My Warner
Empower communities
01/ Concept
Encourage interactions with contents to build awareness
Build contests for sharing and social spread, not to maximize entries

1. Warner Bros. Badges
Provide incentives for sharing
02/ Key points
Brand as a Platform
Gamification Grid

Votre classement

1. Olivier chatel  
   ![Avatar]  
   988 points

2. Benoît Vidal  
   ![Avatar]  
   787 points

3. Henry Lim  
   ![Avatar]  
   686 points

12. Vous  
   ![Avatar]  
   481 points
Media impact
03/ Data Driven Service
“It is not just about social networks, mobile or big data, it is about the combination of them all into a unique platform that organizes the interaction between Warner Bros. and its fans."