SM2 INNOVATION
SEPT 30 - OCT 1, 2014 • NEW YORK CITY



The Goal Screen

André Felix, Mood/TBWA
Ricardo Guerra, Giraffas

MMA
MOBILE MARKETING ASSOCIATION

The GOAL SCREEN

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BRAZILIAN FAST CASUAL SINCE 1981

6th FOOD SERVICE OPERATOR IN BRAZIL

UP TO 50 MILLION MEALS IN 2014

400 UNITS IN BRAZIL

12 UNITS IN FLORIDA



QUALITY & BALANCED FOOD FOR ANYONE



THE BRAZILIAN MEAL



VALUES / BRAZILIAN JOY AND HOSPITALITY



FIFA WORLD CUP

Brasil




DENSO
ional OVACIONE
DO Cue


5
7
11
10



A GREAT MOMENT TO SHOW THE TRADITIONAL BRAZILIAN FOOD TO PEOPLE AROUND THE WORLD





THE BILLING OF FOOD MARKET INCREASED 20% IN RELATION THE PERIOD OF LAST YEAR

Dados da Associação Brasileira de Bares e restaurantes

U$ 5 BILLION

Dados da Associação Brasileira de Bares e restaurantes (R$ 11 Bilhões)

PROBLEM

FIFA Partners



FIFA World Cup™ Sponsors



National Supporters



FIFA Partners

FIFA World Cup™ Sponsors



National Supporters



http://www.forbes.com/sites/chrissmith/2014/06/12/the-biggest-sponsors-of-brazils-2014-world-cup/

HOW COULD

A BRAZILIAN BRAND

TALK ABOUT

WORLD CUP?



