

QUINTANA ROO

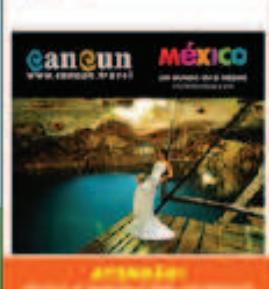
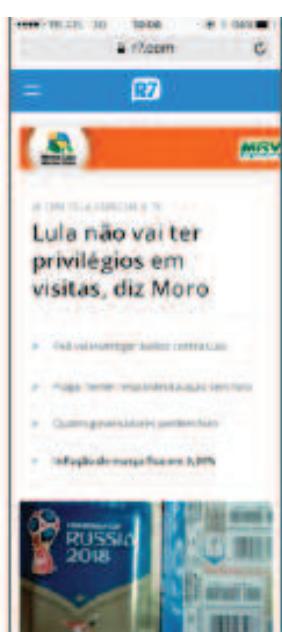
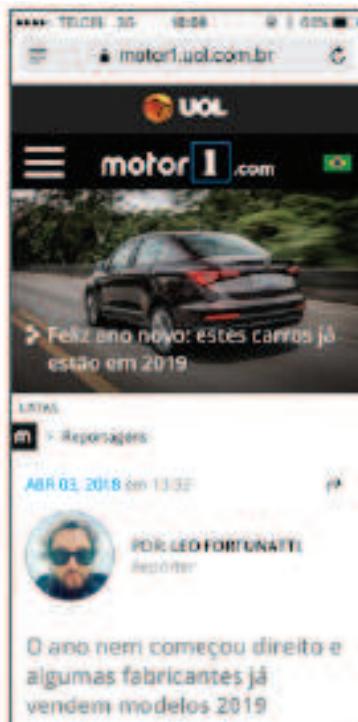
CONSEJO DE PROMOCIÓN TURÍSTICA

Reporte de Acciones

2018

CAMPAÑA DIGITAL EN BRASIL EN EL MARCO DE LA WTM LATAM 2018

cancun
Puerto Morelos • Isla Mujeres • Holbox • Cozumel
www.cancun.travel



CAMPAÑA DIGITAL EN EL MARCO DEL TIANGUIS 2018

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TELCEL 4G 21:10 8 32% comedias.com



Dinner is delicious! Mi favorita y la de muchos, sencilla de preparar, super alimenticia y calentita para cuando hace frío.

Incluso,

cancun **México** A WORLD OF ITS OWN www.cancun.travel



Grandes vacaciones. Otra maravillosa creación.

COMENTARIOS

TELCEL 4G 21:05 8 34% [informacionabc.com](#)

I 🔎

TEMAS

NETFLIX SERIES DE TELEVISIÓN TELEVISIÓN

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LEE TAMBién

- Gronkowski anuncia que regresará con Patriots en 2018
- "Sense8" llegará a su final el 8 de junio
- Trump califica a Kim Jong-Un de "muy honorable"
- Estruendo: el primer tráiler de "Vander"

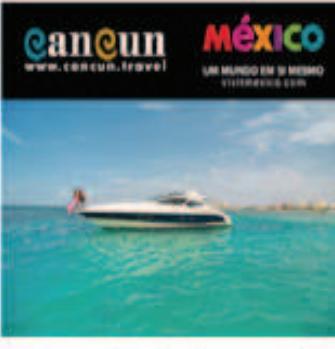
COMENTARIOS

TELCEL 4G 21:14 8 28% [forbes.com.mx](#)

≡ **Forbes**

cancelar el proyecto actual por parte del candidato de la coalición Juntos Haremos Historia, Andrés Manuel López Obrador.

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"Existen cláusulas de protección

TELCEL 4G 21:17 8 26% [definicionabc.com](#)

Compartir ÍNDICE Busca

ocio y el divertimento de una persona o de un conjunto de personas.

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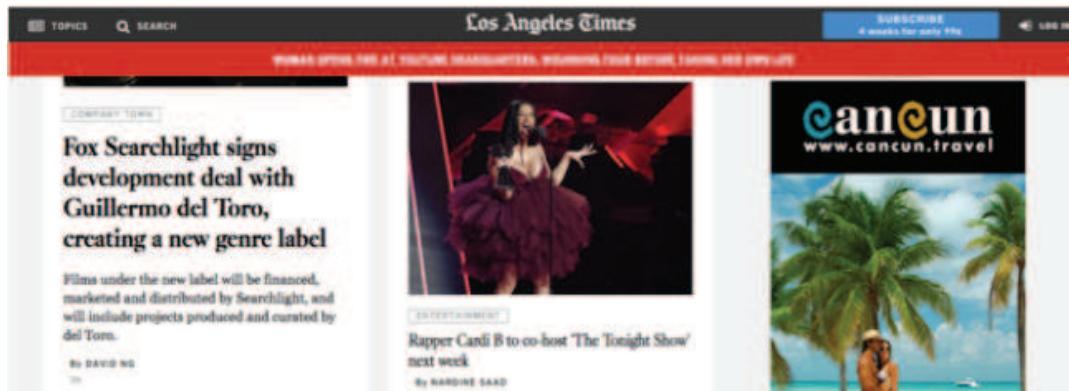
Conjunto de actividades que tienen por objetivo el ocio y la diversión de las personas

MAZATLÁN: 14 al 19 de Abril, durante Tianguis Turístico 2018

CAMPAÑA DIGITAL DE CANCUN EN EEUU 2018

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Puerto Morelos • Isla Mujeres • Holbox • Cozumel
www.cancun.travel

