

Deck of Cards Celebration Actions

To celebrate the Deck of Cards Day, Copag organized several exclusive actions:

Commemorative Deck of Cards

The theme chosen to celebrate the 7th Deck of Cards Day (9/13/2020) was “nostalgia”, with a special edition of Deck of Cards 139. The theme was chosen after studying mentions of terms in social networks related to deck of cards.

To engage consumers, Copag launched a commemorative deck of cards with posts related to longing to

play Buraco, Truco, Poker, Blackjack and other games popularly known by card lovers.



Customized pizza boxes

What is more democratic to bring family and friends together than a pizza? It was with this in mind that Copag selected some pizzerias in São Paulo, Belo Horizonte, Curitiba and Goiânia for a mega action on the Deck of Cards Day.

12 thousand fully customized pizza boxes were distributed, accompanied by a detachable truco marker and the commemorative deck of cards.



Deck of Cards Day Parody

Digital influencer Marcus Eni (@marcuseniofc) created and released, on September 10, a parody video about the Deck of Cards Day and its theme, **Nostalgia!**



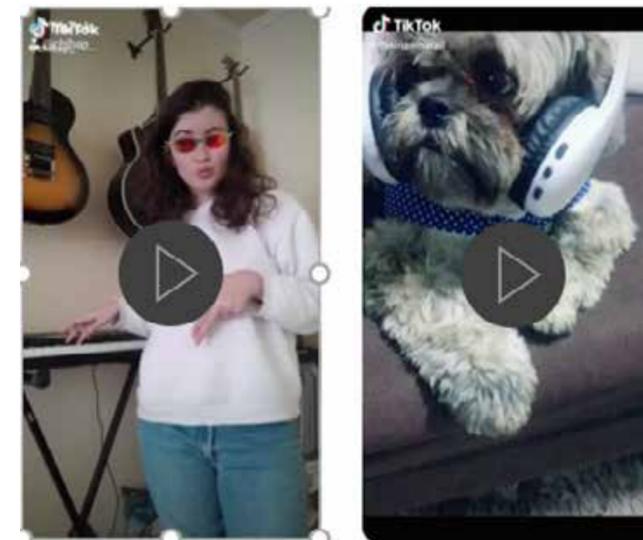
Nostalgia Live

Nostalgia Live was held on the Deck of Cards Day, September 13, and awarded R\$100.00 to all those who participated through the StreamYard platform.



Cultural Contest

Based on the Deck of Cards Day Parody (using the original recorded music), the participant had to create a video and post it on TikTok or on the Instagram feed, with the hashtag #aiquesaudade and #queroumiphonedacopag. Prize: Iphone 11.



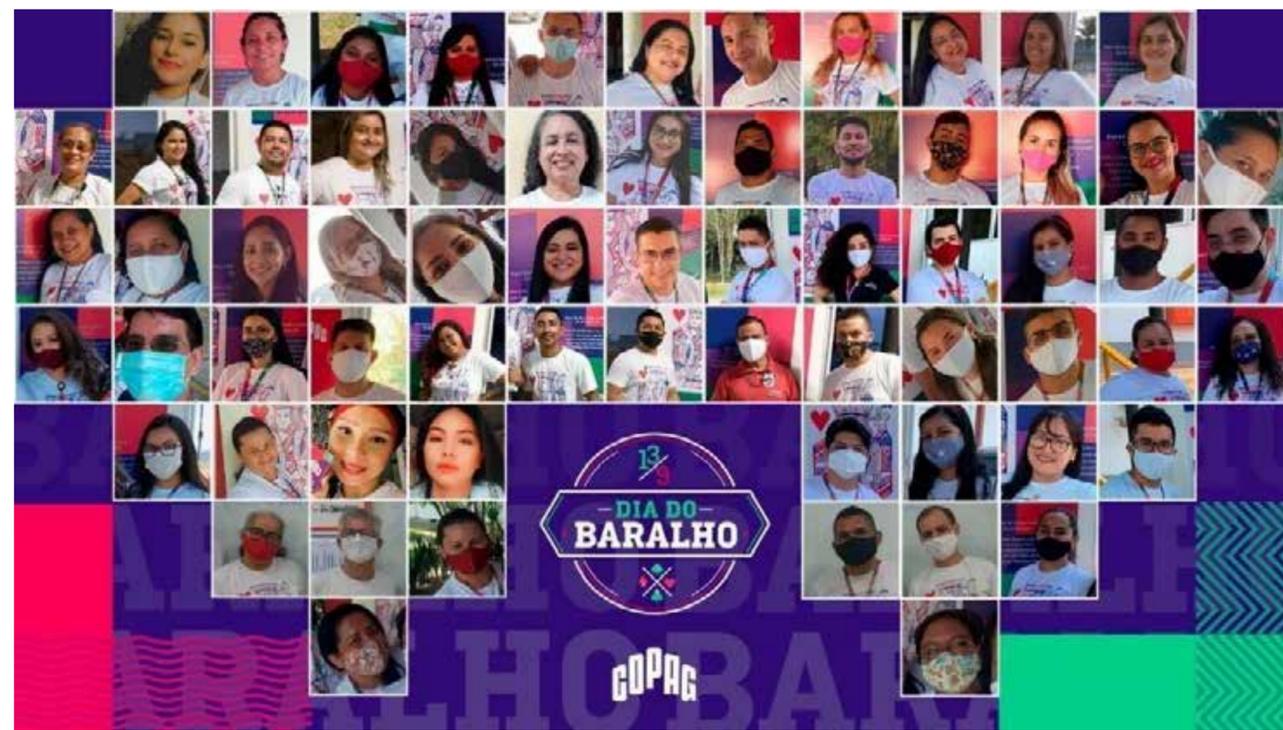
Instagram filters

Three filters were created to be used and shared on Instagram and Facebook.



