



**ENGAGING IMAGERY**  
PERSONALIZED TO ENGAGING YOU

---



A PICTURE IS WORTH **1000 WORDS**

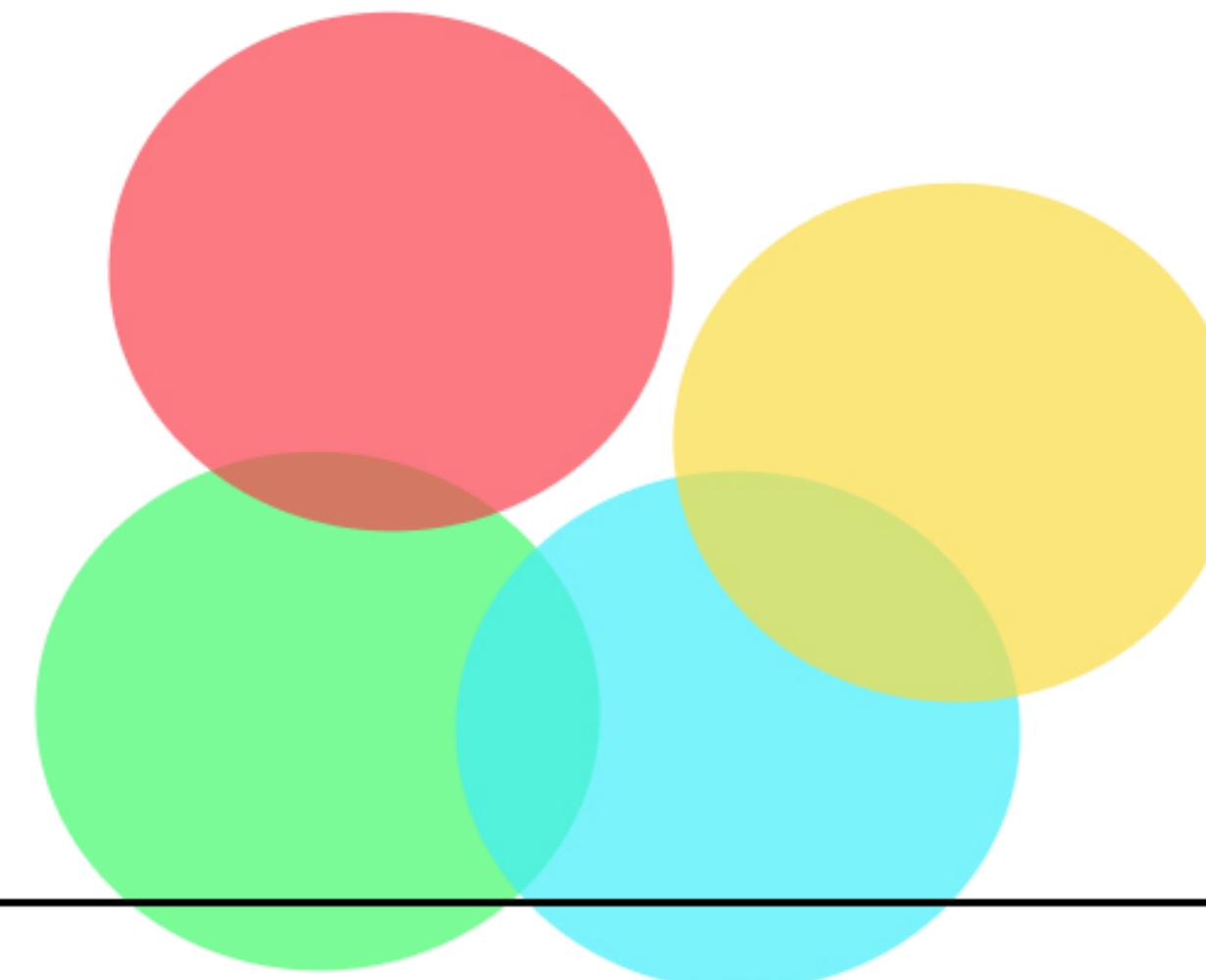
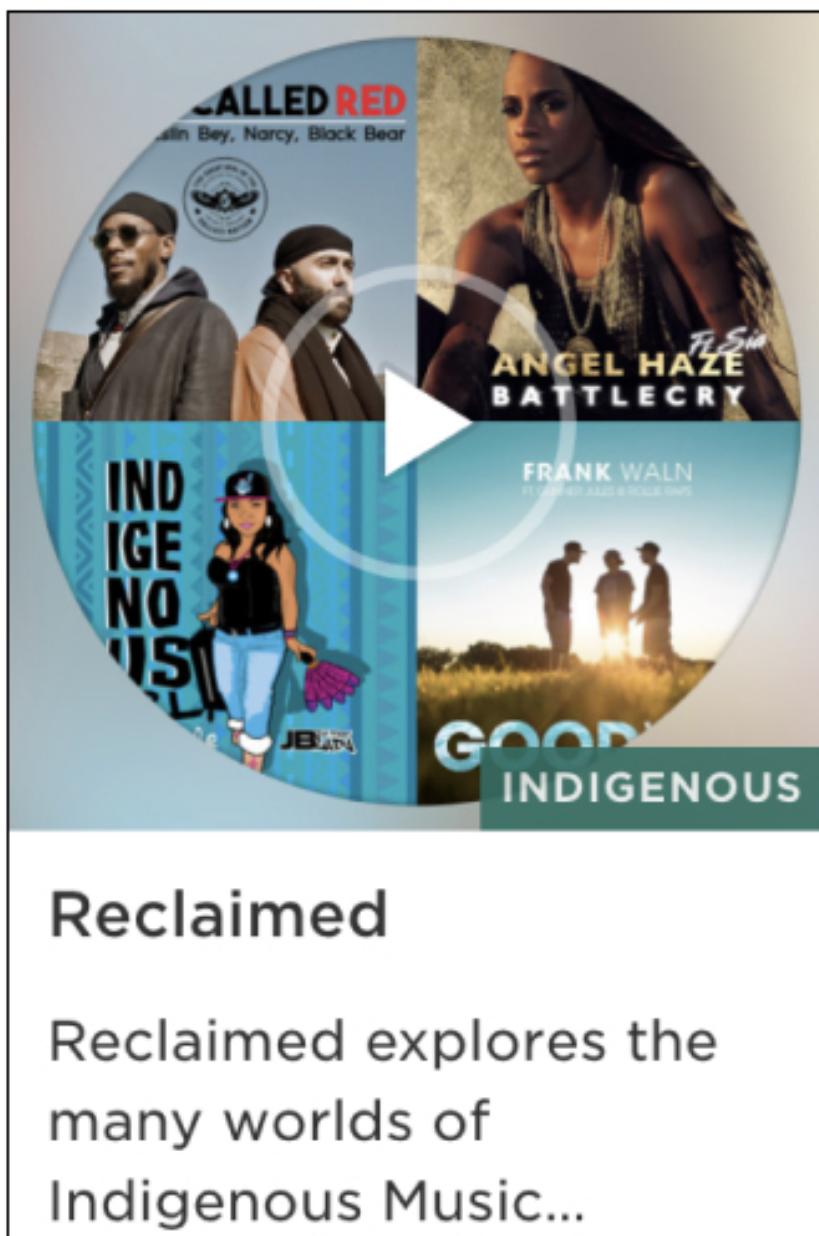
---



