



**DIGITAL
PLATFORM
FOR BUSINESS**



VIDEO

Get to know the features of our platform

THE POSITIVO COMPUTING

 **POSITIVO**


11
anos

LEADERSHIP IN THE
PC MARKET



We are so proud for being able to say that we invest in research and develop lines of winning devices for all brazilian families



Hélio Bruck Rotenberg
President of the group Positivo



DIGITAL BUSINESS AREA



8 million consumers

Positivo's digital channels were developed as a **computer extension**, from the need to approach the relationship with the **Brazilian Middle Class Family** - our most trusty consumer.

We emphasize that all digital solutions developed by the Digital Business Area are **approved by the sectors of Positivo's Product and Engineering**, ensuring high quality standards and opt-in from our base of users.

DIGITAL BUSINESS AREA



Differentials

- **The only Brazilian manufacturer** of computers to have a **Digital Business unit**;
- **Direct communication** with their buyers, without intermediaries;
- **All tools and advertising** are a consumer **opt-in choice**.
- **New consumers:** Brazilians that are beginners on the digital world



POSITIVO

CUSTOMER

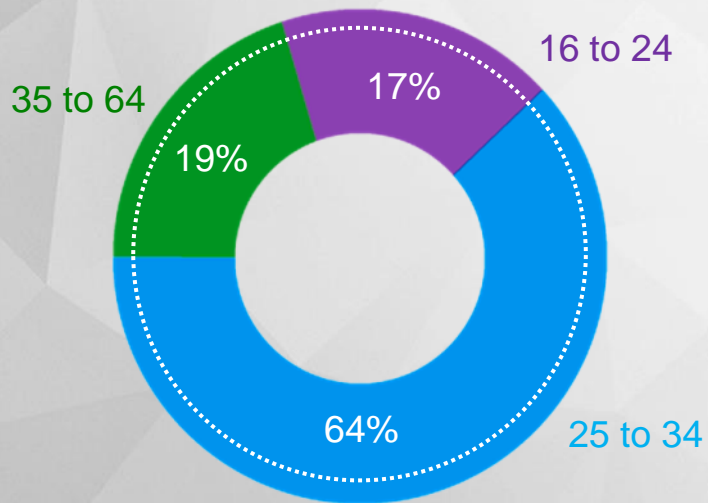
PROFILE

GENDER

♂ 55%

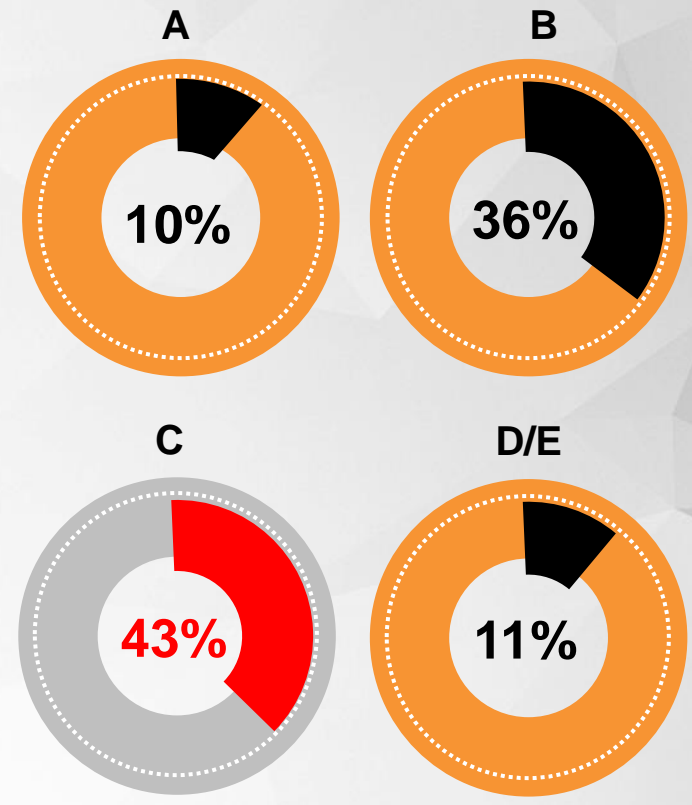
♀ 45%

AGE





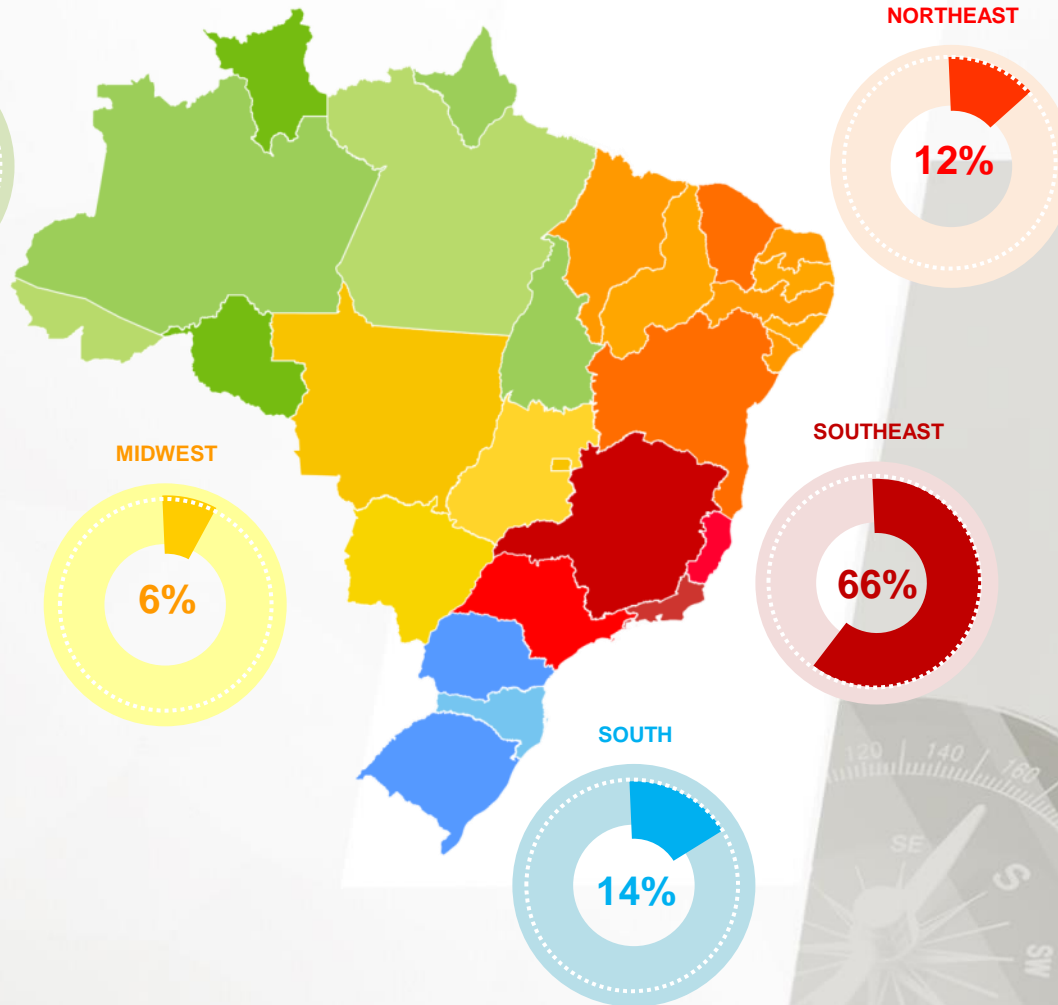
SOCIAL CLASS



* IMAGES MERELY ILLUSTRATIVE

Source: Search Conecta-I & IBOPE, take as a basis 0,5% of total, within acceptable standards survey of more than 1 million users.

AUDIENCE BY REGION



Source: Google Analytics, SET/2015.



