

**WWW.METRO.LU**



DAILY FUEL



metro | DAILY YOURS

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ITALY / KOREA / MEXICO / NICARAGUA / PERU / PORTUGAL / PUERTO RICO / RUSIA / SWEDEN / USA



## WELCOME TO BEST OF METRO

Welcome to Best of  
Metro 2014, the finest selection  
of creativity from the Metro world

Innovation, creativity and out of the box ideas  
are embedded deep in the DNA of everyone that  
works in Metro.

In the following pages you will be presented with  
a summary of the best cases executed during the  
past year which clearly reflects that when it comes  
to creative solutions Metro is on the leading  
edge.

Enjoy and keep up the creative work

Francisco Contreras  
Anrique

Global  
Marketing  
Director



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## GLOBAL FIGURES 2014

REGION	PRINT NEWSPAPER		WEBSITE
	CIRCULATION	READERSHIP	UNIQUE VISITORS
<b>North America</b>	<b>1.285.000</b>	<b>2.637.000</b>	<b>3.075.560</b>
USA	484.000	1.175.000	498.988
Canada (ENG)	626.000	1.174.000	1.963.000
Canada (FR)	175.000	288.000	636.572
<b>Latin America</b>	<b>1.401.000</b>	<b>4.401.000</b>	<b>15.659.474</b>
Mexico ***	300.000	175.000	3.000.000
Puerto Rico	120.000	467.000	2.400.000
Guatemala	80.000	724.000	92.383
Nicaragua	25.000	88.000	-
Colombia	97.000	328.000	2.404.366
Ecuador	80.000	272.000	115.837
Peru	95.000	122.000	838.441
Chile	91.000	401.000	6.807.992
Brazil	513.000	1.825.000	-
<b>Europe</b>	<b>5.018.000</b>	<b>9.566.000</b>	<b>9.149.294</b>
Sweden	624.000	1.206.000	500.000
Netherlands	400.000	1.245.000	663.000
France	743.000	2.334.000	5.966.000
Hungary	353.000	563.000	176.000
Russia	1.530.000	2.385.000	1.454.756
Italy	810.000	847.000	112.350
Finland	140.000	255.000	80.000
Czech Republic	268.000	456.000	197.188
Portugal	70.000	276.000	-
<b>Asia</b>	<b>849.000</b>	<b>1.004.000</b>	<b>526.000</b>
Hong Kong **	400.000	543.000	380.000
South Korea *	449.000	461.000	146.000



**22**  
Countries



**124**  
Cities



**77**  
Editions



**13**  
Languages



**8.5m**  
Daily circulation



**17.6m**  
Readers



**28.4m**  
Unique Visitors

(\*) 2013 Figures

(\*\*) August 2014 Figures

(\*\*\*) Difference between readership and circulation due to study's methodology

