

The logo features the word "Eleven." in a white, bold, serif font, centered within a large orange circle. The circle is set against a yellow background that has a subtle diagonal line pattern.

Eleven.

CREADOS HACE 11 AÑOS

We were created more than 11 years ago by dreamy minds of experts in the entertainment, video game and mass consumption industry. Throughout these years things have changed in the region and we can say that we have been protagonists of some of these changes.

OET|CAPITAL®



Communication
and PR strategies
for the world of
entertainment

Eleven.
ADVERTISING GROUP®

Communication strategies for
mass consumption products

PLOT

Production
of content

Kampf

marketer
media

Eleven.

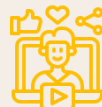
SOMOS UN EQUIPO MULTICULTURAL DE PROFESIONALES APASIONADOS POR LA TECNOLOGÍA Y LA COMUNICACIÓN.

With the firm determination to understand the business model of our clients to design comprehensive strategies that support the achievement of their objectives.

CON UN COMPLETO PORTAFOLIO DE **SERVICIOS QUE CUBRE**



Consulting, Strategy
Content Planning and
Research



Social media
Celebrities and Influencers Marketing



PR Strategies and
Implementations



Online and Offline Media
Planning, Purchase and
Optimization



Development of Apps
and Websites



Content Production
Event production



Brand development and
innovation within the
world of videogames



eSports

Experiencia

eleven advertising group | Credenciales 2022

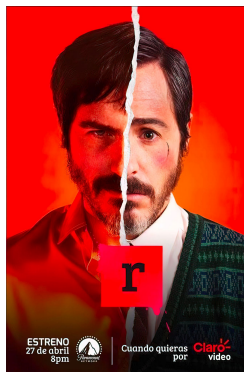
IN TV SERIES AND CINEMA
THREE YEARS AGO WE STARTED WORKING WITH
**FAMOUS BRANDS AND PRODUCTION COMPANIES IN
THE ENTERTAINMENT INDUSTRY.**

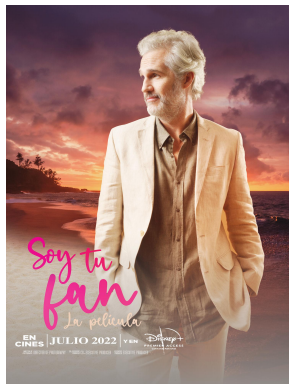
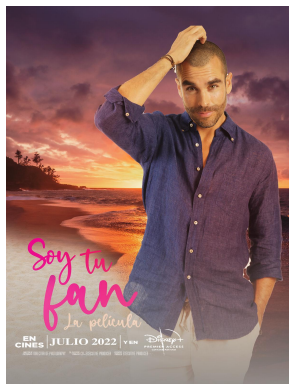
- Key Art • Logo • EPK • Social Media •
- Press Photos • Marketing Plan •



Eleven.









EN PRODUCTOS DE CONSUMO MASIVO Y OTRAS INDUSTRIAS



corona

DECATHLON

Eleven.

OUR TOOLS

STRATEGIES, OPTIMIZATIONS AND IMPLEMENTATIONS

1 RESEARCH / INSIGHTS

- Target Analysis
- Consumption habits
- Competence
- Audiences / Influencers

2 ESTRATEGIA / SEGMENTACIÓN

- idea generation
- platform selection
- tactics
- Creatives

3 DATA ANALYTICS

- discounts
- Added values
- formats
- reach

4 IMPLEMENTACIÓN + SEGUIMIENTO

- Optimize
- monitor
- Report
- learnings

CONSUMER ANALYSIS
MARKET ANALYSIS
AUDIENCE PROFILING



CREATIVE PROCESS
AND STRATEGIC

Eleven.



REPORTS
INSIGHTS



STRATEGY AND TACTICS
KEY MESSAGES AND POSITIONING
DETECTION OF MEDIA AND INFLUENCERS



ANALYSIS HEARINGS
PRESS RELEASES
PRESS DOCUMENTS



MONITORING
MEDIA SUPPORT E
INFLUENCERS



REPORTS
CODE DISTRIBUTION
OF DISCOUNTS



COMMUNITY AND FOLLOW-UP
COMPETITIVE ENVIRONMENT



SOCIAL MARKETING

ACTIVIDADES



WE DESIGN AND IMPLEMENT STRATEGIES

Understanding the objectives of the campaign and the client, using the different social networks, their particular contributions to the strategy and uniting it with influencers, if applicable.



WE DEVELOP AND/OR ADAPT CONTENT

That it goes hand in hand with the look and feel of the brand and the local particularities (tastes, forms of communication and seasonality of each country and target).



WE CONNECT THE SOCIAL MEDIA STRATEGY

The integral communication strategy of the brand and the campaign. The campaigns with the greatest impact are those that integrate all available resources.



WE CREATE STRATEGIES WITH INFLUENCERS

We have a large number of allied influencers with whom we work on various types of campaigns in the region, we constantly monitor them to achieve the established KPIs.



WE USE THE BEST RESEARCH TOOLS IN SOCIAL MEDIA

In order to understand and connect with our consumers at the speed set by social networks, through the development of winning strategies according to the brand and market trends.



INTEGRACIÓN DE ACTIVIDADES, PARRILLAS DE CONTENIDO EN UNA SOLA SUITE

Lo cuál permite mayor eficiencia en el manejo de información, control de actividades y seguimiento a los cronogramas establecidos.

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PLAN GENERAL REDES SOCIALES

IN ADDITION TO GENERATING ENGAGEMENT WITH BRANDS (MANDATORY OBJECTIVE OF SOCIAL NETWORKS).

AT ELEVEN WE HAVE ALL THE EXPERTISE TO TURN THEM INTO BUSINESS TOOLS



AUDIENCE

- Define primary target
- Define secondary target
- Audience generation strategy (quantity, interaction)



PLATFORMS

- Define objectives and the communication strategy of each one
- look and feel
- Type of content.

