

# GAÚCHAZH.



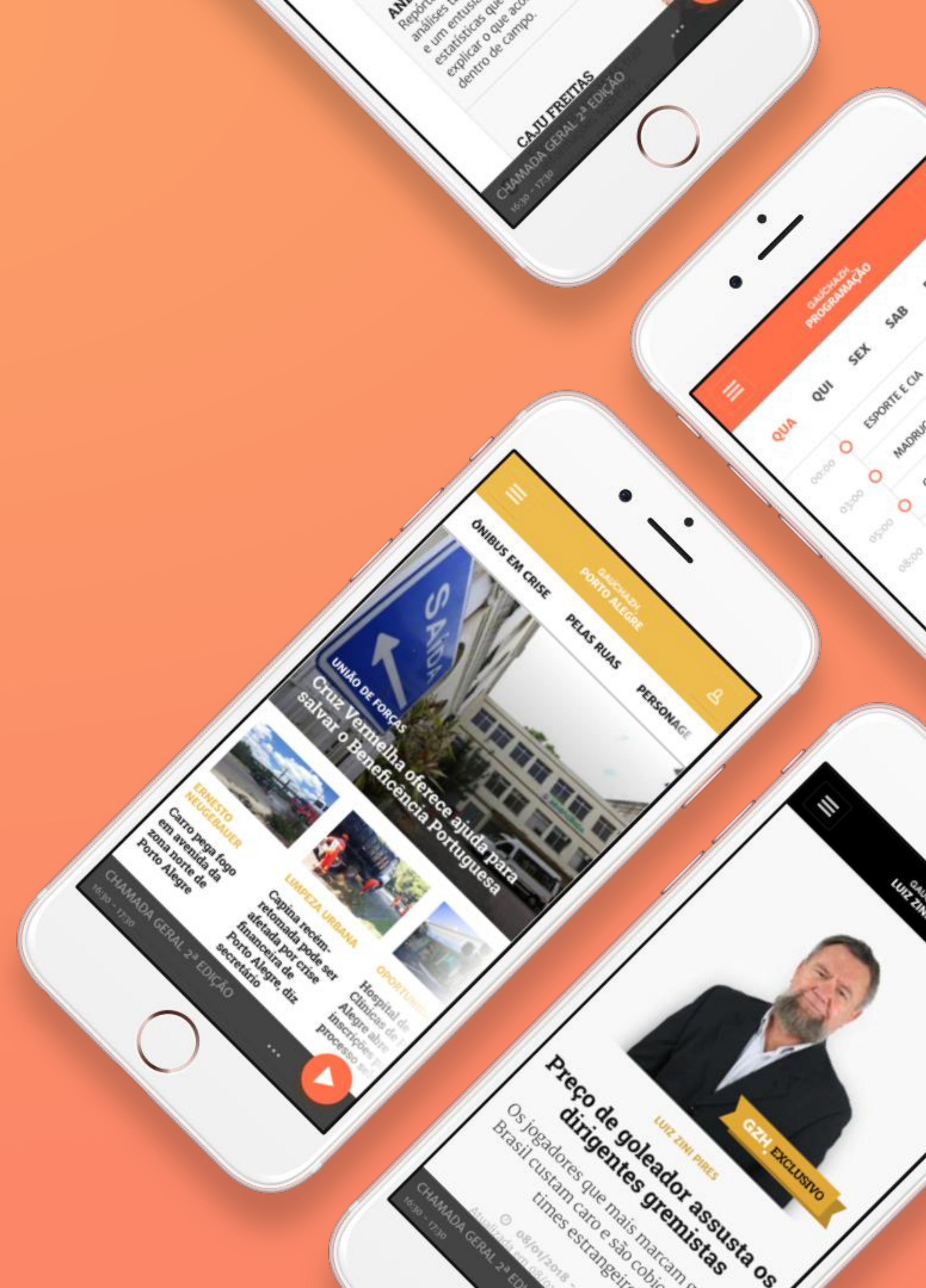


# GaúchaZH

Two of the most credible brands in Brazilian journalism, Zero Hora and Rádio Gaúcha, both from the RBS Group, joined forces in the digital universe to launch, in September 2017, the GaúchaZH platform, a site full of exclusive content, focused on proximity to the public, coverage of local issues and sports.

The digital unification, named after the co-branding, in addition to simplifying the search for reliable information in a scenario of proliferation of rumors and false news, also seeks to combine the recognized depth of the newspaper Zero Hora with the instantaneousness of Rádio Gaúcha. With GaúchaZH, a sustainable digital model was created and a much more consistent, relevant and profitable offer, with a much clearer value proposition, in an ecosystem that tangibilizes the union of the traditional vehicles Gaúcha and ZH, from new products/contents anchored by the main communicators of the two brands. GaúchaZH delivers the best exclusive digital content to the public in one place, with modern design, focused on the user experience.

