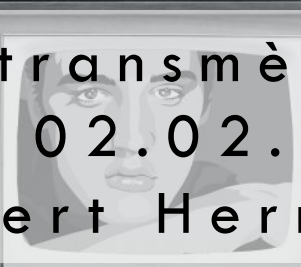




transmèdia
02.02.21
Robert Hernández



Google

robert hernandez



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Búsqueda Segura

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Grandes tatuadores: Robe...
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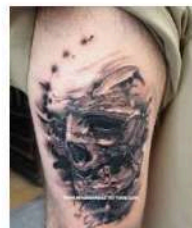
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tattoosocietymagazine.com



Info www.rhernandeztattoo...
es-es.facebook.com



ROBERT HERNANDEZ, la...
pinterest.es



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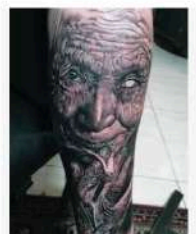
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Robert Hernandez | USC Anne...
annenbergl.usc.edu



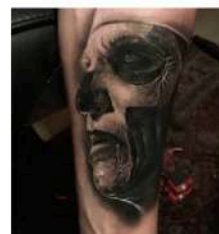
Robert Hernandez (@RH_...
twitter.com



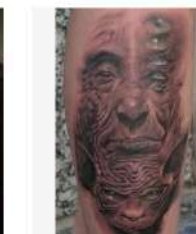
Robert Hernandez | Tatto...
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Robert hernandez epic gee...
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Robert Hernandez | Freedom Tat...
freedomtattoo.hk



Robert Hernandez — Apoc...
apocalypsetattoo.com



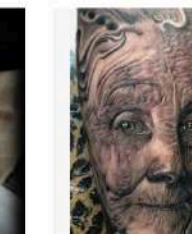
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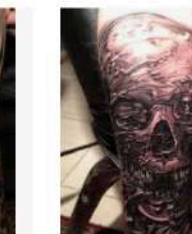
Grandes tatuadores: Robe...
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pic 999: Robert Hernandez...
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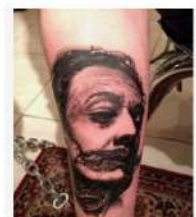
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apocalypsetattoo.com



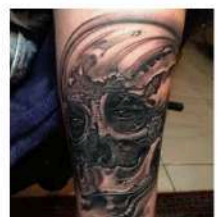
El realismo terrorífico de R...
distopiamod.blogspot.com



Robert Hernandez | Tatto...
tattoosocietymagazine.com



Robert Hernandez on Twit...
twitter.com



Robert Hernandez — Apoca...
apocalypsetattoo.com



Hyperspace Studios : Tatto...
hyperspacestudios.com



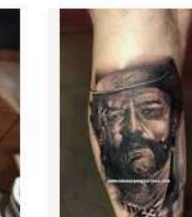
Robert Hernandez 2 — Tatto...
tattooartmagazine.com



