



transmèdia
17.02.22
Robert Hernández

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robert hernandez



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tatuaje skull art retrato pintura instagram hotel dibujo



Grandes tatuadores: Robe...
vix.com



Robert Hernandez Tattoos
rhernandeztattoos.com



Robert Hernandez Tattoos
rhernandeztattoos.com



Robert Hernandez | Tatto...
tattoosocietymagazine.com



info www.rhernandeztattoo...
es-es.facebook.com



ROBERT HERNANDEZ, ta...
pinterest.es



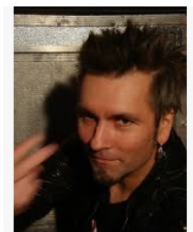
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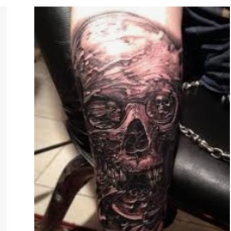
Grandes tatuadores: Robe...
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pic 999: Robert Hernandez...
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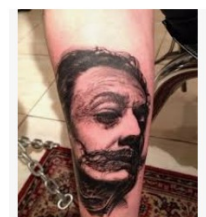
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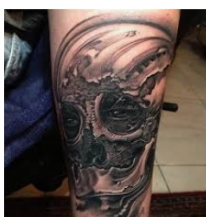
El realismo terrorífico de R...
distopiamod.blogspot.com



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tattoosocietymagazine.com



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Robert Hernandez — Apoca...
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Hyperspace Studios : Tatto...
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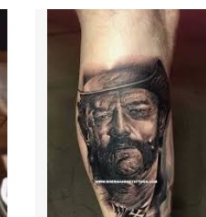
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inkonsky.mx



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Robert Hernández. Un tatua...
vix.com



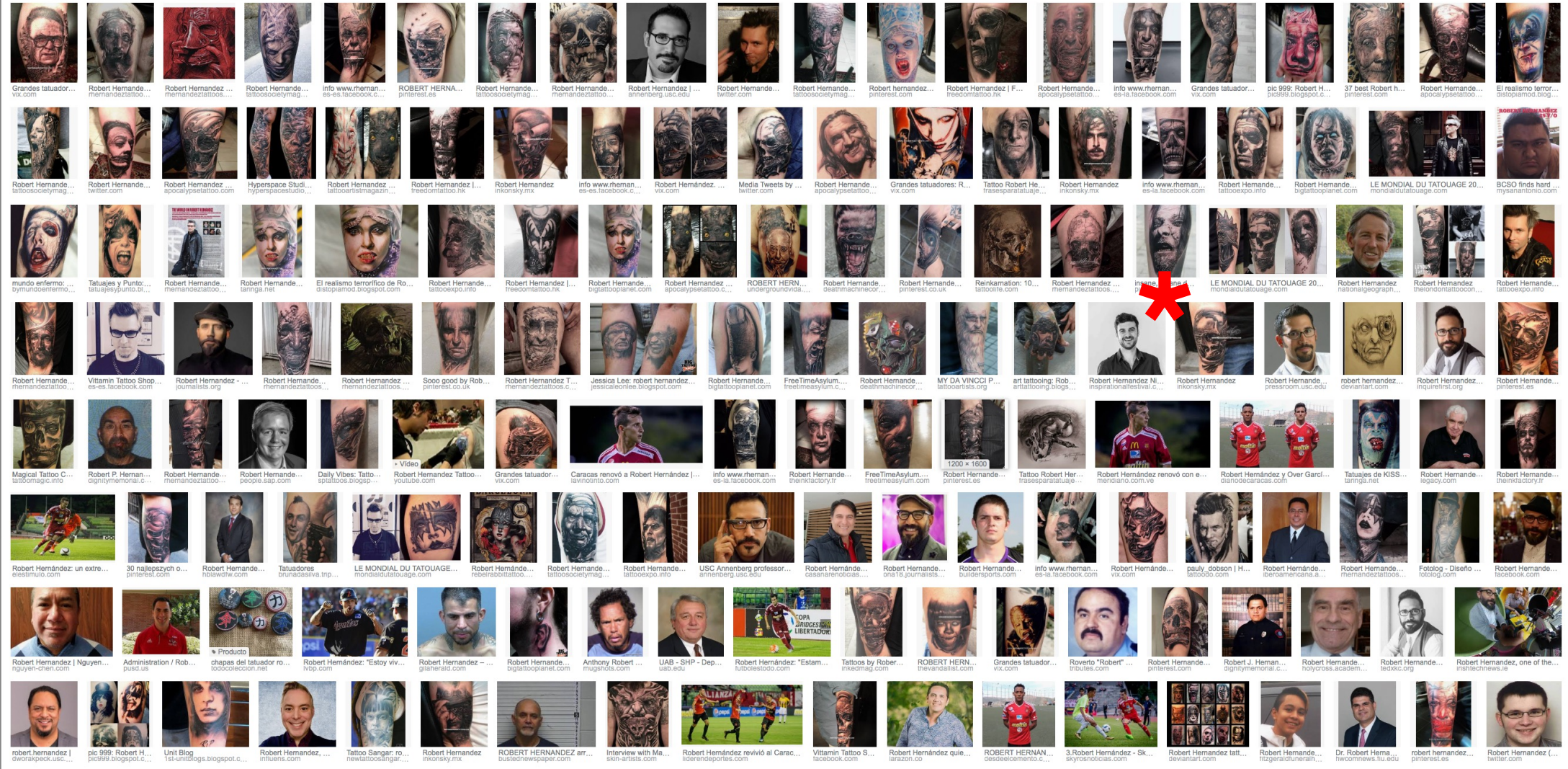
Media Tweets by Robert H...
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Búsqueda Segura

