

## BACKGROUND

Brazil, 2018. Year of general elections in one of the most corrupt countries in the world. The country will be flooded with electoral campaigns to promote more than 40,000 candidates favored by a justice system designed to hide their acts of corruption from voters.

## INSIGHT

In a year when politicians must show their faces to a country with over 200 million smartphones, we leave the corrupt ones no place to hide.

## IDEA

Based on facial recognition, Corruption Detector is an App that draws on a comprehensive database of politicians' official records of corruption, previously hidden in hundreds of courts across Brazil. By simply pointing a phone at a candidate, voters can now recognize the corrupt ones, no matter where they are. On TV. Internet. Papers. Political rallies. Everywhere.

## RESULTS

With zero media investment, 120 million people were impacted. In just one week Corruption Detector became the most downloaded App in Brazil, #1 'Trending Apps' on Google Play and #1 'Apps We Love' on App Store.

By knowing the true face of each candidate, 120 million Brazilians can now change the face of the country.

ReclameAQUI

# CORRUPTION DETECTOR



WHEN CORRUPT POLITICIANS SHOW THEIR FACES,  
WE DROP THEIR MASKS.

## MOST DOWNLOADED APP IN BRAZIL.

# 1 'TRENDING APP' ON GOOGLE PLAY

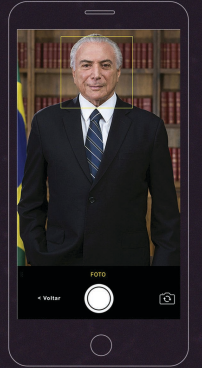
+400,000 ORGANIC DOWNLOADS IN THE LAUNCH WEEK

# 1 'APPS WE LOVE' ON APP STORE

DOWNLOAD NOW:



TAKE A PICTURE OF THE POLITICIAN, NO MATTER WHERE YOU SEE THEM: TV, NEWSPAPERS, INTERNET- ANYWHERE.



THE OFFICIAL CORRUPTION RECORDS APPEAR INSTANTLY ON THE SCREEN. IF IT'S PURPLE, THEY ARE IN TROUBLE.



ALL DATA ORGANIZED BY THE APP IS AVAILABLE FOR REFERENCE AT ANY TIME AND CAN ALSO BE ACCESSED USING THE SEARCH BOX.



MAIN NATIONAL MEDIA COVERAGE:

