

EL CIUDADANO IS A NEWSPAPER FROM CHILE. ITS NAME MEANS "THE CITIZEN"



El Ciudadano



INSIGHT

WE LIVE IN A WORLD WHERE A LOT OF THINGS HAPPEN EVERY SECOND. THANKS TO NEW TECHNOLOGIES, EVERYDAY MORE OF THEM GET PHOTOGRAPHED OR VIDEOTAPED AND THEN SHARED OVER THE INTERNET WITH MILLIONS OF PEOPLE.

IDEA

SO, SINCE THERE'S THE TECHNOLOGY AND EVERY MINUTE HAPPENING EVENTS, WE THOUGHT: WHAT IF PEOPLE THEMSELVES COULD MAKE THE STORIES AND EVEN FURTHER, MAKE THEIR OWN COVERPAGES? THE COVERPAGE OF EL CIUDADANO IS BORN.

BUT, HOW CAN THEY DO IT?

WITH A SIMPLE FREE APP THAT CAN TURN ANY CITIZEN INTO A REPORTER.
STEPS : DOWNLOAD FROM APPLE STORE. TAKE A PICTURE. WRITE A HEADLINE AND PUBLISH IT IN WWW.HAZTUPORTADA.CL THEN YOU CAN SHARE IT ON SOCIAL NETWORKS.

RESULTS

NOW PEOPLE CAN POST REAL CITIZEN STORIES IN REAL TIME IN SOCIAL NETWORKS. AMONG THE BEST, WE'LL CHOOSE ONE TO BECOME THE FIRST NEWSPAPER COVER PAGE MADE BY A CITIZEN IN CHILE.

WHERE THE NEWS ARE, THERE'S A CITIZEN.
DOWNLOAD IT FROM APP STORE.
YOU CAN ALSO MAKE YOUR OWN STORIES IN WWW.HAZTUPORTADA.CL