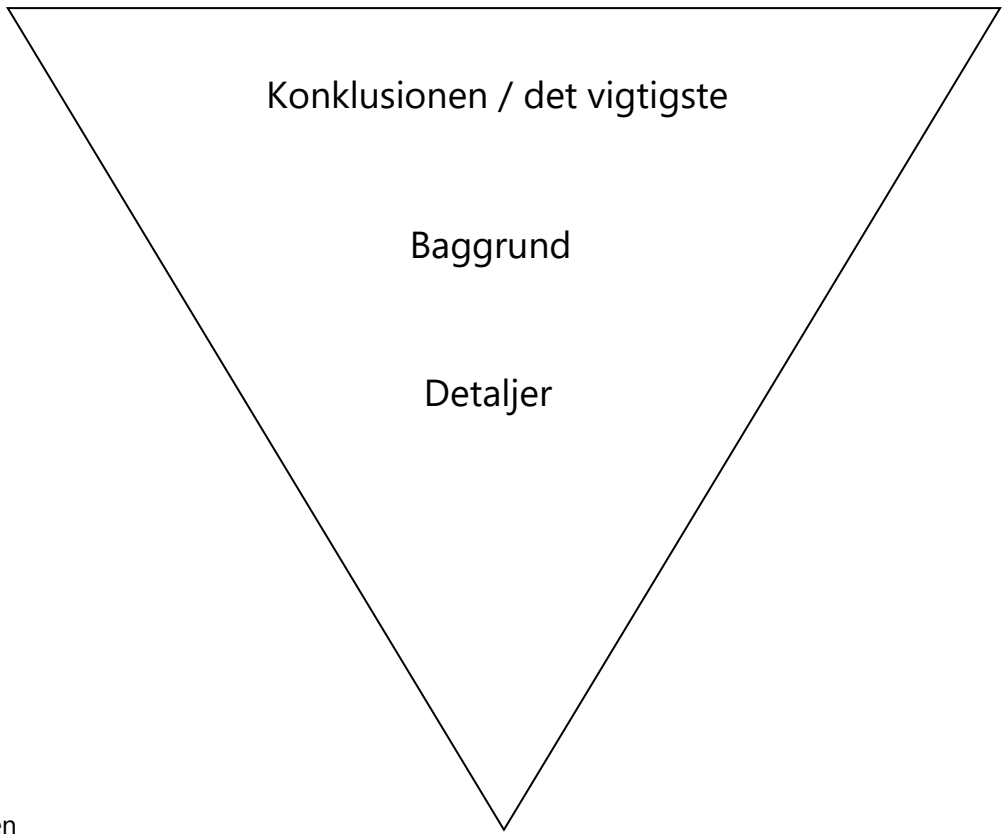
Rostra
Kommunikation

Nyhedstrekanten



HEY
Fang interessen

YOU
Skab identifikation/relevans

SEE
Forklar / konkretisering

SO
Perspektivering