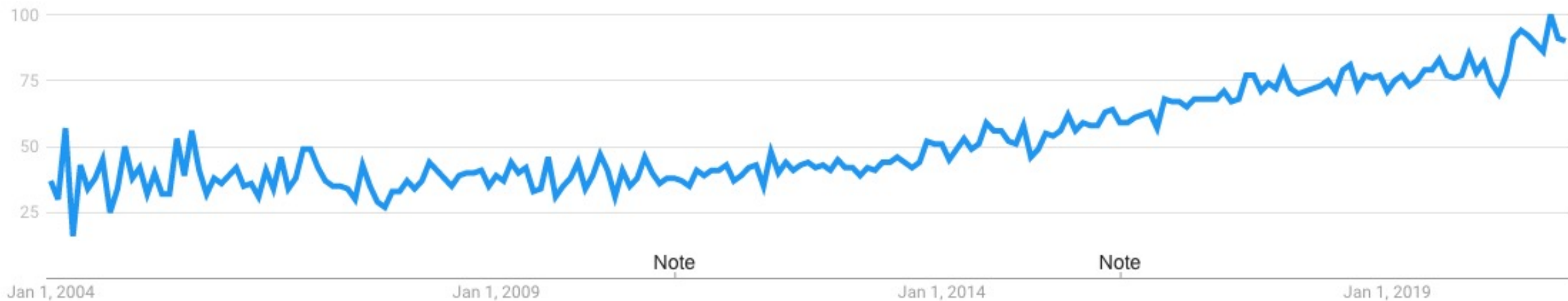
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EL TRANS ESTÀ DE MODA

Interest over time [?](#)