Employee kit

Finally, it is clear that, even distant, we could not help but celebrate with our employees. Therefore, we sent a kit for each one, so that everyone could get together to celebrate this particularly important date.



Onsite Truco Tournament

On February 9, 2020, Copag held the first open truco tournament in partnership with Cassinera, at the GAP space in São Paulo.

The registered pairs competed during 8 rounds for the prize of R\$ 3,000.00 (amount divided between the champion pair). It was the largest truco tournament ever held by Copag, with the presence of 216 people.



Photo taken before the pandemic.

Online Truco Tournaments

In view of the pandemic scenario, Copag once again sought to innovate and bring entertainment to the public. Thus, in June 2020, two online truco tournaments were held, through Copag's truco app. Each tournament had a prize of R\$1,000.00 (amount divided between the champion pair).

The first edition had 744 participants and the second, 1,060. The entire tournament was broadcast on Copag's Twitch channel, with live narration and commentaries.



Donations of Copag Products

Copag made several donations to institutions and social projects, both in Manaus and São Paulo. More than 20,000 games and deck card units were donated as a way of bringing joy to families and providing a fun time in the safety of their homes.

Donation period April–December 2020.

Meet some of the institutions and partners that received donations:

Apae - Uberlândia/MG

Cotolengo - São Paulo/SP

Cufa São Paulo - São Paulo/SP

Cufa Rio de Janeiro - Rio de Janeiro/RJ

DJA Project - Uberlândia/MG

Pacaembu Hospital - São Paulo/SP

Fundação Amazonas Sustentável - Manaus/AM

Lar do Idoso Padre Lino - Ituiutaba/MG

Several companies of the Industrial Pole of Manaus/AM

Seeking to help the population of Manaus, one of the most affected by Covid-19, Copag, in partnership with the Blood Center, carried out a blood donation campaign aimed at encouraging the population to donate.

Copag assisted in the campaign by donating a thousand units of deck of cards, to be delivered in the period from 06/22 to 07/06 as a gift for those who contributed. The incentive was also applied in São Paulo in partnership with Fundação Pró-Sangue, which is one of the 5 largest blood banks in Latin America. In total, 6,000 units of deck of cards were donated!



Live Funlab

In May and June 2020, Copag held lives (live broadcasts) on its Instagram profile, aiming to bring different types of content to our followers in the comfort of their homes, such as: tips for preparing that favorite drink, craft class, and even subjects focused on poker lovers.



Sponsorship of Lives

With the pandemic, the entertainment media had to adapt and find new ways to reach the public. Thus, great artists started Live projects on their YouTube channels to raise funds/donations for those in need.

Copag acted as the sponsor of two large Lives in the country music sector: Felipe Araújo and Rick & Renner. In both lives, a discount coupon was made available for viewers to use in our online store.



Product Placement (por mais de 2')



Copag Pokémon Cup - Latam

Seeking to heat the competitive Pokémon scenario and promote interaction between players, Copag held the first Pokémon TCG Online Tournament. The competition had free enrollment and was open to the public from all over Latin America, starting on 11/21/2020. The final was played on 16/01/2021.

For this tournament, Copag was sponsored by Visa, Digio and On e-Stadium, with promotions and products of partner stores, and promoted interaction with players.

The first edition of the tournament was directed only to the Master category of the game and had a total of 985 enrollments, the second largest tournament ever held by Copag.



Champion Challenge

The Champion Challenge was a Copag initiative to foster the competitive scenario of Pokémon TCG online. Every week, a regional champion player from Brazil faced a participant drawn from Copag's Facebook page - Pokémon. The disputes were recorded and made available on the page. The winners received products from the current Pokémon collection.



Copag Quiz Show

In the period from April to June 2020, Copag carried out a different schedule for the Pokémon audience: Copag Quiz Show. To perform this action, Pokémon TCG players, judges and influencers were interviewed during lives on Instagram. Respondents answered questions made by the followers of Copag's Facebook page.



Online Professor Seminar

Seminars for Pokémon judges are events that allow players to meet new people, interact with friends, teach, learn, share tips and spread knowledge in the community. These are one of the best opportunities to get to know good practices in the game and to update on the Teacher Program.

Due to the pandemic, it was necessary to adapt on-site meetings of the seminars for a webinar, which enabled the participation of Pokémon Teachers not only from all over Brazil, but also from other places in Latin America. The Microsoft Teams platform was used for presentations and Discord was used for simultaneous translation into Spanish.

