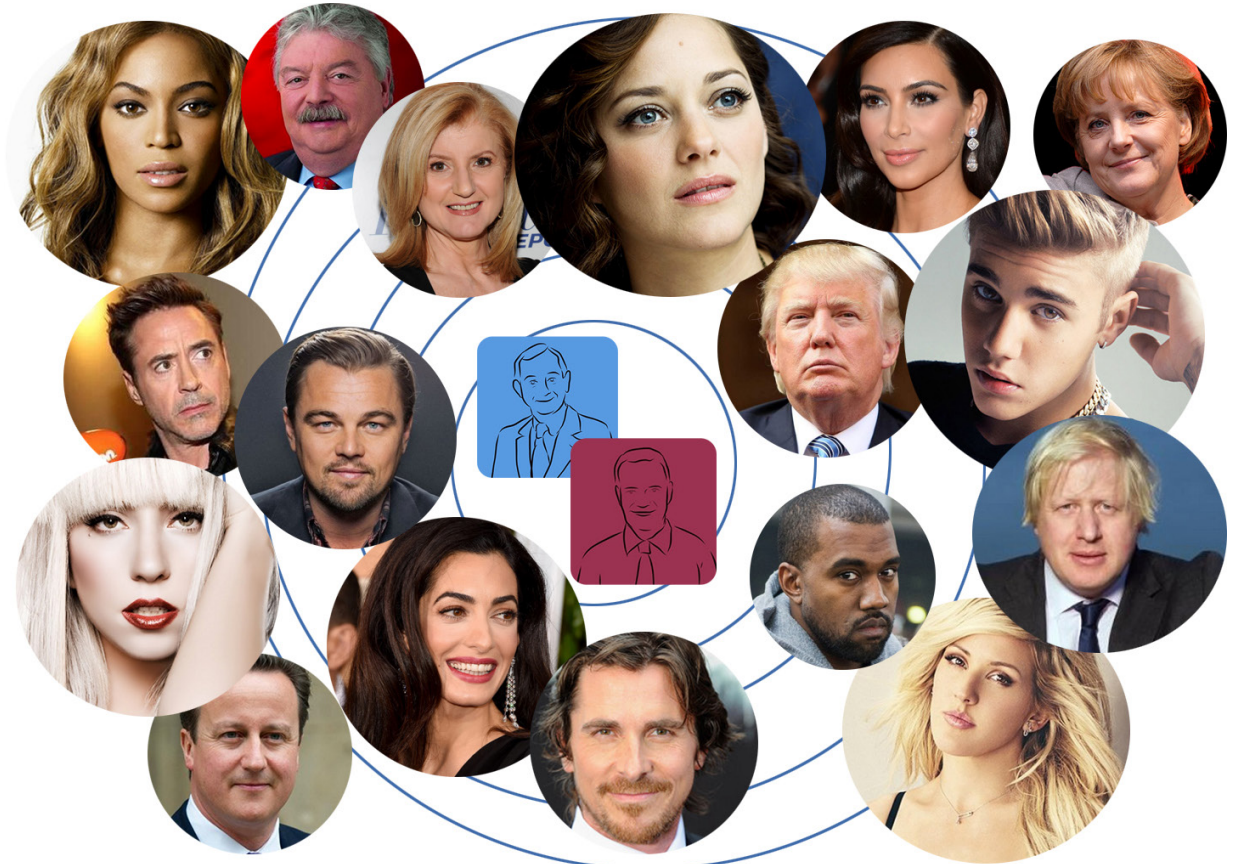


The members of the European Media Alliance are influential platforms to deliver the message: ProSiebenSat.1 (Germany), TF1 (France), Channel 4 (UK), Modern Times Group (CEE & Nordics), Antenna Group (Balkan), TVN (Poland), Dogan TV (Turkey)...

PHASE



CELEBRITY INVOLVEMENT



Celebrities are a key stakeholder in the debate at hand as they earn part of their revenues from advertising. Furthermore, their participation via potential retweets, instagram videos, etc. will result in more online traction.



