

# Planet Woot

Digital Portfolio | 07

Advertising, Direct Marketing, Linguistic, Branding, Interactive Solution, Cross-Cultural, Hispanic Market, General Market, Promotions, Interactive Solutions

Version 0.1



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#### DIRECT MAIL & PRINT

MEXICAN CHEESE  
PRODUCERS  
Bilingual Image  
Campaign





¡De DIRECTV al Real España!

¡GÁNATE UN VIAJE A ESPAÑA PARA VER EN VIVO AL REAL MADRID!

DIRECTV.

¡De DIRECTV al Real España!

¡Participa y Podrías Ganar un Viaje!

Sigue la Liga Española por GOLTV

Para participar en el sorteo visita [www.realespanadirectv.com](http://www.realespanadirectv.com)

**Gran Premio: 1**  
Viaje a Madrid para 2 personas, con valor de más de \$9,000, que incluye: Boletos de avión, alojamiento y pasajes para ver un partido de la Liga Española, en vivo!

**Segundo Premio: 20**  
Camiseta oficial de la Liga Española.

¡Participa y Podrías Ganar un Viaje!

¡De DIRECTV al Real España!

Ve un partido de la Liga Española en VIVO! Para participar en el sorteo visita: [www.realespanadirectv.com](http://www.realespanadirectv.com)

**Gran Premio: 1**  
Viaje a España para 2 personas con valor de más de \$9,000 que incluye: Boletos de avión, alojamiento y pasajes para ver un partido de la Liga Española en vivo!

**Segundo Premio: 20**  
Camiseta oficial de la Liga Española.

GOLTV Canal 426

DIRECTV.



## BRANDING

Brand Creation for National Sweepstakes  
Logo | POP Standee  
| Direct Mail Inserts  
| Other Supporting Materials



## PROMOTIONS

International Phone Cards Targeting the Hispanic Market

## Men



¡Pregunte de decirle a su doctor o enfermera si usted ha tenido algún tipo de cáncer o si algún familiar cercano como su madre, padre, hermano, hermana, o hijo, ha tenido cáncer.

**Y para disminuir las posibilidades de obtener cáncer y otras enfermedades:**



- No use tabaco y si lo usa, hable con su doctor o enfermera acerca de dejarlo.
- Haga por lo menos 30 minutos de actividad física casi todos los días de la semana.
- Mantenga una dieta saludable con bastante frutas y verduras.
- Mantenga un peso saludable.
- Tomar alcohol o tener.
- Protéjase del sol.

## Women



¡Pregunte de decirle a su doctor o enfermera si usted ha tenido algún tipo de cáncer o si algún familiar cercano ha tenido cáncer, como su madre, padre, hermano, hermana, o hijo.

**Y para disminuir las posibilidades de obtener cáncer y otras enfermedades:**



- No use tabaco y si lo usa, hable con su doctor o enfermera acerca de dejarlo.
- Haga por lo menos 30 minutos de actividad física casi todos los días de la semana.
- Mantenga una dieta saludable con bastante frutas y verduras.
- Mantenga un peso saludable.
- Tomar alcohol, si toma.
- Protéjase del sol.

## Get Your Tests!

Regular cancer testing can save your life. Ask your doctor or nurse about these tests.

*Be sure to tell your doctor or nurse if you have had any type of cancer or if your mother, father, brother, sister, or children have had cancer.*

**And to lower your chances of getting cancer and other diseases:**



- Don't use tobacco. If you do, ask your doctor or nurse about quitting.
- Protect yourself from the sun.
- Eat plenty of fruits, vegetables, and whole grains and only small amounts of red meat and high fat dairy products.
- Maintain a healthy weight.
- Drink less alcohol, if you drink at all.
- Get at least 30 minutes of physical activity on five or more days of the week.

