WHAT IS DRAFT?

For our readers, we are the most influential content platform dedicated to covering the expansion of the New Economy in Brazil. Draft is a reference in business journalism aimed at Brazilian entrepreneurs and post-industrial companies.

For our clients, we are specialists in Content Marketing, Digital Marketing and Business Intelligence projects applied to the Brazilian innovation and entrepreneurship ecosystem.
WHAT IS THE MISSION OF DRAFT?

Editorially, we are telling the great stories of Brazilian innovators and entrepreneurs who are (re)inventing the future in order to inspire and instruct others to innovate and to venture in an equally inspiring way. This is our reason for existing.

Commercially, we help companies build brand reputation through Content Marketing. And we generate sales leads and business results for our customers through Digital Marketing.
WHAT ARE THE CORE THEMES OF DRAFT?

NEW ECONOMY

INNOVATION
ENTREPRENEURSHIP
SOCIAL BUSINESS
CULTURE MAKER
DIGITAL TRANSFORMATION
CREATIVE ECONOMY
LIFEHACKING
SHARING ECONOMY
CORPORATE INNOVATION
INDUSTRY 4.0
HACKER SPIRIT
COLLABORATIVE WORK
NETWORKING
LEARNING BY DOING
BUSINESS AS A LIFESTYLE
THE DRAFT STATEMENT

Watch our Manifesto now.
Every year Draft tells over 1,000 stories in its five major editorial sections:

**CREATIVE BUSINESS:**
Entrepreneurship as a lifestyle. Entrepreneurs who turn what they like to do most into a business.

**SOCIAL BUSINESS:**
Entrepreneurs who venture for the transformation of the world around. Companies that generate profit by building a positive legacy for society.

**STARTUPS:**

**CORP INNOVATION:**
Entrepreneurs who work inside big companies. Intrapreneurs who don’t have to quit their jobs to innovate.

**LIFEHACKERS:**
People who brought disruption into their lives. Individuals who radically innovated in their personal trajectories.
In addition to stories in Text, we publish:

**DRAFT TV**
Our audiovisual content. Video interviews and stories to be seen.

**PODCASTS**
Our digital radio show. Inspiring conversations to be heard.

**INFOGRAPHIC**
Data visualization. Stories told visually.
THE DRAFT DIGITAL PRESENCE

MONTHLY REACH: OVER 1.5 MILLION UNIQUE USERS.

We distribute our content through multiple channels:

- Web site
- Facebook
- LinkedIn
- Instagram
- Youtube
- Twitter
- Newsletter
**WHO READS DRAFT?**

The **Draft** Community Demographic Profile:

- **YOUNG ADULTS:** 59% between 25 and 44 year olds
- **WOMEN:** 57% of the audience

The main interests of those who follow **Draft**:

- BUSINESS
- INNOVATION
- ENTREPRENEURSHIP
- NEW TECHNOLOGIES
- SUSTAINABILITY
- CORPORATE RESPONSIBILITIES
- FUTURE OF WORK
- DIGITAL TRANSFORMATION

**Draft** Readers Attitudinal Profiles:

- **MAKERS:** People who venture
- **MOVERS:** People who are about to venture
- **WATCHERS:** People who dream about venturing and follow entrepreneurship stories
WHAT CAN DRAFT DO FOR YOUR BRAND?
CONTENT MARKETING

We produce and distribute Brand Content. We use our editorial expertise to build Storytelling for your company. We build your brand’s editorial strategy with our experience in Brand Journalism. You order and approve. The rest is up to us.

- We distribute this content across all Draft channels – website and social networks.
- You get a Brand Channel in Draft.
- Your brand appears on the Draft Sponsors carousel.
- Your brand becomes a category on our editorial platform.
- This content is your property – it may also be published in your own domains and even to third party domains.
BRANDS THAT WORK WITH DRAFT IN CONTENT MARKETING

We have produced and published texts, videos, infographics and podcasts for major brands and companies of different sizes and industries:

- Itaú Mulher Empreendedora
- FCA LATAM
- Facebook
- Sodexo
- Brahma
- 3M
- Wild Life
- Bauducco
- Enel
- Vicunha Textil

GET IN TOUCH
DIGITAL MARKETING

Our business is to deliver **performance. Results** over client’s investment. We deliver the best **conversion rates**, directed to the right target, fully aligned with client’s specific strategies.

DIGITAL MARKETING SOLUTIONS

- Inbound Marketing
- Behaviour Marketing
- Remarketing
- Data Analytics
- Business Intelligence
- Growth Hacking
- Attraction and Traffic

GET IN TOUCH
BRANDS WORKING WITH DRAFT IN DIGITAL MARKETING

We have generated sales leads and business results for clients such as:

- Insper
- zîssou
- Kyvo
- nuffic neso
- bexs
- Itaú Mulher Empreendedora

GET IN TOUCH
WE LIKE TO DO BUSINESS. AND WE WANT TO DO BUSINESS WITH YOU. WRITE NOW TO ANDRÉ MARTINS, OUR COUNTRY MANAGER, AND SEE HOW DRAFT CAN HELP YOU.

GET IN TOUCH

Watch now Draft's main deliveries for its clients.