

# The best engagement solution during Fiestas Patrias!

TOMI was recognized as the 'Best Citizen Engagement Solution' at the Future Digital Awards! In the month of celebration of the Fiestas Patrias, TOMI promotes local engagement with Chileans and the number of touches increases significantly.



## TOUCHES



473 thousand

## PHOTOS / GIFS SENT



12 thousand

## CONTENT VIEWS

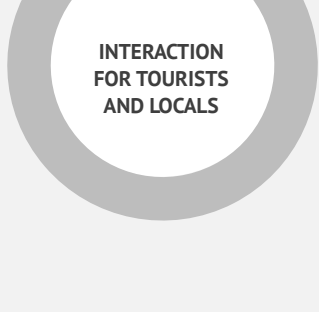


1 million

## MODULES



- 29% SEARCH
- 25% EVENTS
- 11% NEWS
- 35% TRANSPORTS



In the month that TOMI was recognized as the best engagement solution in smart cities, the TOMI Santiago de Chile network shows just that: local engagement is visible and accentuated during special commemorative dates. TOMI interacts with users and citizens are engaged with it.

## TOP MODULES

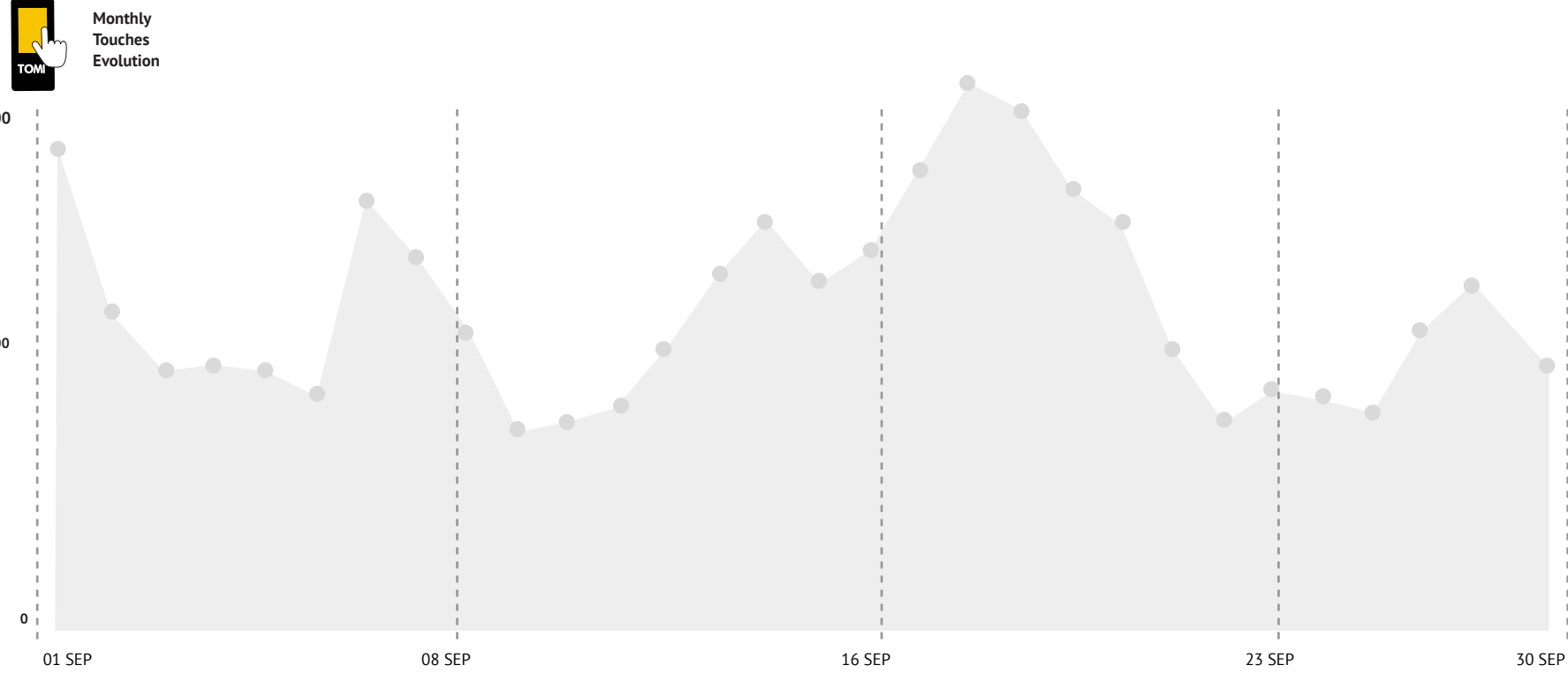
- SEARCH
- EVENTS
- NEWS
- TRANSPORTS

1°	What to do	Fiestas Patrias	Society	Plaza de Armas
2°	Art and Culture	Music	Culture	Mercado Central de Santiago
3°	Where to Eat	Culture	Tecnology	Cerro Santa Lucía

## Fiestas Patrias

September is the most important month for Chileans, as it celebrates the Fiestas Patrias and the atmosphere in the city of Santiago is a celebration! This time period (between September 17 and 19) had a significant peak in the touches made. People also searched for events to celebrate the holidays in the special category of the TOMI Agenda.

