



ClarínX

Denuncian a Cristina y a Domínguez por los nombramientos exprés en la Auditoría



Clarín

The approach of this concept sought to speak from a close and accessible perspective, recovering the value of verifiable facts and treating Clarín as a multi-platform media.

**The concept was developed
in different media**

TV, Radio, Print, Outdoor
and OnLine

Print .



Print .



Print .



Print .



Print .

A los argentinos nos gusta opinar de todo
Vivamos bien informados



We argentinians like to comment on everything.
Let's live well informed.



Outdoor .



Outdoor .



Outdoor .



Outdoor .



A los argentinos nos gusta opinar de todo
Vivamos bien informados

ClarínX
HACEMOS PERIODISMO



We argentinians like to comment on everything.
Let's live well informed.

ClarínX
WE MAKE JOURNALISM

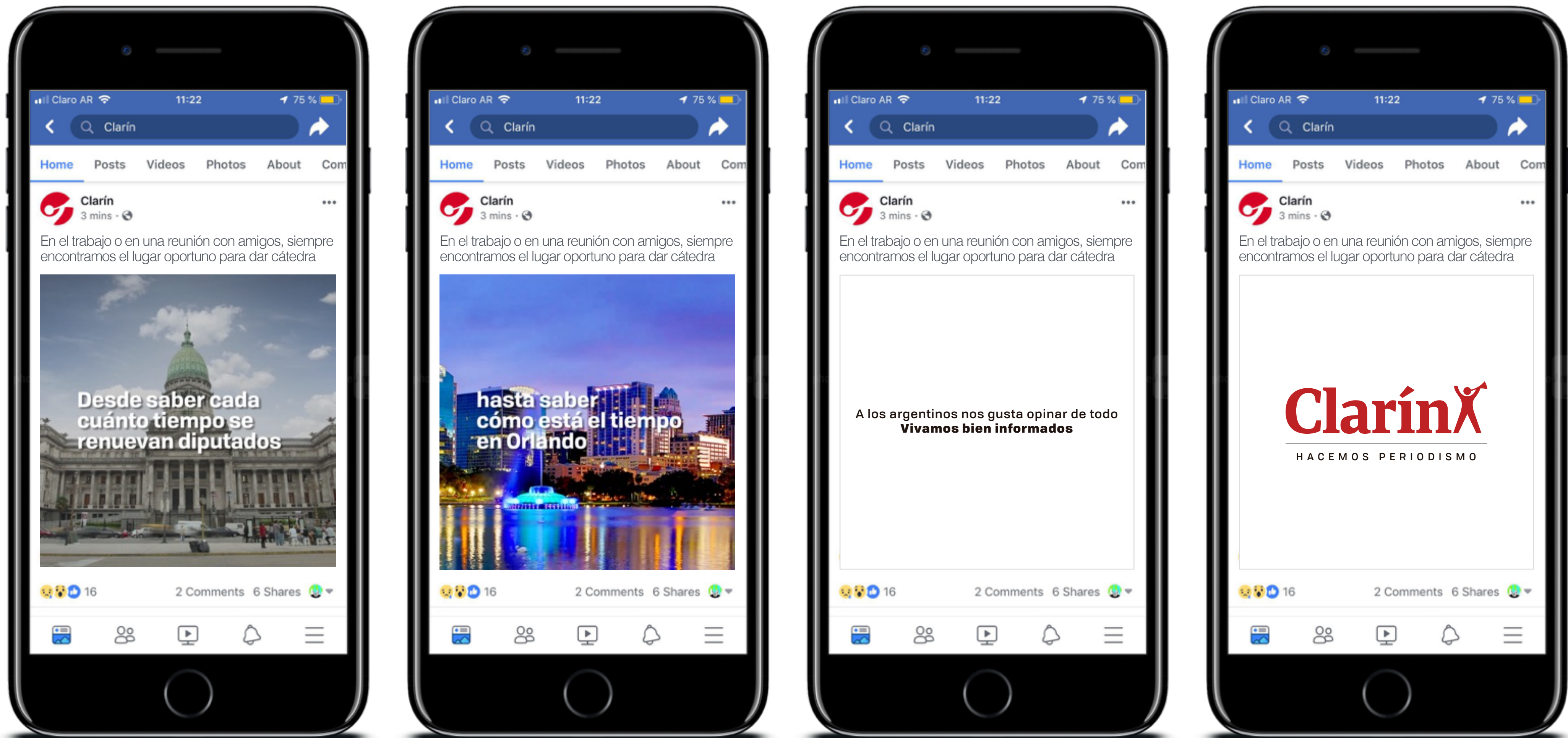
Social Media .