<http://www.latimes.com/>

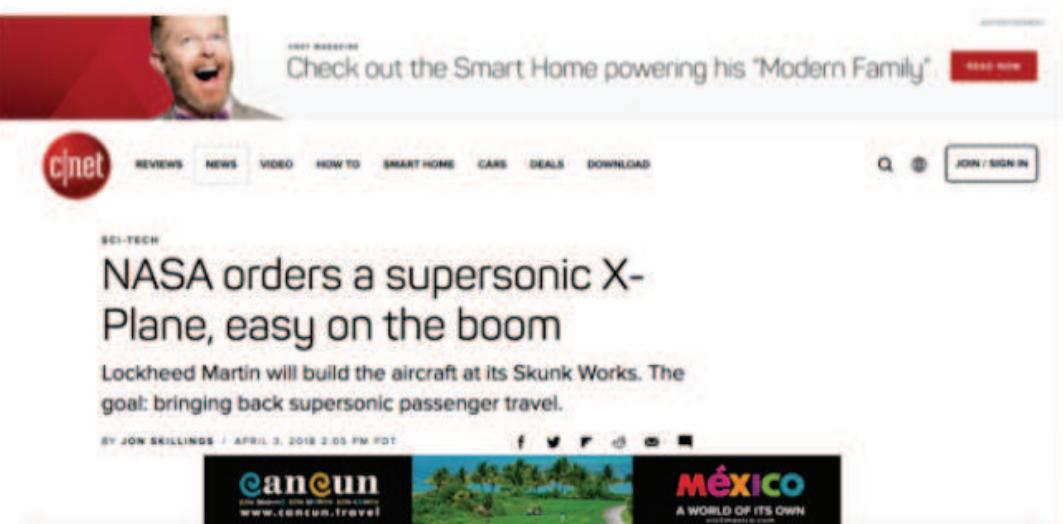


The screenshot shows a news article from the Los Angeles Times. The headline reads: "Fox Searchlight signs development deal with Guillermo del Toro, creating a new genre label". Below the headline is a paragraph of text and the author's name, David Ng. To the right of the article is a photograph of rapper Cardi B performing on stage. Further down the page, there is another news item about Cardi B co-hosting "The Tonight Show" next week.



A vertical advertisement for Mexico tourism. It features a man and a woman standing on a sandy beach with palm trees in the background. The text "México A WORLD OF ITS OWN" and the website "MEXICO.COM" are displayed at the bottom.

<https://www.cnet.com/>



The screenshot shows a news article from CNET. The headline is "NASA orders a supersonic X-Plane, easy on the boom". Below the headline is a paragraph of text and the author's name, Jon Skillings. To the left of the text is a photo of a man with a surprised expression. To the right is a photograph of a modern, two-story house with large windows. At the bottom of the page, there are social media sharing options and a footer with the Cancun tourism logo.

CAMPAÑA DIGITAL DE CANCUN EN EEUU 2018

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www.cancun.travel

<http://www.newsweek.com/>

Plane, easy on the boom

Lockheed Martin will build the aircraft at its Skunk Works. The goal: bringing back supersonic passenger travel.

BY JON SKILLINGS / APRIL 3, 2018 2:05 PM PDT

f v f m



Superando las fronteras en el espacio
Visítanos en FIDAE 2018 Stand 6L, hall D



<http://www.cyclingnews.com/>

cyclingnews ALL ROAD MTB TRACK CYCLOCROSS WOMENS

Home News Races Teams Tech Calendar Forums More

www.cancun.travel



MÉXICO
A WORLD OF ITS OWN

News

4 comments

By Cycling News April 03, 2018 1:37pm

Updated: April 03, 2018 1:37pm Race: Hammer Series Luxembourg



Hammer Series set for Hong Kong

October race to be part of Hong Kong Cyclothon



Todas las tareas del marketing - En una sola herramienta

Estudio de keyword, análisis de backlinks, ideas de contenido y más. Prueba

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Daily Deals



PAUTA DIGITAL I EJECUCIONES DE CAMPAÑA EN DESKTOP, MOBILE Y VIDEO

The image displays three examples of digital marketing for tourism:

- spoonuniversity.com**: A desktop browser window showing a full-page advertisement for the Riviera Maya. It features a large image of a scuba diver, the text "DISCOVER Riviera Maya", and the Riviera Maya logo. Below the image, there's a section titled "STUFF YOU SHOULD KNOW" and a news snippet about Oreo releasing new flavors.
- citypages.com**: A mobile news listing from City Pages. It shows a news item for "Wednesday 5.23" with the headline "Complete Tuesday music listings [here](#)". Below the headline is another advertisement for the Riviera Maya.
- events12.com**: A mobile event listing. It shows an event for "May 3, 2018 (5 to 10 p.m.)" titled "Taste of Alpharetta". It includes a brief description and a photo of a scuba diver. Below this is another event listing for "Visit a designer home" at "ISLA COZUMEL" from May 3-13, 2018.

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PAUTA DIGITAL I EJECUCIONES DE CAMPAÑA EN DESKTOP, MOBILE Y VIDEO

The screenshot shows a desktop view of the Chicago Sun-Times website. At the top, there's a navigation bar with links like Apple, Bach, iCard, Facebook, Twitter, WhatsApp, YouTube, Wikipedia, Yahoo, Noticias, Populares, ESPN, Verdesas, Cafete, Netflix, Santander, Amex, BBVA, Banesco, Interjet, Amazon, Notshoes, and more. Below the navigation is a search bar and a 'MORE' button.

The main content area features a large image of a Chicago Cubs baseball player. Below the image is a headline: "CUBS' GLHOAT is back: Anthony Rizzo to lead off Tuesday vs. Rockies". The article is by Gordon Wittenmyer and Madeline Kenney. A caption below the headline reads: "Coming off the worst April of his career (.149), Rizzo gets the Maddon cure for a struggling hitter: the leadoff assignment against the Rockies." To the right of the article is a vertical sidebar with a city skyline image and the text: "THE HARDEST WORKING FANS IN AMERICA DESERVE A PAPER THAT WORKS JUST AS HARD AS THEY DO." It also includes a "Go digital. Get unlimited online access to every story, video and podcast on suntimes.com." link, a "SUBSCRIBE TODAY" button, and the CS*T logo. At the bottom of the sidebar is the Netshoes logo.

