

**RELATÓRIO
2021**

**Unibes
Cultural**

2021

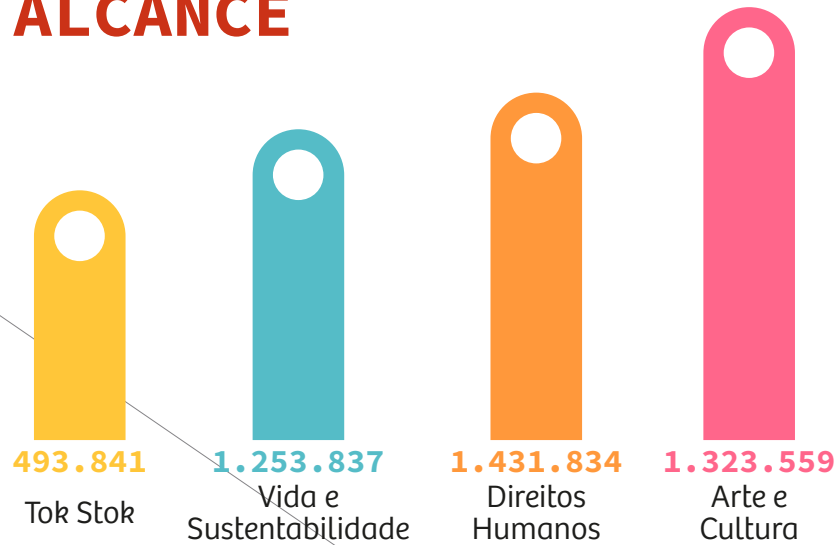
Em um ano marcado por disrupções profundas, aprendemos a viver no online. Construimos uma base sólida, expandindo a democratização do conhecimento e aumentando a nossa presença no digital. Hoje vivemos um novo momento, mas há experiências e conexões que precisam permanecer no mundo pós-pandemia. Assim é a solidariedade na sua raiz. A solidez que emerge mesmo em tempos líquidos rumo a um futuro desafiador. Através de temas como Arte e Cultura, Vida e Sustentabilidade e Direitos Humanos, a cultura da solidariedade será o nosso principal movimento!



