



we stream it live.

## DECIDILO

## MI DESTINO, TU DECISIÓN

- We travel around the world and
- The trip decisions are taken by
- our community at <u>decidilo.com</u>
- and on our social media channels.





90000

## Instagram

Short videos and every cool thing we find goes to Decidilo's Instagram account. Everything foodie goes to Fierita Catalano's account. And Instagram Stories add to Decidilo's storytelling

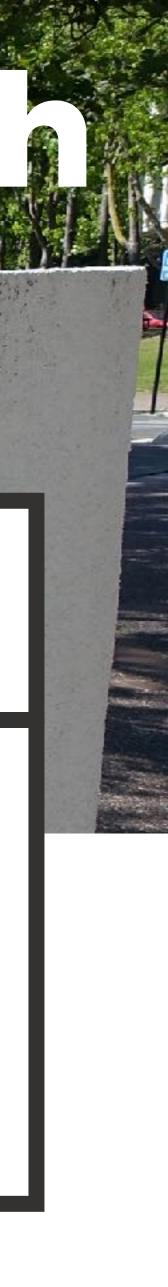
In @fieritacatalano we replicate @decidilo content and announce the live streaming. Here are where most of the community decissions are taken. It's the neuralgic core of our project.

## Twitter

## 50000

## Facebook

The content is spread thru Decidilo, Fierita Catalano y Fielinks fan pages. This is the platform where our casual travellers come for help and inspiration. Our newest addition, steadily growing.



## We speak engagement

As the core of our project is live streaming what our audience voted to see, everything around us is engagement.

We do 30 minutes long live streams showcasing the places and companies that make every trip special.



### **#Sumo #Championship** desde Tokyo **I** Japón **#decidiloJP2** #travel pscp.tv/w/bljeXTF6WUti... 10:05 - 14 sept. 2017







Vos decidís quien va una semana a recorrer Canadá y transmitir en vivo con @decidilo Decidí quién viaja a #decidiloCanada 🛃 Votá y hacé RT 22:36 - 16 feb. 2017