TOP 10 STATES



1.º RIO DE JANEIRO

2.º SÃO PAULO

3.º MINAS GERAIS

4.º PARANÁ

5.º RIO GRANDE DO SUL

6.º BAHIA

7.º DISTRITO FEDERAL

8.º PERNAMBUCO

9.º SANTA CATARINA

10.º CEARÁ

POSITIVO

DIGITAL

CHANNELS



Positivo
Deskmedia

Portal
Mundo
Positivo

Positivo
Mobmedia

Offline
Channels

Cases &
Customers

Positivo Deskmedia





POSITIVO DESKMEDIA

“High-impact format”

Direct communication at the desktop of Positivo’s computers.

2

MILLIONS

ACTIVE
COMPUTERS

6

MILLIONS

PEOPLE IMPACTED

1

BILLION

IMPRESSIONS/MONTH

100%

VIEWABILITY

PREVIEW

**NUNCA UM TABLET
TEVE TANTA
VELOCIDADE.
NOVO
POSITIVO
MINI QUAD.
GIGANTE NA
PERFORMANCE.**



Após ser eleita a mais sexy, Marquezzine posta fotos em sua rede social.

Música de abertura de "Game of Thrones" em versão Jazz.

Ligação de telefone fixo para celular ficará 13% mais barata em março.

MAIS NOTÍCIAS



* IMAGENS MERELY ILLUSTRATIVE



Pesquisar na web e no Windows



16h30

13/07/2015

FORMATS:



@: 300 x 250px



GADGET: 130x186 px*

ANOTHER WAY TO COMMUNICATE



Impressions of ads with **multiple links**.



Click to Play videos directly from the desktop

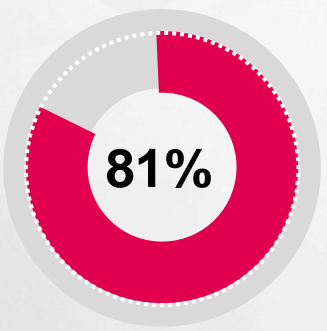
Note: The gadget format is not integrated into the news feed;



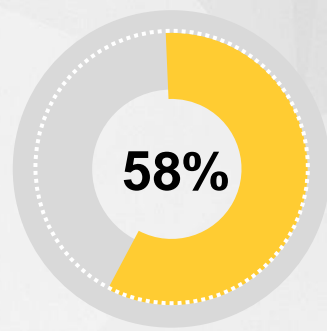
* IMAGES MERELY ILLUSTRATIVE

SATISFACTION WITH DESKMEDIA:

LIKE THE FORMAT



CLICK REGULARLY IN ADVERTISEMENTS



SOURCE: Search Conecta-I & IBOPE, take as a basis 0,5% of total, within acceptable standards survey of more than 1 million users.



PUBLIDESK

3
MILLION

IMPRESSIONS/DAY

News feed integrated with Deskmedia tool exploring and highlighting content from Portal Mundo Positivo or partner.

Targeting possibilities:

- Customer's **website**
- **Publieditorial** in our portal.
- Customer's social **networks**
- Advertiser's **Twitter feed**

“Your featured content”

PREVIEW

**NUNCA UM TABLET
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16h30

13/07/2015

DESKTOP INTERVENTION

OPT-IN



2%
CTR AVERAGE

“Coverage and impact up to 1 million unique users”

Media format that arises at the **moment when the customer connects** to the Internet.

The **banner appears in the front of all the things that the user is doing on the computer.**

*The same piece does not impact the same user more than once a month.

