



PUERTO RICO
TELECOM
CONFERENCE 2011
THE NEW FUTURE

November 9, 2011 | Conrad San Juan Condado Plaza

Dynamic Advertising: Reaching the World from my Desk

Andrés Claudio
President, Grey Puerto Rico



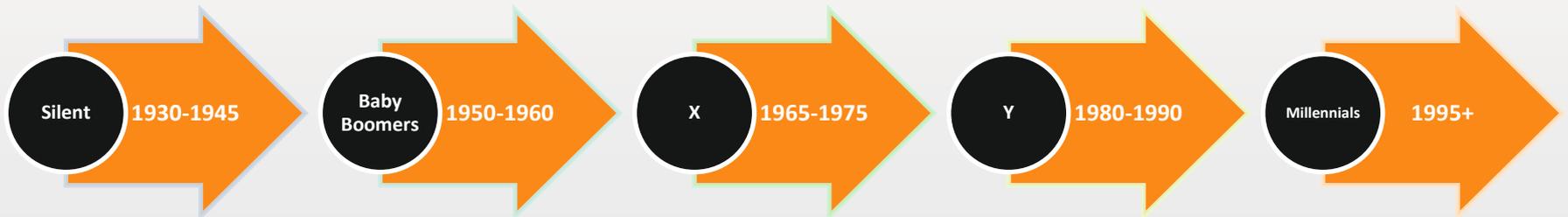
Título

Subtítulo

- The Evolution
- The Challenges
- A New Point of View

Generations

A dynamic communications evolution



Talking to New Generations

Is a continuous challenge

PUERTO RICO
TELECOM
CONFERENCE 2011
THE NEW FUTURE



Advertising is evolving

In order to properly connect with today's market

PUERTO RICO
TELECOM
CONFERENCE 2011
THE NEW FUTURE



Their mindset is totally wired

Therefore the strategies to communicate need to change

PUERTO RICO
TELECOM
CONFERENCE 2011
THE NEW FUTURE



GREY
puerto rico

Consumer Advocates

The force behind brands





Marka Hansen

President, Gap North America

Posted: October 7, 2010 06:14 PM



T HuffPost Social News BETA

his past Monday, without a lot of fanfare, we introduced a new logo on

our gap.com site, and I wanted to take this opportunity to explain our thinking behind this decision.

I've been president at Gap brand for the past three years, and I've been living and breathing the changes we've been making on our journey to make Gap more relevant to our customers.

You've seen this evolution through many of our products, such as the 1969 premium denim and the new black pants, and more modern stores in many locations.

The natural step for us on this journey is to see how our logo - one that we've had for more than 20 years - should evolve. Our brand and our clothes are changing and rethinking our logo is part of aligning with that.

We want our customers to take notice of Gap and see what it stands for today. We chose this design as it's more contemporary and current. It honors our heritage through the blue box while still taking it forward.

Now, given the passionate outpouring from customers that followed we've decided to engage in the dialogue, take their feedback on board and work together as we move ahead and evolve to the next phase of Gap.

From this online dialogue, it's clear that Gap still has a close connection customers, so tapping into this energy is right. We've [posted a message](#) on the Gap Facebook Page that says we plan to ask people to share their designs with us as well. We welcome the participation we've seen so far.

We'll explain specifics on how everyone can share designs in a few days.

Thank you to everyone who has already shared feedback. I'm excited about continuing the conversation and believe passionately in where we're taking our brand.

The modern Gap logo, featuring the word "Gap" in a bold, black, sans-serif font. A small blue square is positioned to the right of the letter "p".

**Gap Speaks Out: Yes, the Logo Is Real
And No, the Rollout Wasn't Some
Social-Media Experiment**

**Gap to Scrap New Logo, Return to Old
Design
Plans to Announce Change on
Company Facebook Page**



INNOVATION

3D TVs

PUERTO RICO
TELECOM
CONFERENCE 2011
THE NEW FUTURE

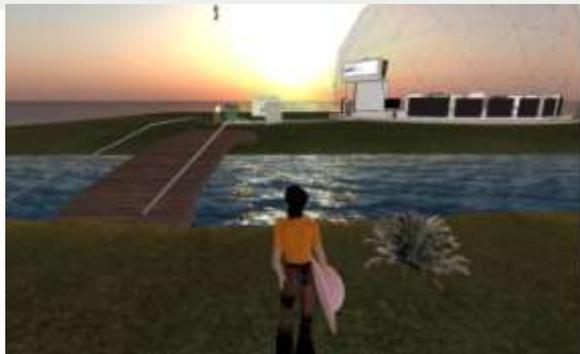


GREY
puerto rico

A Second Life Choice

A new frontier in human behavior

PUERTO RICO
TELECOM
CONFERENCE 2011
THE NEW FUTURE



GREY
puerto rico

Apple's Hologram Prototype

A new perspective in how to deal with communications

PUERTO RICO
TELECOM
CONFERENCE 2011
THE NEW FUTURE

Apple's iHoloPhone

50yrExperiment

12 videos

Subscribe



Are you ready to handle Digital Death?

PUERTO RICO
TELECOM
CONFERENCE 2011
THE NEW FUTURE



GREY
puerto rico

Famous and Effective

Brands need to add new tools

PUERTO RICO
TELECOM
CONFERENCE 2011
THE NEW FUTURE



Augmented Reality



QR Codes

GREY
puerto rico

Never Stop Breaking the Rules

If your brand needs to be relevant

PUERTO RICO
TELECOM
CONFERENCE 2011
THE NEW FUTURE



GREY
puerto rico



PUERTO RICO
TELECOM
CONFERENCE 2011
THE NEW FUTURE

THANK YOU!

GREY
puerto rico