

## **MOVIMENTO**


AN OUTDOOR CAMPAIGN DESIGNED TO DRIVE TRAFFIC TO BRAHMA.COM THROUGH THE ONLINE FILM 'MOVIMENTO'; A DOCUMENTARY ON IMPROVISATION THROUGH MOVEMENT.

A SERIES OF FIVE IMAGES WERE CREATED FOR EACH OF THE THREE CHAPTERS OF THE FILM; CAPOIERA, FUTEBOL AND BAILE FUNK.

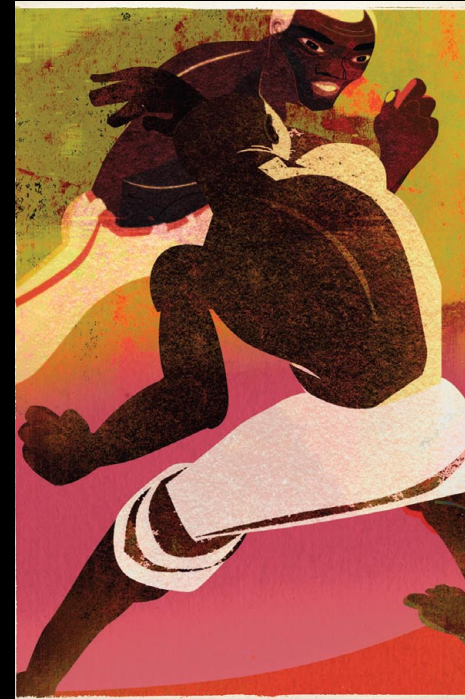


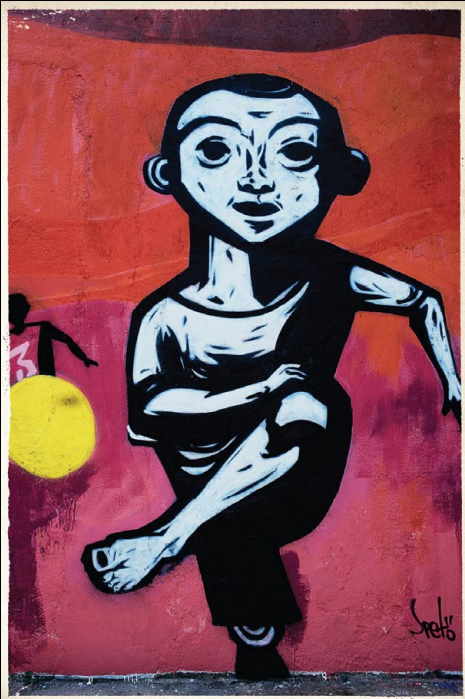
IMPROVISE

**A MILLION  
NEAR-  
MISSES  
YET  
PERFECT.**



ONE NATION. IN MOTION. AT BRAHMA.COM  
CERVEJA DO BRASIL



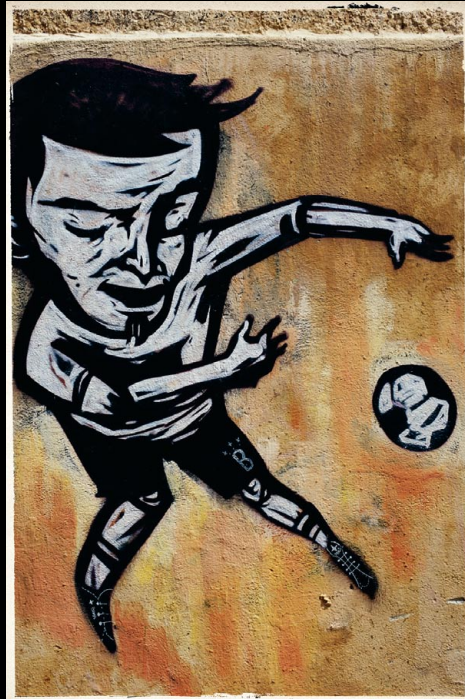
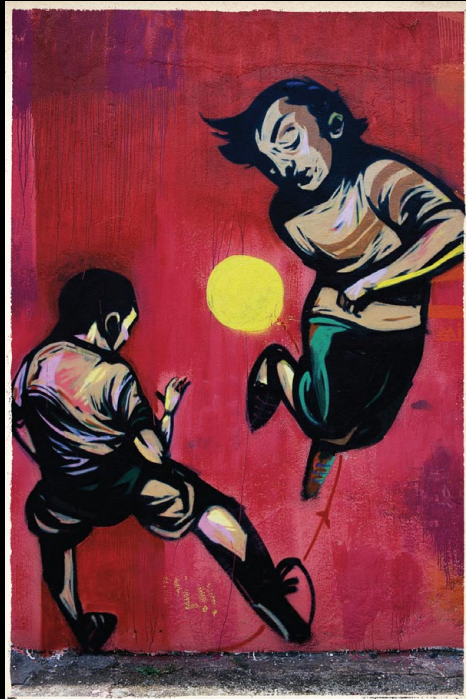
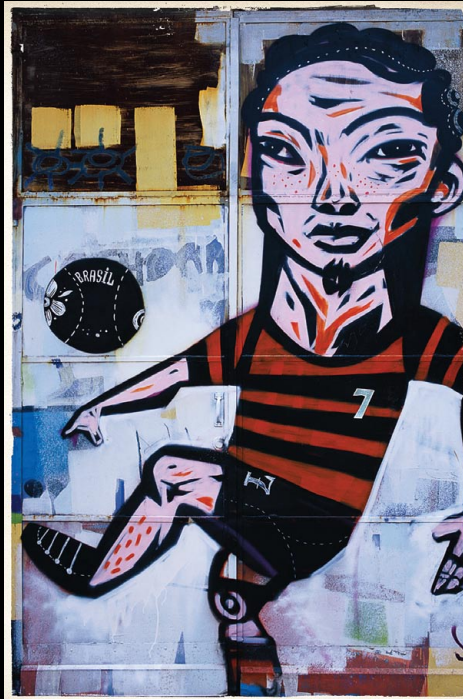


