

IGnovation



Entertaining information

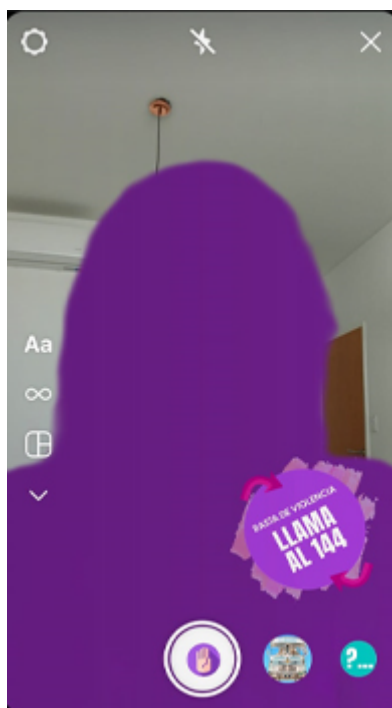
Date: 13/01/2022



Through entertainment we communicate information that helps our audience. We seek to share the feelings that some situations generate through empathy. Our audience never walk alone.

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02. Graphic filters with journalistic logic



We create instagram filters to generate communication tools that meet the basic requirements for journalistic use. In this example, we use a filter to address gender-based violence against women. We took the rules of traditional media and applied them in a single filter. Care for the victim (cover the face and change the tone of voice), graphic with the phone number to call if you suffer gender violence in Argentina. With a single tap you can generate content and also save time in post-production.

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03. Comprehensive sex education

Date: 14/07/2022



As we have a mostly young audience, we work with topics of interest linked to sex education.

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04. City history

Date: 24/07/2022



"To know who we are we must know where we come from".
That is why we created a space where we tell stories of our city.

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05. Services

Date: 17/08/2022



We seek to keep our audience up to date on what services are available in the city and what changes are taking place in the city.
We also cover national issues and contextualise them in a local context.

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06. Carousel story

Date: 23/12/2022

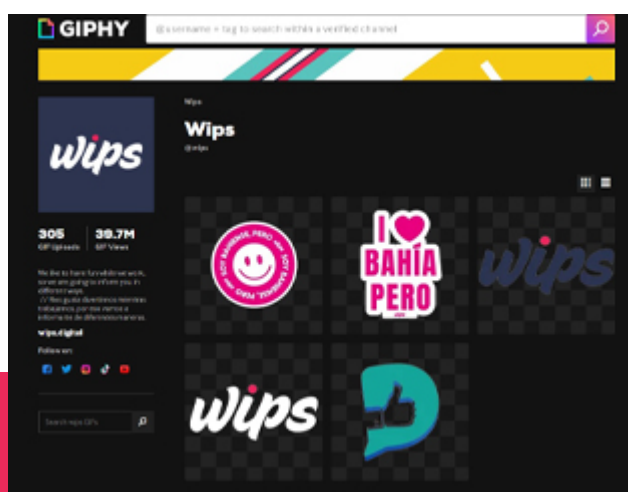


We tell stories of Bahienses (people from Bahia Blanca) so that citizens know who are the people who live in their city and can feel represented in a positive way.

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39.7M GIF views on Instagram

@wipsdigital

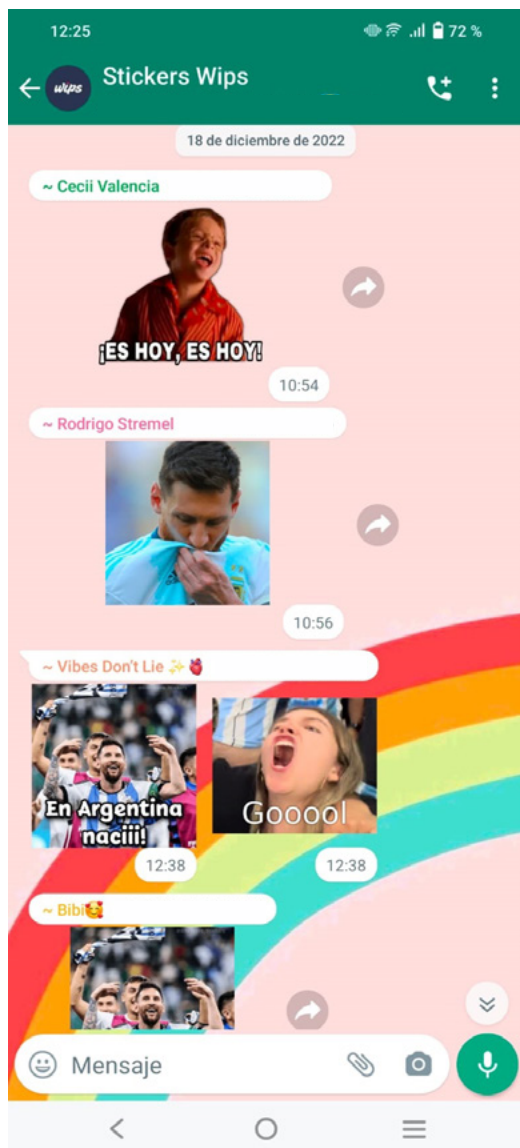


We create gifs so that the audience can interact with our content, in order to keep our community active.

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WhatsApp community

Stickers Wips



We created a whatsapp group in which we can only communicate through stickers. Not only the ones that circulate through this social network but we also create stickers about the news of the day.

[TO JOIN THE GROUP CLICK HERE](#)