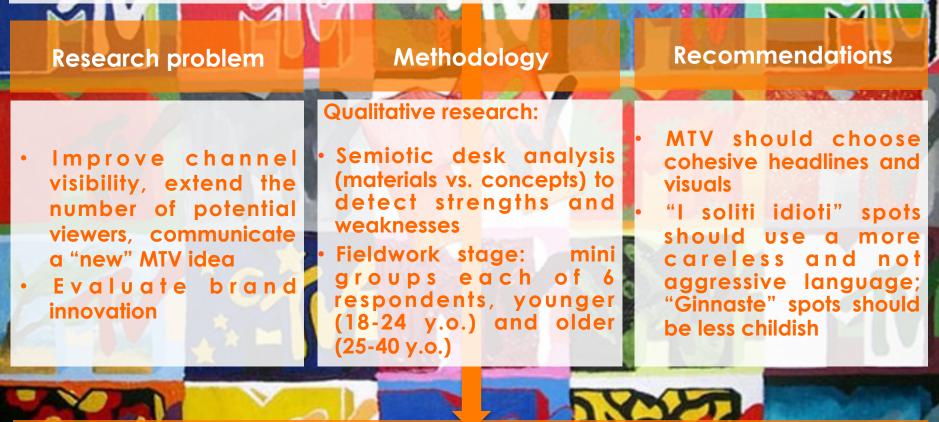
CASE [COPY TEST]: MTV

In 2012 MTV asked baba to check the adequacy of its new corporate campaign relating to new marketing and communication goals of the brand



MTV image further on renovation, complicity and entertainment