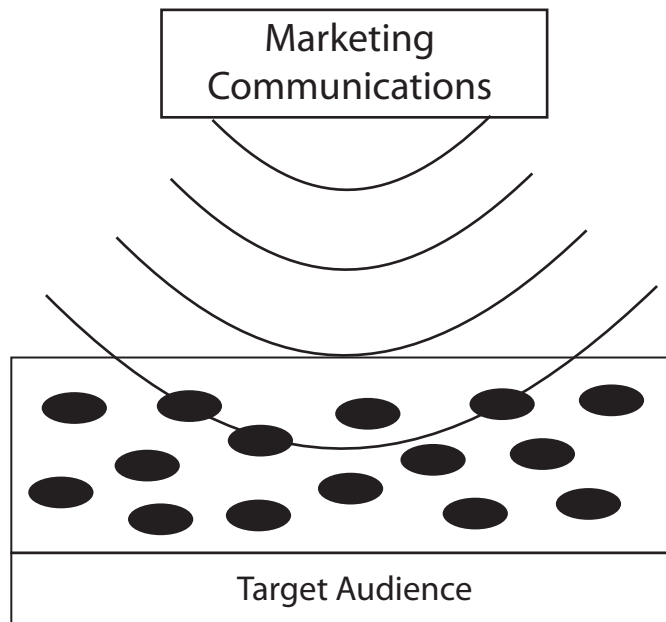


Models of Media Influence

Myth

"Magic Bullet Model
of Marketing Influence



Reality

"Two-Step Flow" Model
of Marketing Influence



Source: Connected Marketing, Sven Rusticus, CEO, Icemedi