

New
Lebes
Life Store



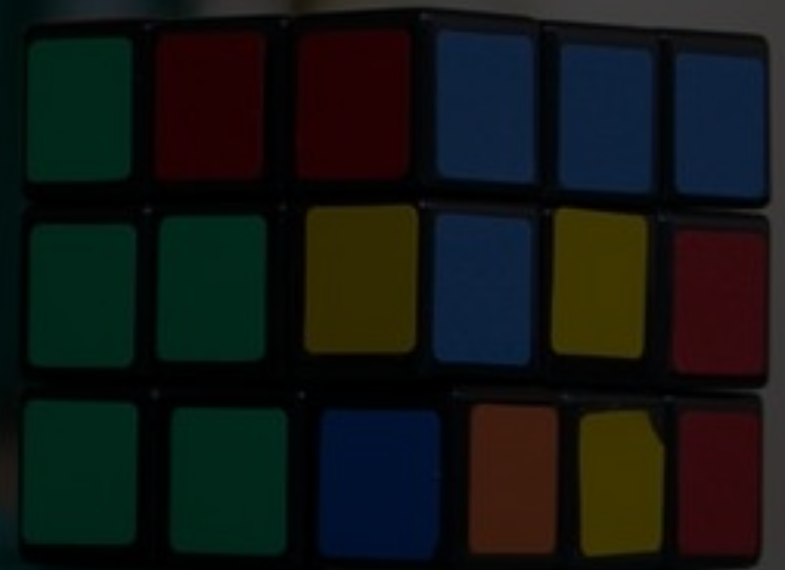
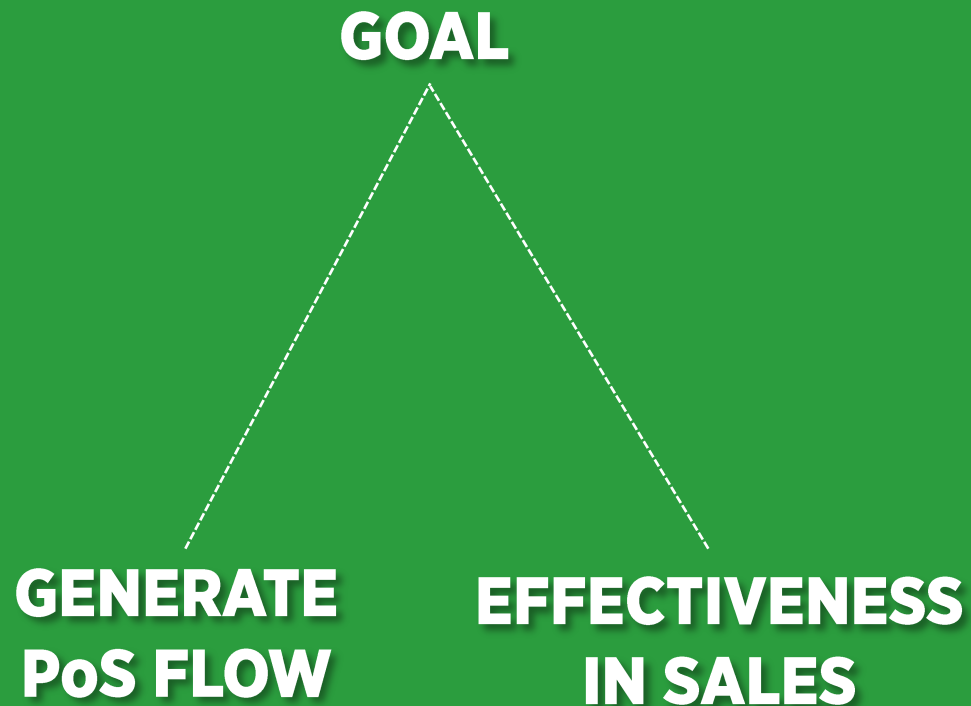


LEBES IS GIVING NEW MEANING TO THE CENTER OF PORTO ALEGRE

And the Grupo RBS will partner with Lebes, promoting the store at three times, before, on the day of and after the inauguration, with special activities and media in Grupo RBS vehicles.