Below the main article, there's another section with a smaller image of a Cubs player throwing a ball, a headline: "Can you believe this? Cubs outpitch mistakes to beat Rox, move into first place", and a byline: "By Gordon Wittenmyer".

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PAUTA DIGITAL I EJECUCIONES DE CAMPAÑA EN DESKTOP, MOBILE Y VIDEO

<http://www.latimes.com/>

The screenshot shows the Los Angeles Times homepage with a prominent banner for "Discover Riviera Maya". Below the banner, a news article is displayed with the headline: "Fox Searchlight signs development deal with Guillermo del Toro, creating a new genre label". The article is by David Ng and published on April 03, 2018, at 12:00 PM. The page includes standard news navigation elements like "TOPICS", "SEARCH", "SUBSCRIBE", and "LOG IN".

TOPICS SEARCH Los Angeles Times SUBSCRIBE LOG IN

WOMAN OPENS FIRE AT YOUTUBE HEADQUARTERS, WOUNDING FOUR BEFORE TAKING HER OWN LIFE

Woman opens fire at YouTube headquarters, wounding 4 before taking her own life

YouTube shooting live updates: Shooter took her own life after wounding 4, sources say

Trump administration ramps up trade war with China by releasing list of new tariffs

Blond, bullets and terror at YouTube headquarters after woman opens fire

Villanova DiVincenzo account i

DISCOVER
Riviera Maya

RIVIERA MAYA
Paradise is Forever
MÉXICO
A WORLD OF ITS OWN
www.visitrivieramaya.com

COMPANY TOWN BUSINESS LATIMES

Fox Searchlight signs development deal with Guillermo del Toro, creating a new genre label

By DAVID NG APR 03, 2018 | 12:00 PM

Resolving host...

ADVERTISEMENT

Para Servicio Ford,
tú eres primero.

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The screenshot shows a desktop browser window with the URL chicagobusiness.com in the address bar. The page header includes the Crain's logo and navigation links for News, Politics, Opinion & Columnists, Lifestyle & Dining, Real Estate, Special Reports, This Week's Crain's, Academy & Events, Advertise, and People on the Move. The main content is an article titled "How Chicago's know-how will be key to crypto's growth" by Lynne Marek, dated May 25, 2018. A sidebar on the left says "Editors' Picks" and "Yes, Virginia, your opioid treatment approach is smarter". Below the article is a call-to-action button: "To see the full article, subscribe or log in." To the right of the article are three vertical banners: "CONNECTING YOUR BUSINESS TO TOP CHICAGO CHARITIES GIVING GUIDE", "DISCOVER Riviera Maya MÉXICO", and "CRAIN'S CUSTOM MEDIA GREAT OUTINGS EMPLOYEES WILL LOVE 2018".

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PAUTA DIGITAL I EJECUCIONES DE CAMPAÑA EN DESKTOP, MOBILE Y VIDEO

<https://edition.cnn.com/>

The screenshot shows a news article from CNN's international edition. The headline reads "Dinosaur tracks found in Scotland shed light on mid-Jurassic period". Below the headline, it says "By Zahid Mahmood, CNN" and "Updated 1625 GMT (0025 HKT) April 3, 2018". There is a large image of a rock surface showing fossilized dinosaur tracks. A cookie consent banner at the bottom left states: "By continuing to browse our site you agree to our use of cookies, revised Privacy Policy and Terms of Service. More information about cookies". It includes "I agree" and "X" buttons. To the right, there's a "News & buzz" sidebar with links to "Dwayne Johnson reveals battle with depression, mother's suicide..." and "Notre Dame beats UConn, will face Mississippi State".

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PAUTA DIGITAL I EJECUCIONES DE CAMPAÑA EN DESKTOP, MOBILE Y VIDEO

<https://www.cbsnews.com/>

The screenshot shows the CBS News homepage with a large image of a tropical beach with palm trees. Overlaid on the image is text: "Archaeology / Arqueología Tulum" and "RIVIERA MAYA". Below the image, a video player shows a video thumbnail of a man speaking. To the right of the video player, there is a sidebar titled "Trending Videos" with three more video thumbnails. At the bottom of the page, there is a headline: "Antibiotic resistant 'nightmare bacteria' a growing threat in the U.S..".

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2:35 AM 39% travelchannel.com

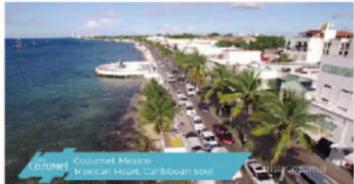
travel CHANNEL

MENU travel CHANNEL

New York City

Big City, Little Budget:
New York

From public art to amazing views, experience the best the Big Apple has to offer on a budget.


Cancún, Quintana Roo, Mexican Heart, Caribbean soul

The Best Subway Art in NYC 02:36

Take in some of New York City's coolest art for only the

2:36 AM 39% travelandleisure.com

travelandleisure.com

SUBSCRIBE


Tulum

Passengers who don't wish to commit a full eight months at sea can sign up for half segments. The first leg, Viking World Treasures, lasts 127 days from London to Los Angeles (from \$47,995 per person). The second is Viking World Wonders, a 119-day journey from Los Angeles to London (from \$45,995 per person).

The cruise will be aboard the Viking Sun.