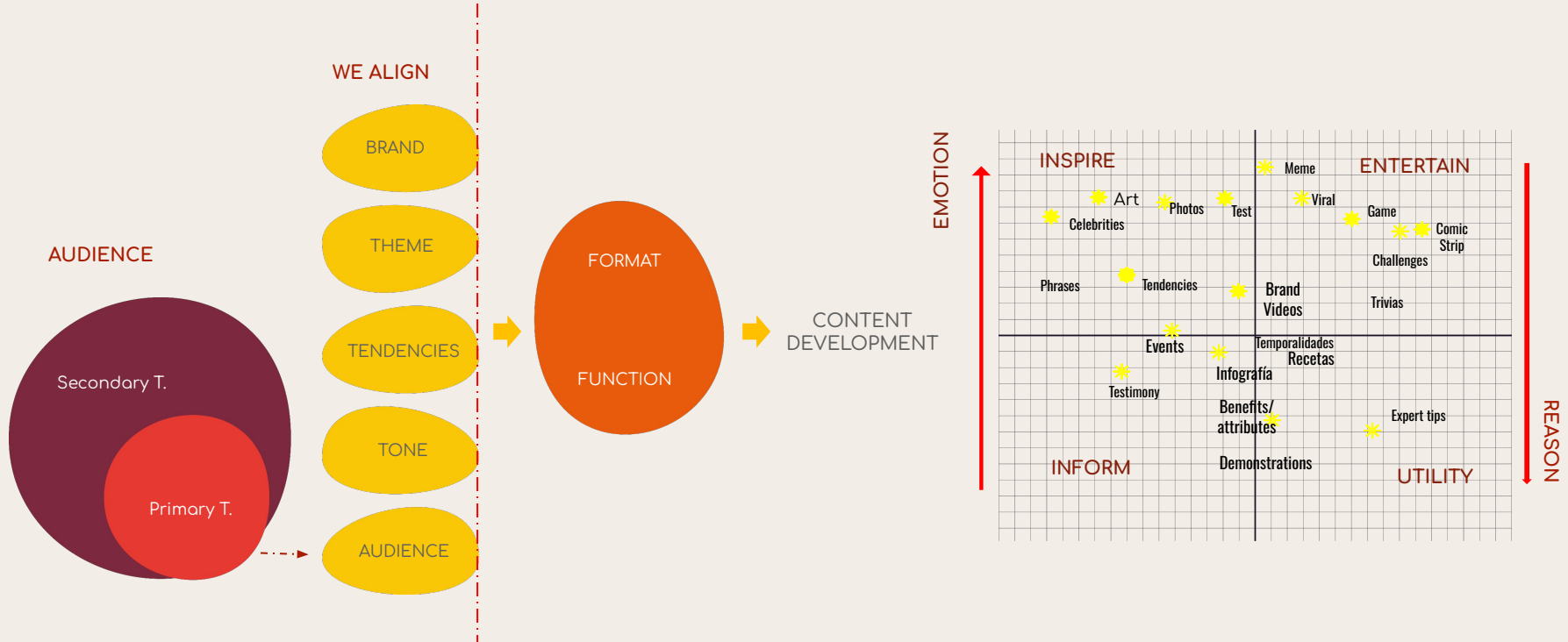


CONTENT

- communication tone
- Frequency (content calendar)
- Communication elements (text, images, video)

Integration to corporate strategy
Control and optimization tools
Crisis management

DESARROLLAMOS LA ESTRATEGIA DE COMUNICACIÓN Y CONTENIDO PARA CADA RED SOCIAL



CONTAMOS CON UN ECOSISTEMA COMPLETO DE TRABAJO QUE COMPRENDE...

WORKING TEAM

SOCIAL MEDIA MANAGER

Coordinates teams, participates in all activities and ensures the correct execution of the plan.

CONTENT MANAGER

Content strategy, generates creative ideas together with the team and the comm manager to pass them on to production. He is aware of cont trends.

SOCIAL MEDIA ANALYST

Reports and interpretation of metrics, continuous monitoring, works hand in hand with comm. manager and content strategy. Keep an eye on the good reputation of the brand. Handle various tools

COMMUNITY MANAGER

In addition to attending social networks and making final reports, this position also has content and strategy characteristics, since it plays an important part in its construction and implementation.

DESIGN/CREATIVITY

Actively participates in the construction and development of the strategy. Produce the final content for social media

SUPPORT TEAM

• RESEARCH • ESTRATEGIA • CREATIVIDAD • DISEÑO • PRODUCCIÓN •

PRODUCTORA DE CONTENIDO

DRAAKONFLY SUITE

¿Que es?

Platform that unifies all the processes at the HUB level of creative campaigns, social networks and content generation in an ecosystem that allows the integration of its key functionalities, streamlining processes and concentrating the efforts of multidisciplinary teams in a single workspace. (CRM specialized in RRSS)

*Owned by Eleven



MODULES

Social Communication Manager
File Manager

Creator - Technical Sheets

Creator - Images

Dashboards

Approval Manager



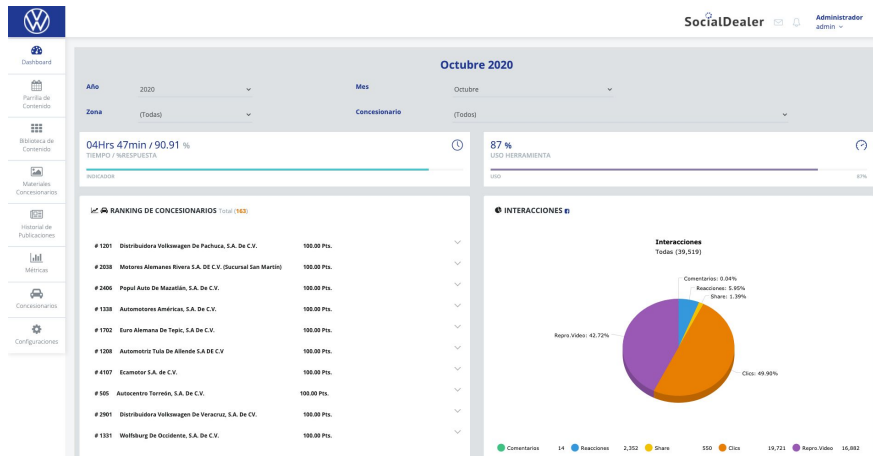
TECHNIQUE ADVANTAGES

Cloud Based and Security with Microsoft Technology
Multi-app/in-app user management

Analysis and report of RRSS (FB and Instagram) through Dashboards.

QA

Real-time metrics



BENEFITS

- Productivity optimization.
- Reduction of costs and resources.
- Centralization of dashboards, files and data by Platform. (FB Analytics and Data Analytics)
- Each country can have its own independent space with all its processes, materials, content grids and reports.
- At the regional level, it facilitates the monitoring process of both the creation of assets and the content grids and reporting dashboards.
- Compliance with guidelines in the creative process, allowing changes allowed by the guidelines of each brand to be made locally.

Influencers Celebrities

eleven advertising group | **Credenciales 2022**

Influencers marketing

We have achieved a **great relationship** with all content creators in the region. Our portfolio currently has more than **+500** names of all sizes, genders and characteristics in **LATAM**.

We have developed a system to work with them based on **achievements and rewards**, which allows us to monitor and control the content.

At Eleven and G64 we have always had the goal of getting **top-level influencers** interested in our accounts, videos, not only with paid campaigns but with a close relationship of **trust and interest in their person**..

They are our closest friends!



LIFESTYLE



SPORTS



FILM AND
ENTERTAINMENT



TECHNOLOGY



POP CULTURE



MUSIC



VIDEOGAMES



BEAUTY AND HEALTH



FASHION



COOKING

Celebrities



More than

4,2 M

Impressions/Reach



Ozuna and Black Eyed Peas

Eleven.

Celebrities

FORTNITE.

More
than
5 M

Impressions/Reach



Sergio "Checo" Pérez

Celebrities

FORTNITE®

J BALVIN

We promoted and created fun and powerful actions through the presence of one of the most important Latino artists in the video game.