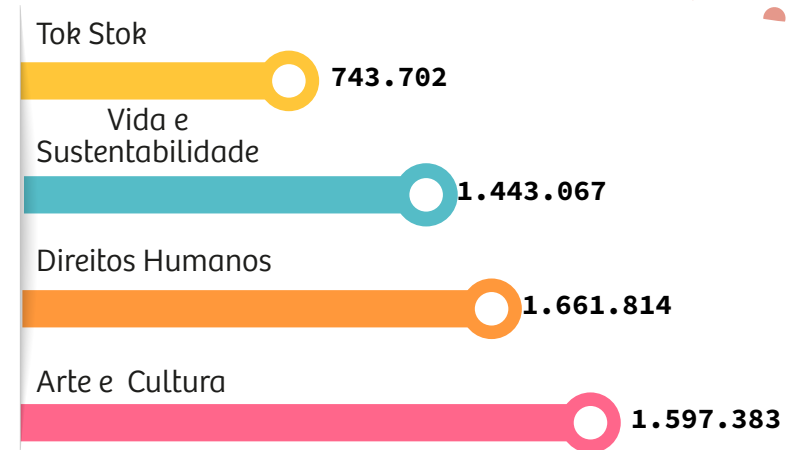
RESULTADOS

| Redes Sociais

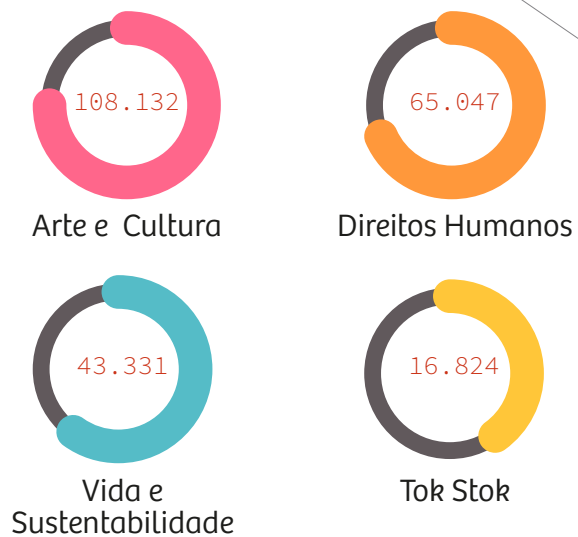
ALCANCE



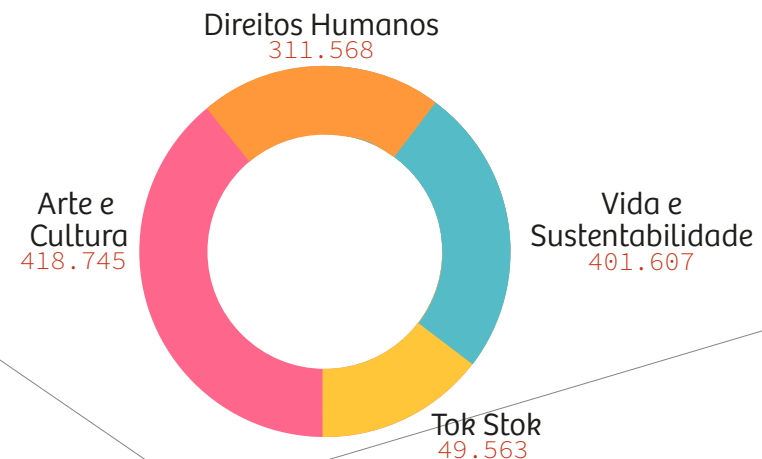
IMPRESSÕES



ENVOLVIMENTO

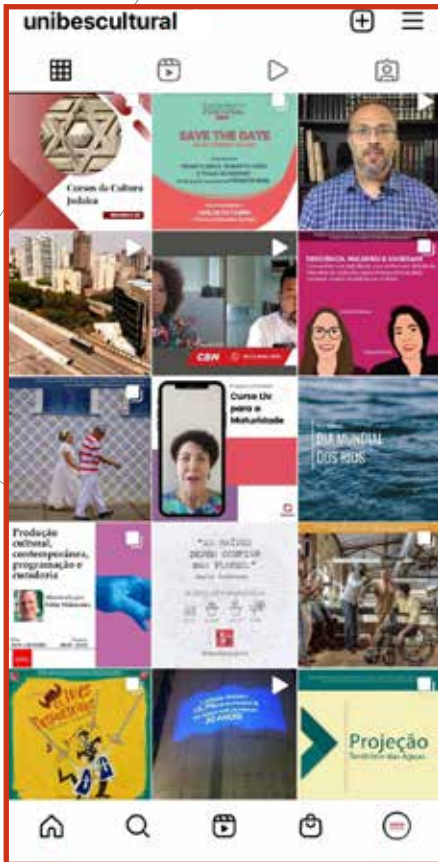


