

From Will & Agency to PUBLIKUM to

XAVAGE



Creative
Europe
MEDIA

PUBLIKUM /



COPENHAGEN

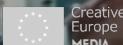
BEFORE 2020

will&agency

Citizens

Consumers

will&agency



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MEDIA

A wide-angle, aerial photograph of the Copenhagen city skyline during sunset. The sky is a mix of warm orange and cool blue. In the foreground, the ornate dome of the Christiansborg Palace is visible. The city is filled with numerous buildings, mostly residential with red-tiled roofs, and some larger, modern commercial structures. The text 'COPENHAGEN' is centered at the top of the image.

COPENHAGEN

FROM 2020

will&agency PUBLIKUM /

Audiences

Citizens

Consumers



will&agency



I wonder who
will watch this...

**Unite originality and
financial de-risking**



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TREATMENT

What are the **intentions** and goals of the story?



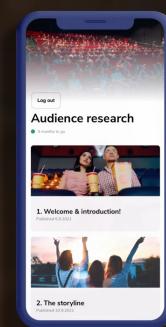
EMOTION

What is the contemporary interest in the **themes**?



CONNECTION

How does the audience connect to the **story**?



Vision → **Zeitgeist** → **Narrative**

Thematic
attention

Market
competition

Story
input

Audience
segmentation

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will&agency + **Ten4**

=

XAVAGE

– a new European consultancy for young experiences



will&agency

**“Cultivating young experiences
from gaming and beyond”**



will&agency

Authority free zone

Gaming = what TV was for Generation X: The primary media platform for accessing various cultural and entertainment offerings

What constitutes a positive experience for European youth across the diverse cultural and entertainment landscape?

Authority free zone



Cross-sectoral



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IP-creation



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**XAVAGE does not
replicate platform logic; it builds an alternative
model of cultural intelligence – one**

- rooted in European values,**
- multilingual nuance,**
- and sector-specific translation.**

Software meets soft aware

LENS

Multimodal analysis of content from popular digital platforms

VISION

Youth panel from 10+ EU countries to ensure cultural heterogeneity and comparative depth.

HUB

A public knowledge platform co-produced with European universities

3 pilot cases



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Give it a shot!



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