The new site is totally responsive and privileges mobile content, device accessed by at least 63% of users. GaúchaZH is a newspaper with a radio station and a radio station with a newspaper, where it is possible to read, watch and listen to the contents, in an innovative process within the newsrooms, done with much curation and integration.





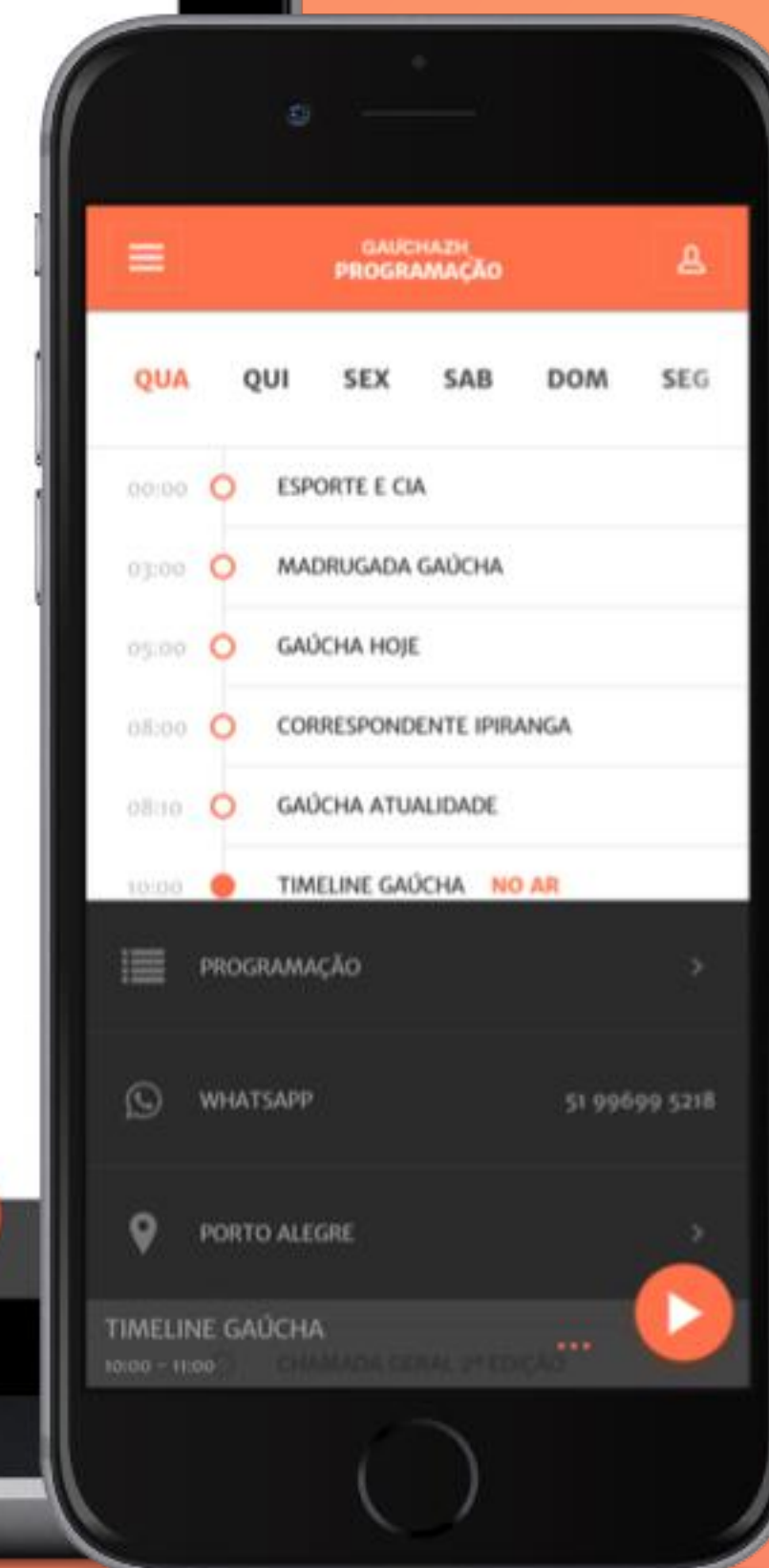
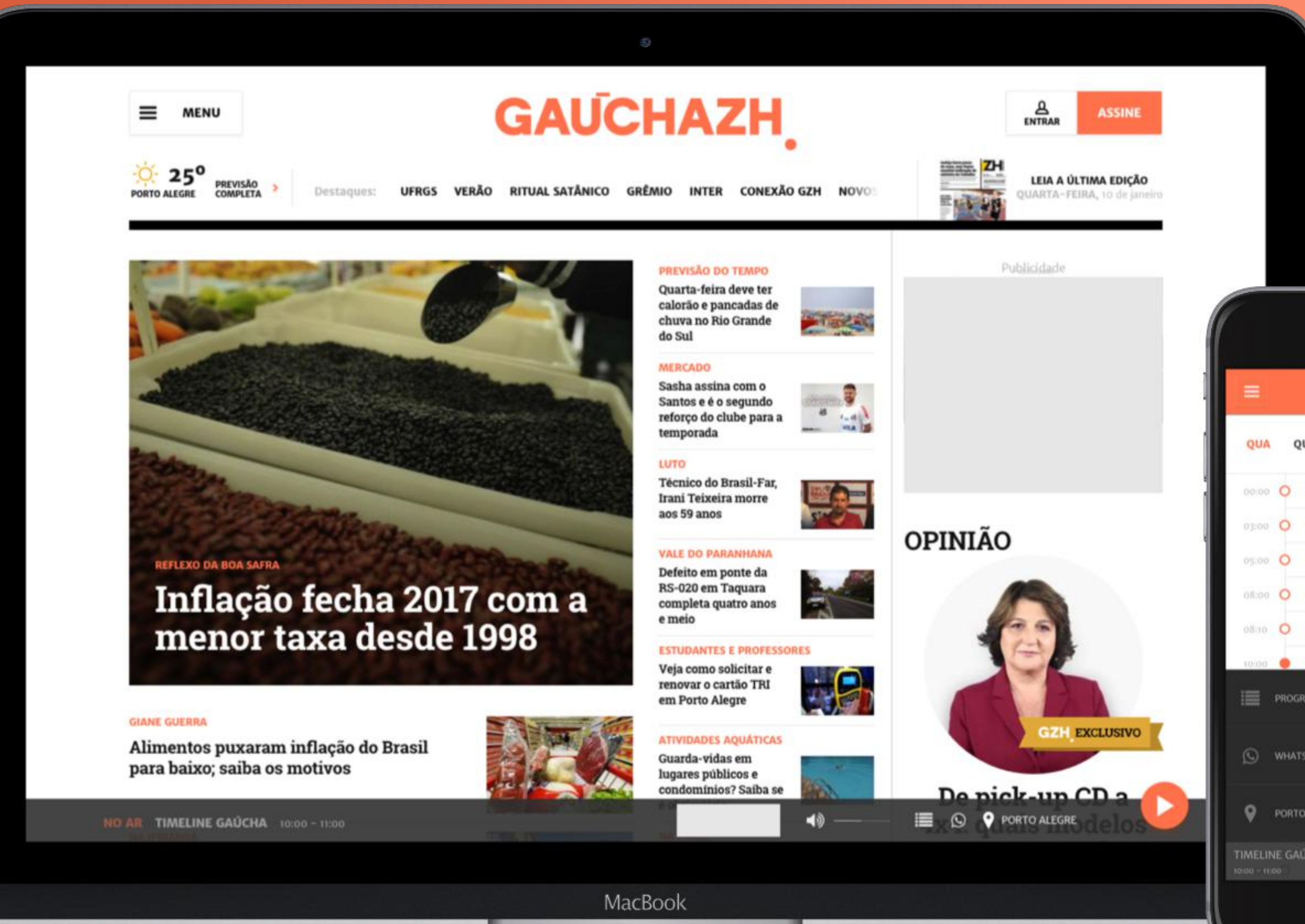


