

Yahoo Gets Lunar Eclipse Mood to Relaunch Brand in Brazil

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Yahoo! Brazil is introducing a new version of their homepage together with a brand campaign that will look to establish Yahoo! Brazil as an unpredictable, exciting, and unexpected type of company.

To help transition the company into its next phase, Yahoo! Brazil tapped São Paulo-based marketing agency, LiveAd and New York-based digital shop, Night Agency, for all branding efforts, among them Yahoo! Brazil's new tagline: "Do Not Underestimate the Purple." the color which will also set the tone for future messaging.

The unveiling of the new homepage was timed in conjunction with the partial lunar eclipse of August 16th which was visible over South America.

"We saw the eclipse as the perfect time to showcase Yahoo! Brazil's new face and functionality," explains Lucas Mello, CEO of LiveAd.

Last month, Yahoo! Brazil began promoting the impending eclipse as their very own - seeding reports of working with a conjured company called Celestial Marketing (www.celestialmarketing.com) that specialized in marketing services such as advertising on the moon, spaceship brand takeover, and of course, creating global 'experiences' such as branded eclipses.

At the same time LiveAd and Night Agency also began to unleash promotions throughout Brazil, running broadcast, web video, radio and print ads that spoke to Yahoo! Brazil's August 16th lunar eclipse as the day the brand would change forever. The Internet portal used the actual lunar event to broadcast the eclipse and host a special event to ring it in purple style.

The eclipse promotion was simply phase one of what should be an extended campaign, just as the upgrade in Yahoo! Brazil's homepage interface will be only the first of many upgrades set to be implemented in the upcoming months.

The firm will be launching new products, as well as unleashing a new service every month until the end of the year. Simultaneously, LiveAd and Night Agency will continue to expand their combined efforts, both online and traditionally, to set Yahoo! Brazil clear on its path to a reinvented brand personality.

Night Agency was founded in 2004 and is headquartered in New York City. It is an independently owned creative digital agency specializing in interactive brand strategy and consumer engagement. Night Agency clients include Dial Corporation, Estee Lauder, STA Travel and MTV.

LiveAd was founded in 2005, and is based in São Paulo. LiveAd is an independent online and offline advertising hot shop. LiveAd clients include Yahoo! Brasil, Grendene, Nike Running, Whirlpool and Kelloggs.

Service

Yahoo! Brazil

Site: www.yahoo.com.br