

# WORLDSKILLS MEMBER CAMPAIGN TOOL KIT



WorldSkills São Paulo 2015 will take place in Brazil, 11-16 August and is using the theme "CHOOSE". This concept shows to young people the many possibilities that professional skills education can offer.

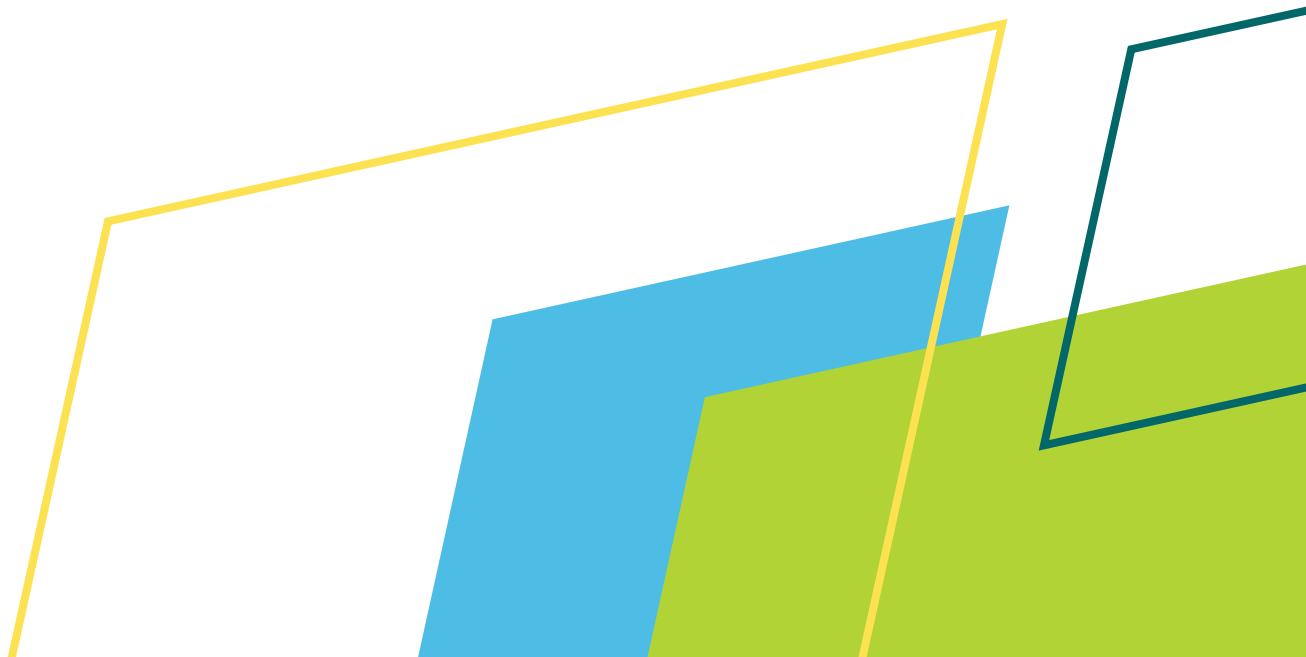
Besides the general public, WorldSkills will receive Competitors, educators, Delegates, leaders in industry and government, and many more. To motivate the participation of this specific audience, a version of the main campaign was developed.

The strategy was to add to the theme "CHOOSE" by encouraging these people to strive to do their best. Thus, we created the message "CHOOSE TO GO BEYOND", which acts as a true invitation to overcome challenges during the Competition.

To illustrate this attitude, we created four main messages, inspired by four fundamental characteristics both in life and in the Competition: determination, willpower, confidence and focus.

It resulted in strong messages, both in graphic and electronic advertising pieces. Each has a particular importance and complement each other to ensure the expression of the message.

Join the advertisement of the WorldSkills São Paulo 2015. Use this campaign and promote the event in your country.



