





A Brazilian *blog* that has existed since 2014, for intimate fashion and high standard beachwear. Periodic posts with qualified text and content. What we consider as the main difference, what motivates us is the dedication to offer space and quality publicity for the advertised brands. Let's contribute for even greater growth of your business. We will disclose, for more and more people, showing what your company has the best, opening up a range of **new opportunities**.

The perfect place to showcase your brand

Your company has everything it takes to stand out in the market, and to keep growing, more and more people have to remember the your brand when they think of the products you make.

When the subject is disclosure, it is essential that you choose a vehicle disclosure which respects its brand, and which reflects the image of the quality that you have struggled to achieve.

In our blog, first of all, it is a place where identity of your business is taken seriously.

Much more than a blog

The **internet** is today, the absolute source of research when you want to know more about a certain subject.

For any company, it is mandatory to be present on the network, somehow.

Information at the service of disclosure

When a person finds your product / brand because of interesting information she got about a certain characteristic product, problem you were experiencing, or doubt about the use of product, in addition to being more likely to purchase your product, this person creates a connection with your company.

And that's where our *blog* can help even more how your company is seen, in which matters are made on various subjects linked to the taste of the readers. We are opinion makers and full of opinion to give!

The <u>blog</u> is developed in a mobile theme and configured correctly so that readers of all devices (desktops, tablets, android and iPhones) have a positive experience when you find your brand in our <u>blog</u>.

In addition, our blog has a layout friendly and integrated with key interactive social networks. The blog connects with its readers through an editorial relevant and original, building a relationship faithful partnership with your audience.





Content in favor of your company

Blogging is an elegant and efficient way to keep prospects informed of the latest news, photos from the collections, sweepstakes, fashion tips, inspirations, trends and more!

Our materials are very successful!

For the company, this has a very positive impact on visibility of your brand:

- . The company appears in Google's search results, when it's researched on the subjects that are on the blog;
- . It offers its products from another point of view, more personal, impartially;
- . Blogging matters have more influence on the purchase decision, than a purely institutional website;
- . Blogs are opinion formers: If this blog is speaking well of the store, probably is true!;
- . The company is also known for keeping the customer informed, with matters related to its products.



Editorials

Designed for young female audiences all over Brazil, we publish in our *blog*, besides topics related to **intimate fashion**, **fashion beach** and **fitness fashion**, have wedding contents, lingerie tea, cooking and tourism.



The <u>blog</u> is based on the idea that lingerie, bikinis and fitness clothing is fashion as well, and deserve as much attention and discussion as the outerwear, accessories and beauty products.

Although we have few blogs focused on this niche, we know that search for these pieces are great, people search the internet content on these subjects. And there we appear to them, leading all the information we have.

We know that these pieces of clothing express personal identity of each individual. No matter what uniform you have to wear every day to go to work, inside has a place to show who you really are with your underwear!

What distinguishes *Look Ativo* from traditional blogs is our focus on a specific niche: **intimate fashion**, **beach fashion** and **fitness fashion**. While many blogs speak sporadically about some topic of this niche, very few people approach the subject of lingerie or bikini with depth, clarity or knowledge.

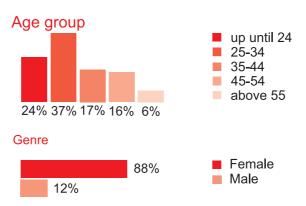
Simply put, there is no better blog to reach an audience lover and dedicated to shopping for lingerie, bikinis and fitness clothing.

The vast majority of our readers and followers are true fans of lingerie and bikinis, in every sense of the word. The big most are looking for new parts and brands, shops and collections which meet your tastes, needs and budget.



Target Audience

The *Look Ativo* is focused on the public young female from all over **Brazil**. Our publications are selected especially for this type of readers.



Why advertise on the Look Ativo blog?

Look Ativo blog readers are part of an extremely influential and faithful. They are young people who seek inspiration in art, fashion and design, and who like to be ahead of the main novelties of the market and of the web.

Data

81%

Of readers wanted to buy some product advertised on the blog

19%

Of readers have **already bought** some product advertised on the blog

97%

Access the internet every day

94%

They buy through the Internet

93%

Take into account experiences and tips of blogs when buying a product

Brazil

USA, Spain, France, Portugal, Australia, Belgium, United Kingdom... **52**%

South

28%

Southeast

11%

Northeast

Who has already announced:



63.000

Pageviews per month



















The blog is light and too delicate. It certainly brings more joy for my routine. The blog is beautiful, different and inspirational!

Your blog it's pure love

I love the blog because always brings ideas new to the world fashion lots of news A source of very good taste in style, opinion and indications of products.

Simple text and direct. Subject matter of quality!

I love the subjects from the blog.

Who writes the blog?

Schirlei Bailer, Brazilian, Gasparense, 24 years old, administrator. Chief editor and writer of all categories.





Joyce Wan-Dall, Brazilian, Gasparense, 24, physiotherapist. writer of fashion fitness column.



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