

GREECE

AN

UNPRECEDENTED

OPPORTUNITY

GREECE – THE FACTS

MISPERCEPTIONS

MISUNDERSTANDINGS

MISCOMMUNICATION

GREECE – THE CHALLENGE

ABSENCE OF FUNDS

CONFUSION OF MESSAGE

UNCONTROLLED MEDIA NOISE

GREECE – THE OPPORTUNITY

**DESIRE TO GET INVOLVED
AND HELP**

**PASSION FOR GREECE, THE
COUNTRY, THE PEOPLE**

FIRST MOVER ADVANTAGE

THE WORKINGS
UNITE AND ENGAGE
PLAN AND PREPARE
LAUNCH AND IGNITE

THE MESSAGE

WELCOME...

HOME

BACK

TO GREECE

THE CONCEPT

TO LAUNCH THE BIGGEST INVITATION IN THE WORLD... WITH THE MOST POWERFUL AND IMMEDIATE CALL TO ACTION.

TO CREATE AN UNPRECEDENTED PR NOISE, ENGAGING MEDIA AROUND THE WORLD TO JOIN IN...

“COME TO GREECE...NOW”

THE IGNITION

LAUNCH “THE HERMES PROJECT” – AN INVITATION FROM THE PRIME MINISTER TO LEADING CELEBRITIES, PERSONALITIES AND ARTISTS ACROSS THE GLOBE TO CHAMPION THE CAUSE FILMING AND CREATING INDIVIDUAL STORIES ABOUT “THEIR” GREECE, CREATING HIGH PROFILE CAMPAIGNS IN EACH INDIVIDUAL COUNTRY.

A PERSONAL INVITATION TO THE WORLD MEDIA TO GET WRITING... GET FILMING... MAKE HISTORY. AN UNPRECEDENTED ENGAGEMENT TO INVOLVE THE WORLD, MEDIA AND CONSUMERS THROUGH SOCIAL MEDIA...

**GETTING GREECE
BACK...
TOGETHER**