

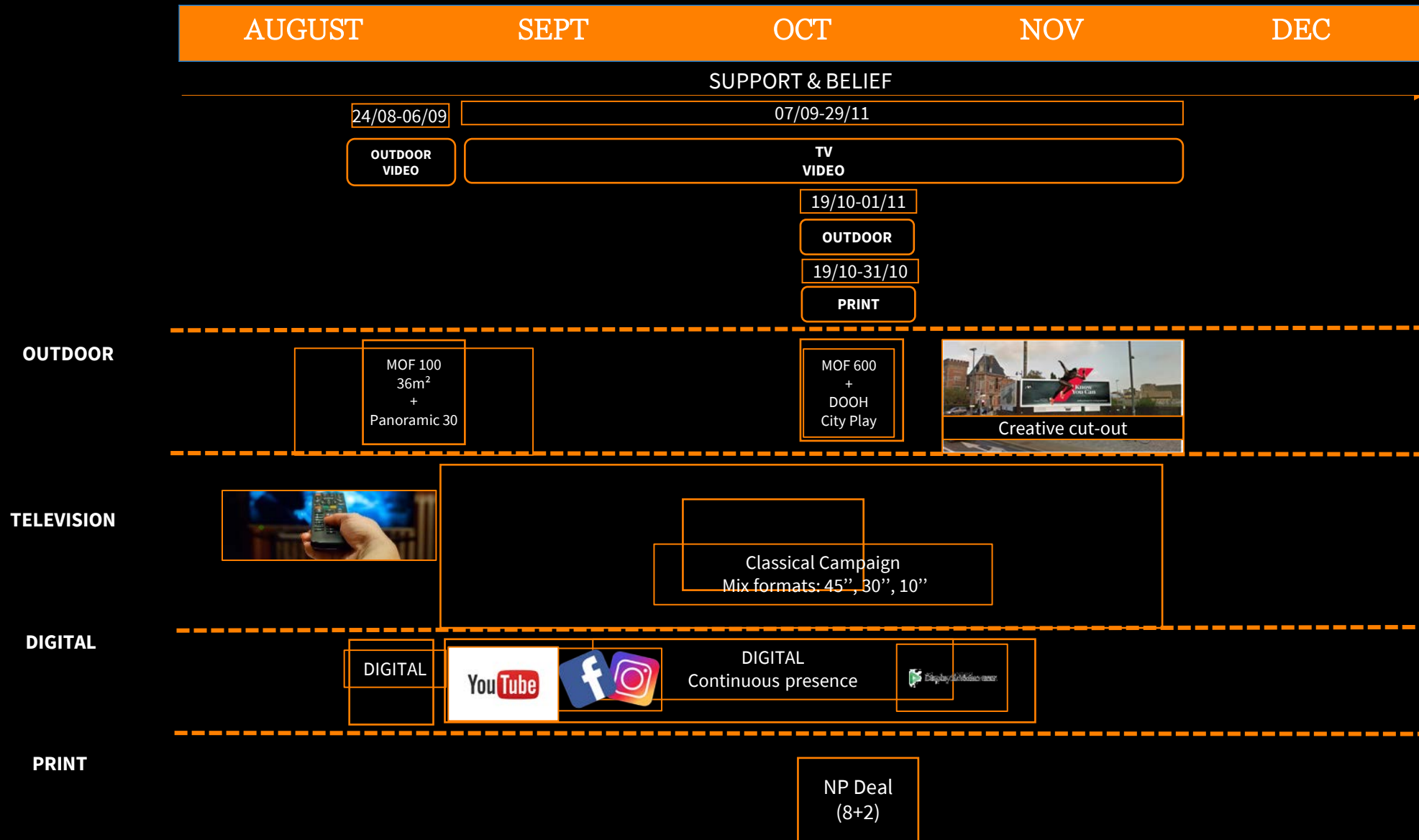
AXA "Know You Can"



AMMA AWARDS



“Know You Can” 2020



“Know You Can” Nafi Thiam Olympic Games 2021



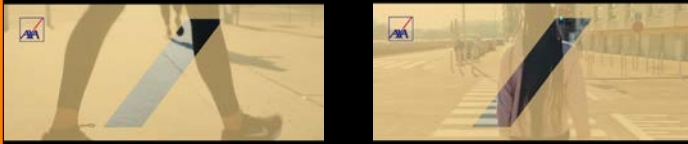
April to May : Re-connect

Inspire

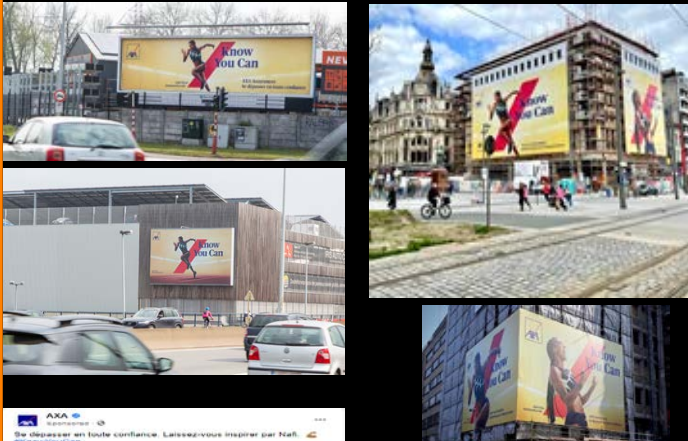
June to August :