In social media, besides impacting our audiences, we also pursue to expand our two specific targets: women and young people

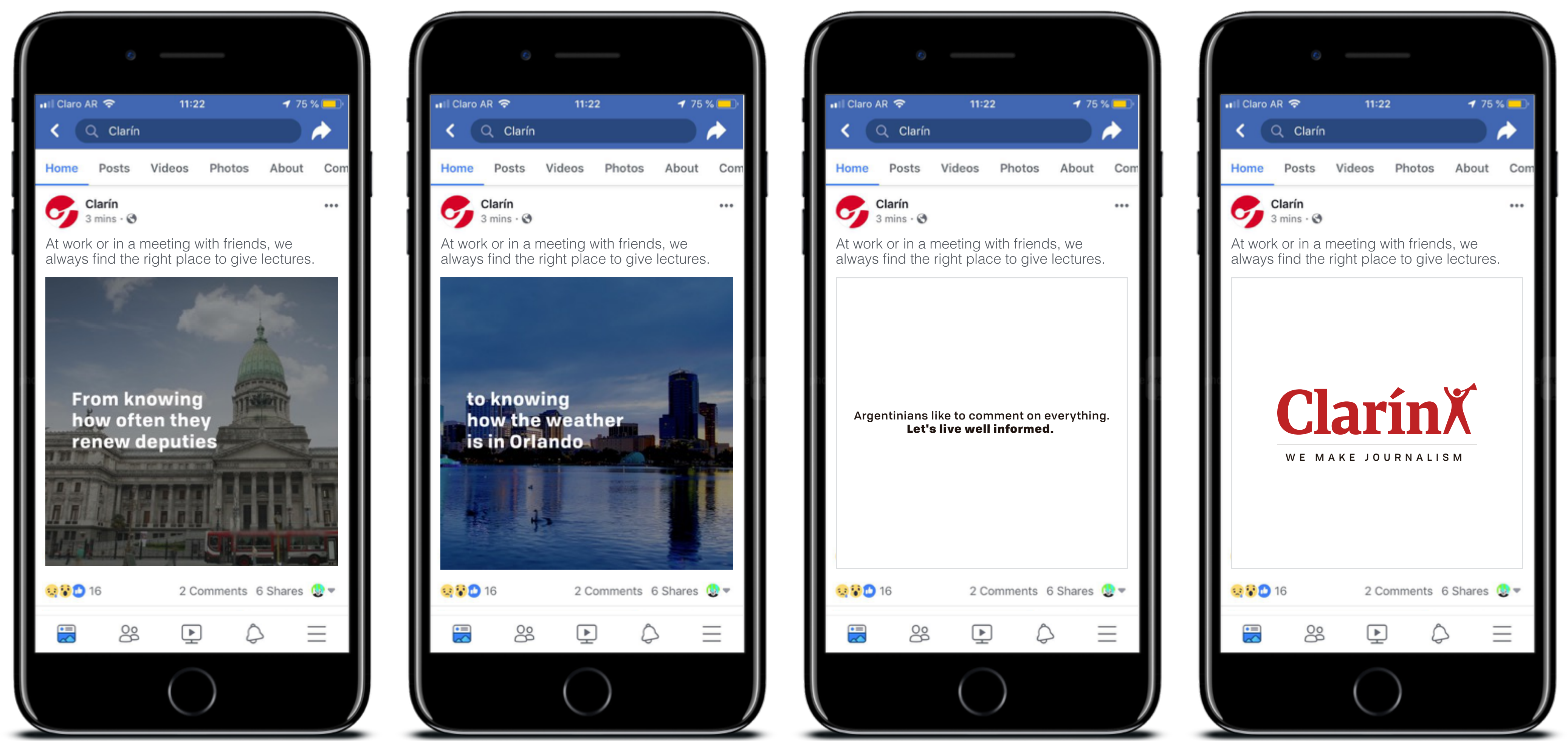
With the clustering strategy defined, it was decided to work the following pieces

Facebook

Video Facebook .