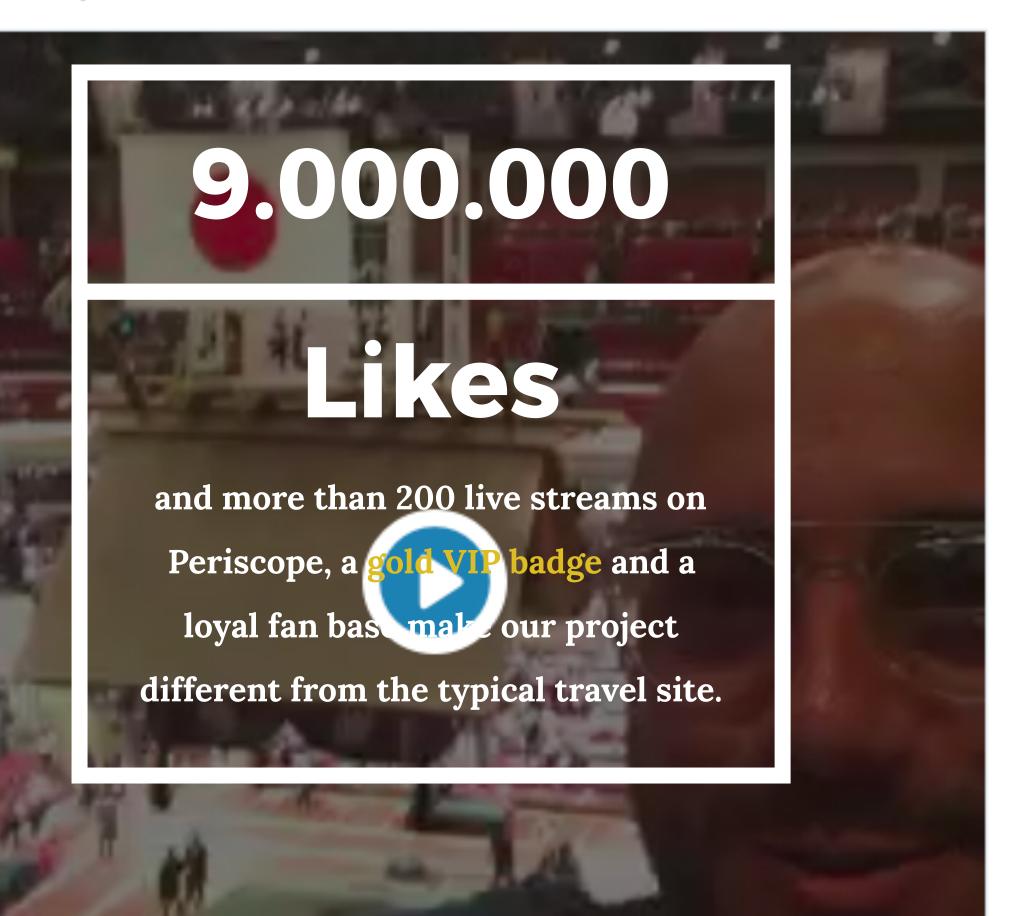
16% @amarazzi y Fierita

47% @jpregio y Fierita

37% @fieritacatalano solo







## DECIDILO TODAY

This are the places from which we've streamed. 38 countries





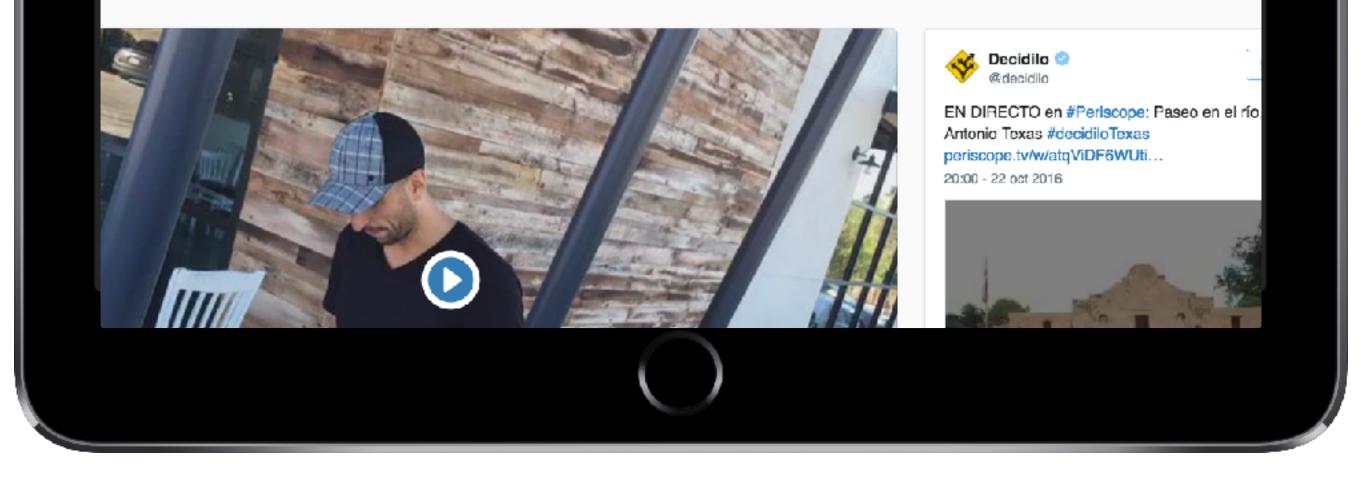
## PlayStation

## **SENNHEISER**





Un viaje donde las decisiones las tomás vos.





KONAM



#### **ESTO ES DECIDILO.**

- These leading companies which stand for innovation, participation and
- creativity, supported our trips, sharing the experience with our audience.