AFORTUNADAMENT, ÉS PER UNA CAUSA SOCIAL







91%

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

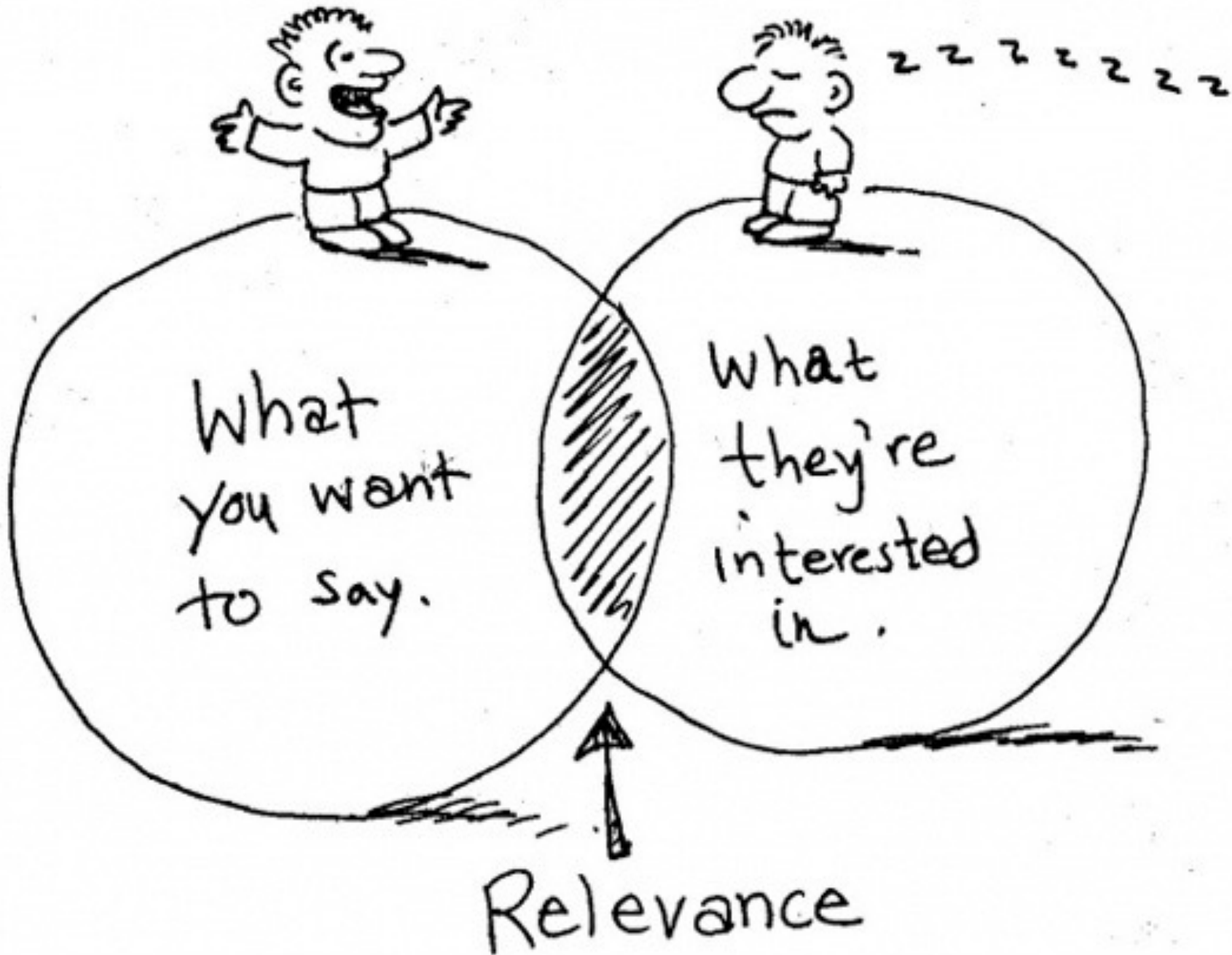


CREATING BRANDS THAT PEOPLE LOVE AND CREATING ADVERTISING THAT DOESN'T SUCK

Jim Bankoff . CEO, Vox Media

