

## 13.11: Spectrum Home Page

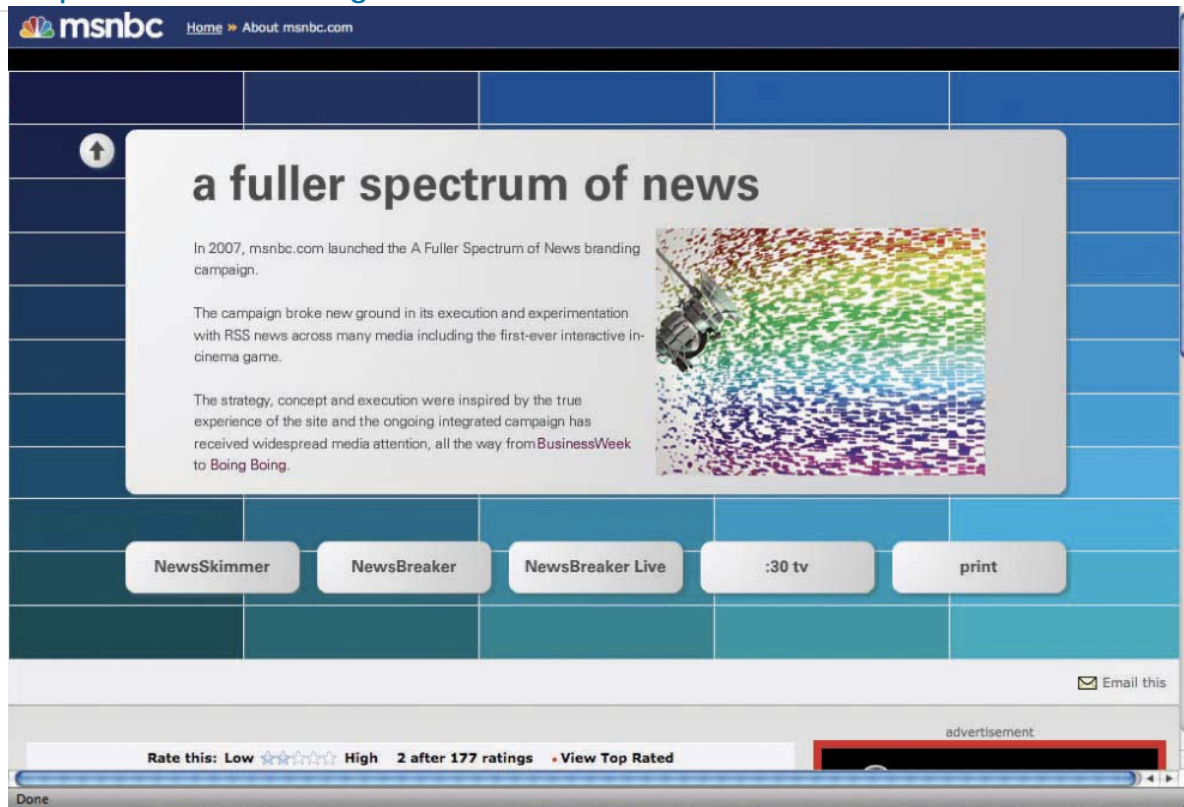


Figure 13.14 This page on the msnbc.com site, coined the “Spectrum Page,” is a destination for all elements of the campaign. Users can view TV spots, download NewsSkimmer, and play NewsBreaker all from one place.



Figure 13.15 A full timeline of all the work that SS+K and msnbc.com did together from pitch to launch of the first ever msnbc.com branding campaign.

This page titled [13.11: Spectrum Home Page](#) is shared under a [CC BY-NC-SA](#) license and was authored, remixed, and/or curated by [Anonymous](#).