

document design and
creating a campaign

document design is
political.

First name *

[illegible]

Surname *

--

Date of birth *

January ▼

Gender *

☐ Male ☐ Female

Home postcode

1. *Chlorophyll a* (Chl a) is the primary photosynthetic pigment in most plants and algae. It is a green pigment that absorbs light energy in the blue and red regions of the visible spectrum. Chl a is essential for the light-dependent reactions of photosynthesis, where it converts light energy into chemical energy in the form of ATP and NADPH.

Mark the space or spaces which apply to you.

- New Zealand European
- Māori
- Samoan
- Cook Island Maori
- Tongan
- Niuean
- Chinese

ch as DUTCH, JAPANESE,
JAN). Please state:

- 5. Do you intend to engage in the United States in:**

- a. Espionage?**

Yes ☐ No ☐

- b. Any activity a purpose of which is opposition to, or the control or overthrow of, the Government of the United States, by force, violence, or other unlawful means?**

Yes ☐ No ☐

- c. Any activity to violate or evade any law prohibiting the export from the United States of goods, technology, or sensitive information?

Yes ☐ No ☐

6. Have you **EVER** been a member of, or in any way affiliated with, the Communist Party or any other totalitarian party?

Yes ☐ No ☐

7. Did you, during the period from March 23, 1933, to May 8, 1945, in association with either the Nazi Government of Germany or any organization or government associated or allied with the Nazi Government of Germany, ever order, incite, assist, or otherwise participate in the persecution of any person because of race, religion, national origin, or political opinion?

Yes ☐ No ☐

8. Have you **EVER** been deported from the United States, or removed from the United States at government expense, excluded within the past year, or are you now in exclusion, deportation, removal, or rescission proceedings?

Yes ☐ No ☐

9. Are you under a final order of civil penalty for violating section 274C of the Immigration and Nationality Act for use of fraudulent documents or have you, by fraud or willful misrepresentation of a material fact, ever sought to procure, or procured, a visa, other documentation, entry into the United States, or any immigration benefit?

Yes ☐ No ☐

- 10. Have you **EVER** left the United States to avoid being drafted into the U.S. Armed Forces?**

Yes ☐ No ☐

Harm to Ongoing Matter

Prigozhin was sanctioned by the U.S. Treasury Department in December 2016.¹⁹

Harm to Ongoing Matter

²⁰ Harm to Ongoing Matter

Numerous media sources have reported on Prigozhin's ties to Putin, and the two have appeared together in public photographs.²²

Harm to Ongoing Matter

²³ Harm to Ongoing Matter

Harm to Ongoing Matter

²⁴ Harm to Ongoing Matter

²⁵ Harm to Ongoing Matter

Harm to Ongoing Matter

¹⁹ U.S. Treasury Department, "Treasury Sanctions Individuals and Entities in Connection with Russia's Occupation of Crimea and the Conflict in Ukraine" (Dec. 20, 2016).

²⁰ Harm to Ongoing Matter

²¹ Harm to Ongoing Matter

²² See, e.g., Neil MacFarquhar, *Yevgeny Prigozhin, Russian Oligarch Indicted by U.S., Is Known as "Putin's Cook"*, New York Times (Feb. 16, 2018).

²³ Harm to Ongoing Matter

²⁴ Harm to Ongoing Matter

²⁵ Harm to Ongoing Matter see also SM-2230634, serial 11B HOM

Our University

- ✓ safe
- ✓ inclusive
- ✓ equitable

racism
sexism
ableism
ageism
homophobia
transphobia

ZERO tolerance for discrimination

He wāhi whakatoihara kore



www.equity.auckland.ac.nz/zerotolerance



Gmail

facebook



Hotmail

YAHOO!

