

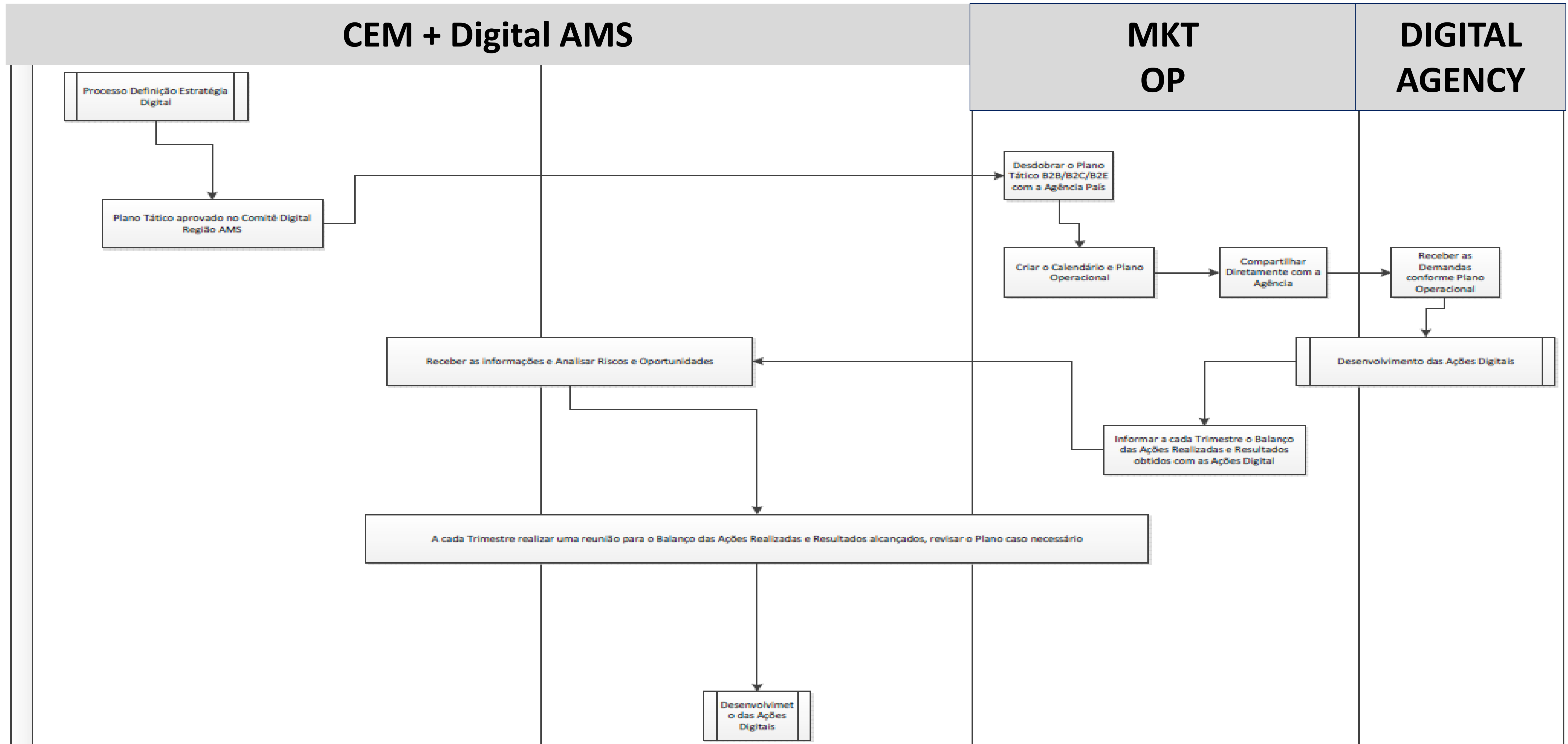


# ***EXPERIENCE***

jul 18

# ***DIGITAL PROCESS***

jul 18

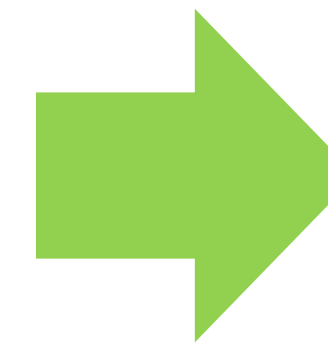




# ***APROVAÇÃO DE PEÇAS OFF-LINE***

# CAMPAÑA DE MARCA - NUEVO CONCEPTO

B2C → Albanise Martins  
B2B ON (URB/TLD) → Judite Sousa  
B2B OFF (OHT) → Carolina Simões  
Mining → Lindsey Carneiro



Nosotros aprobamos  
con Comunicación  
Corporativa.

Plazo ideal para discusión:  
30 días



# ***FLUXO DE APROVAÇÃO DE PEÇAS RECORRENTES E CAMPANHAS PROMOCIONAIS***



# MICHELIN DIGITAL PROCESSES

JUNE / 2018

# INTRODUCTION —



WITH THE CHANGES IN MICHELIN SOUTH  
AMERICA MKT TEAM, WE NEED TO  
REFORMULATE SOME PROCESSES.