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PAUTA DIGITAL I EJECUCIONES DE CAMPAÑA EN DESKTOP, MOBILE Y VIDEO

<http://www.latimes.com/>

The screenshot shows the Los Angeles Times website. At the top, there are navigation links for 'TOPICS' and 'SEARCH'. On the right, there are buttons for 'SUBSCRIBE' (4 weeks for only \$9), 'LOG IN', and a search icon. The main content area features a large, prominent advertisement for 'Riviera Maya'. The ad has a blue background with the text 'DISCOVER Riviera Maya' and the website 'www.rivieramaya.com'. Below the text is a photograph of a beach hut on a rocky shore overlooking the ocean. At the bottom of the ad, there is a small logo for 'RIVIERA MAYA' and the text 'Méjico A WORLD OF ITS OWN'. To the left of the ad, there is a column of news headlines:

- Killer Mike and why hip-hop's mainstream appeal won't be enough to kill the genre
- A Star Is Born: Doris Day turns 96 today
- Janet Jackson, the Weeknd booked for San Francisco's Outside Lands Festival
- Trump's Easter rant makes Seth Meyers scream

On the right side of the ad, there are two more news snippets:

- Rams acquire receiver Brandin Cooks and a fourth-round pick from Patriots for a first and a sixth
- Former Dodgers outfielder Trayce Thompson claimed off waivers by New York Yankees
- Bryan Ellis, USC's new quarterbacks coach, wants to prove he's no babe in the college football woods

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<https://sports.yahoo.com/>

The screenshot shows a desktop view of a Yahoo Sports article. At the top, there's a dark header with the 'YAHOO SPORTS' logo, a search bar, and a 'Sign In' button. Below the header, the main content features a headline: 'Matt Parziale had to take a break from fighting fires to play at Masters'. To the left of the headline is a vertical sidebar with social sharing icons for LinkedIn, Facebook, Twitter, and Email. Below these icons is a video player showing a scenic view of a beach and ocean. The video player has a progress bar and a comment overlay that reads: 'COZUMEL Exciting Jeep Tours #IslaCozumel'. At the bottom of the video player, there's a small note: 'Hurricane Stormy: I really hope he makes the cut! And if he misses it at Augusta, then at the US Open.' To the right of the video player is a sidebar advertisement for 'interjet' featuring a person on a beach and text: 'VUELOS INTERNACIONALES Desde \$49 USD'. At the bottom right of the page, there's a smaller image of a golfer in a pink shirt pointing upwards.

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PAUTA DIGITAL I EJECUCIONES DE CAMPAÑA EN DESKTOP, MOBILE Y VIDEO

<https://www.yahoo.com/news/>

The screenshot shows the Yahoo Entertainment website. At the top, there's a search bar and a sign-in button. Below the header, there are navigation links for Entertainment Home, TV, Movies, Celebrity, Music, Oscars, Videos, Reviews, and Movie Showtimes. On the right, there are social media links for Follow Us (Twitter, Facebook, YouTube) and a mail icon.

A prominent yellow advertisement banner for "Occidental at Xcaret Destination" in "Riviera Maya" offers a price of "\$ 4,550 por noche". It includes a "Ver Oferta" button and a "despegar.com" logo. Below the banner, there's a large image of an astronaut in a red suit.

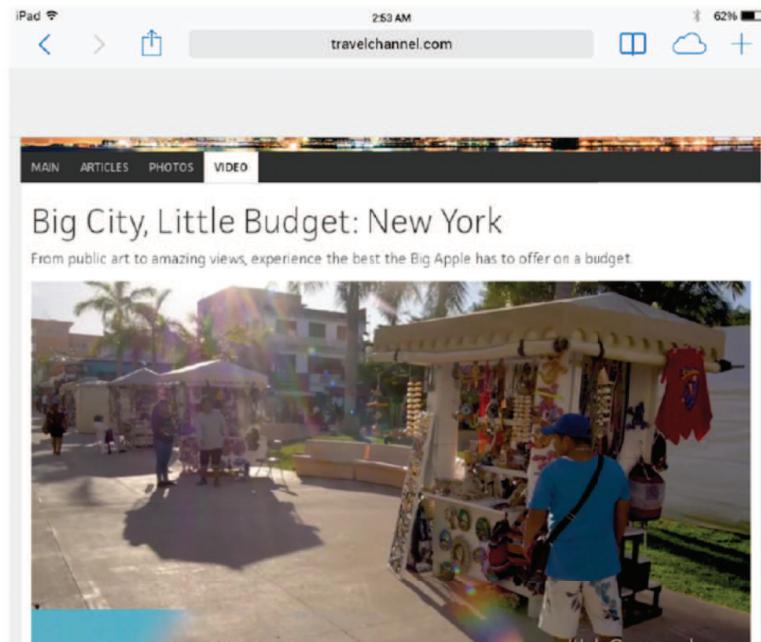
To the left of the image, there's a headline: "'2001: A Space Odyssey' turns 50: 5 ways Kubrick classic forever changed sci-fi cinema" by Nick Schager. The article was published on April 3, 2018. Below the article, there are social sharing icons for YouTube, Facebook, and Twitter.

On the right side, there's another travel advertisement for "DIVE COZUMEL" featuring an underwater scene with fish. Below it, there's a "What to Read Next" section with a thumbnail of a woman's face.

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<http://www.worldlifestyle.com>

The screenshot shows a digital publication layout. On the left, there's a vertical sidebar with a blue background featuring a woman in a bikini on a glass-bottom boat, labeled 'COZUMEL' at the top and 'DÍA COZUMEL MÉXICO' at the bottom. The main content area has a white background. At the top, it says 'President's Plantation' with a green 'Continue >' button. Below that is a large image of a white, two-story plantation house with a prominent portico, set in a green landscape. In the foreground, a hand holds a small, circular object, possibly a coin, between the fingers. At the bottom of the main content area, there's a caption: 'Thomas Jefferson, who was the third President of the United States, resided at his...'. A small circular arrow icon is located in the bottom right corner of the main content area.