Robert Hernandez | Freedo...
freedomtattoo.hk



Robert Hernandez
inkohaky.mx



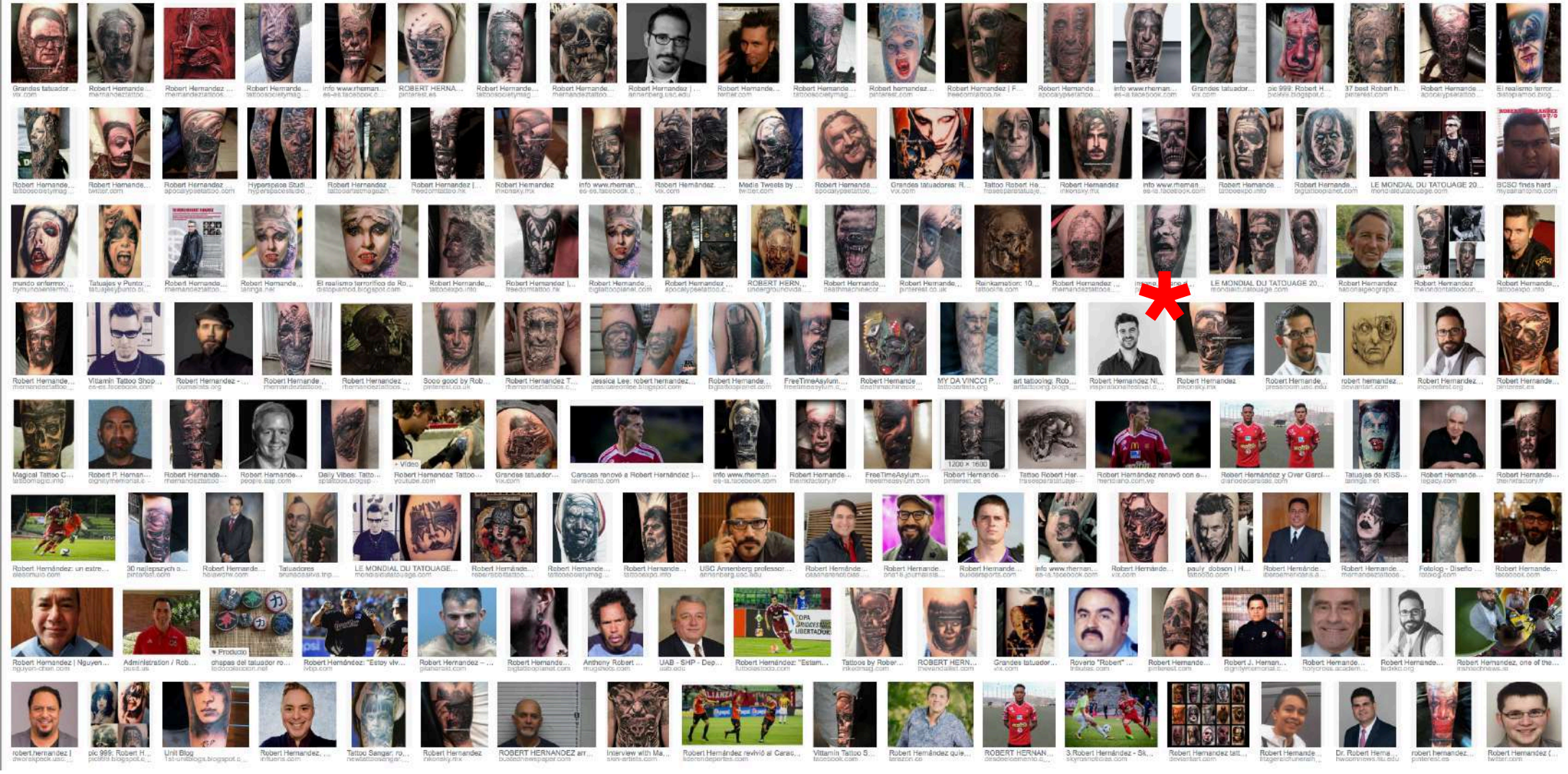
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Robert Hernández. Un tatu...
vix.com



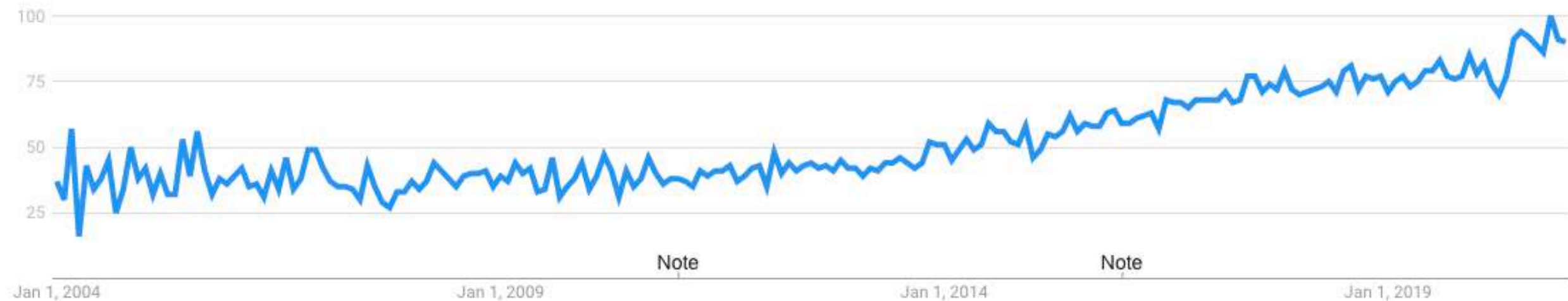
Media Tweets by Robert H...
twitter.com





EL TRANS ESTÀ DE MODA

Interest over time [?](#)



AFORTUNADAMENT, ÉS PER UNA CAUSA SOCIAL







91%

De les marques podria desaparèixer demà i a ningú els hi importaria.