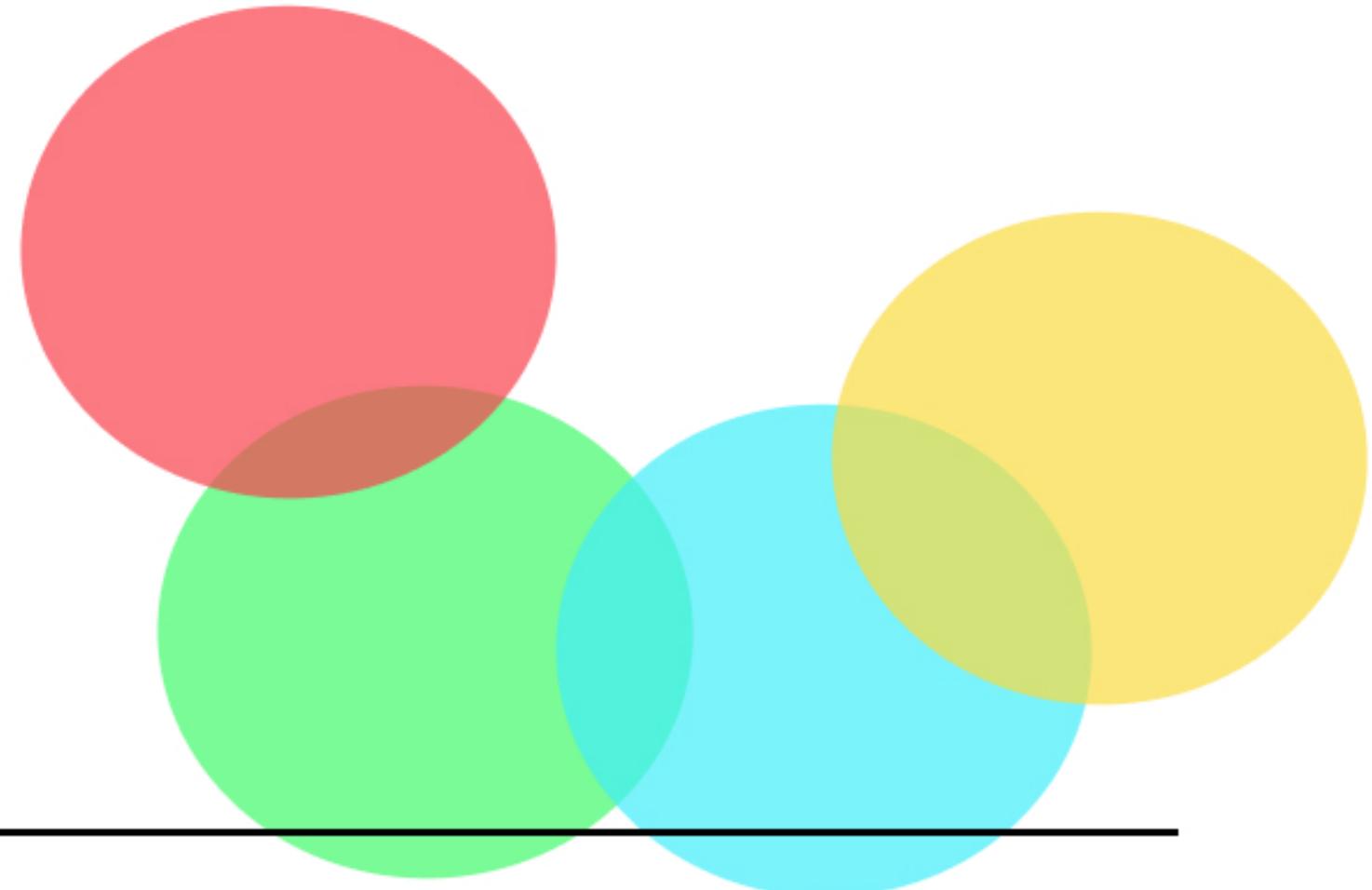
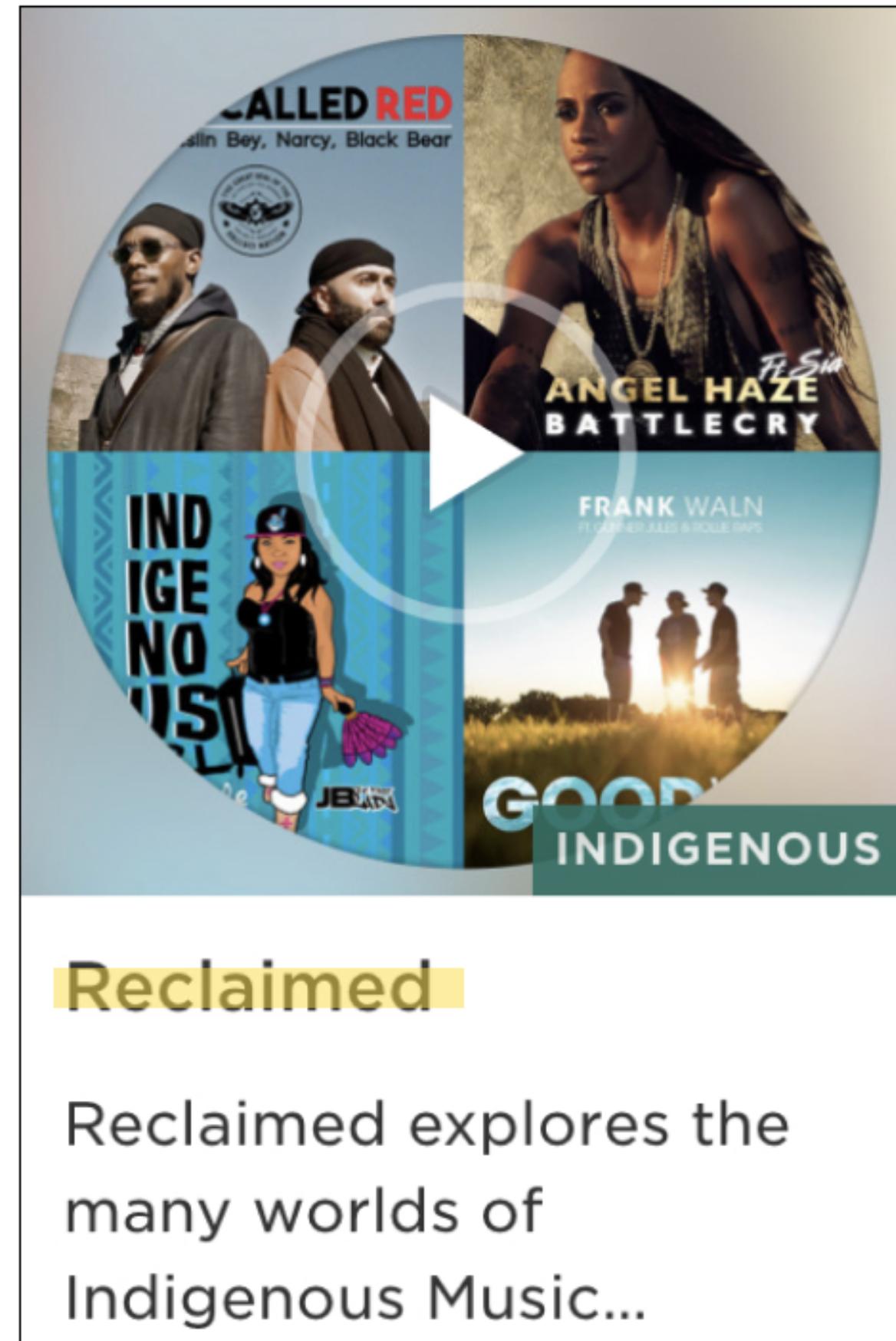
A PICTURE IS WORTH **1000 WORDS**  
LET'S LEVERAGE THEM