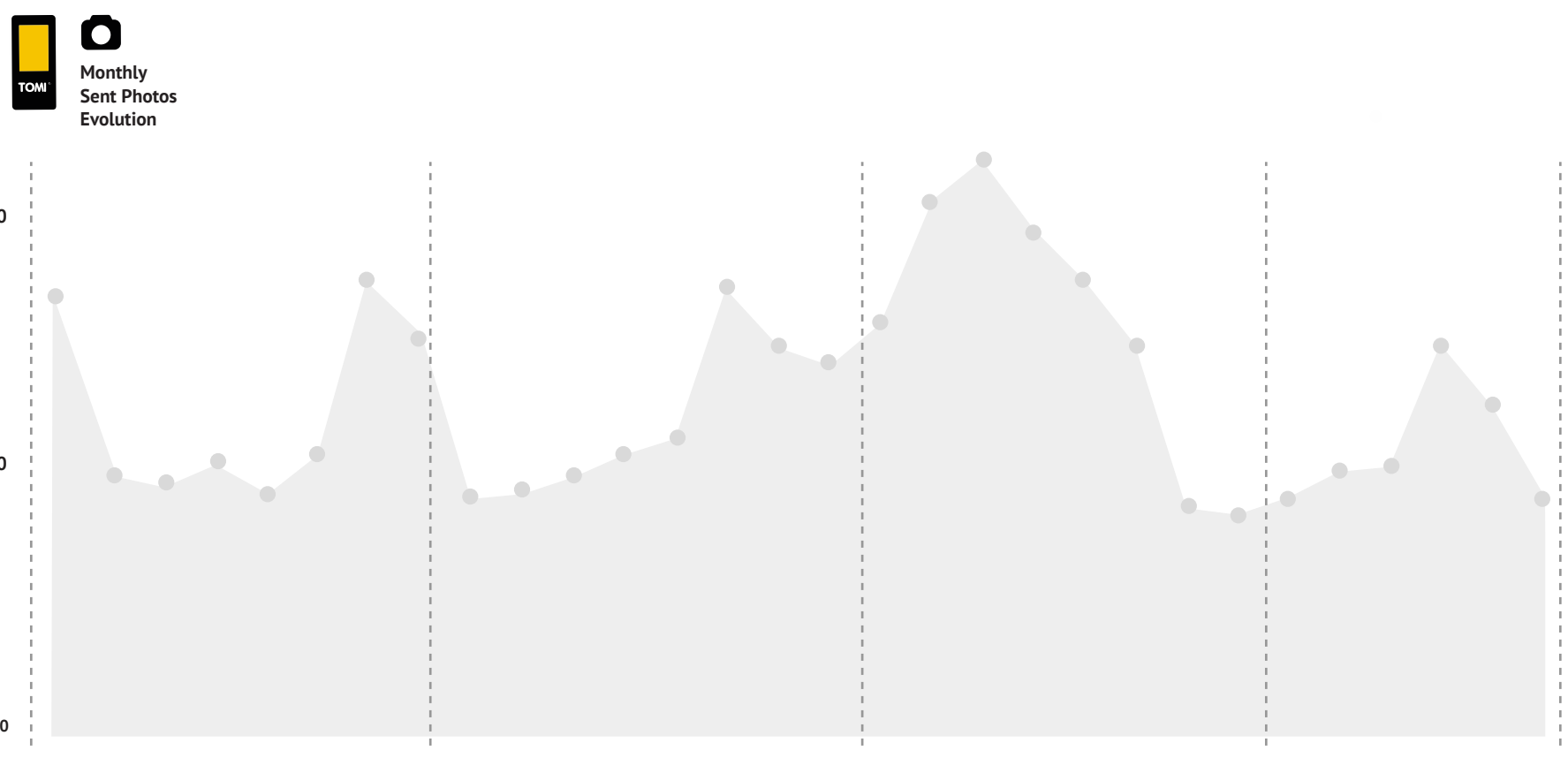
## DURING THE MONTH



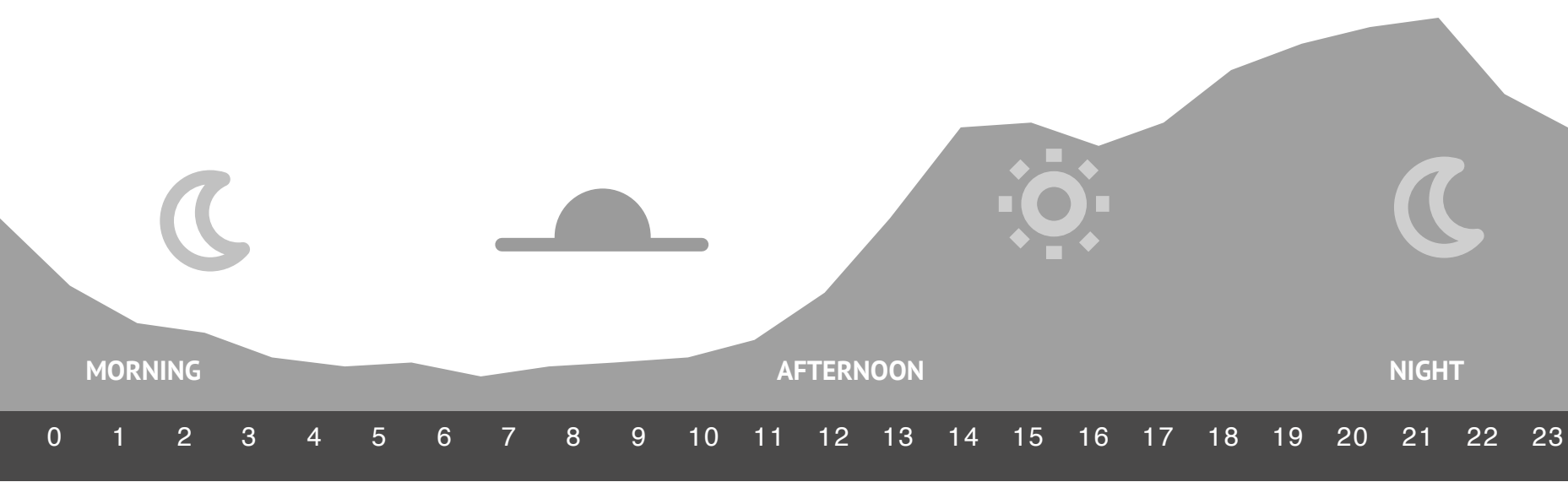
## THEMATIC SELFIES

### Children's Day Frame

TOMI had a special frame to celebrate Children's Day on August 11th.