With the help of media and content creators, we created videos, tournaments, and mentions that impacted more than

80 millones
de personas



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Success Cases



Hogwarts Legacy

Regional Public Relations Strategy

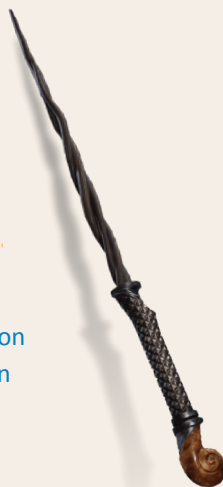
Pre-launch and launch of Hogwarts Legacy with a 360° communication strategy, achieving a presence in traditional and digital media. Within traditional media we were present on TV, Prints and Radio.

The predicted amount of reach was greatly exceeded, thanks to the talents, tier of the game, and organic efforts.

Pre-Launch HL 1-9 Feb 2023

- **935** Clipping Total
- **3,073M+ 3,073,198,317** UVP (Social, Media)
- **18,222,703** Media Value (Social, Media)

Mainstream Outlets



+26

Million
Total Reach
(Paid + Organic)

+4.5

Million
Estimated Reach

Eleven.

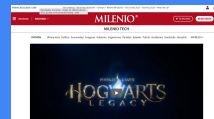
HL LAUNCHING HIGHLIGHTS MEDIA

- **4,906M+ 4.906.098.102** UVP (Social, Media)
- **51.018.414** Media Value (Social, Media)

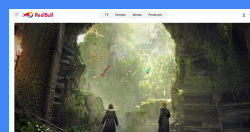
Mainstream Outlets



OYE 89.7



MILENIO / PRINT



RED BULL



AZTECA 7/ TV y Digital C



SKY VIEW / PRINT

INFLUENCERS HOGWARTS LEGACY HIGHLIGHTS



Success Cases



"141" the Corrido COD

Regional Public Relations Strategy

For the launch of Call of Duty: Modern Warfare II, Activision released a special collaboration with popular corrido music group Banda MS. With the name of "141".

The communication strategy included a YouTube music video on Call of Duty channels, a dedicated press release for Latin American news outlets that resulted in cover stories in several major newspapers, music and sports websites, influencer campaign, as well as a series of interviews by Band MS with the most important media in Latin America.

8

Interviews
a banda MS

+170

notes
press of LATAM

Top Hashtags | Trending Topic | Ompressions

- #codrrido - 7.2M
- #bandams - 9.9M
- #callofduty - 18M
- #modernwarfare2 - 12M

+5.5

Billion
Impressions
(Press)

+22

Million
YT Related Content
Views

Mainstream Outlets



Infobae / 249M UU



Excelsior / 10M UU



El Heraldo / 23M UU



UNO TV / 50M UU



Milenio / 22M UU



Reforma / 3M UU

Sports and Music Outlets



Marca / 276M UU



ESPN / 17M UU



Bola VIP / 72M UU



TyC Sports / 29M UU

PR & Influencer (Organic Strategy)

+54K

Views (KPI)

+500K

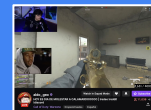
Viewed Hours
(KPI)



Elded / 4.2k CCV



Vickypalami / 7.2k CCV



Aldo_geo / 11k CCV

+10 Top Content Creators (streaming in Twitch)

Eleven.



Click



[Theslayer360](#)



[TheGrefg](#)



[SKabeche](#)



[TheDonato](#)

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Success Case



Fall Guys The Chapulin Colorado

July 9th, 2022

Regional Public Relations Strategy

Objective

Amplify communication and build excitement around the release of the Fall Guys Grasshopper costume.

A 360° campaign was developed for Fall Guys, a game published by Epic Games, which included:

Press release and delivery of organic codes: Distribution of a press release developed specifically for this launch and distribution of codes to the media and influencers closest to the brand.

Event: A face-to-face event was held with specialized media, general interest press and influencers close to the brand.

Event Results:

100
people
assisted

5,314,142
Reach
with social media posts

154
Posts
Organic in Social
Media

\$7.5
USD
CPM

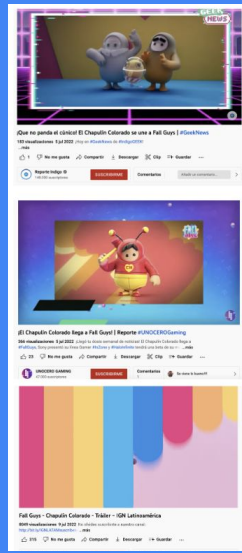
Gaming Press



Mainstream and entertainment Press



Social Post



Resultados del comunicado de prensa y evento en prensa

130
articles
64 per release
66 for the event

+1.3
million
impressions
(Press)

\$157k
USD
Estimated value of the
notes

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Algunos Trabajos Realizados

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san pablo
natural!

Comprehensive agency

- Social media
- Creativity and content creation.
- Influencer campaigns.
- Offline and Online media campaigns.





DIGITAL AGENCY

E-COMMERCE
EXPERIENCE

EN LOS ÚLTIMOS 6 MESES...

- WE INCREASED THE AVERAGE PERCENTAGE OF PURCHASES BY 432%
- THE COST PER TRANSACTION DECREASED BY 56%
- INCREASED THE NUMBER OF PRODUCTS VIEWED BY VISITS BY 50%
- INCREASED THE REPURCHASE PERCENTAGE BY 45%



Digital Agency

- Social media
- Content creation.
- Influencer campaigns.
- Offline and Online media campaigns.
- Mexico - USA - Spain





Comprehensive agency

- Social media
- Content creation.
- Influencer campaigns.
- Offline and Online media campaigns.





FORTNITE®



Comprehensive Agency Fornite, Fall Guys Latam
(from Mexico to Argentina).

- Management of all your social networks: Instagram, Youtube, Twitter.
- Content creation.
- Influencer campaigns.
- Offline and Online media campaigns.
- PR.



México



Colombia



Perú



Chile



Argentina



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ACTIVISION®

CALL OF DUTY®

Agencia integral Latam (desde México a Argentina).

- Manejo de todas sus redes sociales.
- Creación de contenido.
- Campañas de influencers.
- Campañas de medios Offline y Online.
- Eventos
- PR.



México



Colombia



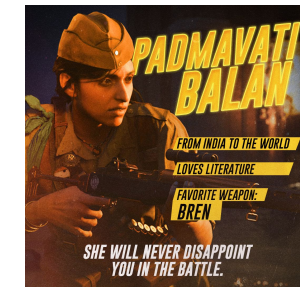
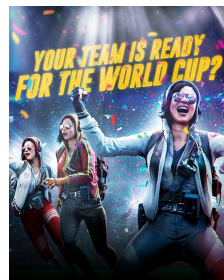
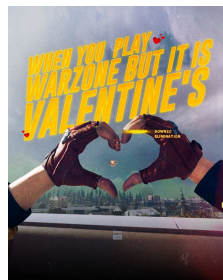
Perú



Chile



Argentina

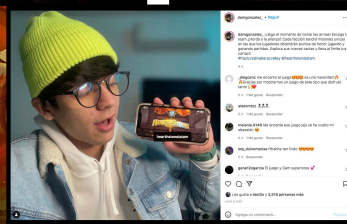
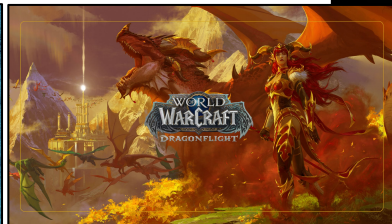
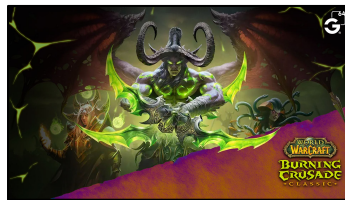


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Agencia integral Latam (desde México a Argentina).