WE ARE GOING TO SEPARATE THE MAIN  
THEMES AND THEN WE'LL PUT HOW THE  
PROCESSES WILL WORK FOR EACH ITEMS.

## Scope of websites

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### Michelin

BR: <http://www.michelin.com.br/home.html>

PE: <http://www.michelin.com.pe/home.html>

EC: <http://www.michelin.com.pe/home.html>

CL: <http://www.michelin.cl/home.html>

CO: <http://www.michelin.com.co/CO/es/pagina-principal.html>

AR: <http://www.michelin.com.ar/AR/es/homepage.html>

VE: <http://www.michelin.com.ve/VE/es/pagina-principal.html>

### Tigar

AR: <http://www.neumaticostigar.com.ar/>

BR: <http://www.pneustigar.com.br/>

CO: <http://www.llantastigar.com.co/>

EC: <http://www.llantastigar.com.ec/>

Panama: <http://www.llantastigar.com.pa/>

PE: <http://www.llantastigar.com.pe/?>

### BFGoodrich

BR: <https://pneusbfgoodrich.com.br/>

CL: <https://bfgoodrich.cl/>

CO: <https://bfgoodrichcolombia.com/>

AR: <https://bfgoodrichargentina.com.ar/>

VE: <https://bfgoodrich.com.ve/>

# THEMES

# TIRE SELECTOR UPDATES



# MICHELIN BR, CL, PE AND EC

## Tire Selector Updates - MICHELIN BR, CL, PE and EC

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The Tire Selector or Price Update for Michelin Brasil, Michelin Chile, Michelin Peru e Michelin Equador are made locally (with Brazilian Agency). In Michelin Brazil's Fee, we have one update per month for all the countries. So, we have to analyze if we will still have updates that month, otherwise we'll have to wait for the next month.

We have to receive the excel file with the updates in the same format of Brasil's TS.

**ESTIMATED DEADLINE:** 1 week.

**RESPONSIBILITY FOR THE UPDATE:** Brazilian Agency (Sapient AG2).

Please, send the file update to:

**Sapient Ag2 Focal Points (Brazil's Agency):** Marcella Fernandes ([marcella.fernandes@sapientag2.com.br](mailto:marcella.fernandes@sapientag2.com.br)) and Georgia Salles ([georgia.salles@sapientag2.com.br](mailto:georgia.salles@sapientag2.com.br))

And put on copy:

**Michelin's South America MKT Team Focal Points:** Isabelle Queiroz ([isabelle.queiroz-monteiro\\_ext@michelin.com](mailto:isabelle.queiroz-monteiro_ext@michelin.com))



# MICHELIN CAC, VENEZUELA, COLOMBIA AND ARGENTINA





## Tire Selector Updates - MICHELIN CAC, VENEZUELA, COLOMBIA and ARGENTINA

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The Tire Selector Update for Michelin CAC, Michelin Venezuela, Michelin Colombia and Michelin Argentina are made by the global agency. The Brazilian Agency receives the changes and send the update to the global agency. The Brazilian Agency does not have the “power” to change deadlines, only to alert when we have something urgent - the whole update is responsibility of the global agency.

We have to receive the excel file with the updates in the same format of Brasil TS.

**ESTIMATED DEADLINE:** 1,5 weeks.

**RESPONSIBILITY FOR THE UPDATE:** Global Agency.

Please, send the file update to:

**Sapient Ag2 Focal Points (Brazil's Agency):** Marcella Fernandes ([marcella.fernandes@sapientag2.com.br](mailto:marcella.fernandes@sapientag2.com.br)) and Georgia Salles ([georgia.salles@sapientag2.com.br](mailto:georgia.salles@sapientag2.com.br))

And put on copy:

**Michelin's South America MKT Team Focal Points:** Isabelle

Ex: MICHELIN\_TS\_EX.xlsx

Microsoft Excel interface showing a spreadsheet titled "MICHELIN\_TS\_EX". The ribbon includes "Página Inicial", "Inserir", "Layout da Página", "Fórmulas", "Dados", "Revisão", and "Exibir". The spreadsheet data is as follows:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
1	Brand	Model	Version	Dimension	R	Original	Front/Rear	Width	Aspect R	Rim	Load In	Speed In	Category	Vehicle Year S	Vehicle Year E	CAI	
2	AGRALE	FURGOVAN	2.8 TD FURGOVAN 6000	205/75 R17.5 124/122N	N	SERIE	DIANTEIRA/TRASEIRA	205	75	17,5	124/122	N	furgão	2002	2007		
3	AGRALE	FURGOVAN	2.8 TD FURGOVAN 6000 E	205/75 R17.5 124/122N	N	SERIE	DIANTEIRA/TRASEIRA	205	75	17,5	124/122	N	furgão	2006	2010		
4	AGRALE	FURGOVAN	2.8 TD FURGOVAN 6000 RS	215/75 R17.5 124/122N	N	SERIE	DIANTEIRA/TRASEIRA	215	75	17,5	124/122	N	furgão	2004	2007		
5	AGRALE	FURGOVAN	4.3 TD E-MEC FURGOVAN 8000	205/75 R17.5 124/122N	N	SERIE	DIANTEIRA/TRASEIRA	205	75	17,5	124/122	N	furgão	2007	2010		
6	AGRALE	FURGOVAN	4.3 TD E-MEC FURGOVAN 8000 AUTO	205/75 R17.5 124/122N	N	SERIE	DIANTEIRA/TRASEIRA	205	75	17,5	124/122	N	furgão	2007	2010		
7	AGRALE	FURGOVAN	4.3 TD FURGOVAN 8000	205/75 R17.5 124/122N	N	SERIE	DIANTEIRA/TRASEIRA	205	75	17,5	124/122	N	furgão	2003	2007		
8	AGRALE	FURGOVAN	4.3 TD FURGOVAN 8000 AUTO	205/75 R17.5 124/122N	N	SERIE	DIANTEIRA/TRASEIRA	205	75	17,5	124/122	N	furgão	2003	2007		
9	AGRALE	MARRUA II	2.8 TDI AM 100 CABINE DUPLA 4X4	LT 285/75 R16 116Q	N	SERIE	DIANTEIRA/TRASEIRA	285	75	16	116	Q	pick-up	2015	2017		
10	AGRALE	MARRUA II	2.8 TDI AM 200 CABINE DUPLA 4X4	LT 285/75 R16 116Q	N	SERIE	DIANTEIRA/TRASEIRA	285	75	16	116	Q	pick-up	2015	2018		
11	AGRALE	MARRUA II	2.8 TDI AM 300 CHASSI CABINE 4X4	LT 285/75 R16 116Q	N	SERIE	DIANTEIRA/TRASEIRA	285	75	16	116	Q	pick-up	2015	2018		
12	ALFA ROMEO	145	1.8 16V	195/55 R15 85V	N	SERIE	DIANTEIRA/TRASEIRA	195	55	15	85	V	hatchback	1998	1999	520111	195/55 R15 85V TL EN
13	ALFA ROMEO	145	2.0 16V	195/55 R15 85V	N	SERIE	DIANTEIRA/TRASEIRA	195	55	15	85	V	hatchback	1996	1998	520111	195/55 R15 85V TL EN
14	ALFA ROMEO	145	2.0 16V QUADRIFOGLIO	195/55 R15 85V	N	SERIE	DIANTEIRA/TRASEIRA	195	55	15	85	V	hatchback	1996	1999	520111	195/55 R15 85V TL EN
15	ALFA ROMEO	147	2.0 16V TS SELESPEED	215/45 R17 91W	N	OPCIONAL	DIANTEIRA/TRASEIRA	215	45	17	91	W	hatchback	2002	2008	795291	215/45 ZR17 (91Y) EXT
16	ALFA ROMEO	147	2.0 16V TS SELESPEED	205/55 R16 91W	N	SERIE	DIANTEIRA/TRASEIRA	205	55	16	91	W	hatchback	2002	2008	761552	205/55 ZR16 94W EXT
17	ALFA ROMEO	155	2.0 16V ELEGANT	195/60 R14 86V	N	SERIE	DIANTEIRA/TRASEIRA	195	60	14	86	V	sedan	1996	1998		
18	ALFA ROMEO	155	2.0 16V SUPER	195/55 R15 85V	N	SERIE	DIANTEIRA/TRASEIRA	195	55	15	85	V	sedan	1996	1998	520111	195/55 R15 85V TL EN
19	ALFA ROMEO	156	2.0 16V	205/60 R15 91V	N	SERIE	DIANTEIRA/TRASEIRA	205	60	15	91	V	sedan	1998	2002	810858	205/60 R15 91V TL EN
20	ALFA ROMEO	156	2.0 16V	205/55 R16 89W	N	OPCIONAL	DIANTEIRA/TRASEIRA	205	55	16	89	W	sedan	1998	2002	761552	205/55 ZR16 94W EXT
21	ALFA ROMEO	156	2.0 16V SPORTWAGON	205/60 R15 91V	N	SERIE	DIANTEIRA/TRASEIRA	205	60	15	91	V	wagon	2001	2002	810858	205/60 R15 91V TL EN
22	ALFA ROMEO	156	2.0 16V SPORTWAGON	205/55 R16 89W	N	OPCIONAL	DIANTEIRA/TRASEIRA	205	55	16	89	W	wagon	2001	2002	761552	205/55 ZR16 94W EXT
23	ALFA ROMEO	156	2.5 V6 24V	205/55 R16 91W	N	SERIE	DIANTEIRA/TRASEIRA	205	55	16	91	W	sedan	2002	2004	761552	205/55 ZR16 94W EXT
24	ALFA ROMEO	156	2.5 V6 24V SPORTWAGON	205/55 R16 91W	N	SERIE	DIANTEIRA/TRASEIRA	205	55	16	91	W	wagon	2002	2003	761552	205/55 ZR16 94W EXT
25	ALFA ROMEO	159	3.2 V6 JTS MEDIUM AUTO	225/50 R17 98W	N	SERIE	DIANTEIRA/TRASEIRA	225	50	17	98	W	sedan	2009	2009	106655	225/50 R17 98Y EXTRA
26	ALFA ROMEO	159	3.2 V6 JTS MEDIUM AUTO	225/50 R17 98W	N	SERIE	DIANTEIRA/TRASEIRA	225	50	17	98	W	sedan	2009	2009	199259	225/50 R17 98W EXTRA
27	ALFA ROMEO	159	3.2 V6 JTS SELECTIVE Q4 AUTO	225/50 R17 98W	N	SERIE	DIANTEIRA/TRASEIRA	225	50	17	98	W	sedan	2007	2008	106655	225/50 R17 98Y EXTRA
28	ALFA ROMEO	159	3.2 V6 JTS SELECTIVE Q4 AUTO	225/50 R17 98W	N	SERIE	DIANTEIRA/TRASEIRA	225	50	17	98	W	sedan	2007	2008	199259	225/50 R17 98W EXTRA
29	ALFA ROMEO	164	3.0 V6 12V	195/65 R15 91V	N	SERIE	DIANTEIRA/TRASEIRA	195	65	15	91	V	sedan	1996	1997		
30	ALFA ROMEO	164	3.0 V6 24V SUPER	205/55 R16 89W	N	SERIE	DIANTEIRA/TRASEIRA	205	55	16	89	W	sedan	1996	1997	761552	205/55 ZR16 94W EXT
31	ALFA ROMEO	166	3.0 V6 24V	215/55 R16 93W	N	SERIE	DIANTEIRA/TRASEIRA	215	55	16	93	W	sedan	1999	2002		
32	ALFA ROMEO	GTV	3.0 V6 24V L	205/50 R16 87W	N	SERIE	DIANTEIRA/TRASEIRA	205	50	16	87	W	sedan	1999	1999		
33	ALFA ROMEO	SPIDER	3.0 V6 12V	205/50 R16 87W	N	SERIE	DIANTEIRA/TRASEIRA	205	50	16	87	W	sport	1996	1998		
34	AM GENERAL	HUMMER	6.5 HARD TOP	35X12.5 R16.5LT 123N	N	SERIE	DIANTEIRA/TRASEIRA	35	12,5	16,5	123	N	suv	1998	2003		
35	AM GENERAL	HUMMER	6.5 OPEN TOP	35X12.5 R16.5LT 123N	N	SERIE	DIANTEIRA/TRASEIRA	35	12,5	16,5	123	N	suv	1998	2003		
36	AM GENERAL	HUMMER	6.5 WAGON	35X12.5 R16.5LT 123N	N	SERIE	DIANTEIRA/TRASEIRA	35	12,5	16,5	123	N	suv	1998	2003		
37	ASIA	GALLOPHER II	2.5 TD LIVO	235/75 R15 105T	N	SERIE	DIANTEIRA/TRASEIRA	235	75	15	105	T	van	1000	2000	485007	235/75R15 100T EVTR