VISUALIZAÇÕES

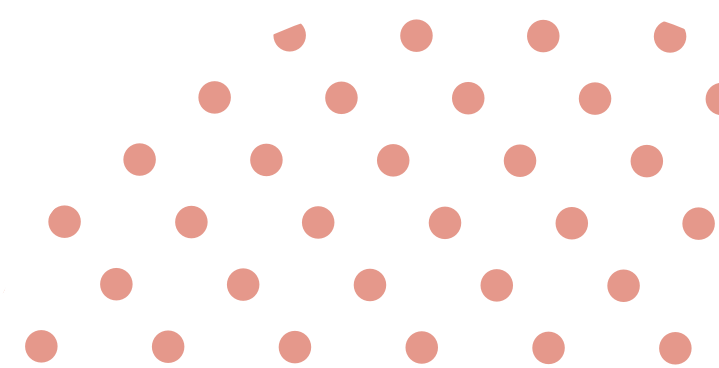
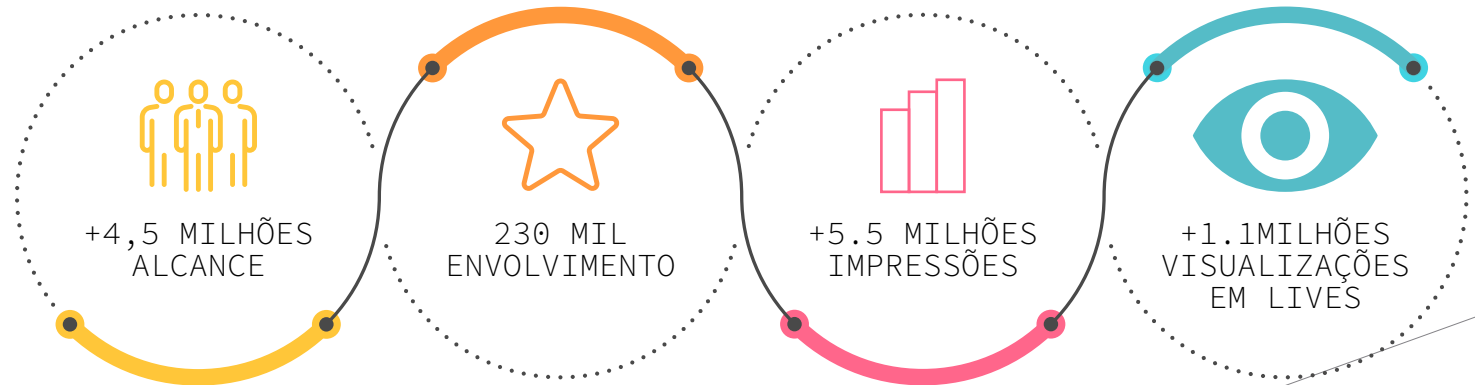


RESULTADOS

| Redes Sociais

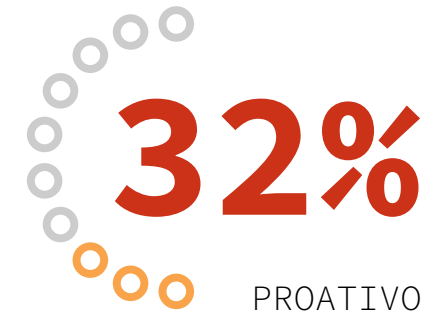
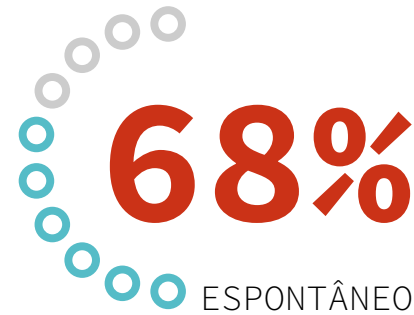