ACROSS ALL OF THE CBC's MEDIA SOLUTIONS,  
THE MILLIONS OF CONTENT

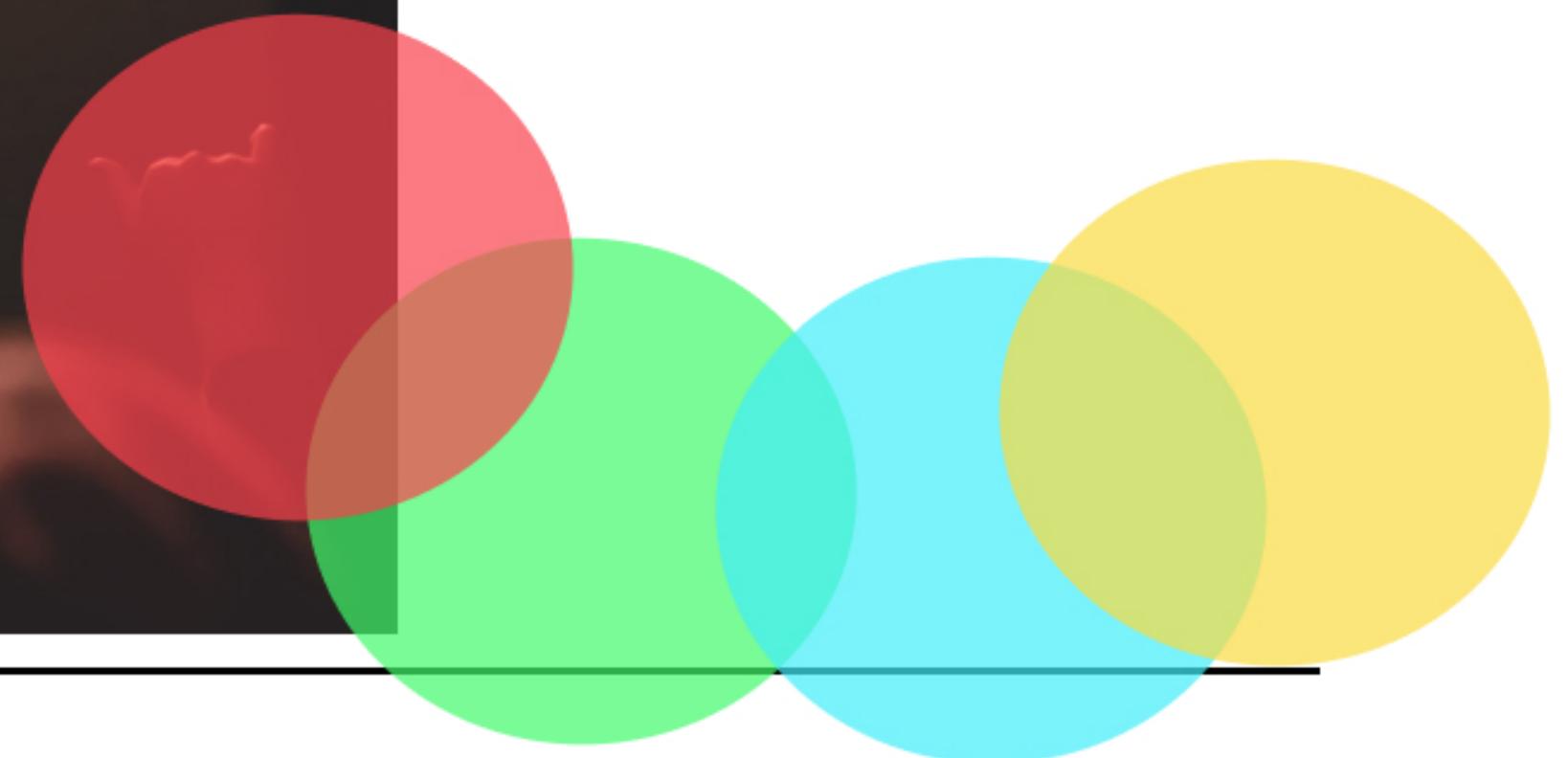
**LOOK LIKE THIS**



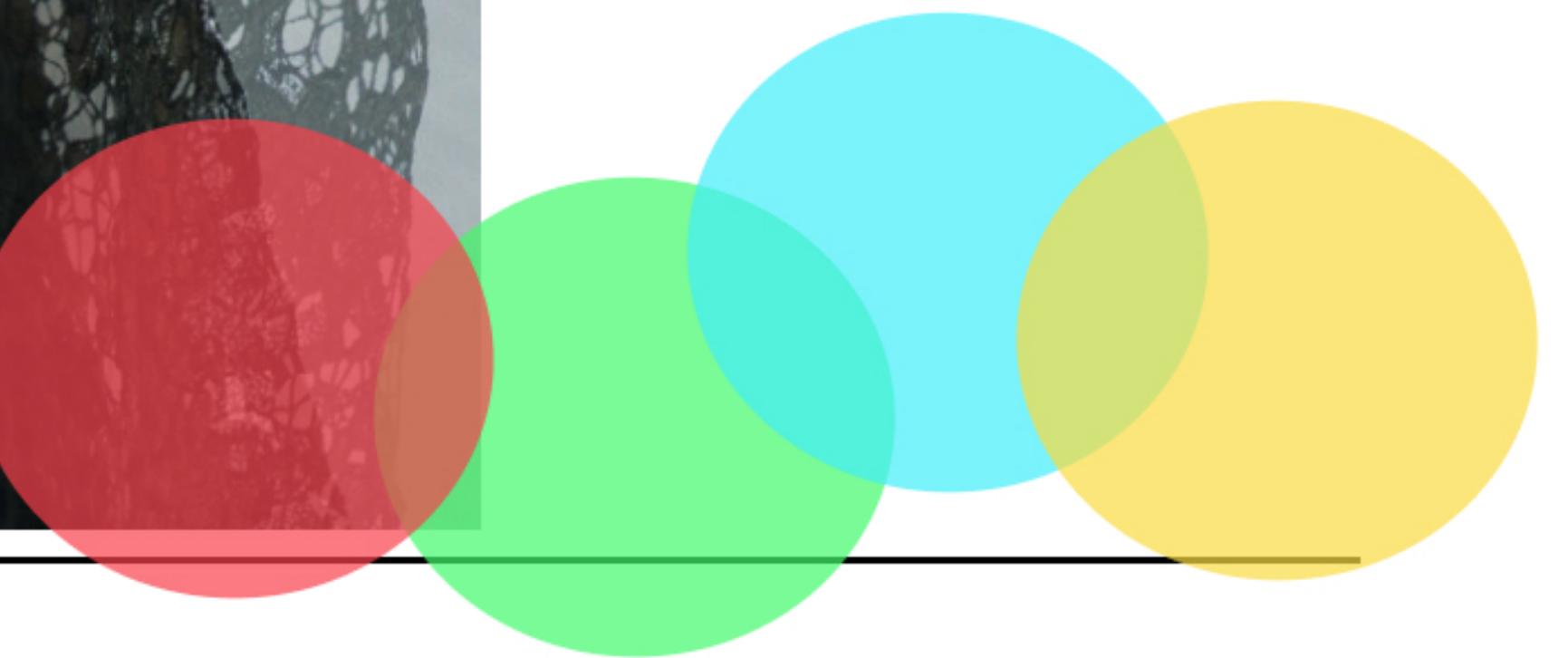
LET'S TAKE THIS...



