# Amplifying Brand Awareness Through Live Experiences



Estadão is a daily newspaper distributed nationally throughout Brazil. It strives to share news and information that affects Brazilians and the world around them in categories such as politics, sports, culture, technology and the economy. The New York Times Licensing Group has played an essential part in enhancing Estadão's report on all of its platforms.

## **Themed Conversations Drive Engagement**

Part of Estadão's mission is to provide its readers with information that may affect their lives. Its newspaper and digital platforms have a strong following, but Estadão also hosts events and conferences to share information on specific themes in a public setting. Estadão often looks for subjects that could be divided into various sections and categories to build an agenda that would attract attendees, sponsors and advertisers.

## MESTADÃO SUMMIT BRASIL

O QUE É PODER?



Industry
Newspaper





Country **Brazil** 



Content Package

The Big Idea



Language

**Portuguese** 

### A Live Event Inspired by New York Times Journalism

In October 2019, Estadão hosted the Brazil Summit, "O Que é Poder," in São Paulo. Its daylong agenda included an opening ceremony and a series of 10 panel discussions and 3 presentations, inspired by The Big Ideas from The New York Times Licensing Group.

The Big Ideas licensed publication from The New York Times Licensing Group asked the question "What is Power?", a theme that tackled current issues in Brazil and that resonated with a vast audience. Topics of interest included: the power of technology, the power of society, the power of networks, the power of economy and more.

### **Making an Impact With Key Audiences**

By leveraging The New York Times's journalism and brand, Estadão was able to:

- Sell 493 tickets to opinion leaders, C-suite executives, public policy makers and loyal Estadão subscribers.
- Secure premium sponsors including Febraran (The Brazilian Federation of Banks), Google Cloud and 99 (a major Brazilian ridesharing company).
- **Involve the United States Embassy,** which provided simultaneous English translations throughout the event.

#### The Big Ideas

Humans have always been engaged in the search for wisdom — a deeper understanding of their world, the universe and their own minds. Despite a rapidly changing society and daily life, that pursuit continues. The Big Ideas will bring together the world's leading thinkers to contemplate a singular issue.

#### **Service Details:**

The Big Ideas delivers 10 to 12 essays with photos and illustrations as available, making up about 20 magazine-sized pages of editorial content or six to eight broadsheet-sized pages for a special section. Local content may be added to round out the package and enhance the appeal of your market.