A dense, close-up shot of numerous yellow LEGO minifigure heads. The heads are piled together, creating a textured, repetitive pattern. Each head has a unique 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 heads.

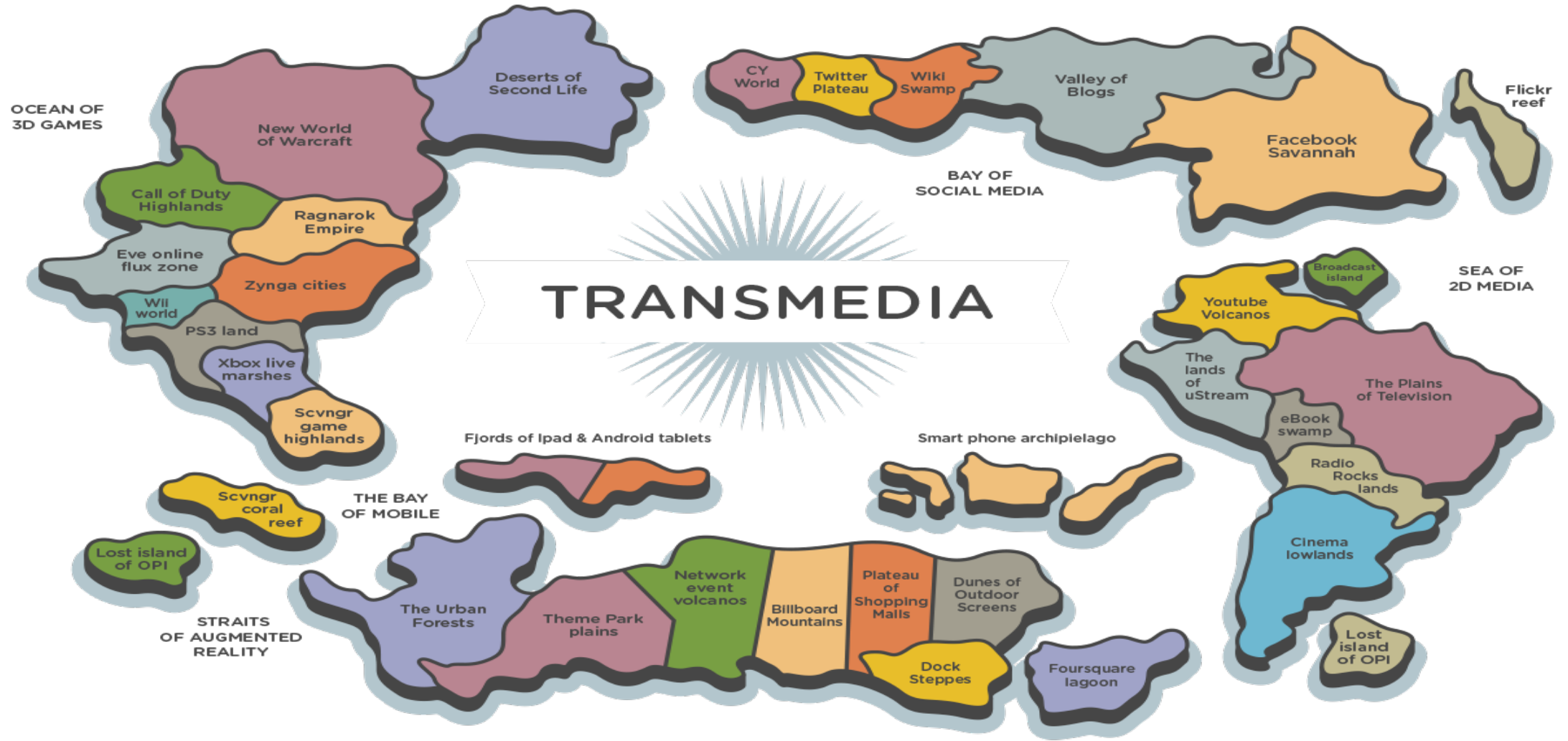
**Ser rellevants en la vida
de les persones.**

