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November 9, 2011 | Conrad San Juan Condado Plaza

## Dynamic Advertising: Reaching the World from my Desk

Andrés Claudio  
President, Grey Puerto Rico



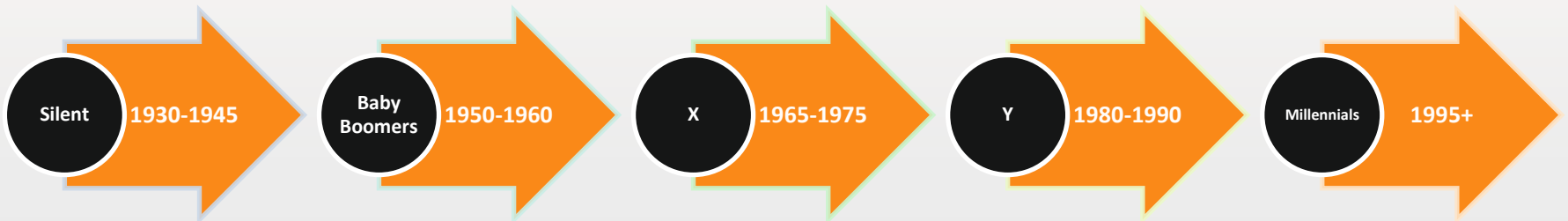
# Título

Subtítulo

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

# Generations

A dynamic communications evolution



# Talking to New Generations

Is a continuous challenge

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# Advertising is evolving

In order to properly connect with today's market

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# Their mindset is totally wired

Therefore the strategies to communicate need to change

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# 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](http://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**

**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

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# A Second Life Choice

A new frontier in human behavior

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# Apple's Hologram Prototype

A new perspective in how to deal with communications

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# Are you ready to handle Digital Death?

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# Famous and Effective

Brands need to add new tools

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Augmented Reality



QR Codes

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# Never Stop Breaking the Rules

If your brand needs to be relevant

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**THANK YOU!**

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