

# MEDIA AND CONTENT CONSUMPTION IN THE MULTISCREEN ERA

The panel aims to discuss the challenges and possibilities of communication in a universe where the consumer has total control of what to see, where to see and how to see. We will try to bring a holistic view, with an advertiser, a content producer and OOH platform to discuss this topic.

**Chair: Guido Sarti - Guido Sarti - Head of Convergence at Globosat**

## Speakers:

- **Raphael Jimenez - National Advertising Director at Elemidia**
- **Rafael Gonçalves - Executive Manager of Integrated Media at BRF**



**Chair: Guido Sarti - Head of Convergence at Globosat**

A professional with over 10 years' experience in Business Intelligence focused on Marketing. He is responsible for integrating qualitative and quantitative data in planning processes, UX/ID, media e and creative disciplines. His track records consists of projects that enabled the development of strategies for clients like MasterCard, Itaú, Vivo, Google, Nike, RockInRio, RedBull, Natura and Netflix. He began his career at R/GA as soon as the agency entered the Brazilian market, always in the universe of data and analytics, and he has been using data to enhance the efficiency of processes and strategic capabilities by developing creative solutions. He worked on the launch of Nike Fuel, a project that expanded the sales and awareness of the Nike brand among its consumers, and was also involved in the re-launch of Perfumaria Natura, a project that led to the recovery of the position of the world's most pulverized perfumery market.



**Raphael Jimenez - National Advertising Director at Elemidia**

Elemidia's National Advertising Director, Raphael Jimenez holds a degree in business administration from PUC SP and an MBA from FGV. He has been with Elemidia for 15 years and previously worked for companies such as Citibank, Credicard and Bradesco. Today he leads a sales team of 30 people and is 38 years old!



**Rafael Gonçalves - Executive Manager of Integrated Media at BRF**

Marketing executive, media specialist with track record in major ATL agencies and, since August 2018, responsible for the entire content distribution strategy at BRF.