At the bottom, there is a "Tire Selector Abri" button and a zoom level of 80%.

# B2C: BFGOODRICH BR, CL, CO, AR AND VE



## Tire Selector Updates - BFGoodrich BR, CL, CO, AR and VE

—

The Tire Selector Update for BFGoodrich BR, CL, CO, AR and VE are made locally (with Brazilian Agency). In Michelin Brazil's Fee, we have one update per month for all the countries (BFG and Michelin). So, we have to analyze if we will still have updates that month, otherwise we'll have to wait for the next month.

We have to receive the excel file with the updates in the same format of Brasil BFG TS (the excel format is not is not exactly the same as Michelin's website, so we should always follow the correct format).

**ESTIMATED DEADLINE:** 1 week.

**RESPONSIBILITY FOR THE UPDATE:** Brazilian Agency (Sapient AG2).

Please, send the file update to:

**Sapient Ag2 Focal Points (Brazil's Agency):** Marcella Fernandes  
([marcella.fernandes@sapientag2.com.br](mailto:marcella.fernandes@sapientag2.com.br)) and Georgia Salles  
([georgia.salles@sapientag2.com.br](mailto:georgia.salles@sapientag2.com.br))

And put on copy:

**Michelin's South America MKT Team Focal Points:** Isabelle

Ex: BFGoodrich\_TS\_Ex.xlsx

Microsoft Excel interface showing a spreadsheet for BFGoodrich tires. The spreadsheet has columns for Brand, Model, Version, Dimension, RFT, Montaje, Posicion, Width, Aspect Ra, and Rim. The data includes various Citroen and Pagani models.

Office Update: To keep up-to-date with security updates, fixes, and improvements, choose Check for Updates.

