

## TECHNICAL FILE



- Advertised brand: Vanguard Properties
- Advert title(s): We Play at Home
- Headline and copy text (in English): We Play at Home // There's nothing like winning at home // We have Home Advantage
- Media (see available options below): Print – Newspaper and Magazine Press Advertising
- Advertising Agency: By, Lisbon, Portugal
- Agency website: <https://bycom.pt/>
- Creative Director: Carlos Pontes and Kiko Pedreira
- Art Director: Carlos Pontes and Joana Dionísio
- Copywriter: Kiko Pedreira
- Art finalist: João Ruas
- Client Executive: Gisela Macedo
- Client Service Director: Luísa Manso
- Published: April, 2018
- Synopsis: VANGUARD PROPERTIES AT ESTORIL OPEN: WE PLAY AT HOME (JOGAMOS EM CASA)

Vanguard Properties, a real estate investment group, is one of the main sponsors of Estoril Open 2018, the biggest Portuguese tennis tournament.

Our challenge was to announce this official sponsorship through a concept that could be communicated in a print ad. The concept would have to mix tennis and real estate.

At Estoril Open, Portuguese tennis players have home advantage. Vanguard Properties acts in real estate, for this reason it understands the “home” market.

The “We play at home” concept was born.

The graphic exercise was to adapt tennis courts to houseplants, promoting our concept almost automatically and with great impact.