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BEST OF
metro
2015

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*No matter the message,
Metro always finds the most
creative and effective way to
communicate it.*

Here we are again sharing with you the Best of Metro! A collection of the best practices from 2015 that reflect our core values of Creativity and Innovation always helping our advertisers achieve their goals.

In an ever-changing industry, we have always been a media company recognized for our ability to adapt and to finding solutions that differentiate us from our competitors. Reaching new audiences in innovative ways, with new products, through new channels, is what makes Metro a leading media company.

In the 2015 edition of the Best of Metro, we're happy to share the campaigns that demonstrate industry leadership, creativity and innovation. The selected campaigns capture beautiful and dramatic designs, innovative packaging and sampling, 360-degree approach to communication integrating print/events/BTL/Digital/Social and world class content creation allowing advertisers to enhance their brands and drive sales.

Thank you all for your hard work and new ideas!

Juan Romero, CEO Metro Latam

WELCOME	2
METRO IN FIGURES	4
CATEGORIES	5
AUTOMOTIVE	6
FOOD & BEVERAGES	10
ELECTRONICS & TELECOM	14
BEAUTY & HEALTH	20
FINANCE & CAREER	26
FASHION & RETAIL	30
TRAVEL	34
HOUSEHOLD	38
ENTERTAINMENT	42



AUTOMOTIVE / WINNER

RENAULT

Colombia

CLIENT

Sofasa / Agency: Havas

OBJECTIVES

Promote the new Clio Style Model and the infinite possibilities to customize your Renault Clio.

EXECUTION

High impact format, the newspaper was inside and envelope with the design of the new Clio Style. The ad allowed readers to customize their Renault Clio and show it in Dealers offices.

Client was totally satisfied with the strategy and BTL execution done by Publimetro Colombia, plus Publimetro was the only media where this activity was done.

RESULTS

The visits to the client offices increased notoriously and they were very happy about the impact of the campaign among their target audience.



RENAULT



AUTOMOTIVE / SPECIAL MENTIONS

DODGE RAM

Puerto Rico

OBJECTIVES

Increase the customers visit to Chrysler dealer's offices asking for Ram pick-ups.

Announce the campaign called "The Workforce", where several histories from Dodge RAM professional owners coming from different jobs and industries shared how their work was improved by the power of the Dodge RAM.

Generate traffic to web www.lafuerzadeltrabajo.com and also create views for the campaign online videos.

EXECUTION

50.000 copies of Metro were delivered by street promoters, these editions were deposited in a creative envelope that imitates one of the Ram Pick-ups models and showed the huge cargo capacity of the Dodge Ram. Within the newspaper there was advertorials communicating the stories behind the campaign and also inviting people to visit the campaign website. Moreover, a complete online campaign was executed including posts in social media, online banners and native ads.

The campaign was very successful creating thousands of visits into the website and videos. Plus an 10% increase in the visits to Chrysler dealers.