PROJECT CHALLENGE

CAMPAIGN FOR THE INAUGURATION OF THE LIFE STORE PORTO ALEGRE

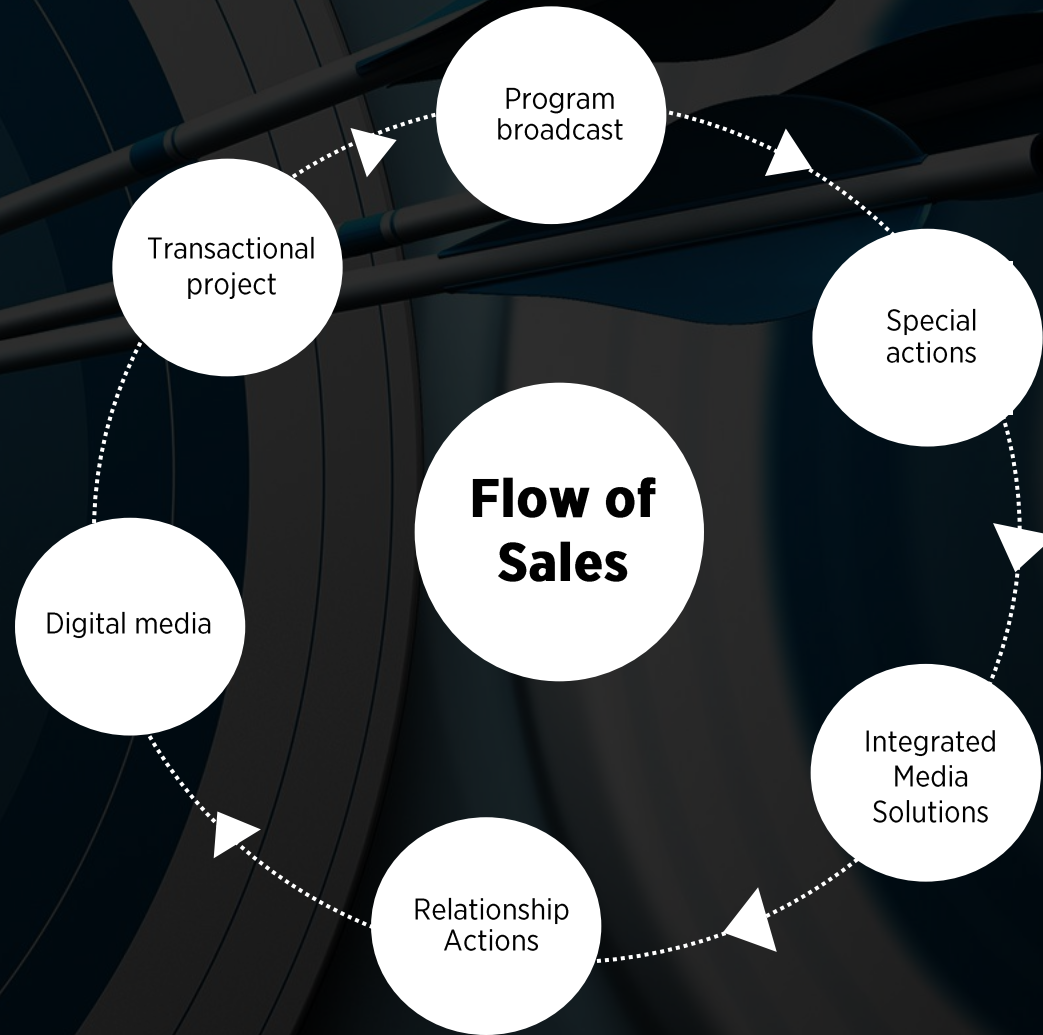
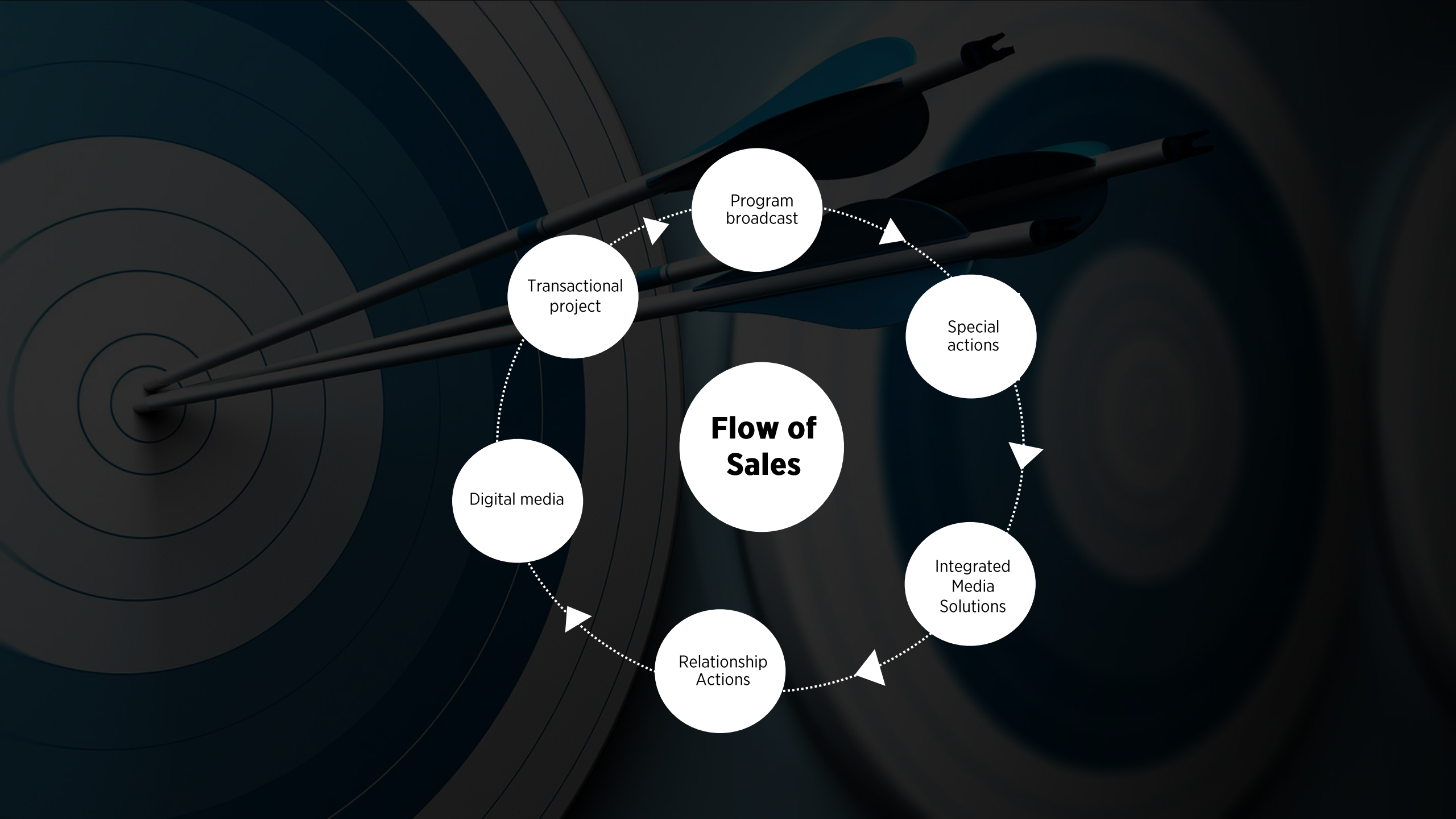


CLIENT OBJECTIVE



**EQUALIZE BRAND X SIZE OF LEBES
BUILD THE BRAND AND SELL
EXPAND BRAND VISIBILITY**

HOW WILL WE DO IT?



PROMOTION IN 3 STAGES



**PRE
INAUGURATION**



**WEEK OF
INAUGURATION**



**POST
INAUGURATION**

PRE INAUGURATION TEASER



COUNTDOWN

Following a countdown in RBS vehicles and via display media, with a high impact print format in Zero Hora (ZH) and Diário Gaúcho (DG) newspapers.