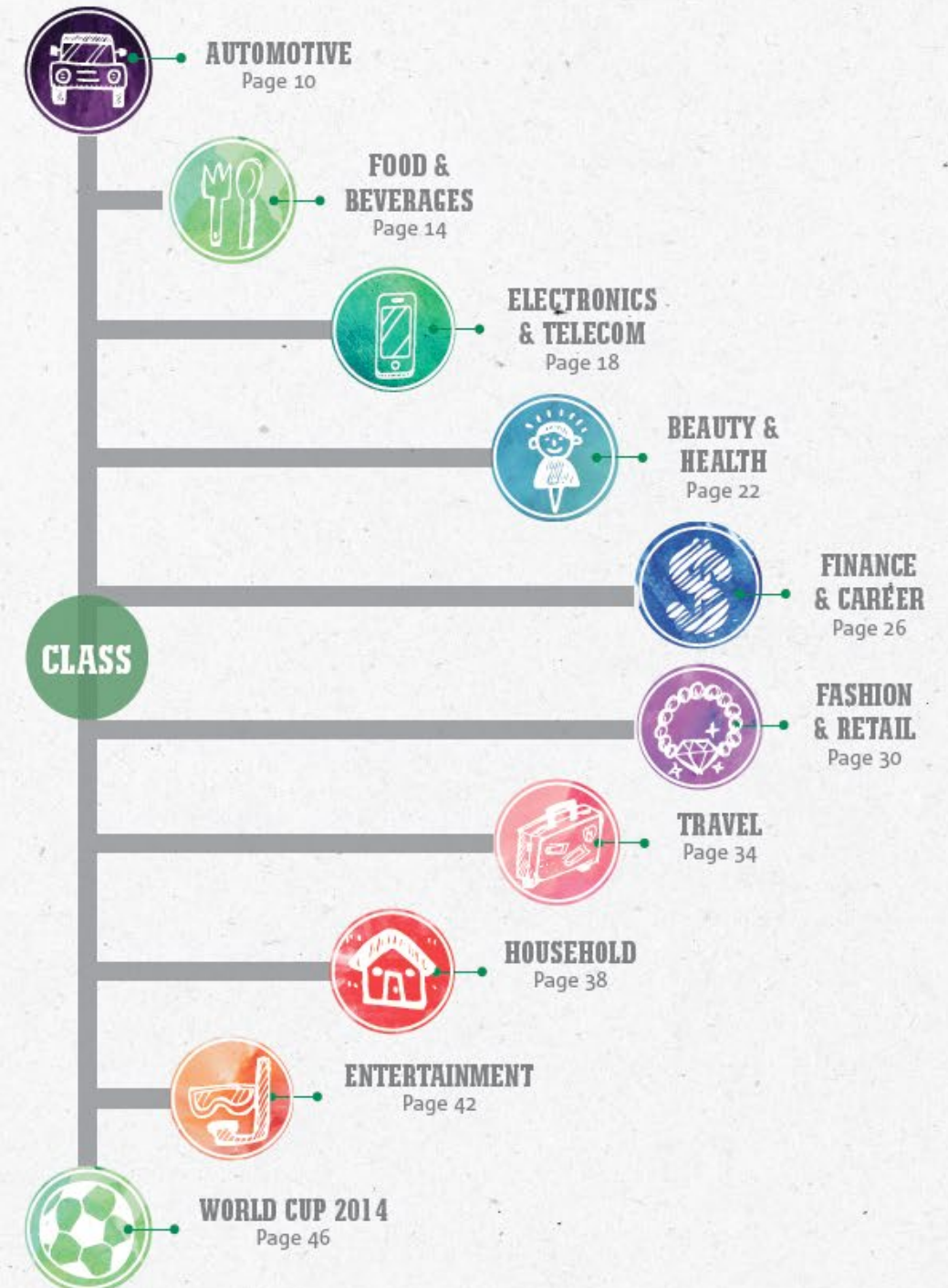


## BEST OF METRO

Best of Metro 2014 is the summary of the best marketing solutions executed in the Metro markets. Here we show the creativity and the endless possibilities that METRO offer to our clients. METRO is no longer just a print product for advertisers; METRO offer 360 solutions including online platforms, mobile apps and creative street promotion. Making METRO the best and most effective way to reach The Metropolitans.



## CATEGORIES







## AUTOMOTIVE / WINNER

### TOYOTA

Portugal

#### CLIENT

Toyota / Agency: Caetsu

#### OBJECTIVES

New Yaris launch. All the campaign was associated with Bruno Mars and had his music "Locked Out of Heaven". Our briefing was to raise awareness and emotional engagement towards the brand/model among a young target.

#### EXECUTION

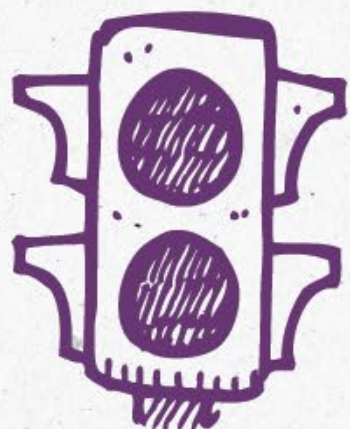
We took a video team to special places in Lisbon and Oporto and invited young people to sing Bruno Mars/Toyota Yaris soundtrack through a special frame.

All recorded video clips were uploaded both in Metro's and Toyota's facebook page. The one who got more likes won a test driving of the new Toyota Yaris for a month.