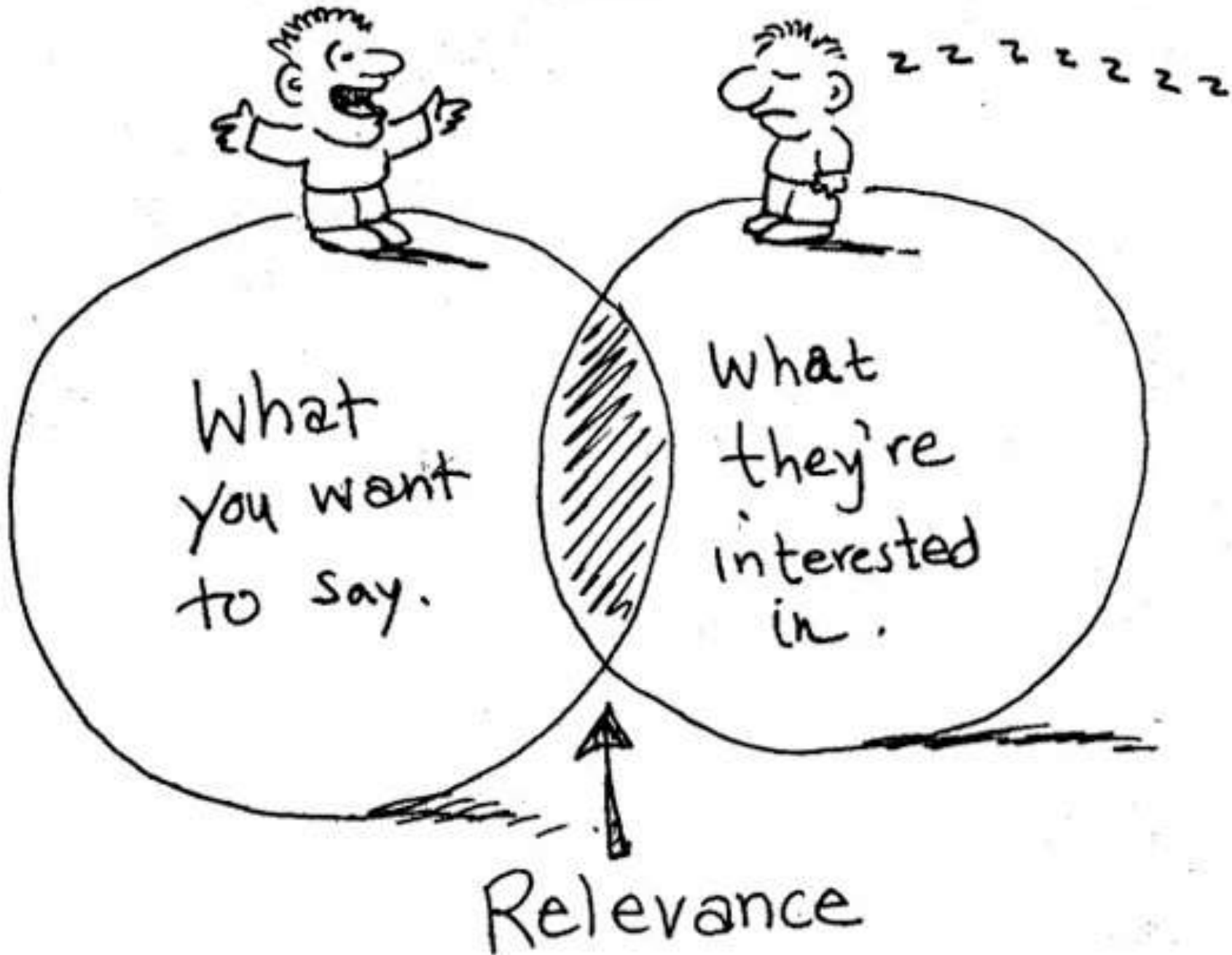


CREATING BRANDS THAT PEOPLE LOVE AND CREATING ADVERTISING THAT DOESN'T SUCK

Jim Bankoff . CEO, Vox Media

A close-up, top-down view of a large pile of yellow LEGO minifigure heads. The heads are scattered and overlapping, creating a textured, golden-yellow background. Each head has a different facial expression, including smiling, neutral, angry, and surprised. Some heads have additional features like glasses, a mustache, or a goatee. The lighting is bright and even, highlighting the smooth plastic texture of the minifigures.