# Player

One of the main needs of the new site was to present the live streaming player from Rádio Gaúcha on all screens and ensure that there was no break in the screen exchange.

This was crucial for deciding which development technology would be employed on the entire site.

From the player it is possible to check the programming, to change the region of the executed audio and to visualize the telephone to contact via Whatsapp.





# Front Page

We've created the main homepage by analyzing our users habits on our old sites. Here are some key changes:

## Hot Topics

In addition to a side menu, which facilitates user navigation, we created a hot area with the main hot topics (editable topics). The possibility of curation delivers a more updated and contextualized site to the user. In the previous sites, the menus were not accessed.

## Information Architecture

Regardless of the amount of cover material, the visitor to the old sites always scrolled down at least to the sports area. The right-hand column, which used to house this block on Zero Hora's website, started receiving premium and exclusive content for subscribers in GaúchaZH. To identify these contents, we created a **golden seal**. The sports block came to be inserted after the headlines.

In green, the sports area on the cover, below the main headlines (orange) and secondary (yellow) and premium content (purple).



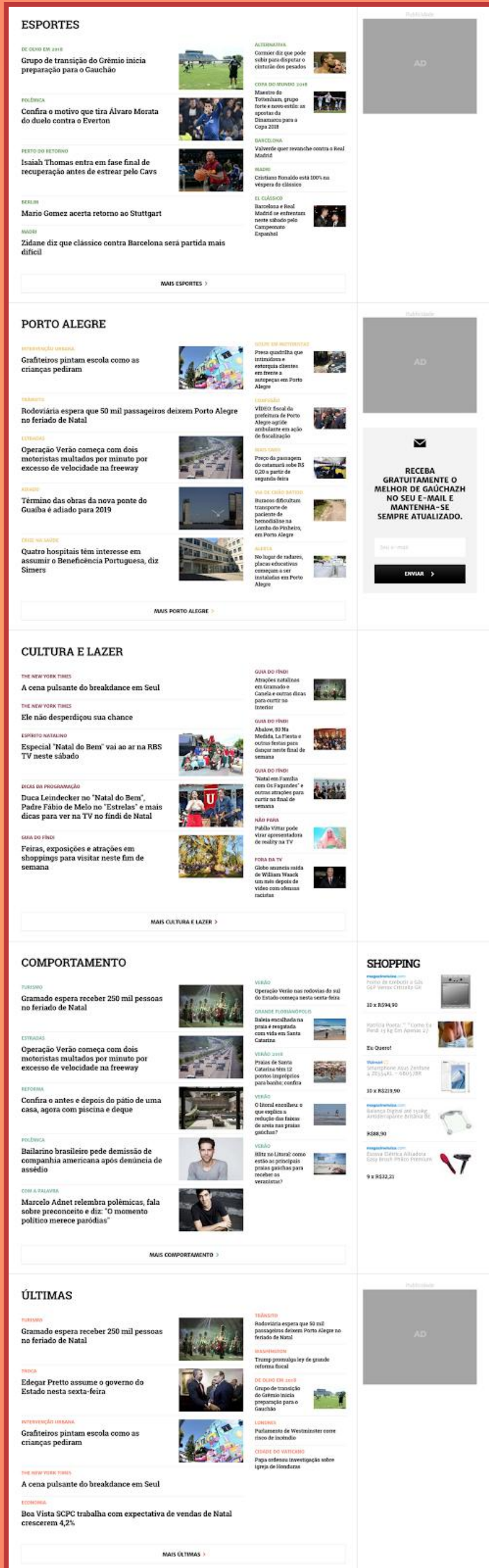




# Feed

Our users are very keen to navigate continuously within lists of topics. The most accessed pages of the old sites were the latest news list, both general and editorial.

Based on this habit, in GaúchaZH we always present the content in a continuous feed, both on the cover, grouping headlines or subjects, as well as in the sections of each editor, listing the last subjects, even in the subjects themselves, when suggesting more content through the most read lists and the latest news.





## Cobranding

The co-branding of Gaúcha and ZH results in a modern logo, flat and easy to read and to create a visual identification. The "point" that forms part of the logo symbolizes a part of the whole, an ecosystem of brands that complement each other and lend value some the others (at RBS).

**GAÚCHA** + **ZH** ZERO HORA

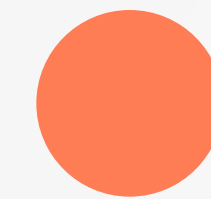


**GAÚCHAZH.**

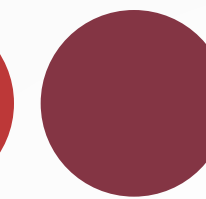
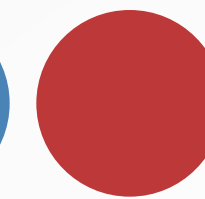
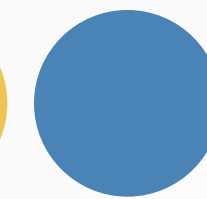
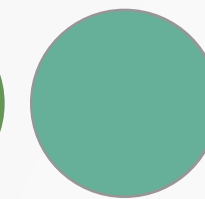
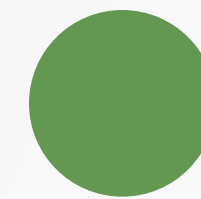
## Colors

The color of the GaúchaZH brand represents the union of the brands Gaúcha and Zero Hora, with a more contemporary tone.

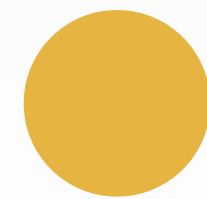
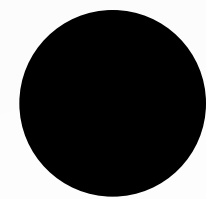
Primary



Editorials



Premium



## Typography

The support typologies for GaúchaZH are Roboto Slab, Merriweather Sans and Merriweather, who accept the modernity of the brand and respect the credibility of journalism.

**Roboto Slab (Headlines)**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

**Merriweather (Body)**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

**Merriweather Sans (Complementary)**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz