



THE MEDIA PROJECT FOR LEBES LIFE STORY

EXECUTIVE SUMMARY:

Lojas Lebes created a new point of sale concept, the Lebes Life Store, where they offered the public, in addition to electronics, appliances, clothing, furniture, and decoration products, a restaurant and a cafe with a terrace in the central region of Porto Alegre, promoting an exclusive location and a unique view of the region. In addition to this new concept, the consumption habits of the region made it difficult to sell specific Lebes product lines, increasing the difficulty of achieving objectives.

In view of this, Grupo RBS offered a differentiated partnership opportunity where they would agree to create and advertise the new store using a success fee contract, in other words, Lebes would invest a low fixed amount to cover production costs for materials and activations, and Grupo RBS would only receive compensation from the achievement of revenue targets. From there, Grupo RBS set up a media project with strategies focused on generating flow in the new store and converting sales. To achieve these results, we used the main vehicles that communicate with the target audience of Lebes through unique formats and content, involving communicators who identify with the target and enhancing engagement with the audience.

The revenue goal for the first month of the project was BRL 2,000,000.00, achieved in just 7 days, showing an initial success far above the expectations of the partner companies. Throughout the project, the target was exceeded by 52% in the first month and achieved a final result of more than 11% of forecasted sales.



CONTEXT:

Coming from an unstable time period where, since 2014, the retail sector in Brazil showed a decline in performance, the market began to heat up during 2017, showing better results, increasing the confidence of companies, especially in furniture, appliances, clothing and white-goods appliances. According to IBGE (Brazilian Institute of Geography and Statistics), sector sales grew 0.5% in September/17 in relation to August/17 and 6.4% in comparison to the previous year, totaling an accumulated increase of 1.3% for the year.

Among the largest retailers in the state, Lojas Lebes keeps an eye on market movements, and noting the economic rebound of the sector and news from retailers abroad, they created the Life Store concept, joining their store to the convenience of restaurant and café services. In its history, Lebes is considered a pioneer, as one of the first companies of the interior of the state of Rio Grande do Sul to modernize the structure and service of the stores, and expand the supply of products, beginning operations in the clothing and household appliances sector.

In turn, the Grupo RBS was founded in 1957 through Rádio Gaúcha. In 1962 the company joined a Rede Globo partnership and in 1970 Grupo RBS acquired the newspaper *Zero Hora*, still the largest in the state. Over the years, the company has expanded its operations with the acquisition or creation of new vehicles such as the Atlântida, Farroupilha, and 102.3 radios and the newspapers *Diário Gaúcho* and *Pioneiro*. In TV, structures were inaugurated in the main regions of the State, causing Grupo RBS to reach more than 90% of the population of Rio Grande do Sul.

From 2016 Grupo RBS, based on a research and identification of the change of media consumption, began the integration process for the Commercial and Marketing departments of their vehicles, with the intention of offering projects to the market that related to people's daily media consumption. The goal was to approach the needs and problems of their clients to build more creative projects with greater reach and return potential. Since then, Grupo RBS has changed the way they serve the market, including their team structures, modifying negotiation possibilities, and expanding the supply of products.

In this new context, Lojas Lebes contacted Grupo RBS to announce a new venture to be launched in the Porto Alegre City Center in the former Gaspari building. With an investment of over BRL 8 million, the building, which had been shut down for



30 years, has been transformed into three shop floors, one floor just for the restaurant, another for services and restrooms, and the final floor for a cafe and a terrace. The new store was named Lebes Life Store and the product offering would be in the segments of electronics, appliances, clothing, furniture, and decoration. The project differential was the revitalization of a historic building with new services, seen as a gift to Porto Alegre.

Faced with this, Lebes needed to create awareness to present the new concept of the store and to show the products and services that would be gathered there. The investment for communication would not meet the needs of the campaign for the venture; therefore, through its new positioning, Grupo RBS proposed a different business solution, becoming Lebes' partner in the results of the new store for three months. In this partnership structure, Grupo RBS would be responsible for creating the campaign from its concept to the development and placement of ads in its vehicles that would best reach the Lebes target audience.

In order to facilitate the delivery of media made Grupo RBS, a partnership was established based on a Transactional Project, where Grupo RBS would receive variable compensation based on the revenue achieved by the Lebes Life Store during the project period. In this context, both companies committed to the sales results and created focused strategies to achieve them. The transactional model is one of the options of the Grupo RBS new commercial positioning, where advertising is designed for all communication fronts that can affect the business (newspaper, online, TV, and radio) and the client and Grupo RBS earn together as pre-established objectives are reached.



THE PROJECT AND ITS SOLUTIONS:

- **Objectives**

Notify the public about the arrival of the Lebes Life Store in a historic building in downtown Porto Alegre, making it a benchmark in the department store sector and boosting Lebes' sales results in the initial months after its inauguration.

- **Strategies**

The project was developed within the new positioning Grupo RBS, integrating different vehicles in a multimedia format with unique content generation. The strategy built by the RBS Commercial Planning team was based on the premise that the vast majority of Porto Alegre residents would know that the Lebes Life Store would be inaugurated downtown and would offer a new concept for the region.

The project was based on vehicles chosen based on their alignment with Lebes' target audience: mostly belonging to class C, over 25 years old, and of both genders. Thus, the RBS brands were the Gaúcha, Atlântida and Farroupilha radio stations, the newspapers *Zero Hora* and *Diário Gaúcho* and RBS TV. Each platform was considered respecting the consumer journey, i.e., taking into account where the audience seeks information at each moment of the day. Thus, each vehicle had its participation optimized with the dissemination of complementary formats throughout the day. To reach the public in a comprehensive way, the created materials permeated both branded content and impact actions with sales information, such as product promotions and special discounts.

In addition to the intelligent use of each media, a strategy was developed for activation on different days at the point of sale, in order to impact the store using RBS assets. Thus, the main programs of the radio stations and actions with influencers were broadcast directly from the Life Store.

- **Actions**

Based on the strategy that was created, Grupo RBS identified the key moments prior to the opening and generated exclusive content for the audience to accompany in order to generate expectations and curiosity about the new Lebes store. Thus, the disclosure began in August 2017 and was sustained until October of the same year. Before the opening, videos were broadcast on the social networks of the vehicles with



the participation of the communicator Cris Silva, showing the backstage efforts in the lead up to the opening. This action increased interest in the news and curiosity to know what would be offered by the Life Store. In addition, various materials were run with a teaser message for people to visit the new store, such as live texts, commercials on TV and radio, and unique formats in the newspaper, as a countdown to the inauguration. A celebration was also held the day before the inauguration with the presence of several guest influencers, who generated spontaneous contents.

On the day of the launch, merchandising was run during the Pretinho Básico show, and the show Mais Mulher, with Cris Silva, was broadcast live from the store. In the newspapers *Zero Hora* and *Diário Gaúcho*, seals were made on the cover and on support pages. The shows Mais Mulher of Farrroupilha, and Sala de Redação of Rádio Gaúcha were broadcast after the opening, attracting radio listeners to follow the live show and get to know the point of sale.

By merging live actions with unique formats into traditional RBS vehicles, in addition to the digital media strategy, the project's expected impact potential reached 40 million (the number disregards people impacted more than once throughout the project). The goal behind the various formats was to include the largest number of people in Porto Alegre who were impacted by the project.



RESULTS:

The project resulted in a total of more than 71 million impacts. This equates to 6 times the population of RS. Through digital means we had engagement with more than 1.7 million impressions online. The radio actions generated more than 31 million impacts, in the newspapers we generated 37.8, and in the RBSTV commercials reached 22.7 million impacts.