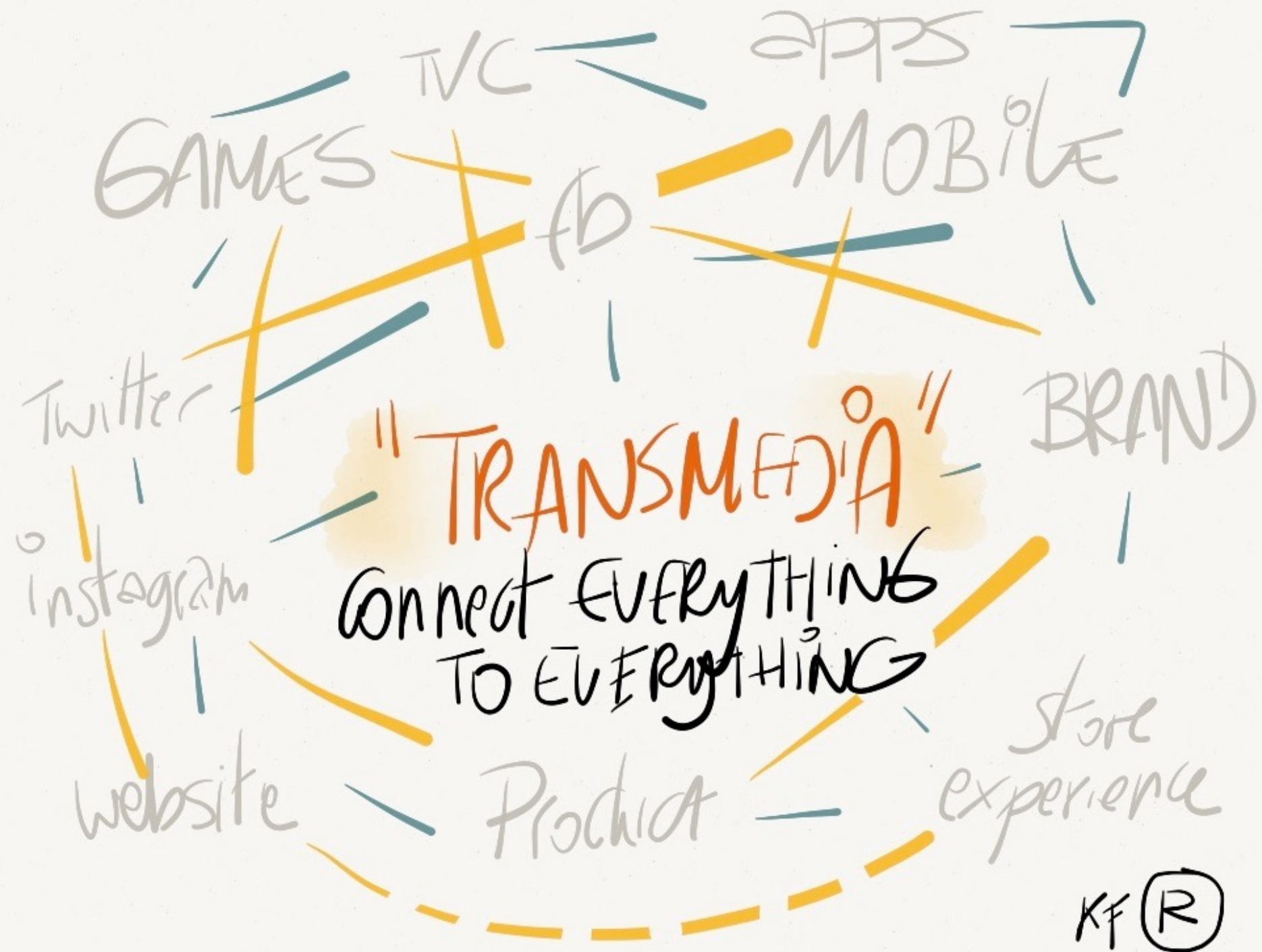


AG (abans de Google)



DG (després de Google)





KF (R)

"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