Max RightSide @MaxRightSide

I challenge [@realDonaldTrump](#) to take a side on the matter! [#AdFreeWeb](#)
[#YourWebVote](#)



Jack LeftSide @JackLeftSide

I challenge [@kayneWest](#) to say what is his position on the topic!
[#SustainFreeWeb](#) [#YourWebVote](#)





**CAMPAIGN
OUTCOME**

A RESEARCH REPORT

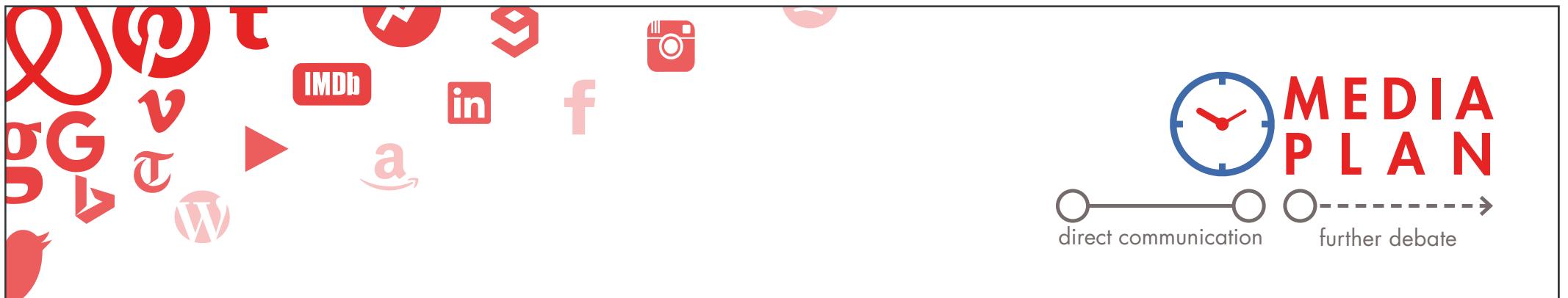
A summary of the vote and comments, which should serve various media and advertisers to understand better the motives and desires of the digital users. A qualitative reflection of the arguments and suggestions, given by the public during the campaign, would be put together and analysed by professionals to issue an official research report.

WHY DOES IT MATTER?

It will contribute to future digital systems – it will turn the information from informal comments and participation into a formal document. The findings of this report would create additional press coverage.

TO WHOM DOES IT MATTER?

To all web users, that would continue relying on the digital information, the policymakers, the advertisers, the media, the workers in the digital economy.

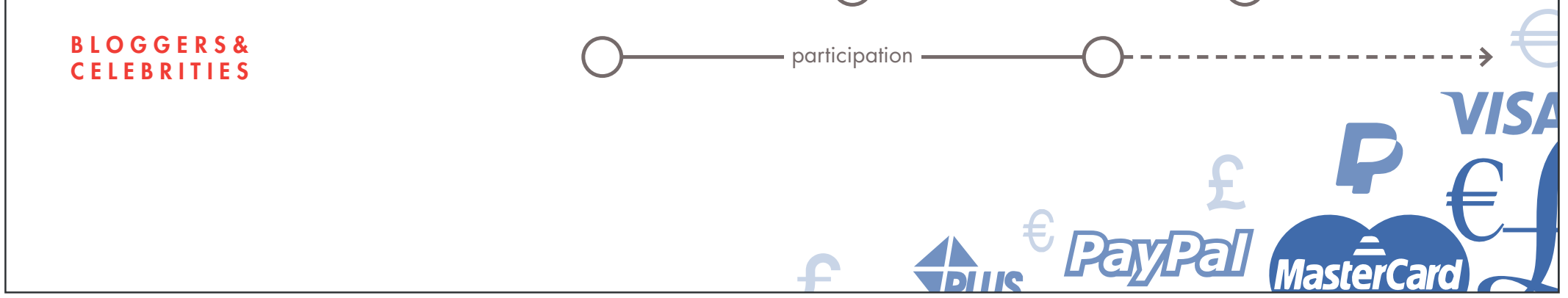
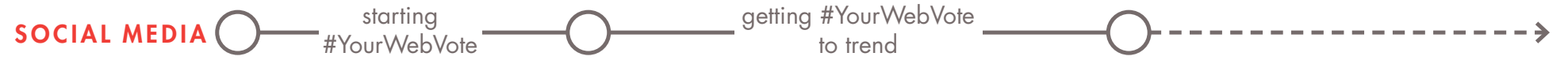