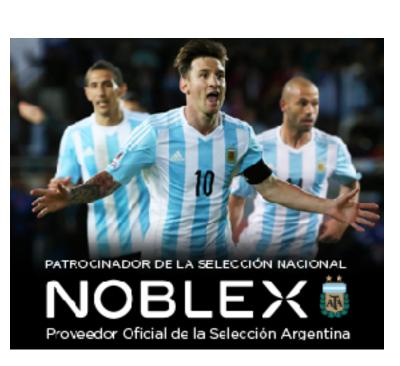


#### M movistar

Con Movistar disfrutá de la velocidad 4G

La red 4G más grande del país.

**4**G











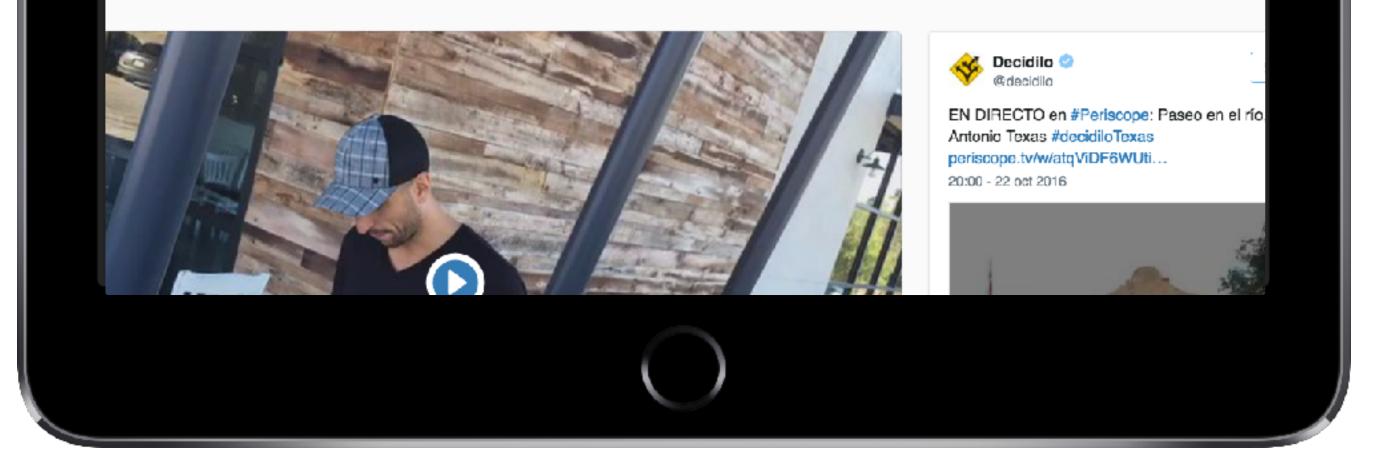
## TORONTO





#### **ESTO ES DECIDILO.**

Un viaje donde las decisiones las tomás vos.