	A	B	C	D	E	F	G	H	I	J
1	Brand	Model	Version	Dimension	RFT	Montaje	Posicion	Width	Aspect Ra	Rim
2	CITROEN	ZX HATCHBAC	2.0 VOLCANE	185/60R14 82H	N	serie	Delantera / Trasera	185	60	
3	CITROEN	ZX HATCHBAC	1.9TD HARMONIE	175/65R14 82T	N	serie	Delantera / Trasera	175	65	
4	CITROEN	ZX HATCHBAC	1.9D AURA	185/60R14 82H	N	opcional	Delantera / Trasera	185	60	
5	CITROEN	ZX HATCHBAC	1.4 AVANTAGE	175/65R14 82T	N	serie	Delantera / Trasera	175	65	
6	CITROEN	ZX HATCHBAC	1.4 AVANTAGE FULL	175/65R14 82T	N	serie	Delantera / Trasera	175	65	
7	CITROEN	ZX HATCHBAC	1.8 AURA	185/60R14 82H	N	opcional	Delantera / Trasera	185	60	
8	CITROEN	ZX HATCHBAC	1.8 AURA	175/65R14 82T	N	serie	Delantera / Trasera	175	65	
9	CITROEN	ZX HATCHBAC	1.9TD TENTATION	175/65R14 82T	N	serie	Delantera / Trasera	175	65	
10	CITROEN	ZX HATCHBAC	1.8 AURA AUTO	175/65R14 82T	N	serie	Delantera / Trasera	175	65	
11	CITROEN	ZX HATCHBAC	1.9TD TENTATION	185/60R14 82H	N	opcional	Delantera / Trasera	185	60	
12	CITROEN	ZX HATCHBAC	1.9D AURA	175/65R14 82T	N	serie	Delantera / Trasera	175	65	
13	CITROEN	ZX HATCHBAC	1.9D AVANTAGE	185/60R14 82H	N	opcional	Delantera / Trasera	185	60	
14	CITROEN	ZX HATCHBAC	1.9D AVANTAGE	175/65R14 82T	N	serie	Delantera / Trasera	175	65	
15	CITROEN	ZX HATCHBAC	1.9D AVANTAGE AUTO	185/60R14 82H	N	opcional	Delantera / Trasera	185	60	
16	CITROEN	ZX HATCHBAC	1.9D AVANTAGE AUTO	175/65R14 82T	N	serie	Delantera / Trasera	175	65	
17	CITROEN	ZX HATCHBAC	1.9D AVANTAGE FULL	185/60R14 82H	N	opcional	Delantera / Trasera	185	60	
18	CITROEN	ZX HATCHBAC	1.9D AVANTAGE FULL	175/65R14 82T	N	serie	Delantera / Trasera	175	65	
19	CITROEN	ZX HATCHBAC	1.9TD HARMONIE	185/60R14 82H	N	opcional	Delantera / Trasera	185	60	
20	CITROEN	ZX HATCHBAC	1.8 AURA AUTO	185/60R14 82H	N	opcional	Delantera / Trasera	185	60	
21	CITROEN	ZX BREAK	1.9D BREAK AVANTAGE	185/60R14 82H	N	opcional	Delantera / Trasera	185	60	
22	CITROEN	ZX BREAK	1.9D BREAK AVANTAGE	175/65R14 82T	N	serie	Delantera / Trasera	175	65	
23	PAGANI	ZONDA F	7.3 V12	335/30 R20 104Y	N	serie	Trasera	335	30	
24	PAGANI	ZONDA F	7.3 V12	225/35 R19 88Y	N	serie	Delantera	225	35	

TS BFG Argentina Febrero 2018

Pronto 120%

# B2B MICHELIN



## Tire Selector Updates - BFGoodrich BR, CL, CO, AR and VE

The Tire Selector Update are made locally (with Brazilian Agency).

We have to receive the excel file with the new tires or their adjustments.

**ESTIMATED DEADLINE:** 1 week.

**RESPONSIBILITY FOR THE UPDATE:** Brazilian Agency (EFFETIVE).

Please, send the file update to:

**Effetive Focal Points (Brazil's Agency):**

suporte@effetive.com.br

And put on copy:

**Michelin's South America MKT Team Focal Points:**

**Judite Sousa**

# DEALER LOCATOR UPDATES





MICHELIN BR, CL, PE, EC, CAC,  
VENEZUELA, COLOMBIA AND  
ARGENTINA  
BFGOODRICH BR, CL, CO, AR  
AND VE

**Dealer Locator Updates - MICHELIN BR, CL, PE, EC, CAC,  
VENEZUELA, COLOMBIA and ARGENTINA - BFGoodrich BR, CL,  
CO, AR and VE**

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The Dealer Locator Updates are made locally (with the Brazilian Agency).

We have to receive always the excel file with the updates in the same format.