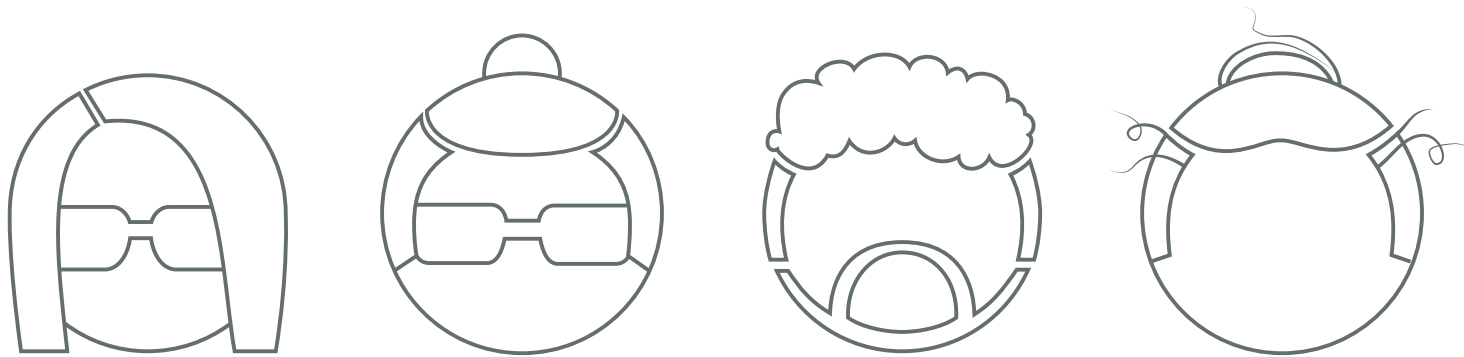
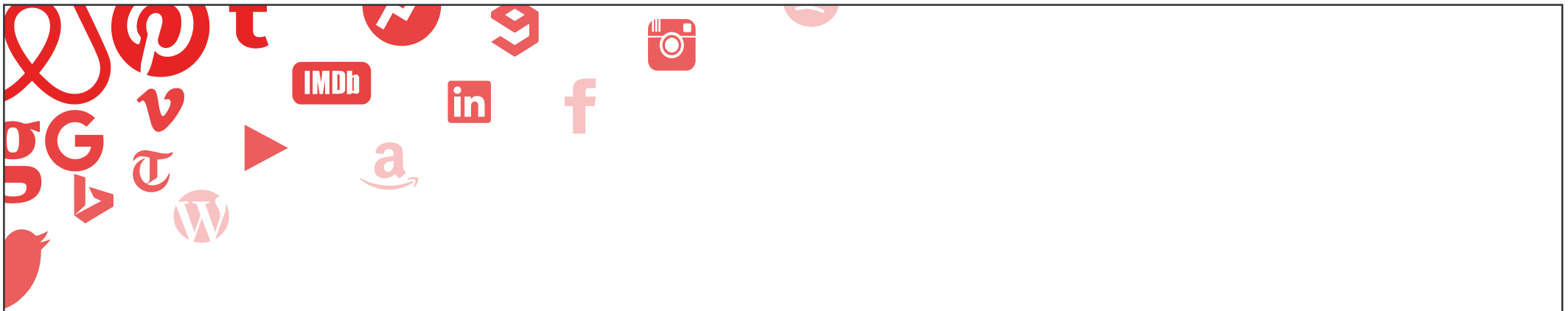
MEDIA PLAN



TIMELINE

PHASE I
PHASE II
PHASE III





THANK YOU

