

METROPOLITAN LIFE- AS YOU WANT IT campaign

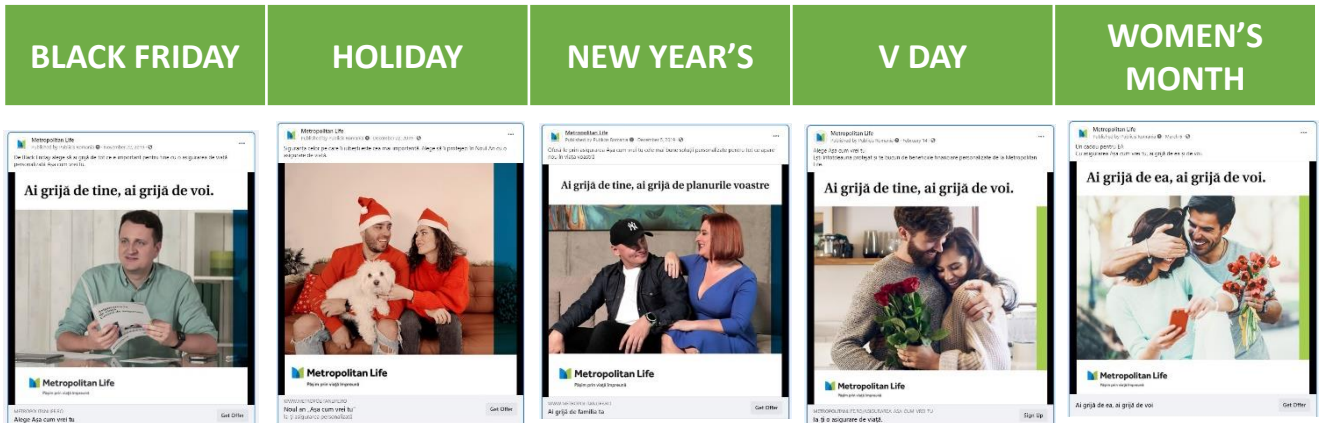
DIGITAL MEDIA CREATIVES

TRIGGER phase

- LIFE EVENTS



- CONTEXTUAL TARGETING



- SPECIFIC INTERESTS

EXTREME SPORTS



RESEARCH phase

- LIFE EVENTS