**ESTIMATED DEADLINE:** TBD (Depends on the size of the update)

**RESPONSIBILITY FOR THE UPDATE:** Brazilian Agency (Sapient AG2).

Please, send the file update to:

**Sapient Ag2 Focal Points (Brazil's Agency):** Marcella Fernandes  
([marcella.fernandes@sapientag2.com.br](mailto:marcella.fernandes@sapientag2.com.br)) and Georgia Salles  
([georgia.salles@sapientag2.com.br](mailto:georgia.salles@sapientag2.com.br))

And put on copy:

**Michelin's South America MKT Team Focal Points:** Isabelle Queiroz ([isabelle.queiroz-monteiro\\_ext@michelin.com](mailto:isabelle.queiroz-monteiro_ext@michelin.com))

# B2B MICHELIN



## Tire Selector Updates - BFGoodrich BR, CL, CO, AR and VE

— The Tire Selector Update are made locally (with Brazilian Agency).

We have to receive the excel file with the new tires or their adjustments.

**ESTIMATED DEADLINE:** 1 week.

**RESPONSIBILITY FOR THE UPDATE:** Brazilian Agency (EFFETIVE).

Please, send the file update to:

**Effetive Focal Points (Brazil's Agency):**

suporte@effetive.com.br

And put on copy:

**Michelin's South America MKT Team Focal Points:**

**Judite Sousa**



Modelo Dealer Locator\_B2B.xlsx [Somente leitura] - Microsoft Excel

Arquivo | Página Inicial | Inserir | Layout da Página | Fórmulas | Dados | Revisão | Exibição | Desenvolvedor

Calibri 11 | Quebrar Texto Automaticamente | Geral | % 000 | Formatação Condicional | Formatar como Tabela | Estilos de Célula | Inserir | Excluir | Formatar | AutoSoma | Preencher | Limpar | Classificar e Filtrar | Localizar e Selecionar

	E	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
1	NOME FANTASIA	OBSERVAÇÕES	ENDERE	BAIR	CIDA	UF	CEP	DE	TELEFONE	ALINHAMEN	BALANCEAMEN	CALIBRADOR (REVISÃO PRESS	RODÍZIO DE PN	RESSULCAG	RECAPAG	FROTA CEP
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CONSOLIDADO ATUALIZADO

Pronto | 80% | 15:58 | 12/07/2018

# LANDING PAGES AND BANNERS

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MICHELIN BR, CL, PE, EC, CAC,  
VENEZUELA, COLOMBIA AND  
ARGENTINA  
BFGOODRICH BR, CL, CO, AR  
AND VE,  
TIGAR BR, AR, CO, EC, PA AND  
PE

**New Landing Pages and Banners (all of them - promotion, product page, opportunity pages) - MICHELIN BR, CL, PE, EC, CAC, VENEZUELA, COLOMBIA and ARGENTINA - BFGoodrich BR, CL, CO, AR and VE - TIGAR BR, AR, CO, EC, PA and PE**

The briefings of the new landing pages must be sent to Michelin South America MKT Team (all of them): promotion pages, product pages, opportunity pages. Michelin's South America MKT Team have to understand the briefing and send the informations to the Brazilian Agency.

All the tagging will be made by Zoly (Local Tagging Agency). But Michelin South America MKT Team and Brazilian Agency will make this point of contact.

**ESTIMATED DEADLINE:** 2 weeks (depends on the size of the Landing Page, the Schedule and the Scope of Work of the month)

**RESPONSIBILITY FOR THE UPDATE:** Michelin's South America MKT Team

Please, send the briefing to:

**Michelin's South America MKT Team Focal Points:** Bárbara Feijó ([barbara.feijo@michelin.com](mailto:barbara.feijo@michelin.com)) and Isabelle Queiroz ([isabelle.queiroz-monteiro\\_ext@michelin.com](mailto:isabelle.queiroz-monteiro_ext@michelin.com))



**Landing Pages and Banners Adjustments (all of them - promotion, product page, opportunity pages, content and image adjustments) - MICHELIN BR, CL, PE, EC, CAC, VENEZUELA, COLOMBIA and ARGENTINA - BFGoodrich BR, CL, CO, AR and VE - TIGAR BR, AR, Co, EC, PA and PE**

The Landing Pages adjustments must be sent to Brazilian Agency (all of them): promotion, product page, opportunity pages, content and image adjustments.

**ESTIMATED DEADLINE:** TBD (Depends on the size of the update)

**RESPONSIBILITY FOR THE UPDATE:** Brazilian Agency (Sapient AG2 for B2C and Effetive for B2B).

Please, send the adjustments to:

**Sapient Ag2 Focal Points (Brazil's Agency):** Marcella Fernandes ([marcella.fernandes@sapientag2.com.br](mailto:marcella.fernandes@sapientag2.com.br)) and Georgia Salles ([georgia.salles@sapientag2.com.br](mailto:georgia.salles@sapientag2.com.br))  
B2B: [suporte@effetive.com.br](mailto:suporte@effetive.com.br)

And put on copy:

**Michelin's South America MKT Team Focal Points:** Isabelle Queiroz ([isabelle.queiroz-monteiro\\_ext@michelin.com](mailto:isabelle.queiroz-monteiro_ext@michelin.com))  
B2B: Judite Sousa

The image shows a Microsoft Word window titled "Briefing\_Template". The ribbon includes "Página Inicial", "Inserir", "Design", "Layout", "Referências", "Correspondências", "Revisão", and "Exibir". The font is set to Gotham HTF, size 28. The document content includes:

SAPIENT  
AG 2 \_

Project Brief and Creative Brief

**BRIEFING**

Write here  
the name of the project.

