

The background of the entire advertisement is a photograph of a large audience seated in a hall, facing a stage where a man in a suit is speaking into a microphone. The image is rendered in a teal color with a halftone dot pattern.

“A **BRAND** IS NOT A PRODUCT
OR A PROMISE OR A FEELING.
IT'S THE **SUM OF ALL THE
EXPERIENCES** YOU HAVE
WITH A COMPANY.”

-AMIR KASSAEI

For more about the power of advertising with the
arts, contact ON Media: sales@onmediaaz.com

ONMEDIA