906
POSTS

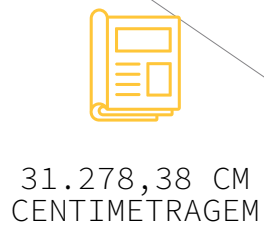


RESULTADOS

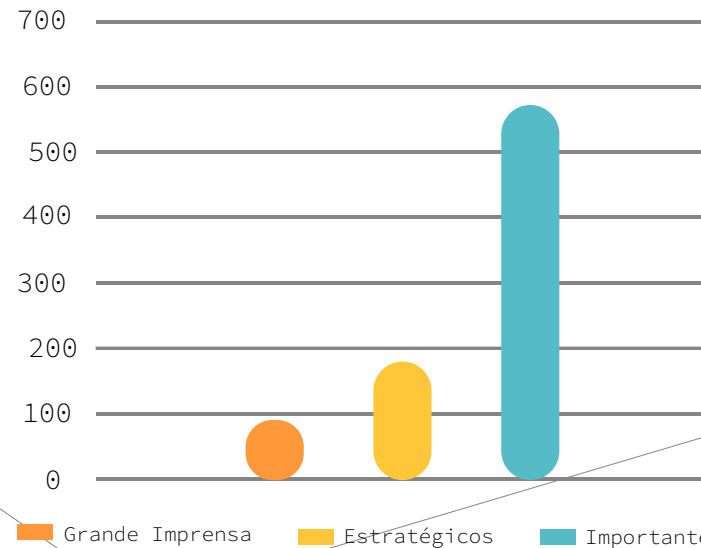
| Imprensa - Até Outubro 2021



768 PUBLICAÇÕES



RELEVÂNCIA



VIDA E SUSTENTABILIDADE



VIDA E SUSTENTABILIDADE

| Artes do Programa - Unibes Cultural 2021

Super Banner site



Story

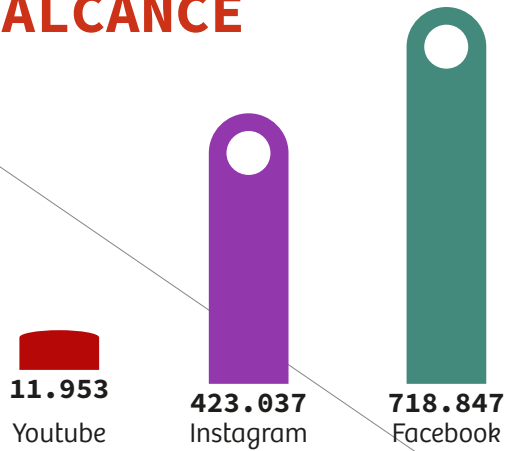


Posts Redes Sociais

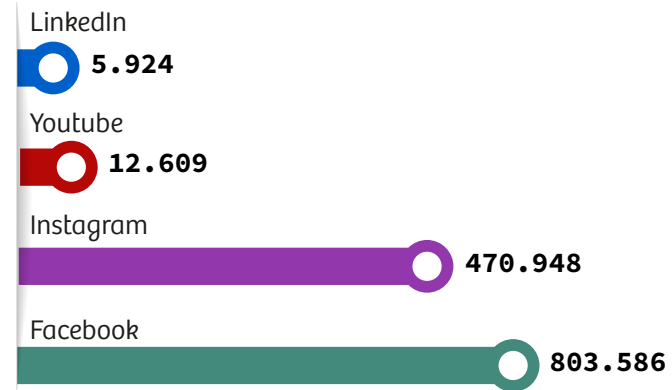
VIDA E SUSTENTABILIDADE

| Redes Sociais

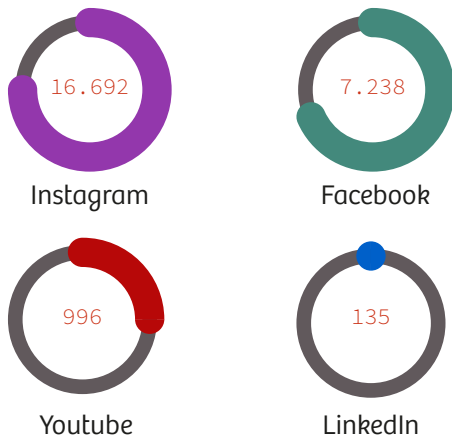
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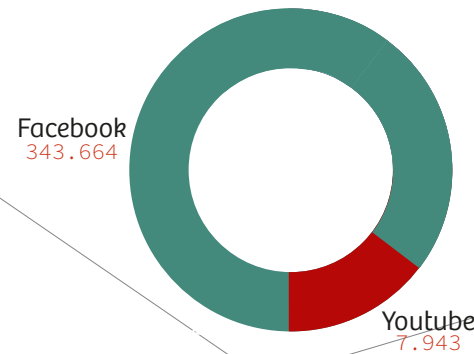
IMPRESSÕES