... AND MAKE IT **LIKE THIS**



OR **LIKE THIS**



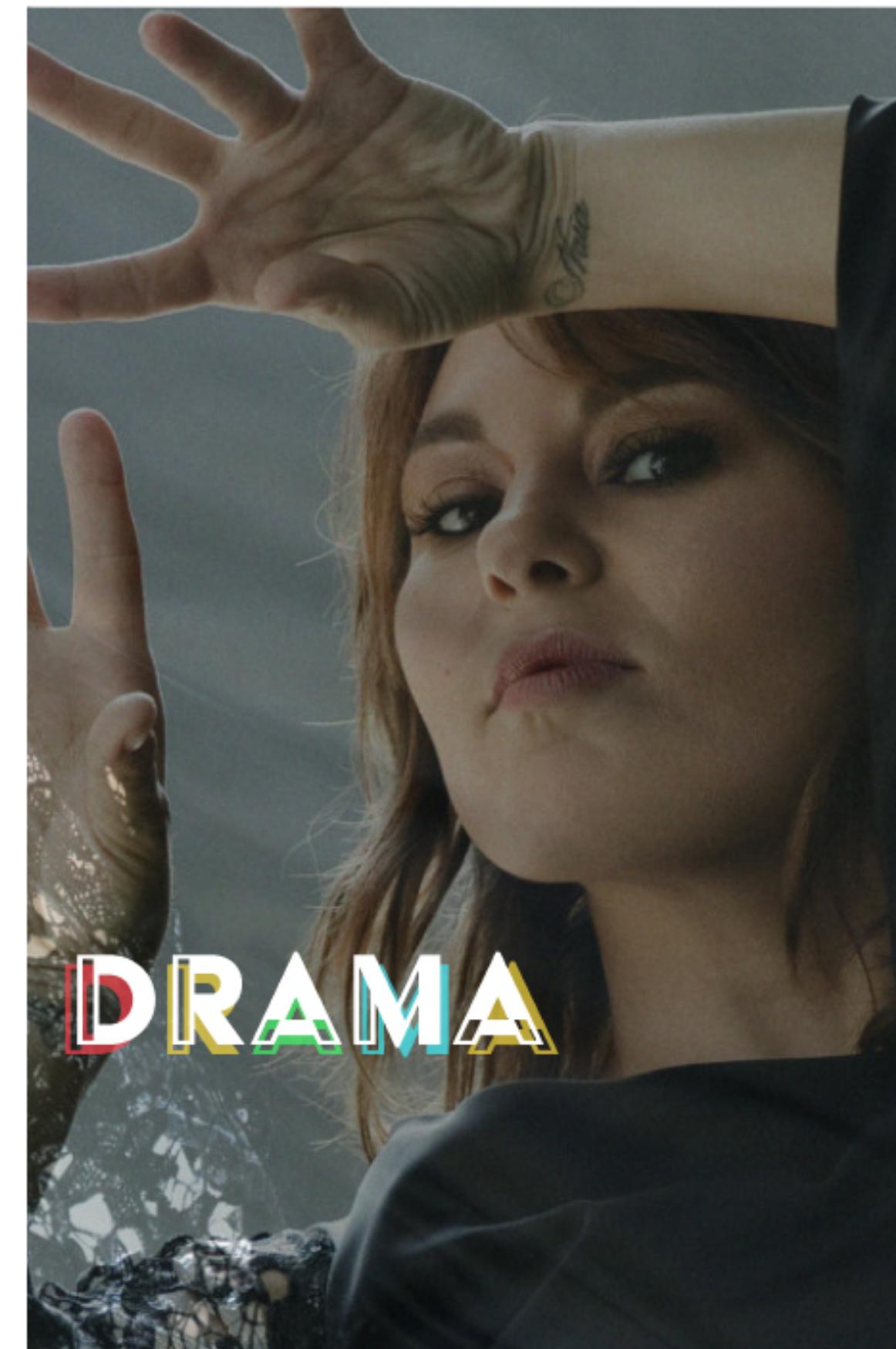
OR **LIKE THIS**



# RECLAIMED CAN TAKE ON MANY FORMS



ACTION

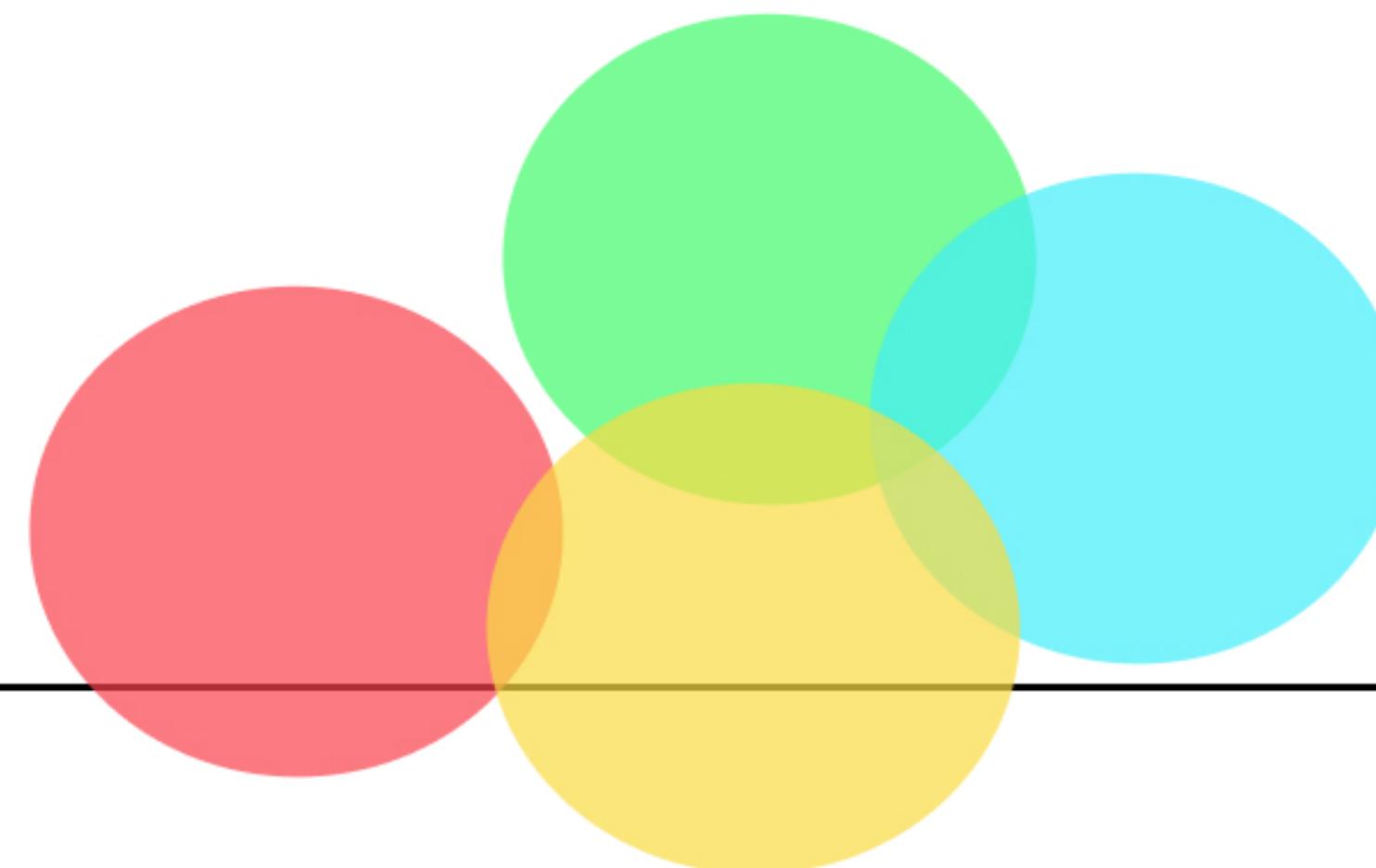


DRAMA



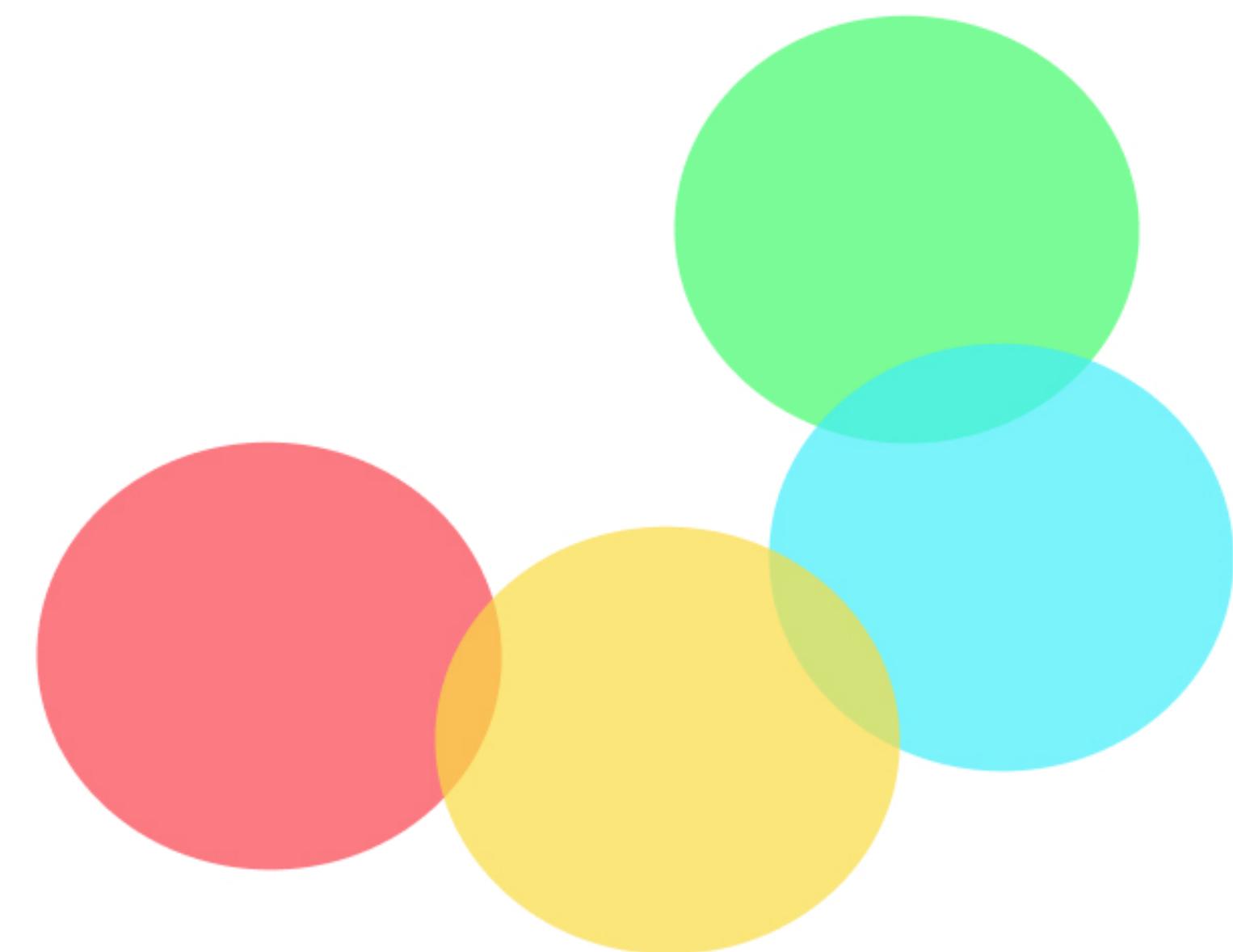
HISTORICAL