## BARILOCHE

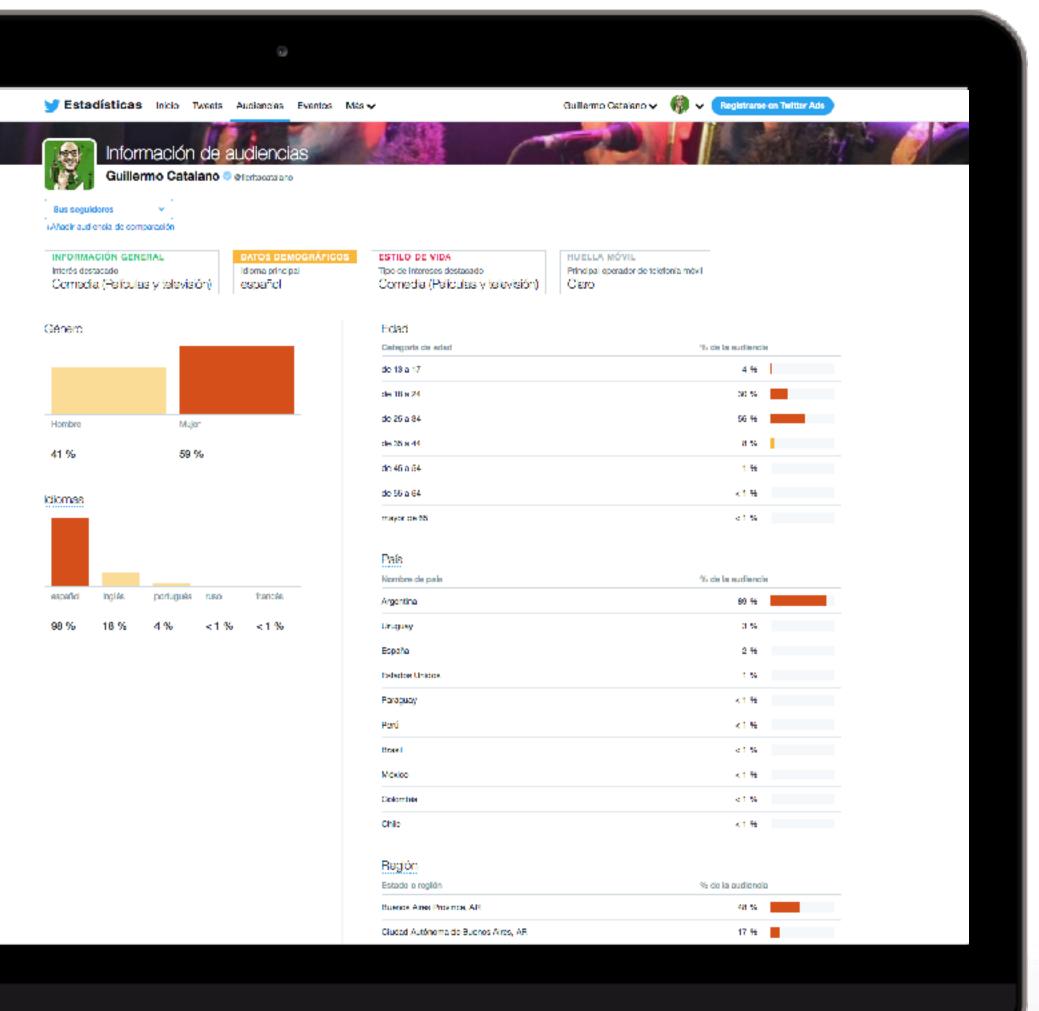
- We work with the world's most innovative DMOs
- and love to inspire fellow travellers to visit awesome places.











#### SPANISH SPEAKING COOL PEOPLE

# 61% 60%

**INSTAGRAM AGE 25 to 49** TWITTER + 70K INCOME

Our audience is composed by young people (on Instagram most of our followers are between 25 and 49 years old, on Twitter between 30 and 50 years old) with good finances (more than 60% with an income bigger than USD 70.000). On Instagram, 60% of our followers are women. They are located in Argentina 64%, Spain 19%, Perú 6%, USA 6%, Mexico 5%, Colombia, Uruguay. They are interested in Euro Trip including a new destination.



## Views in 6 days

## Sub formats

Celebrity guest: We feature a Celebrity or Influencer as a guest who participates in the whole trip. The edition can be themed (New York Movie Locations, Tech Event, Music, etc.)

Solo edition. Single person trip guided by our community. The perfect format for press trips.

Family Edition: The whole Catalano family travels and share

a funny and intimate look at a family trip. Done it Italy, Disney World, Japan, Australia, New Zealand, Spain, Belgium, London and Czech Republic.





# Work with us

On our trips we have fixed activities and variable activities.

Fixed activities are branded content developed with companies, tourism bureaus and unmissable things from our destination (like Times Square in New York).

We incorporate our sponsors in the trip story in a natural and transparent way. Our fans love the companies who make the trip possible and engage positively with them.

From our preferred products to an uprising destination or attraction, we make entertaining 30 minute live streams, promoted tweets, featured instagram posts and stories and blog posts exploring every detail that you want to communicate.





#### **TESTIMONIAL: Our Decidilo Experience**

Our experience with Decidilo exceeded everything we expected. Our main objective was to position Canada as a destination in social media for the first time in the region and to introduce our new Premium Economy product and Air Canada's Maple Leaf lounges. We have received much more interest from consumers in this destination, our sales have grown in 2017-2018 and we have managed to identify Canada with Air Canada.

