

Advertising

How to sell oranges



Orange links itself to things we like to do, so that when we do them we think of Orange. Even if they are not there!

orange™

Orange wants to be your friend!



What does everyone love?

Everyone loves movies, so Orange let us go for free.





What does everyone love?

Everyone loves Football, so Orange sponsors Liverpool.







Arsenal Liverpect (the greatest football team ever) is sponsored by Orange

What does everyone love?

Everyone loves music.

So Orange have special offers to music events.



find a summer of music on your phone





How Orange advertises

Orange advertises in

Newspapers

Magazines

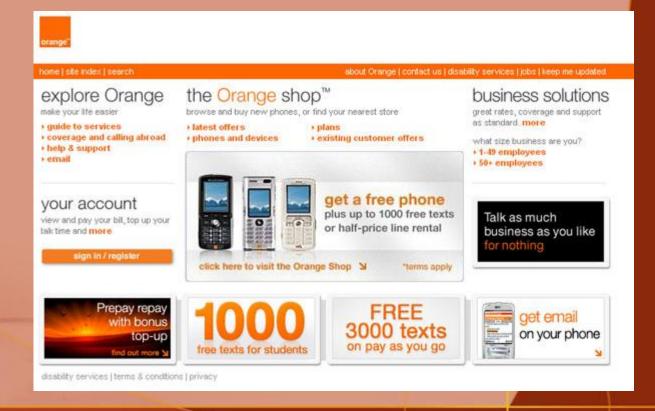
On TV

On buses

The Internet

In the post

Anywhere else?



Peter Loader @ TLT

everywhere! nere!

everywhere!

everywhere!

So you will never forget them!



everywhere!

everywhere!

evervwhere!

dere!

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