- Manejo de todas sus redes sociales.
- Creación de contenido.
- Campañas de influencers.
- Campañas de medios Offline y Online.
- Eventos
- PR.

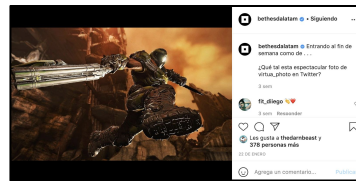


Bethesda™

Social Media.

Agencia integral Latam (desde México a Argentina).

- Manejo de todas sus redes sociales.
- Creación de contenido.
- Campañas de influencers.
- Campañas de medios Offline y Online.
- Eventos
- PR.

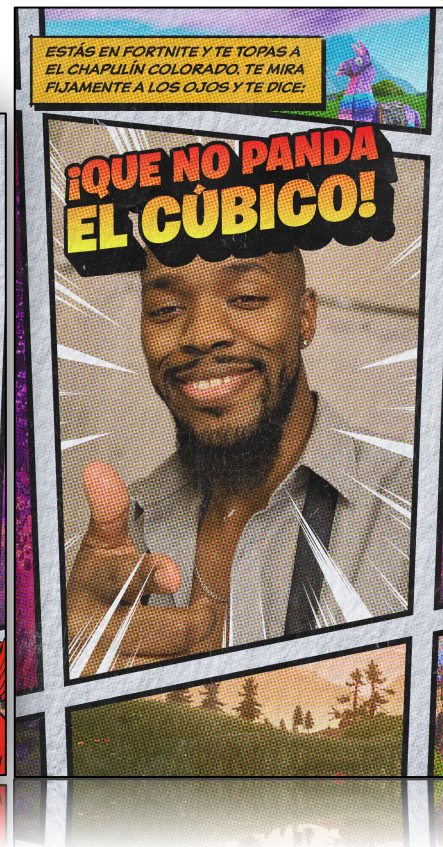
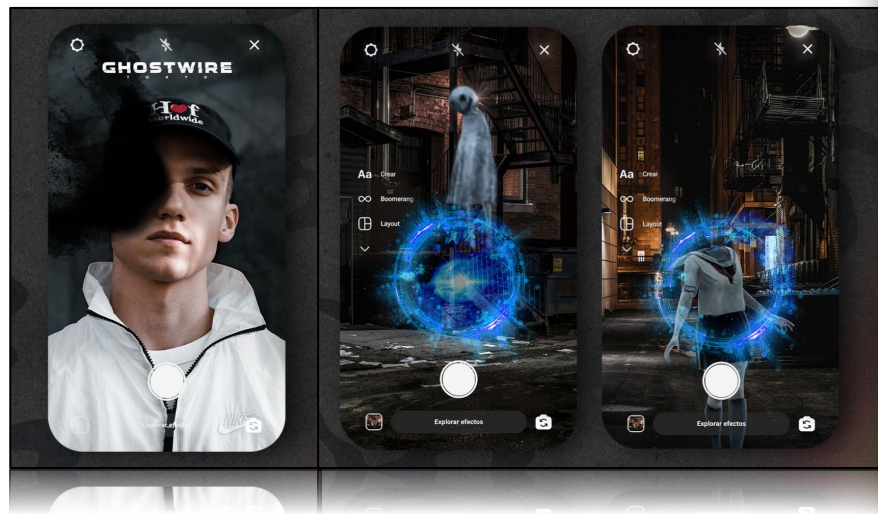


Desarrollo tecnológico dentro de RRSS

- Creación de contenido (filtros).

FORTNITE®
Bethesda

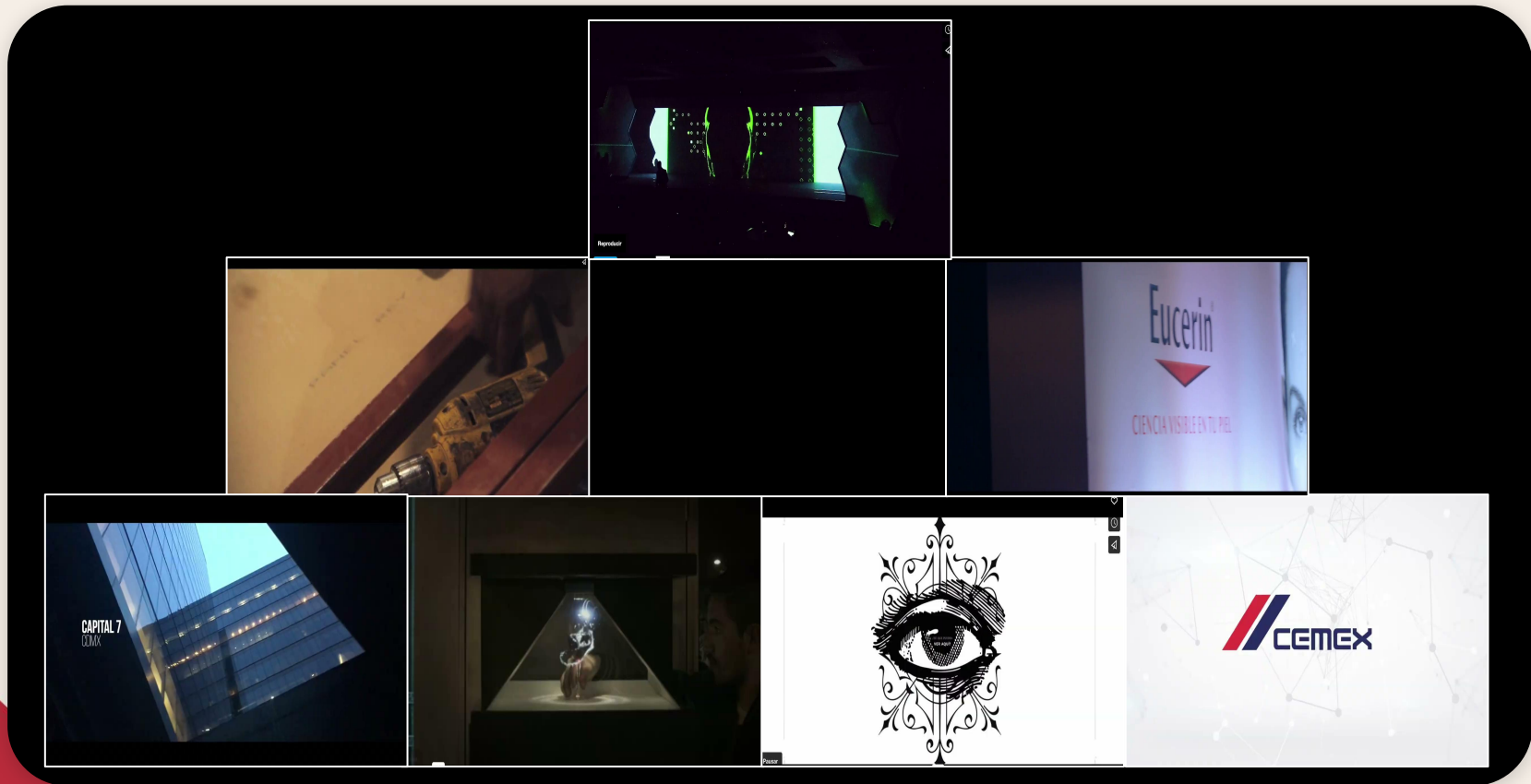
**¡QUE NO PANDA
EL CÚBICO!**



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Desarrollo Tecnológico e Innovador