ENVOLVIMENTO



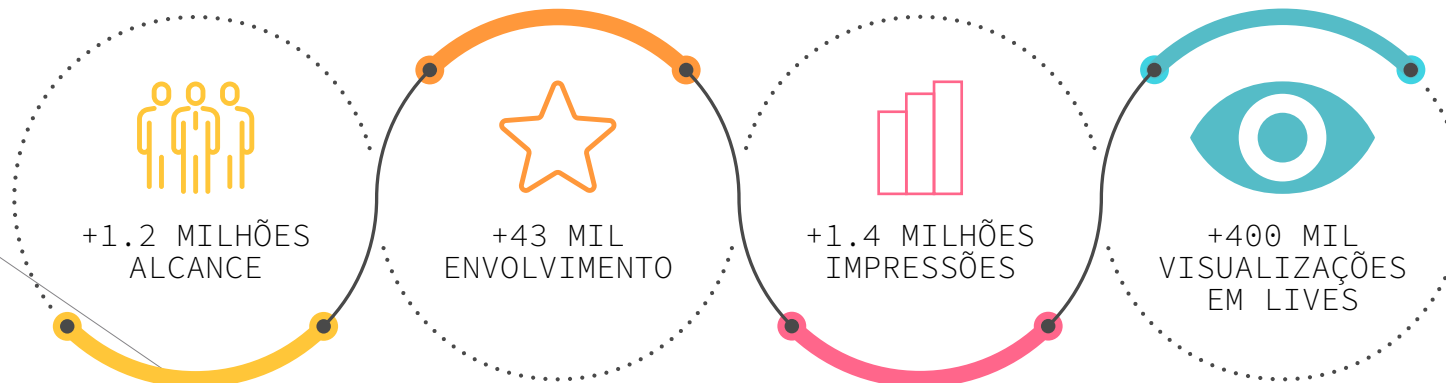
VISUALIZAÇÕES



VIDA E SUSTENTABILIDADE

| Redes Sociais

768 POSTS

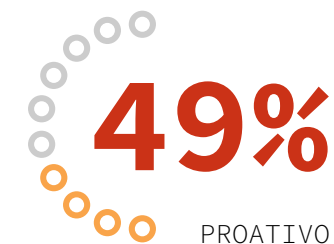


ABERTURA DA SEMANA
FASHION REVOLUTION 2021 (PROJETO ESPECIAL)

