

Celio Ashcar Junior

PROMO & ACTIVATION



aktuellmix
BRAND & CONSUMER EXPERIENCE

Australiana

Sueco

Inglesa

Neo Zelandes



Americana

Francês

Alemão

Inglesa

Holandesa

Principais percepções

- # O protagonismo é do público/consumidor
- # Marcas aparecem como facilitadoras e/ou transformadoras
- # Público se aproxima de marcas que abraçam causas
- # Relações humanas = experiências
- # Tecnologia é para somar e não para substituir relações
- # Engajar de forma natural e espontânea
- # O poder da viralização

#1

O SIMPLES
FUNCIONA

#2

CO-BRANDING

#3

ENGAJAMENTO

#4

REPERCUSSÃO / PR

#5

INOVAÇÃO

#6

CAUSA

BRASIL

21 shortlist

16 agências

5 Leões - São 3 Pratas e 2 Bronzes.

#Prata - Foot type test ad - Asics - Neogama

#Prata - Nosferatu - Getty Images - AlmapBBDO

#Prata - Eaternet - Hershey's - AktuellMix

#Bronze - Price on the Jersey - Walmart - DM9DDB

Bronze - VR Vaccine - Hermes Pardini Laboratórios - Ogilvy

The most simple test to determine the correct running shoes for each type of feet.

FOOT TYPE TEST AD

PROBLEM

Millions of people run every day. **70%** of them are using the wrong running shoes. This ruins their performance and harms their bodies.

SOLUTION

An interactive print ad made with a heat sensitive ink. Standing on top of it, the ink reacts to the body temperature, and reveals the foot type of the person: pronator, supinator or neutral.

RESULTS

asics Store visits increased by **33%** | **62%** increase of fans in our social network | Website visits increased by **400%**



THE NON SILENT FILM

by
gettyimages | iStock

THE LIVE EVENT

The film was screened to potential Getty Images clients at a famous 1920s Paris movie theater.
For an hour and a half, people were able to see the infinite possibilities that Getty Images' audio stock can provide.

THE TRAILER

We also created an online trailer with a modern look to make people in the present.

THE POSTERS

We gave old posters a new look to make people in the present using outdoor media and street marketing.



THE SILENT FILM
FROM 1922 WITH A WHOLE
NEW SOUND DESIGN
DEVELOPED EXCLUSIVELY WITH
GETTY IMAGES' AUDIO STOCK.

 PLEASE WATCH THE CASE STUDY

THE BRIEF

To publish
the little-known audio
collection from
Getty Images.

