

Advertisement Channels

- Social Media: Twitter, Facebook
- Hackathon homepage
- Digital Screen within Organization
- Stakeholders homepage
- Organizers homepage
- Google Ad-words
- Podcasts, research conferences, HackerOne

Definition of Channels

Digital Exposure:

- Hackathons Video
- Social Media
- Blogs
- Homepage

Static Media Exposure:

- Posters
- Banners
- Flyers

Newspaper Channel Exposure:

- Metro
- Ny Teknik

Stakeholders:

- Stakeholder Homepage
- Flyers at office Premises
- Banners at office Premises
- Digital Screen within participants Organizations

Additional channel:

- “Headhunting” of known interesting participants

Media Strategy

The hackathons media strategy is implemented until the end date of the event, this is a traditional platform of media execution. We will start by promoting the event via media channels stated above and the strategy for exposure will consist of the following:

- Electronic media exposure
 - Static media exposure
 - Newspapers
 - Digital Screen Within Organization
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ADVERTISEMENT PLAN

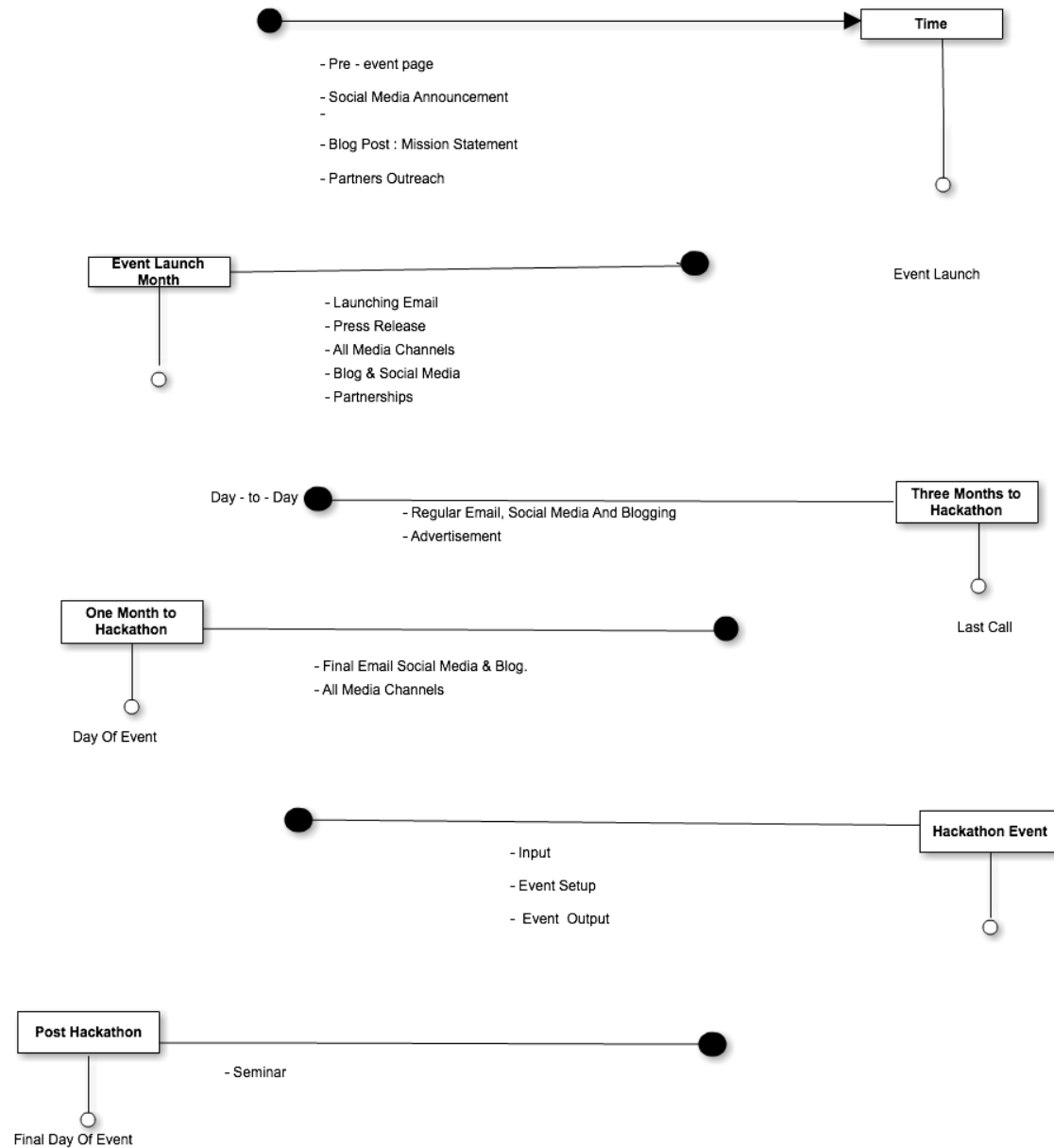
Strategy sheet

	Media Channels	Participants Platform	Time	Broadcast	Days
	Static Media	Stakeholders, Organizer and other guests	Day to Day	24 Hour Exposure	Monday - Sunday
Updating New feeds	Electronic Media	Stakeholders, Organizers and other guests	Day to Day	24 Hour Exposure	Monday – Sunday
	Newspaper/Magazine	External Ads: Everyone	Announcing the date of the event	24 Hour Exposure	One day in the release week. *
	Digital Screens within Organization	Organizer and stakeholder premises	Day to Day	24 Hour Exposure	Monday - Sunday

* Possibilities: one day for advertising, one day in the start of the event, one day for the results

ADVERTISEMENT PLAN

Exposure Time Line:



Budget: Undefined

Target Audience: HoliSec project target audience will be;

Stakeholders - Volvo Group in particular Volvo Buses, Assured Security Consultants penetration testing team, Viktoria Institute

Jury – HoliSec participating organizations; Volvo Group, Volvo Cars, Assured, Chalmers, RISE

Participants – Companies, universities

Conclusion: With this advertising plan, we intend to be able to reach all our target group within the most efficient way and by providing great exposure for the event and its partners.
