

Alternative Media/ Think Different Campaign

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- Who/Where do we get our information from?
- Truth & Relevance
- 18-25 years



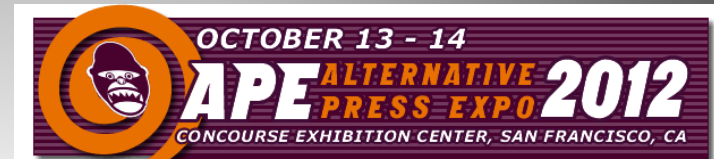
A New Perspective

- Reaching a vast audience without entering the “mainstream”
- Encouraging creative thinking for future generations

Spreading Awareness

- Question any and all information you receive, despite the “credibility” of the source
- Originality reigns supreme
- “Popular” is not synonymous with “Good”

Thinking Outside The Box



Alternative Media Sources

- Social Media
- Billboard/Poster Campaign
- Internet Commercial/ PSA

[truth commercial](#)

Reaching Our Audience

- Project creation and completion time – 1 year
- Launch campaign- Summer 2013
- Ongoing project

Impacting The Future

- Labor, Manpower, and Expenses- \$10,000
- Billboard/Advertising Cost- \$6000/month
- To sustain project for 1 year- \$82,000

Budget

- Billboard
- Advertising Opportunities

Approvals