

HOY NOTICIAS 2.0 – Exploration

After the successful launch of Hoy Noticias in April 2014, further exploration on treatment of the show's TV personalities via in-paper/out-of-home. was requested. Photographic choices, as well as color and saturation options that would appear in brand with Hoy Noticias were looked at. These sample ads were to be a framework where the show's primary hosts would provide some quotes on what they view as important and how they feel about their audience. After review a more content based approach was adopted highlighting more on day-to-day content and stories that were running.



LO QUE ES IMPORTANTE...

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus elementum dictum vestibulum. Suspendisse sed ipsum aliquam, malesuada mi at, tincidunt nunc."


– Nicole Suarez con respecto a sus espectadores

Hoy NOTICIAS
MUNDOFOX 13

LUNES A VIERNES

9PM

TELEVISIÓN ABERTA	COMCAST	NET TV	RCN
13.3 HD 30.3 SD	178 HD 308 SD	1013 HD 13 SD	33



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– Nicole Suarez, on Investigative Journalism

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– Pablo Cesar Soto sobre periodismo de investigación

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¿QUIÉN DICE QUE EL TRABAJO

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– Pablo Cesar Soto y Nicole Suarez el trabajo en equipo

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