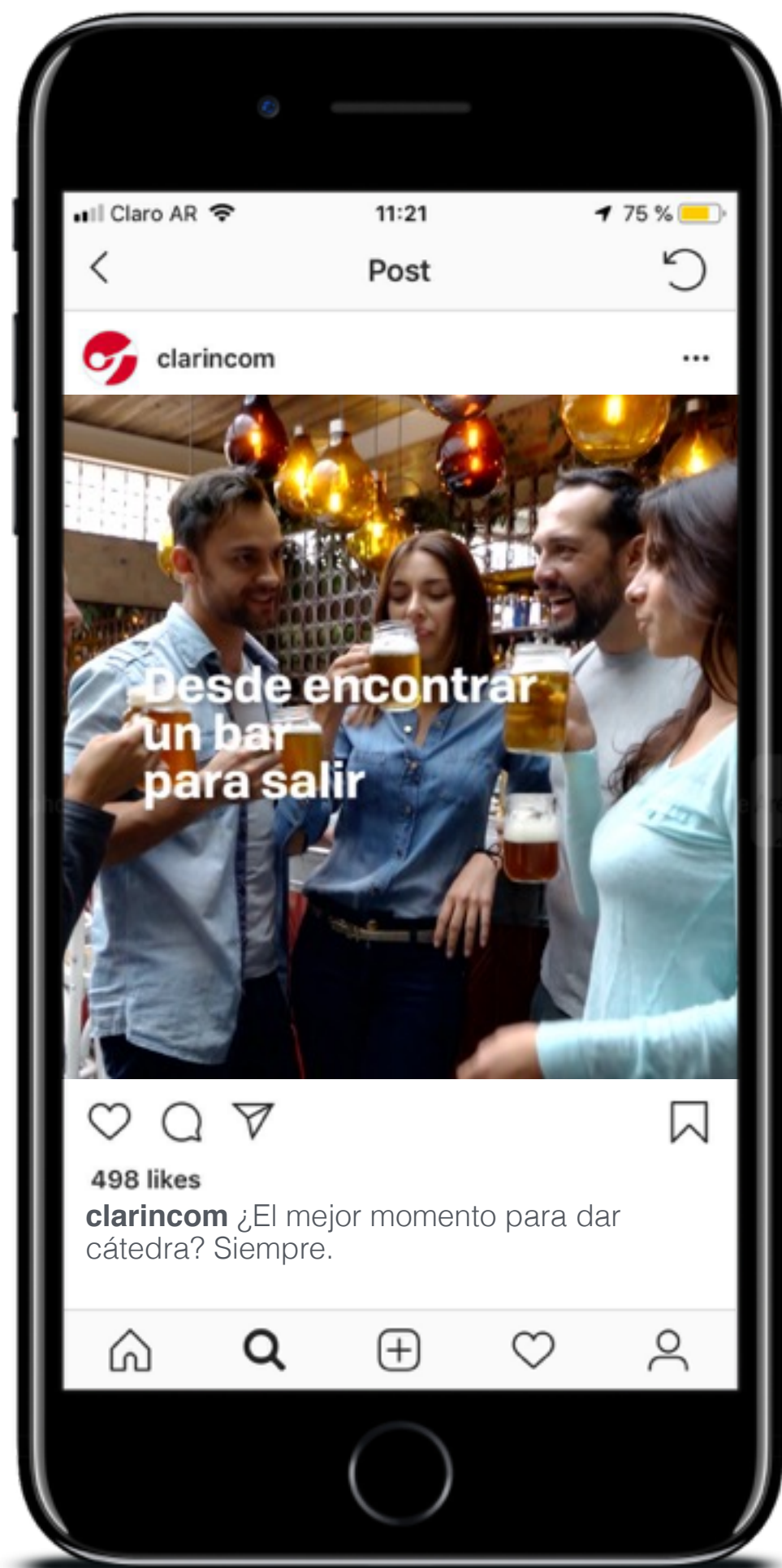


Video Facebook .