## DAILY TREND



## THE PODIUM LOCATIONS

## BY LOCATION



### TOUCH CHAMPION



162 850

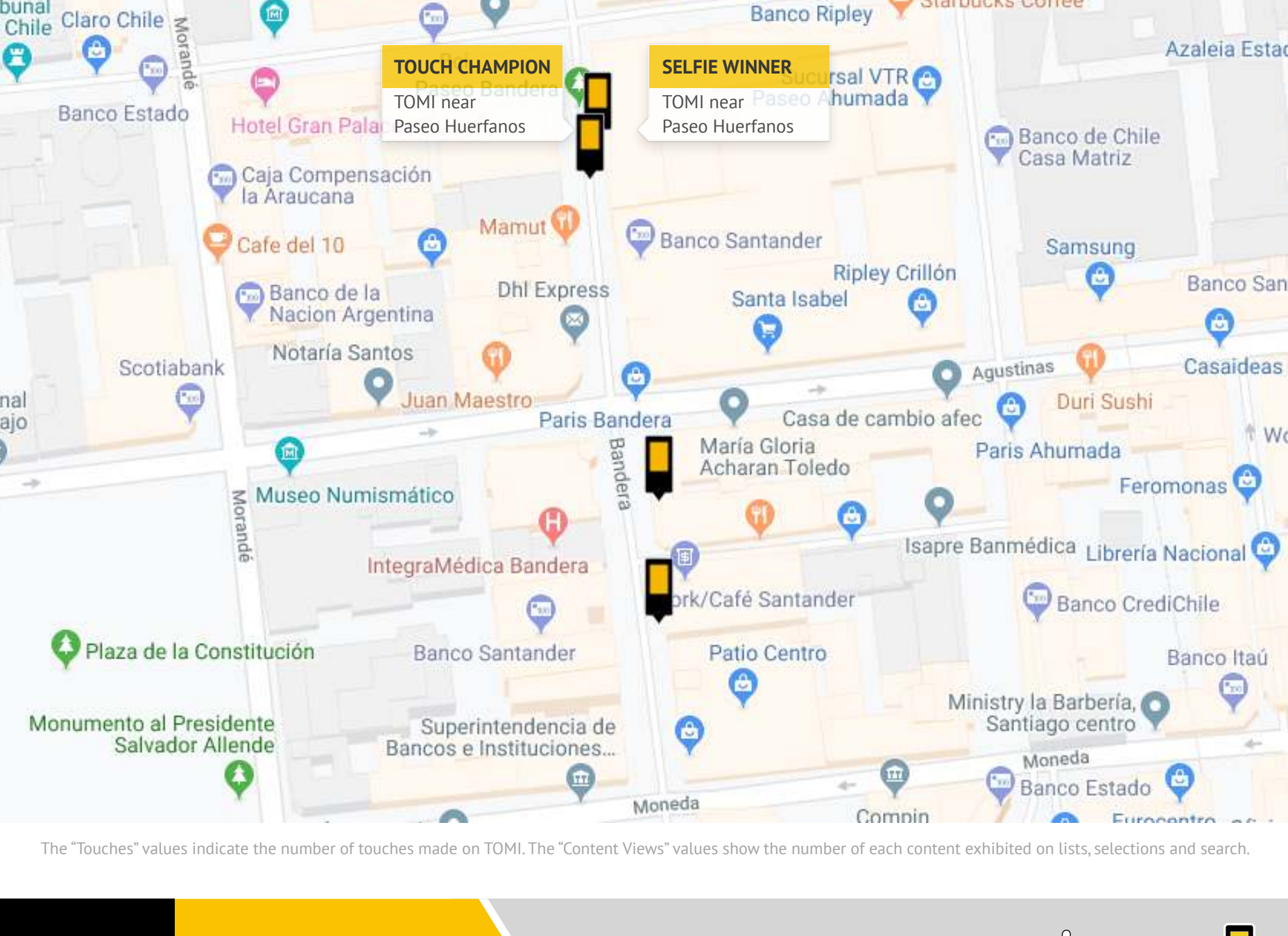
TOMI cerca de Paseo Huerfanos

### SELFIE WINNER



4 039

TOMI cerca de Paseo Huerfanos



The "Touches" values indicate the number of touches made on TOMI. The "Content Views" values show the number of each content exhibited on lists, selections and search.