

# iPortobello+ app

# Portobello

*Até o Básico é Único*

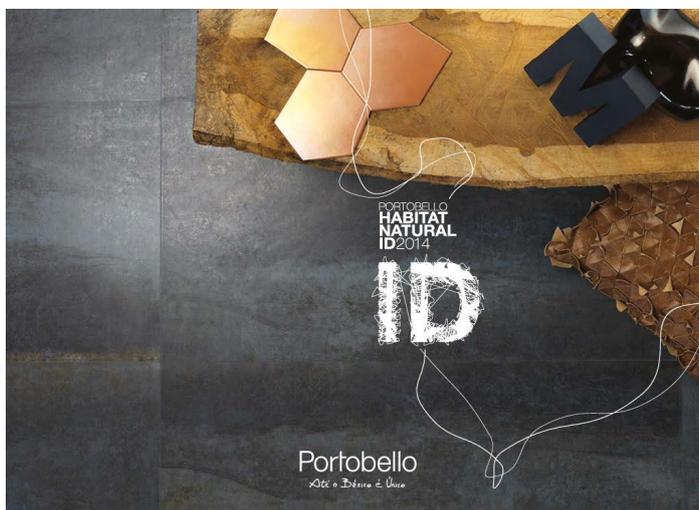
## THE IMPORTANCE OF OFFERING ADDED VALUE ON THE TABLET MEDIUM

### The company

Portobello is a Brazilian manufacturer of paving stones, ceramic flooring and wooden flooring in different sizes, colours and materials. They export to the five continents and are represented in more than 65 countries.

### The agency

Their agency, Dzigual Golinelli, developed a communication strategy for print, web and tablet. The branding concept started from the printed catalogue and aligned the web site and the tablet app with it, along with the Facebook page and blogs. They all share the same look & feel based on Portobello's products and concepts.



### The app

The agency used Twixl Publisher to develop the Portobello iPad and Android apps.

They decided to create a multi-issue app to provide an overview of the complete Portobello product offering, so potential buyers could get introduced to the products easily. The app offers different catalogues by product group, examples of realizations and technical specifications, 27 issues altogether. Bottom line: it offers all you need to get inspired by their products.

The concept had been pre-defined, but the agency only had 5 production days to develop the 27 issues for both iOS as Android. Thanks to the easy Twixl Publisher workflow, it all went well.

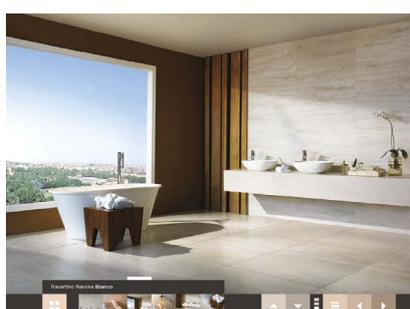
### Added value

The app offers a number of interactive elements, but overall it brings extra value with the way the realizations are visualised compared to the print catalogue and the web site. This was also part of the strategy to offer the extra value on the tablet. The latest edition was downloaded 12.000 times which is very good for an app that for the time being is only available in Portuguese.

The Portobello app has been created with the idea of offering the same capabilities on both iOS and Android. Above all the app demonstrates the importance of a good concept and proves the importance of giving the app its own role/goal in the overall communication mix.

The thoughtful concept made the creation process easier and lets the user start using the app very quickly and enjoy all the interactive features that it offers.

[iPad version](#) - [Android version](#)



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