SIMULATION OF COUNTDOWN PIECES



Format
Seal on the front page of
ZH and DG
Increasing in size



SIMULATION OF COUNTDOWN PIECES



Format
Seal on the front page of
ZH and DG
Increasing in size



SIMULATION OF COUNTDOWN PIECES

Format
Seal on the front page of
ZH and DG
Increasing in size



SIMULATION OF COUNTDOWN PIECES



Format
Seal on the front page of
ZH and DG
Increasing in size



SIMULATION OF COUNTDOWN PIECES



1st full page advertisement in
DG and ZH + Seal on front page



2nd full page advertisement in
DG and ZH + Seal on front page



3rd full page advertisement in
DG and ZH + Seal on front page



4th full page advertisement in
DG and ZH + Seal on front page

SIMULATION OF COUNTDOWN PIECES



FRONT PAGE



INSIDE



INSIDE



BACK PAGE

5th advertisement about the front page on DG and ZH

**PRE
INAUGURATION
TEASER**



COUNTDOWN



**VIDEO
TEASER**



LIFE STORE - MAKING OF

A web series action with Cris Silva, in which she will visit Lebes prior to inauguration, and show the newest features of the store through 3 videos to be shared on the Farroupilha Facebook page. The video posts will be promoted through live texts on *Mais Mulher*

FAR
ROUPI
LHA



**PRE
INAUGURATION
TEASER**



COUNTDOWN



**VIDEO
TEASER**



LIFE STORE PREVIEW

LIFE STORE PREVIEW

EMPLOYEES

The action will be an exclusive breakfast for 100 employees, with the participation of Cris Silva introducing them to the store and overseeing a group dynamic action



Born in Pelotas, journalist Cris Silva has worked on programs for RBSTV, such as Tvcom news, RBS Notícias, Bom Dia Rio Grande. She is currently a host on Rádio Farroupilha and a Grupo RBS influencer.

BLOGGERS

Bloggers from Porto Alegre will be invited to visit the Life Store on the day of the inauguration. They will receive discount vouchers and take part in a game to grab as many products as possible in 5 minutes. The action will be shared on the social networks of participating bloggers.

Suggested bloggers:

Cris Azambuja - @crisazambuja_

Fabíula Pacheco - @fabiulapacheco

Paula Feijó - @paulafeijoo

Flávia Carboni - @flacarboni



Bloggers to be defined according to agenda availability.

JOURNALISTS AND OPINION MAKERS

At the end of the day, the event will feature the press. A happy hour cocktail for approximately 100 guests, with the store officially introduced by a Lebes representative and DJ. Presence and coverage on the social networks of Sara Bodowski, a Grupo RBS influencer.



Journalist and communicator for Grupo RBS. She runs the platform *Roteiro da Sara*, through which she shares gastronomic and tourist experiences.

**8 merchandising
spots of 60" on
Rádio Farroupilha**

**PRE
INAUGURATION
TEASER**



COUNTDOWN



**VIDEO
TEASER**



LIFE STORE PREVIEW

**8 merch
spots of
Rádio Fz**

**40 commercials of
30" on Farroupilha +
40 commercials of
30" on Gaúcha POA**

**PRE
FIGURATION
TEASER**



**VIDEO
TEASER**



LIFE STORE PREVIEW

COUNTDOWN

**8 merchandising
spots of 60'' on
Rádio Farroupilha**

**40 commercials of
30'' on Farroupilha
+ 40 commercials
30'' on Gaúcha POA**

**04 pages of
advertisements in
Diário Gaúcho**

**VIDEO
TEASER**

LIFE STORE PREVIEW



8 merchandising spots of Rádio Farroupilha

40 commercial spots 30" on Farroupilha + 40 commercial spots 30" on Gaúcha + 40 commercial spots 30" on Gaúcha

04 seals on the front page of Diário Gaúcho + 04 seals on the front page of ZH

04 pages of advertisements in Diário Gaúcho + 4 pages of advertisements in ZH



**VIDEO
TEASER**



LIFE STORE PREVIEW

8 merchandising spots of Rádio Farroupilha

40 commercial spots 30" on Farroupilha

04 seals on the front page of Diário Gaúcho + 04 seals on the front page of ZH

04 pages of advertisements in Diário Gaúcho

01 inside cover in Diário Gaúcho + 01 inside cover in ZH



LIFE STORE PREVIEW

**8 merchandising
spots of
Rádio Farroupilha**

**40 commercial spots
30" on Farroupilha**

**04 seals on the
page**

**Daily countdowns in
the form of
interstitial spaces on
ClicRBS, Diário
Gaúcho and
Farroupilha**

**04 pages of
advertisements in
Diário Gaúcho**

**01 inside cover in
Diário Gaúcho + 01
inside cover in ZH**

**PREVIEW
LIFE STORE**

**8 merchandising
spots of
Rádio Farroupilha**

**40 commercial spots
30" on Farroupilha**

**04 seals on the
back of the
page**

**Daily countdowns in
the form of
interstitial spaces on
ClicRBS, Diário
Gaúcho and
Farroupilha**

**04 pages of
advertisements in
Diário Gaúcho**

**01 inside cover in
Diário Gaúcho + 01
inside cover in ZH**

**Event coverage via
Instagram Stories on
Farroupilha**

**8 merchandising
spots of
Rádio Farroupilha**

**40 commercial spots
30" on Farroupilha**

**04 seals on the
page**

**Daily countdown
the form of
interstitial spaces
ClicRBS, Diário
Gaúcho and
Farroupilha**

**02 footers in Diário
Gaúcho**

**04 pages of
advertisements in
Diário Gaúcho**

**01 inside cover in
Diário Gaúcho + 01
inside cover in ZH**

**Event coverage via
Instagram Stories on
Farroupilha**

**8 merchandising
spots of
Rádio Farroupilha**

**40 commercials
30" on Farroupilha
40 commercials
Gaúcha POA**

**04 seals on the
page**

**Daily countdowns
the form of
interstitial spaces
ClicRBS, Diário
Gaúcho and
Farroupilha**

02 footers in Diário

**Three 60" texts live
on Gaúcho**

**04 pages of
advertisements in
Diário Gaúcho + 4
pages in ZH**

**01 inside cover in
Diário Gaúcho + 01
inside cover in ZH**

**Event co-
organizer
Instagram
Farroupilha**

**1 post on the
Farroupilha
Facebook page**

APPROXIMATELY

13,703,570

PEOPLE REACHED

inside cover in ZH

Facebook page

WEEK OF INAUGURATION



MAIS MULHER BROADCAST

Broadcast of the Farroupilha program *Mais Mulher* direct from the Life Store PoS.



MAIS MULHER PROGRAM

Farroupilha Mais Mulher is a variety show that combines music with utility, information, interviews and services provision.

Broadcast of the Farroupilha program *Mais Mulher* on inauguration day. During the program, Cris Silva and Mari Araújo will interact with the public, chat to store managers and, to close the broadcast, a local band will play directly from the store. Prior to the broadcast, Cris Silva will conduct interventions live and direct from the store, while enjoying breakfast with the public at the location.

The following will be used to promote this action:

3 live interventions
2 footnotes in DG

**FAR
ROUPI
LHA**



WEEK OF INAUGURATION



**BROADCAST OF
MAIS MULHER**



LIVE INTERVENTIONS

60" insertions during the
Comando Maior break.