#### CLIENT COMMENTS

*"Once more Metro proved to be the right partner for out of the box activities. What we did, not only meet the campaign global strategy, but also responded effectively to the cross-media objectives. The funny videos produced became viral reinforcing the campaign visibility in the digital medium."*

– Elisabete Soares, Caetsu Media Manager







## AUTOMOTIVE / SPECIAL MENTIONS

### MINI

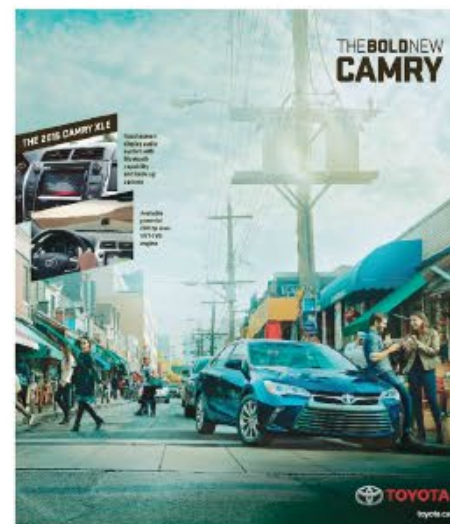
Italy

### OBJECTIVES

Launch of the new Mini

### EXECUTION

Mini launched their new model and as part of the campaign they asked Metro for something new, that could attract the attention of readers during the subway trip. Then they came up with this Special cut out ad from cover to back page.



Toyota/ Cover Wrap / English Canada



Nissan / Cut Out / Hong Kong



Mitsubishi / Bespoke / Puerto Rico



## FOOD & BEVERAGES / WINNER

### LIPTON

Russia

CLIENT

Unilever, Lipton / Agency R&I

OBJECTIVES

PR-campaign at International Day of Tea.  
Provide the atmosphere of home comfort (Lipton as a symbol of coziness). Slogan: «Make the World brighter».

EXECUTION

Pre-campaign: A reader's contest (5 weeks long) asking them to write positive news in tweet-format. The news were submitted in the website [www.metronews.ru](http://www.metronews.ru).

Winners took part as editors in the December 15th issue, they wrote and commented their articles. Also to provide the winners with a relaxed and friendly atmosphere (when they were editing the newspaper) cat, tea and cookies were part of the setting for them.

Outdoor campaign: Sampling (100.000 pieces). 30 branded distributors in Lipton's uniform and the other Metro Moscow distributors gave to readers a perforated card with two tea bags samples. The idea was that everyone can rip it and share it with someone they like

RESULTS

Metro and Lipton collaboration was one of the best Tea Day activations (the brightest one), with a high media coverage.

CLIENT COMMENTS

"At the beginning of the project, we wanted to come up with the idea that could highlight Lipton at The International Tea Day 2014. Bright promo team, a custom edition and tea sachets inside Metro that could be shared with others helped our consumers to bring positive mood to the loved ones. We are really proud for this positive and sunny collaboration between Metro and Lipton!"





## FOOD & BEVERAGES / SPECIAL MENTIONS

### COCA COLA - SAN LUIS

Peru

#### OBJECTIVES

Create awareness on climate issues.  
Develop earth care and recycling activities.

#### EXECUTION

During 2014 San Luis and Publimetro Peru carry out several initiatives under the campaign "Amazing things can be done with recycling"  
Special editions on the water day, earth day and recycling day.  
Weekly print ads related to recycling  
Sponsorship  
Recycling Campaigns (one of the biggest in Peru)  
Awards for recycling initiatives.