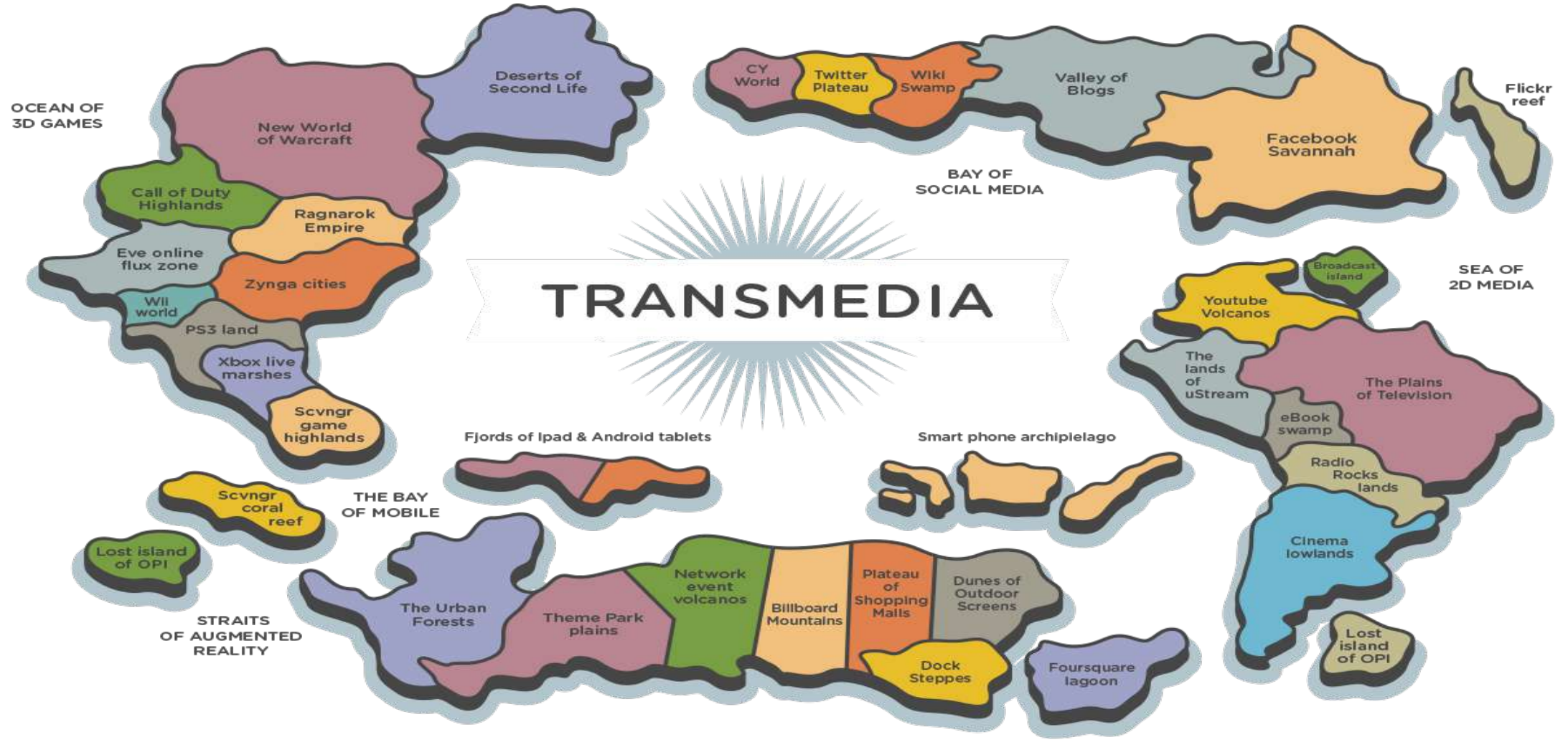
**Ser rellevants en la vida
de les persones.**

