



MASK + TOTEM

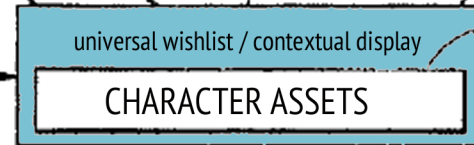
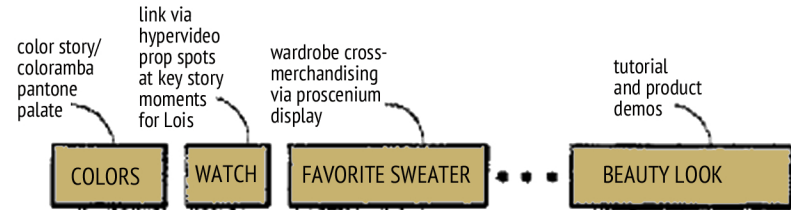
PERSONA-BASED TECHNOLOGY
FOR MOBILE TRANSACTIONS

CHOOSE FROM 3 STORY PACKAGES:

- A) Lois gets a makeover.
- B) Lois prepares for a date with Clark.
- C) Lois researches a news assignment.

Experience your favorite movie characters wherever you go with mobile pre- and post-theatrical branded experiences, contained via personalized day trip itinerary.

TOTEM



scripted totem content updated as character levels consumed OR by geolocation activation

Lois Lane is a journalist. She values objectivity and ingenuity. She's career focused and in a relationship.

She likes pizza and martinis, sale racks, art galleries, book stores and classic Hollywood movies.

She wants to start her own news brand. And has written about journalism, social media and making a difference on women's issues.

IDENTITY

AFFINITY

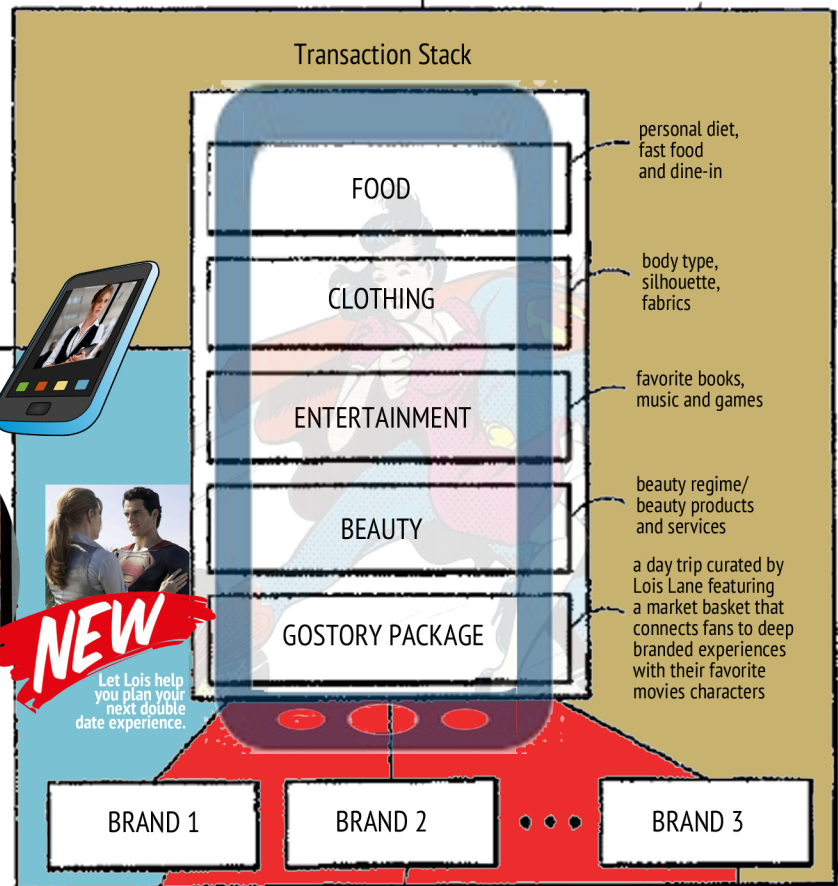
MISSION

WORK
MASK
PLAY

character DNA/screen persona



NEW
Let Lois help you plan your next double date experience.



product integration/
branded
entertainment

viral GPS
activated
content

content marketing/
sponsored message



TRY GOSTORY "FINDME" RECOMMENDATIONS

"Lois lane is like my personal avatar, guiding me through all her unique market preferences via lifestyle point-of-view and enrichment content."

Get to know **LOIS LANE...**
GOSTORY APP

- +Designed for mobile users.
- +Integrated with Coloramba & Cineramba.
- +Based on your favorite characters from movies and TV.
- +Augmented experiences.