Domino's / Cut Out / Guatemala



Kinder / Cover / France



Lipton / Cut Out / Sweden



Starbucks / Cut Out / Peru





## ELECTRONICS & TELECOM / WINNER

### SAMSUNG

Italy

CLIENT

SAMSUNG / Agency STARCOM

OBJECTIVES

Promote the new smartphone Samsung Galaxy 5 with special APP for runners

EXECUTION

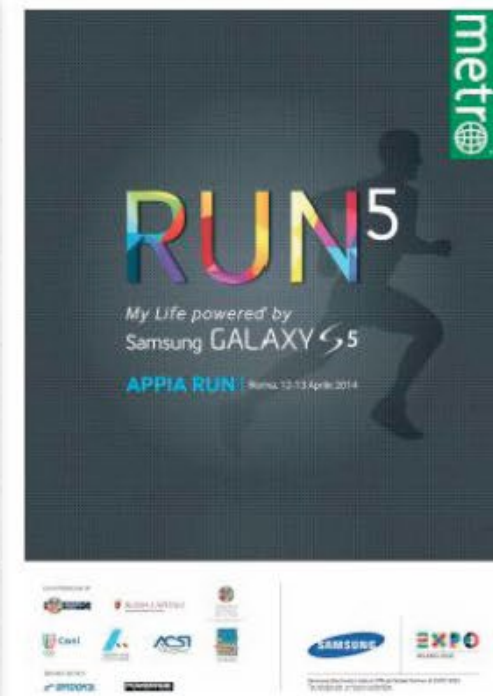
Samsung was searching an idea for the launch of the new SAMSUNG Galaxy 5. They decided to sponsor the Rome MARATHON in April, because in this new smartphone model a lot of APP's have been studied especially for runners.



They presented the new smartphone Samsung Galaxy 5 to runners in the village where the Marathon took place. They bought print ads on the METRO ROME EDITION days before the Race in order to invite people to subscribe in the Marathon, then they decided also for a SPECIAL EDITION about the Race that showed all the possibilities of the new app for runners. The Special Edition was distributed in the Rome underground station during the Race and in the village during the weekend of the Marathon.

RESULTS

Increased the number of marathon's participants.  
Increased awareness and interest in the new Samsung Galaxy 5.





## ELECTRONICS & TELECOM / SPECIAL MENTIONS

### CLARO

Chile

#### OBJECTIVES

Promote the new Claro benefit to their prepaid clients. Now all social networks are free for Claro prepaid customers. Communicate the benefits of changing to Claro.

#### EXECUTION

This was a multimedia campaign (Internet, TV and Newspapers). Publimetro Chile was selected as main Newspaper for the campaign. The print ads were bespoke format within the paper you could find different insights of thing to share in social networks for free. The campaign slogan was: "Change to Claro and Top Up now!"



RECARGA TU PREPAGO Y USA  
SIN DESCONTAR DE  
TU SALDO



Telus Mobility / Cover and bespoke / French Canada



Ipad / Full Page ad / Puerto Rico



HP / Bespoke Format / Colombia





## BEAUTY & HEALTH / WINNER

### L'OREAL

Portugal

#### CLIENT

L'Oréal, Excellence Chocolate - Agency Zenith Optimedia

#### OBJECTIVES

L'Oréal was launching a new range of hair colors for their brand Excellence: Parisian Chocolate (shades of chocolate brown)

#### EXECUTION

Back cover and front cover dominator.

Metro with chocolate scent, that everyone could smell in all subway galleries, in cars (hand delivered in traffic) and office buildings entrance halls.

In a few places we were offering hot chocolate (with Green Metro) to commuters in the cold January morning.

#### RESULTS

L'Oréal was very happy with the activation and the results were a 70% increase of the investment for the period 2013-2014.

#### CLIENT COMMENTS

*"Metro challenges us with out of the box ideas that go beyond our expectations and we like it."*

— Antonio Frazao, Product Manager L'Oréal Paris Hair Color





## BEAUTY & HEALTH / SPECIAL MENTIONS

### SORINE

Brazil

#### OBJECTIVES

Day of Pollution awareness

#### EXECUTION

To make people aware of the damage that air pollution causes, Metro produced special content inside the paper. Also 20 promoters dressed as executives using air masks at Sao Paulo main areas, produced a big impact and awareness about the air pollution issue.



Vichy / Cover & Activation / USA



Clinique/ Bespoke / French Canada

**Policía detiene a líderes de protestas en Hong Kong**

**Comerciantes, listos para recibir a los compradores**

**Disenado especialmente para usuarios de insulina**

**FreeStyle Optium Neo**

**Neo**

**¿Afectado por el SITP? Habrá una feria de ayuda**

**FreeStyle Optium Neo**

**Pregúntelo en su EPS**

**o cómprelo en Asociación Colombiana de Diabetes, Farmatodo, Locatel o Salud Market**

**Abbott**

Abott / Cut Out / Colombia





## FINANCE & CAREER / WINNER

### SISTEMA UNIVERSITARIO ANA G. MENDEZ

Puerto Rico

#### CLIENT

Sistema Universitario Ana G. Mendez / Agency: BBDO Puerto Rico

#### OBJECTIVES

New school year enrollment period launch to generate new student enrollment.

