











DOMESTIC: 2019 Audience Outreach Recommendation

BRIDGE CREATIVE

AUDIENCE OUTREACH CHANNEL	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
 DIGITAL-INTEGRATED BRAND CONTENT		[Red Bar]										
 VIDEO-BLENDED TV						[Orange Bar]						
 DIGITAL-WEARABLES IOT						[Blue Bar]						
 SOCIAL-VIDEO							[Purple Bar]					
 DIGITAL-VIDEO						[Blue Bar]						
 DIGITAL-STANDARD	[Blue Bar]											
 DIGITAL-RICH MEDIA						[Blue Bar]						
 DIGITAL-PAID SEARCH	[Blue Bar]											
 DIGITAL-TEXAS MEDIA	[Blue Bar]											
 SOCIAL-PAID SOCIAL	[Purple Bar]							[Purple Bar]				

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