

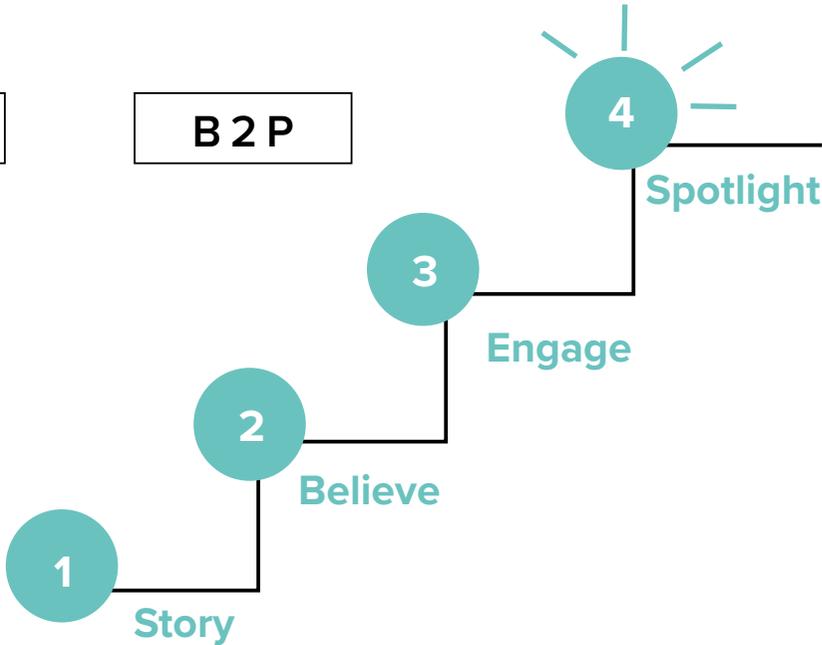
**CAMPAIGN TOGETHER**  
UNITE ON...

**WHO**

B2B

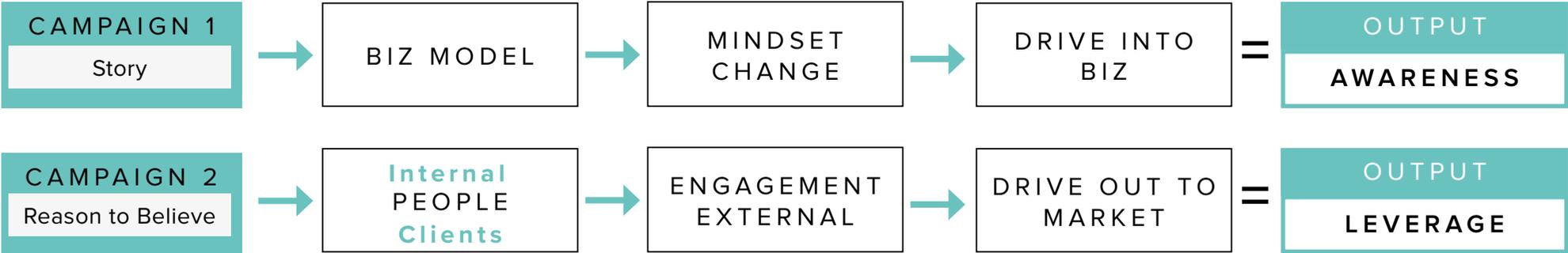
B2C

B2P



*Trained to go  
Purpose led*

**LAYER 1**



# CAMPAIGN TOGETHER UNITE ON...

## BUSINESS, INDUSTRY, SOCIETY

**B2B**

**CAMPAIGN 3**

**CAMPAIGN 3**  
→ Participate

**CAMPAIGN 2**

**CAMPAIGN 1**

**CAMPAIGN 2**

GROUP OR CITY

What is the market need?

EVENT 3

EVENT 2

EVENT 1

STORY: NOW ✓

### DELIVERABLE

ACT

What is your ask?

DATE FROM → DATE TO

TREND

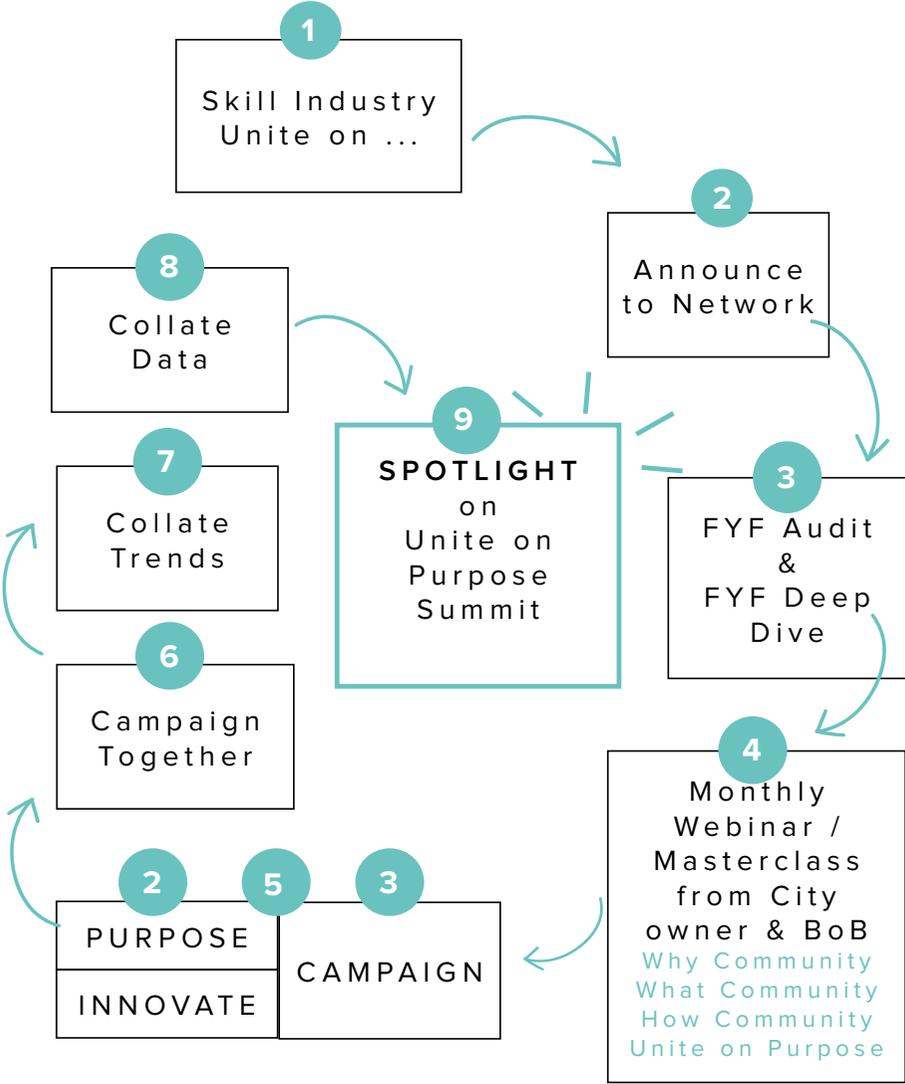
What is the need?