FOR THE CBC-RADIO HACKATHON  
WE WANT TO PERSONALIZE  
CONTENT IMAGERY BASED ON OUR  
VIEWER'S PERSONA

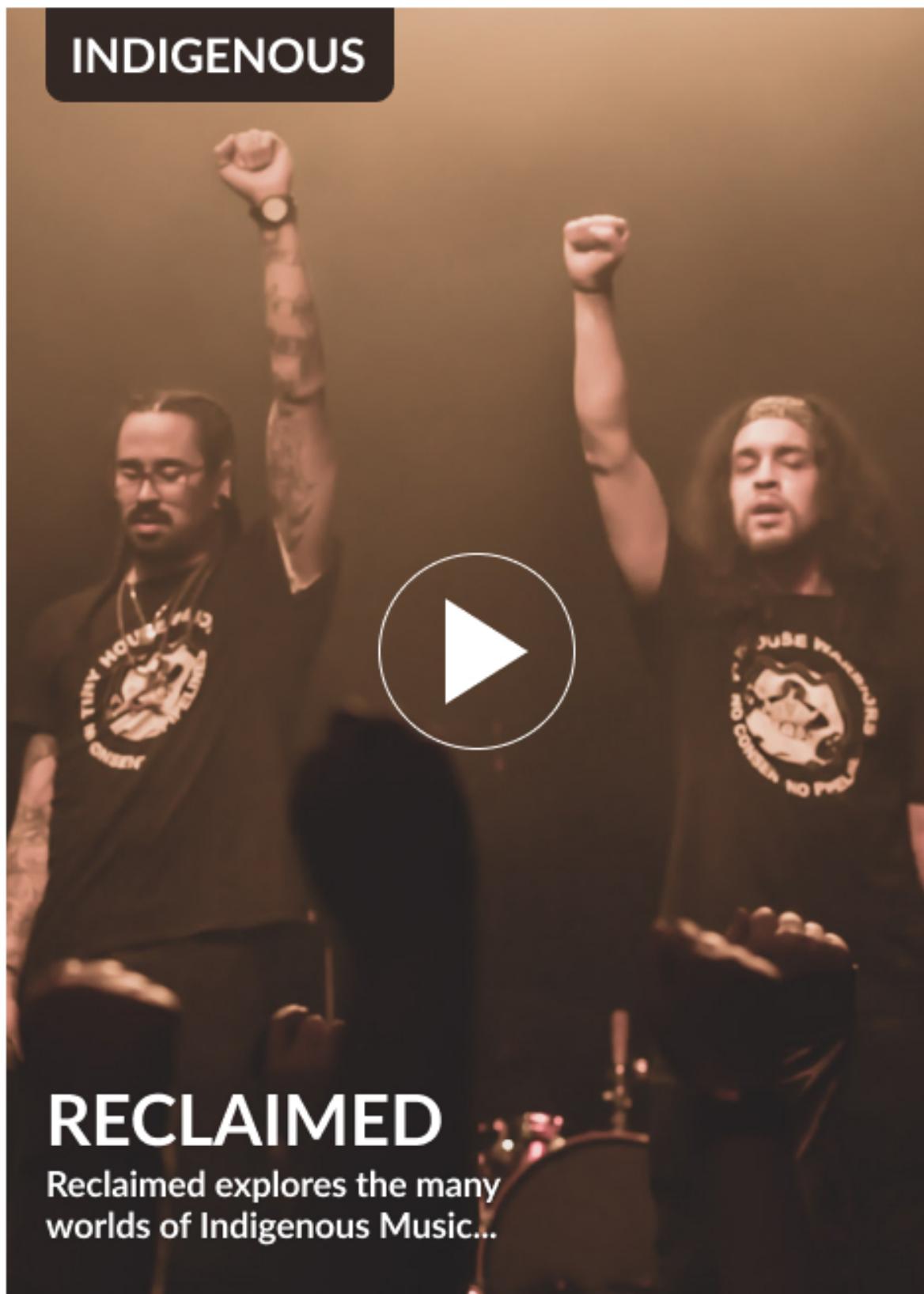


WE CAN ASSIGN A **PERSONA** TO EACH INDIVIDUAL VIEWER USING THEIR **PROFILE AND PREFERENCES**

AND CHOOSE IMAGERY FOR THE CBC-RADIO CONTENT