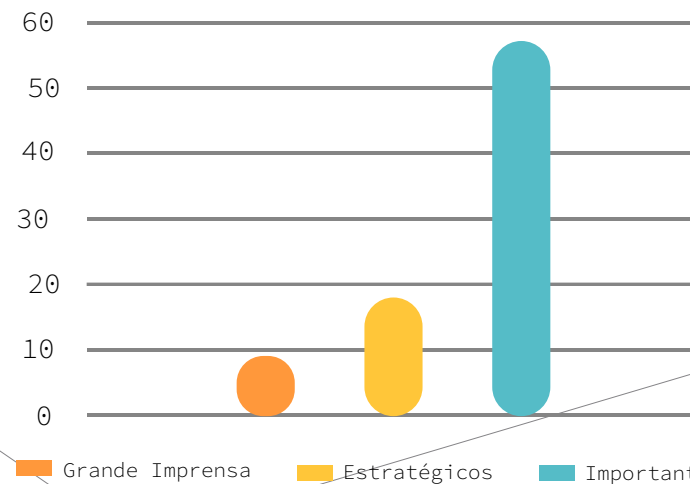
VIDA E SUSTENTABILIDADE

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77 PUBLICAÇÕES



RELEVÂNCIA



6.970.731
POTENCIAL DE
PESSOAS IMPACTADAS



1.952,95 CM
CENTIMETRAGEM



R\$ 665.058,50
VALORAÇÃO

DIREITOS HUMANOS



DIREITOS HUMANOS

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Super Banner site



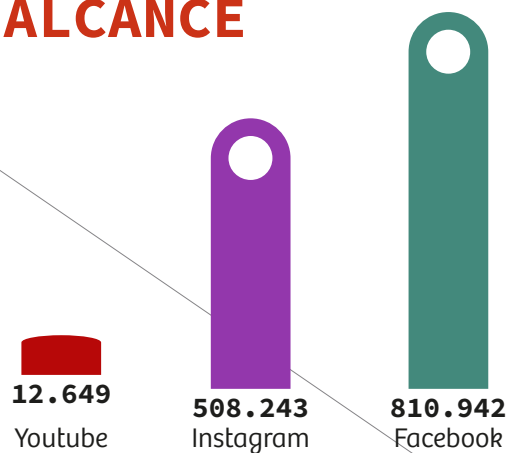
Story

Posts Redes Sociais

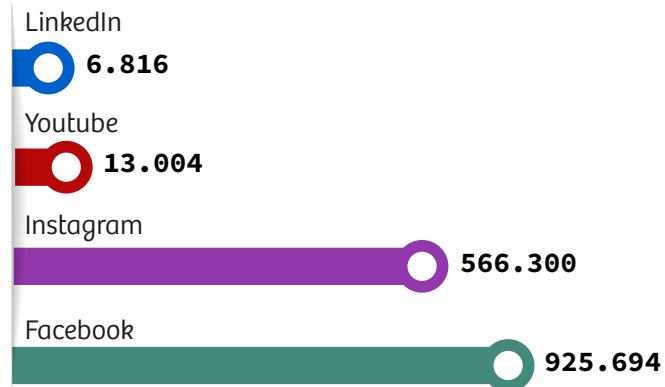
DIREITOS HUMANOS

| Redes Sociais

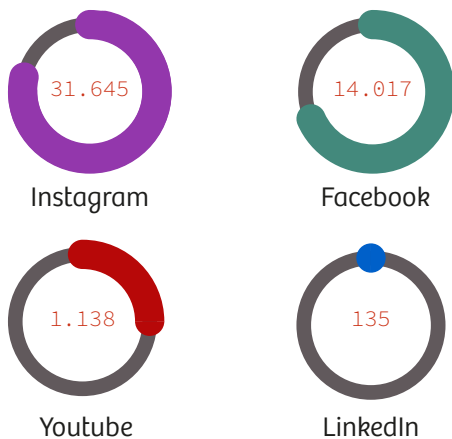
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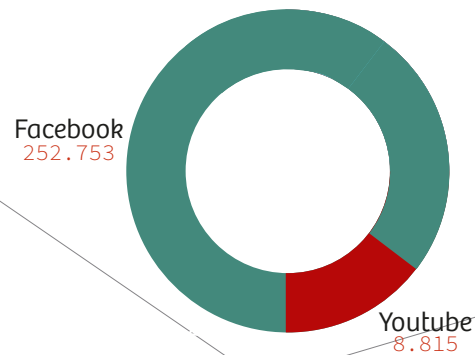
IMPRESSÕES



ENVOLVIMENTO



VISUALIZAÇÕES



DIREITOS HUMANOS

| Redes Sociais

393 POSTS

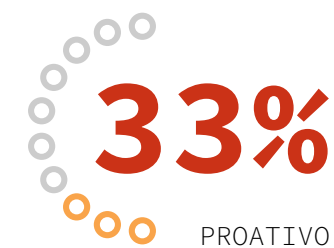
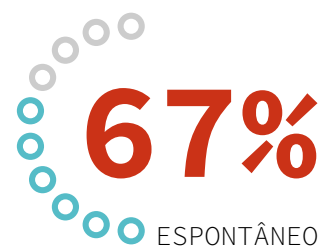


