

IRLAND SUPERMAN NG TRADITION WITH PROVOCATION



Before

Media that interrupts
Transactions
Promotions
Liability message

Now

Media that creates
Commitment
"Movements"
Appreciation of

We need to stop
interrupting what people
interested in and
people are intere
in.

Visitors

Stronger experiences

NO!

opportunity to build our brand and together with sponsors create a stronger

NO!

Sponsor

A collaboration to achieve respective goals and to create a stronger relationship between sponsors brand and the target markets



