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## ADVERTISEMENT PLAN

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### 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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### Strategy sheet

	<b>Media Channels</b>	<b>Participants Platform</b>	<b>Time</b>	<b>Broadcast</b>	<b>Days</b>
	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

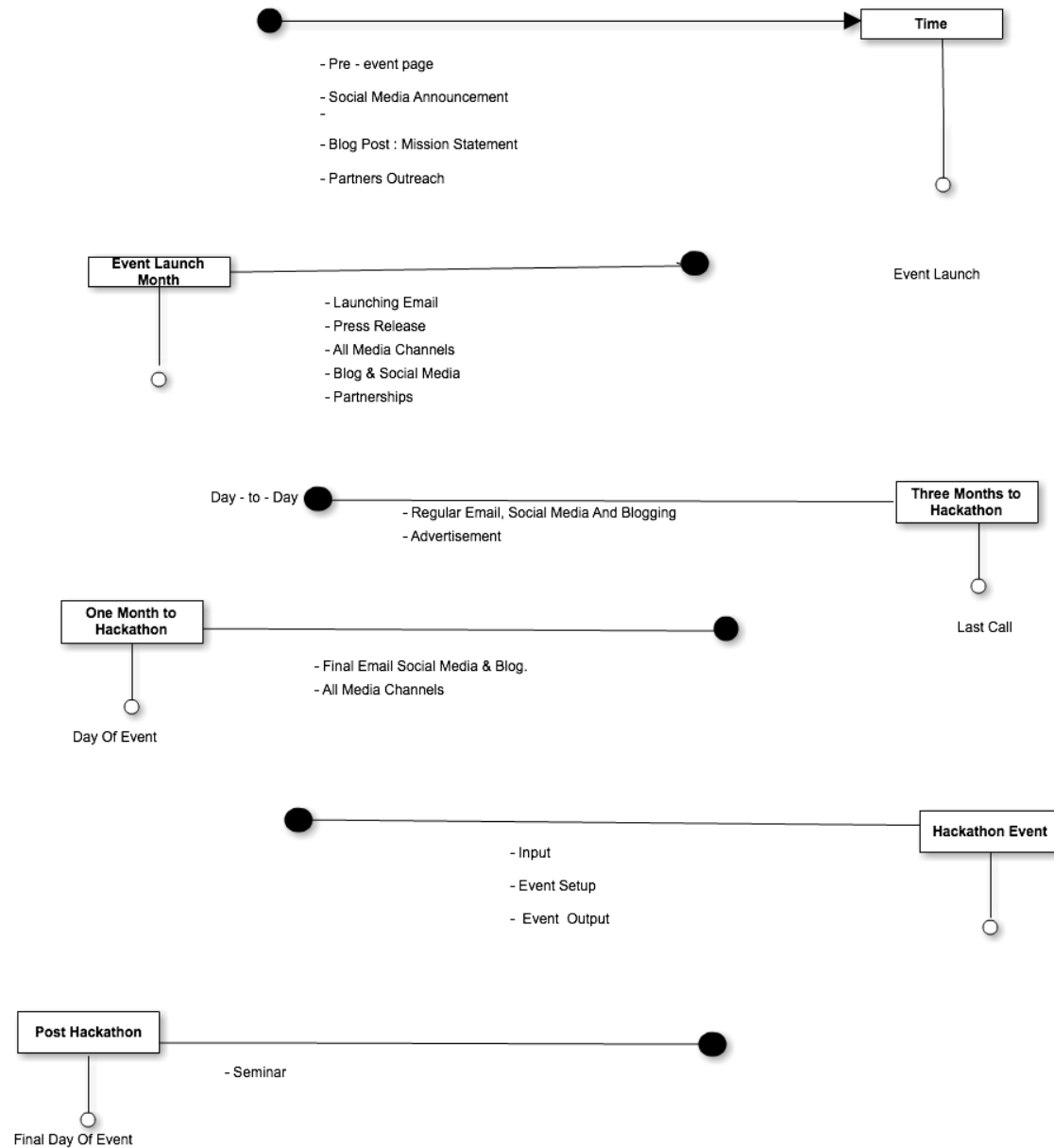
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### Exposure Time Line:



**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.

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