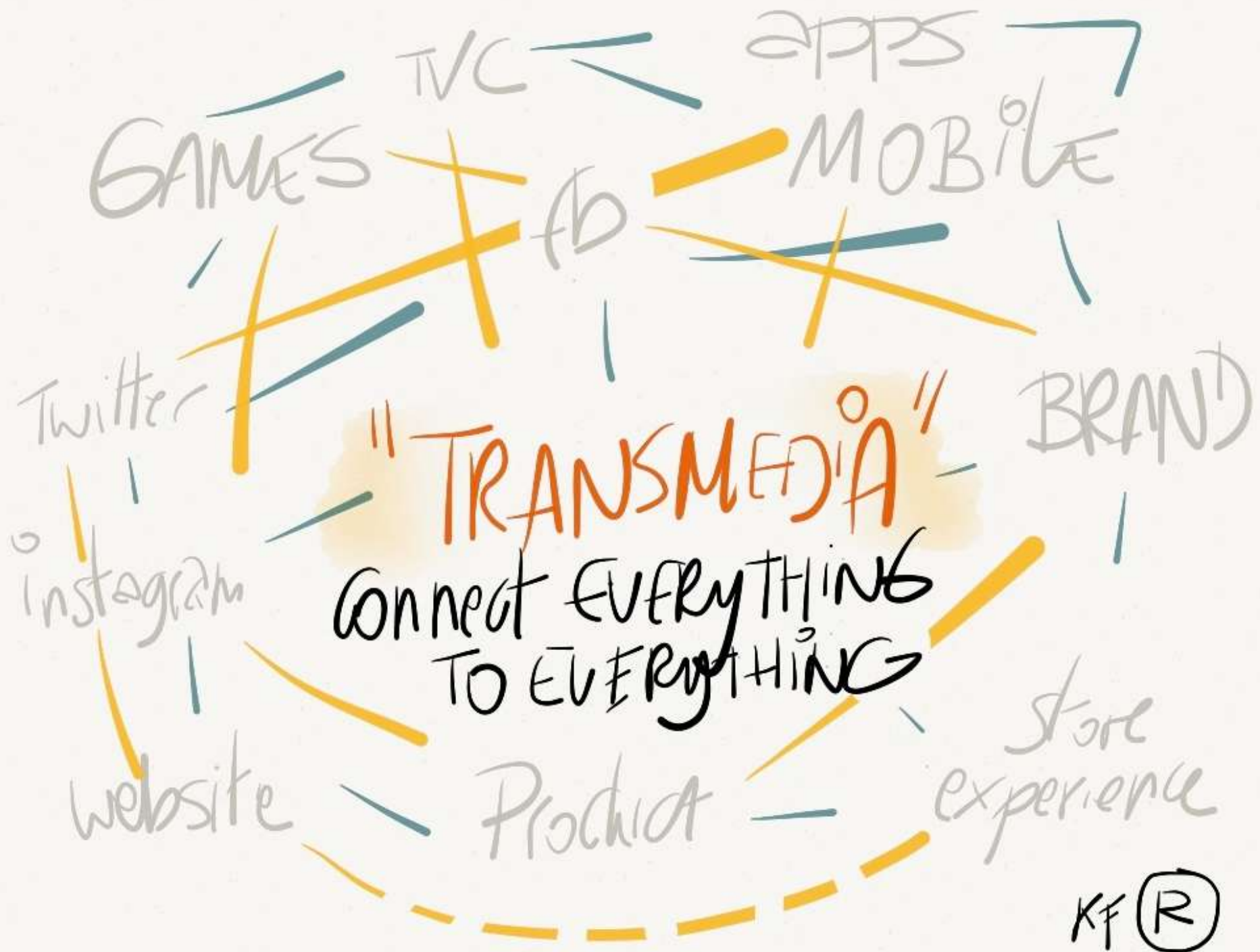


AG (abans de Google)



DG (després de Google)





"Henry Jenkins is the 21st century McLuhan."
— Howard Rheingold, author of *Smart Mobs*



CONVERGENCE CULTURE

WHERE OLD AND NEW MEDIA COLLIDE

HENRY JENKINS

CONVERGENCE CULTURE?



"Reduced to its most core elements, [convergence culture] is about the relationship between three concepts: media convergence, participatory culture, and collective intelligence... "

Henry Jenkins, Author of "Convergence Culture: Where Old and New Media Collide" (2006)

MIT
Technology
Review

Transmedia Storytelling

Moving characters from books to films to video games can make them stronger and more compelling.

By Henry Jenkins on January 15, 2003

Marsha Kinder



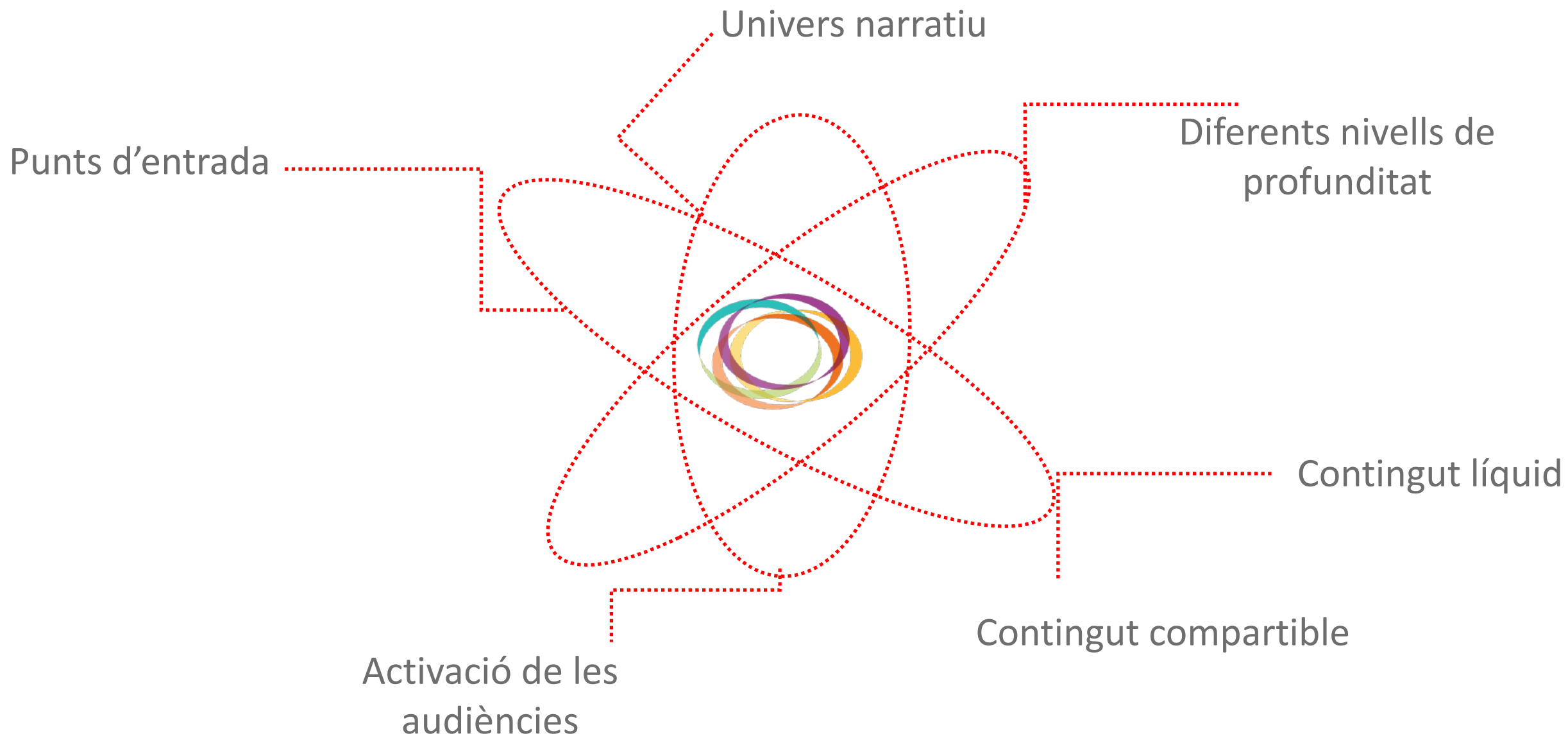
Transmedia intertextuality
works to position
consumers as powerful
players while disavowing
commercial manipulation.