**WHAT IS THE PROJECT?**

<input type="checkbox"/> Landing Page	<input type="checkbox"/> Product	<input checked="" type="checkbox"/> Post
<input type="checkbox"/> Site	<input type="checkbox"/> Service	<input type="checkbox"/> Other
<input type="checkbox"/> Portal	<input type="checkbox"/> Consulting	
<input type="checkbox"/> App	<input type="checkbox"/> Guide	

**WHAT NEEDS TO BE DONE?**

<input type="checkbox"/> Create <u>everithing</u> from the	<input checked="" type="checkbox"/> Small adjustment
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At the bottom, the status bar shows "Página 1 de 2", "216 Palavras", "Inglês (Reino Unido)", and a zoom level of "150%".

FACEBOOK ALWAYS ON



# FANPAGE MICHELIN BRAZIL AND MICHELIN LATAM

## Creation/Adjustments of Facebook Always On Posts

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The briefings of Facebook Always On posts will be defined by Michelin South America MKT Team. The process have to follow the following directions :

- Respect the inicial briefing. We receive lots briefing changes during the process. We need to respect what was align;
- Adjustment Consolidation. We receive chopped adjustments in the middle of the process. We need to receive the adjustments all at once, because this impacts on the timing of the deliveries, since we do not have a dedicated creative team.
- We realize a lack of communication between the internal areas. We need to receive a single set of adjustments and all the time have to be aligned.

The countries will receive the translated posts for approval 3 working days in advance.

**ESTIMATED DEADLINE (Posts Production):** 3 weeks.

**RESPONSIBILITY FOR THE UPDATE (Posts Production):** Michelin's Brazil Digital Marketing Team

Michelin's South America MKT Team Points: Bárbara Feijó ([barbara.feijo@michelin.com](mailto:barbara.feijo@michelin.com)) and Isabelle Queiroz ([isabelle.queiroz-monteiro\\_ext@michelin.com](mailto:isabelle.queiroz-monteiro_ext@michelin.com))

**ESTIMATED DEADLINE (Posts Validation - Contries):** 3 working days in advance.

**RESPONSIBILITY FOR THE UPDATE (Posts Validation - Contries):** Brazilian Agency (Sapient AG2).

Sapient Ag2 Focal Points (Brazil's Agency): Marcella Fernandes ([marcella.fernandes@sapientag2.com.br](mailto:marcella.fernandes@sapientag2.com.br)) and Georgia Salles ([georgia.salles@sapientag2.com.br](mailto:georgia.salles@sapientag2.com.br))

And put on copy:

Michelin's South America MKT Team Focal Points: Isabelle Queiroz ([isabelle.queiroz-monteiro\\_ext@michelin.com](mailto:isabelle.queiroz-monteiro_ext@michelin.com))

## Facebook Promotion Leads or Dark Posts

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The briefings of Facebook Promotion Leads or Local Dark Post (Promotion Posts) must be sent to Michelin's South America MKT Team. The local agency will be responsible to send the promotion leads.

**ESTIMATED DEADLINE:** 1 day.

**RESPONSIBILITY FOR THE UPDATE:** Brazilian Agency (Sapient AG2).

**Sapient Ag2 Focal Points (Brazil's Agency):** Marcella Fernandes ([marcella.fernandes@sapientag2.com.br](mailto:marcella.fernandes@sapientag2.com.br)) and Georgia Salles ([georgia.salles@sapientag2.com.br](mailto:georgia.salles@sapientag2.com.br))

And put on copy:

**Michelin's South America MKT Team Focal Points:** Isabelle Queiroz ([isabelle.queiroz-monteiro\\_ext@michelin.com](mailto:isabelle.queiroz-monteiro_ext@michelin.com))

## Facebook Fan Page Administration

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The Brazilian Agency is responsible for Facebook FanPages monitoring, but if the country sees that something has not been answered, they must also know that they can respond. We have a Google Docs File where we report user doubts. This spreadsheet is managed by Michelin South America MKT Team.

The monitoring directions are:

- In user responses we should always direct the user to the website.
- We should not give “chewed responses”, such as delivering price responses, dimensions or dealer locator location)
- Never reply the customer with something we are not sure about the answer.

We have at the inbox section of the Fan Page admin, a box with all the default answers. The countries can confirm the answers there.

**ESTIMATED DEADLINE:** Day by Day.

**RESPONSIBILITY FOR THE UPDATE:** Brazilian Agency (Sapient AG2) and Michelin’s Brazil Digital Marketing Team.

Michelin’s South America MKT Team Focal Points: Bárbara Feijó ([barbara.feijo@michelin.com](mailto:barbara.feijo@michelin.com)) and Isabelle Queiroz ([isabelle.queiroz-monteiro\\_ext@michelin.com](mailto:isabelle.queiroz-monteiro_ext@michelin.com))

# CAMPAIGNS/REPORTS/STRATE GY IN GENERAL





## Campaigns

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The campaigns' briefings (like promotion campaigns) needs to be send to Michelin South America MKT Team:

The campaign process consists on:

- 1) Michelin South America MKT Team receives the briefing from the country
- 2) Michelin South America MKT Team send the briefing to the local agency.

