



CASE STUDY

Promotional Tour: "Cultural Ultragaz"

Ultragaz, a pioneer in the distribution of liquefied gas in Brazil, operates in every region of the country, with a 90% market share.

For the third consecutive year, Ultragaz has chosen the Cinetransformer as the venue for their Consumer Promotion and Education Program. The Cinetransformer travels throughout the country, reaching communities both large and small.

The goal of the program is to reach the consumers of all ages, informing new users and long time customers about the benefits of using liquefied natural gas as well as safety training how to use it safely to avoid accidents and protect everyone's safety. Information on how to best protect the environment is included in the presentation. In order to make the most impact, the presentation video is in 3D. This has boosted attendance as a result of the memorable experience and the word of mouth buzz created by this novel approach.

Ultragaz is sold on the Cinetransformer! They will continue use the Cinetransformer to tour the country on a regional basis, spreading the good news about Ultragaz while creating a memorable, high impact experience for their clients.



Miami, USA
1970 NE 153rd ST, Bay 3
North Miami Beach, FL 33162

PH. (305) 957.1991
raul.fernandez@cinetransformer.com

Sao Paulo, Brazil
IAÉ 620 Conj. 38 - Moema
MOEMA
CEP 040075-000

PH. +55 (11) 50 52 42 21
infobrasil@cinetransformer.com.mx

Mexico City
HERODOTO 56
COL. ANZURES
C.P. 11590

PH. +52 (55) 85 96 77 20
ventas@cinetransformer.com.mx