· REALIDAD AUMENTADA · HOLOGRAMAS · VIDEO MAPPING · 3D

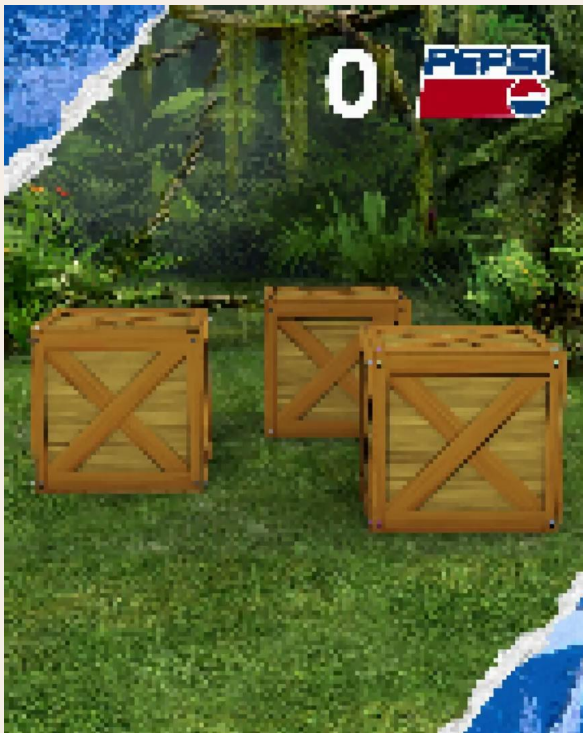


Eleven.



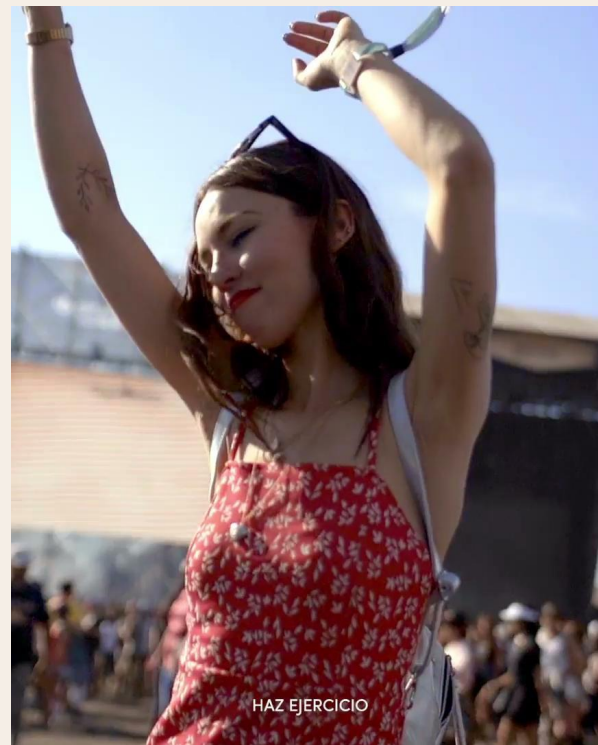
Desarrollamos el contenido para social media de la campaña de 120 años de Pepsi.

Pepsi Legacy



Eleven.

Pepsi Black



OTROS CONTENIDOS PRODUCIDOS PARA **LA INDUSTRIA DE CONSUMO MASIVO**

PLØT

Link para Contenido: [Carpeta de Contenido](#)

LEGACY



Eleven. PLOT

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PLOT

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Eleven.
PLOT



Eleven.
PLOT

Trabajo realizado para McCann NY.
Sanofi Dupixent
** Contenido para digital y print para Europa y Asia.



Sanofi/Regeneron How Do Nasal Polyps Feel?

NEW YORK
2021

Entrant Company Arnold New York
Medium Digital/Mobile (Pharmaceutical)
Category Website
Entry Type Health Awareness & Advocacy

Share f t in p



1 items

Credits

Agency Network	Havas Worldwide
Holding Company	Havas
Production Company	Arnold New York, New York
Advertiser Brand	Sanofi/Regeneron, Stanford
Advertising Agency	Arnold New York, New York
Entrant Company	Arnold New York, New York
Copyseller	Michael Jones / Arnold New York
Creative Director	Aaron Alamo / Arnold New York
Creative Director	Joe Marcoux / Arnold New York
Art Director	Jung Kim / Arnold New York
Creative Director	Janet Egan / Arnold New York
Chief Creative Officer	Rich Russo / Arnold New York
Producer	Heather Church / Arnold New York
Photographer	Claudio Napolitano / Self

This 2021 Clio Health Shortlisted entry titled "How Do Nasal Polyps Feel?" was entered for Sanofi/Regeneron by Arnold New York, New York. The advertising agency is part of the agency network: Havas Worldwide and holding company: Havas. The piece was submitted to the medium: Digital/Mobile (Pharmaceutical) within the entry type: Health Awareness & Advocacy and the category: Website. It consists of 1 image.

INTEGRAMOS

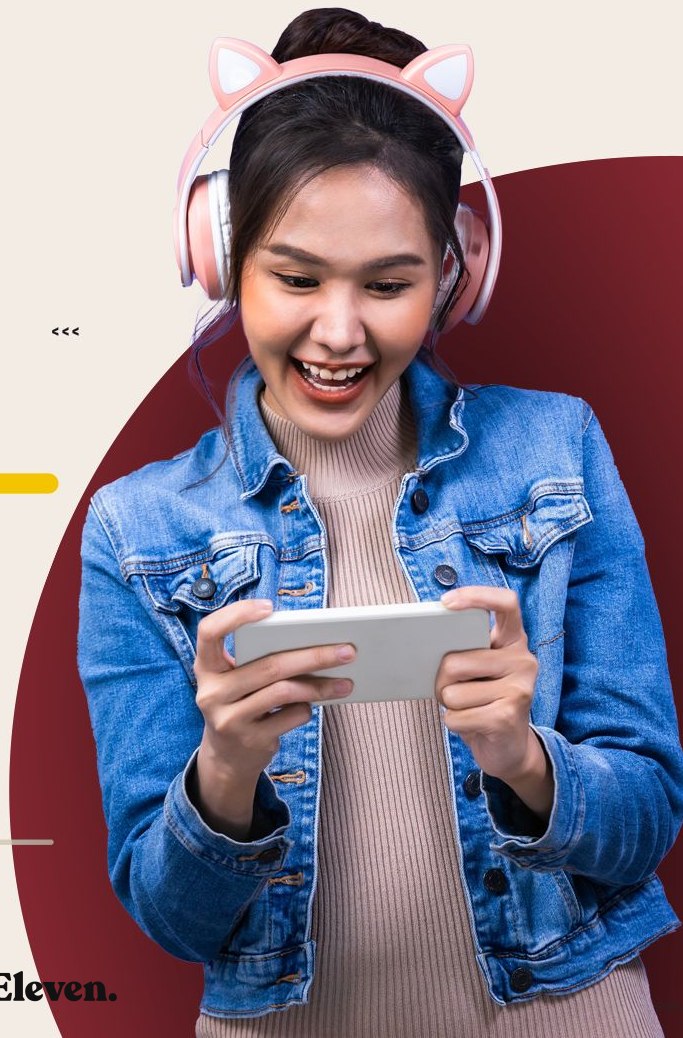
Nuestra **experiencia** en categorías de **consumo masivo** y conocimiento del target y mercado **Gaming** con el fin de ofrecer estrategias ganadoras a **nuestros clientes**