LIVE INTERVENTIONS

On inauguration day, Cris Silva will be at the new Lebes store to oversee 3 live interventions during the Rádio Farroupilha program. These interventions will be conducted during the commercial break of the program *Comando Maior*, conducted by Gugu Streit, lasting 60", and Cris will reveal everything happening at the new Lebes Life Store, inviting audiences to visit the store.

FAR
ROUPI
LHA



WEEK OF INAUGURATION



**BROADCAST OF
*MAIS MULHER***



LIVE INTERVENTIONS



**EXCLUSIVE DISPLAY
ADVERTISING
WEBSITES**

clic RBS RS ▾ **Porto Alegre** quinta, 2017-6-22
agora 09:39 10°C
previsão do tempo

Personalize sua capa Todos ▾

Buscar por Todo o clic ▾ **Buscar**

☐ na Web ☒ no clicRBS

Zero Hora ▾ Rádio Gaúcha ▾ Esportes ▾ Blogs ▾ Outras rádios ▾ **Todo o Clic ▾**

NEW LEBES LIFE STORE
BILLBOARD FORMAT 970X250



Acesso direto: /



Do próprio bolso
Temer diz ter pago por uso de outra aeronave em viagem oficial

- Rosane de Oliveira: departamento de explicações do Planalto tropeça nos fatos

NEW LEBES LIFE STORE
AVERAGE RECTANGULAR FORMAT 300X250



Giane Guerra
Shoppings de

EXCLUSIVE DISPLAY ADVERTISING

On the Diário Gaúcho, Farroupilha and ClicRBS websites, Lebes will enjoy 100% visibility during scheduled times on the day of inaugurating the new store, in order to reach a wider audience and invite them to discover the new concept that Lebes is offering.

**4 merchandising
spots of 60" on
Rádio Farroupilha**

**MONTH OF
INAUGURATION**



**BROADCAST OF
MAIS MULHER**



LIVE INTERVENTIONS



**EXCLUSIVE DISPLAY
ADVERTISING
WEBSITES**

**4 merchandising
spots of 60" on
Rádio Farroupilha**

**Three texts live on
Gaúcha**



**BROADCAST OF
MAIS MULHER**

LIVE INTERVENTIONS

**EXCLUSIVE DISPLAY
ADVERTISING
WEBSITES**

**4 merchandising
spots of 60" on
Rádio Farroupilha**

**Three texts live on
Gaúcha**

**40 commercials of
30" on Farroupilha**

ONS

**4 merchandising
spots of 60" on
Rádio Farroupilha**

**Three texts live on
Gaúcha**

**40 commercials of
30" on Farroupilha**

**40 commercials of
30" on Gaúcha**

**4 merchandising
spots of 60" on
Rádio Farroupilha**

**Three texts live on
Gaúcha**

**Exclusive Display
Advertising
websites**

**40 commercials of
30" on Farroupilha**

**40 commercials of
30" on Gaúcha**

**the
by a
alher**

**4 merchandising
spots of 60" on
Rádio Farroupilha**

**Three texts live on
Gaúcha**

**Exclusive Display
Advertising
websites**

**40 commercials of
30" on Farroupilha**

**40 commercial
30" on Gaúcha**

**6 commercials of
30"
RBSTV POA
promoting the Life
Store**

4 merchandising
spots of 60" on
Rádio Farroupilha

APPROXIMATELY

Three texts live on

Exclusive Display
Advertising
websites

10,232,349

PEOPLE REACHED

Farroupilha

Gaúcha

RBSTV POA

POST INAUGURATION



**BROADCAST OF
SALA DE REDAÇÃO**



86,679
listeners per
minute

SALA DE REDAÇÃO LIVE FROM THE LIFE STORE

Presented by Pedro Ernesto Denardin and featuring radio personalities Cacalo, Guerrinha, Wianey Carlet, Zé Victor Castiel, Duda Garbi. The program surrounds topics involving sports, especially soccer and the local Grêmio x Internacional derby. The program has been airing for over 40 years on state radio and is current audience leader for the slot. Lebes will offer a live broadcast of the program, directly from its store.

GAUCHA



POST INAUGURATION



**BROADCAST OF
SALA DE REDAÇÃO**



**COLLECT&SWAP
EXCHANGE POINT**

**CARDS
WHATSAPP**

COLLECT&SWAP KIT EXCHANGE POINT

Lebes will join up with DG in a Collect & Swap action, with one of the product exchange points that will feature in one of the campaigns Total of 90,000 exchanges per kit

Campaign date: August 7 to September 12 – *Panelas Práticas*



EXAMPLE OF THE CAMPAIGN
COLLECT & SWAP

CARDS ON WHATSAPP

An action in which radio personality Mari Araújo will call on the audience to interact through Whatsapp and, after a certain amount of time, all participants will receive a special Lebes exclusive discount/offer card, encouraging listeners to visit the store.



CARD SIMULATION

POST INAUGURATION



**BROADCAST OF
SALA DE REDAÇÃO**



**COLLECT&SWAP
EXCHANGE POINT**

**CARDS
WHATSAPP**



**BROADCAST OF
SUPERSÁBADO**

LIVE BROADCAST OF SUPERSÁBADO

Supersábado is a Rádio Gaúcha program that adds a touch of agility, information and fun to Saturday mornings. Presented by journalists Wianey Carlet and Andressa Xavier, the program is two and a half hours long and combines journalism, humor, music and interactivity. In fact, interactivity is one of the highlights of *Supersábado*. Listeners join in by selecting the program music, sending in questions for interviewees and suggesting topics. It is the audience leader for the time slot and will aired live and direct on inauguration day.



70,545
listeners per
minute



POST INAUGURATION



**BROADCAST OF
SALA DE REDAÇÃO**



**COLLECT&SWAP
EXCHANGE POINT**

**CARDS
WHATSAPP**



**BROADCAST OF
SUPERSÁBADO**



**MERCHANDISING
PRINT**

**EXCLUSIVE DISPLAY
ADVERTISING *RETRATOS
DA FAMA***

The main reason for you to visit
the new Lebes store

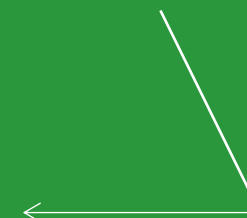
[illegible][illegible]

www.prati.com.br

PRINT MERCHANDISING

This is the ideal way to demonstrate the new Lebes store to readers and spark their interest in visiting the new space.