**ESTIMATED DEADLINE:** 2 weeks.

**RESPONSIBILITY FOR THE UPDATE:** Michelin's South America MKT Team

**Michelin's South America MKT Team Focal Points:** Isabelle Queiroz ([isabelle.queiroz-monteiro\\_ext@michelin.com](mailto:isabelle.queiroz-monteiro_ext@michelin.com)) and Barbara Feijó ([barbara.feijo@michelin.com](mailto:barbara.feijo@michelin.com))

- 3) The local agency creates the promotion landing page
- 4) The local agency sends the Landing Page for Zoly to tag/track.
- 5) If we have a link to a form or a hotsite at the Landing Page, they must be tagged by Zoly. The local agency will do this connection with Zoly
- 6) If we have media campaign, the country has to send the specification plan to Michelin South America MKT Team and they will send this to Zoly to tag the campaign. Before receiving the Parameterized URL/tracking code, Michelin South America MKT Team will send this to the country and they put the campaign up.

**ESTIMATED DEADLINE:** 2 weeks.

**RESPONSIBILITY FOR THE UPDATE:** Brazilian Agency (Sapient AG2).

**Sapient Ag2 Focal Points (Brazil's Agency):** Marcella Fernandes ([marcella.fernandes@sapientag2.com.br](mailto:marcella.fernandes@sapientag2.com.br)) and Georgia Salles ([georgia.salles@sapientag2.com.br](mailto:georgia.salles@sapientag2.com.br))

And put on copy:

**Michelin's South America MKT Team Focal Points:** Isabelle Queiroz ([isabelle.queiroz-monteiro\\_ext@michelin.com](mailto:isabelle.queiroz-monteiro_ext@michelin.com)) and Barbara Feijó

# Ex: Michelin\_Specs\_EX.xlsx

The image shows a screenshot of the Microsoft Excel application interface. The title bar at the top indicates the file name is "Michelin\_Specs\_EX". The ribbon is set to "Página Inicial" (Home), and the "Geral" (General) group is active. A yellow "Office Update" notification bar is present below the ribbon. The formula bar shows the active cell is A3 with the text "Mobext". The spreadsheet contains the following data:

	A	B	C	D	E	F	G	H
1	Player	Channel	Format	Mobile/Desktop	Pices Type	Dimension	Extension	URL
2	Youtube	Rotativo	Preroll	Desktop / Mobile	Convencional	Url		
3	Mobext	Rotativo	Video HD	Mobile	Convencional	390 Kb	Mp4 / Mov	
4	Netsonic	Rotativo	Social Pre Roll	Desktop / Mobile	Convencional	512 x 384 px, 640 x 480 px, 1024 x 768 px + URL Redes Sociales		
5	Affiperf	Rotativo	Tradicionales	Desktop / Mobile	Convencional	300x250	.Gif	
6	Affiperf - MSN	Rotativo	Custom Header con Video	Desktop / Mobile	Convencional	Collapsed State dimensions: 88x31 Expanded State (or Initial Stage) dimensions 2-Column view: 628x162 3-Column view: 970x250 4-Column view: 1272x328		
7	Google	Rotativo	Anuncios de Texto	Desktop / Mobile	Convencional	<a href="https://support.google.com/adwords/answer/7056544?hl=es-419">https://support.google.com/adwords/answer/7056544?hl=es-419</a>		
8	Mobext	Rotativo	Push Ads	Mobile	Convencional	728x90	Jpg	
9	Publimetro	Rotativo	Preroll	Desktop / Mobile	Convencional		Mp4	
10	Publimetro	Rotativo	Splash Mobile	Desktop / Mobile	Convencional	Vertical: 320x400 y Horizontal 480 x 250	Gif - Html5 - Jpg - Png	
11	Publimetro	Rotativo	Native	Desktop / Mobile	Convencional	150x150 y 680x150	Jpg / png	
12	Publimetro	Rotativo	Post RRSS	Desktop / Mobile	Convencional			
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The status bar at the bottom shows "Pronto" (Ready) and a zoom level of 100%.

The briefings of reports and strategy in general must be sent to Michelin South America MKT Team:

**ESTIMATED DEADLINE:** 2 weeks.

**RESPONSIBILITY FOR THE UPDATE:** Michelin's South America MKT Team

**Michelin's South America MKT Team Focal Points:** Bárbara Feijó ([barbara.feijo@michelin.com](mailto:barbara.feijo@michelin.com)) and Isabelle Queiroz ([isabelle.queiroz-monteiro\\_ext@michelin.com](mailto:isabelle.queiroz-monteiro_ext@michelin.com))

# ***NEXT STEPS***



- Definição Periodicidade das Reuniões
- Temas Desejados

THANKS