THE IDEA

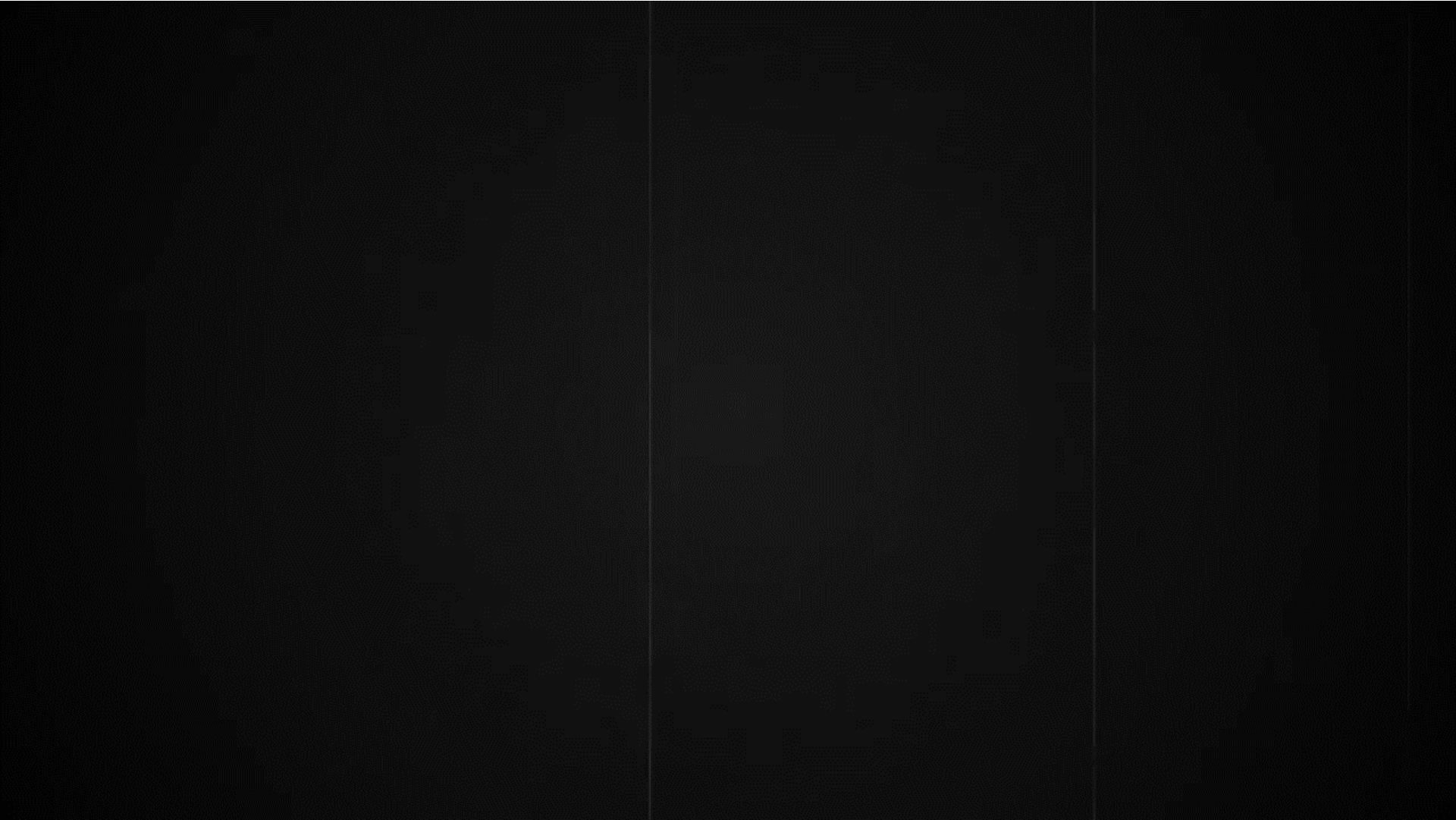
Beyond just showing the variety of music and sound effects that Getty Images has to offer, we decided to prove it. That's why we chose a silent film from 1922, which is already in the public domain, and we created sound for it from scratch. The sound design, a new soundtrack, the video, the sound effects, the existing atmosphere, everything. All to recreate a timeless piece of history.

THE RESULTS

- Watched in over 50 countries.
- Thousands of views in the first week.
- Gettyimages.com music traffic increased by 200%.

THE ONLINE FILM

- 90 minutes of film were set to thousands of audio files from Getty Images' audio stock, painstakingly assembled to create a uniquely atmospheric atmosphere and give the film its own identity.
- Users who watch to listen are given the option of seeing the sound timeline on the movie player.
- An interface was developed so that users can select each and every one of the sound effects applied in every scene.
- When they pause it, the sound files become clickable, and users can listen to the original source.
- They can also click on "Download sound" and be taken to the Getty Images website where they can purchase that specific file.
- The online platform also had a ranking of features with more information about Nosferatu's transformation.





#EATERNET

OPEN YOUR MOUTH AND EAT THE WEBSITE



CHALLENGE

Make Hershey's first promotion to talk with Brazilian youth.



IDEA

#EATERNET is a real website, with real chocolate, to really eat it. The big idea was to transform things people love the most into a website made of 1.5 kg chocolate. There were two extremely relevant key points in our promotional strategy: to quantify the winners (1,200) and the opportunity for users to know immediately if they won or not. After a social listening, our approach was simple and clear: speak the same language as our target. The website was changed daily and had new and unique pieces to each winner. We have created a campaign that took the customer from the point of sale to the internet. After spreading the most unusual chocolate pieces everywhere, our product was delivered to the winner's hands, building a relationship on and offline.

