



COMMUNICATION FORMATS  
*Positioning through presence*

# THREE COMMUNICATION FORMATS



## EDITORIAL CONTRIBUTION

Positioning through opinion  
Content presence

Presence through a clear stance, argument, and continuity



## VISUAL

Positioning through identity  
Visual presence

Presence through visual consistency and recognisability



## SLOT

Positioning through participation  
Operational presence

Presence through real interactions

# HOW THE FORMATS ARE USED TOGETHER

Formats are not chosen by sequence, but by intention



## EDITORIAL CONTRIBUTION

Used when it is necessary to establish a position and build trust over time



## VISUAL

Used for the continuous presence of identity, independent of current topics or campaigns



## SLOT

Used for operational participation in real time and space

Presence without intention is noise

# WHICH FORMAT IS FOR WHOM



## EDITORIAL CONTRIBUTION

For those who want to be recognised by their thinking, not by their volume



## VISUAL

For those who value a constant, calm presence of identity



## SLOT

For those who understand the value of participation and interaction in real time and space

Formats are not tools  
They are decisions

Presence has intention  
It is positioned



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