Google



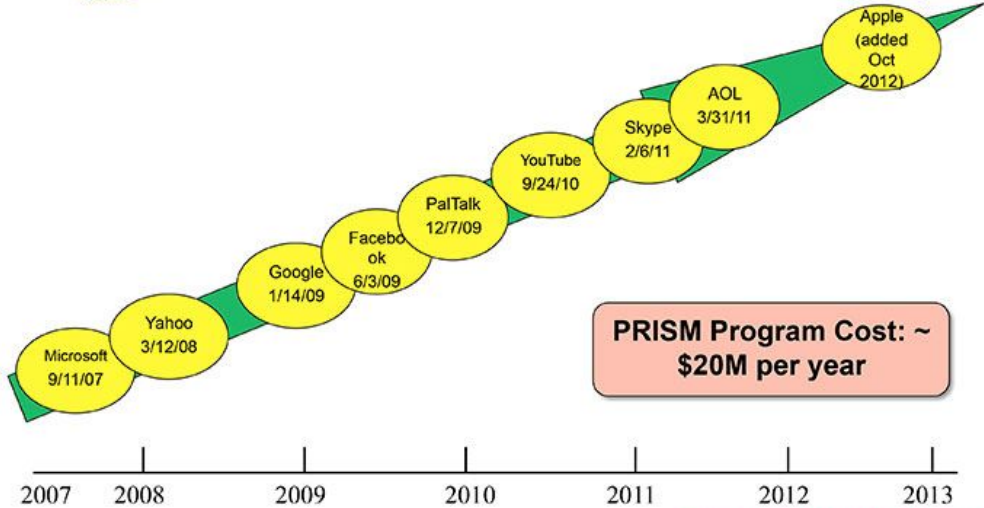
skype

paltalk.com

YouTube

AOL mail

(TS//SI//NF) Dates When PRISM Collection Began For Each Provider



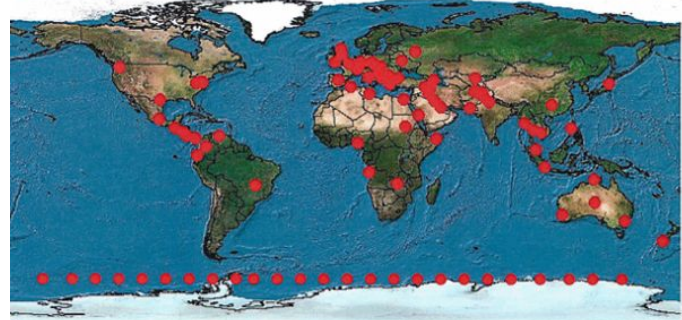
PRISM Program Cost: ~ \$20M per year

TOP SECRET//SI//ORCON//NOFORN

Simon Denny



Where is X-KEYSCORE?



