

# hello news

ESTADÃO project



## Estadão and Motorola unite to change the way news is made.

Only the Moto Z combines the ease of taking pictures with your smartphone with the professional quality of one of the most iconic cameras in the world: the HasselBlad. Such a groundbreaking launch needed to generate a bigger buzz than just a headline.

For 3 months, exclusive pictures for the "Estadão" newspaper were taken using a Moto Z with the Hasselblad True Zoom.



“Uniting the professional quality of a Hasselblad with the ease of a smartphone is a true revolution for photojournalism.”

João Fábio Caminoto  
Director of Journalism at Grupo Estado.



One giant leap to deliver news in a different way.

Just like the Moto Z, there is something that can bring together everyday “snaps” and professional quality: photojournalism. The idea was to use Hasselblad True Zoom to take pictures for Estadão, one of the largest communication vehicles in Brazil.

For 3 months, the journalists set aside their traditional equipment, gaining mobility and quality in the coverage of their materials.

TAKEN WITH MOTO Z PLAY + HASSELBLAD TRUE ZOOM

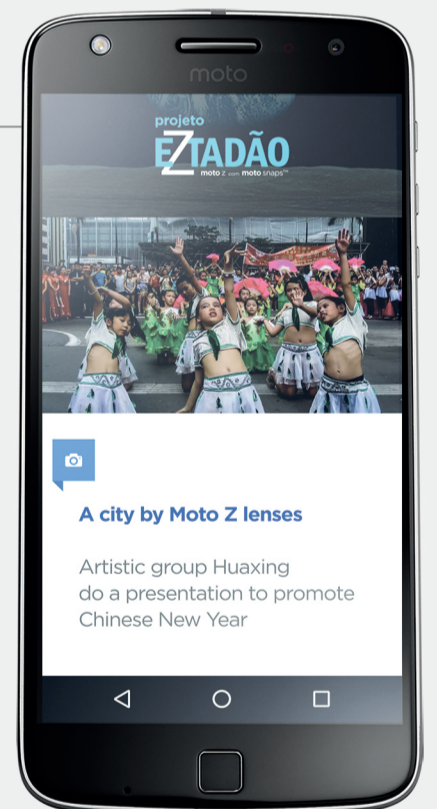


### Moto Z is among the most commented on news.

The 2.4 million people impacted by the project, both through



print and digital media, were able to check the high quality of the photos, which shows that even though the Moto Z is able to fit in your pocket, it is capable of generating pictures worthy of featuring in a major newspaper. The Moto Z got to make news, even when the subject was not technology.



91 daily editions

almost 400 photos published

2,4 million people impacted



This Estadão edition have content taken with Moto Z with Moto Mods.



See more about this project at [hellonewsproject.com](http://hellonewsproject.com)

hellomoto

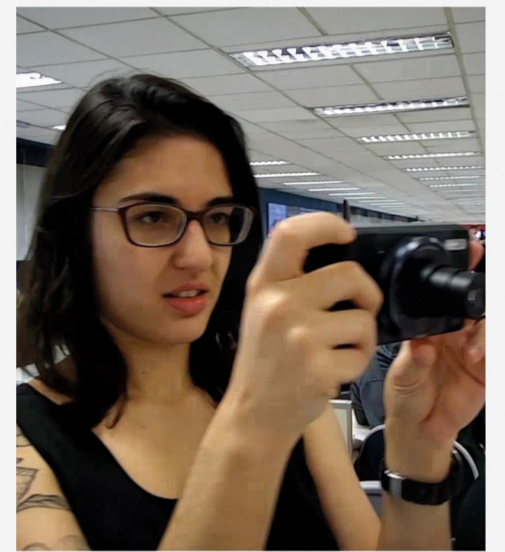


# One small change for a paper, one giant leap for branded content.

*Check out the steps taken by the Branded Content project that has changed the way one of the country's best newspapers makes news.*

3, 2, 1...

The project was launched with a huge ad on the cover of the newspaper.



Nice to meet you, Z.

The journalists received and learned how to use the Moto Z with Hasselblad True Zoom.

To the front page and beyond

One of the first photos from the Hasselblad was featured on the cover page.



See the Moto Z with Moto Mods

More than 40 pieces of media publicized the Moto Z during the project.

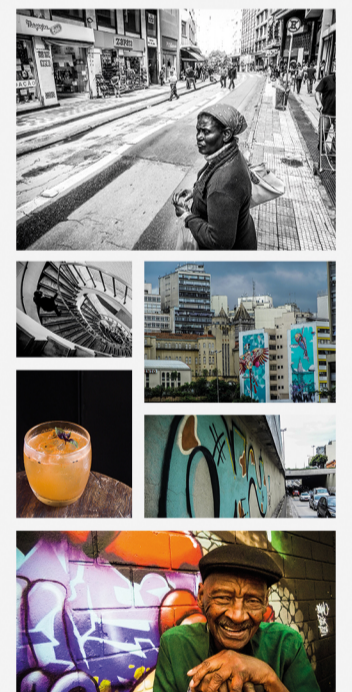
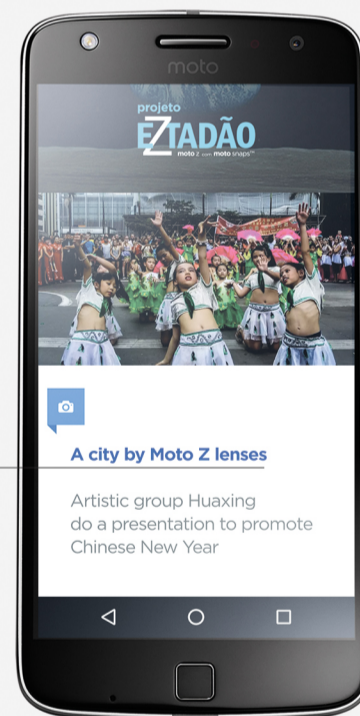


Social power

Motorola's social networks have amplified the reach of the project.

Off & On

A digital hub brought together all the content produced by journalists.



The Best of

Every 15 days, a page highlighted the best photos along with the photographer's reports.



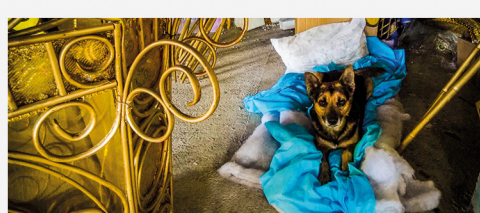
Photojournalism Exhibition

The success of the project generated an art gallery with the photos taken.



Post-Doc

A documentary was published on the brand's networks relating the details of the project.



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