WHEN THE RESULTS ARE SO GOOD THAT YOU COULD EAT THEM:

20%
SALES INCREASE



250
THOUSANDS
PARTICIPATED PRODUCTS



RECORD
BRAND EQUITY

20
MILLIONS
IMPACTED PEOPLE

120K
SUBSCRIBES



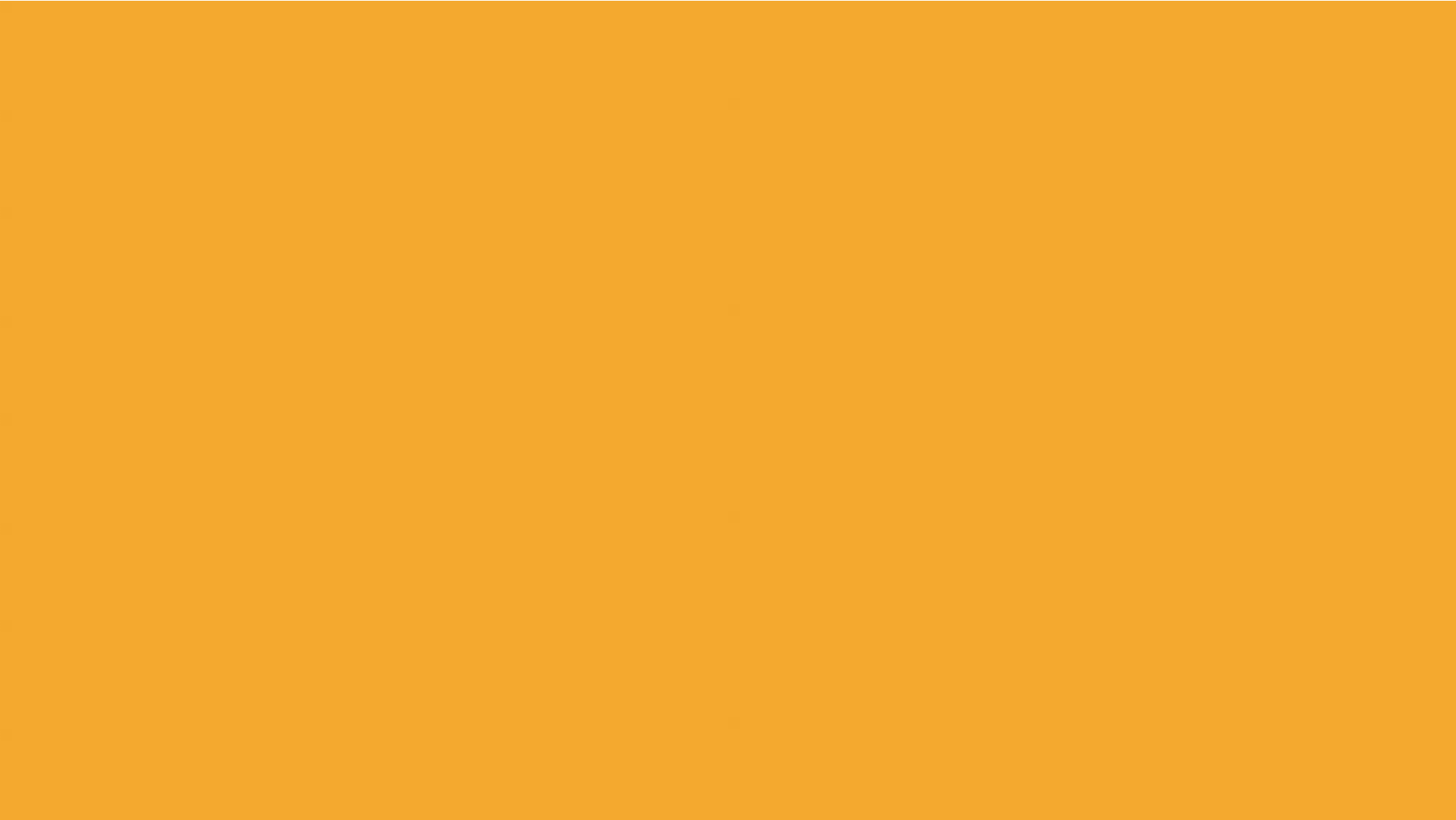
83
MILLIONS
IMPACTS

2
TONNES
DELIVERED CHOCOLATE



1 WEBSITE PER DAY EVERY DAY





HERMES PARDINI

PRESENTS:

VR VACCINE

THE FIRST VR TOOL THAT TURNS A CHILDHOOD FEAR INTO ENTERTAINMENT.