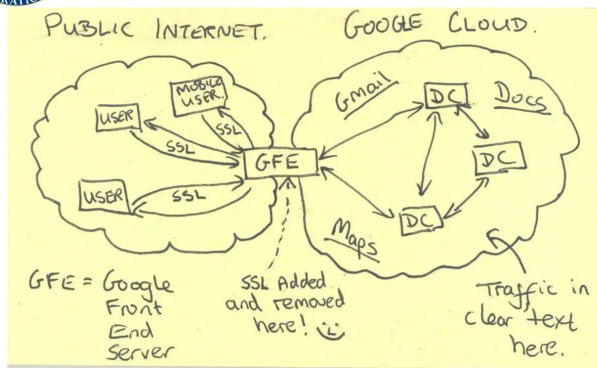
Approximately 150 sites

Over 700 servers

TOP SECRET//SI//NOFORN



Current Efforts - Google



TOP SECRET//SI//NOFORN

Search the Community Standards

Introduction

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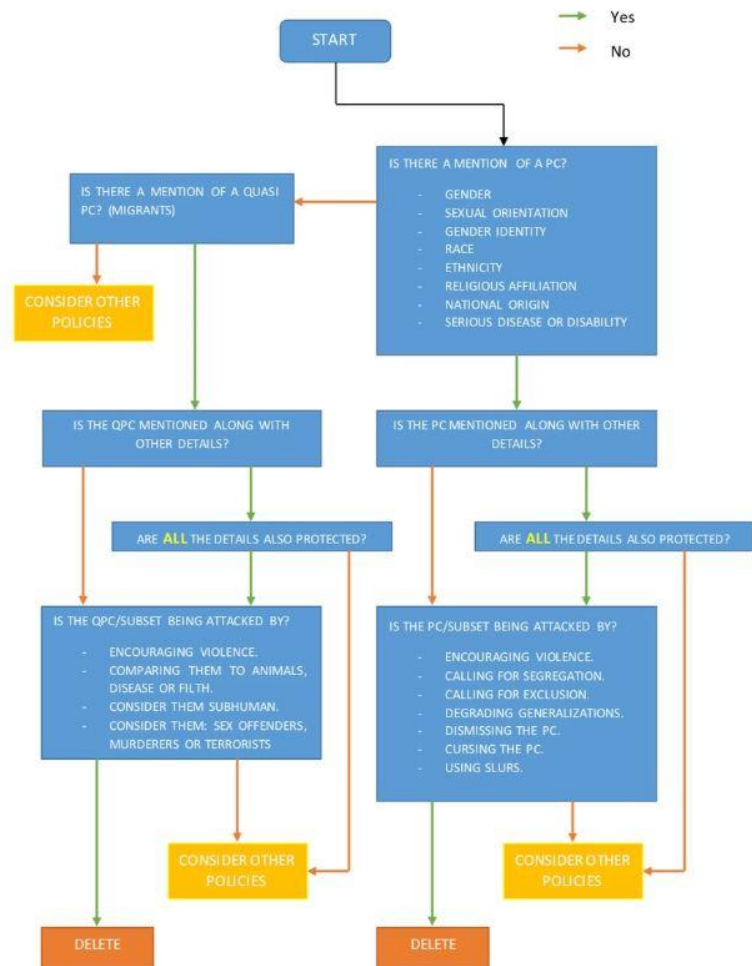
- > I. Violence and criminal behaviour
- > II. Safety
- > III. Objectionable content
- > IV. Integrity and authenticity
- > V. Respecting intellectual property
- > VI. Content-related requests

Community Standards



INTRODUCTION

Every day, people come to Facebook to share their stories, see the world through the eyes of others and connect with friends and causes. The conversations that happen on Facebook reflect the diversity of a community of more than two billion people



documents are
designed to speak to
you.

Questions to ask

1. Who is your target audience? (everyone cannot be an answer here)
2. Are there more men or women? (find statistics)
3. How old are they? (children, teens, adults, seniors)
4. Where do they live? (city or town, state, country)
5. What is their income level? (wealthy, upper, middle, low, poverty)
6. What is their education level? (less than high school, high school, four- or two-year college, masters or doctoral level)
7. What is their knowledge level? (use and sophistication with the product, service, or idea)
8. How are they different from you? (specifically)
9. How are they similar to you? (specifically)
10. What is their attitude toward the product or service? (how they feel so far)
11. What is their background in relationship to the topic. (what they have experienced so far)
12. What are their values? (ethical stance in society)
13. What are their tastes? (refined, middle class, or subsistence)
14. How do they spend their leisure time? (introverted or extroverted)
15. What do they read? (magazines, books, newspapers, websites, blogs)
16. What makes them unique? (special features of the group)
17. When can you get their attention the easiest? (time of day, environment, month)
18. Where will they read or interact with the communication piece? (format and media)
19. What effect do you want to have on them? (what feelings should they have).

Everyone's Guide to Successful Publications, Elizabeth Adler (1993)

Social Media and 'Personas'

From a marketing and advertising perspective, social media is valuable because it allows you to “nanotarget” individuals based upon highly defined criteria such as their jobs, interests, employers, marital status, education, gender, and age. (DiMarco, 191).

“Michael Leis [...], Senior Vice President of Social Strategy at Digitas Health Lifebrands, [...] recommends getting to know subcultures on social media “through the kind of artifacts they leave behind,” such as their profile photos, how users are connected to one another, what they are talking about beyond your subject matter, and how they are using technology.” (DiMarco 192)

“Streetwear has a dirty name now because people feel it’s been co-opted by a consumer who may not know the history behind it,” said Carvalho. “Picking up a sneaker for them is just an opportunity to resell it and make some cash.” (The sneaker resale market alone is said to be worth [\\$1 billion](#).)

A lot of these so-called streetwear companies may be hesitant to court that uneducated consumer and have them representing their brand, Carvalho said.

<https://digiday.com/marketing/brands-run-association-streetwear-backlash-begun/>

1. Innovators: successful, sophisticated, and active with high self-esteem
2. Experiencers: self-expressive, young rebellious excitement seekers
3. Strivers: motivated to receive self-definition and approval from others
4. Thinkers: mature, well-educated professionals
5. Achievers: goal oriented, in control, and value respect
6. Believers: conservative, deep moral codes, with modest education and income
7. Makers: suspicious of innovation and physical possessions are not impressive
8. Survivors: narrowly focused, cautious consumers

(Drewniany and Jewler, 2011).

documents are
precision objects.

GOALS What are the project communication goals? Are you trying to: persuade, inform, educate, or entertain, or a combination of some?

AUDIENCE Who is the target audience? Who are they descriptively and in what assumed scenarios are they receiving this communication?

CONCEPT What is the big idea that connects the goals and audience? What are the words that hit the target audience in the emotional center?

MESSAGE What is the unique selling proposition that influences the audience? What are the taglines, copy, and headlines that may have resonance?

IMAGE What images present a magnetic attraction to the audience, and communicate the message clearly? What visual puns can captivate the audience with clever, intelligent, clear ideas that lead to action?

STYLE What visual framework fits here? What is the graphic style? Should the work incorporate features of a time, environment, or contemporary visual approach?

THEME What is the story that drives the message? If your communication told a short story, what would it be?

(DiMarco, 85)

pop culture is on
purpose.

Chevy

narrative thread

overview

Heineken

brands are people like
us.

virgin australia voice

skype brand voice

ikea brand voice

Words we like.

Free.

Share.

Whole
world.

Baboon.

Calls.

Words we don't like.

Telephony.

Peer-to-peer.

VoIP.

Bill.

supercalifragilisticexpialidocious.

Our tone of voice.

The Skype tone of voice is unique. As a company built around our users, the Skype voice is always plain-speaking and human.

Our products are always explained in the simplest terms. If your mum couldn't understand what is being written, then it's not the Skype voice.

Humour is an important part of the Skype voice. We don't tell one liners, but employ a gentle wit to engage our users.

For instance "You could think of us as that overly generous Aunt who always insists you have a third helping. We prefer to think of ourselves as a big group hug, even a present. Yes that's it, we're a present but without the ribbon."

hahahahahaha

hehe

I
don't
get it.





OUR TONE OF VOICE

If you think of Virgin Mobile as a person, then our Tone of Voice is our personality. It's how we express ourselves. It's the thing that makes us different from every other telco business.

Like a person, our Tone of Voice has evolved a little over the years, while staying true to who we are. These days we're a little more grown up, but we're still fresh, friendly and fun. It just means that, instead of saying "Hi peeps", we might say something like "Hello gorgeous" instead.

Because it's our personality, our Tone of Voice shines through in everything we do. Of course you'll recognise it in our ad campaigns and on our website, but you should also spot it in everything from our bill messages and internal comms to the way we talk to customers when they call or email us.

For some campaigns we'll tweak the language to suit the character involved (think gangsta-talk for 5c; ye-olde for Robin Da Hood), but even when the style varies, it's important to remember that the underlying tone should remain the same.

To help us think about Tone of Voice, we've broken it down into five bite-sized pieces. Hungry for more? Then read on.