# POSTER

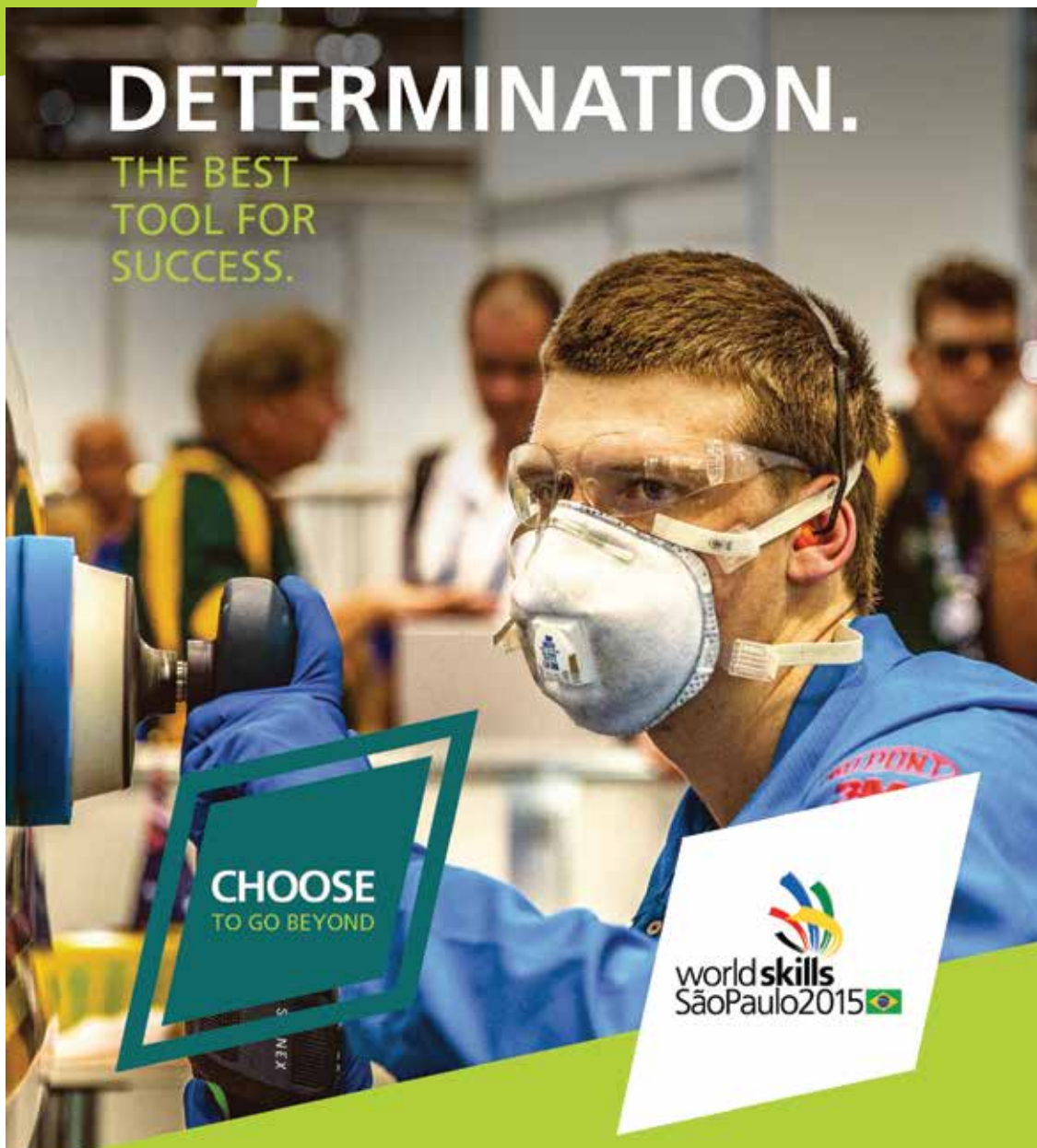
8 Posters: 2 Determination, 2 Willpower, 2 Self-confidence e 2 Focus.

Format: 42,0 x 29,7 cm

Colors: 4/0

Frosted Paper



Print finish: Varnish



# DETERMINATION.

THE BEST  
TOOL FOR  
SUCCESS.






