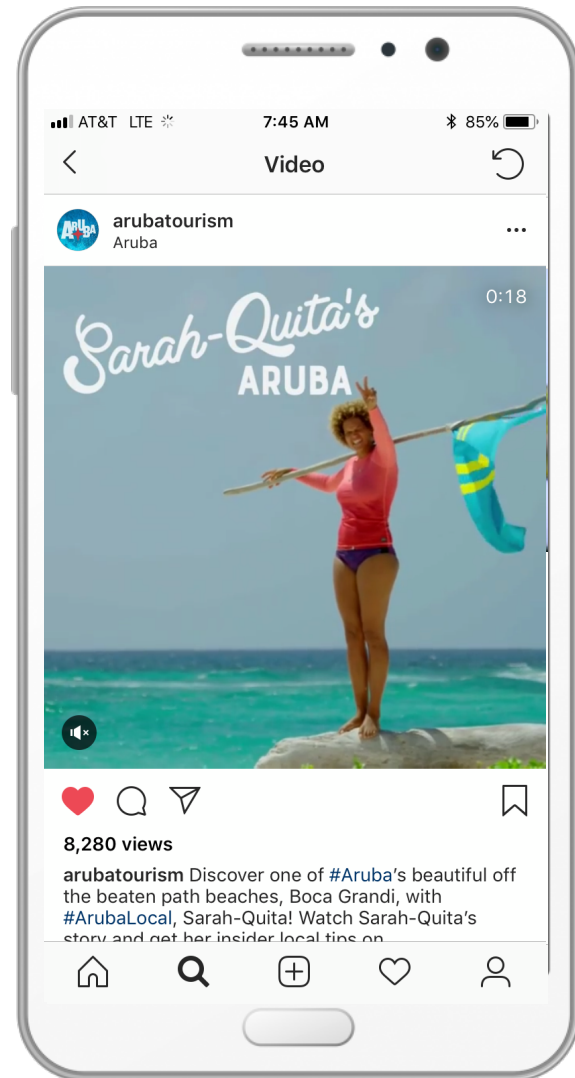


# 4 TIERS OF MOBILE VIDEO CONTENT

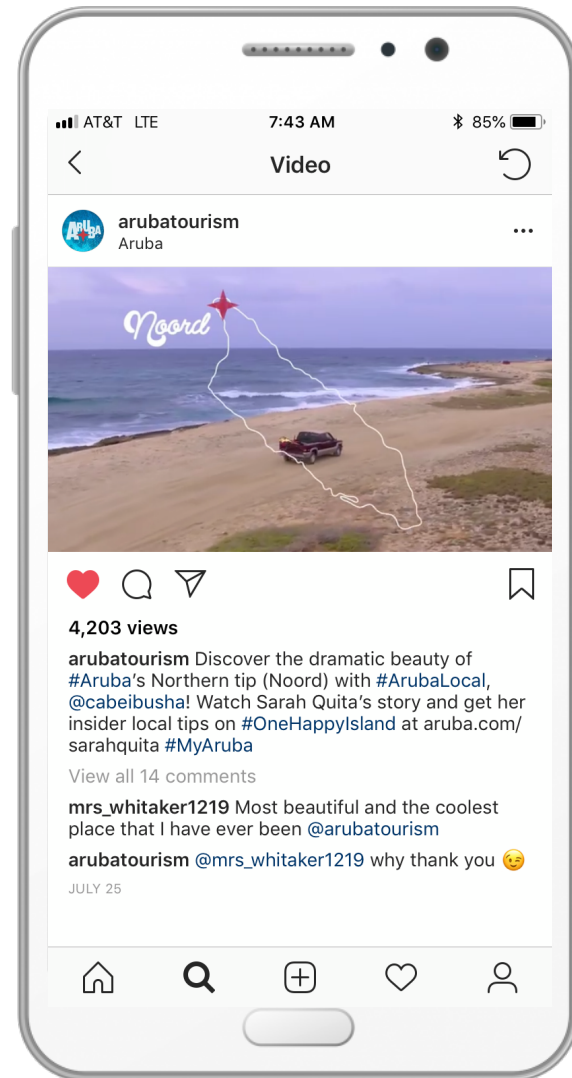
## Local Stories



### Tier 1

Locals showing what they love about their happy island with click-thru to their landing pages.

