



CLIENT NAME.

Guía Pocketblog
www.guiapocketblog.com.ar

BUSINESS DESCRIPTION.

Collaborative magazine with 2.0 expressions. Free distribution.

PROJECT SUMMARY.

Achieving awareness of the magazine GPB in online communities targeting the youth segment ABC 1 with high purchasing power. The important thing was to make known the GPB brand and position it as an option in the free magazine market, creating an emotional bond that you share the brand values. (Aesthetics, Technology, constant evolution) with the reader / consumer

[Revista GPB – N 6 - Madre Naturaleza](#) // [flickr: caminos](#)

REFERENCES.

We began working in conjunction with the editorial team of the GPB from November of 2007. In this campaign works a team of four with an hourly payment was decreased from 6 hours to 2 hours per day per person currently.

OBJECTIVES AND CRITICAL CLIENT ISSUES.

As critical issue of GPB we have a loyal customer but not delighted by his favorite magazine free distribution (high barriers to entry). It was a segment that did not know all the alternatives available in the market. They knew the GPB.

OUR APPROACH.

Contracted to perform the image online identity, positioning, branding, traffic and content of the GPB. To achieve this, identify the great use of space by 2.0 readers / users.

DELIVERABLES.

- Database with potential readers, customers and Partners.
- Discharge of a blog in the journal shaft GPB and collaboration of users.
- The high of a profile on Facebook, with an armed group, a fan page and contents
- The high of a profile on Flickr, armed with a mural and content.
- The high of a profile on YouTube, with the assembly of a channel and content.
- The high of a profile on Issuu, armed with all editions of the GPB format online.
- The high of a profile on MySpace, with the armed group.
- Armed communicational templates, press and specialized content for each edition.

RESULTS / BENEFITS FOR THE CLIENT.

PocketBlog Guide was invited to participate in the most important festivals in the city of Buenos Aires as the "Good Day Festival", "ArteBa" and "Earth Day Festival. 2.0 Major brands in the market in the country hosted the magazine, some of them are Intel, Samsung, Movistar, Myspace, Sonic, Promúsica, among others.

Blog: 7 thousand visits monthly unique / 200 posts written / PV 3 minutes (average visit). **Data Up:** 2200 friends, **Flickr:** 800 friends, 300 photos x Plate, **MySpace** 500 friends. **Issuu:** 3 specimens (45 thousand views)