

360 degree
Advertising Campaign
for Blackberry 10



Ad Campaign

10 *believable!*



Score a



10 *mendous!* *



Score a



10 *lightened!*



Score a



10 *powering!*



Score a



10 *believable!* *

 **BlackBerry™ 10**
Evolution of a Revolution!

**DO YOU
HAVE
IT IN YOU TO**
Score



Like us on Facebook & Join the Contest!

**WIN
Big!**



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10 *mendous!* *

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DO YOU
HAVE
IT IN YOU TO
Score



**WIN
Big!**

Like Our Facebook Page.
Answer 10 Simple Questions & be
the 1st in the Middle East to own
Blackberry 10.



ALL YOU WANTED TO KNOW ABOUT

 **BlackBerry™ 10**
*Evolution of a **Revolution!***

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Facebook Contest

Create Page

Now

October

September

2012

2011

2010

2009

2008

2007

2006

2005

2004

2003

2002

2000

1999

1997

1996

Founded

ALL YOU WANTED TO KNOW ABOUT

BlackBerry 10

Evolution of a *Revolution!*

DO YOU HAVE IT IN YOU TO

Score



BlackBerry

12,121,918 likes · 88,432 talking about this

Like



Electronics

Hi! We're your BlackBerry Community Managers and we're here because you're here. Leave a comment or ask us a question - we love hearing from you.

About



Photos



PlayBook



Devices



Big Win Contest

3

Highlights



Post



Photo / Video

Write something...



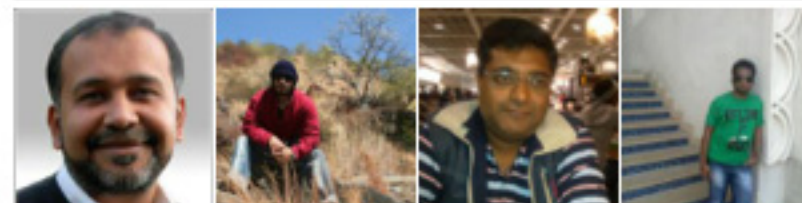
BlackBerry

23 hours ago via BlackBerry

This day last year, we introduced the Porsche Design P'9981 BlackBerry smartphone. "Like" this post if you have one. "Share" this post if you WANT one.

4 Friends

Like BlackBerry



Recent Posts by Others on BlackBerry

See All



Alexander Rybak

Alexander Rybak posted a photo.

4 minutes ago



Farhan Fahrurroji

Before "Like"



BlackBerry Devices

Like

Create Page

DO YOU
HAVE
IT IN YOU TO
Score



Like us on Facebook & Join the Contest! **WIN Big!**

After "Like" Contest page

facebook

Search for people, places and things

Neel Vyas Find Friends Home



BlackBerry Devices

Like

Create Page

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IT IN YOU TO

Score



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Big!**

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Microsite

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Answer 10 Simple Questions.
And Be the Proud Owner of a
Blackberry 10!



ALL YOU WANTED TO KNOW ABOUT

BlackBerry 10
Evolution of a Revolution!

POWER¹⁰

Sleek Design.
Power Features!
Everyone is talking
about BB10.

[Learn More](#)

WIN¹⁰

Check out the 10
Questions.
Log in and Multiply
results tenfold.

[Learn More](#)

CREATIVITY¹⁰

Score even more!
Shoot your own BB10
Video! Send us your
best shot! And Win
BIGGER!

[Learn More](#)

SUCCESS¹⁰

Check out the Prizes.
Enter Your Name.
Plus Refer A friend
Double Your Winning!

[Learn More](#)



"How I answered all 10
Questions and Won a _____!"



Success!



Refer a Friend

and Double Your Chances of Winning!

[Log in for More Details!](#)

Radio Spot

Radio Spot: 30 Secs: 'Tenbelievable!'

[Two people talking]

Man 1: Tenbelievable!

Man 2: What are you saying. You mean Unbelievable!

No...Tenbelievable!

What do you mean! Tenbelievable!

Yes Tenbelivable!

Now Score a 10 on 10...
To win the Blackberry 10!

Yeah !