Valeria Smith

Air Canada

Manager Commercial Latinamerica and Caribbean





Working with **Decidilo** and **Guillermo Catalano** we had the chance to know him personally and professionally with much joy from everybody at **Tour Por** 

#### Marruecos.

His wit, good humor and curiosity sparked the trip, his desire to inmerso his followers on every live-stream was very enjoyable and gave an original and genuine approach to the experience which delighted him and his loyal followers along. His material and posterior feedback helped us make more people look at Morocco. Decidilo successfully made their followers interested in knowing this part of Africa with us.

I'm sure that we'll work with Decidilo and Fierita again soon.

Alicia Benito y Abdelkader El Karaoui Founders TourPorMarruecos.Com

## Cool DMC's work with us



We love showing our audience the destination at its fullest thru local DMC's.

We share the vision and mission to inspire our fellow travelers into knowing new places, experience the culture, in a sustainable form.

We showcase exclusive DMC's activities and sites, we've done satisfactory collaborations with Adventoura Slovakia when we visited the Tatras and showed the wildlife spotting, the famous hotel chain Wyndham featuring their properties, and independent DMC Tour Por Marruecos with whom we did two different trips, one including followers who bought a package to come with us.



## **DECIDILO IS DISRUPTIVE**

Mainstream media covered our project and said it was pure innovation: *Metro 95.1, Rock And Pop, Pop* Radio, C5N, Canal 9, Apertura, Infobae, Clarín 🥑 Agencia Estatal 💿 Cadena SER 💿 Diario El Comercio Fashion Style Magazine

Decidilo is trend and impact.

It's real innovation.

The community decides.



Catalano ha podido juntar sus dos pasiones más grandes: viajar y usar la tecnología. Decidilo fue el primer sitio en español en hacer una transmisión en 360° por Periscope

## ENTREVISTA GUILLERMO CATALANO

Conductor de TV yemprendedor argentino

## "Decidilo es un proyecto de viajes colaborativo"

ropuesta web permite al internauta convertirse reconista del viaje, tomando las decisiones de bará mientras se visita una ciudad.

BRUNOORTIZ BISSO

iene más de 20 años de experiencia en medios de Argentina. Tras

conducir entre el 2014 y el 2016"Combate" enesepaís Guillermo Fierita' Catalano decidió apostar por un pro- Conseguí a tres empresas yecto personal que combina llevé a un invitado, conse sus principales pasiones: los guimos acreditaciones ha No esun sitic web deturismo se consiguió por la comun vecto de viajescolaborativo, en donde la comunidad decide qué es lo siguiente que schará".

#### -¿Cómo nace Decidilo?

cidióconclinicio de la última proyecto de otros? nes y hasta ir acompañado. tonio. Le preguntéa la comu-

convencional, sino "un pro- dad que me sigue en Twitter y que se fue enganchando a Decidilo Varios deportistas yempresas que me siguen se sumaron, y eso marcó el Misalidade "Combate" coin- -¿Qué diferencia a este CopaAméricayyoqueríaha- Que las decisiones las toceralgo distinto: una cober- ma la misma comunidad. tura independiente pero con Por ejemplo, estábamos en toques mundanos. Fuitrans- Austin, en EE.UU., y Manu parente con mis seguidores Ginóbili (basquetbolista ary les dije que sino conseguía gentino), quien me sigue en sponsorsibaairsolo, portie- Twitter, me ofreció una enrra, atransmitir desdeallá. Si trada para un partido de la conseguía auspicios, podría NBA, perono teníamos previajar en mejores condicio- supuestado ir hasta San An-

viajes y la tecnología. Así na- cia la mitad del torneo. Todo ció Decidilo (decidilo.com). gracias a la relevancia que

#### PERFIL

echade nacimie 23/9/1974

#### Profesión

Conductor y productor de radio ytelevisión Emprendedor tecnologico.



