

# EKSTRA BLADET & SUPER BRUGSEN CREATES UNIQUE DATAPLATFORM

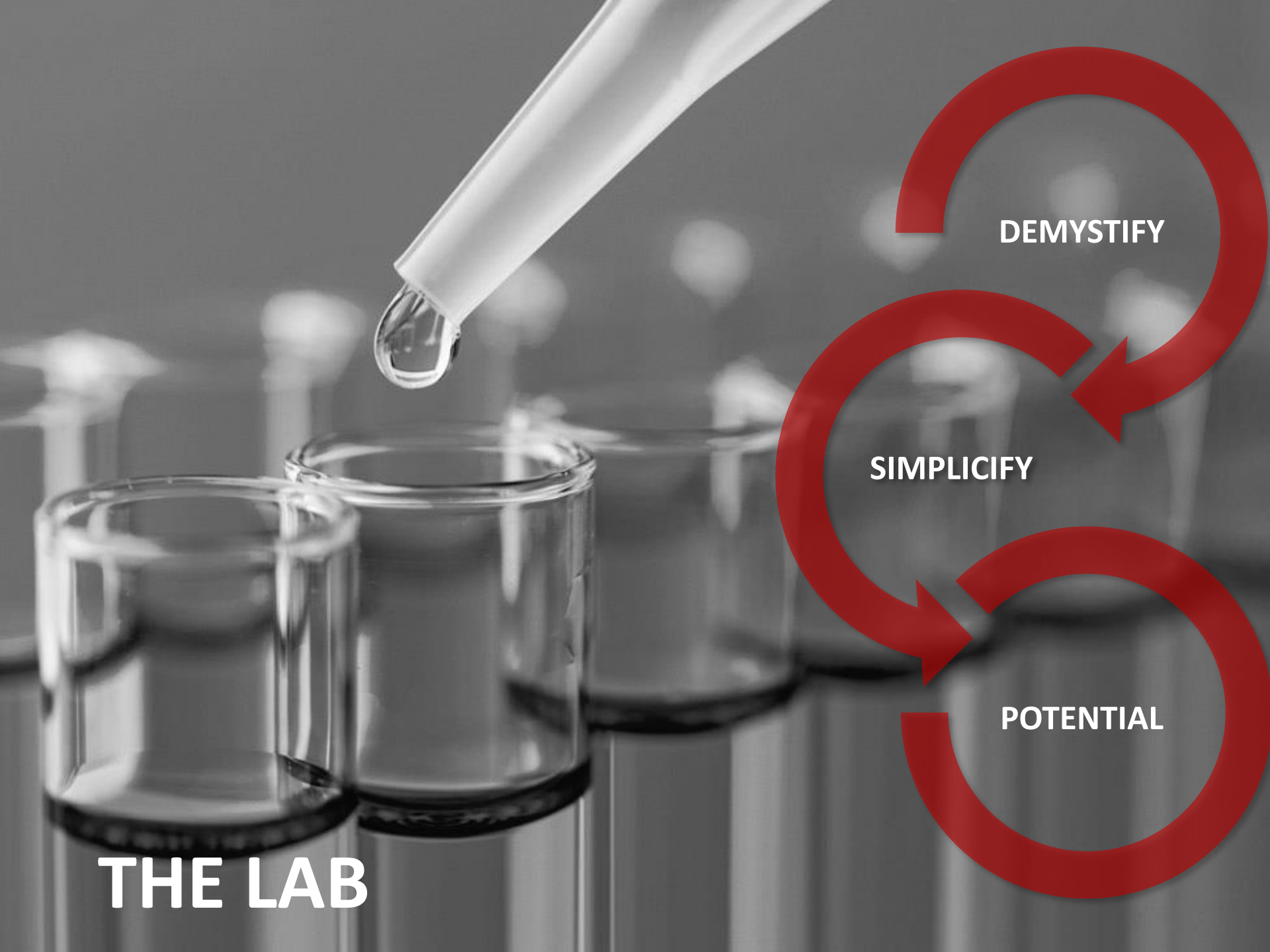


# THE DAWN OF BIG DATA

2014: "YEAR OF BIG DATA"?

COMPLEXITY

DIGITAL OPPORTUNITIES



**DEMYSTIFY**

**SIMPLICIFY**

**POTENTIAL**

**THE LAB**

# PARTNERS

Super  
Brugsen

Ekstra  
Bladet

**SENDER**

**MESSAGE**

**RECEIVER**

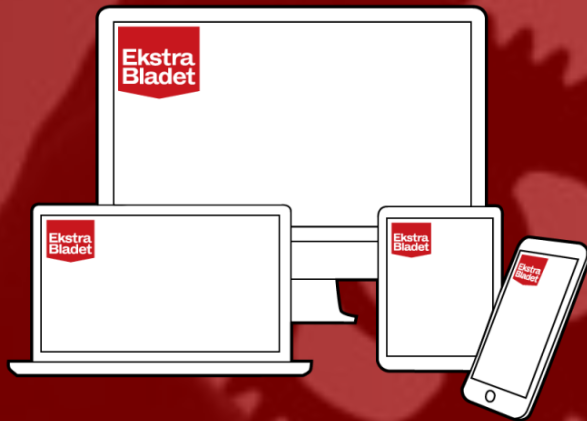
**SUPER BRUGSEN**  
*(RETAILER)*

**RELEVANCE**

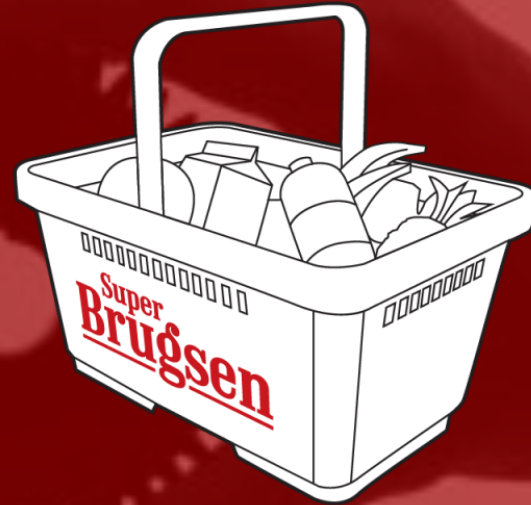
**EKSTRA BLADET**  
*(PUBLISHER)*



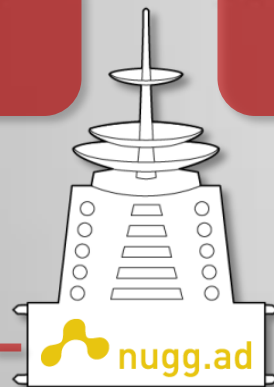
# COOPERATION: METHODOLOGY



**ONLINE**



**OFFLINE**





**BRAND EFFECTIVE ADVERTISING**