

# Business Media Intimacy

SHORTCUT SOLUTION

CORE  
CONNECT

CONNECT-WITH-CONTENT

ANY-TO-MANY

SHORT  
COPY

LONG  
COPY

VISUAL  
CONTENT

VIDEO  
CONTENT

PERSONAL CONTENT BUSINESS CONTENT

HELP (vs. CONVINCe) TO BUY

GIVE (vs. GET) ATTENTION

PROBLEM-SOLVING COMMUNITY