- *Playing with Power*, 1991

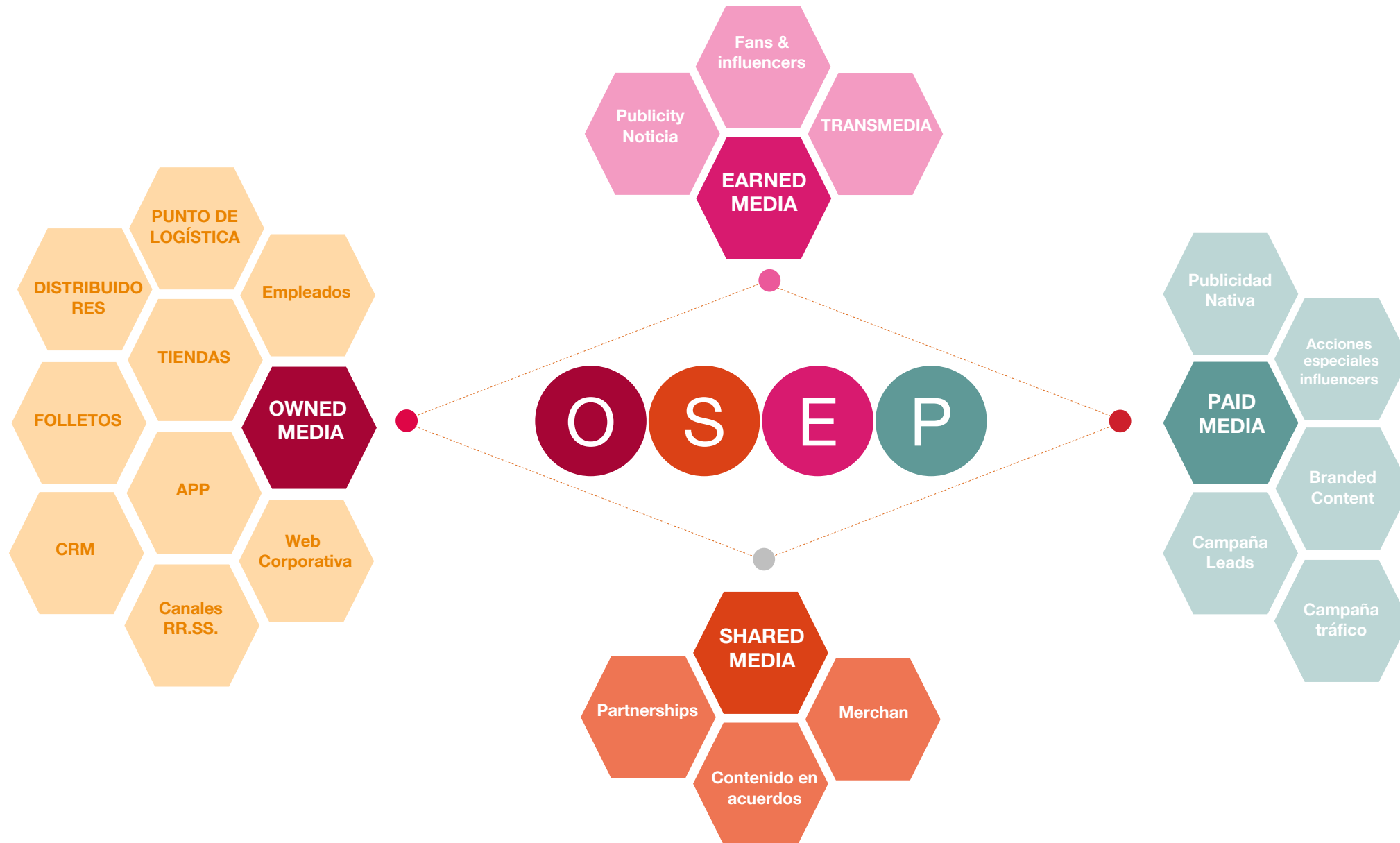
TRANSMEDIA STORYTELLING

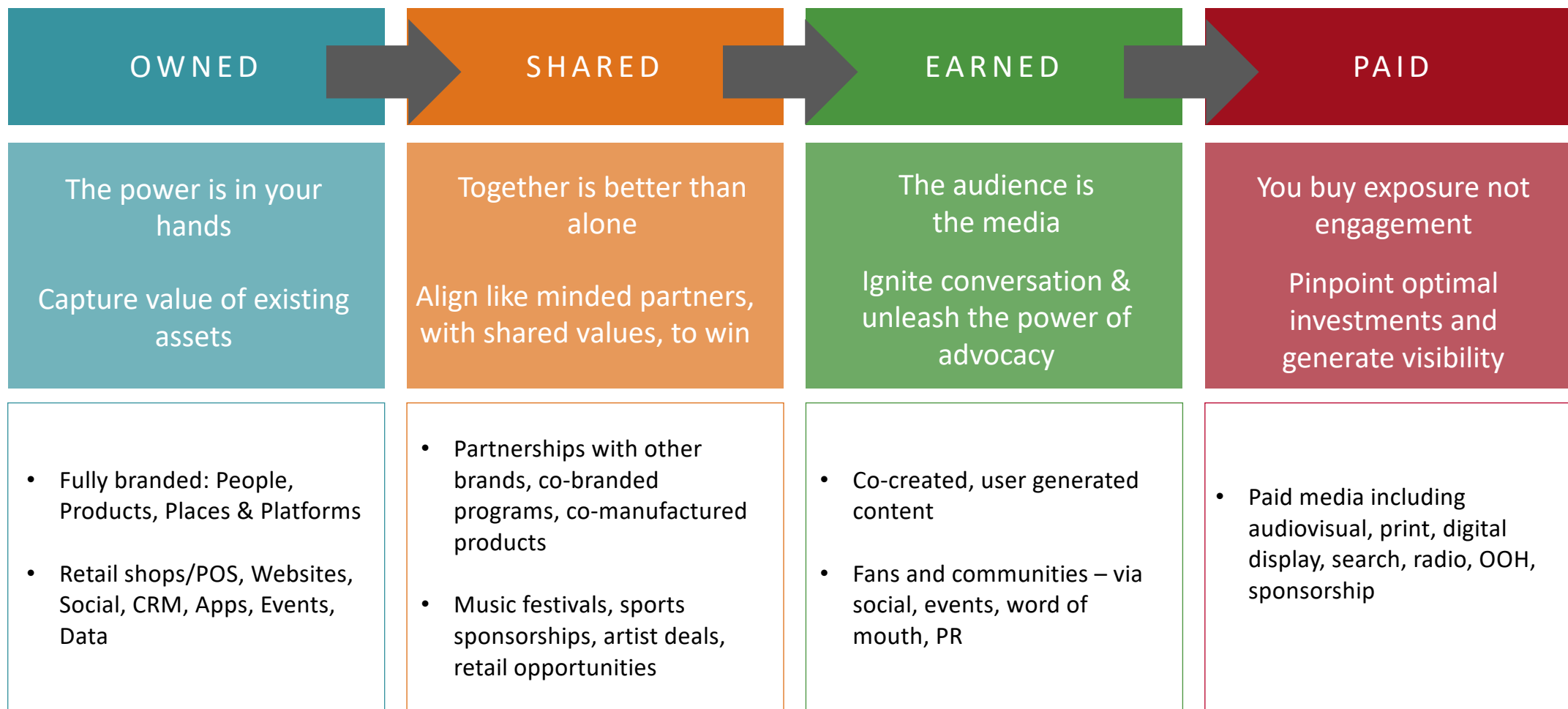
És la forma d'explicar una història a través de diferents punts de contacte, on tots estan vinculats per al relat final. I en el qual els usuaris són un element clau a l'hora de construir aquest univers narratiu.

UNA ACTIVACIÓ TRANSMÈDIA

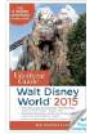


Ecosistema Transmèdia / OSEP





Unofficial Parks Guide



UGC



Fan Blogs



Influencers



Beauty Blogs



Print



Social/YouTube



OOH



PAID MEDIA

Banner Ad



EARNED MEDIA



SHARED MEDIA

Global Fun Meetups



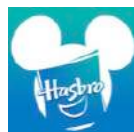
Rewards/Credit Cards



Travel Promotion



Merchandising



Parks Promotion



Theme Parks



OWN MEDIA

TV



Mobile



Movies



Radio



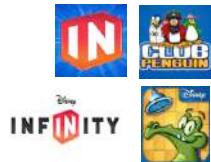
Retail/POS



Websites



Games



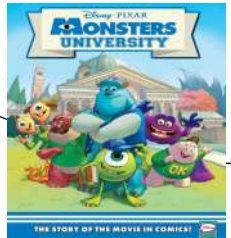
Events





Disney · PIXAR
MONSTERS, INC.
WE SCARE BECAUSE WE CARE

Disney
CALIFORNIA
ADVENTURE



LA HISTORIA DE UN SUEÑO

<https://vimeo.com/58794418>





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Pel·lícula



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Bandolera Peluche
Pokemon Pikachu
20cms

