The use of original content in the Education environment
Marketing & communication Campaign
Starting point

• Spain continues to be one of the countries with lowest sensibilization 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
Síguenos

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