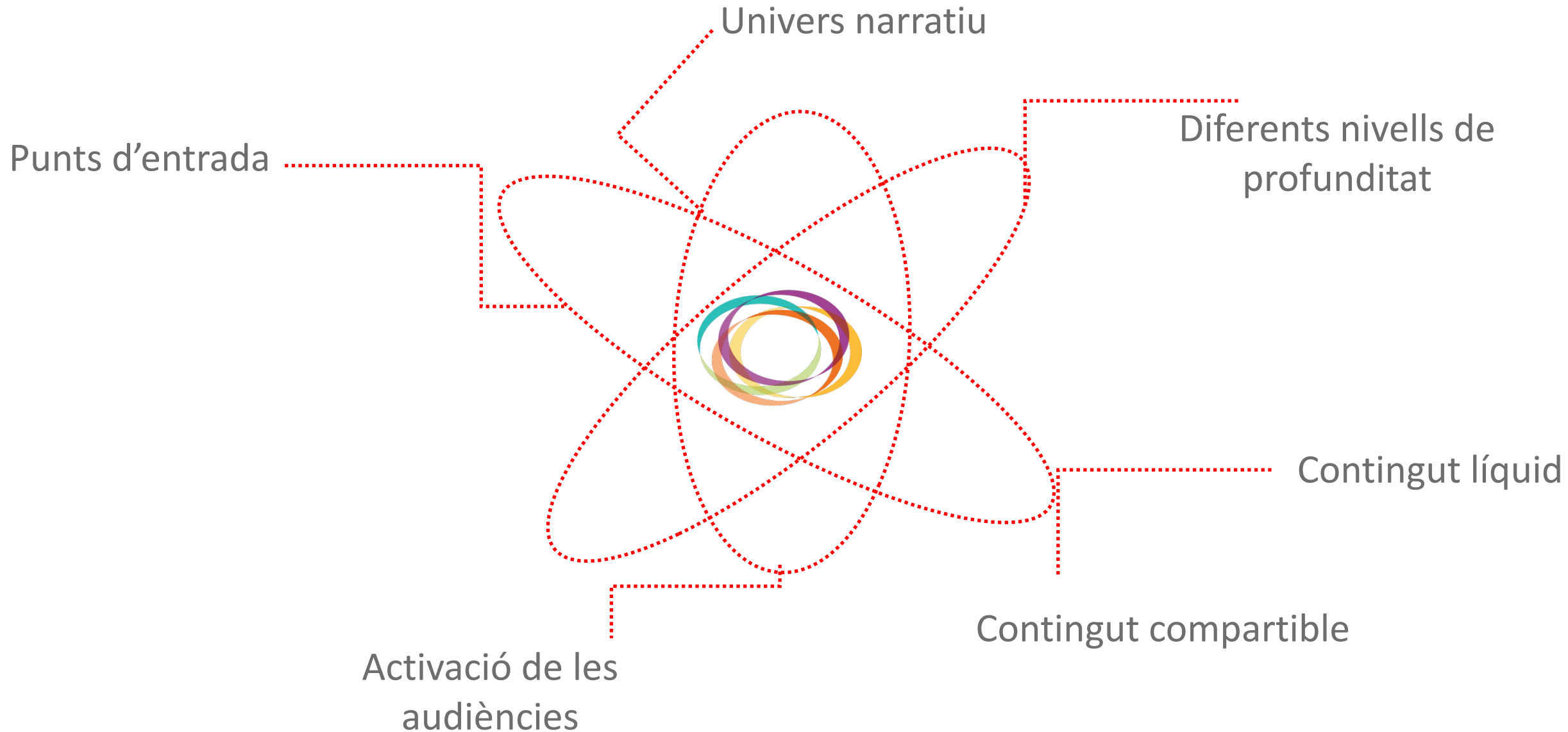
Transmedia intertextuality
works to position
consumers as powerful
players while disavowing
commercial manipulation.