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<https://www.thesportster.com/>

The screenshot shows a news article titled "The 22 Worst NHL Contracts In 2018" by George Voukouvalas. The article features two images: one of a Montreal Canadiens player and goalie on the ice, and another of a Chicago Blackhawks player skating. To the right is a travel advertisement for Cozumel, Mexico, with the text "DIVE COZUMEL" and "Visit COZUMEL Mexico". Below the travel ad is a "TRENDING" section with a photo of three people holding a trophy.

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PAUTA DIGITAL I EJECUCIONES DE CAMPAÑA EN DESKTOP, MOBILE Y VIDEO

<https://www.nytimes.com/es/>

The screenshot shows the New York Times website's 'ECONOMY' section with four articles listed:

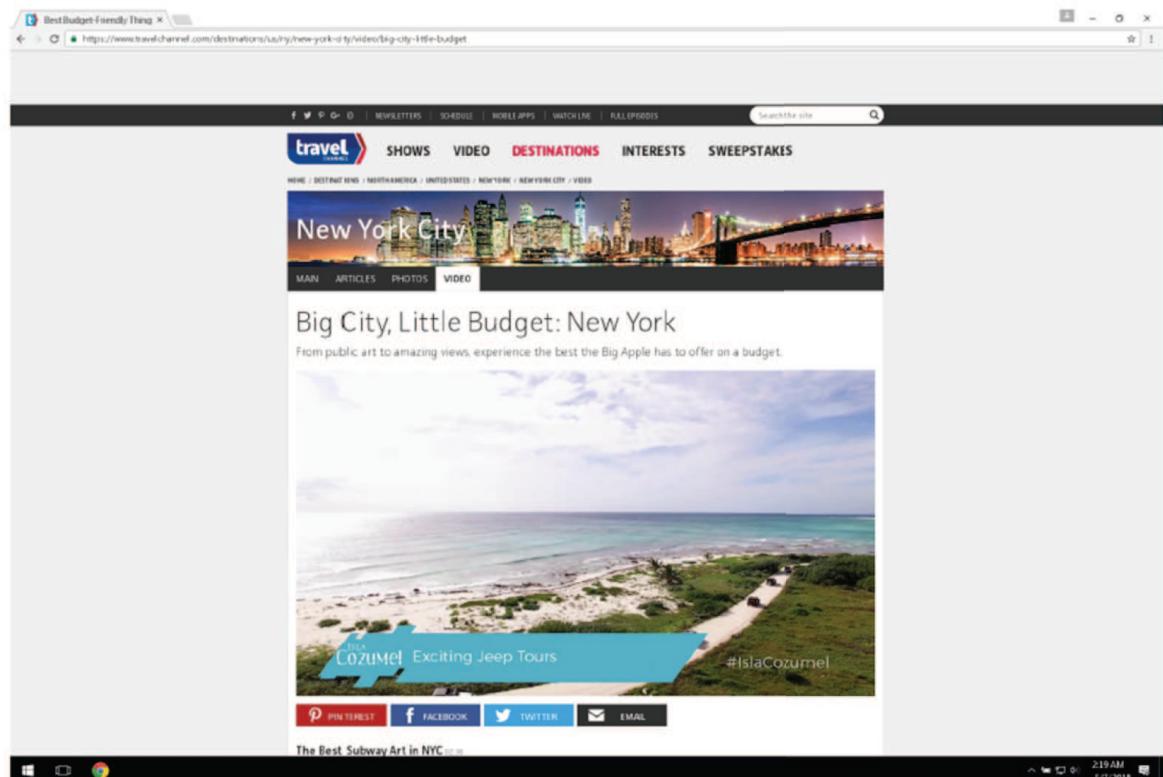
- Charitable Giving by Corporations Is Also About Getting, a New Study Finds** (April 3, 2018) - An analysis of corporate philanthropy finds that donations to causes affiliated with politicians look a lot like lobbying. By EDUARDO PORTER.
- New York Fed Names John Williams President, Bucking Calls for Diversity** (April 3, 2018) - The appointment of the current San Francisco Fed chief brings policymaking experience to a role seen as one of the Fed's most influential positions. By BEN CASSIDY.
- China Finds California Wine Pairs Well With a Trade War** (April 3, 2018) - Retaliatory tariffs are a blow to exporters increasingly catering to young, newly wealthy Chinese looking for bottles with cachet. By NATALIE KUTROFF.
- Where Companies Welcome Refugees, the More, the Better** (April 3, 2018) - In a tight labor market, positions in poultry plants and lumber

To the right of the news feed is a large vertical advertisement for Cozumel, featuring silhouettes of people scuba diving in clear blue water. The text 'DIVE COZUMEL' is prominently displayed at the top. At the bottom of the ad are logos for 'TURISMO COZUMEL' and 'MÉXICO'.

