HOORAY. IT'S ALL ABOUT ME.



/// 1.5 Million Twitter views for #XUG15EU.

SOCIAL IMPACT

"HOW TO GAIN MORE THAN 1.5 MILLION VIEWS VIA TWITTER IN A VERY SHORT TIME? WITHOUT ANY ADVERTISING SPENDINGS, JUST BY ORGANIC REACH? — VERY SIMPLE: BY MULTI-CHANNEL INNOVATION AT ITS BEST!" - Andreas Weber (Communications Analyst and Innovation Expert)

prindoz. it all starts with a name.

Taschenmacherstrasse 12

23556 Luebeck, GERMANY

facebook.com/prindoz

twitter.com/prindoz

www.prindoz.com

MULTICHANNEL AT IT'S BEST

The campaign & event was prepared, edited and reworked on all flanks through social media. prindoz developed and realized a scenario which bet especially on Twitter, in combination with Facebook, LinkedIn und XING. The result is breathtaking:







/// 17 COUNTRIES /// 135+ATTENDEES /// 45% SURVEY

/// THE STATS.

CONFERENCE INVITATION

EUROPEAN XMPIE USERS GROUP

XUG15EU

LOOKBOOK MULTICHANNEL CAMPAIGN



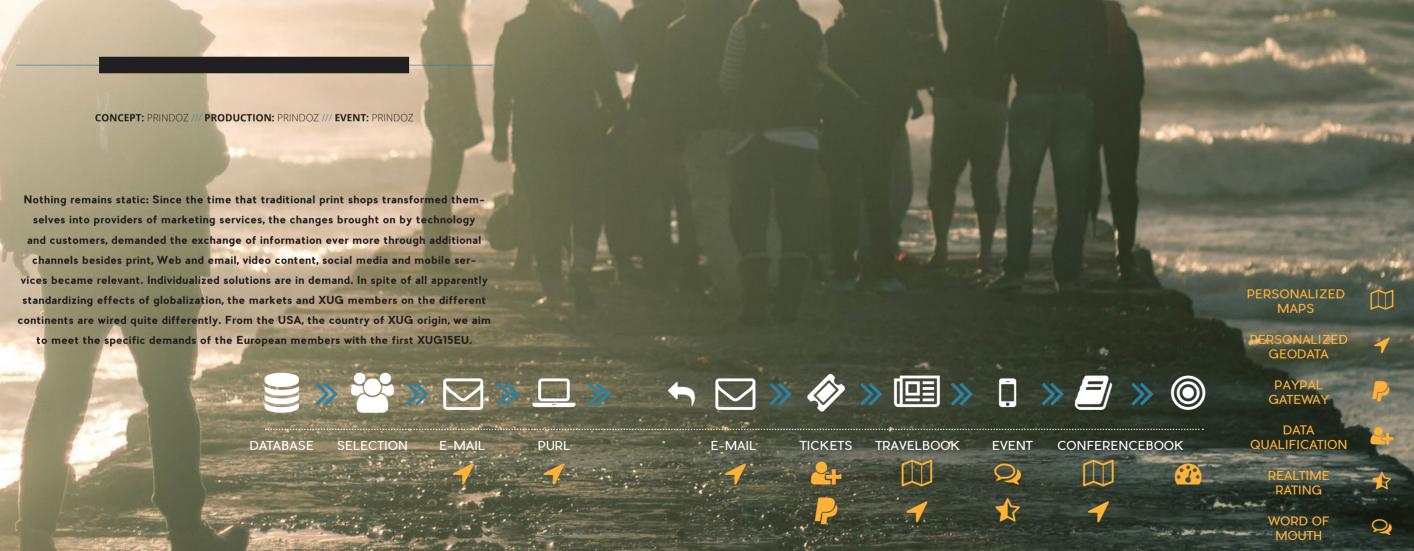
INSPIRE AND MOTIVATE

ABOUT MULTICHANNEL

XUG15EU

THE GOAL IS NOT TO DISTRIBUTE A SINGLE MESSAGE THROUGH ALL CHANNELS, BUT TO APPROPRIATELY TAILOR CONTENT FOR ALL RELEVANT COMMUNICATIONS PLATFORMS.

HANNEL ENTHUSIAST





INE THALMANN