

# Marcos Botelho

Copywriting  
Brazil

View the full portfolio at <http://www.thecreativefinder.com/marcosbotelho>

## Professional Experience and Curriculum Vitae

Please kindly get in touch for more information.

## Previous Clientele

World Health Organization, Crown Royal Whisky, RadioShack, Caixa (Brazilian Bank), Mackenzie Presbyterian University, Controlar

## Awards and Accolades

<http://www.linkedin.com/pub/marcos-botelho/11/aa9/2b6>

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**A BAD IDEA**

**BRIEFING**  
Get Miami Ad School's smokers to stop throwing cigarette butts on the floor in front of the building.

**HOW?**  
Put gasoline all over the floor. We spilled a fluid similar to gasoline, but not flammable, on the floor. The gas barrel had a sign that said:

Throwing the cigarette's butt on the floor is the first idea. And the first idea is always a bad idea.

MIAMI AD SCHOOL ESPM



15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

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SUICIDALS DON'T LEAVE NOTES ANYMORE. THEY LEAVE TEXT MESSAGES.



Don't text and drive

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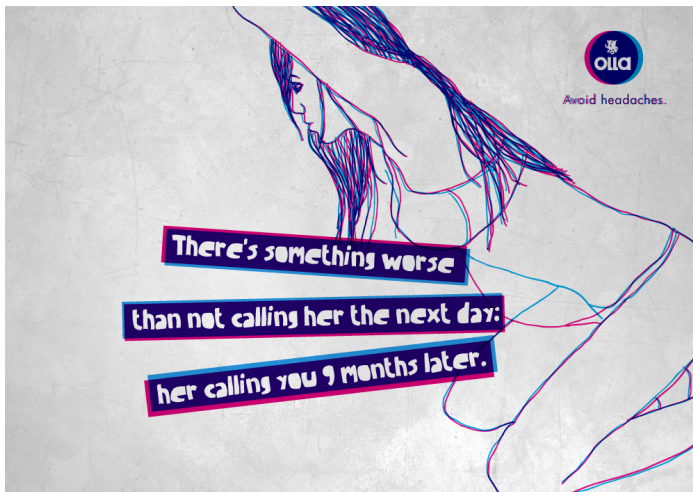
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**BRIEFING**

Expose the main sponsor from the Rock In Rio music festival: Claro (mobile carrier), at the event.



**IDEA**

Allow attendants to vote for the encore of the concert through a smart-phone app. Claro is positioned as the carrier that gives you choices as a consumer. We brought that concept to the festival. People were able to follow the attendants posts about the festival from home, but only the rock fans at the event we're able to vote for the encore song, having an experience they never had before.