Mercedes Benz / Cover Wrap / Brazil



Toyota/ Cover Wrap / Portugal



Mercedes Benz / Full Page & Cover Wrap / French Canada



FOOD & BEVERAGES/ WINNER

DOMINO'S

Brazil

CLIENT

Domino's / Agency: Artplan

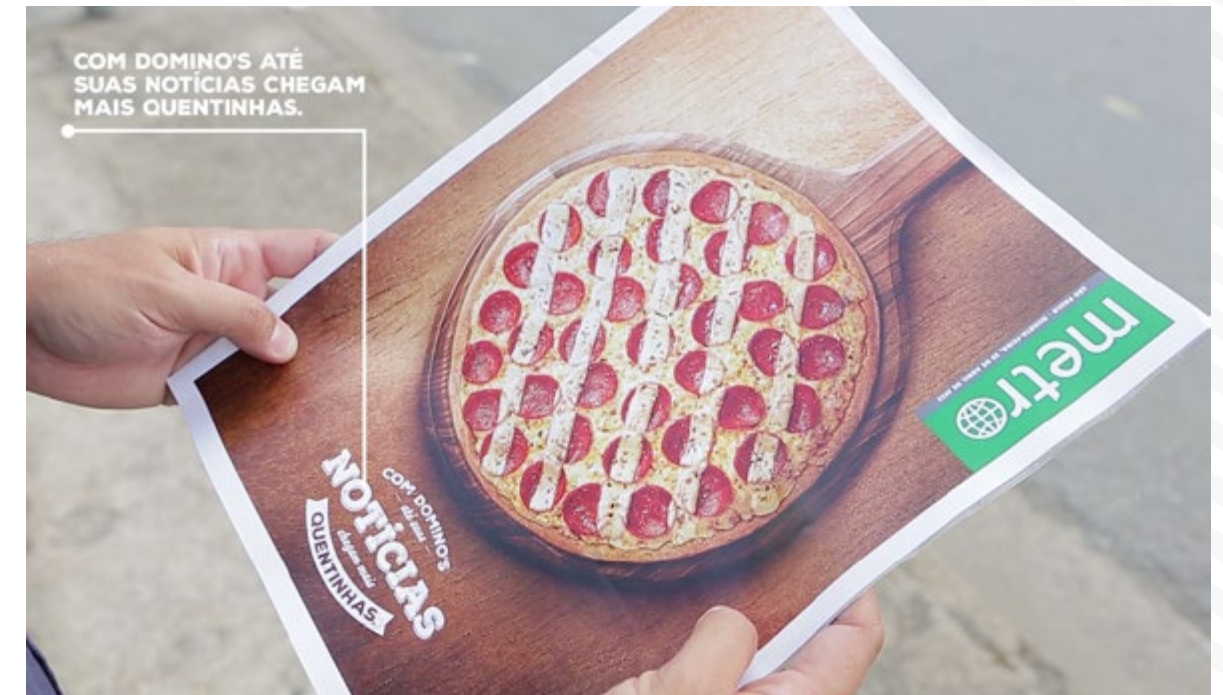
OBJECTIVES

Reinforce capability of Domino's delivery operation, where pizzas are always delivered hot and fresh to clients.

EXECUTION

A special rack was developed. This rack is capable of heating daily edition (which has a Domino's glossy coverwrap) up to 40 degrees Celsius, temperature the pizza is usually delivered.

Experience became so real, that even though the coverwrap wasn't produced with pizza scent, readers commented that not only it was hot, it also smelled like pizza.



FOOD & BEVERAGES/ SPECIAL MENTIONS

FAXE PREMIUM

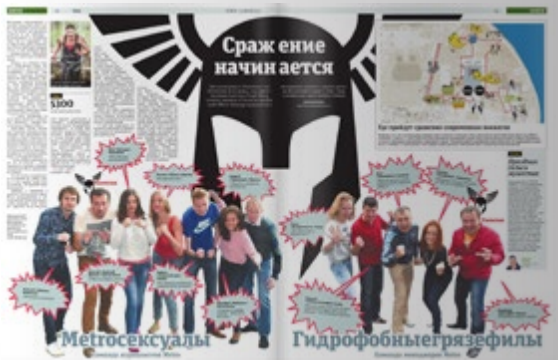
Russia, Moscow

OBJECTIVES

The major campaign goal was to build brand awareness and an association of a FAXE Premium brand with a big entertaining international sports event (Metro Tough Viking) in the eyes of a targeted audience. (Target Audience: active men and women in the age of 25-35 who lives in big cities, metropolitans)

EXECUTION

Promo-campaign included editorial matters, ordinary and creative newspaper advertising; the brand was integrated into event's promotion campaign plus brand in the Metro Tough Viking event.



Best of Metro 2015
12



Lavazza / Full Page Ad / USA



Alicorp / Cover Wrap & Sampling / Peru



Badia / Cut-out Ad / Puerto Rico



Guinness / Insert Shaped / French Canada

Best of Metro 2015
13

BEAUTY & HEALTH/ WINNER

SEPHORA

Sweden

CLIENT

Sephora

OBJECTIVES

Sephora asked Metro Sweden if they could organize an event with them to communicate that they have opened a new store in Gothenburg.

