



mercado livre

# FEED

## PARADE

The world's biggest Pride Parade took place on Instagram.

### PROBLEM

June is the LGBTQIA+ month. But in 2020, this was also the peak of COVID19 Pandemic. For the first time in years, the biggest Pride Parade wouldn't get the streets. And the pride of million people would be stuck at home.

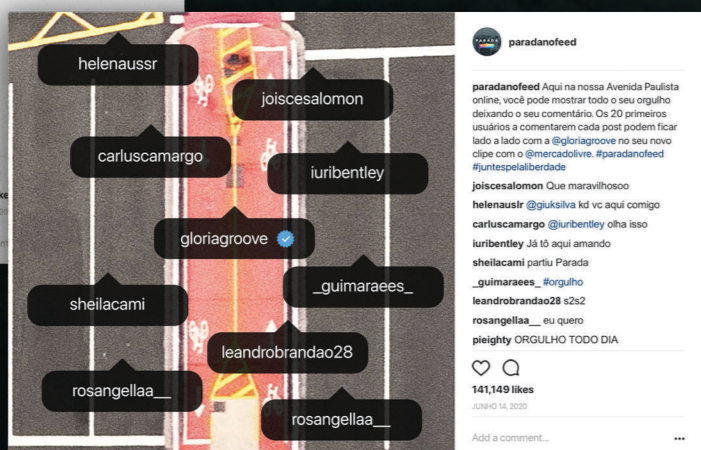
### IDEA

If the Parade can't take over the streets, we took it to Instagram. Mercado Livre turned Paulista Avenue in a feed with 279 photos and hundreds of hidden contents. Whoever commented a photo, had his name tagged on it, taking part of the parade. And then, could see his name eternalized on Gloria Groove's official music video.

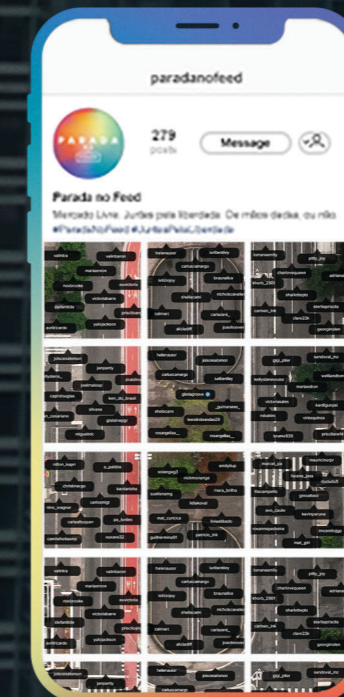
### HOW IT WORKED



After commenting, the first 20 people were tagged on the photo.



And they all had their user name eternalized on the videoclip.



THE AVENUE FILLED UP IN **15 MINUTES**.

**50 COMMENTS PER SECOND** AT THE LAUNCHING.

**+60K NAMES TAGGED** ON THE FEED.



**+500MM**  
IMPRESSIONS

**+63MM**  
UNIQUE IMPACTS

**98%**  
POSITIVE MENTIONS

**1200%**  
ENGAGEMENT