

Estrategias de Promoción y Publicidad

Creando comunicación eficaz



LOGO
COLORES
tipografía
ARQUITECTURA CORPORATIVA
BRANDING
comunicación
expresión
CREDIBILIDAD
VALORES
PERSONALIDAD
reputación

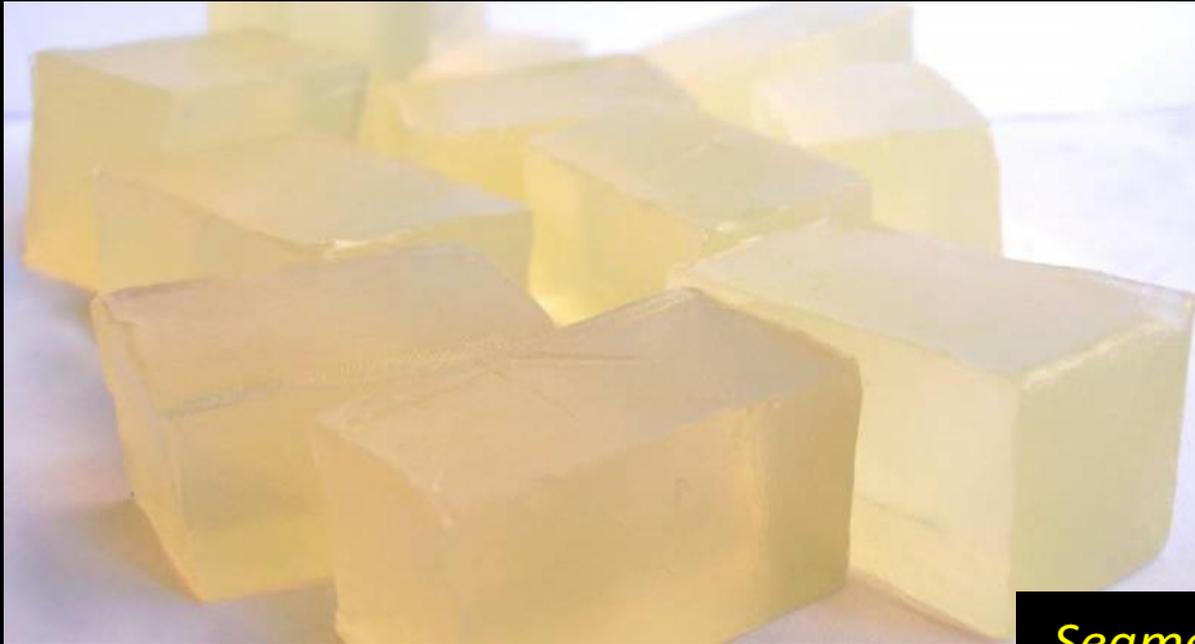
MARKETING

VENTAS PUBLICIDAD



Principio Básico
La vida es cíclica





Segmentación



GANAMILES DE
MINUTOS
PINGÜINO

BUSCA LA TAPA
PREMIADA
Y ENVÍA
EL CÓDIGO AL

2208

Y PODRÁS
GANAR
RECARGAS
PARA TU CELUL

Y 10 SAMSUNG GALAXY S5



ColaCao

¡WOW!
MIDE CASI
1 METRO

diego volador



creativo
PUBLICIDAD



Medios

Publicidad

INSIGHT

Medialink
Advertising

GREY group

BDO

BBDO
PANAMÁ

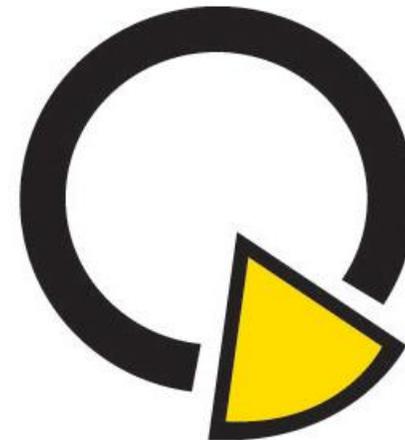
SOCIAL
HUMAN

Las agencias de publicidad

FCB MARKEZ

CEREBRO | Y&R

RILA
PUBLICIDAD
ICOM network



SR FRANCISCA
agenciare



Un blog de marketing

CREATIVE BRIEF

PART 1

DETALLES DEL NEGOCIO

OBA is a massive opportunity for the future of the industry but it is under threat from potential EU law change. Our campaign must raise awareness of how OBA works and highlight customers ability to opt out.

