

SPIN JUDGE

“How a small newspaper ad became the talk of the week in Brazil and abroad”



BACKGROUND:

The former richest man in Brazil, Mr. Eike Batista, lost 34.5 billion Dollars in a year and is being prosecuted for insider trading. The judge assigned to the case sent to seize money and assets of the entrepreneur and decided to take a ride in one of the collected luxury cars.



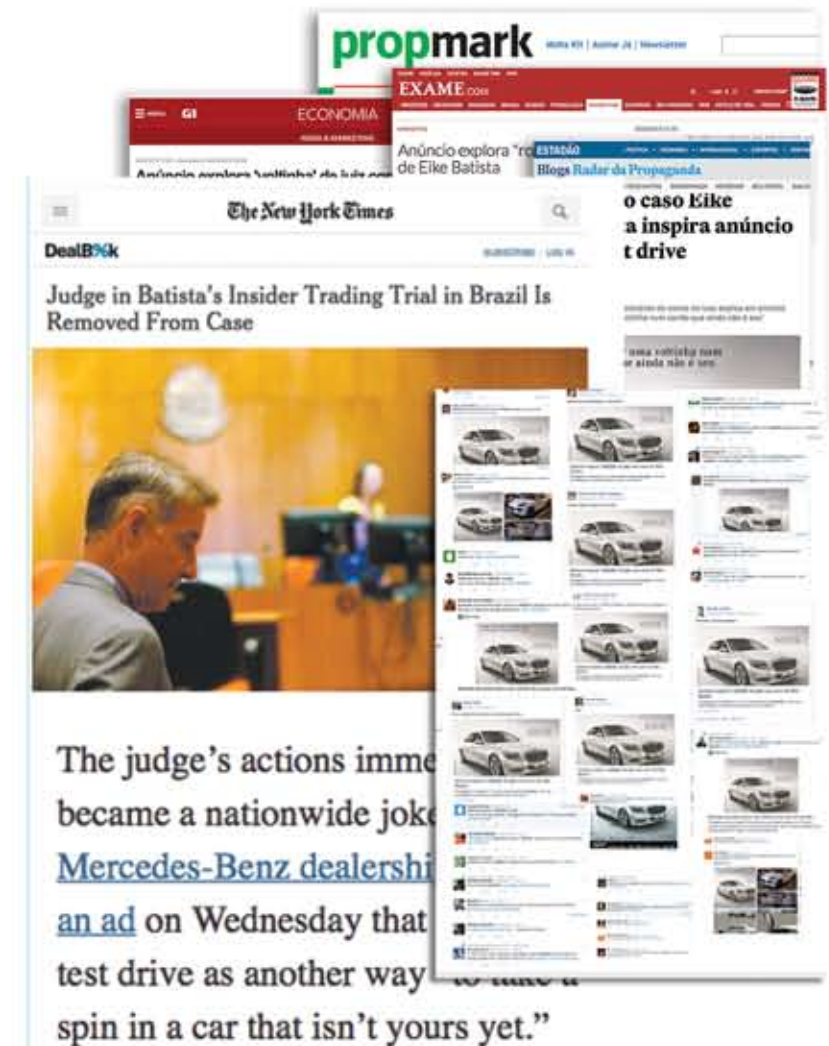
SOLUTION:

The scandal made headlines on the Internet and generated the next day, along with the headlines in print newspapers, a small ad in the newspaper classified car page of a Mercedes-Benz dealer, offering a test drive with the title “How to take a walk in a big car not and yours”.



RESULTS:

The impact was immediate in the national press, social networks and at the international press, especially the New York Times which cited the small ad in the article about the removal of the judge from the case.



The judge's actions immediately became a nationwide joke. Mercedes-Benz dealership ran an ad on Wednesday that offered a test drive as another way to spin in a car that isn't yours yet.”