EL COMPORTAMIENTO DE LOS
AUTÉNTICOS NATIVOS
DIGITALES ESTÁ
TRANSFORMANDO LA FORMA DE
COMUNICACIÓN

Generación Z: 1996 - 2012
Edad entre 11 - 27 años

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¿QUÉ HACE QUE ESTA GENERACIÓN DE CONSUMIDORES SEA DIFERENTE?



Fueron testigos del cambio radical de una gran variedad de normas y expectativas antiguas.
A la vez, ellos mismos comenzaron a ser artífices de estos cambios.



Vivieron en prim. Persona el impacto social y cultural de la innovación: Social media, economía Gig y la inteligencia artificial



¿Qué ven en una marca innovadora?

- Evolución continua
- Adopción de nuevas tecnologías

Se sienten muy seguros en todo lo que tiene que ver con experiencias virtuales.

Estudio VISA: Tendencias del consumidor de la generación Z

CARACTERÍSTICAS GEN Z

1996 - 2012

Rep. el **30%** de
la población de
México

85% utiliza
diferentes canales de
redes sociales para
enterarse de diversos
productos

Más del **53%** usa
Youtube

Más del **34%**
Instagram

Utilizan hasta 5
dispositivos a la
vez y revisa las
redes sociales
alrededor de 100
veces por día

Confían en los
influencers
porque se
sienten
identificados
con ellos

Más de la MITAD eligen
empresas y marcas que
tienen resp. Social y son
eco-friendly.

Cerca del **90%** tiene un
smartphone o puede
acceder a uno

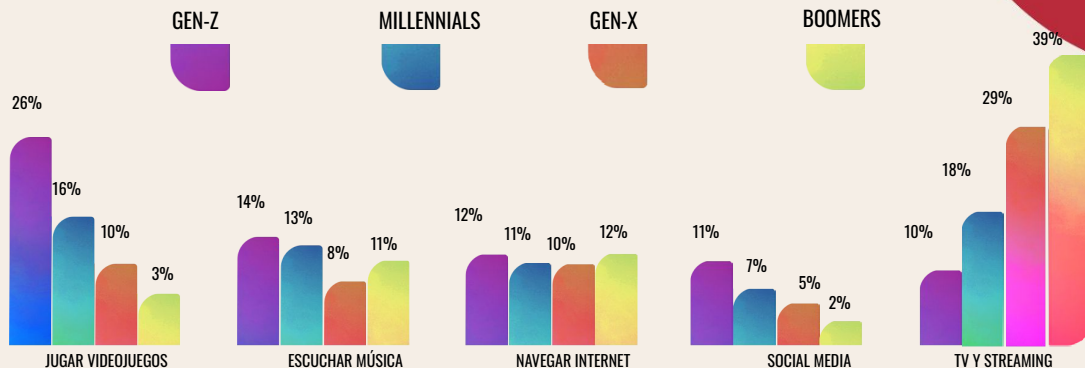
Más del **70%** piensan
que los video juegos son
una extensión de su círculo
social .



5 ACTIVIDADES MÁS IMPORTANTES DE ENTRETENIMIENTO

LOS VIDEOJUEGOS

SON LA FORMA DE ENTRETENIMIENTO MÁS IMPORTANTE, SON PARTE DE LA VIDA SOCIAL Y DE LA IDENTIDAD DE LA GENERACIÓN Z



GENERACIÓN Z - VIDEOJUEGOS



Jugó videojuegos en los últimos 6 meses.



Dice socializar con otros jugadores mientras juega.



Es el tiempo promedio que juegan a la semana.

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LA ESTRATEGIA ES CONECTAR A TRAVÉS DE LO QUE MÁS LOS

ENTRETIENTE

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LA GENERACIÓN Z

JUEGA

VIDEOJUEGOS PARA SOCIALIZAR COMPETIR Y CREAR

Source: Newzoo CI Games & Esports (*Global=weighted average across 33 markets).

Eleven.

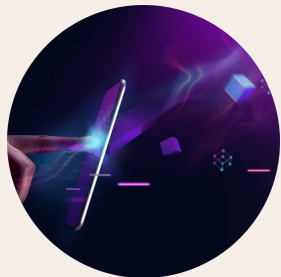
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GAMING Y METAVERSO

UNA FORMA DISTINTA DE CONECTAR CON LA AUDIENCIA



MÁS DE **80M**
DE JUGADORES



CRECIMIENTO SUPERIOR
AL 32% ANUAL



PÚBLICO DE VARIAS EDADES

88%
-20 AÑOS

73%
21 - 25 AÑOS

30%
36 - 50 AÑOS

15%
+50 AÑOS



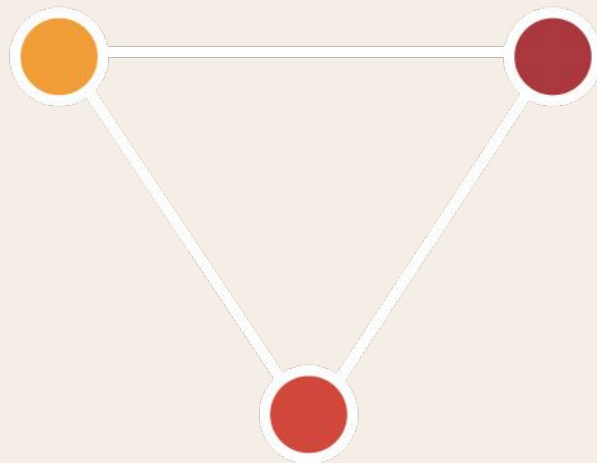
Más del 80%
de la generación Z desea interactuar en el
metaverso

Vías de aproximación al mundo gaming

1. Cultura

POP – GEEK – VIDEO JUEGOS

Catalizador de diversión



2. eSports

DESARROLLADOR
DE TORNEOS
Y EXPERIENCIAS GAMING

3. Propio Video Juego

EXPERIENCIAS DE MARCA DENTRO
DEL PROPIO VIDEO JUEGO

Eleven.