We will employ a unique Merchandising format in *Diário Gaúcho*. **This material will feature an article personalized by ClicStudo, which may include up to 5 photographs, highlighting the main reasons for people to visit the Lebes Life Store.**



AMOR EM DIFERENTES FASES: POR QUE NÃO?



London: Corgi Books, 1964. 128 pp. 10s. 6d.

[illegible]

REALITY SHOWS SAÍDOS DO FORNO



Adaptation definition

[illegible]

Medical

La casa sanitaria tiene la misión, entre sus prioridades,

A DONA DO PEDAÇO



1. **Management of the patient**
 2. **Investigations**

[illegible]

PAUSA MERECEIDA



PINTA UM CLIMA...

Na primeira capital de A Grande de Oporto, Cláudio Oliveira diz que o clima aqui é muito bom. Cláudio é pintor e trabalha com arte freix.

— Se quiser, há aqui um pouco de tudo. É um pouco de tudo — diz ele, apontando para o céu azul e para o mar.

Tudo cor-de-rosa

Uma boa parte do céu, em muitas

Deixa que digam...



Clientes no declaram
para fraude

[illegible]**PRESENTE
ESPECIAL**

Strategic HR

[illegible]

LEVE
Sampul Promosi
Sampo & Sabun
Leve
9.90
per kg
Rp 9.900
per kg

da
 149.90
 POE
 79.90
 Da 975.195.80

Máquina
 Lavadora (kg)
 7.5
 149.90
 POE
 79.90
 Da 975.195.80

100

**EXCLUSIVE DISPLAY
ADVERTISING
*RETRATOS DA FAMA***

Diário Gaúcho will provide exclusive sponsorship in the form of Exclusive Display Advertising for the column *Retratos da Fama*, once a week for three months Lebes will have this exclusive format on the central page of *DG*.



POST INAUGURATION



**BROADCAST OF
SALA DE REDAÇÃO**



**COLLECT&SWAP
EXCHANGE POINT**

**CARDS
WHATSAPP**



**BROADCAST OF
SUPERSÁBADO**



**MERCHANDISING
PRINT**

**EXCLUSIVE DISPLAY
ADVERTISING *RETRATOS
DA FAMA***



**BREAK
OFFERS**

**SHOPPING WITH
CRIS**



BREAK OFFER

A reporter will stage 45" live interventions with informative content, keeping listeners abreast with everything happening at the store, while also instigating listeners to visit the location and get a closer look at what's new at Lebes.

GAÚCHA





SHOPPING WITH CRIS

Once a week, for a month, Cris Silva will be at the Lebes store working as a sales consultant. The audience can request tips and make suggestions when deciding on purchases. The action will last 1 hour.

The following will be used to promote this action:

Commercial spots on Farroupilha
Footer in *DG*



**FAR
ROUPI
LHA**



**48 Commercials
on RBSTV POA in
a 3-month period
promoting Life Store**

**POST
INAUGURATIO
N**



**BROADCAST OF
SALA DE
REDAÇÃO**



**CARDS
WHATSAPP**



**BROADCAST OF
SUPERSÁBADO**



**MERCHANDISING
PRINT**

**EXCLUSIVE
DISPLAY
ADVERTISING
RETRATOS DA
FAMA**



**BREAK
OFFERS

COMPRAS COM
A CRIS**

**48 Commercials
on RBSTV POA in
a 3-month period
promoting Life Store**

**1 post on
Farroupilha Facebook page
and DG Facebook page**

710



**BROADCAST OF
SALA DE
REDAÇÃO**



**CARDS
WHATSAPP**



**BROADCAST OF
SUPERSÁBADO**



**MERCHANDISING
PRINT**

**EXCLUSIVE
DISPLAY
ADVERTISING
RETRATOS DA
FAMA**



**BREAK
OFFERS**

**COMPRAS COM
A CRIS**

**48 Commercials
on RBSTV POA in
a 3-month period
promoting Life Story**

**1 post on
Farroupilha Facebook page**

**1 page in the
special edition of *Zero Hora***

**BROAD-
CAST
SÁBADO
RELA**

**BROADCAST OF
SÁBADO**

**MERCHANDISING
PRINT**

**BREAK
OFFERS**

**EXCLUSIVE
DISPLAY
ADVERTISING
RETRATOS DA
FAMA**

**COMPRAS COM
A CRIS**

**48 Commercials
on RBSTV POA in
a 3-month period
promoting Life Store**

**1 post on
Farroupilha Facebook page**

**1 page in the
special edition of *Zero***

**4 half pages
in the special edition of *Zero Hora***

**BROA
SA
RED**

**BREAK
OFFERS**

**COMPRAS COM
A CRIS**

**48 Commercials
on RBSTV POA in
a 3-month period**

**1 post on
Farroupilha Facebook pag**

**1 print merchandising
in DG**

**1 page in the
special edition of *Zero***

**4 half pages
in the special edition of *Zero Hora***

BROA
SA
RED

BREAK
OFFERS

COMPRAS COM
A CRIS

48 Commercials
on RBSTV POA in
a **3-month period**

1 post on
Farroupilha Facebook pag

1 print merchandising
in DG

1 page in the
special edition of *Zero*

4 half pages
in the special edition of *Zer*

Exclusive Display
Advertising
***RETRATOS DA FAMA* in**
DG

48 Commercials

on RBSTV in

a 3-month period

1 post on

1 print merchandising

APPROXIMATELY

40,610,655

PEOPLE REACHED

Advertising
in

TOTAL PROJECT REACH

APPROXIMATELY

64,546,574

PEOPLE

TRANSACTIONAL PROJECT

HOW WILL IT WORK?



