

CSFORUM12

Capetown - South Africa

CONTENT STRATEGY IN BRAZIL

Ibrahim
Cesar

Where we are now, Where we are going



Ibrahim Cesar

Rio Claro, São Paulo, Brasil

+6 years of work in the field

TEDx Organizer

Bachelor in Social Communications

#csbrazil

An article started the fire...

No.
274

ARTICLES • **TOPICS** • **ABOUT** • **CONTACT** • **CONTRIBUTE** • **FEED**

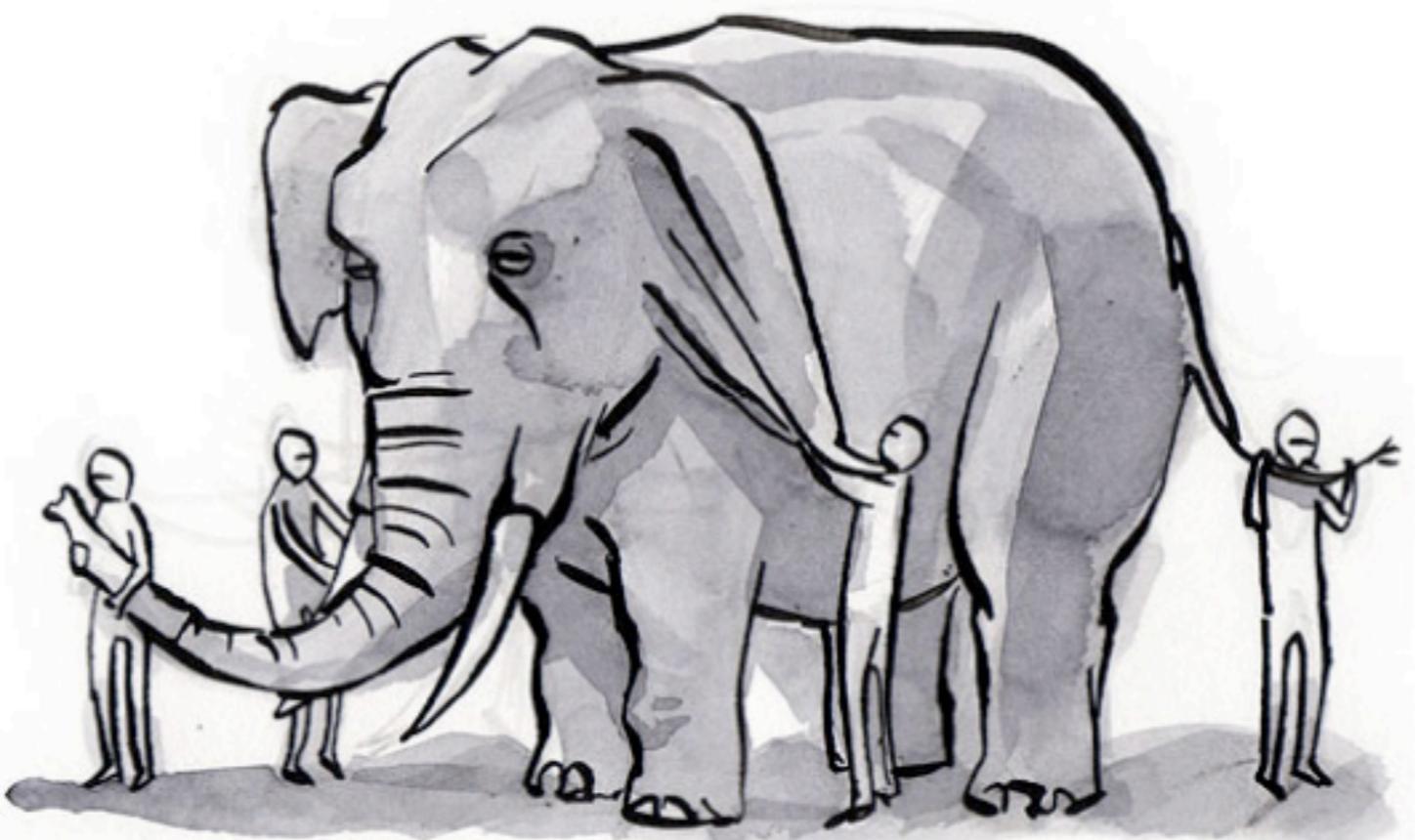
DECEMBER 16, 2008

The Discipline of Content Strategy

by KRISTINA HALVORSON

Published in: Content Strategy, Writing

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include discussions

Topics

- + Code
- + Content
- + Culture
- + Design
- + Mobile
- + Process
- + User Science