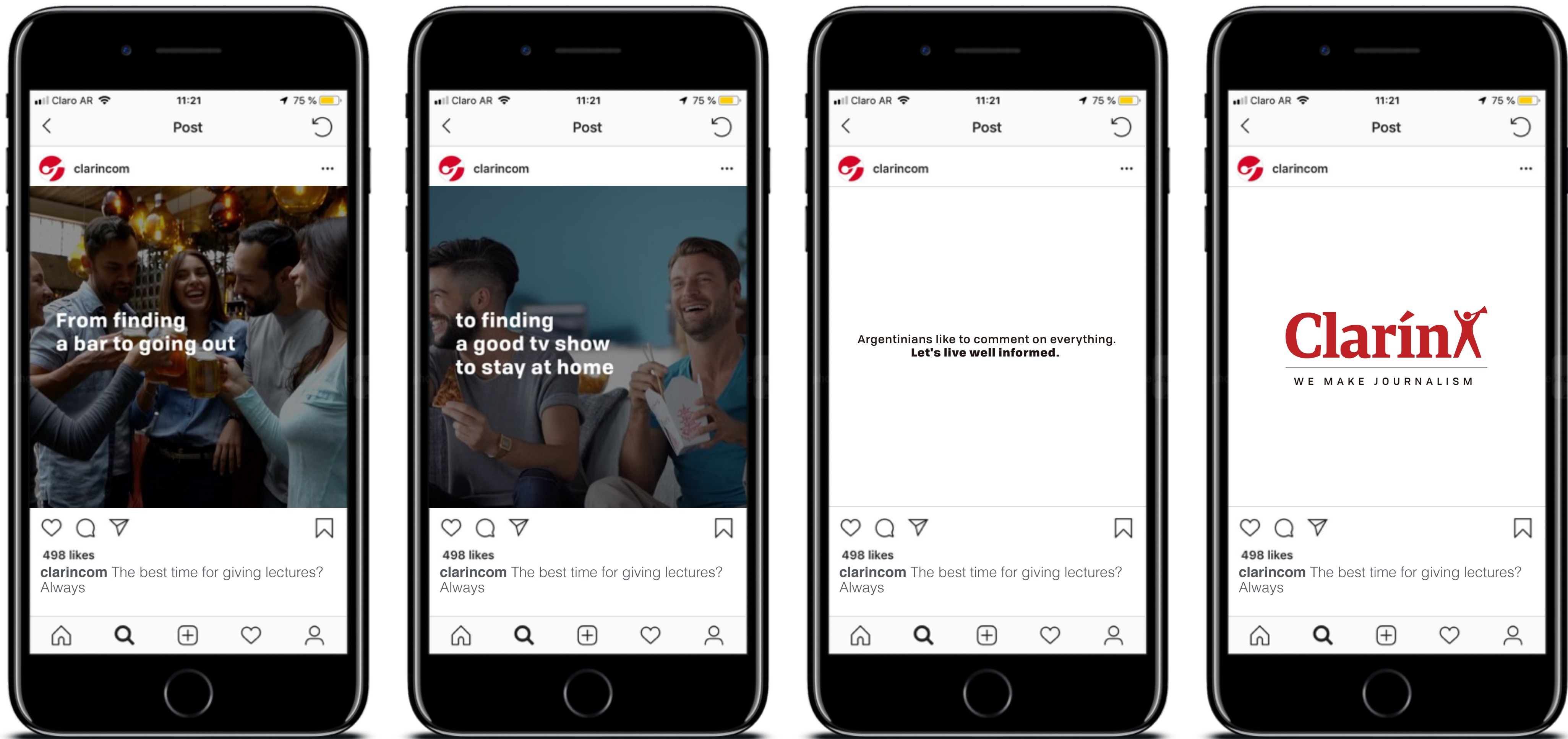


Instagram

Video Instagram .