1. Cultura

POP – GEEK – VIDEO JUEGOS

Catalizador de diversión



Desarrollo de una comunidad motivada alrededor de la marca y su propuesta.



Crear canales que desarrollen un sentimiento positivo alrededor de la marca.



Definición de estrategias de contenido con enfoque a cada target.



Promoción de las actividades y eventos.



Incentivar la conversación a partir de la interacción directa con los usuarios.

CONOCIMIENTO PROFUNDO DEL MERCADO
PPALES MOMENTOS DEL AÑO - EVENTOS - INFLUENCERS Y CELEBRITIES

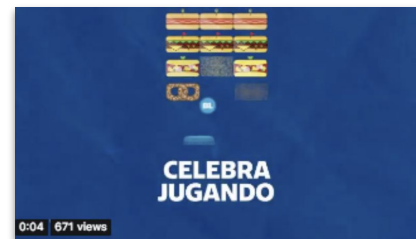
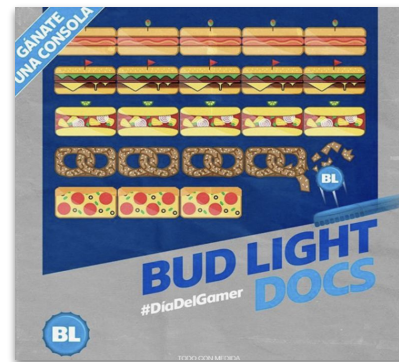


- 3M de personas de alcance
- 160,000 min de streaming con influencers relevantes de la industria
- 40% de las conversaciones en redes sociales el día del lanzamiento del video juego que tenían que ver con Bud Light

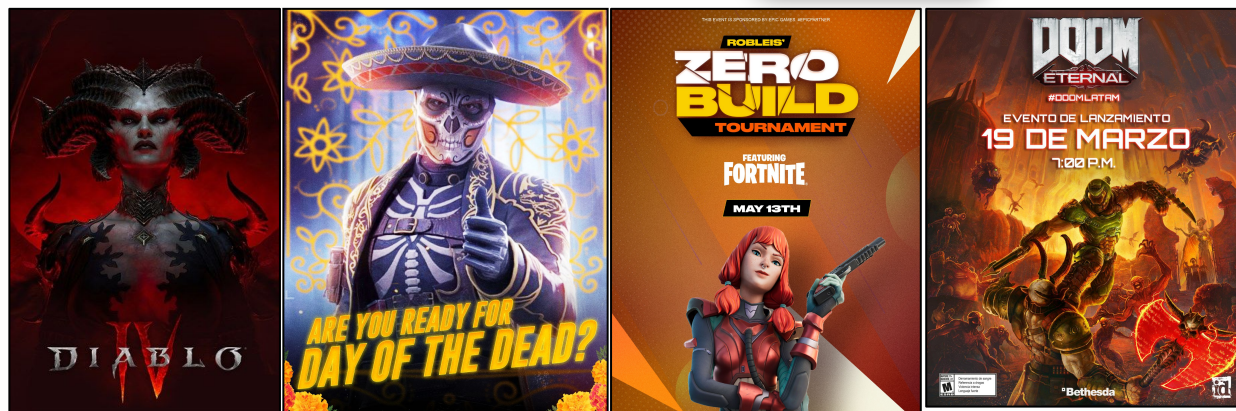
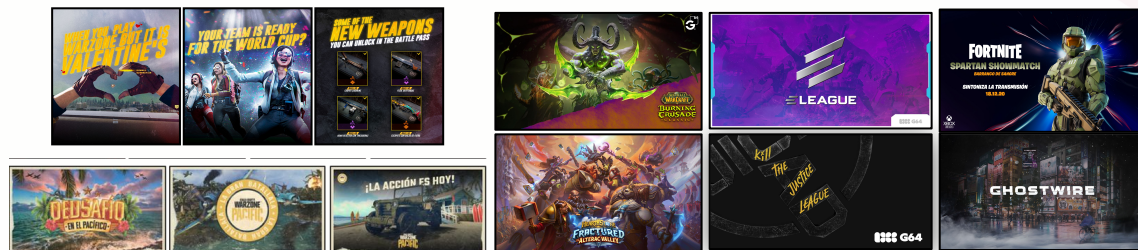




Con la ayuda de influencers del mundo del entretenimiento y algunos influencers gaming creamos contenidos para celebrar el Día del Gamer con Bud Light. Gracias a una atrevida actividad que invitaba a jugar a un minijuego basado en el mítico Breakout, la comunidad pudo participar para ganar una consola.

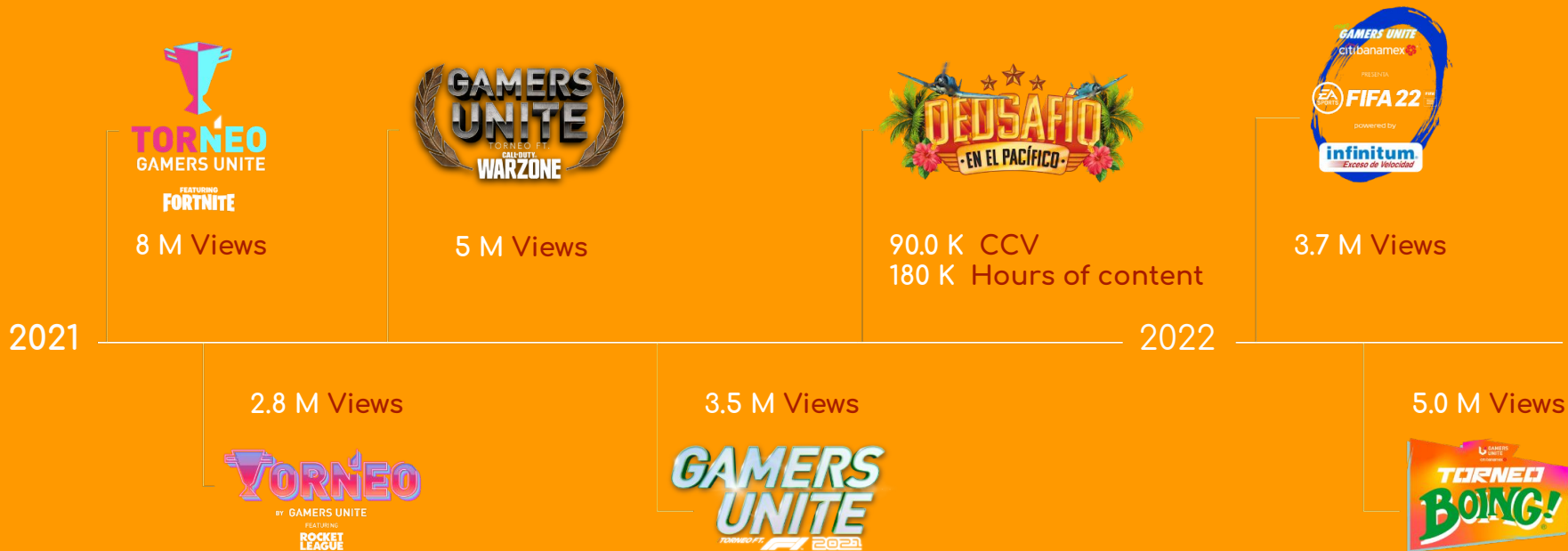


DESARROLLO DE CONTENIDO PARA SOCIAL MEDIA



2. eSports

DESARROLLADOR
DE TORNEOS
Y EXPERIENCIAS GAMING



2. eSports

DESARROLLADOR
DE TORNEOS
Y EXPERIENCIAS GAMING





**THE
ULTIMATE
GAMING
EXPERIENCE.**

3. Propio Video Juego

EXPERIENCIAS DE MARCA DENTRO DEL PROPIO VIDEO JUEGO

Experiencias de marca

Creamos experiencias únicas e inmersivas dentro del mundo gaming hechas a la medida e innovadoras para cada marca.