FEC HAR

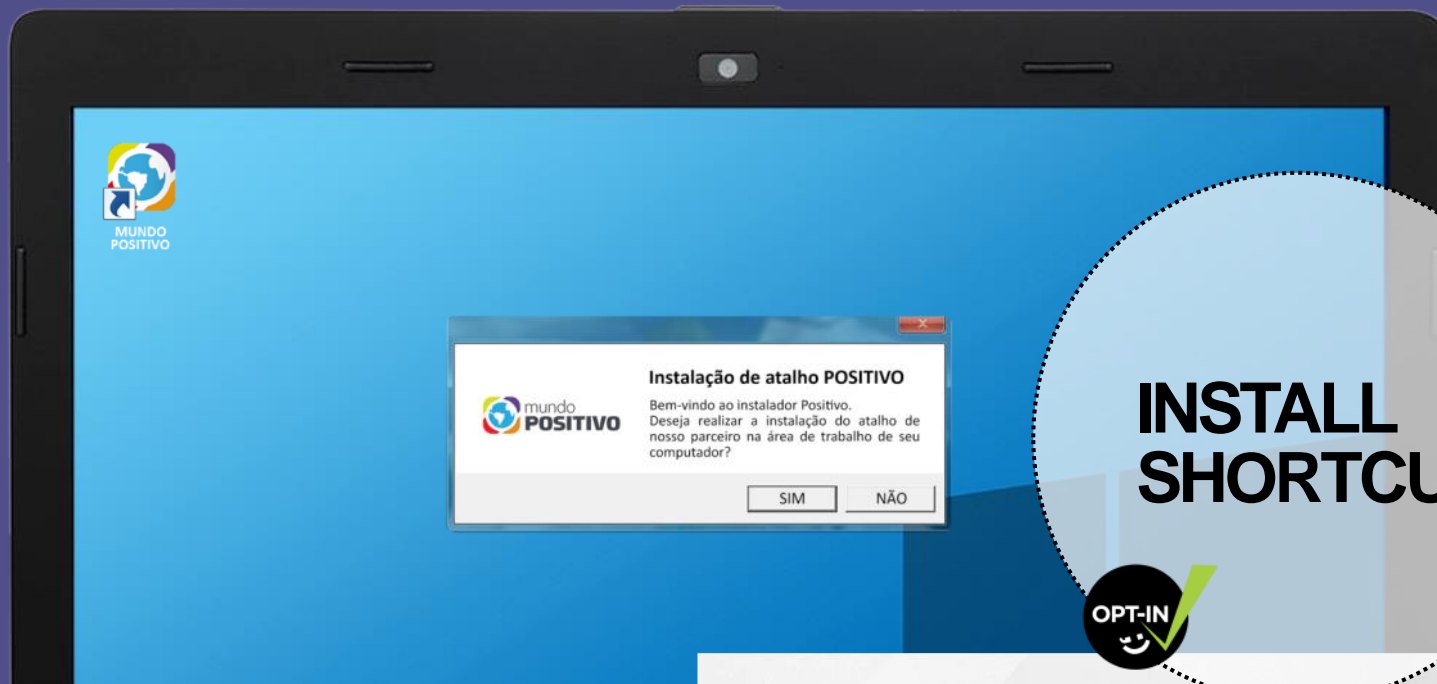
MUNDO POSITIVO.
DESCUBRA TUDO O QUE ESTE MUNDO TEM PARA OFERECER.

MUNDO POSITIVO

McAfee LiveSafe™

The advertisement is a colorful illustration. At the top, a dark blue banner contains the text 'MUNDO POSITIVO. DESCUBRA TUDO O QUE ESTE MUNDO TEM PARA OFERECER.' in white and yellow. Below this, a large yellow play button is centered on a yellow background. To the left of the play button is a cartoon man in a blue shirt with a white circular logo and red pants. To the right is a cartoon man in a blue shirt and black pants wearing headphones. The background shows stylized buildings and a yellow sun. At the bottom, the 'mundo POSITIVO' logo (with a globe icon) and the 'McAfee LiveSafe™' logo (with a red shield icon) are displayed.

PREVIEW



“Partner’s shortcuts to their websites”

The **installation** happens by sending a **notification** asking the user if he would like to download the **partner shortcut** on the desktop of the computer.

After **say yes**, the installation occurs, with a link to the **partner’s website**. Still, the icons can be **factory installed**.



PREVIEW

Portal Mundo Positivo



“Information without Complication
to the new middle class of Brazil”

25'

BROWSING TIME

2,4
MILLIONS

UNIQUE
VISITORS/MONTH

7.6
MILLIONS

VISITS/MONTH

54
MILLIONS

PAGE
VIEWS/MONTH

PORTAL
MUNDO
POSITIVO



* IMAGES MERELY ILLUSTRATIVE

Formats:

1) SUPER BANNER

Format: 728 x 90px

2) MID BANNER

Format: 300 x 50px

3) @

Format: 300 x 250px

4) SKY

Format: 160 x 600px

5) HALF PAGE

Format: 300 x 600px



Note: Also check on any special formats.