Snapshot

If our community fails to recognize, divide, and conquer the multiple roles associated with planning for, creating, publishing, and governing content, we'll keep underestimating the time, budget, and expertise it takes to do content right. We won't

As in: A List Apart 12/16/2008 - <http://www.alistapart.com/articles/thedisciplineofcontentstrategy/>



BRAZIL

The Country

A large, stylized word "BRAZIL" is displayed horizontally. The letters are composed of various colored segments, including blue, red, green, yellow, orange, and purple, which overlap and connect to form each letter. Below this colorful word, the words "The Country" are written in a simple, black, sans-serif font.





The ‘B’ in B.R.I.Cs



ECONOMY

Good, Very Good!

“

... poor content is
the main cause
of user failure

- Jakob Nielsen



useit.com → Alertbox → Oct. 2011 E-Commerce UX Search

Jakob Nielsen's Alertbox, October 24, 2011

E-Commerce Usability

Summary:
Sites have improved, and we now know much more about e-tailing usability. Today, poor content is the main cause of user failure.

It's been 11 years since our [original studies of e-commerce usability](#) — long enough that it's definitely worth revisiting the topic. The bottom line? The number of **usability guidelines for e-commerce** sites has increased from **207 in the first edition** of the report to **874 in the new edition**. Using this rough metric, we now **know 4.2 times as much** about e-commerce user experience as we did during the dot-com bubble.

Usability: Marked Improvements

In our study 11 years ago, we recorded a [success rate](#) of **56%** across 496 task attempts on the e-commerce sites of the day. In our new research, we observed 507 e-commerce task attempts and measured a success rate of **72%**.

In other words, during the dot-com bubble, users attempting to shop on e-commerce sites failed almost half the time. No wonder the bubble burst, with sites that bad. Now, users fail slightly more than a quarter of the time. Sites are still laying claim to money on the table, but not as much.



As fast as we can



BRAZILIANS

The best thing in Brazil



Content Strategy, IA, UX, Design,
Programming and Coffee



FIFA's World Soccer Cup

The year 2016 is rendered in a large, bold, sans-serif font. Each digit and the year separator are filled with a different color segment. The '2' features red at the top, yellow on the right, green on the bottom left, blue on the bottom right, and white in the center. The '0' is blue on the left, red on the right, purple at the top, and white in the center. The '1' has a green top segment, a red vertical stem, and a white center. The '6' is blue on the left, red on the right, purple at the top, yellow on the bottom left, blue on the bottom right, and white in the center.

Olympic Games



The word "MARKET" is composed of thick, colorful sticks of various colors including red, orange, yellow, green, blue, purple, and pink. The sticks overlap each other to form the letters, creating a 3D effect. The letters are outlined in black.

MARKET

Hot! Hot! Hot!

STRATEGY

All you need is a plan.



CHANGE

Ch-ch-changes!

The word "SOCIAL" is written in a bold, sans-serif font. Each letter is filled with a different color and contains internal geometric shapes. The 'S' is light blue with green and orange accents. The 'O' is pink with green and blue accents. The 'C' is blue with orange and green accents. The 'I' is red with blue and purple accents. The 'A' is green with red and blue accents.

A nation of social and outgoing persons

STATS

Source: IBOPE



Country in Facebook

Social networking early adopters and
heavy users

71h30 weekly hours - 42%!

LULADUMA

← INTERNET

PADARIA

The word "MOBILE" is written in a bold, sans-serif font. Each letter is composed of multiple colored segments: M (red, yellow, blue, green), O (pink, green, blue, orange, yellow, brown), B (blue, pink, orange, yellow, green, brown), I (pink, green, blue, yellow, orange), and L (green, pink, blue, yellow, green).

MOBILE

Our connection with the world

STATS

Source: ANATEL



130%

Mobile in Brazil

Yes, we have more mobile than people!