EXECUTION

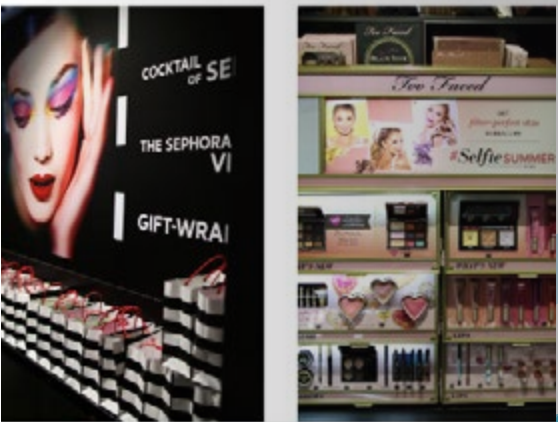
Metro Sweden made an arrangement where Petra Tungården and Linn Herbertsson (two famous Swedish fashion bloggers) invited their readers to an event in Sephora's shop in Gothenburg. In addition to putting the invitation in their blogs and Instagram we spread the invitation on Metro's own Facebook page, Instagram and Metro Modes newsletter, using the whole network in a 360° execution.

RESULTS

The result? It was full of people during the three hours that the event lasted. Inside the shop, visitors could fix their makeup with help from professional makeup artists , get beauty advice from Petra & Linn and get a luxury goodie bag for purchases over 500 SEK (USD\$60) . Sephora was very pleased with the event and they plan to make another event together with Metro in 2016.



Metro Mode <3 Sephora



BEAUTY & HEALTH/ SPECIAL MENTIONS

DOVE / UNILEVER
Colombia

OBJECTIVES

Positioning Dove brand concept: Real Beauty.

EXECUTION

Dove asked Publimetro Colombia for a high impact strategy that allowed them to install the concept of “Real Beauty” among their readers. The solution was to give the chance to Colombian women to watch themselves in the newspaper.

To do so, the newspaper printed 30.000 editions including a creative format in the cover that when the reader opened it a little mirror was showed.

Also to reinforce the concept about the real beauty and according to Dove strategy a double spread ad promoting self-esteem.



BEAUTY & HEALTH/ SPECIAL MENTIONS

PACÍFICO SEGUROS
Peru

OBJECTIVES

Communicate the importance of breast cancer prevention to detect it on time.

EXECUTION

The client, Pacífico Seguros, has many information about cancer prevention and wanted to deliver it on a non-traditional way.

With the newspaper they developed 4 editorial notes with specialists advice in order to make readers aware of the breast cancer issue and encourage checks against breast cancer.

To increase the reach this content was also published in the Publimetro Peru website giving full online and offline coverage.

Mamografía:
un examen que
puede salvar
muchas vidas

Es el estándar de oro en la detección del cáncer de mama. Las mujeres a partir de los 40 deben someterse a la prueba una vez al año. Por el mes de prevención de este mal, Pacífico Seguros da más detalles sobre el test.

El cáncer de mama es el segundo cáncer más frecuente en nuestro país. Cada año, se diagnostican más de 4.500 casos nuevos. Lamentablemente, el 85% de estos se detecta en etapas avanzadas, cuando la recuperación es mucho más difícil.

La detección precoz sigue siendo la piedra angular en la lucha contra esta enfermedad. Cuando se detecta precozmente, se establece un diagnóstico temprano y las posibilidades de curación son elevadas. De ahí la importancia de la mamografía, considerada el método de diagnóstico por excelencia para el cáncer de mama.

Este cáncer puede estar oculto por años. Por eso, se recomienda que las mujeres desde los 40 años se sometan anualmente a una prueba. Si la persona tiene antecedentes familiares de este mal, hay que hacerse la prueba antes. Indica Manuel Cortijo, oncólogo de Pacífico Seguros.

A qué punto de esta

neoplasia en un 35% en mujeres mayores de 50 años. “Su gran beneficio es la prevención. La mamografía está en el mismo rango que el Papigrama con el cáncer de cuello uterino”, indica el especialista.

“El mejor consejo siempre será la prevención a través de los exámenes de control y la mamografía...”
Indica Manuel Cortijo, oncólogo de Pacífico Seguros.

