

Inside Innovation

WIRED highlighted Intel's commitment to innovation and communicated how Intel makes life better.

MEDIA MIX

VIDEO: WIRED partnered with Intel to create a five part video series that organically showcased an inside look at the innovators who are changing the landscapes of art, design, engineering, and gaming—and how they're using Intel products to bring their ideas to life. Videos lived seamlessly across WIRED's video channel.

SYNDICATION: WIRED and Condé Nast Entertainment leveraged our distribution partners to syndicate this custom Intel content to a targeted audience.

DIGITAL: To further drive video engagement, WIRED created a suite of units teasing the video series and driving users to tune in.

SOCIAL MEDIA: Each video was fully supported by the WIRED Insider social handles across Twitter, Facebook and Tumblr.