STATS

Source: IBOPE

14%

Smartphones

27mi > France and Germany

STATS

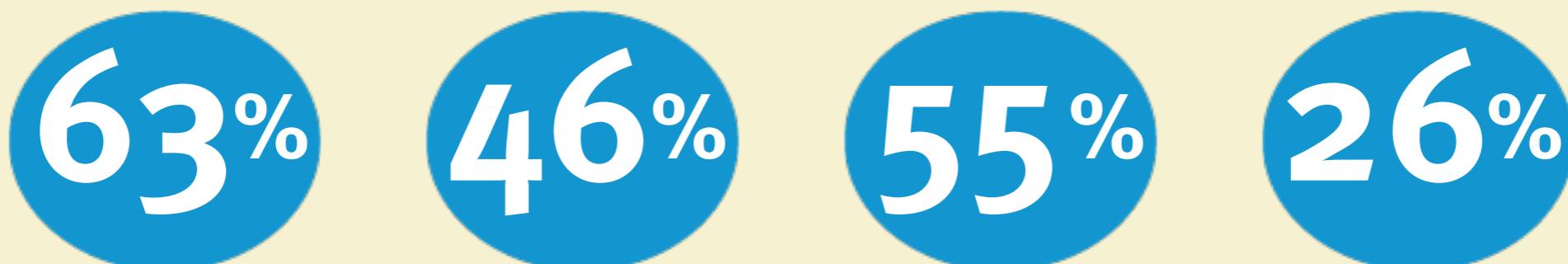
Source: IBOPE



Access to Internet

STATS

Source: IBOPE



Music TV Web Newspaper



Games Movies Books



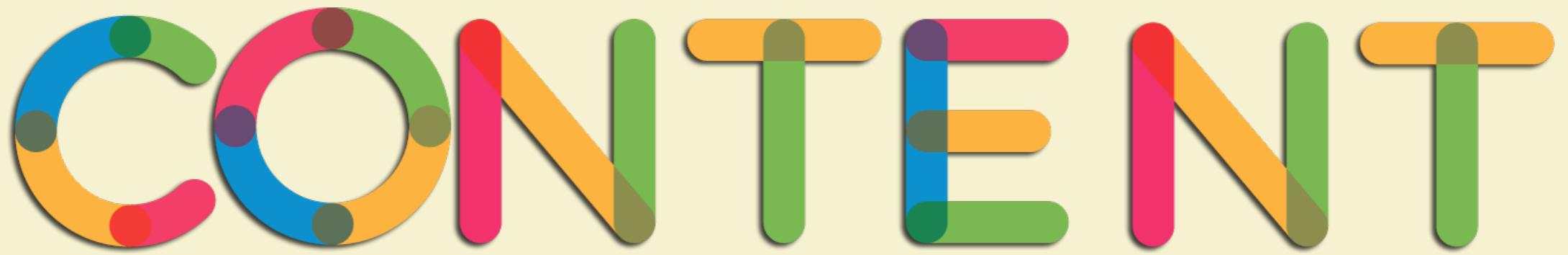
Brazilians LOVE videos. Yes, in Caps.

