Brand recognition

Consumer complaints body educates Brazilians about corrupt politicians

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Consumer complaints body **Reclame Aqui** used image recognition to create a tool to educate users about corrupt politicians.

The Corruption Detector was developed by **Grey Brazil** ahead of the country's 2018 general election in October. Users who download the mobile app can point their device's camera at any senator, minister or governor to find out whether they have a history of corruption.

The app uses Microsoft's facial recognition, which is up to 98% accurate, to identify politicians. It works on print images, screens or in real-life situations. The app draws on official public records to provide the information about corruption.

The Corruption Detector is just the latest iteration of Reclame Aqui's longer-running campaign to highlight political corruption. In 2017, the brand won a gold lion at Cannes for a browser plugin, called The Colour of Corruption, which turned purple the names of any Brazilian politician facing corruption charges.

Reclame Aqui was established to handle consumer complaints and improve the relationship between suppliers and customers. The website is free for both consumers and businesses, but Reclame Aqui's parent company, Óbvio Brasil undertakes paid consultancy work for companies that want to improve their customer service.

Results / According to Grey, the Corruption Detector was the most downloaded free app on Apple's app store. The campaign video has more than 829,000 views. The campaign won the Mobile Grand Prix at Cannes 2018.

INSIGHT /

Marketing as a public service / Visual search is emerging as an effective way to engage people with a product or service. Digital experience company BloomReach found that people who had used visual search for ecommerce viewed 48% more products, were 75% more likely to make a return visit, and spent, on average, 9% more than those who didn't.

Reclame Aqui has no products to sell (at least, not to most) but like any service it wants to increase its user base. The general election and the issue of political corruption are both outside of Reclame Aqui's usual remit of consumer complaints, but they are hot-button issues, and the brand is piggy-backing onto them to introduce more people to its service. Creating a tool based on visual search increases that interest, through the technology's novelty and intuitiveness. And because the service has been created as an app, it affords the brand some valuable real estate on the user's phone.

While politics and corruption is tangential to Reclame Aqui's usual business of consumer complaints, the Corruption Detector is still relevent to the body and emphasises its positive traits. It shows that Reclame Aqui is on the side of masses, and committed to ensuring they get a fair deal. It also positions Reclame Aqui as a well-informed information hub.