Formats:

6) HIGH IMPACT MEDIA

Formato: 800 x 600px



“CPM basis”

BRAND CHANNEL

MORE VISIBILITY & MORE ENGAGEMENT

Creating Brand Channel is an option for brands to generate relevancy with credibility and explore the content from the partnership

The Portal Mundo Positivo offers a number of opportunities for brands to generate relevant content for their customers through the creation of exclusive channels.

70%

USERS

want to know more about the company or products through content.*

Source: * MandLoys, 2014



Positivo Mobmedia



**APP
INSTALA**



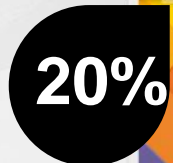
Installing applications on tablets and smartphones from Positivo.



DEVICES
approved for installation



AVERAGE RATE
conversion.



Source: Positivo Informática, SET15;

HOW TO OCCUR AS **INSTALLATIONS**?



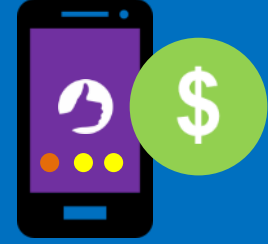
Messaging with installation request.



The process will start after the click accepted.



Finally, the icon is highlighted in the device home.



The customer only pays for the effectively installed app

“Applications installation with just a click”

ADVANTAGES:

- APP installed without going through the app store.
- APP previously assessed and tested.
- Delivery for geolocation;
- Targeting device and model.

A close-up photograph of a woman with dark hair, wearing a brown jacket and a blue top, looking down at a smartphone. A dotted white circle is superimposed over the image, containing the text 'APP by FACTORY'. The background of the entire slide is a light gray geometric pattern.

APP *by* FACTORY

Applications boarding directly on tablets and smartphones from **Positivo's factory**.

This way, the advertiser **application** already comes to the house of our consumer **tested, installed and ready for use**.



MOBIMPACTA

"Push" message on the screen of Positivo's smartphones with information about products or customer services targeting link to a website.

1.2
millions

DEVICES

Approved for intervention

4%

CTR AVERAGE

"High impact
mobile media"



CLICK TO CALL

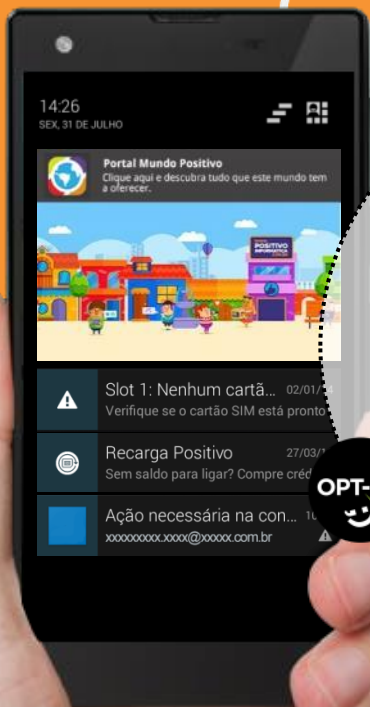
Button that enables the user to make a call to some of the advertiser's relationship channels.

GOOGLE PLAY

Linking the user to the Google Play to download an app.



DELIVERY OPPORTUNITIES



PUSHMOB

Sending notifications to thousands of customers from our base of mobile devices.

Notifications can be customized with images and text with a link to the advertiser's mobile site, discount coupon, etc.

“Customized notifications”



Segmented by **region**
and by **delivery**
device.



Notification shooting for
smartphones that have
particular applications
installed.



Customized notifications: when
receiving them, the device can
emit a particular sound, vibrate
or flash.

PUSHMOB

FORMAT POSSIBILITIES





“Delivery inside an area up to 200m from the place determined by the advertiser”

Feature of the mobile channel that enables the delivery of **focused media through Geolocation technology** in tablets and smartphones Positivo.