**CHOOSE**  
TO GO BEYOND

  
world skills  
São Paulo 2015 


**THE GREATEST VOCATIONAL EDUCATION AND SKILLS EXCELLENCE  
COMPETITION OF THE WORLD IS WAITING FOR YOU!**

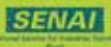
11-16 August 2015  
At Anhembi Park, São Paulo, Brazil

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[www.worldskillssaopaulo2015.com](http://www.worldskillssaopaulo2015.com)

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world skills

  
SENAI  
National Institute for Secondary Education  
Training  
Brazil

# WILLPOWER.

YOUR ALLY  
FOR THE BEST  
RESULTS.

CHOOSE  
TO GO BEYOND



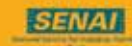
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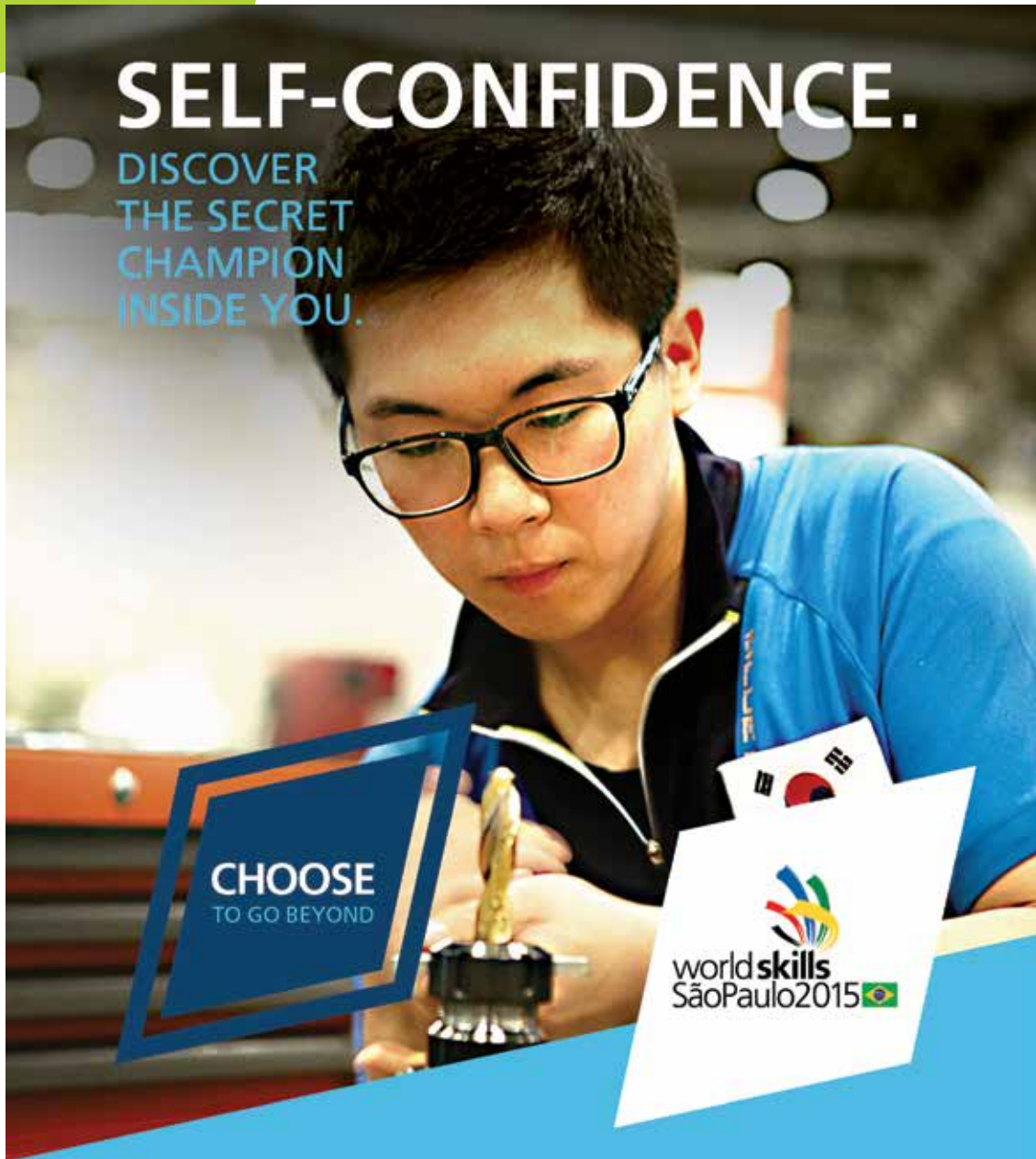