Re-Connect

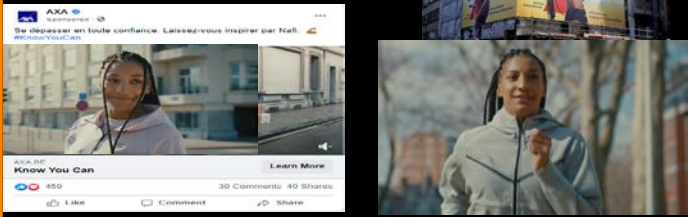
Video



OOH



OLV



Video



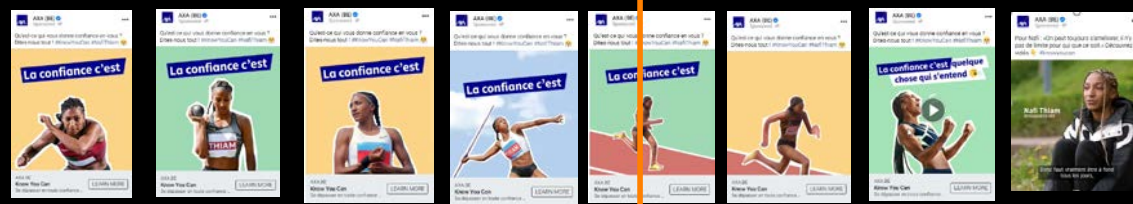
OOH



Print
Winning
Gold



Sports
Rooms



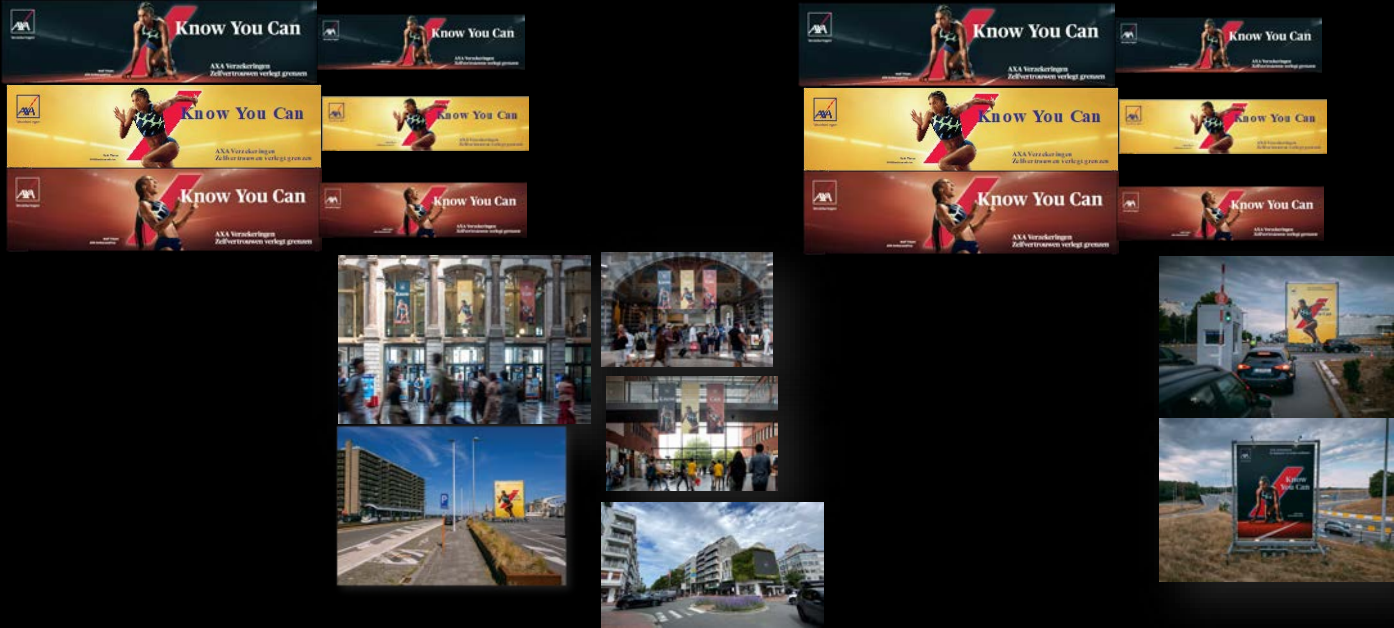
Social Always-On Content OLV & Testimonials

JUNE JULY AUG

OUTDOOR

National Maxi Mof

Summer Stunts :
Train Stations Dazibao,
Skyboards, The Green



TELEVISION

Mix formats: 35”, 20”, 10”



DIGITAL

Mix formats OLV

Social
Content/Testimonials



JUNE JULY AUG

OUTDOOR

National Maxi Mof

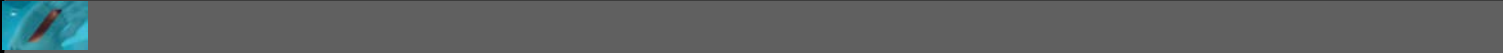


National Atribus



TELEVISION

Mix formats: 35”, 20”, 10”



DIGITAL

Mix formats OLV



Social Content/Testimonials



Cinema

30”



“Know You Can” 2022-2023 Brand Integration & Content



<https://vtm.be/bestemming-x?referrer=https%3A%2F%2Fwww.google.com%2F>

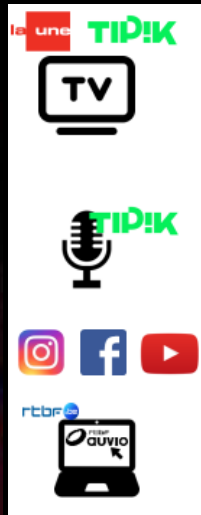


<https://www.youtube.com/watch?v=EoJIQ9oOMS0>



<https://www.youtube.com/watch?v=pcHgePj8EuE>

“Know You Can” 2022-2023 Brand Integration & Content



Wavemaker^o

Grow fearless