

TOMI celebrates Carnival

February was a special month with a lot of celebration. TOMI helped to commemorate Carnival and Valentine's Day, and evolved to provide smarter information for cities.

TOUCHES

3 million

PHOTOS / GIFS SENT

36 thousand

CONTENT DISPLAY

72 million

MODULES

20% SEARCH

44% EVENTS

10% NEWS

26% TRANSPORTS

The Events module stood out this month registering almost half of the touches within the main modules.

UPDATE: TOMI CITY DATA

TOMI believes that a smart city is an informed city. That's why we implemented a new feature that shows the UV level and the Air Pollution Index.

TOMI City Data feature now shows these indicators, plus the current time, temperature and weather forecast.

+ info

TOMI

Praça da República

ama

SERVIÇOS PÚBLICOS

TOP MODULES			
	SEARCH	EVENTS	NEWS
1º	What to Do	Exhibition	City
2º	Where to Eat	Music	Culture
3º	Art and Culture	Theater	Society

The biggest Carnival in the world: Rio de Janeiro

TOMI was present in the biggest Carnival in the world, in Rio de Janeiro! Across all of our networks we helped to celebrate, registering a peak of touches during these commemorative days.

DURING THE MONTH

Monthly Touches Evolution

Carnival

SPECIAL DATES

On Valentine's Day and Carnival, TOMI provided customized frames and special videos to wish everyone a happy day.

YOU'RE HOT!

TOMI

CARNAVAL

TOMI

Monthly Sent Photos Evolution

Valentine's Day Weekend

TOMI SMART MEDIA

TOMI is the best way to communicate and to reach the audience and interact in a creative way. See some of our campaigns on January in our networks.

GRAND WHISKY BOTTLE

TOMI

Estudo sem grápis no Facebook para você

TOMI

Quem é a mais bonita do lado da festa?

TOMI

ESCIHA COM QUEM VAI NA FESTA

TOMI

DAILY TREND

MORNING

AFTERNOON

NIGHT

LOCATIONS

BY NETWORK

SANTIAGO DE CHILE

RIO DE JANEIRO

LISBON

PORTO AND THE NORTH

ALGARVE

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

TOMI

Keep in Touch

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Smart Cities USA, UK and Latam awards

Award UI & UX

Accessibility & inclusion

DOOH media

Tourism