





# Go from THICK to IHIN

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Both wallets are filled with the same amount of cards and cash.

Which would you rather carry?

# Solves 5 Top Wallet

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Size
Weight
Card Pocket
Slipperiness of the Interior
Lack of Versatility

## Current Process

Street fair sales pitches Retail Distribution Print Advertising

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## The Big Skinny's Objectives

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 Effectiveness – achieving overall goal of the company ie maximal growth

 Efficiency – using limited resources to obtain higher output

### So What is Display Advertising?

Graphical advertising that appears next to content on

- · Web Pages
- IM Applications
- Email
- · Etc.

Commonly referred to as a "Banner Ad" and come in standard sizes. Content includes;

- Text
- Logos
- Pictures
- · Rich Media or Interactive Multimedia







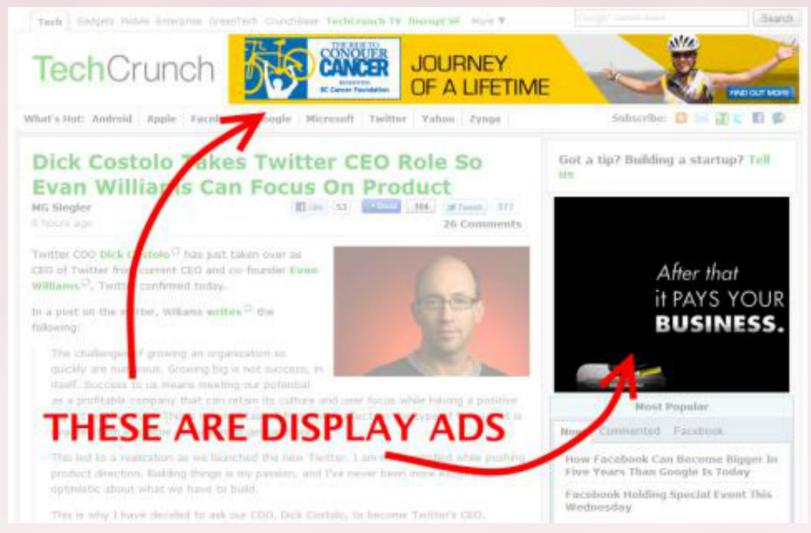






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### So Really, What Are They?



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