BY MATCHING THAT **PERSONA** TO ITS **METADATA**



---



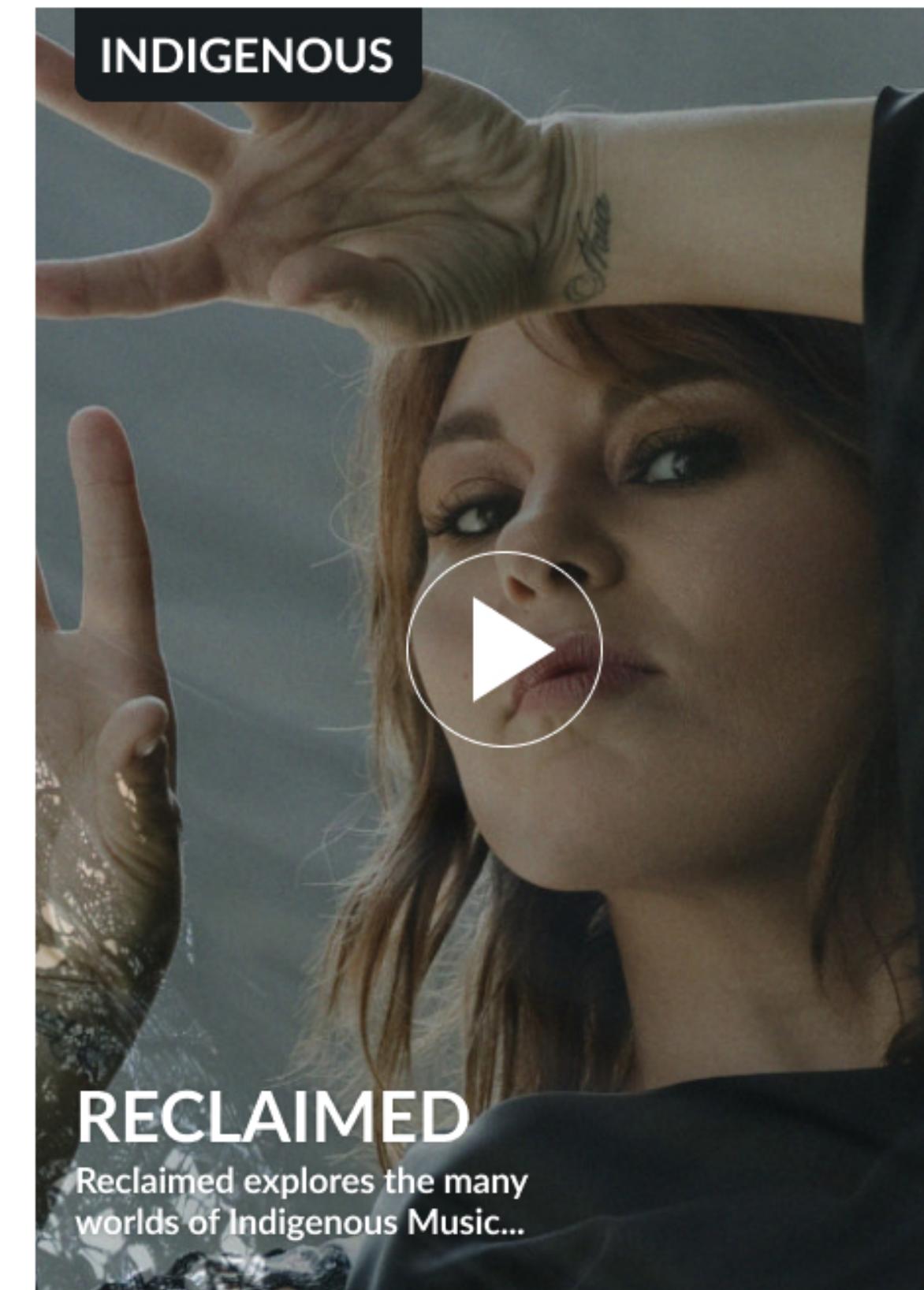
## INDIGENOUS



## RECLAIMED

Reclaimed explores the many  
worlds of Indigenous Music...

MALE  
AGE 18



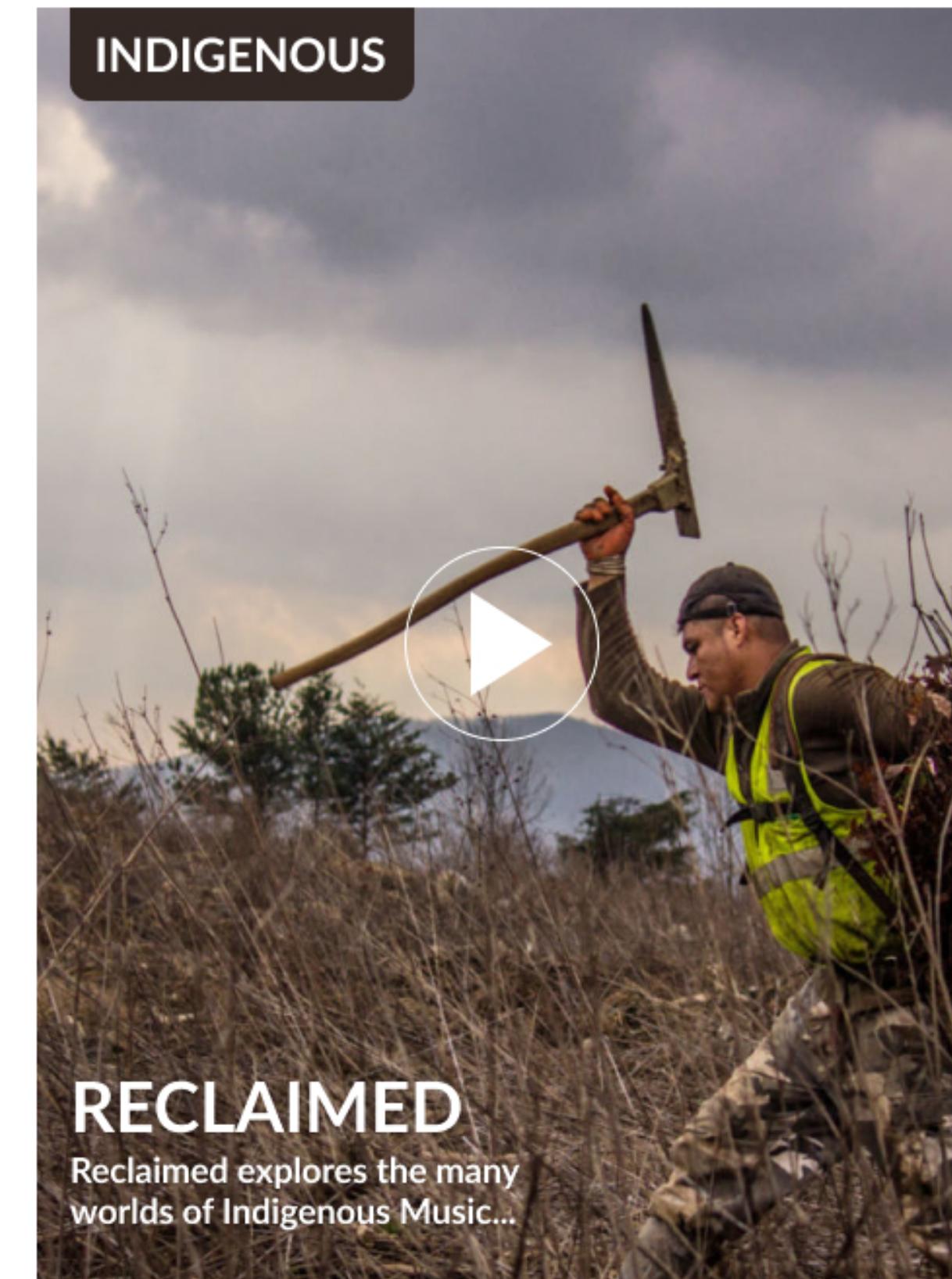
## INDIGENOUS



## RECLAIMED

Reclaimed explores the many  
worlds of Indigenous Music...

FEMALE  
AGE 32



## INDIGENOUS



## RECLAIMED

Reclaimed explores the many  
worlds of Indigenous Music...

MALE  
AGE 56



LETS CREATE **ENGAGING IMAGERY**

ABID RAHMAN | ARJUN KALBURGI | MEGNATH RAMESH

---