BUSINESS MODEL

PREMISE: KEEP THE MEDIA INVOLVED
THIS PROJECT FORESEES EXCLUSIVE MEDIA FOR LIFE STORE

BUSINESS MODEL

TABLE PROJECT RATE

BRL 3,851,890

NEGOTIATED PROJECT RATE

LEBES STANDARD DISCOUNT

BRL 1,993,691

TRANSACTIONAL PROJECT RATE

4 X BRL 267,577 + VARIABLE

IF REACHED IN THE AUG/SEP/OCT PERIOD:

6MM = X%

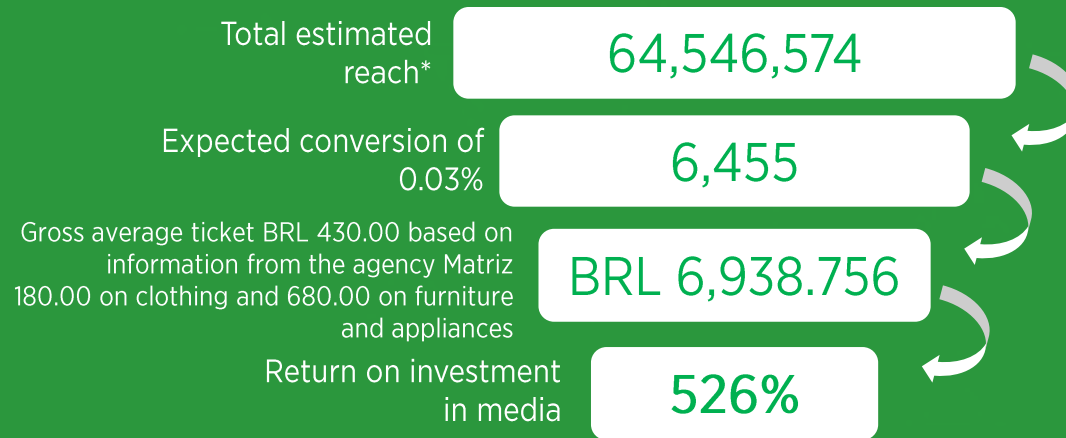
7.5MM=Y%

9MM=Z%

12MM=W?

PROJECTION • RETURN ON INVESTMENT

CONSIDERING CONTRACTING VEHICLES ON TV, RADIO AND NEWSPAPER



MEDIA DETAILS

1st phase – Pre Inauguration

MEANS	SECTOR	VEHICLE	PRODUCT	FORMAT	DETERMINATION	PERIOD	TYPE	QUANT.
Radio	RS	Gaúcha POA	Individual Media	30" Commercial - promoting store opening	undetermined - between 7 am and 7 pm	1 month	Company-owned	40
Radio	RS	Gaúcha POA	Individual Media	60" live text on inauguration day	Gaúcha Timeline	1 month	Company-owned	1
Radio	RS	Gaúcha POA	Individual Media	60" live text on inauguration day	Sports at midday	1 month	Company-owned	1
Radio	RS	Gaúcha POA	Individual Media	60" live text on inauguration day	Sala de redação	1 month	Company-owned	1
Radio	RS	Farroupilha	Merchandising - Promotion of store opening	60" live	<i>Mais Mulher</i> - Pre Inauguration - 1 x week	1 month	Subscription	4
Radio	RS	Farroupilha	Merchandising - Promotion of store opening	60" live	<i>Mais Mulher</i> - Pre Inauguration - 1 x week	1 month	Subscription	4
Radio	RS	Farroupilha	Individual Media - Promotion of store opening	30" Commercial	undetermined - between 7 am and 7 pm	1 month	Company-owned	40
Newspaper	RS	Zero Hora	Page - Countdown action	175 CM/COL	Business days	1 month	Company-owned	4
Newspaper	RS	Zero Hora	Seal on the cover – Countdown action	4 growing seals on the cover	Business days	1 month	Company-owned	1
Newspaper	RS	Zero Hora	Page - Countdown action	Involve the newspaper	business days - 135,251 copies	1 month	Company-owned	135,251
Newspaper	RS	Diário Gaúcho	Page - Countdown action	175 CM/COL	Business days	1 month	Company-owned	4
Newspaper	RS	Diário Gaúcho	Seal on the cover – Countdown action	4 growing seals on the cover	Business days	1 month	Company-owned	1
Newspaper	RS	Diário Gaúcho	Page - Countdown action	Involve the newspaper	business days - 137,721 copies	1 month	Company-owned	137,721
Newspaper	RS	clicRBS RS	Interstitial - Countdown		5 days - 3 hours per day	1 month	Company-owned	604,490
Radio	RS	farroupilha.com	Insta Stories coverage - Life Store Preview	Covered by Cris Silva	Rádio Farroupilha Instagram	1 month	Subscription	1
Radio	RS	farroupilha.com	Event post	Facebook photo	Rádio Farroupilha Facebook page		Subscription	1
Newspaper	RS	Diário Gaúcho	Footer - Notice about <i>Mais Mulher</i>	19.5 CM/COL	1 per week	1 month		2
Radio	RS	Farroupilha	LIFE STORE - MAKING OF	Video Post	Farroupilha Facebook page	1 month	Subscription	4
Radio	RS	Farroupilha	LIFE STORE - MAKING OF		Live text	1 month	Branded	4

2nd phase – Inauguration month

Radio	RS	Farroupilha	Live Intervention	60" Live Intervention	On the program <i>Comando Maior</i> - Broadcast Day	1 month	Company-owned	3
Radio	RS	Farroupilha	Merchandising	60" live - In reference to live broadcast	<i>Mais Mulher</i> - Broadcast Day	1 month	Company-owned	4
Radio	RS	Farroupilha	Individual Media	30" Commercial - promoting store opening	undetermined - between 7 am and 7 pm	1 month	Company-owned	40
Radio	RS	Gaúcha POA	Individual Media	30" Commercial - promoting store opening	undetermined - between 7 am and 7 pm	1 month	Company-owned	40
Radio	RS	Gaúcha POA	Individual Media	60" live text on inauguration day	Gaúcha Timeline	1 month	Company-owned	1
Radio	RS	Gaúcha POA	Individual Media	60" live text on inauguration day	Sports at midday	1 month	Company-owned	1
Radio	RS	Gaúcha POA	Individual Media	60" live text on inauguration day	Sala de redação	1 month	Company-owned	1
TV	RS	RBS TV	Individual Media – Promotion of the Life Store inauguration	15" Commercial - Inauguration day	Jornal do almoço	1 month	Company-owned	2
TV	RS	RBS TV	Individual Media – Promotion of the Life Store inauguration	15" Commercial - Inauguration day	Globo Esporte	1 month	Company-owned	2
TV	RS	RBS TV	Individual Media – Promotion of the Life Store inauguration	15" Commercial - Inauguration day	RBS Notícias	1 month	Company-owned	2
Newspaper	RS	clicRBS RS	Exclusive Display Advertising	Medium Rectangle (desktop + mobile)	1 day	1 month	Company-owned	920,000
Newspaper	RS	clicRBS RS	Exclusive Display Advertising	Billboard - 970X250 pixels	1 day	1 month	Company-owned	880,000
Newspaper	RS	diariogaucha.com.br	Exclusive Display Advertising	Medium Rectangle (desktop + mobile)	1 day	1 month	Company-owned	18,300
Newspaper	RS	diariogaucha.com.br	Exclusive Display Advertising	Billboard - 970X250 pixels	1 day	1 month	Company-owned	22,000
Radio	RS	farroupilha.com	Exclusive Display Advertising	Medium Rectangle (desktop + mobile)	1 day	1 month	Company-owned	2,100
Radio	RS	farroupilha.com	Exclusive Display Advertising	Superbanner on Farroupilha Blogs	1 day	1 month	Company-owned	6,600
Radio	RS	Farroupilha	Winning Taxi Driver	60" Live Intervention	1 x per week for a month	1 month	Subscription	4

