



# CASE STUDY

## Brazil Ministry of Tourism Campaign: "Brazil, Something For Everyone"

Given the need to promote domestic tourism and in turn generate revenue that will strengthen nation, the Brazil Ministry of Tourism, in partnership with Sao Paulo Association of Travel Agencies (AVIESP) have chosen the Cinetransformer to communicate their message about the unique destinations, different types of experiences and activities available throughout the country.

This tour took place over three months in the summer. Visiting over 30 cities, the Cinetransformer brought the tourism message directly to the people of Brazil, in a fun and innovative way. The result of this activity was to breathe new life into the tourism industry within the country.

The Cinetransformer was transformed into a single level walk through exhibit, with plasma screens installed in separate areas of the unit. Each area featured a different type of destination including beach destinations, hiking, night life etc.



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