USING HUMOUR

WE'RE FAMOUS FOR OUR CHEEKY HEADLINES
BUT THESE TAKE A LOT OF TIME TO GET RIGHT.

- Use witty humour whenever possible – and appropriate
- Always solve a customer's problem before cracking jokes
- Don't force it – if it comes naturally, all good, otherwise just aim for friendly

From our earliest days the Virgin brand worldwide has used humour to entertain and build a relationship with the public and our customers. Humour is a great way to find new ways to say something we all relate to.

We love to be cheeky, even provocative, but we're never crass or use innuendo gratuitously. And please, **no 'Virgin' jokes.**

Our humour should be based on honest, insightful observations of human behaviour, not cheesy gags or randomness just for the sake of standing out.

WE WANT TO BE WITTY, NOT WEIRD.



What is tone of voice?

Tone of voice is how we communicate, and part of our personality.

Our tone of voice is manifested in every contact and situation with people inside and outside IKEA. In advertising, public relations, corporate communication, exhibitions, product range, learning material, yes even in a simple email or a greeting in a store.

You could also say that it's how we come across. Verbally, visually, in writing and maybe even body language. Are we inspiring? Clear? Truthful? Open? Proud? It's all the little nuances in a day that add up to how we and our customers feel about the IKEA Brand.

Everything we do communicates. Even the things we don't say or do, and that's why this appendix to the Brand Direction is so important.

Today, we're almost 200,000 co-workers who speak 35 languages and work together with thousands of suppliers to serve 17 million customers every week. But no matter how much we grow, we don't want our voice to get lost in translation or become corporate or bureaucratic. We want the IKEA Brand to be a strong, optimistic and trusted voice in the world.

The purpose of this document is for all of us to have a few guiding principles in how to achieve that. Specifically, there are nine (9) IKEA personality characteristics which are the foundation for this document.

All nine of them have a clear connection to our values and our identity, but their most important role is to show the way how we express ourselves and connect us all to an IKEA tone of voice that is uniquely ours!

IKEA® is a different brand



The iconic IKEA allen key. A simple tool to assemble IKEA furniture now found in millions of homes around the world.

We like to do things differently at IKEA. It's in our DNA and part of our creativity. The world around us has even come to expect us to have a different take on things. We love that, but we do it for a reason.

First, it helps us to come up with better ideas. By challenging issues from surprising angles we see things in new ways.

Second, we do things differently because we want to. We have always been free thinkers, happy rebels, always challenging the status quo.

Our history is full of glorious moments and our future will be even brighter if we keep on doing things differently.

[netflix twitter](#)

[netflix instagram](#)

[airbnb experiences pt 2](#)

[airbnb experiences](#)



Airbnb @Airbnb · Feb 14

Need some inspiration for Valentine's Day? We got you.

Roses are red,
Violets are blue,
Enough clichés,
Do something new.



7 4 33



Airbnb @Airbnb · Feb 14

Fact: Doing something memorable on a date brings you closer together than dinner and movie. It's true.



Lucha libre fight

Dance all night



2 3 11



Airbnb @Airbnb · Feb 14

2 3 11



Airbnb @Airbnb · Feb 14

Would you rather hit the dance floor or get hardcore?

74% Hit the dance floor

26% Get hardcore

35 votes • Final results

2 2 8



Airbnb

@Airbnb

Follow

PSA: No really, you can do all these Airbnb Experiences IRL.

airbnb.com/experiences



Private gig



Wear a wig

9:09 am - 14 Feb 2019



airbnb • Follow

airbnb Get into Cuba's underground music scene with @AirbnbExperiences

Even though Havana is a city with thousands of working musicians, it's not easy to find if you don't know where to look. Airbnb Experience host and local legend DJ Jigüe knows exactly where to take you. "What's going on in Cuba's music scene is something historic." Click the link in our bio for more Airbnb Experiences.

