

“The Coming Peace”

Custom Marketing Program

Program Details

A **three-part custom marketing program** celebrates the Colombia peace accord and increases *Washington Post* readers' awareness of this historic event.

Part 1: Native Promotion

- **Elements:** Digital and print content promotion via Washington Post “Perspectives” Op-Ed from Columbian officials; Capital Hill print cover wraps
- **Target flight:** October 2016 (coinciding with passing and signing of accord)

Part 2: Custom Content

- **Elements:** Rich-media article, interactive timeline, documentary-style video
- **Target flight:** November 2016 – December 2016

Part 3: Custom Content

- **Elements:** Immersive 360° video
- **Target flight:** Q2 2017

“Perspectives”

What it is

‘Perspectives’ is The Washington Post’s native product that allows brands to respond to issues that dominate the news cycle.

How it works

Colombia’s content will be embedded in the Opinion pages on washingtonpost.com, where our informed and influential audience comes to participate in critical conversations.

Why it matters

Visibility: content will be promoted on the washingtonpost.com Homepage for maximum visibility. Often, a company’s CEO’s perspective is showcased within this native execution.

Transparent Attribution →

Socially Shareable →

Named Executive with Headshot →

Embeddable Video and Multimedia →

The screenshot shows a 'Perspectives' article on The Washington Post website. At the top, it says 'The Washington Post | WP BrandStudio'. The article title is 'Perspectives' with a small 'i' icon. Below the title are social media sharing icons for Facebook, Twitter, LinkedIn, Email, Google+, and Tumblr. The article title is 'Is a virtual tipping point near?' by Raja Koduri, Corporate Vice President and CTO, Visual Computing, AMD, dated March 23, 2015. The article content includes a headshot of Raja Koduri and text discussing VR's potential. A video player is embedded in the article, titled 'AMD Simplified: Virtual Reality' with the AMD logo. The video player shows a person wearing a VR headset in a futuristic environment. Below the video player, there is more text about VR's application in gaming and other fields. On the right side of the article, it says 'Content from AMD' with the AMD logo. At the bottom right, there are links for 'washingtonpost.com', 'Help and Contact Us', 'Terms of Service', 'Privacy Policy', 'Submissions and Discussion Policy', 'RSS Terms of Service', and 'Ad Choices'.

Perspectives digital content promotion

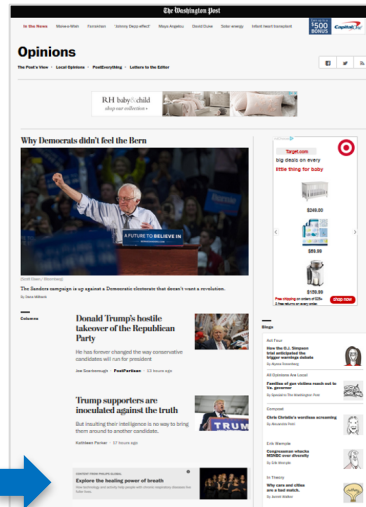
A comprehensive native strategy will ensure Colombia's content is well promoted and easily discoverable.

Note: mocks are for conceptual purposes only

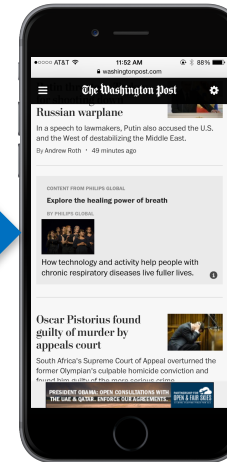
Homepage



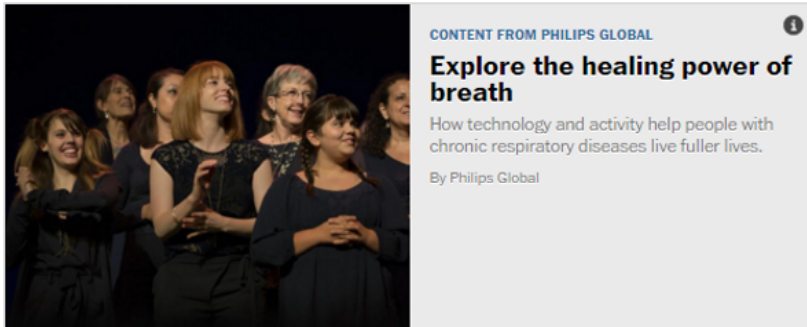
Opinions Front



Mobile



In-Line promotion with interest-based targeting



Full Page iPad



Perspectives in print

Extend the message cross platform by expanding coverage into our newspaper where influential and opinion leaders read everyday, reaching 1.1M weekday and 1.5M Sunday readers.