#### EXECUTION

Execution consisted of a custom glossy 4 page coverwrap and a sleeve to insert the newspaper. Promoters wore client branded T-shirts.

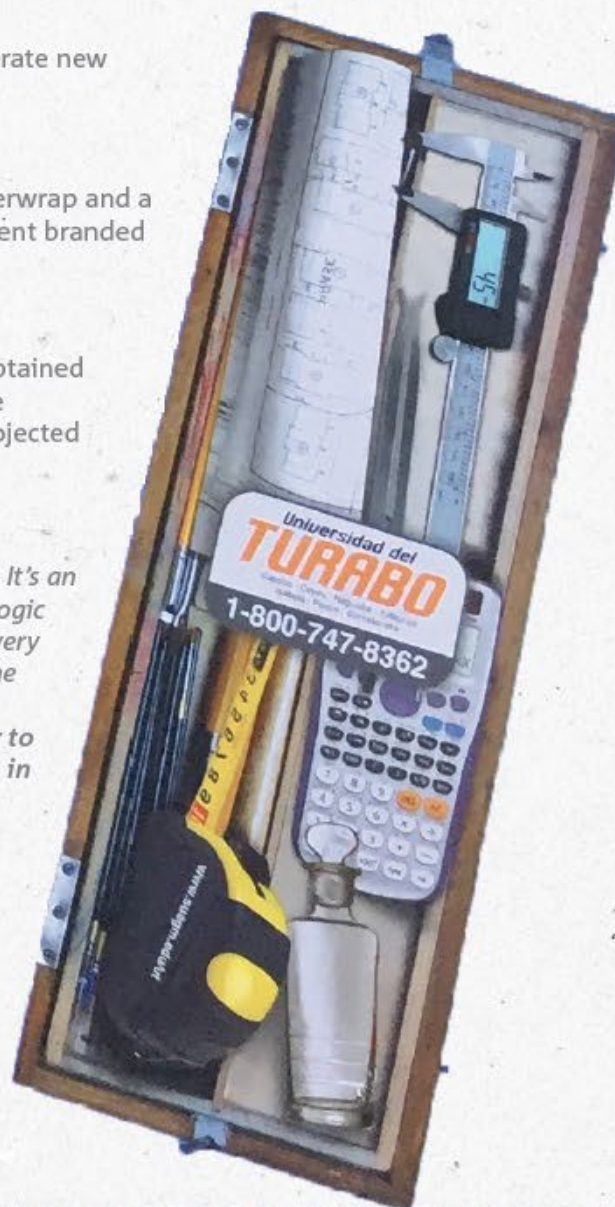
#### RESULTS

A high flow of calls, leads and applications were obtained by this advertising effort, along with the rest of the communication plan, which helped achieve the projected numbers of enrollment.

#### CLIENT COMMENTS

"Creativity takes place on the right side of the brain. It's an area full of imagination. The left side is analytical. Logic rules in this dimension. At Universidad del Turabo every student will satisfy all his intellectual needs. Everyone will discover what side of the brain he belongs to. Through this piece we convey this message in order to call the attention of new prospects and enroll them in our educative institution."

— Hecmarylys Ortiz Martínez  
Communications Director





## FINANCE & CAREER / SPECIAL MENTIONS

### RAY

Finland

### CLIENT

RAY (Raha-automaattiyhdistys – Finland's Slot Machine Association) / Agency Dagmar

### OBJECTIVES

Promote RAY's recruitment event which took place at Sanomatalo.

### EXECUTION

Two creative formats ads printed in Metro (one on the day of the event on March 5th and the other two days prior to the event) plus flyer sampling of 6.000 copies on the day of the event.



Banco Popular de Puerto Rico / Packaging / Puerto Rico



Citibank / Cut Out / Guatemala



Visa / Cut out / Chile





## FASHION & RETAIL / WINNER

### CARREFOUR

Brazil

#### CLIENT

Carrefour / Agency Leo Burnett

#### OBJECTIVES

Summer Fashion Launch

#### EXECUTION

To present new summer fashion campaign, we took the beach to the streets of Sao Paulo.

Metro promoters used bathing suits to leverage the launch, capturing the attention of people on the streets.