MASCULINIDADE POSITIVA EM PAUTA

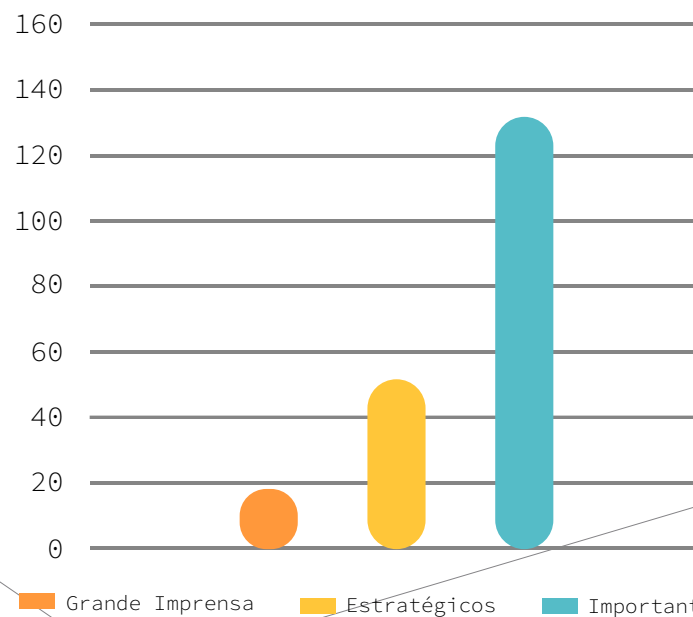
DIREITOS HUMANOS

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200 PUBLICAÇÕES



RELEVÂNCIA



39.195.677
POTENCIAL DE
PESSOAS IMPACTADAS



5.298,76 CM
CENTIMETRAGEM



R\$ 1.197.133,87
VALORAÇÃO

ARTE E CULTURA



ARTE E CULTURA

| Artes do Programa - Unibes Cultural 2021

Super Banner site



Story

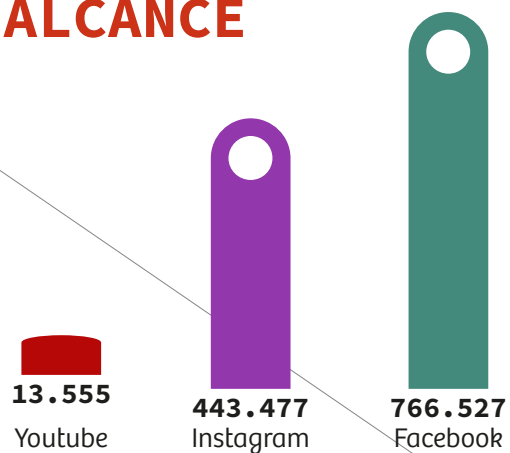


Posts Redes Sociais

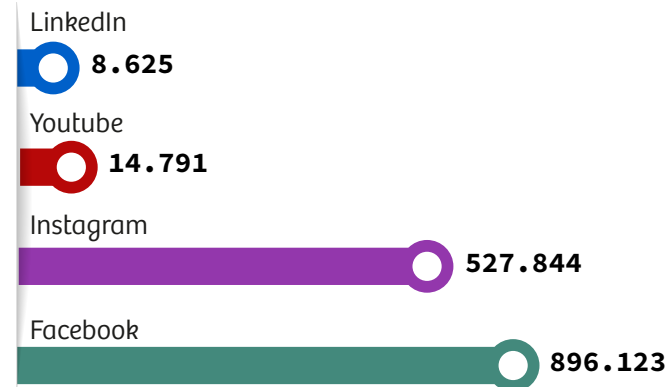
ARTE E CULTURA

| Redes Sociais

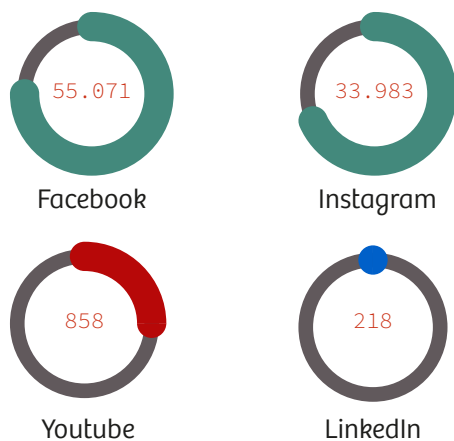
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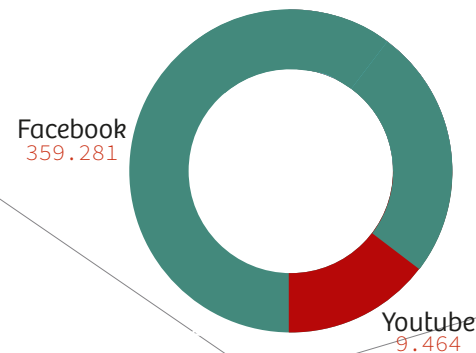
IMPRESSÕES