Wouldn't you be?







# POSTER



# SELF-CONFIDENCE.

DISCOVER  
THE SECRET  
CHAMPION  
INSIDE YOU.






**CHOOSE**  
TO GO BEYOND

  
world skills  
São Paulo 2015 


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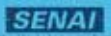
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world skills

  
**SENAI**  
National Service for Industrial Training  
Brasil

# FOCUS.

YOUR BEST  
PARTNER  
TO ACHIEVE  
YOUR GOALS.

CHOOSE  
TO GO BEYOND

  
world skills  
São Paulo 2015 

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Be ready to go live

  
world skills

**SENAI**  
Instituto Nacional de Educação e Trabalho  
Brasil



# FLYER

8 Flyers: 2 Determination, 2 Willpower, 2 Self-confidence e 2 Focus.

Format: 10,5 x 21,0 cm

Colors: 4/4

Frosted Paper

Print finish: Varnish



WorldSkills São Paulo 2015. The greatest vocational education and skills excellence event of the world is waiting for you. The 1,200 Competitors represent the best of their peers in 50 different skills and are selected from skills competitions in over 60 WorldSkills Member countries and regions. You can't miss it!

11-16 August 2015  
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# WILLPOWER.

YOUR ALLY  
FOR THE BEST  
RESULTS.



**CHOOSE**  
TO GO BEYOND

worldskills  
São Paulo 2015

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# FLYER



**SELF-CONFIDENCE.**

DISCOVER  
THE SECRET  
CHAMPION  
INSIDE YOU

**CHOOSE**  
TO GO BEYOND

worldskills  
São Paulo 2015

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CHOOSE  
TO GO BEYOND

worldskills  
São Paulo 2015

Organized by SENAI

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# BANNER

8 Banners: 2 Determination, 2 Willpower, 2 Self-confidence  
e 2 Focus.  
Format: 120 x 200 cm  
Colors: 4/0  
Stand up Banner, Vinyl





# SELF-CONFIDENCE.

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CHAMPION  
INSIDE YOU!



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# BANNER INTERNET

4 Banners: Determination, Willpower, Self-confidence  
e Focus.

Banner Expansível \_ 728 x 90

1°



2°



3°



4°



5°



# BANNER INTERNET

Banner \_ 300 x 300



1°



2°



3°



4°





5°



6°



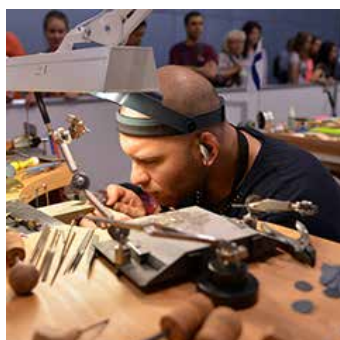
7°

# BANNER INTERNET

Banner \_ 240 x 240



1°



2°



3°



4°



5°



6°



7°

Banner \_ 125 x 125



1°



2°



3°



4°



5°



6°



7°



8°

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**WorldSkills Offices São Paulo 2015**

**São Paulo:** Rua Surubim, 504 – 14º andar – Brooklin Novo – 04571-050 – São Paulo/SP – Brasil

**Brasília:** SBN Quadra 01 – Bloco C – 8º andar – 70040-903 – Brasília/DF – Brasil