#### CLIENT COMMENTS

*"At holiday's eve we ran a coverwrap and distributed the edition with promoters dressed up as if they were going to the beach with Tex's T-shirts, sunglasses and swimming glasses at 5 special distribution points. Also models supported the distribution."*

*We knew that it was going to drive costumers to the store, the action was a sucess.*

— Leonardo Moraes, Carrefour's Media Director at Leo Burnett Tailor Made







## FASHION & RETAIL / SPECIAL MENTIONS

### THE BODY SHOP

Portugal

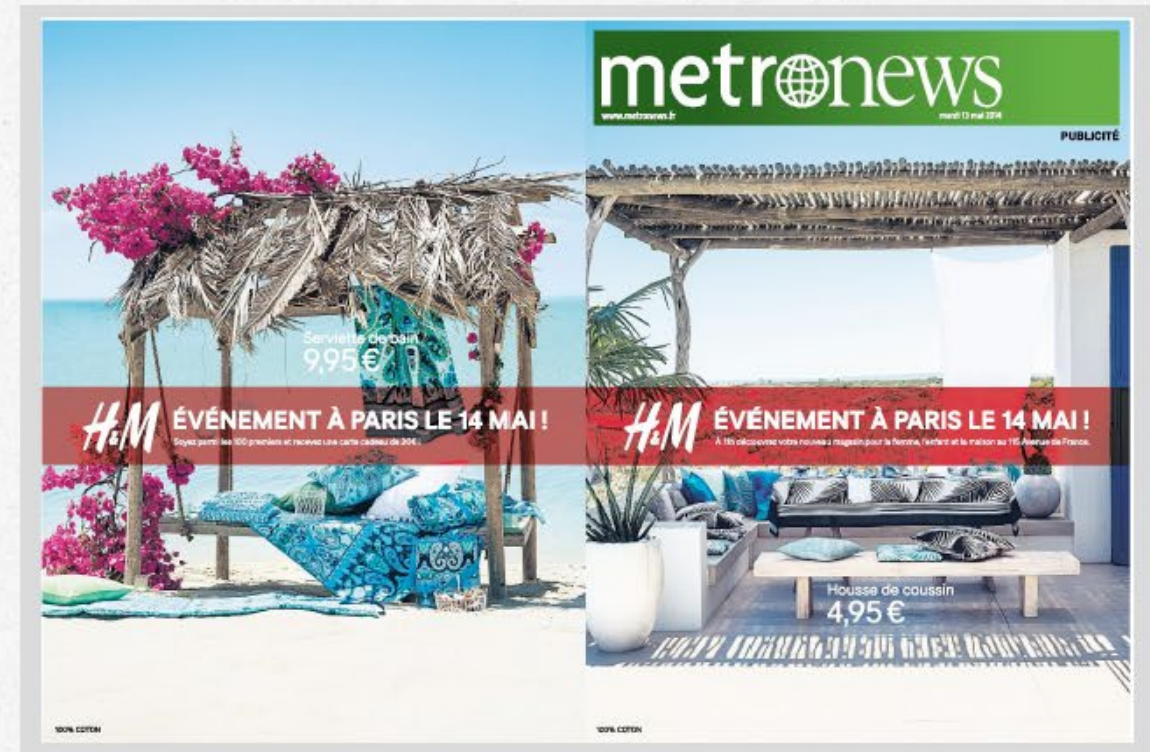
#### OBJECTIVES

Launching The Body Shop's new moisturizing lotion BODY SORBET

#### EXECUTION

Metro with The Body Shop executed a based distribution around their stores with:

2 models in sorbet pink pin up dresses and a specific set. One gave Metro and a discount voucher with hand fan shape. The other model, samples of the new The Body Shop's new moisturizing lotion BODY SORBET in several scents.



H&M / Cover Wrap / France



Swatch / Cover Wrap / Italia



Lidl/ Cut Out/ Holland





## TRAVEL / WINNER

### TOURISM OF IRELAND

United States

#### CLIENT

Tourism of Ireland

#### OBJECTIVES

Metro generated awareness about travel to Ireland.

#### EXECUTION

Metro's street team distributed glossy cover wraps in all 3 markets (NY, Philadelphia, and Boston) on September 25th and sent out an e-newsletter to nearly 25,000 subscribers. Additionally, Tourism of Ireland ran strip ads during September and October. Also did an online homepage takeover on September 29th.