VACCINE APPLICATION IS
SYNCHRONISED WITH THE STORY ▶



Every year, thousands of Brazilian children take vaccines. Due to this, kids suffer from stress, anxiety and fear.

Hermes Pardini, a health clinic center, is going to change this with the first VR Vaccine.

With this VR tool, vaccine application happens at the exactly moment when the super-hero inside the VR apply a super-shield into children's "animated" arm.

The Hermes Pardini Center is expanding the VR Vaccine to all 80 Brazilian units.



WATCH THE VIDEO AT: WWW.NEWSROLL.COM/VRVACCINE



HOW DOES IT WORK?



The child starts using the VR equipment and the content starts.



On a side screen the nurse follows the story. The system informs the key moments



Clean the child's arm.



Apply vaccine and finally place the band-aid.

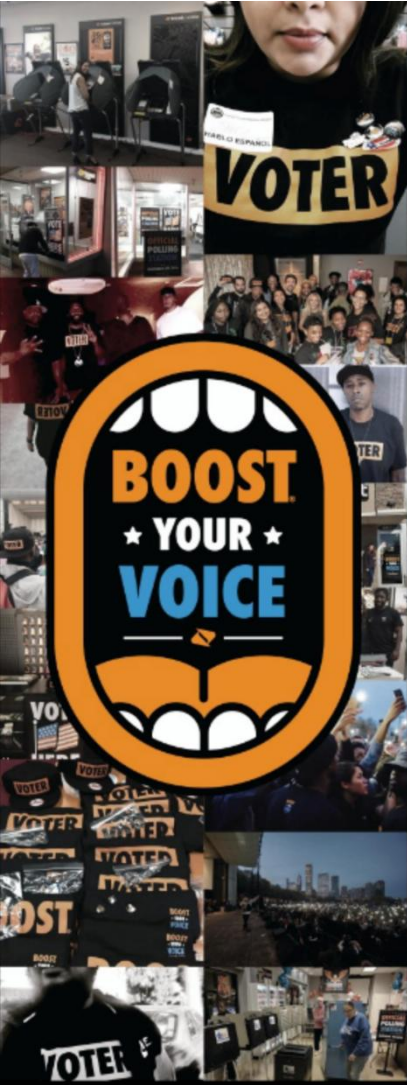




#7

GRAN PRIX

aktuellmix
BRAND & CONSUMER EXPERIENCE



WE TURNED BOOST MOBILE STORES INTO VOTING STATIONS TO MAKE VOTING EASIER IN UNDERSERVED COMMUNITIES.

PROBLEM

Low-income and minority voters face longer lines and have fewer places to vote. In 2016, nearly 900 polling places were eliminated, mainly in these neighborhoods.

INSIGHT

Boost Mobile stores are located primarily in low-income neighborhoods, the same areas where voting access is most problematic.

SOLUTION

We turned Boost Mobile stores into voting stations, creating an unprecedented partnership between government and a corporation in a national election. Working with voting rights groups, election officials, and hip-hop artists, we helped more Americans be heard on Election Day. Because every voice matters.



766 MILLION
TOTAL CAMPAIGN
IMPRESSIONS

IN BOOST PRECINCTS,
VOTER TURNOUT INCREASED
23% OVER 2012

BOOST STORES WILL CONTINUE TO SERVE
AS OFFICIAL VOTING STATIONS IN THE
ONGOING FIGHT FOR EQUAL ACCESS.



I *am* LION

aktuellmix
BRAND & CONSUMER EXPERIENCE