

[illegible]

Give them a light!

# CONCEPT

Our concept is addressed to companies who do social campaigns on Twitter and need to monitor the progress of their campaigns in real time.

Instead of looking at numbers and graphs, now the philips  
hue light bulbs will show how good is going a campaign.

Other ways to use it

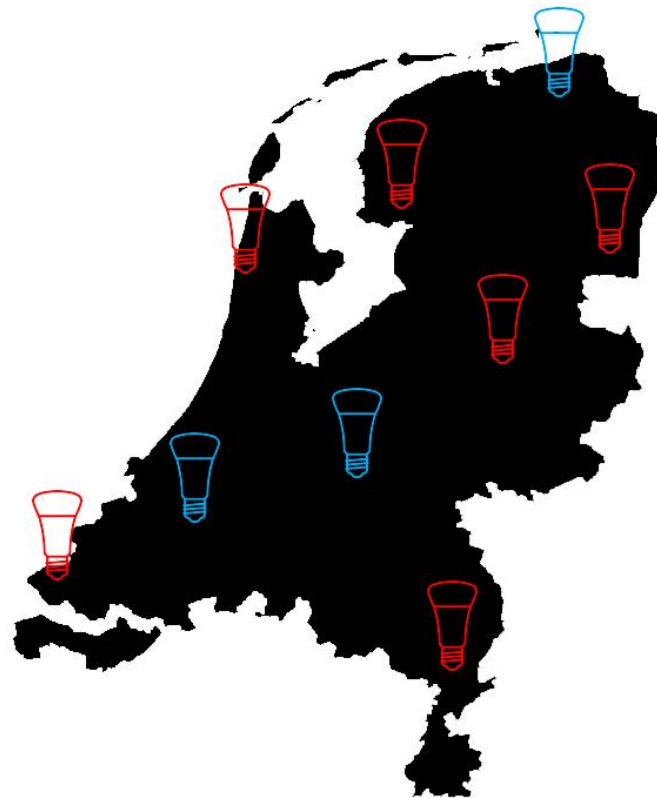
political campaign



mickey mouse party



donald duck party



social campaigns  
journalistic campaign  
awareness campaign  
and more

Make it bigger



#philips