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CONSEJO DE PROMOCIÓN TURÍSTICA DE
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PRESENCIA DE MARCA EN EL CONCIERTO DE U2

atrium	
Banners LED activo las 24 horas al día, ubicada en la entrada principal del venue.	
# Banners	3
Spots	400
Duración del spot	30"
Frecuencia de Spot	Loop de 5 minutos
Impactos únicos	23,500



CONSEJO DE PROMOCIÓN TURÍSTICA DE
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PRESENCIA DE MARCA EN EL CONCIERTO DE U2



UNITED CENTER
CHICAGO, IL
PANTALLA EXTERIOR



PANTALLA EXTERIOR

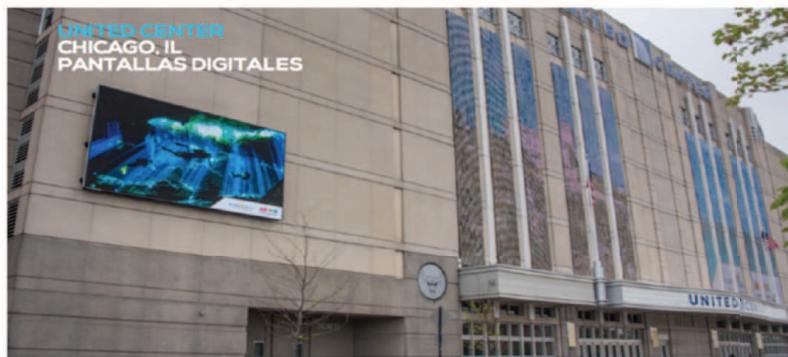
Pantalla Exterior LED activa las 24 horas al día, ubicada en la entrada principal del venue, sobre Madison street. Registra un tráfico aproximado de 100,000 personas diarias.

# Pantallas	2
Spots	400
Duración de la animación	30"
Frecuencia de Spot	Loop de 5 minutos
Impactos únicos	100,000

CONSEJO DE PROMOCIÓN TURÍSTICA DE
QUINTANA ROO



PRESENCIA DE MARCA EN EL CONCIERTO DE U2



PANTALLA EXTERIOR

Pantalla Exterior LED activa las 24 horas al día, ubicada en la entrada principal del venue, sobre Madison street. Registra un tráfico aproximado de 100,000 personas diarias.

# Pantallas	2
Spots	400
Duración de la animación	30"
Frecuencia de Spot	Loop de 5 minutos
Impactos únicos	100,000

CONSEJO DE PROMOCIÓN TURÍSTICA DE
QUINTANA ROO



PRESENCIA DE MARCA EN EL CONCIERTO DE U2

BANNERS LATERALES

Pantalla Exterior LED activa las 24 horas al día, ubicada en la entrada principal del venue, sobre Madison street. Registra un tráfico aproximado de 100,000 personas diarias.

# Pantallas	2
Spots	400
Duración de la animación	30"
Frecuencia de Spot	Loop de 5 minutos
Impactos únicos	100,000



CONSEJO DE PROMOCIÓN TURÍSTICA DE
QUINTANA ROO



PRESENCIA DE MARCA EN EL CONCIERTO DE U2



VALLA MÓVIL

Valla móvil con branding de la campaña recorriendo los puntos más importantes de la ciudad, zona hotelera, estadios deportivos y los puntos con mayor concentración y flujo de personas.

# de unidades	1
# de caras de publicidad	3
Material	Impreso

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CAMPAÑA DIGITAL DE CANCUN EN EEUU 2018

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PANTALLAS DIGITALES DE CANCUN EN CHICAGO 2018

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PRESENCIA DE MARCA Y ACTIVACIÓN EN EL CONCIERTO DE BILLY JOEL



CONSEJO DE PROMOCIÓN TURÍSTICA DE
QUINTANA ROO

PRESENCIA DE MARCA Y ACTIVACIÓN EN EL CONCIERTO DE BILLY JOEL

PANTALLA EXTERIOR

Pantalla Exterior LED activa las 24 horas al día, ubicada en la entrada principal del venue, sobre 8th Avenue. Por encontrarse justo a la entrada y salida de la estación de metro Pennsylvania Station, registra un tráfico aproximado de 600,000 personas diarias.

# Pantallas	1
Spots	400
Duración del spot	15"
Frecuencia de Spot	Loop de 5 minutos
Impactos únicos	600,000



CONSEJO DE PROMOCIÓN TURÍSTICA DE
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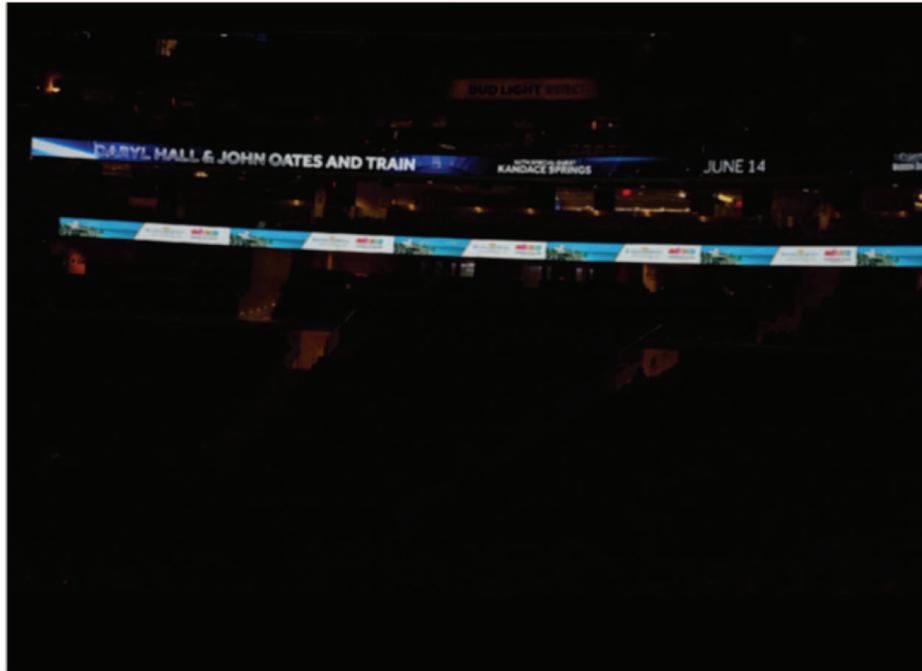


PRESENCIA DE MARCA Y ACTIVACIÓN EN EL CONCIERTO DE BILLY JOEL

BANNERS CIRCULARES LED

Banners circulares al interior del venue que transmitirán en loop, el logotipo del destino desde la apertura de puertas hasta el inicio del concierto, así como al término del mismo.