#### RESULTS

Together with Metro, Tourism of Ireland reached Metro readers via a cover wrap, print ads, online units and via an e-newsletter. This was new business for us and should produce future business.

\$75k

Net reach / 2.6 million adults 18+

Gross Impressions / 11.6 million



The collage displays a variety of promotional materials for Ireland. At the top left is a 'Top off your trip in Northern Ireland' ad. Next to it is a 'LOVE FROM DUBLIN' ad featuring a couple walking. Below these are several 'Great Places Warm Greetings' ads, some with photos of people and others with scenic views. A 'clubmetro' ad is also visible, along with a 'JUMP INTO IRELAND' ad. On the right side, there are several vertical ads, including one for 'Ireland is closer than you think' and another for 'Caps off to Malloy'. The bottom section of the collage shows a newspaper page with a large 'Ireland' headline and several smaller articles, including one about 'AI Qaeda figure Fadhi killed by US strike in Syria' and another about 'Iraqi PM says ISIS plans attacks on US subways'.



## TRAVEL / SPECIAL MENTIONS

### “ESPECIAL TIANGUIS TURÍSTICO”

Mexico

#### OBJECTIVES

Present and Promote the “Tianguis Turístico” one of the biggest touristic conventions in Mexico. For this purpose Publimetro Mexico designed a full coverage plan including custom editions and editorial coverage during the whole even between May 6th to May 10th.

Also this event was an opportunity for Publimetro to promote Green Metro in the tourism industry.

#### EXECUTION

Custom edition about the “Tianguis Turístico” with a circulation of 100.000 copies.

Distributed:

Mexico DF: 50.000 copies

Guadalajara: 20.000 copies

Monterrey: 20.000 copies

Cancun: 10.000 copies (inside the Tianguis plus strategic distribution points in the city).

Special Editorial Coverage: Daily coverage of the event in print and online editions.



BKV / Front Cover / Hungary



SNCF / Full Page / France



Guatemala Tourism / Double Spread Banner / Guatemala





## HOUSEHOLD / WINNER

### CORFERIAS

Colombia

#### CLIENT

Corferias / Agency Universal McCann

#### OBJECTIVES

One of the main Corferias's goals during 2014 was to innovate in the Communications strategy to attract visitors to their conventions and fairs. Then along with Publimetro Colombia, they came up with a creative execution, besides print ads, to communicate in effective way about "Feria del Hogar" (House Fair), the biggest household fair in Colombia.

#### EXECUTION

For first time in the history of Corferias they decided to publish a high impact piece with a distribution of 50 thousand copies around Bogota, this was a huge change in their communications strategy. The piece was a representation of a house with the newspaper inside. Publimetro Colombia was selected as main media of the campaign, because a massive and free newspaper was a perfect match for a massive event such as "Feria del Hogar". Also the creativity and flexibility offered by Publimetro Colombia allowed Corferias to create a different high impact promotional campaign with a special distribution making it more efficient in resources and budget.







## HOUSEHOLD / SPECIAL MENTIONS

### METSÄTISSUE

Finland

#### OBJECTIVES

Promote the Lambi super soft toilet paper, on Valentine's day and promote the special issue of Lambi toilet paper featuring the winners of the love poem competition

#### EXECUTION

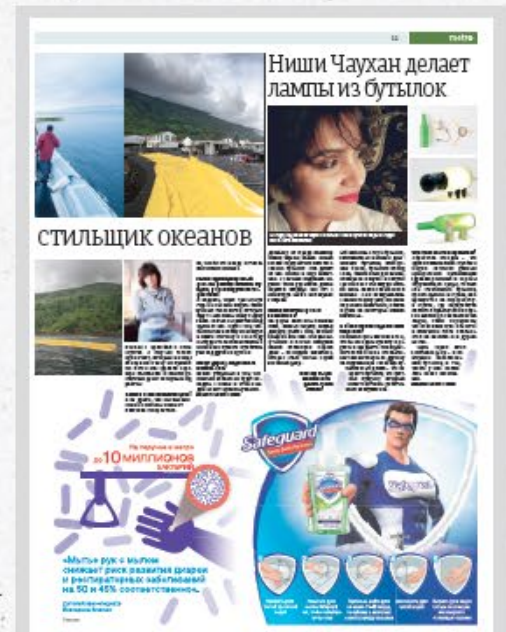
Lambi love poem toilet paper included 6.000 rolls with print collar sampling plus full page creative print ad and a cut out circle shape print ad.



