

# < MIRACLES OF DIGITAL >

Using the silliest influencers of the internet  
as proof of the wonders of digital.



## PROBLEM

Many organisations do not yet think of digital as a useful way to have a greater impact.

## INSIGHT

However, today the world is full of people who have achieved incredible results thanks to this tool. Including many who would seem to be a basket case.

## IDEA

MIRACLES OF DIGITAL: if it helps influencers, imagine what it could do for your organisation.

## EXECUTION

-We will make a social-first video campaign showcasing different influencers doing dumb things to create content.

-Each video will emphasize on how these influencers are succeeding thanks to digital.

-At the end, the videos will invite the different organisations to fill in the form to collaborate with Skillando with the following message:

**"IF DIGITAL IS HELPING HER/HIM, IMAGINE WHAT IT CAN DO FOR YOUR ORGANISATION."**

## SOCIAL MEDIA VIDEOS



## SOCIAL MEDIA POSTS

