

## SUMMARY

Despite the current economic climate and tightening consumer spend, there are more businesses opening than ever before. Yet Australian businesses are increasingly optimistic about their future. Always on the hunt for an opportunity to make their fortune, they are willing to 'give it a go' with companies that show leadership and have a clear vision for the future. As the ancient Chinese proverb says, "what you don't see, you don't desire".

## FORTUNE FAVOURS THE BOLD.

Our strategy will show advertisers what their future can look like for their business with The Trade Desk. We'll tell them the fortune to be made by tapping into China's rapidly growing middle class.

To connect with key Australian business decision makers, we've found a touchpoint that is 101 years old, is addressable, is unmistakably Chinese, and tells the future.

The Fortune Cookie.

We've found The Trade Desk's distinctive asset. It shortcuts the connection between The Trade Desk and its Chinese media offering, and is a double-entendre; fortune representing destiny and future wealth – exactly what Australian Businesses are aspiring to.

As Marshall McLuhan said, the "medium is the message". The fortune cookie will become embedded into the way of working at The Trade Desk and how we interact with key partners, and will be used to deliver personalised messaging across LinkedIn, OOH, and Direct Mail.

