

“The Bridge Builders”

Uniting old and new to redefine what's possible

Overview

Sometimes things that are valuable but old-school—taxis, hotels, your favorite high-tops—are overshadowed by things that are new—Uber, Airbnb, color-changing performance sneakers. Sometimes things that are just plain old—mass transit systems—have outgrown their ability to serve their customers. How can the problem be solved in both cases? The answer lies in technology—advances like predictive software and the cloud are bridging companies’ efforts to preserve their established value while reinvigorating themselves with new capabilities.

To boost brand awareness and drive readers to VMware’s authoritative content, WP BrandStudio will bring the “Culture of Possibility” messaging to life for *The Washington Post*’s readership of technology decision makers. We’ll leverage WaPo’s renowned investigative lens and next-generation storytelling tools to show the transformative power of bridging old and new.

Program elements and production timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off.

The stories...

Working in collaboration with VMware, we’ll identify compelling examples of bridge-building in industries that are being strongly affected by technological and social disruption; for example: retail, transportation and publishing.

...and how we’ll tell them

Three stories of bridge-building will be brought to life through multiple pieces of interlinked content. Each story will be launched as a whole and each piece within it will be individually promoted—ensuring that readers are presented with a steady flow of fresh VMware content throughout the program flight. Non-interactive pieces could be hosted on Radius as well as WashPost.com. Pieces could include:

- Rich-media narrative
- Documentary-style video
- Themed podcast
- Infographics

The Bridge Builders

Story #1: Mass production meets personalization

In the fickle world of retail apparel, fashion sneakers are a lightning rod for old/new bridge-building. Industry giants like Adidas must push past what's possible to keep up with upstarts who can nimbly satisfy consumer demand for high-tech performance and ultra-customization. To tell this story, we'll work with VMware to identify a bridge-building company and leader who exemplifies this dynamic. We'll then create multimedia elements such as:

- **Documentary-style video:** Behind the scenes at Adidas' SpeedFactories* to see how software innovations let customers custom-design their shoes
- **Rich-media article:** How this story fits within context of software solutions to retail challenges
- **Podcast:** Adidas' innovation VP Gerd Manz* talks about innovation with the tech leader of a company like Shift*, whose shoes change color via an app

Story #2: Fixed infrastructure meets increased demand

New York's MTA saw the need for an additional East Side train line back in 1919. It didn't open till 2017—highlighting the near-impossibility of expanding essential, but fixed, infrastructure. To show how software can bridge old and new in a world where it's more and more crucial to get more out of what we have, we'll work with VMware to find a representative story. We'll then create multimedia elements such as:

- **Documentary-style video:** Inside the state-of-the-art control center of Boston's MBTA* to see how cloud, mobile and IoT technologies can increase capacity without adding track
- **Infographic:** The inner workings of digital systems used to route traffic and manage capacity
- **Podcast:** MBTA CIO Gary Foster* talks about increasing capacity with the tech leader of a company like Pandora*, where software virtualization increases server capacity on demand

* Contingent on agreement to participate; companies and individuals are mentioned as thought-starters and have not been approached regarding this project.

The Bridge Builders, cont'd

Story #3: *Print meets Digital*

The newspaper business used to be straightforward: get the scoop, sell subscriptions, get the product out the door before dawn. Now has now moved to the web—prompting publishers to build new bridges between content and consumption. We'll tell this story through the example of *The Washington Post*, which uses technology like VMware partner Amazon Web Services to deliver Pulitzer Prize-winning journalism to multiplatform readers. Elements could include:

- **Documentary-style video:** Insider's view of the WaPo newsroom, where reporters sit alongside data engineers to collaborate on message and medium
- **Q&A:** A media thought leader interviews WaPo CIO Shailesh Prakash on the impact of tech on journalism
- **Podcast:** WaPo AdTech Innovation Director Jarrod Dicker in conversation with tech leader of a native digital publication like BuzzFeed*

360° Video Option

At a higher spend level, we'll tell the WaPo story through a 360° video that leverages the Post's own [next-gen storytelling tools](#). Readers can navigate at will through an exclusive, immersive journey through our newsroom—stopping along the way to read text insights on interesting details and engage in mini-video interactions with WaPo personnel.



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