

CONTAGIOUS

CONTAGIOUS IS THE FIRST PUBLICATION TO LOOK BEYOND CONVENTIONAL ADVERTISING AND REPORT EXCLUSIVELY ON THE TECHNIQUES AND INNOVATIONS THAT ARE REDEFINING MARKETING CAMPAIGNS AROUND THE WORLD

FUTURE THINKING

Strategic creativity is the last legal way to gain an unfair advantage over the competition. Contagious makes sense of today's frenetic landscape and focuses on those non-invasive marketing ideas and integrated campaigns that create a two-way dialogue between brands and the people who buy them.

Contagious is delivered in a quarterly magazine/DVD and through a daily-updated website, creating a unique global repository of innovative communication techniques. Subjects covered include: viral, guerrilla, word of mouth, branded content, ambient, blogs, interactive/web, video games, installations, retail initiatives, experiential marketing, innovative product design, strategic alliances and new advances in technology.

Through its network of editorial partners, this award-winning publication brings additional expertise and insight: Datamonitor for business analysis, The Future Laboratory for forecasts and predictions, GDR Creative Intelligence for trends in retail design and Xtreme's X-tribes Teens for the last word on the youth sector.



ONLINE RESOURCE OF THE MOST INNOVATIVE UNCONVENTIONAL MARKETING INITIATIVES

BENEFITS

- **Be the first to see the most innovative non-traditional marketing techniques from around the world** – the magazine is published quarterly and the website is updated daily
- **Discover which new 'hot topics' are affecting marketing initiatives** – previous articles covered blogging, pod-casting and gaming – see what's next
- **Understand ground-breaking communication strategies** – full subscriptions include a DVD focusing on challenge/solution/results analysis
- **Know how to make your brand fly** – in-depth case studies explore why some brands have exceeded expectations



CONTAGIOUS IDENTIFIES THE DIVERSE IDEAS AND STRATEGIES BEHIND BRAND SUCCESS

X-TREME
INFORMATION