Appearing near the Opinions section of The Washington Post newspaper, opportunities include:

1. Full page
2. Half page
3. Quarter page

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SPONSOR GENERATED CONTENT

PERSPECTIVES

IS A VIRTUAL TIPPING POINT NEAR?



By Raja Koduri, Corporate Vice President and CTO, Visual Computing, AMD

We are, fundamentally, seekers of new experiences searching for what's new and different. If we saw one thing from the recent Game Developer Conference and SXSW, Virtual Reality (VR) is poised to transform personal entertainment and numerous other fields, potentially delivering a long-term impact that may exceed today's most "disruptive" new technologies. If nothing else, VR is the next frontier for visual computing. Strapping on a VR headset will catapult the user into a new realm of lifelike experiences that cut through conscious thought and connect directly with your brain to be accepted as totally believable — and very real, within seconds of putting them on.

VR is not new. Its roots go back more than two decades. Early efforts were severely hampered by clunky headgear, poor graphics, and very noticeable lag times — the time from when you move your head or hands and the display catches up. The effect was often unpleasant, even recently it's been a challenge — if the VR hardware and software can't keep up, you throw up. Fortunately, the industry has learned from those experiences and the technology has dramatically advanced.

While a number of gaming companies have been talking excitedly about VR over the last several years and showing interesting demos, almost none have brought a product to market. They're willing to fully solve the technology challenges in order to get it right, and we should expect to see companies like Oculus, Valve and others soon introduce VR headsets that could take the market by storm. It's the tremendous advancements in computer processing power, graphics, display technologies, and software development tools — the kind of stuff that will be invisible to most of us and where AMD makes its contribution — that can make VR easy for ever enable it to soon become a part of our lives. To be clear, no one can create everything needed ecosystem play and every on the chain needs to do their part positive VR experience.

To achieve this, the technology become invisible, unnoticeable, undetectable. The moment that it reveals itself by way of a difficult or unrealistic experience, the magic is broken and the unconscious VR "presence" dissolves. Ever do at AMD in regards to VR boil one simple but greatly important we call: "Don't break the presence requires absolute user immers digital environment.

Gaming is perhaps the primary of for VR today, certainly the area most of the headlines. The initial market for virtual reality are lik adapters who will purchase a VI or the millions of people who ha Xbox and PlayStation game - However, VR also has the potenti dramatic contributions in a numb Consider the possibilities in edu example, like a chemistry lab w could do all manner of virtual ex without worrying about blowing u

AMD

DISCLAIMER: To learn more about this topic, visit www.washingtonpost.com/brandconnect/virtualtippingpoint.

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PERSPECTIVES

Spectrum Fuels Wireless Cycle



By John Walls, Vice President, Public Affairs, April 4, 2013

Spectrum is the engine that drives the wheels of wireless - and the virtuous cycle on which we're all riding. That cycle is delivering unparalleled opportunities to communicate when, where, and with whom we want, as the U.S. wireless industry continually develops products, services, and capabilities that make us better at doing our jobs and our lives easier. That new freedom is possible because of more sophisticated devices and operating systems, faster networks, and novel applications, but spectrum is absolutely essential to powering the wireless virtuous cycle of innovation.

Watch Wireless Virtuous Cycle at Work

This cycle is a chain of symbiotic relationships, all of which are totally dependent on spectrum. Consumer demand is certainly an important part of the cycle. There are more than 300 million wireless subscriber connections in the U.S. today, and Cisco predicts mobile traffic is going to increase nine times between 2012 and 2017. So, the appetite is clearly there.

What satisfies it? It appears we have a hunger for applications. In the last three years, the two largest apps stores have gone from offering about 186,000 applications to about one-and-a-half million! And they're adding an average of about 50,000 every month.

Those apps are running on enhanced operating systems, spurring development of fantastic new devices that include tablets, smartphones, and machine-to-machine units. They're working on increasingly faster fourth generation (4G) networks, which cover more than 90 per cent of Americans. That's by far the greatest coverage of any country in the world, and according to Cisco, the network speeds we're enjoying today are going to be about six times faster in 2017 than at the end of last year.

U.S. consumers enjoy that world leading service thanks in large part to the financial commitment made by American carriers, which last year invested a record \$30 billion in capital expenditures in network infrastructure.

Capture the Hill

Wrapping the front cover of The Washington Post is one of the most effective, high-impact ways to support custom content programs. This targeted messaging delivers your message directly to the congressional offices of each Member and Committee on Capitol Hill.