Salvar vidas. Si bien las mamografías no previenen el cáncer, sí pueden salvar vidas al detectar este mal lo más temprano posible. Algunos estudios indican que estos exámenes disminuyen el riesgo de morir de esta

Falso mito. No es un examen perfecto. En algunos casos puede haber falsos positivos, lo que genera ansiedad y la necesidad de más pruebas. Además, los resultados pueden variar una cantidad mínima de radiación.

Sin miedo. La mamografía es un procedimiento rápido y no requiere la molestia y la incomodidad de algunas pruebas. Por suerte, la nueva tecnología ya permite tener mamografías en 3D que son más sencillas y rápidas.



Ellos superaron el cáncer
La clave: PREVENIR PARA VIVIR

Ingresa a pacificoseguros.com y descubre la importancia de tener un Seguro Oncológico

Has información en www.pacificoseguros.com 513-5000 o a tu corredor de seguros

ESPECIAL MES DE PREVENCIÓN DEL CÁNCER DE MAMA 15

¿Por qué es importante el examen clínico de los senos?

Un chequeo anual preventivo es la clave de la detección temprana. A través de una exhaustiva revisión de las mamas, el ginecólogo puede detectar anomalías que podrían ser un signo de alarma. Todas las mujeres deben someterse a este examen a partir de los 40 años.

¿Qué pasa después?
En caso de que el ginecólogo detecte una anomalía...

- Pasa. Se pide una mamografía o una ecografía. En caso de que el examen sea positivo, se pide una resonancia magnética o una tomografía computarizada. Luego, cuando la presencia de células malignas, lo que podría ser un signo de alarma.
- No pasa. Se pide una mamografía o una ecografía. En caso de que el examen sea positivo, se pide una resonancia magnética o una tomografía computarizada. Luego, cuando la presencia de células malignas, lo que podría ser un signo de alarma.

El ginecólogo es el especialista que mejor maneja el examen clínico de senos. En caso de confirmarse algo irregular, se deriva al oncólogo.

Manual Cortijo, oncólogo de Pacífico Seguros

ESPECIAL MES DE PREVENCIÓN DEL CÁNCER DE MAMA 7

PONTE CÓMODA Y EXPLÓRATE

Conoce los beneficios del autoexamen de mama

Todas las mujeres deben hacerse este examen a partir de los 20 años y hacerlo una vez al mes. Es la mejor forma para que la mujer pueda conocer a la perfección sus senos.

Manual Cortijo, oncólogo de Pacífico Seguros

El autoexamen debe hacerse una vez al mes. Es la mejor forma para que la mujer pueda conocer a la perfección sus senos.

Manual Cortijo, oncólogo de Pacífico Seguros

publimetro.pe

¿Por qué es importante el examen clínico de los senos?

El examen clínico de los senos es una herramienta importante para la detección temprana del cáncer de mama. A través de una exhaustiva revisión de las mamas, el ginecólogo puede detectar anomalías que podrían ser un signo de alarma. Todas las mujeres deben someterse a este examen a partir de los 40 años.

Manual Cortijo, oncólogo de Pacífico Seguros

BEAUTY & HEALTH/ SPECIAL MENTIONS

UNILEVER

Brazil

OBJECTIVES

Dove and Rexona's launch of compressed deodorants. Value proposition of the products is to offer the same performance of products placed on a smaller packing

EXECUTION

In order to support the launch, Metro was asked to present to readers the same value proposition of new products. Reinventing the product, Metro team developed a new editorial project in order to fit in a smaller print area. "Metro Compact" was born. Same content of the regular edition on a smaller format. The day before the action a coverwrap explained next day's edition. All Brazil's 9 different editions were printed on Compact format".



Ministry of Health/ Creative Format / Colombia



Unilever (Degree) / Cover / Puerto Rico



Best of Metro 2015



Carson Life / Cover Wrap & Envelope / Puerto Rico

Best of Metro 2015

ELECTRONICS & TELECOM/ WINNER

TELE2

Russia, Moscow

CLIENT

Tele2/ Agency: MD OMD Group

OBJECTIVES

- Tele2 entered the telecom market of Moscow in October so they used Green Metro as part of their launch campaign in order to:
- Create brand awareness.
  - Inform the audience about new offers and services.
  - Inform potential customers about the advantages of Tele2 over competitors.

