

TENDÊNCIAS GLOBAIS – CANNES 2015

Grupo In Press

Sustentabilidade e PR



TRIPÉ DA SUSTENTABILIDADE

O papel do PR

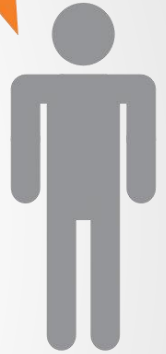


O papel do PR

**CAUSAS
QUE MUDAM**

CONVERSAS E
COMPORTAMENTOS

NA COMUNIDADE
E NA SOCIEDADE



PR is the HERO

CREATIVITY # 1

ORIGINALITY
INNOVATION

EARNED TRUST that comes from authenticity

BUILT REPUTATION

Influence reputation, attitudes and decision making through what people actually experience, perceive and / or say about brands / organizations

INSPIRED ENGAGEMENT

Emotional connections that enlighten, engage and inspire people to act

ACHIEVED CHANGE/BEHAVIOUR

Changed conversations, minds and lives to fulfill a societal need with **shared purpose**

BUSINESS OUTCOMES ALLIGNED WITH OBJECTIVES

Measurable results: societal changes / business results

STRATEGIC INSIGHTS ATTUNED TO SOCIETY / CULTURE

CASE ICE
BUCKET CHALLENGE



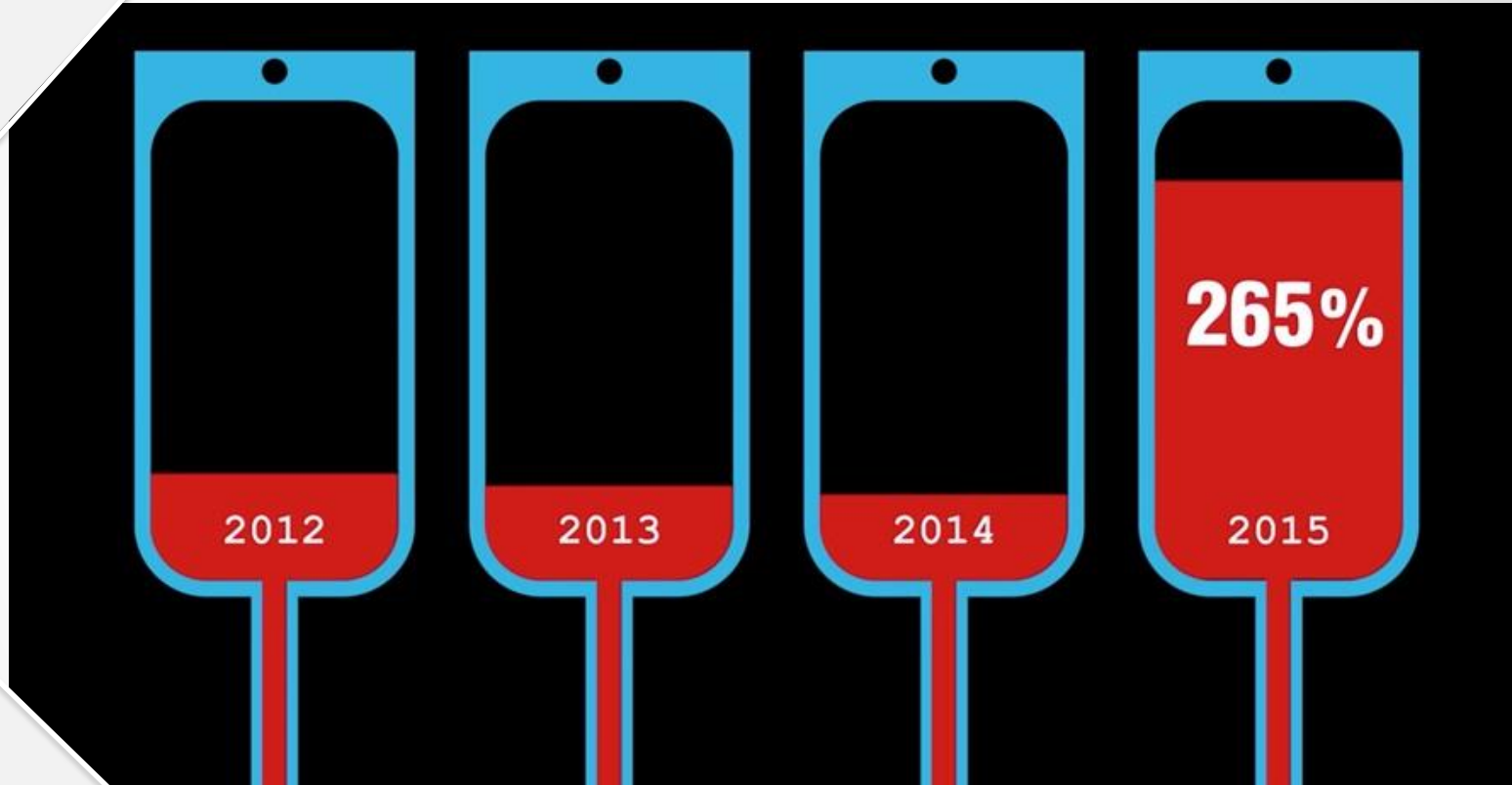
OURO EM PR >
DIGITAL & SOCIAL >
USE OF CO-CREATION AND
USERGENERATED CONTENT

CASE
LOOK AT ME



PRATA EM PR >
DIGITAL & SOCIAL >
USE OF DIGITAL
PLATFORMS

CASE
RGB NEWS



OURO EM PR >
SECTORS >
MEDIA, ARTS &
ENTERTAINMENT

CASE
INTERMARCHÉ

THE DISFIGURED EGGPLANT

SO
CHEAP
IT
COULD
BE
EVEN
MORE
DISFIGURED.

Intermarché's
Inglorious
fruits and
vegetables
campaign fight
against
food waste

INGLORIOUS
fruits & vegetables



by **Intermarché**

CLIO AWARDS
EM PR > 2014

CASE
CLEVER BUOY



OURO EM PR >
SECTORS >
TECHNOLOGY &
MANUFACTURING

AN IDEA BY
OPTUS *yes*



Obrigado.

Hugo Godinho

Hugo.godinho@grupoinpress.com.br

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