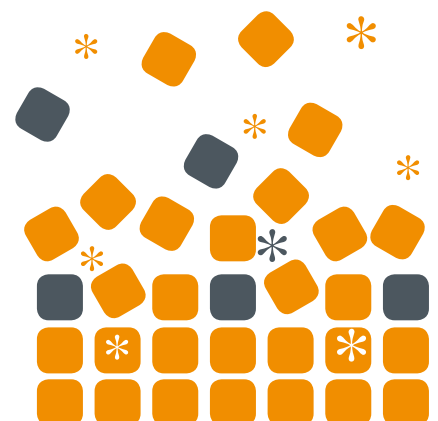




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La grille «Publivore»

Border line	Welcome pack	Claim	Feeding	Story-telling
Scope	Goodies	Catch line	Target	Base line
Revamping	Scoring		Overkilling	Kick off
Asap	Body	Charrette	To do list	Forwarder
Implémenter	Copy stratégie	Une reco	Focus group	La pige

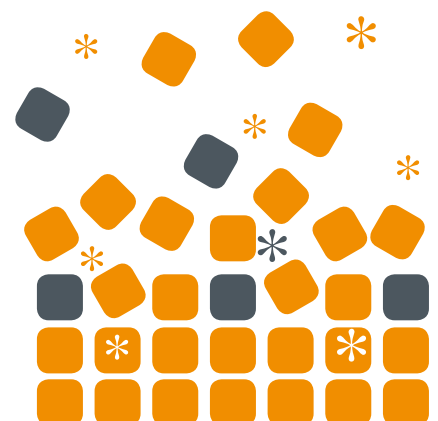




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La grille «Publivore»

Mémorable	Feed back	360°	Cross canal	Une cible
Brainstorming	Teasing	Cross media	One shot	Capital sympathie
Une proposal	Un draft		Présence à l'esprit	Viral
Face to face	Asap	Catch line	Une reco	Story-telling
Scoring	Copy stratégie	Target	Border line	Forwarder





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La grille «Publivore»

Border line	Gimmik	One shot	Claim	Story-telling
Scope	Goodies	Catch line	Viral	Base line
Scoring	Overkilling		Kick off	Body
Charrette	To do list	Forwarder	Une reco	Focus group
Mémorable	Feed back	360°	Cross canal	Une cible