EXECUTION

Advertising campaign included branded newspaper's cover (4 pages) and a special promotional insert (4 pages) with the integration in editorial matters including infographics creation.

RESULTS

Metro Moscow newspaper was one of the main communication channels in the global advertising campaign and was very effective; Tele2 launch was very successful, connecting 380 thousand new subscribers in the first 20 days.

CLIENT COMMENTS

“Those results that Tele2 shows are far superior to our expectations. They are very strong, especially in such a busy market as in Moscow. Since launch Tele2 for the first 20 days has connected 380 thousand subscribers.”

Larisa Tkachuk, Rostelekom vice-president in management of business.



ELECTRONICS & TELECOM/ SPECIAL MENTIONS

WOM

Chile

OBJECTIVES

Generate new active prepay mobile phone customers for WOM

EXECUTION

A cover wrap which included a sampling with a prepay chip was delivered in 20.000 copies in three of the main cities of Chile (Santiago, Concepción and Viña del Mar).

The idea was that people can use this chip in their mobile phones and activate them so they can become prepaid customers of WOM.

RESULTS

45% of the chips were activated; this was a huge success since the client estimations was about an activation rate of 20% in the most optimistic scenario.



Best of Metro 2015
22

ELECTRONICS & TELECOM/ SPECIAL MENTIONS

MOVISTAR

Ecuador

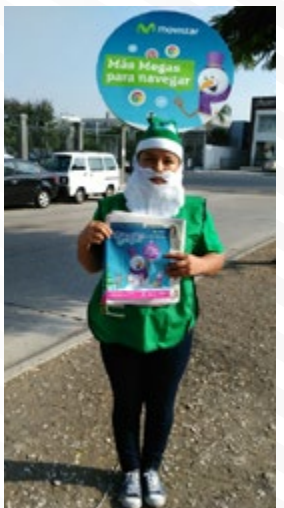
OBJECTIVES

Show the new Christmas discounts and promotions catalogue with a BTL campaign.

EXECUTION

The Newspaper was covered with the Christmas campaign catalogue plus a creative format including a handle in the newspaper cover.

Also BTL activation in Quito and Guayaquil streets, all promoters were delivering the newspaper plus the catalogue, totally branded with Movistar and dressed as Santa Claus with Christmas hats & beards.



Best of Metro 2015
23

ELECTRONICS & TELECOM



Moto g / Envelope / Colombia



Claro/ Cover / Ecuador



Xbox / Cut-out Ad / Mexico



Sony / Cut-out Ad / Chile



LG / Cover Wrap / Holland



ETB / Cut-out Ad / Colombia



Claro / Bespoke/ Chile



Samsung / Cover Wrap/ Hong Kong



Best of Metro 2015

THE ROYAL CANADIAN MINT

French Canada

CLIENT

The Royal Canadian Mint / Agency: Cossette

OBJECTIVES

For the 150th anniversary of Canadian Confederation, which will be marked in 2017, the Royal Canadian Mint invited Canadians to submit artwork that could be featured on one of the five 2017 coins.

EXECUTION

Multiplatform campaign

High impact campaign which used a glama wrap in Metro publications in Montreal, Toronto and Vancouver on the March 11 launch day. The campaign also included online and mobile components.

Promotional teams distributed pencils outside metro stations to encourage readers to enter the contest using the canvas supplied in the newspaper.

The campaign ran frequently on page one, website and on the mobile app. Custom publishing was also included on journalmetro.com.

RESULTS

The contest received more entries than expected. The campaign received considerable buzz.



FINANCE & CAREER/ SPECIAL MENTIONS

EFACTY

Colombia

OBJECTIVES

Communicate in a creative and effective way that Efecty, a finance services provider, was Copa America Chile 2015 official Sponsor.

EXECUTION

To engage readers and communicate the sponsorship, Efecty and Publimetro developed a creative format to deliver the Green Metro to readers. Street Promoters delivered the newspaper within a Efecty branded paper suitcase, which included info about Efecty plus a Copa America match schedule.