Load more comments

realestatemovietrailers YES EXACTLY THIS! @airbnb please check your DM regarding video projects! 🙏🙏🙏🙏 (This is not an ad lol, serious inquiry)

jcosta456 Ok allí voy llevo el 30 del corriente mes

musicatic m2u



243,830 views

APRIL 18

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airbnb • Follow

airbnb Learn the secret sounds of Hollywood with @AirbnbExperiences

Snapping celery sounds like breaking bones. Frying bacon sounds like heavy rain. "You can tell a better story with your ears than your eyes," says Adam DeCoster, an Emmy-nominated Foley artist. He teaches people the art of Hollywood sounds in his Airbnb Experience.

Click the link in our bio for more @AirbnbExperiences.

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metalliquin @bieritz33 @joliz22 @klos_notfar @ricia_white @amanda_diemeke

leobicalhog7 @tuliocipo

...



640,859 views

APRIL 2

Log in to like or comment.



Netflix US Retweeted



Lena Waithe @LenaWaithe · Apr 21

#Special on @Netflix is also quite divine. I binged this beautiful and authentic series in one day. Get your lives

34 179 1.8K

Netflix US Retweeted



Keah pre-order 'The Pretty One' Brown @Keah_Maria · Apr 25

My hope is that shows like @ryanconn's #Special Open up doors for many more of us. There are so many stories I want to tell and I can't wait to tell them.

2 12 156

Show this thread

Netflix US Retweeted



Josh @fuckfacefag2 · Apr 25

So just finished watching #special and I'm crying so much oh my god

13 141

Netflix US Retweeted



Nathan @Nath5642 · Apr 25

Well that may have been my quickest @netflix binge ever, but wow that broke my heart 🥺

If you've not watched #Special you definitely should. It brought many laughs, different emotions and some definite tears. Already need a season 2.

@NetflixUK

16 189

Netflix US Retweeted



Ashley C. Ford @iSmashFizzle · Apr 28

Okay, this Street Food show on @netflix is so so so so so good. My word. The first episode left me in tears. It was visually stunning, and watching Jay Fai cook was just... 🥰

39 123 1.8K

Netflix US Retweeted



Kaleb @KalebMcKissick · Apr 28

#STREETFOOD ON @NetflixFood @netflix THIS IS THE BEST SHOW I HAVE EVER SEEN! I tear up every episode, thank you for this masterpiece.

12 22 232

Netflix US Retweeted



clare @tofusizzle · Apr 28

WOULD suggest Street Food on @Netflix — a space in your heart will be filled by each episode.

10 35 460

Show this thread

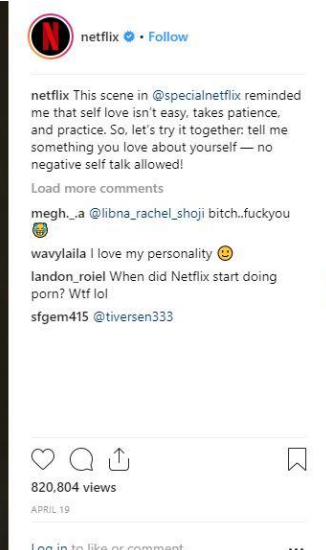
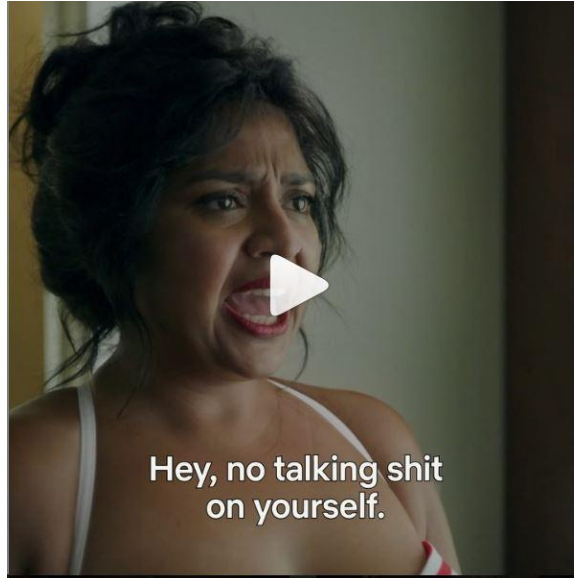
Netflix US Retweeted