3rd phase - Post inauguration

TV	RS	RBS TV	Individual Media – Promotion of Life Store	15" Commercial - Inauguration day	<i>Jornal do Almoço</i> - media on Wednesdays and Thursdays	3 months	Company-owned	16
TV	RS	RBS TV	Individual Media – Promotion of Life Store	15" Commercial - Inauguration day	Globo Esporte - media on Wednesdays and Thursdays	3 months	Company-owned	16
TV	RS	RBS TV	Individual Media – Promotion of Life Store	15" Commercial - Inauguration day	RBS Notícias - media on Wednesdays and Thursdays	3 months	Company-owned	16
Radio	RS	Gaúcha POA	BREAK OFFERS	30" Prerecorded Spot Commercials	Timeline	1 month	Subscription	6
Radio	RS	Gaúcha POA	BREAK OFFERS	30" Prerecorded Spot Commercials	General Spot Commercial II	1 month	Subscription	6
Radio	RS	Gaúcha POA	BREAK OFFERS	20-word texts	Timeline	1 month	Subscription	1
Radio	RS	Gaúcha POA	BREAK OFFERS	20-word texts	General Spot Commercial II	1 month	Subscription	1
Radio	RS	Gaúcha POA	BREAK OFFERS	45" live flashes	Undetermined	1 month	Subscription	3
Radio	RS	Gaúcha POA	BREAK OFFERS	30" Commercial	Gaúcha Repórter	1 month	Subscription	10
Radio	RS	farroupilha.com	Post on Facebook	sharing of clothing action video	Farroupilha Facebook page	1 month	Subscription	1
Newspaper	RS	diariogaucho.com.br	Post on Facebook	sharing of Cris' videos	DG Facebook page	1 month	Subscription	2
Newspaper	RS	Diário Gaúcho	Exclusive Display Advertising <i>Retratos da Fama</i>	1 x per week for 3 months	1 x per week - Monday, Wednesday and Friday - day to be defined	3 months	Company-owned	3
Newspaper	RS	Diário Gaúcho	Print Merchandising	Advert in the article format	PERSONALIZED PAGE + ARTICLE PRODUCED BY CLICSTUDIO WITH UP TO 5 PHOTOS.	1 month	Branded	1
Newspaper	RS	Zero Hora	Page - Special Edition	175 CM/COL	Saturday Special Edition	1 month	Company-owned	1
Newspaper	RS	Zero Hora	Half Page - Special Edition	85.5 CM/COL	Saturday Special Edition	1 month	Company-owned	4
Radio	RS	Gaúcha POA	Broadcast - Sala de Redação	Live broadcast from PoS - day to be defined	10 x 30" spot commercials	1 month	Subscription	1
Radio	RS	Gaúcha POA	Broadcast - Sala de Redação	Live broadcast from PoS - day to be defined	1 live text	1 month	Company-owned	1
Radio	RS	Gaúcha POA	Broadcast - Sala de Redação	Live broadcast from PoS - day to be defined	6 live mentions	1 month	Company-owned	1
Radio	RS	Gaúcha POA	Broadcast - Supersábado	Live broadcast from PoS - day to be defined	10 x 30" spot commercials 6 x live mentions 2 x live texts 2 x 30" commercials	1 month	Subscription	1
Radio	RS	Farroupilha	Live Call - Whatsapp Action	10" Live calls	As part of the <i>Mais Mulher</i> program	1 month	Subscription	6
Newspaper	RS	Diário Gaúcho	Collect & Swap	Partnership in the Collect & Swap format	Exchange point for the Collect & Swap campaign	1 month	Subscription	1
Newspaper	RS	Diário Gaúcho	<i>Compras com a Cris</i>	Footer - 9.5 CM/COL	1 per week	1 month	Subscription	4
Radio	RS	Farroupilha	<i>Compras com a Cris</i>	30" prerecorded commercial	Undetermined - between 7 am and 7 pm - 10 commercials per action	1 month	Subscription	40

RESPONSIBILITIES AND OBSERVATIONS

HANGER OF TRUTH

PRODUCTION RESPONSIBILITIES: STRUCTURE WITH 02 CLOTHING RACKS; STAND WITH INFORMATIVE SIGN; 02 PLAIN-CLOTHES SECURITY; PERMISSION FROM CITY HALL; FILMING WITH HIDDEN CAMERA; CREATION OF ACTION VIDEO CASE

SPONSOR RESPONSIBILITIES: PROVISION OF LOGO FOR THE VIDEO CASE; DISPLAY PRODUCTS;

PRODUCTION DEADLINE: 20 BUSINESS DAYS PRIOR TO THE ACTION

Note: LOCATION TO BE DEFINED PENDING APPROVAL FROM CITY HALL

MAKING OF VIDEOS

PRODUCTION RESPONSIBILITIES: CRIS SILVA FEE; PRODUCTION OF 03 X 30" SELFIE VIDEOS

SPONSOR RESPONSIBILITIES: PERMISSION TO USE THE LOCATION; DESIGNATE A SUPERVISOR TO OVERSEE THE SHOOT; SUBMIT BRIEF WITH VIDEO CONTENT

PRODUCTION DEADLINE: 20 BUSINESS DAYS PRIOR TO THE FIRST POST

RESPONSIBILITIES AND OBSERVATIONS

LIFE STORE PREVIEW

PRODUCTION RESPONSIBILITIES: GENERAL PRODUCTION OF BOTH EVENTS; PARTICIPATION OF CRIS SILVA FOR 1 HOUR DURING EMPLOYEE EVENT; HIRE A DJ; ECAD PAYMENT; DIGITAL COVERAGE OF THE EVENT FOR TH COMPANY BY CRIS SILVA AND SARA BODOWSKI; PHOTOGRAPH THE EVENT FOR THE PRESS; CREATION OF AN ELECTRONIC INVITATION TO THE PRESS; SEND THE ELECTRONIC INVITATION TO THE RBS MAILING LIST

