

The background is a stylized night sky. The top half is a dark, textured black area filled with numerous small white stars. The bottom half features thick, expressive black and white brushstrokes that suggest a horizon or a landscape. On the far left, a portion of a pink building with vertical white lines is visible.

CAPRICHO

The background features a dark field of small white stars, with larger white stars scattered across the top. On the left side, there are vertical black and white stripes, and a pink rectangular area with a black grid pattern. At the bottom, there are thick, black, brush-stroke-like stripes.

THE BRAND

Provides information, services
and products tailored to the
Brazilian teenager by the brand
that best understands and
communicates with her:

CAPRICO

WE BELIEVE

- 1** In equal opportunities for boys and girls.
- 2** In appreciating the beauty of every girl and in how this makes her special.
- 3** In her right to be herself and to express this however she wants.
- 4** In the power a girl has to create and transform. She wants - and fights for - a better world.
- 5** In a girl's ability to put herself in another person's shoes and understand how they feel.

AUDIENCE

THE LARGEST TEEN WEBSITE IN LATIN AMERICA*

8MM unique
visitors

19MM page
views

85% Mobile
accesses

CAPRICH0 increased its
audience by **14%** from
2017 to 2018*.

Sources: Google Analytics March 2019 / * ComScore February 2019

WHO IS THIS GIRL?

13 to 17 years old teenager

Digitally native and active

She wants to be **herself**

She **produces content**, does self-promotion and influences others

She **believes** in her own power

She **is aware of** the place she deserves in the world

She **chooses** what she wants to buy

She is the **protagonist** of her own story

WHO ARE THIS GIRLS?

91%

Choose the personal products they use

97%

have a smartphone

73%

have a laptop

100%

Frequently access on social media

95%

uses some kind of makeup

91%

Do some kind of simple hair style

66%

Are asked by their friends about fashion

44%

Are always the first to try new trends

Source: MySelf Abril Study

AUDIENCE

+15 MILLION

**FOLLOWERS
ON SOCIAL**

6.8M Facebook

4M Instagram

2.8M Twitter

1.5M YouTube



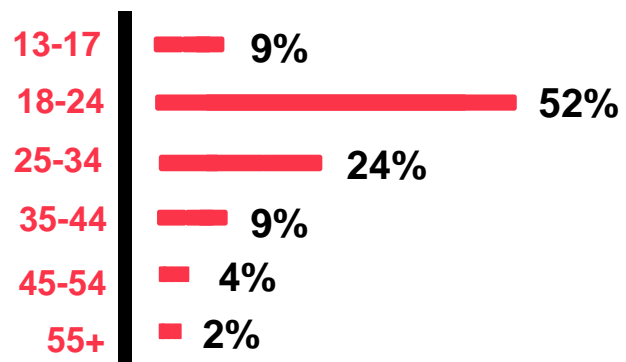
Sources: Social media March 2018

FACEBOOK AUDIENCE PROFILE

SEX



AGE GROUP

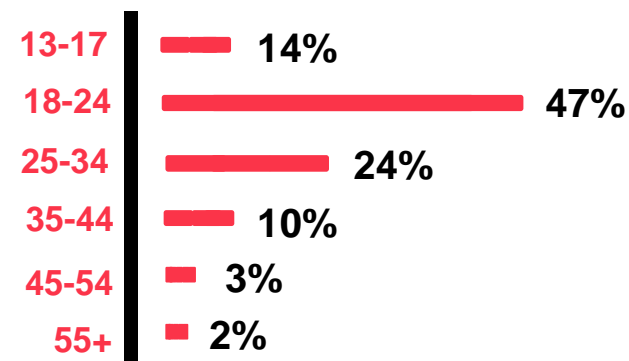


INSTAGRAM AUDIENCE PROFILE

SEX



AGE GROUP



Source: April/2019

LICENSING

11.1 MILLION

products
sold in 2018

10

partners

O Boticário
Tilibra
Cacau Show
DMW
Young Class
Zona Criativa
Sugar Shoes
Dac
Marcyn
Lizz



OTHER INITIATIVES

332

**YOUNG
DESTINATION**

**INSTAGRAM
PARTNERSHIP**

,000 pushnews subscribers

consulting involving consumer insights to develop products geared toward teens

CAPRICHIO was invited by **Instagram** to create a documentary on feminist collectives for IGTV. **The world's first vertical documentary!**



CAPRICHO