ROI / DATA

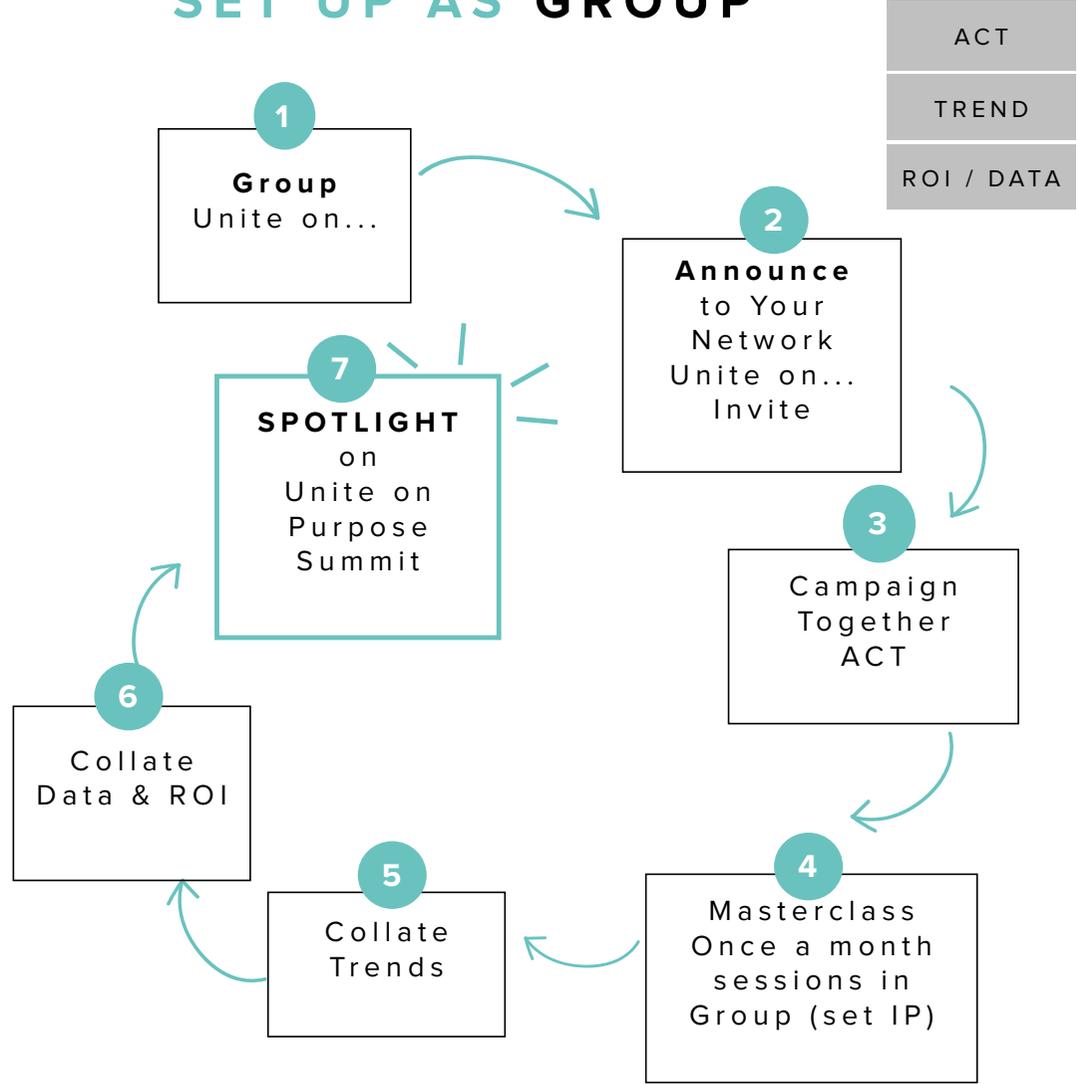
What is the proof?

# CAMPAIGN TOGETHER UNITE ON...

## SET UP AS A CITY



## SET UP AS GROUP



# CAMPAIGN TOGETHER UNITE ON...

## B2C CITY

