

## ELEVATOR PITCH

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### 1. ABSTRACT

The Brazilian presidential elections of 2018 seem more like a plot of a dramatic series than a regular run for office. Through all year, the population witnessed all sort of events that would classify any movie or series as fiction. The favorite candidate and former president Luis Inácio Lula da Silva was arrested under corruption allegations, the candidate after him on the polls, Jair Bolsonaro, was stabbed during a political rally and remained in hospital almost for all of the campaign and, as if this wasn't enough, Bolsonaro's campaign was accused of illegally using social media data to send targeted propaganda to a massive section of the Brazilian population.

The political instability in Brazil started way back in 2013 when, driven by a weakening in the economy, the population started to demand for change. The opposition at that time, took advantage of that and was able to impeach Dilma Roussef (Lula's ally) under bad administration allegations. The process was really controversial and it's still discussed to this day in Brazil. The population started to divide itself into two: supporters and haters of the labor party (party of Lula and Dilma). The situation was aggravated when, already in 2018, Lula was sent to jail for receiving an apartment worth 100 thousand euros from a private constructor even though big names on the opposition (such as the current president Michel Temer and even Jair Bolsonaro) are still free even after accusations of much larger corruption cases.

Lula da Silva was obviously prevented from running and the polarization of the population helped the emergence of the anti-Lula: Jair Bolsonaro. The international press couldn't understand how a politician like Bolsonaro could win the Brazilian elections. He hadn't done anything for the country yet and had already declared the most unpronounceable phrases anyone could hear. Racism, homophobia and misogyny are common around Bolsonaro and yet he was able to collect almost all the electorate who was tired of the labor party governance.

The choice of the population, though, started to become more clear after several investigations found a relationship of Bolsonaro with mass manipulation companies such as Cambridge Analytica, responsible for the Facebook scandal after the U.S. and Brexit elections.