ENVOLVIMENTO



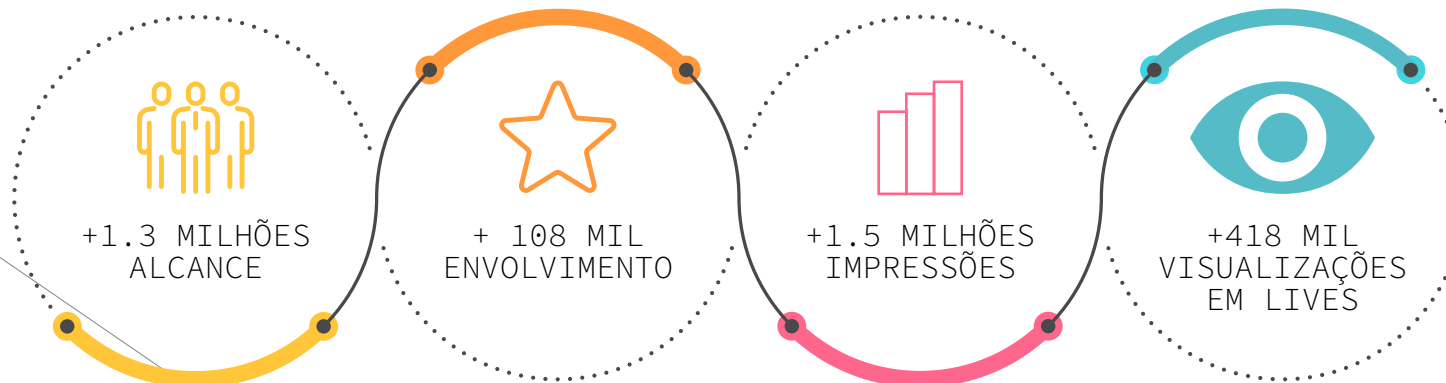
VISUALIZAÇÕES



ARTE E CULTURA

| Redes Sociais

152 POSTS



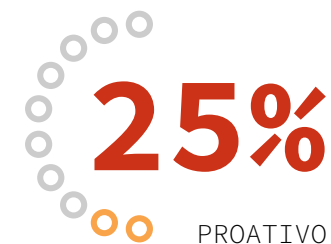
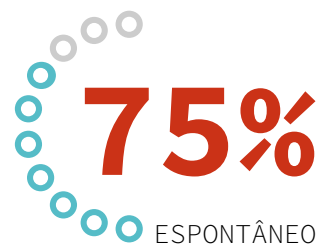
Daniel Warren

OFICINA COM DANIEL WARREN - FOGUETE PRA LUA

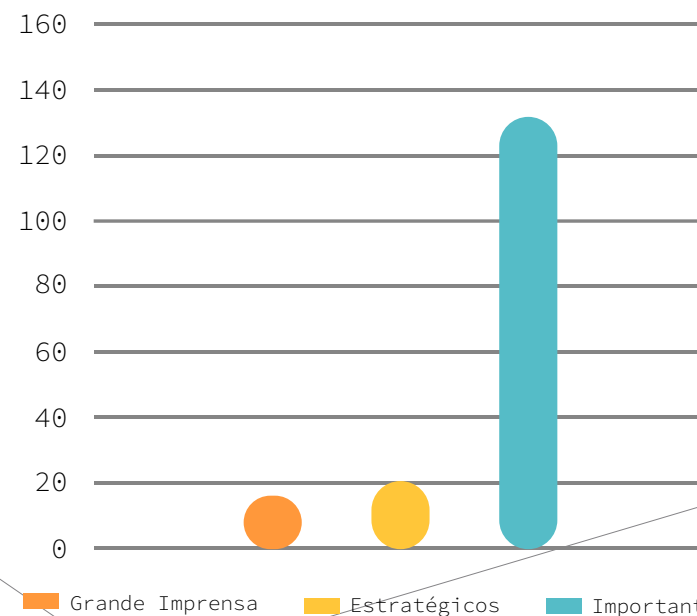
ARTE E CULTURA

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161 PUBLICAÇÕES



RELEVÂNCIA



20.240.406
POTENCIAL DE
PESSOAS IMPACTADAS



9.390,17 CM
CENTIMETRAGEM



R\$ 1.774.360,51
VALORAÇÃO