SPONSOR RESPONSIBILITIES: PROVIDE SPACE IN THE STORE FOR ACCOMMODATING THE EVENTS; DESIGNATE A SUPERVISOR TO OVERSEE THE PRODUCTION OF THE TWO EVENTS; BRIEF CRIS SILVA AT THE EVENT FOR EMPLOYEES; SEND THE ELECTRONIC INVITATION TO THE LEBES MAILING LIST

PRODUCTION DEADLINE: 30 BUSINESS DAYS PRIOR TO THE EVENTS

MAIS MULHER BROADCAST

PRODUCTION RESPONSIBILITIES: TRANSMISSION LINES, PRESENCE OF RADIO PERSONALITIES, TEAM TRANSPORTATION, SOUND INFRASTRUCTURE, PHOTOGRAPHER, RADIO BRAND ACTIVATION CORRESPONDING TO THE PROGRAM IN THE BROADCAST AREA, BREAKFAST, CRIS SILVA'S FEE FOR INTERVENTIONS

SPONSOR RESPONSIBILITIES: COVERED AREA WITH TABLES AND CHAIRS, PERMISSION TO INSTALL TRANSMISSION LINES, 5' MENTION, PERMISSION TO CONDUCT A TECHNICAL VISIT TO THE SITE; PRESENCE OF THE LOCATION'S TECHNICAL SUPERVISOR

PRODUCTION DEADLINE: 07 DAYS PRIOR TO THE START OF MEDIA

Note: 1. PRODUCTION RATES FOR BROADCASTING IN PORTO ALEGRE AND THE METROPOLITAN REGION; 2. IF THE PROGRAM IS TO BE HELD IN WIDER REGION, AVAILABILITY AND ADDITIONAL COSTS WILL NEED TO BE CHECKED WITH THE DELIVERABLES MANAGEMENT DEPARTMENT; 3. THE PROGRAM AND DATE OF BROADCAST IS SUBJECT TO PRIOR AUTHORIZATION FROM THE RADIO STATION'S DELIVERABLES AND PRODUCT MANAGEMENT DEPARTMENT, CORRESPONDING TO THE DESIRED PROGRAM; 4. BROADCAST DURING NORMAL PROGRAMMING SLOTS. 5. THE EXTERNAL BROADCAST SPONSOR CANNOT CONFLICT WITH PARTNER COMMERCIALS FOR THE PROGRAM IN QUESTION; 6. BROADCASTING IS SUBJECT TO TECHNICAL VIABILITY (RADIO COMPANIES RESERVE THE RIGHT TO REFUSE TO BROADCAST DUE TO ON-SITE TECHNICAL COMPLICATIONS); 7. ANY CLIENT ACTIVATION MUST BE APPROVED IN ADVANCE WITH THE SPECIFIC RADIO STATION'S DELIVERABLES AND PRODUCT MANAGEMENT DEPARTMENT, SO AS NOT TO CONFLICT WITH THE LIVE PROGRAM; 8. RADIO PERSONALITIES SUBJECT TO AVAILABILITY; 9. IN CASE OF AN OUTDOOR EVENT, THE CLIENT SHALL PROVIDE A GAZEBO OR OTHER FORM OF COVER FOR THE PROGRAM. 10. IF THE BROADCAST OCCURS INSIDE A CONDOMINIUM OR SHOPPING CENTER, THE TECHNICAL SUPERVISOR FOR THE LOCATION MUST RUN THE LINES FROM THE CENTER TO THE ACTION LOCATION.

RESPONSIBILITIES AND OBSERVATIONS

WHATSAPP CARD

PRODUCTION RESPONSIBILITIES: MARI'S FEE; SHARING THE CARD

SPONSOR RESPONSIBILITIES: CARD TO BE SHARED

PRODUCTION DEADLINE: 10 BUSINESS DAYS PRIOR TO THE ACTION

BREAK OFFERS

PRODUCTION RESPONSIBILITIES: PARTICIPATION OF CRIS SILVA FOR 1 HOUR

SPONSOR RESPONSIBILITIES: DESIGNATE A SUPERVISOR TO ACCOMPANY CRIS SILVA IN THE STORE DURING THE ACTION

PRODUCTION DEADLINE: 15 DAYS PRIOR TO THE START OF MEDIA

RESPONSIBILITIES AND OBSERVATIONS

WINNING TAXI DRIVER

PRODUCTION RESPONSIBILITIES: COUPLE OF UNIFORMED PROMOTERS FOR A BLITZ CAMPAIGN; UNIFORMED PROMOTER FOR THE ROULETTE ACTION; CUSTOMIZED ROULETTE 200 KITS WITH A CAR TRASH BAG AND INFORMATIVE VOUCHER ON THE ACTION

SPONSOR RESPONSIBILITIES: PROVIDE STORE SPACE SUBMISSION OF THE LOGO FOR THE UNIFORM; DISCOUNT VOUCHER FOR TAXI DRIVERS

PRODUCTION DEADLINE: 30 BUSINESS DAYS PRIOR TO THE ACTION

SUPERSÁBADO AND SALA DE REDAÇÃO BROADCAST

RADIO STATION RESPONSIBILITIES: transmission lines, presence of radio personalities, team transportation, sound infrastructure, photographer, radio brand activation corresponding to the program in the broadcast area

SPONSOR RESPONSIBILITIES: Covered area with tables and chairs, permission to install transmission lines, 5' mention, permission to conduct a technical visit to the site; presence of the location's technical supervisor

PRODUCTION DEADLINE: 07 days prior to the start of media

IMPACT FORECAST:

Note: 1. production rates for broadcasting in Porto Alegre and the Metropolitan Region; 2. If the program is to be held in wider region, availability and additional costs will need to be checked with the Deliverables Management Department; 3. The program and date of broadcast is subject to prior authorization from the radio station's Deliverables and Product Management Department, corresponding to the desired program; 4. Broadcast during normal programming slots. 5. The external broadcast sponsor cannot conflict with partner commercials of the program in question; 6. Broadcasting is subject to technical viability (Radio companies reserve the right to refuse to broadcast due to on-site technical complications); 7. Any client activation must be approved in advance with the specific radio station's deliverables and product management department, so as not to conflict with the live program; 8. Radio personalities subject to availability; 9. In case of an outdoor event, the client shall provide a gazebo or other form of cover for the program. 10. If the broadcast occurs inside a condominium or shopping center, the technical supervisor for the location must run the lines from the center to the action location.