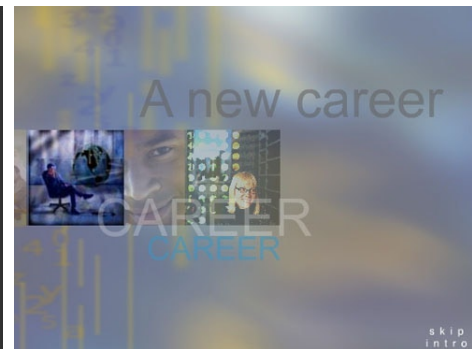
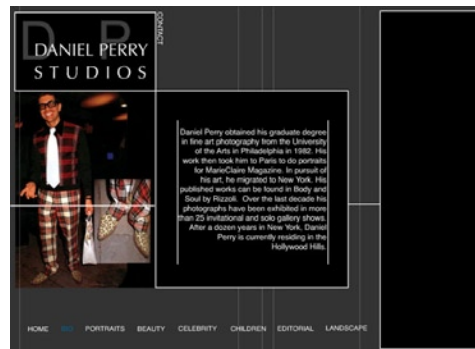
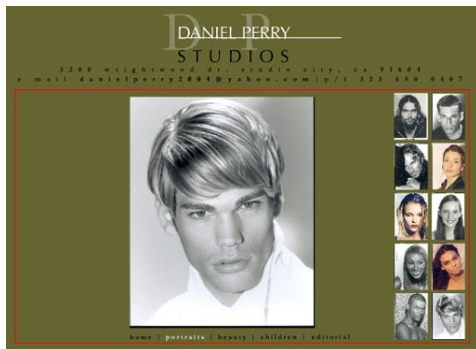
Women	Men
<p><b>21-29 yrs of age:</b></p> <p><b>To check for breast cancer:</b></p> <ul style="list-style-type: none"> <li>Did your doctor or nurse give you a mammogram every year if you have any changes, such as a lump, in your breasts. Have a doctor or nurse examine your breasts every 2 years.</li> </ul> <p><b>To check for cervical cancer:</b> (Starting about 3 years after you start being sexually active from age 21)</p> <ul style="list-style-type: none"> <li>Get a regular Pap test. Ask your doctor or nurse how often you should have a Pap test. Most women have a Pap test every 1 to 3 years.</li> </ul> <p><b>30-39 yrs of age:</b></p> <p><b>To check for breast cancer:</b></p> <ul style="list-style-type: none"> <li>Did your doctor or nurse give you a mammogram every 1 to 2 years, or yearly, if you have a lump, or other changes, in your breasts. Have a doctor or nurse examine your breasts every 2 years.</li> </ul> <p><b>To check for cervical cancer:</b></p> <ul style="list-style-type: none"> <li>Get a regular Pap test. Ask your doctor or nurse how often you should have a Pap test. Most women have a Pap test every 1 to 3 years. If you have had 3 normal Pap tests in a row ask your doctor or nurse about having a Pap test every 2 to 3 years.</li> </ul>	<p><b>40-49 yrs of age:</b></p> <p><b>To check for breast cancer:</b></p> <ul style="list-style-type: none"> <li>Have an x-ray mammogram of your breasts every year.</li> <li>Have a doctor or nurse examine your breasts every year.</li> <li>Did your doctor or nurse give you a mammogram if you had or notice any changes in your breasts such as a lump.</li> </ul> <p><b>To check for cervical cancer:</b></p> <ul style="list-style-type: none"> <li>Get a regular Pap test.</li> <li>Ask your doctor or nurse how often you should have a Pap test. Most men have a Pap test every 1 to 3 years. If you have had 3 normal Pap tests in a row ask your doctor or nurse about having a Pap test every 2 to 3 years.</li> </ul> <p><b>50 yrs of age and older:</b></p> <p><b>To check for breast cancer:</b></p> <ul style="list-style-type: none"> <li>Follow the same steps as registered in ages 40-49.</li> </ul> <p><b>To check for cervical cancer:</b></p> <ul style="list-style-type: none"> <li>Follow the same steps as registered in ages 40-49.</li> </ul> <p><b>To check for colon cancer:</b></p> <ul style="list-style-type: none"> <li>Get regular colon cancer testing. There are several tests to check for colon cancer. Talk to your doctor or nurse about these tests, how often they are done, and which test is best for you.</li> </ul>
<p><b>50 yrs of age and older:</b></p> <p><b>To check for prostate cancer:</b></p> <ul style="list-style-type: none"> <li>Your doctor should offer you a Prostate Specific Antigen (PSA) blood test and a physical exam every year. Talk to your doctor about prostate cancer and the pros and cons of early detection and treatment to decide if it is right for you.</li> <li>If you are African American or if you have a brother or uncle who had prostate cancer before age 65, you should be tested.</li> </ul> <p><b>To check for colon cancer:</b></p> <ul style="list-style-type: none"> <li>Get regular colon cancer testing. There are several tests to check for colon cancer. Talk to your doctor or nurse about these tests, how often they are done, and which test is best for you.</li> </ul>	<p><b>To check for colorectal cancer:</b></p> <ul style="list-style-type: none"> <li>Ask your doctor or nurse about these tests, how often they are done, and which test is best for you.</li> </ul>

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PSA

Part of a National Bilingual Awareness Campaign



**INTERNET  
VARIOUS WEB SITES**  
Web Site Creation and  
Business Concept  
Development



## CONTACT US COMUNÍCATE

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