Best of Metro 2015
28



Los Pinos / Cover Wrap / Puerto Rico



Santander Banefe / Bespoke / Chile



Itaú / Special Edition / Brazil

Best of Metro 2015
29

FASHION & RETAIL/ WINNER

KMART

Puerto Rico

CLIENT

Kmart

EXECUTION

Kmart PR utilized an eye catching rose floral bouquet as dominant design graphics in a Metro cover wrap near to Mother's day, the idea behind this was to draw the attention of the readers to the gift catalogue featured on in a back page ad the same day.
This action was also a strong call to action, so people can visit the 21 Kmart stores in Puerto Rico before Mother's Day (The week before Mother's Day is one of the top sales weeks of the year, not only for Kmart, but for all retailers in Puerto Rico).

RESULTS

The floral bouquet ad, have generated significant positive member feedback from associates and customers alike, having direct impact in sales and traffic to the stores.



Best of Metro 2015
30



Best of Metro 2015
31

FASHION & RETAIL/ SPECIAL MENTIONS

TIENDA LA SIRENA

Dominican Republic

OBJECTIVES

Communicate client's Black Friday Sale with a 360° campaign. La Sirena is one of the biggest Dominican Republic retailers.

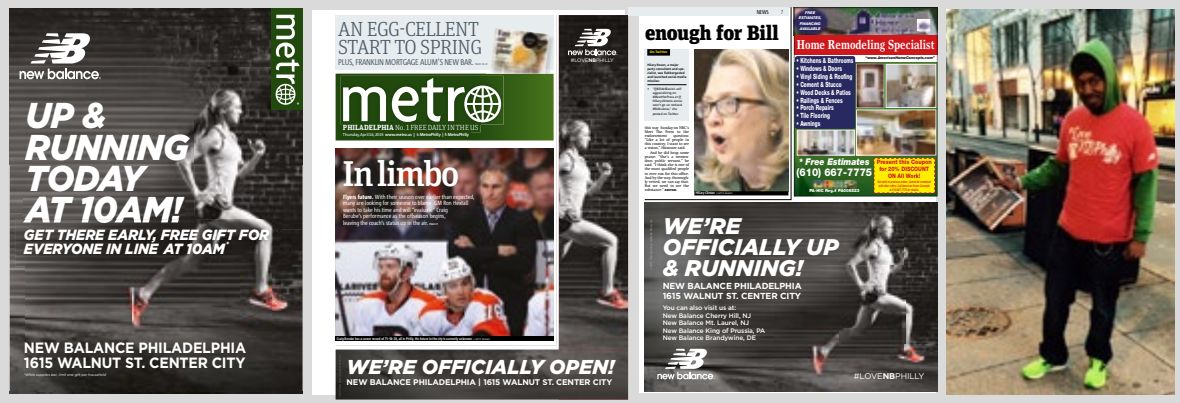
EXECUTION

The communications was made using all Metro channels: street, print and online. There was BTL street activation were branded promoters, with walking boards of the brand, delivered the newspaper (This action was communicated the day before with a press release in order to generate expectations). Also that day the newspaper included a cover wrap communicating the special Black Friday sale discounts.

Additionally in the website www.metrord.com online banners were published plus social media posts in Metro RD Facebook, twitter and Instagram accounts.



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New Balance / Cover Wrap & Coupons / USA



P&G (Gillette) / Special Edition / Guatemala



Century 21 Department Store / Mural Painted and Article in Metro New York / USA

Best of Metro 2015

TAM AIRLINES

Brazil

CLIENT

Tam Airlines / Agency: Y&R

OBJECTIVES

Launch of São Paulo – Barcelona direct flight

EXECUTION

Metro produced a special edition of Metro Visit. Instead of regular editors writing, the edition offered best Barcelona's spots by the view of regular Spanish people that live at the city.

The content became a unique guide of the best of Barcelona, produced on Mini Glossy format and handled to readers of São Paulo city.

Endomarketing activity with Metro Visit distribution was also made to TAM's employees.