Emmanuel Z Karabetis @ezkarabetis · Apr 28

The first two episodes of @Netflix's #StreetFood series have me tearing up. #StreetFoodNetflix

10 19 207





Netflix US

@netflix

Follow

As you make your way through @OurPlanet, here are some moments animal lovers may want to skip:

One Planet: 16:04 - 16:43

Frozen World: 16:29 - 17:47, 32:50 - 33:45, 48:45 - 51:00

Fresh Water: 26:10 - 27:09

Deserts and Grasslands: 28:45-29:10

High Seas: 37:42-37:52

10:06 AM - 10 Apr 2019



Tweets 299 Following 1 Followers 24.8K Likes 655 Moments 1

Our Planet @ourplanet

@netflix made a show about me, so I decided to start a Twitter. Our Planet is now streaming globally on Netflix.

netflix.com/ourplanet

Joined May 2017

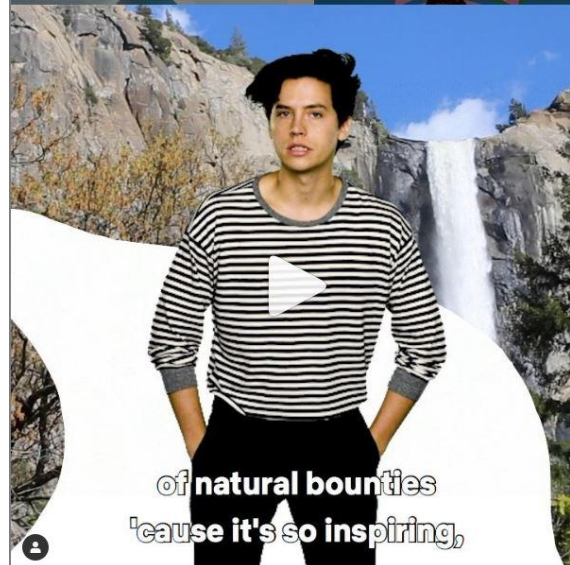
Photos and videos

Tweets Tweets & replies Media

Pinned Tweet

Our Planet @ourplanet · Apr 5

So excited to share my biopic with you all! Chases, newborns, first flights and some pretty weird stuff with ants - now streaming on @netflix



netflix @lilireinhart talking about the beautiful, lush landscape of Hawaii is giving me a serious travel bug. What natural landscape inspires you? #OurPlanet #NatureLovers

Load more comments

855,298 views

APRIL 15

Log in to like or comment.



netflix @colesprouse (note, not Coal Sprouts) explains why California, and its many natural landscapes, is his favorite place to explore. #OurPlanet #NatureLovers

Load more comments

riverdale_big_fanpage fff

kaou.halimi

glamorossme @marylihanne his voice ❤️

918,958 views

APRIL 15

Log in to like or comment.

netflix Lana Condor's emotional leopard encounter

Lana Condor travels to the Maasai Mara to experience the wildlife and see the circle of life.

Load more comments

marianalealma This make me cry, our planet is incredible. I hope some day I can see something like this, thank you earth for this beautiful gifts ❤️

always_stay_hydrated How is it that in my 13 years on living in Africa I've never seen a kill before. Then all of a sudden @lanacondor shows up for what a week? And THIS is what she sees!

always_stay_hydrated @always_stay_hydrated I love Lana tho ❤️

930,969 views

APRIL 16

Log in to like or comment.

advertorial

noun

1. a newspaper or magazine advertisement giving information about a product in the style of an editorial or objective journalistic article.

[les mills](#)