INSIGHT

Consumers have personified online behavioural advertising and have the perception that their data is at risk of being used in an insecure or unethical manner by an untrustworthy third party.

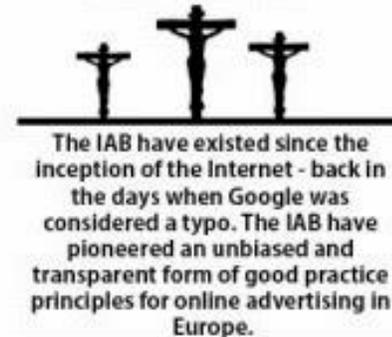
PÚBLICO OBJETIVO



CREATIVE BRIEF

PART 2

RAZONES PARA CREER



PERSONALIDAD DE LA MARCA



Elaboración de un brief publicitario

GRAN IDEA

“ Find out what really goes on behind the internet ”



PROPUESTA
It's not as scary as you think

I now understand what's going on and I feel

I have a choice over whether my data is used



TONO DE VOZ

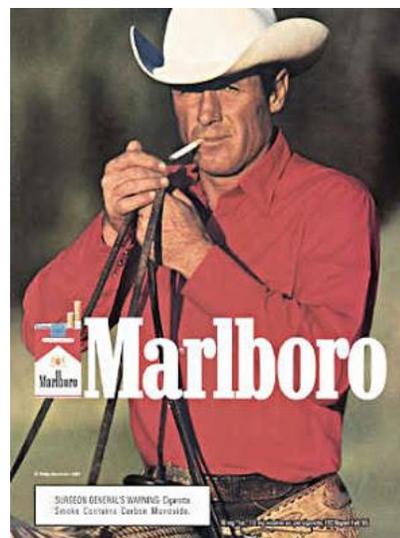
Knowledgeable
Helpful
Frank
Empathetic
Fun

CONSIDERACIONES EXCEPCIONALES





Elaboración de un mensaje publicitario



**TOMATE EL TIEMPO
PARA DISFRUTAR DE
TUS RIZOS**

PANTENE
PRO-V



"Where it absolutely, positively has to be there overnight"



TOMS

One for One



Estrategia de comunicación del mensaje

AVIS

We try harder.

"We GUARANTEE -
Fresh hot pizza, delivered in 30 minutes or less or it's FREE!"



THE NEW ONE FOR ONE



One pair of TOMS glasses



Sight for one person

HOW?

Medical Treatment



or

Prescription Glasses



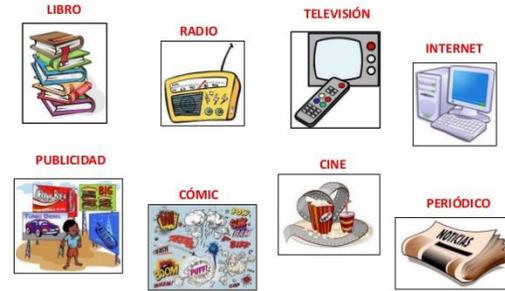
or

Sight-saving Surgery





Tipos de Medios Masivos



Medios de comunicación

*Creatividad en el uso de
medios de
comunicación*





EL CONSUMIDOR



coaching dashboard time system time
goal potential progress data management indicator
idea idea improve review executive performance communication
metrics objectives
indicator achieve performance idea communication
time success data time review goal
data improve
management coaching strategy improvements business
Key Performance Indicator sales
review measure indicator implement management success
idea management improve improve
management sales
review goal time Key process
direction strategic target goal
metrics analysis management



Estrategias de Promoción y Publicidad

FIN