# Banners	1
Duración de la Animaciones	15"
Impactos únicos	20,000



CONSEJO DE PROMOCIÓN TURÍSTICA DE
QUINTANA ROO



PRESENCIA DE MARCA Y ACTIVACIÓN EN EL CONCIERTO DE BILLY JOEL

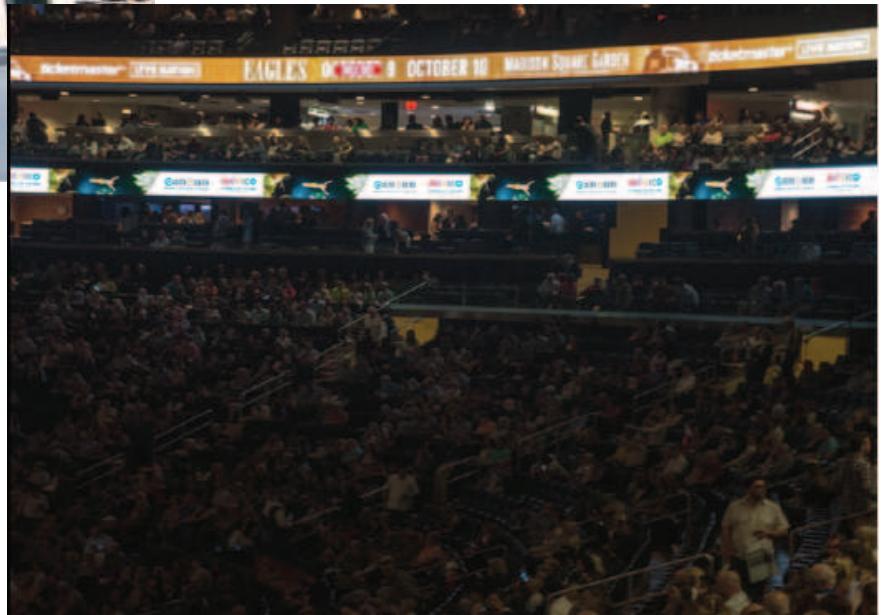
VALLA MÓVIL DIGITAL	
Valla móvil digital con branding de la campaña recorriendo los puntos más importantes de la ciudad, zona hotelera, estadios deportivos y los puntos con mayor concentración y flujo de personas.	
# de unidades	2
# de caras de publicidad	3



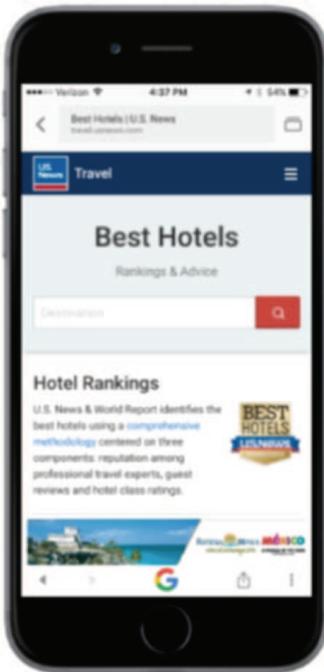
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ACTIVACION DE CANCUN EN EL CONCIERTO DE BILLY JOEL EN NY 2018

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PAUTA MOBILE EN CHICAGO



Objetivo:

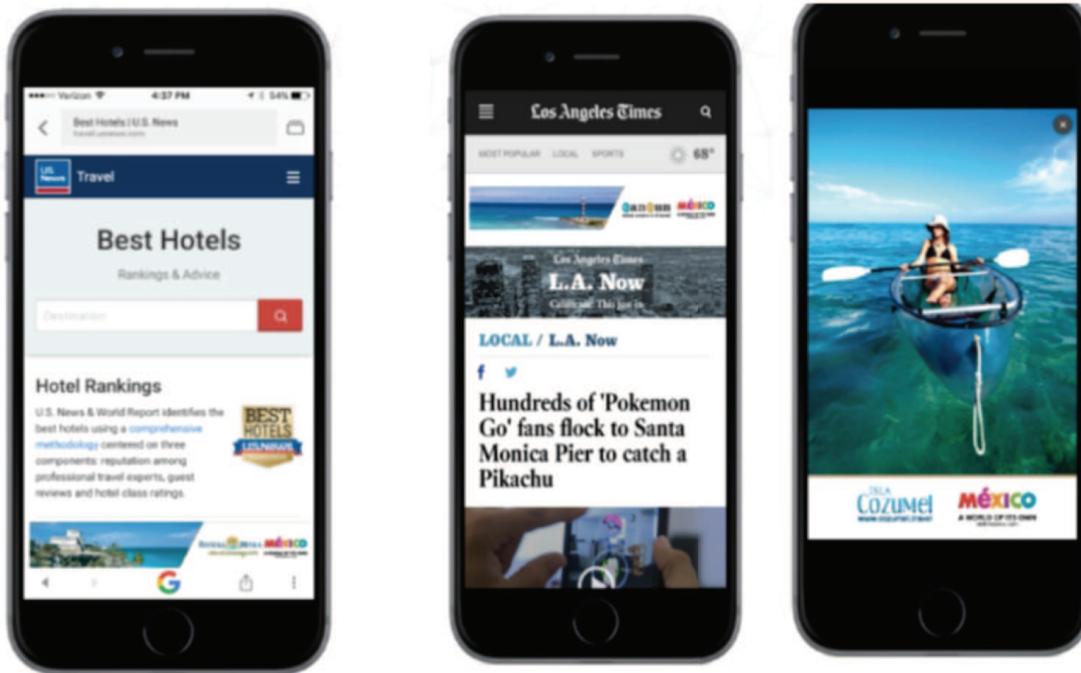
Pauta que complementa la pauta de OOH en esta misma ciudad de Chicago, aprovechando el poder de la geolocalización de ubicaciones de alto impacto como son el aeropuerto, interiores y exteriores de zonas aledañas a arenas, estadios, parques, centros comerciales, etc.