Conformamos un equipo profesional multidisciplinario elite en las últimas tendencias y tecnologías dentro del mundo gaming. Convirtiendonos en los más conocidos mundialmente *por las colaboraciones que hemos logrado con Epic Games a través de experiencias de mapas icónicos, campañas y diferentes colaboraciones a lo largo de los años.*



FORTNITE®

Es la IP más popular del mundo en estos momentos. El modo creativo nos permitirá crear un “mapa” completamente enfocado en la marca con retos y actividades para que la comunidad pueda participar.

Eleven.

LATAM KEY FACTS



TOTAL JUGADORES REGISTRADOS

400M



JUGADORES PROMEDIO
MENSUALES

30M



JUGADORES PROMEDIO
DIARIOS

8 a 12M



PROMEDIO HORAS
JUGANDO

6 a 10



DEMOGRAFÍA EN EDADES

62.7%

18-24 AÑOS

22.5%

25-34 AÑOS

12.7%

35-44

GÉNERO

89.7%

HOMBRE



10.3%

MUJER



Eleven.

LATAM KEY FACTS



TOTAL JUGADORES

80M



JUGADORES PROMEDIO
MENSUALES

20M



JUGADORES PROMEDIO
DIARIOS

5 a 7M



PROMEDIO HORAS
JUGANDO

6 a 10



DEMOGRAFÍA EN EDADES

69.2%

18-24 AÑOS

20.4%

25-34 AÑOS

10.4%

35-44

GÉNERO

74.2%

HOMBRE



25.8%

MUJER



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EXPERIENCIAS ISLAS CREATIVAS

MARCAS EN EL METAVERSO

MAGNUM
fiel al placer

HYUNDAI >>

movistar

Walmart *

adidas

logitech

CORSAIR

DURACELL

JBL

Disney+

KitKat

Pringles

MÁS DE **70 MILLONES** DE JUGADORES EN MÉXICO Y **+30**

MARCAS HAN QUERIDO FORMAR
PARTE DEL METAVERSO EN FORTNITE!

>>>

Eleven.





CREAR EXPERIENCIAS DE MARCA DENTRO DE UN VIDEO JUEGO PROPIO

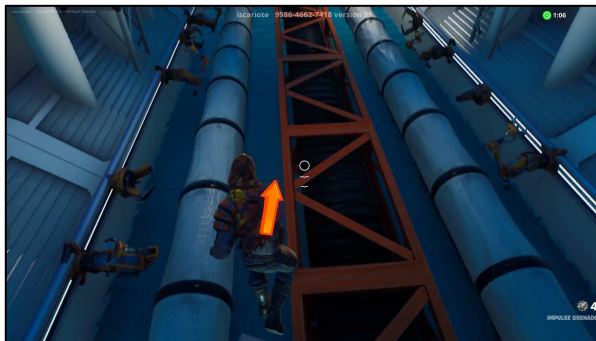
Desarrollamos Mapas con objetos pre-renderizados y/o reales para adquirir el máximo nivel de fidelidad.

Contamos con un nivel de personalización robusta para imitar algo real o escenarios en específico.

Los logotipos, los edificios y algunos objetos de la marca pueden ser "esculpidos" en el juego.

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*Los mapas creativos se
pueden desarrollar en
cuatro modos*



Parkour



Shooting



Racing



Open World Tycoon



Eleven.

DESARROLLAMOS UN **ECOSISTEMA**
COMPLETO DE ACTIVACIÓN PARA ASEGURAR EL
CUMPLIMIENTO DE LOS KPI'S ACORDADOS CON
NUESTROS **CLIENTES**

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ECOSISTEMA DE ACTIVACIÓN

MAPA



Desarrollo de mapas basados
en los objetivos de la marca

TIPO DE ACTIVACIÓN

- Torneo
- Reto
- Concierto
- Meet and greet

GENERACIÓN DE CONTENIDO

Desarrollo de contenido para
invitar la gente a participar

Social media
Medios
3D digital OOH advertising

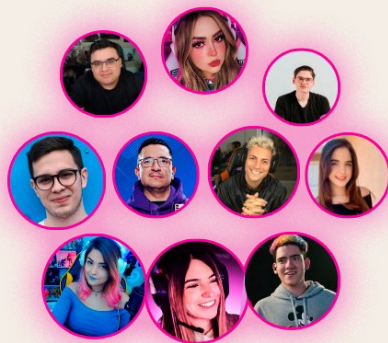
ESTRATEGIA PARA LOGRAR ALCANCE

Estrategia de medios
Estrategia de influencers

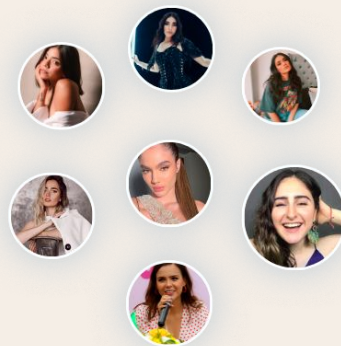
ASEGURAMOS LOS KIP'S DE LA ACTIVIDAD (VIEWS)

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Gaming creators



Fashion Influencers



Lifestyle Influencers



BUSCAMOS EL MEJOR CANAL
PARA ENTREGAR LOS MENSAJES Y
LOGRAR ALCANZAR AL TARGET

Sports Celebs



Music Celebs



Entertainment Celebs



MAPAS PARA VIVIR LA EXPERIENCIA FORNITE

Nombre del Mapa Creativo	Código Mapa
J. Balvin "La Familia"	4518-5165-634
Creative Challenge Lolito "TERROR SLIDE"	0931-3039-5878
Grefg & Chica	2778-6047-0254 & 8232-7199-6378
Movistar & Logitech	2215-2113-6567 & 9700-7762-3285
Hyundai & Corsair	3826-4783-0672 & 9986-4662-7418
KitKat & Burger King	3826-4783-0672 & 8564-5248-3539
Space Quest Deathrun	0710-8115-1022
Tournament Of Swords	9920-9436-1234
Micro City One Shot Gungame	1821-0233-2254
Arena Shuffle 240 Combinations FFA	6608-1386-3632
Terror Pit Free For All	1110-4522-6050

Gracias

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Del. Miguel Hidalgo, CDMX, CP 11000, México