STATS

Source: IBOPE

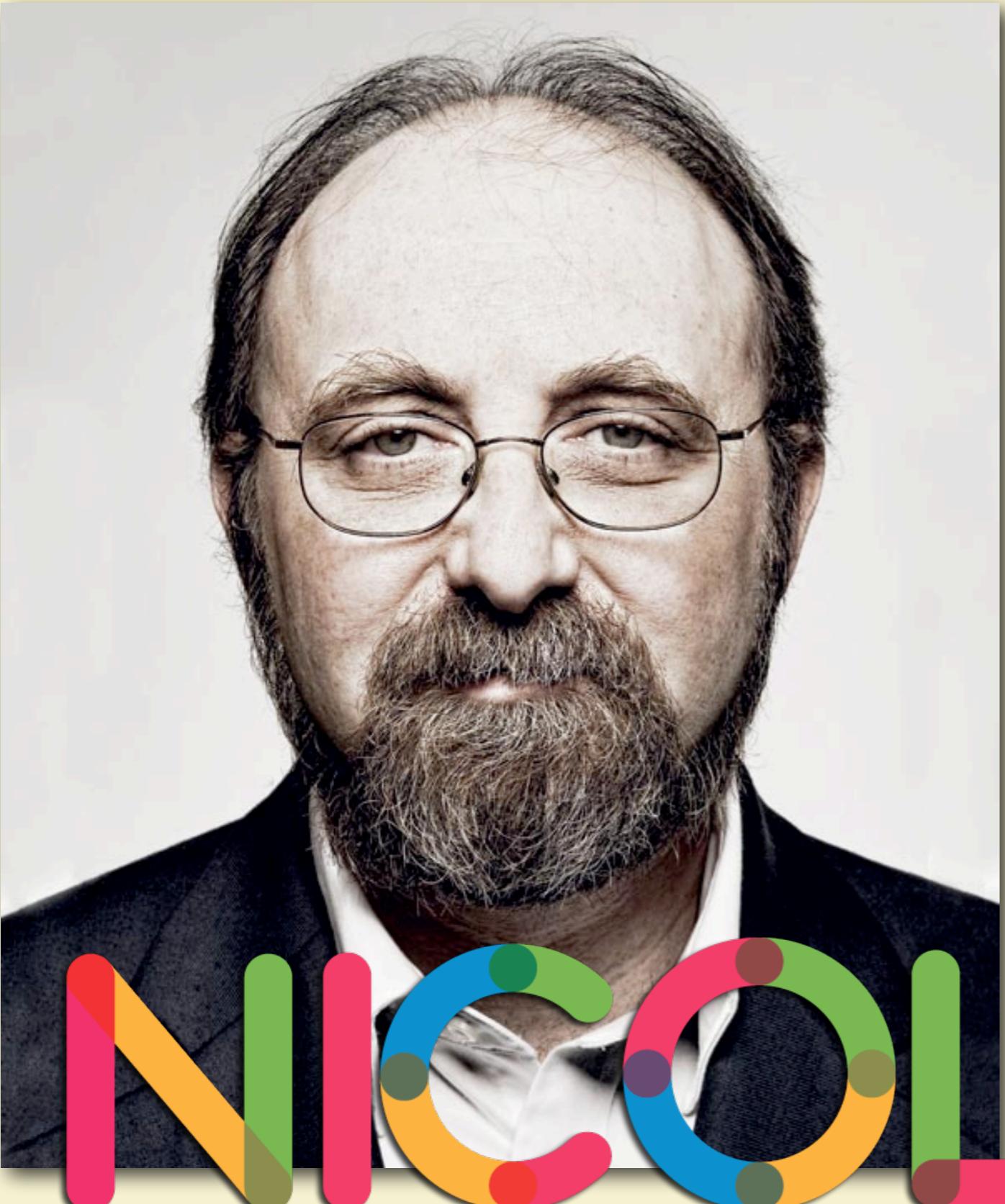
75%

Watch videos. In mobile.



CONTENT

Needs to be at the core of business



NICOLELLIS

author of **Beyond Boundaries:** The New Neuroscience of Connecting
Brains with Machines---and How It Will Change Our Lives



TOOLS

Convivial tools need a literacy



**PROJETO
SONHO
BRASILEIRO**

“Brazilian Dream Project” by Box 1824- www.osonhobrasileiro.com.br



“Brazilian Dream Project” by Box 1824- www.osonhobrasileiro.com.br



“Brazilian Dream Project” by Box 1824- www.osonhobrasileiro.com.br

Kevin



what

TECHNOLOGY

Wants?

what
CONTENT
wants?

Content

WANTS

Efficiency

Content



WANTS

Opportunity

Content

WANTS

Emergence

Content



WANTS

Complexity

Content



WANTS

Diversity

Content

WANTS

Specialization

Content

WANTS

Ubiquity

Content

WANTS

Freedom

Content



WANTS

Mutualism

Content

WANTS

Beauty

Content

WANTS

Sentience

Content

WANTS

Structure

Content

WANTS

Evolvability

TRANSFORMATIONS

Brazil as a lab

**It takes ALL the running
you can DO,
to KEEP in the SAME place.**

**If you WANT to get
SOMEWHERE else,
you MUST RUN
at least
TWICE AS FAST
as that!**

- Red Queen





Speak slowly, please!

CSFORUM12

Capetown - South Africa

OBRIGADO!

Thank you all!

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@ibrahimcesar

Types in this keynote

Titles & Decorative: **Multicolore** by Neogrey Creative

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