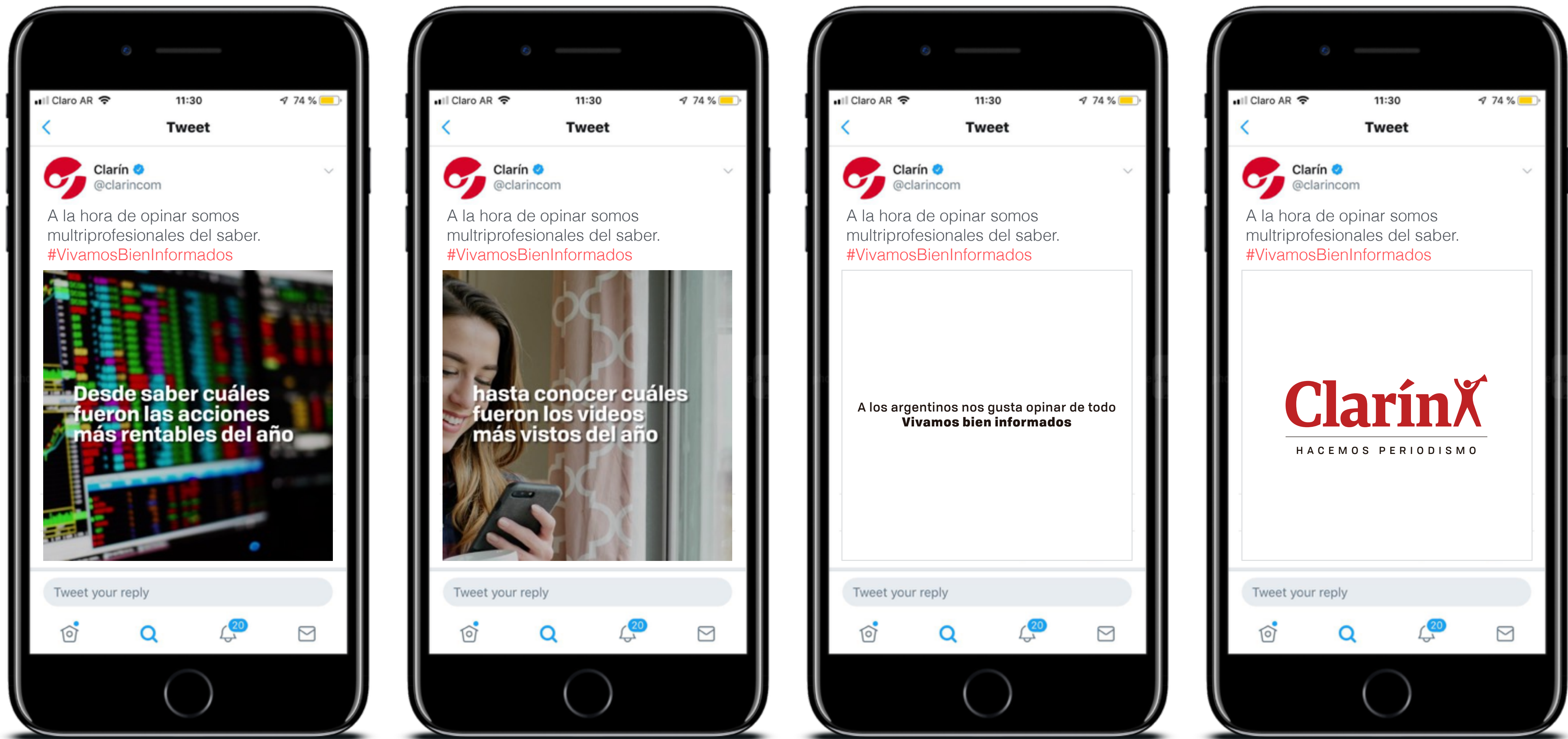


Video Instagram .