Las personas que habían visto OOH – Pantalla digital primero respondieron con más fuerza a la publicidad en dispositivos móviles en un 48%.

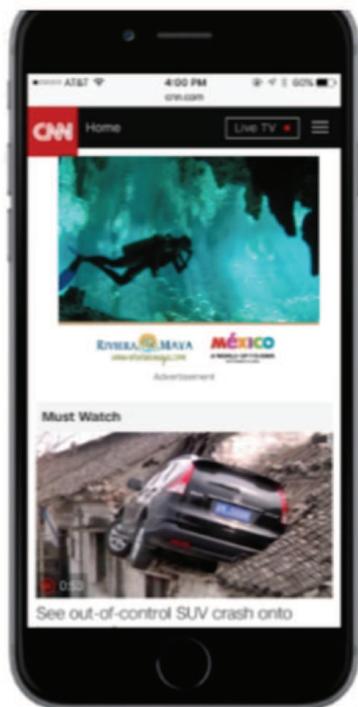
- Generando mayor reconocimiento y recordación de marca.
- Genera un mayor tráfico a los URL de los destinos por el interés que genera el cross entre OOH y Mobile.



PAUTA MOBILE EN CHICAGO



CONSEJO DE PROMOCIÓN TURÍSTICA DE
QUINTANA ROO

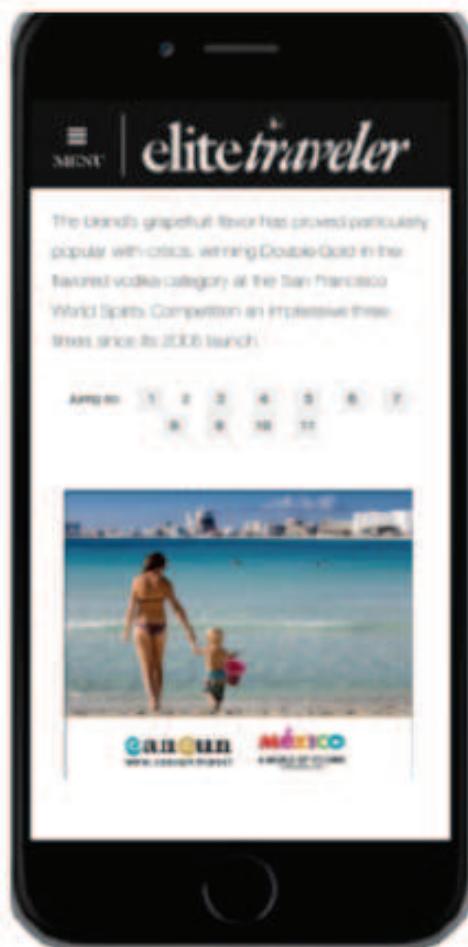


CONSEJO DE PROMOCIÓN TURÍSTICA DE
QUINTANA ROO

ACCIONES DIGITALES DE CANCUN EN CHICAGO 2018

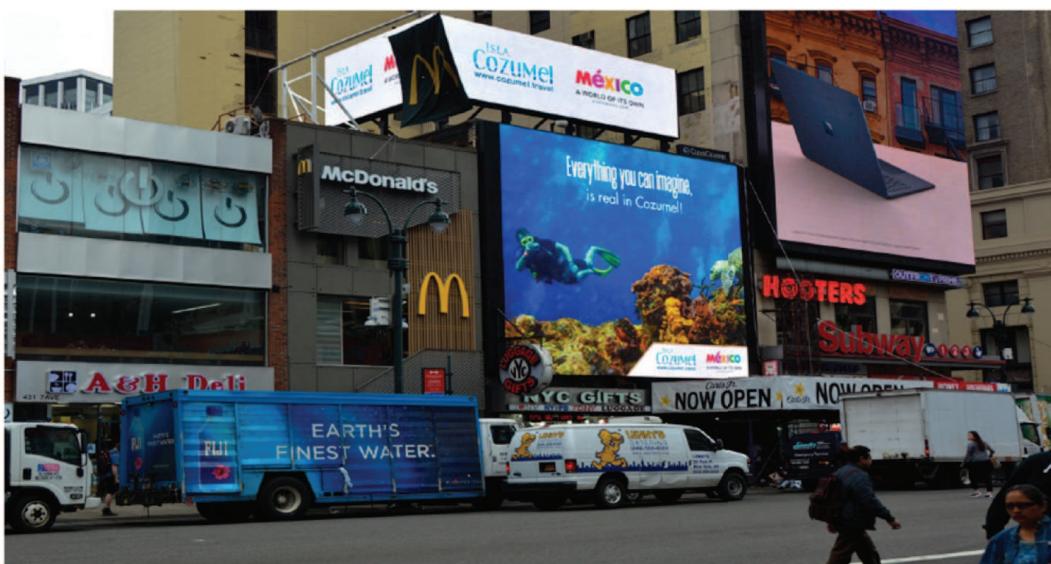
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PAUTA MOBILE EN CHICAGO





PANTALLAS DIGITALES Y TAXIS EN NUEVA YORK



Mag. Loc.#	Media Type	Location Description	Face Direction	Unit Size (h x w)	Illum.
3	Digital	1567 Broadway WS 5ft S/O 47th St F/E - 8	E	40" x 40"	Yes

CONSEJO DE PROMOCIÓN TURÍSTICA DE
QUINTANA ROO



PANTALLAS DIGITALES Y TAXIS EN NUEVA YORK



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