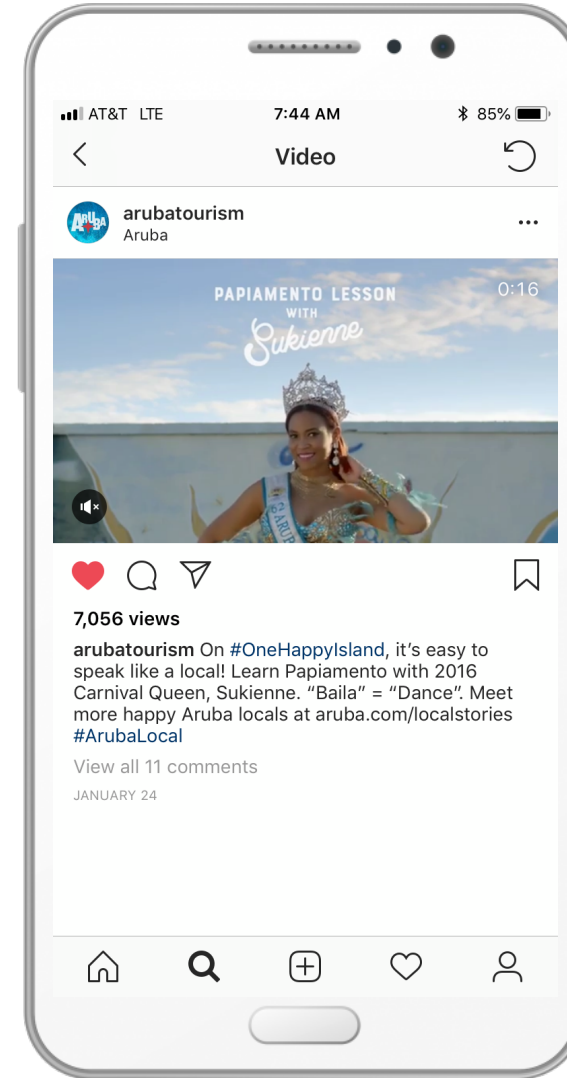
## MY Aruba



### Tier 2

Pinpointing exact locations from Tier 1 and info on how to find and experience them.

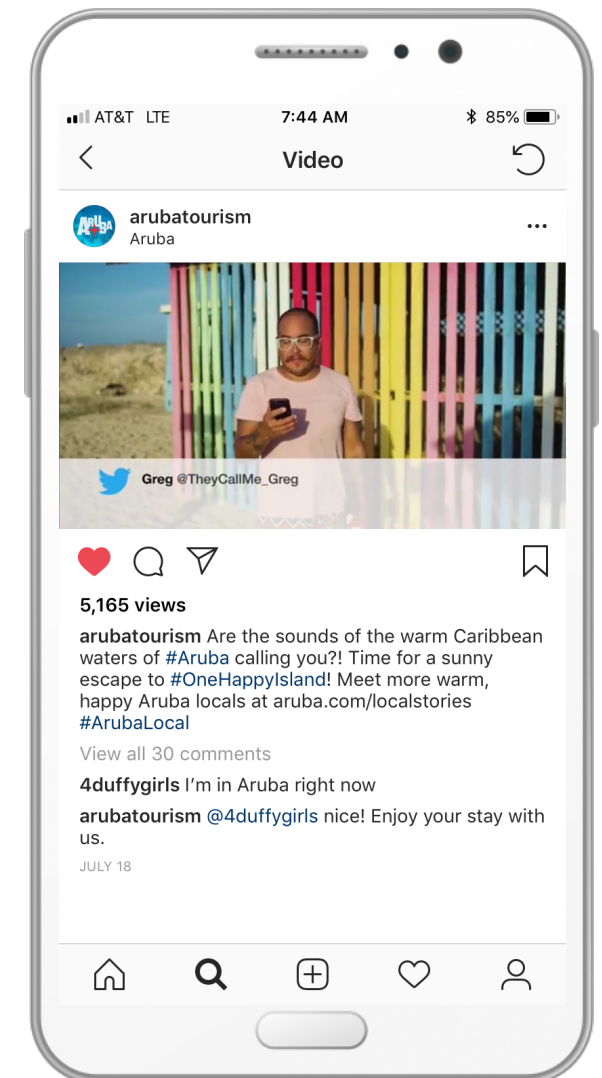
## Papiamento LESSON



### Tier 3

Papiamento language lessons driving local culture and bringing visitor and local closer.

## Happy People READ SAD TWEETS



### Tier 4:

"Happy People read Sad Tweets" adding an extra layer of local color, humor and flair.