



The use of original content in the Education environment

Marketing & communication
Campaign



Starting point

- Spain continues to be one of the countries with lowest sensibilisation and respect for copyright.
- The lack of consideration needs us to create channels to generate citizen conscience.
- We decided to start from the an early age. Schools for ages K-12 with a campaign called:

CONTEXTO de @utor

Objectives



To promote the use of original content, conveying the values of intellectual property from an early age, in what should be the perfect hub for creation; the classroom and together with students, teachers and parents.

How



- We will use the newspaper of reference for most teachers in Spain, Escuela with over 12.000 copies printed every month.
- With an estimated monthly audience of over 150,000 readers.
- Delivered directly to the Schools .

Contents

4 magazines, 8 pages each inserted in the 12,000 newspapers.



Complemented with a Facebook fan page for teachers, parents....



How



Publicity

4
Full colour
Pages
In Escuela
Newspaper

1 page
Interview with
Magdalena
Vincent

Social media work
In facebook and twitter
Pages for Cuadernos
De Pedagogia. With over
16.000 followers

Calendar

ACCIONES

Encarte cuadernillos ESCUELA

Cuenta Facebook

Publicidad ESCUELA

Entrevista ESCUELA

Redes sociales WKE

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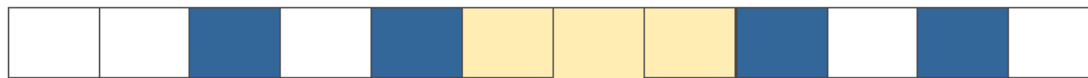
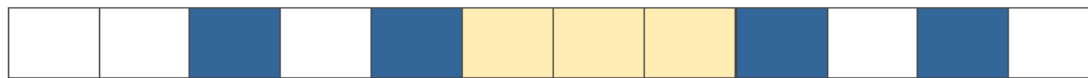
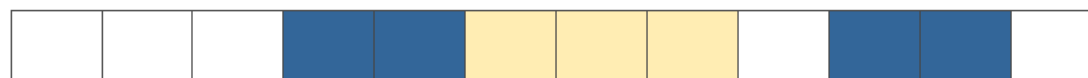
CONTENIDOS

1



PLAN DE COMUNICACIÓN

2



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