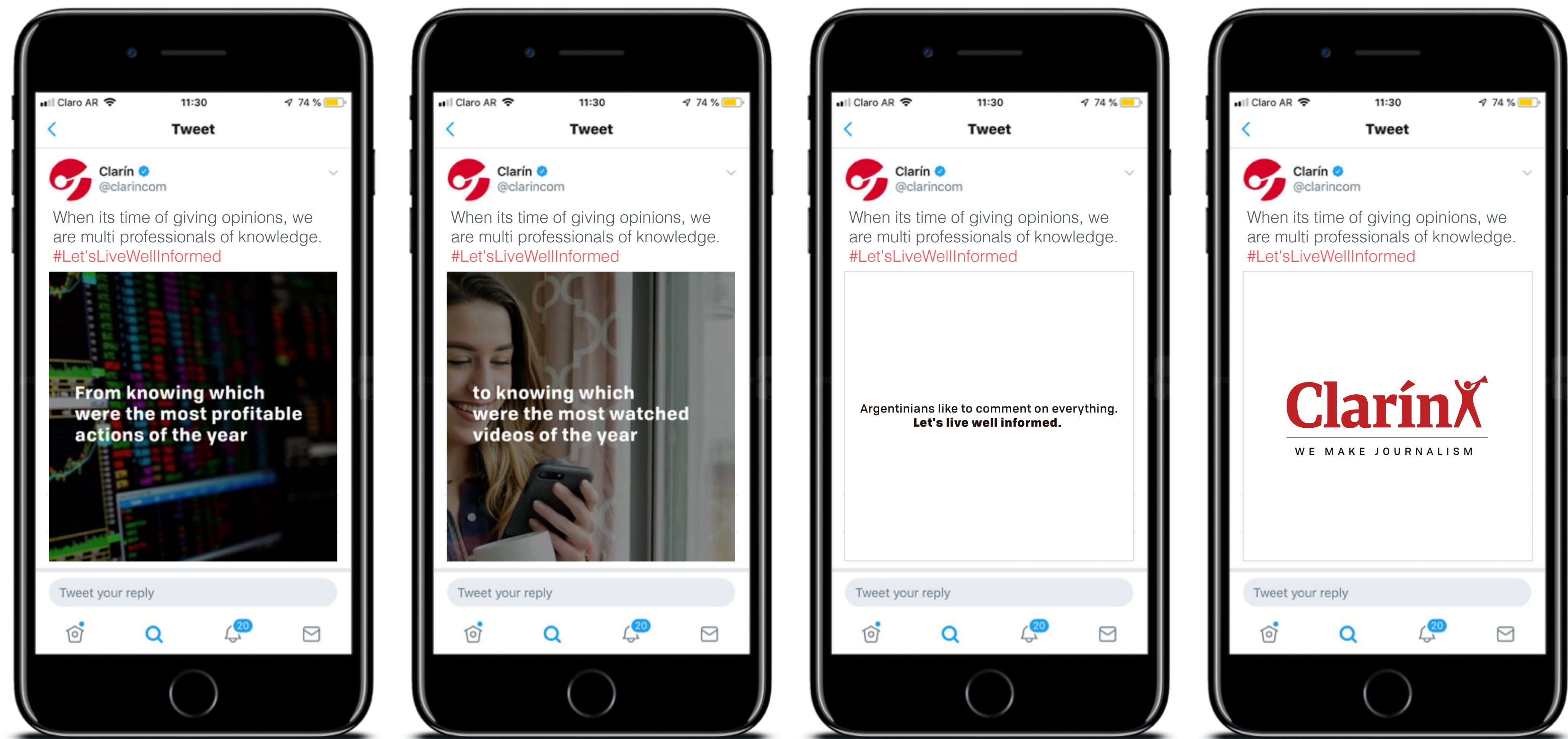


Twitter

Video Twitter .



Video Twitter .



Thanks

Clarín[®]