- *Playing with Power*, 1991

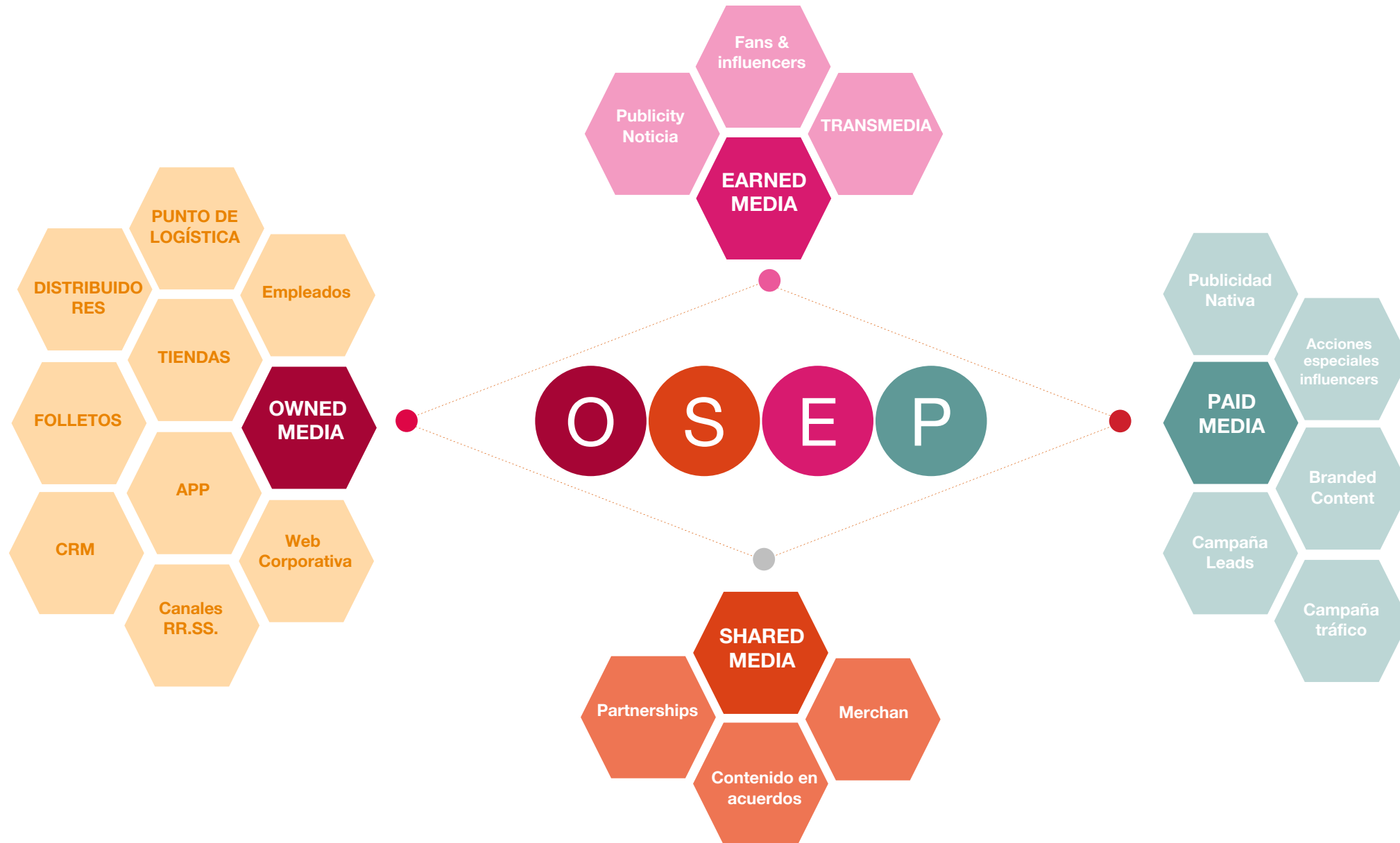
TRANSMEDIA STORYTELLING

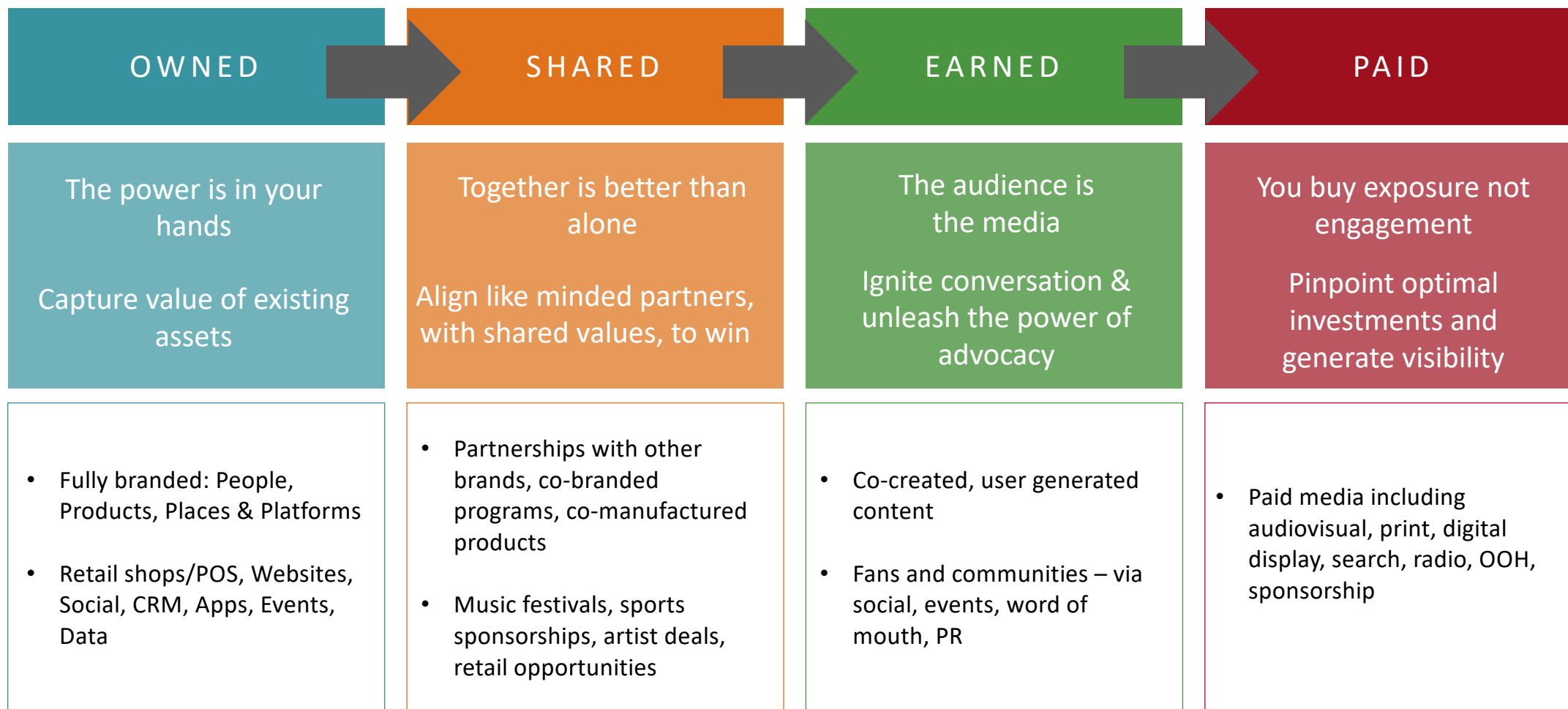
És la forma d'explicar una història a través de diferents punts de contacte, on tots estan vinculats per al relat final. I en el qual els usuaris són un element clau a l'hora de construir aquest univers narratiu.

