



ESTAÇÃO ZH

BEST USE OF AN EVENT TO BUILD
A NEWS BRAND (INMA 2015)

ZH
ZERO HORA

ZH AND ITS 50 YEARS

Zero Hora newspaper, also known as ZH, is the largest newspaper in the southern Brazilian state of Rio Grande do Sul. It features over 20 sections and over 100 columnists.

In 2014, the year it celebrated its 50th anniversary, Zero Hora inaugurated an ongoing ERA OF TRANSFORMATION to increasingly meet the needs of its community of over 730.000 readers of its print editions¹, 171.000 copies² a day and over 9 million digital product users³.

In order to celebrate and mark this process of transformation, the newspaper started a series of changes, such as: new graphic layout, new sections, new Sunday addition and renovation of digital content.

One of the objectives of the 50 years project was to become closer to readers. To this end, *Estação ZH* (ZH Station) was created, the newspaper's 50th anniversary gift to the population of Porto Alegre. It was a mobile cultural space that between May and November 2014 travelled between the city's main parks, featuring a schedule of free attractions, chat sessions with journalists, lectures and shows.

Sources:

¹ Marplan – Grande Porto Alegre and Porto Alegre (October 2013 to September 2014

- 10+ years – 2.833.000)

² IVC (December 2014)

³ Google Analytics (December 2014)



OBJECTIVES

- Bring ZH newspaper closer to the community
- Provide free sports and artistic attractions to the public
- Offer content and entertainment to the population of Porto Alegre
- Be a stage to provide local artists with media attention



CONCEPT

The architectural plan for ZH Station as a social gathering space was built with the goal of welcoming the community. The infrastructure relied on a low environmental impact construction system that was 100% recyclable. In order to give shape to the station, six modules were used. Integrated, the modules operated as a café, mobile studio, dressing room and multipurpose stage.

In this way, the ZH Station managed to be closer to readers, offering a busy schedule with free activities every weekend, visiting the city's main parks.



THE EVENT

A calendar with free activities like: stretching and calisthenics classes, chat sessions with journalists, shows, workshops, sports match broadcasts, exhibitions etc.

The infrastructure also offered free services and products to the public participating in activities or just visiting the park:

- Free Wi-Fi (NET operator);
- Hot water for *chimarrão*;
- Pet space with water and plastic bags;
- Bike space with parking;
- Zero Hora newspapers;



RESULTS

Farroupilha Park (May 1 to July 13, 2014) and Moinhos de Vento Park (September 5 to November 9, 2014)

57 days of operation for event

263 attractions

Participation of 37.000 people

400 mentions of the event in newspaper, websites, social networks, radio and TV

It was seen that the ZH Station event generated **engagement** with the reading public. Alegre had the opportunity to be with Zero Hora and its journalists, seeing the **newspaper as a closer and more participatory brand**.



RESULTS

CLICK ON IMAGE BELOW TO VIEW VIDEO OF ZH
STATION





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