



1. FACE2FACE

12. LOCATION  
BASED, GAMING,  
MOBILE

2. RADIO/TV

11. EVENTS

3. PRINT/MAIL

10. REVIEW,  
SHARING &  
BOOKMARKING

4. WEB

GOAL

9. NEWS

5. BLOGS,  
MICROBLOGS,  
RSS

8. SOCIAL  
NETWORKS

6. EMAIL  
MARKETING

7. MULTIMEDIA