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



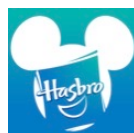
Rewards/Credit Cards



Travel Promotion



Merchandising



Parks Promotion



Theme Parks



OWN MEDIA

TV



Mobile



Movies



Radio



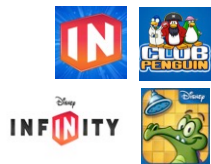
Retail/POS



Websites



Games



Events

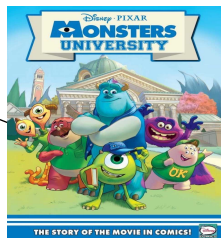




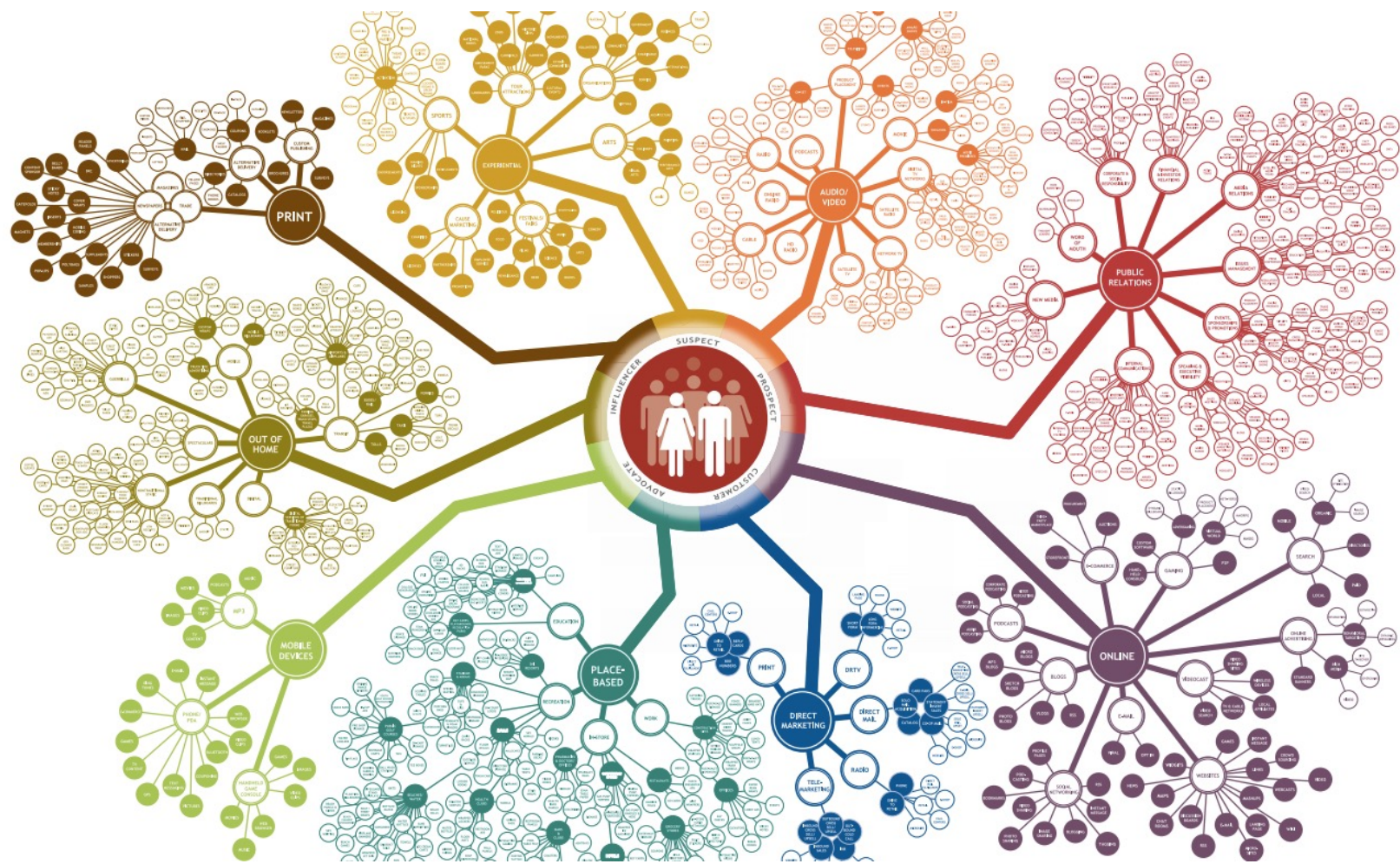
Disney · PIXAR
MONSTERS, INC.
WE SCARE BECAUSE WE CARE



Disney
CALIFORNIA
ADVENTURE



VISIÓ TRANSMÈDIA DE LA COMUNICACIÓ



TOT ESTÀ CONNECTAT

THINK BIG.

START SMALL.

SCALE FAST.



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

CINE

ENERGÍA



<https://www.youtube.com/watch?v=-f6g4P4ZfZY>

Big Good

UNA HAMBURGUESA
CREADA PARA AYUDAR





1. **Triar la nostra marca**
2. **Fer els grups**
3. **Desenvolupar el ecosistema Transmèdia**

MUSEU

UNIVERSITAT

MITJÀ

ONG

MARCA

OBRA DE
TEATRE

CIUTAT

EDITORIAL

...

TENIU 20 MINUTS PER TRIAR LA MARCA I EL SEU POSICIONAMENT.

The New York Times



TENIU UNA HORA PER DESENVOLUPAR
L'ECOSISTEMA TRANSMEDIA.

COMENÇANT AMB LA IDEA HERO.

A PARTIR DE LA IDEA HERO
DESENVOLUPAR LA RESTA SEGUINT
L'ECOSISTEMA OSEP.

Ecosistema Transmèdia / OSEP