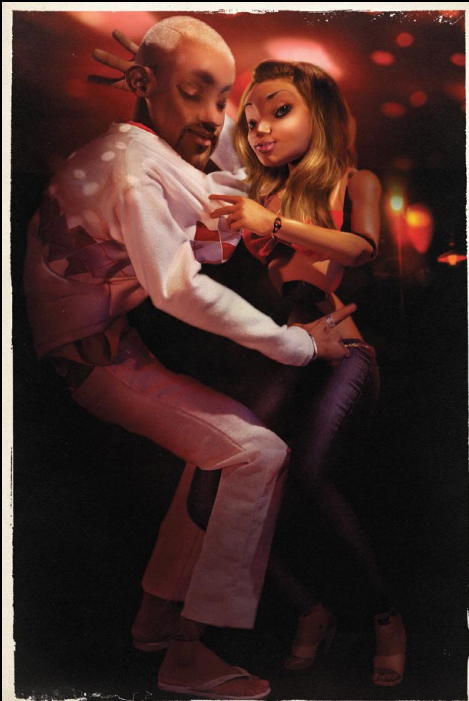
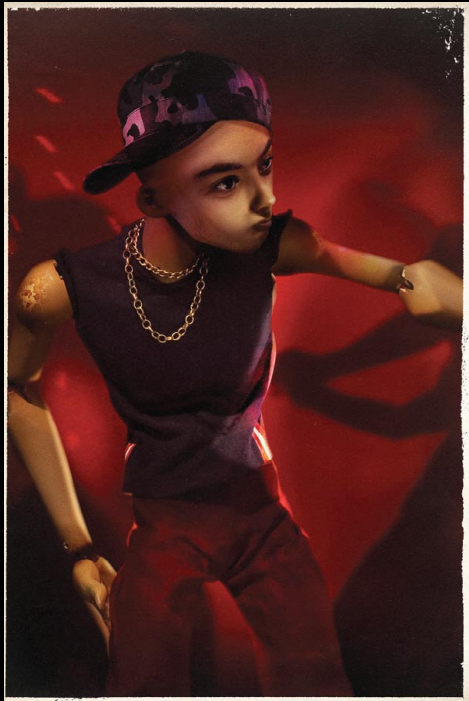
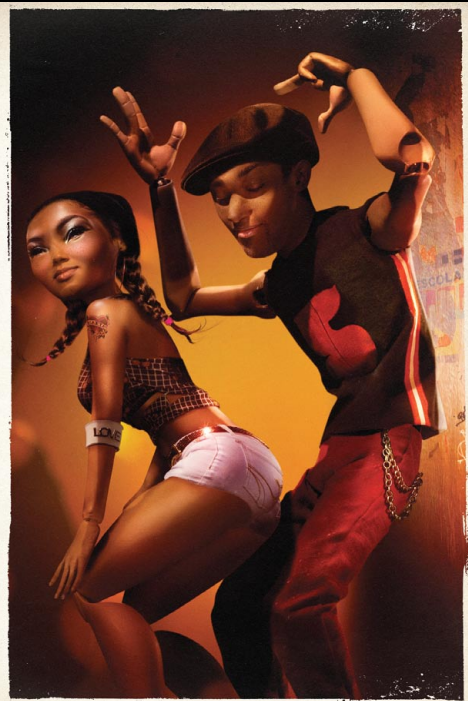
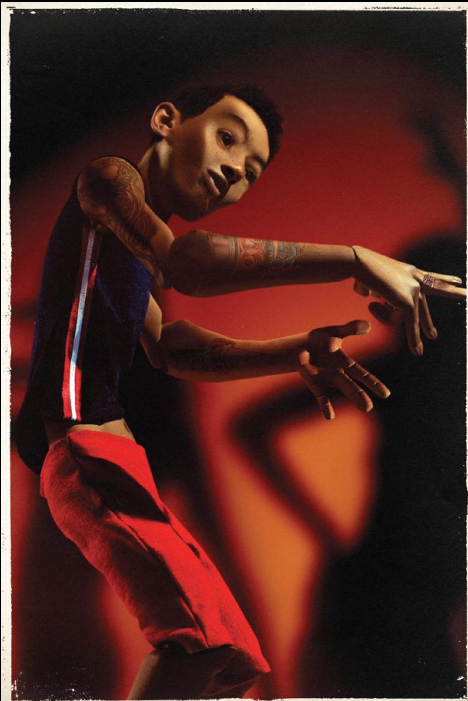
☆☆☆  
IMPROVISE

**HOW  
ANGELS  
PLAY.  
IF THEY  
PLAY.  
WHICH  
THEY DO.**




ONE NATION. IN MOTION. AT BRAHMA.COM  
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IMPROVISE

A LOVE  
LETTER  
WRITTEN IN  
SWEAT.



ONE NATION. IN MOTION. AT BRAHMA.COM  
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