Surf / Activation / Portugal



Oxiclean / Full Page / English Canada



Safeguard / Cut Out / Russia





## ENTERTAINMENT / WINNER

### MICROSOFT

Brazil

#### CLIENT

Microsoft / Agency W/McCann

#### OBJECTIVES

Promote Brazil Game Show – Game Fair

#### EXECUTION

For the third year in a row Metro produced a special edition about games, printed in Black Pages.

To leverage Microsoft's new game launch Metro also produced a special customized shuttle from subway to the fair. To enter the bus, clients needed to show the add and the newspaper.

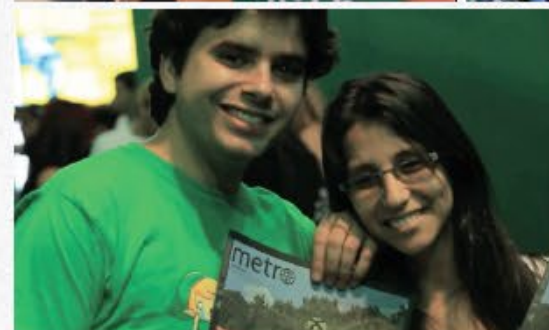
#### RESULT

Microsoft renewed their investment in METRO, showing client satisfaction. Even more since Microsoft is not used to invest exclusively on newspapers.

#### WINNER COMMENTS.

*Metro's wisely got a bus exactly like the one in the game, and together with our creative team customized in a way that offered the same look and feel of the game. Beyond that, the Special Edition of Metro emphasized even more the platform launch. The ride to the fair on the customized bus made consumers really found of how X-Box look after them"*

– George Mofarei, Media Manager W/McCann







## ENTERTAINMENT / SPECIAL MENTIONS

## FTV PRIMA

Czech Republic

## OBJECTIVES

FTV Prima decided to use Metro Czech Republic as printed channel for their promotional campaign of Hannibal, the TV Show. The main objective of the campaign was to create expectation about the season premiere.

## EXECUTION

Days before the season premiere, FTV Prima and Metro printed a creative format where the newspaper was covered with finger blood prints and at the end a print ad communicating the TV Show's premiere.



## Francouzský mág navštíví Prahu

Autor soundtracku  
k filmu Amélie  
z Montmartru  
a Good Bye, Lenin!  
se vrátí po třech  
letech do Prahy.



## VÍTE, JAK CHUTNÁ LIDSKÉ MASO?



**Počasí. Červenec bude chladnější**



NEVÍTE? ON ANO...

## Velitel proruské jednotky je „Čech“



Disney / Lower Clip / Colombia



KORSO / Full page / Finland



The Hunger Games /Cut out / Holland





## WORLD CUP 2014 / WINNER

### CONTINENTAL TIRE ANDINA

Ecuador

#### CLIENT

Continental Tire Andina S.A. / Agency Percrea cia. Ltda. Perfil creativo

#### OBJECTIVES

Promotion of the Campaign: 3x4 in tires and "Live the World Cup"

#### EXECUTION

Cover Wrap plus product sampling and people using stilts on the distribution points.

#### RESULTS

The Street activation was of high impact, then the client repeated it on June. Both activities generated revenues for US\$ 40.000. Plus an increase of client sales. Also Continental HQ Marketing office congratulated all teams involved in the activity.

#### WINNER COMMENTS

*"The Street activation was well executed and we couldn't expect less from METRO. We want to thanks for your collaboration and performance; everything goes as expected and even better."*

— Continental Marketing Team.







## WORLD CUP 2014 / SPECIAL MENTIONS

### EFACTY

Colombia

#### OBJECTIVES

Promote the brand during the World, since they were official sponsor of the Colombian National Team.

#### EXECUTION

Street activation including sponsored racks and promoters. Cover wrap and special editions.



Samsung / full page ads / Brazil



Domino's / Cut Out / Guatemala



McDonald's / Full Page / Sweden







DAILY BREAK



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