This segmentation is available for the formats:



HOW DOES IT WORK?

1. MAP THE UNITS

The app will be configured to have the localization of the stores

2. SHOOTING

Through the geolocation you receive an audible warning followed by an exclusive promotional banner when approaching to one of the registered stores

3. IMPACT OPPORTUNITIES

The promotional space can provide exclusive discounts, free gifts, QR codes or other ways to impact your customer. For the user, it's easy! Simply present the banner at the store to get the benefit.





Offline Channels

“Inserting promotional material and custom media”

Inserting promotional material:

- Folders
- Free Samples
- Coupons

Custom Media:

- Flannel for screen cleaning
- Rubber edge for tablet
- Screen Protector Film

**MEDIA
INBOX**



30%

Positivo consumers are buying **their first computer.***

“Customised Designs with hardware”

We carry out the sale and customization of smartphones when they are added to a project development and or media actions.

You can have a device co-branded!



* IMAGES MERELY ILLUSTRATIVE



MULTIMEDIA PROJECTS

Creating **multimedia projects** involving partners that have **fit to the Positivo's audience**, making the most effective and comprehensive communication in **on and offline channels** (Magazines, Outdoor, OOH, direct marketing, etc).

“You close the project and we take care of all the achievement”



Cases & Clients



CAMPAIGN'S DISPLAY



FORMAT: INTERVENTION DESKTOP

TIM advertising campaign “Porta Azul”, aired in October 2014.

OBJECTIVE:

Communicate the advantages of being a TIM customer.



CAMPAIGN'S DISPLAY



FORMAT:

POSITIVO DESKMEDIA

Sabores do Verão Kibon campaign broadcasted in the media between January and April 2015.

OBJECTIVE:

Spread the news of the flavors of ice cream Kibon for the summer of 2015.

FORMAT: BRAND CHANNEL POSITIVO DESKMEDIA

They were the partners with a Channel appropriation “Educação e Carreira” and explored all parts of Positivo Deskmedia among 18 months.

OBJECTIVE:

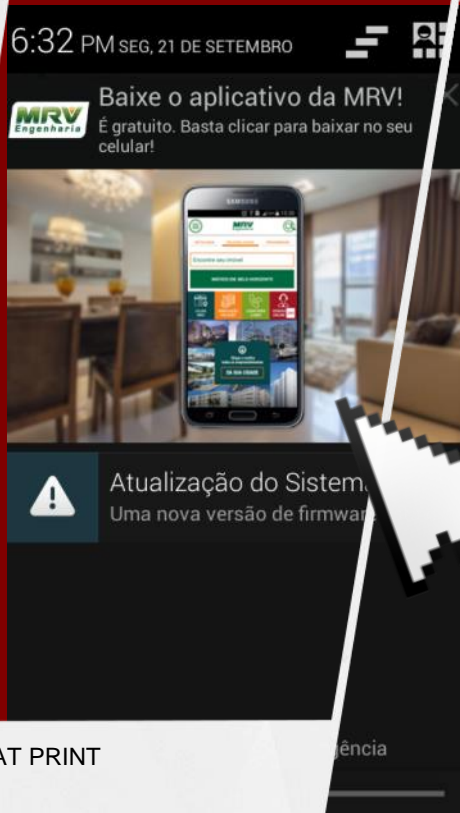
Inform about the advantages of distance education. Communicating to the new middle class in a way to increase the number of new students

The screenshot displays the Positivo website interface. At the top, there are navigation menus for 'NOTÍCIAS', 'ESPORTES', 'ENTRETENIMENTO', 'MULHER', 'TECNOLOGIA', 'VEÍCULOS', and 'Educação'. A search bar and social media links are also visible. The main content area features several promotional banners and articles:

- Top Banner:** "PÓS EAD Universidade Braz Cubas" with the text "Especialize-se agora! Cursos por R\$ 149,90/mês" and "MATRÍCULAS ABERTAS Inscreva-se já!".
- Left Column:** A green banner titled "Educação" with the text "Inscrições para o Enem abrem nesta segunda-feira veja como participar." Below it, a section titled "Educação" with a sub-header "Job: conheça o aplicativo que quer ser o Tinder do emprego - InfoMoney".
- Middle Column:** A large orange banner for "Braz Cubas" titled "VEMHA PARA A BRAZ CUBAS METODO FLEXIVEL". It lists features: "SEMIPRESENCIAL PRESENCIA E EAD POR 100% ONLINE PRESENCIA PRESENCIA NO PÓLO" and "MATRICULE-SE JÁ LIGUE: 11 4791-8000". To the right of this banner is a vertical orange sidebar with a woman's face and the text "Matrículas abertas! Cursos a partir de R\$ 250,00 por mês" and a phone icon with "LIGUE: 11 4791-8000 0800-198144".
- Right Column:** A section titled "Carreira" with a sub-header "4 habilidades que você precisa adquirir antes de ir para a universidade". Below it, a section titled "AS MAIS LIDAS" with a sub-header "Programa seleciona alunos para 200 bolsas em escolas particulares."
- Bottom Section:** A grid of smaller articles under the heading "Educação" and "Carreira". One article is titled "Educação" with the sub-header "Curso de Letras atrai" and another is titled "Carreira" with the sub-header "Estudantes aprendem e trocam experiências com os americanos."

BRAZ CUBAS

“We achieved all the expected goals”



FORMAT PRINT

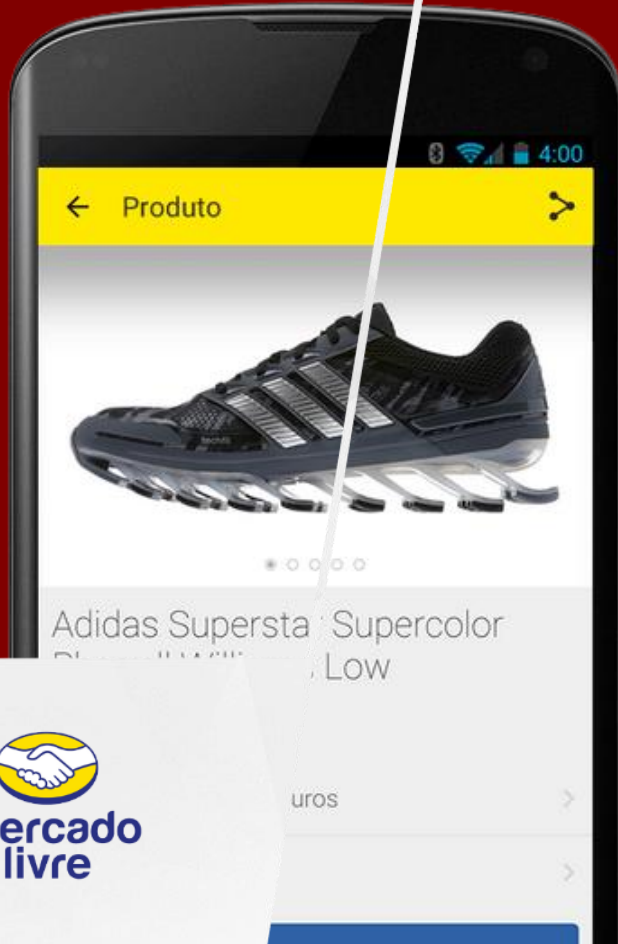


FORMAT: PUSHMOB

MRV application advertising campaign delivered on smartphones Positivo through Pushmob, in September 2015.

OBJECTIVE:

Encourage the search of condos using the new MRV app.



FORMAT: APP INSTALA

Mercado livre app installation campaign in our mobile devices.

OBJECTIVE:

Increase the number of Mercado Livre app in the market.

"Our application has had great acceptance among users of the platform. We reached the goals and grew the user base with the help of Positivo".

Daniel Aguiar
Marketing Manager of MercadoLivre



THANK YOU

We look forward for your contact!
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**SORRISO ..
SOLIDÁRIO**



Did you know that part of our revenue is donated to **Social Causes**? Meet the “**Ação Sorriso Solidário**” and find out more by clicking on the video.