AND WE ALSO HAVE A BIG COMPETITION

AGAINST A GIANT

WE ARE NOT TALK ABOUT TECHNOLOGY



WE ARE TALK ABOUT BEHAVIOR




THE BRAZILIAN WAY

THE BEHAVIOR OF OUR MOBILE MARKET

276,2 MILLION

OF ACTIVATED CALL LINES

Dados da ANTEL Jul/ 2014



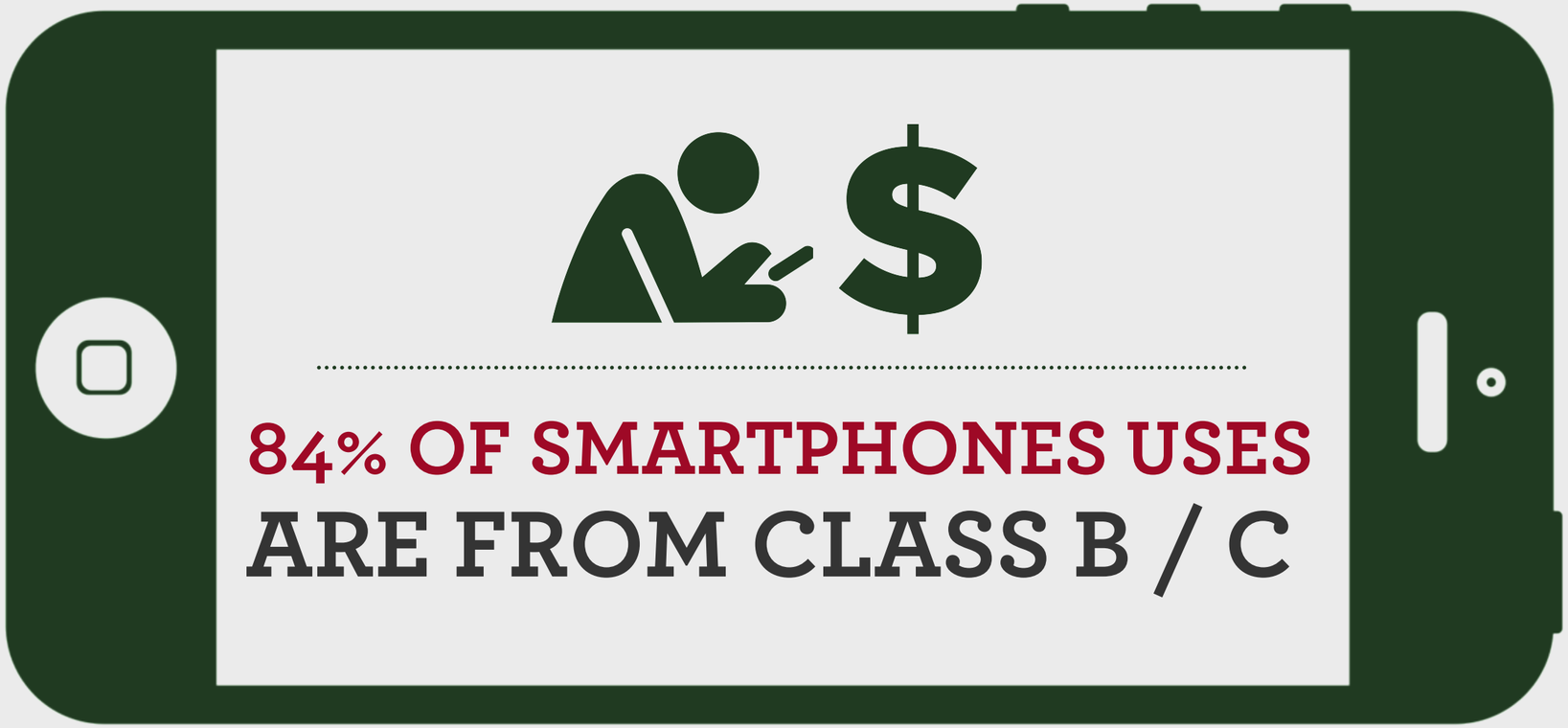


WE ARE THE FOURTH CONTRY IN SMARTPHONE NUMBERS

the expectation is that in 2015 it will be sold

MORE THAN 100 CELL PHONES PER MINUTE

IDC Data 2014



Fonte: Nielsen Mobile Report/ 2014



PEOPLE BETWEEN 10 AND 34 YEARS OLD

REPRESENT APPROXIMATELY

70% OF DEVICE USERS

Fonte: Nielsen Mobile Report/ 2014



OK, BUT WHAT THAT HAS TO DO WITH THE GIRAFFAS BUSINESS?


EVERYTHING

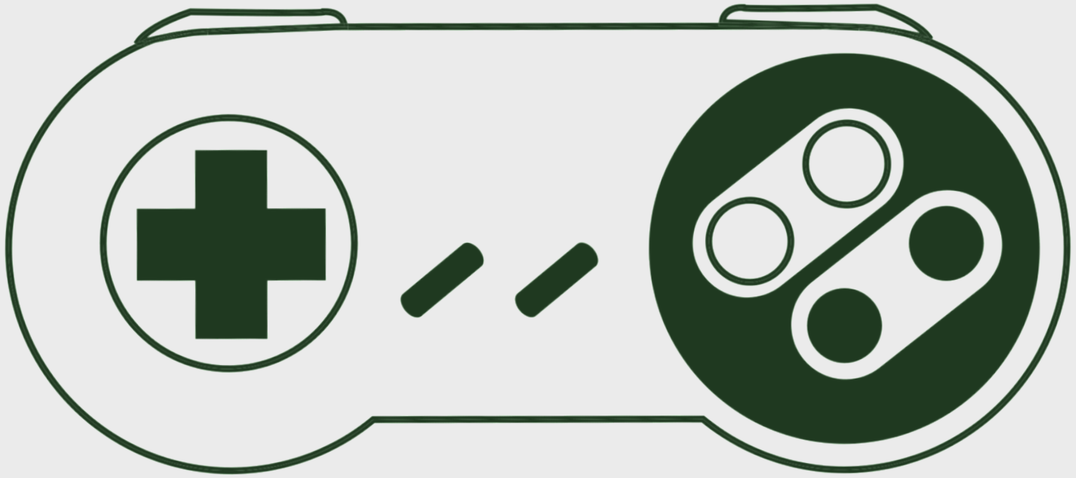
BETWEEN THE MAIN USAGE

IS THE FOOD





AND ABOUT WORLD CUP?



GAMES REPRESENT
THE THIRT FUNCTION
MORE COMUM IN SMARTPHONES

Fonte: Ibope 2013


WE ARE TALK ABOUT
BRAZILIAN WAY, RIGHT?





WE LOOK BACK, BEFORE THE SMARTPHONES, TO REMEMBER
WHAT ALL THE BRAZILIAN PEOPLE ONE DAY PLAYED





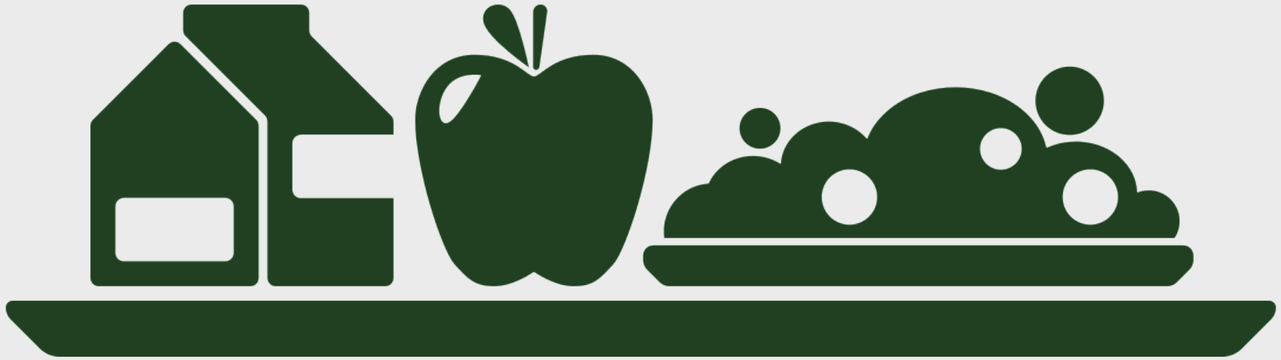

Back
Maria Baker
New York, NY
Inquire
Favor
Ratings
Cute clean place! #jobean
Owner very nice, clean, #jnes
map


SUBBUTEO
SUBBUTEO


GIRAFFAS
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AT THE END, THE WORLD CUP
WAS NOT THAT BAD FOR US



4 MILLION

SPECIAL TRAY PAPERS



42.385 DOWNLOADS

7.000 just in the first week


DO YOU REMEMBER
THE COMPETITION?



OUR SALES INCREASED

1.4%

IN THE SECOND QUARTER

Fonte: Giraffas Jul/2014

The GOAL SCREEN

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Thank you!!!
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