Your message will be seen by Legislative branch leaders who regularly read The Washington Post Newspaper - more than any other measured publication.*

HAND DELIVERED TO EVERY OFFICE

YOUR MESSAGE, FRONT & CENTER

4 PANELS, FULL COLOR



Part 2: Article + Timeline + Video

WP BrandStudio will create three pieces of custom content that take the Post's readers on a dynamic journey through a country on the verge of its future.

- Content pieces will be delivered to readers at regular intervals, beginning just after the November 2016 U.S. presidential elections
- Each piece will be promoted for a 2–3 week period
- The pieces will be interlinked so that readers who engage with one piece will be able to easily explore the others

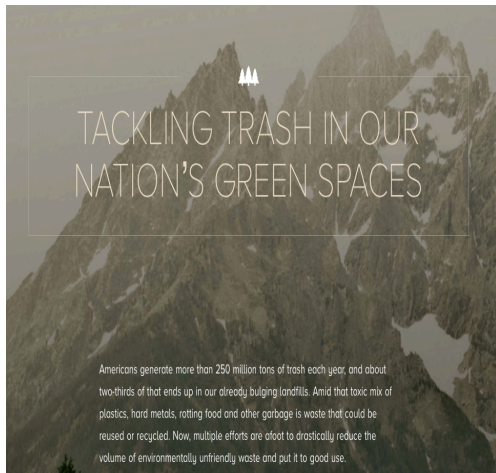
Content includes:

- A **rich-media article** blends journalistic narrative with photographs and text call-outs in an exploration of the post-accord rebuilding process—including topics such as land distribution, economic development, reintegration and political participation
- An **interactive timeline** traces the peace-making process from October 2011 to today
- A **documentary-style video** takes viewers into the homes and workplaces of everyday Colombians to hear their hopes and goals for the post-accord future. Our film team will travel to Colombia to obtain footage and conduct interviews with residents and key government and FARC players.

Part 2: Sample Executions

Rich-Media Article

[Article](#) created for Subaru's National Parks #Don'tFeedTheLandfills initiative



Interactive Timeline

[Interactive timeline](#) created for FX program "The Americans"



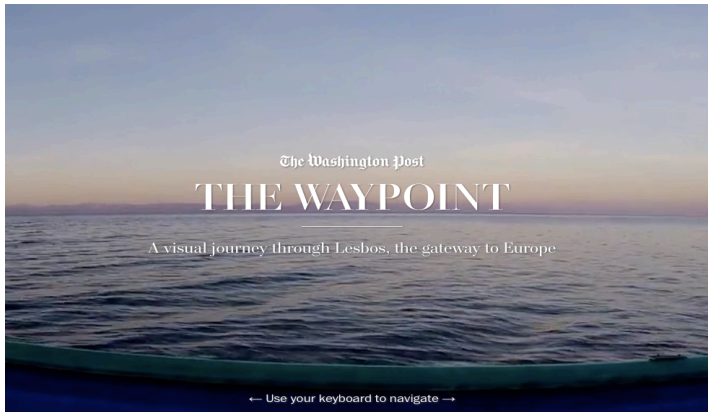
Documentary-Style Video

[Video](#) created for Syfy program "Hunters"



Part 3: 360° Video

How will the peace accord affect the day-to-day lives of the Colombian people? What will change and what will remain the same? Leveraging the interactive storytelling format of “*The Waypoint*,” a first-to-market execution by *The Washington Post* editorial team, we’ll invite the Post’s readers into an immersive journey through the post-peace landscape.



Execution inspiration: *The Washington Post's* “*The Waypoint*”:
<https://www.washingtonpost.com/graphics/world/lesbos/>

- Voiceover narration* guides viewers through the video’s linear storyline
- Using their cursors, viewers can “look” up, down and around the video space, creating a sense of being physically in the locale
- Clickable interactive “hotspots” on people and objects give viewers the opportunity to learn more about individuals and topics
- Hotspots link to additional original content that could include article copy and video or photo profiles
- We’ll take viewers into the homes and workplaces of everyday Colombians to hear, firsthand, their perspectives on their country at peace



Sections

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WP BrandStudio ⓘ CONTENT FROM COLOMBIA GOVERNMENT

THE COMING PEACE

An interactive journey through Colombia on the eve of its post-accord future



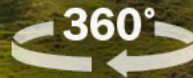
"We will have to rebuild our country together."



The Timeline of Peace



"We repent everything. Not just the war."



👉 Drag to look around

* For illustrative purposes only

The Washington Post

Thank You

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