CLIENT COMMENTS

"For us, TAM, this initiative with METRO has contributed very satisfactorily in our promotion strategy for this new flight to Barcelona. Spreading the message that we have a new destination in Europe and specially that we are the only Brazilian airline with a direct flight Brazil to Barcelona. The alliance between TAM and METRO certainly demonstrated the benefits that only TAM can offer to our passengers"

Daniel Aguado, TAM Airlines Senior Communications Manager.



TRAVEL/ SPECIAL MENTIONS

MAYAN LANGUAGES EDITION

Guatemala

OBJECTIVES

Introduce the different Mayan languages of our country, considering the wealth that brings to humanity to be a multilingual and multicultural country. Promote internal and external tourism in our country emphasizing the languages that are still spoken in many of our cultural sites, so our readers get motivated to travel and get to know our beautiful country.

EXECUTION

We translate all of our headlines into a mayan language: Itz'a, and we viralized all the related notes



Best of Metro 2015

36



Transavia / Street Activation & Cover Wrap / Portugal



Lan / Cover Ad / Ecuador



Lan / Cut-out Ad / Colombia

Best of Metro 2015

37

HOUSEHOLD / WINNER

HELVEX

Mexico

CLIENT

Helvex / Agency: Direct

OBJECTIVES

Communicate and create awareness among readers about the client campaign “The Good Month is back!”
The purpose of this campaign is to provide kitchen or bath plumbing products and accessories with discounted prices.

EXECUTION

Publication of different traditional & creative formats like: full page, half page, circle half page, triangle half page, banner in front page in different editions of Publimetro Mexico.

RESULTS

Publication of different traditional & creative formats like: full page, half page, circle half page, triangle half page, banner in front page in different editions of Publimetro Mexico.



HOUSEHOLD/ SPECIAL MENTIONS

CYRELA GOLDSZTEIN

Brazil

OBJECTIVES

Cyrela, a real state agency, developed a promotion where buyers would receive double benefits when buying their available properties.

EXECUTION

Metro team was challenged to produce a bigger newspaper than regular edition.
Action took place at Porto Alegre city. There, in 2 different dates Metro circulated on I “Big Version” (35,2 cm x 44,8 cm). Client ad explained readers why that edition was produced on a bigger format.



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40



Unilever (Surf) / Street Activation & Scented Metro / Portugal



Unilever (Vim) / Double Page Ad / Brazil

Best of Metro 2015
41

ENTERTAINMENT/ WINNER

MÉTROPOLE FILMS

French Canada

CLIENT

Métropole Films (Astérix movie)

OBJECTIVES

Promote the release of the movie, Astérix: Le domaine des Dieux.

EXECUTION

Two creative flex form formats in the movie section on February 20 and 27, plus 1/6-page ads over two weeks in the newspaper and an online campaign.

RESULTS

The movie had box office success in Quebec, with \$1,700,000 in sales (very good results for a family movie), highly influenced by the promotional campaign.

CLIENT COMMENTS

"The feedback we got led us to believe that the campaign was singled out for its originality and impact."



Best of Metro 2015

42



Best of Metro 2015

43

ENTERTAINMENT/ SPECIAL MENTIONS

NETFLIX USA

OBJECTIVES

- 1.Promote the launch of Netflix original series Daredevil.
- 2.Highlight show's tie-in with New York City as the story takes place there.

EXECUTION

A beautiful cover wrap in New York City was distributed by 100+ scripted promoters. The creative was displayed on promoters' aprons as well as 1,000+ Metro racks across New York City.



ENTERTAINMENT/ SPECIAL MENTIONS

MONDONGO Nicaragua

OBJECTIVES

The main objective was to promote Nicaraguan talent, to do so Metro and the “La Cuneta Son Machin” stablished an alliance. This band promotes Nicaraguan idiosyncrasy with their lyrics and rhythms.

EXECUTION

Every Friday a song was posted in the Metro pages, so people can collect them. Each song was part of a song book where people included new songs each Friday. Finally between the readers who complete the song book (10 songs) could win different prizes.



ENTERTAINMENT



20th Century Fox (Home) / Street Activation & L-Shaped Cover / Puerto Rico



Cinemark / Bespoke / Perú



TURNER / Branded Bag / Colombia



20th Century Fox (Home) / Full Page & Cut-out Ad / France

metro

