

@BillBoorman – MD – #Tru

# Trump, Brexit, May & All That



MUSIC TELEVISION



AM I DOING OUT OF BED

JCDecaux

# Profiles & Personas

## Cambridge Analytica

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Single Message  
Meme  
Video  
Headline  
120 Characters  
Short form









A close-up photograph of a person's hand holding a small, white rectangular card. The card is held between the thumb and index finger, with the other fingers curled. The word "INFLUENCE" is printed on the card in a bold, black, serif font. The background is blurred, showing what appears to be a person's face and clothing.

# **INFLUENCE**

Outside of Ad  
Standards

New School Rules

Unregulated Wild  
West

Sniper V Broadcast

Independently Paid –  
Private Agendas

Influence Is Visibility &  
Repetition



facebook

Programatic  
Ads, Images,  
Video & Storys

Paid v Organic

120 Characters

Retargeting



# 1 Million Fans





Cheers