Por sólo
12.95
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CONVIÉRTETE EN
EL MEJOR ENTRENADOR
CON EL MERCHANDISING

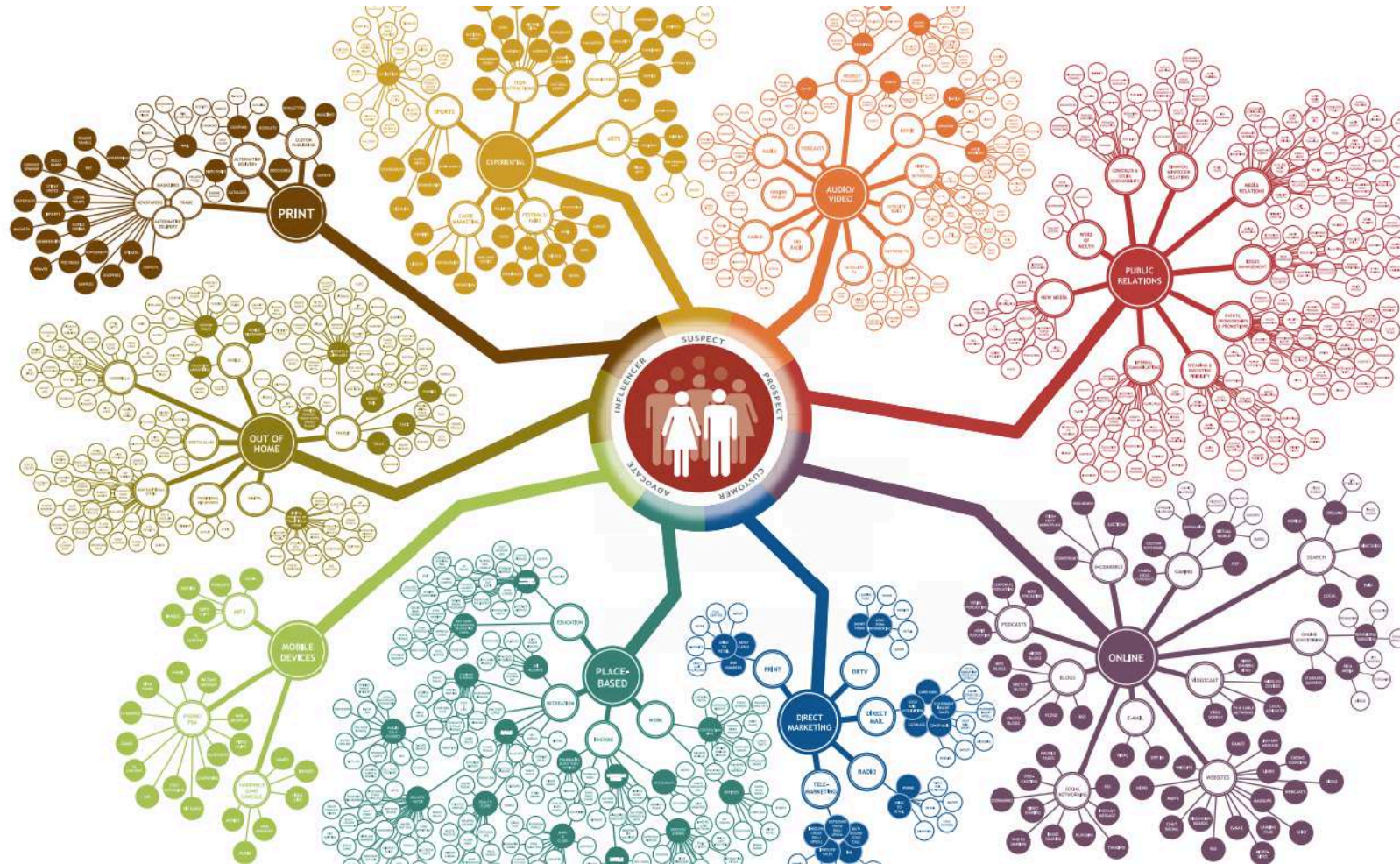
POKÉMON

Merchandising



Cobrandings

VISIÓ TRANSMÈDIA DE LA COMUNICACIÓ



TOT ESTÀ CONNECTAT

THINK BIG.

START SMALL.

SCALE FAST.



<https://www.youtube.com/watch?v=fMI3kti0nrY>