

MARCH 23, 2023

# Together we advance\_AMD

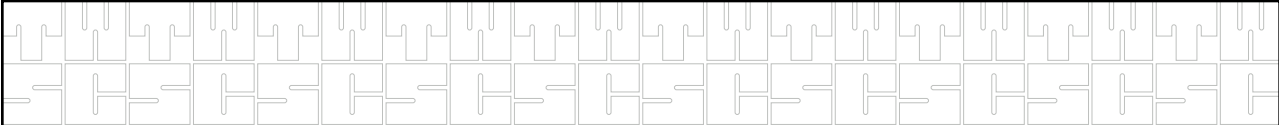


The Weber  
Shandwick  
Collective






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# Today

- 01 The opportunity for AMD in Latin America
- 02 Getting to know the Weber Shandwick LATAM tech team
- 03 Q&A working together



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# In the room



**AMANDA BERENSTEIN**  
CEO MEXICO & LATAM REGIONAL  
CLIENT LEADER



**STEFANIA HERRERA**  
TECHNOLOGY LEAD, ACCOUNT  
DIRECTOR



**DAVID PIMIENTO**  
DIGITAL DIRECTOR



**MARIA LUISA  
CAMACHO**  
SR ACCOUNT SUPERVISOR



**AXEL ROMERO**  
ACCOUNT SUPERVISOR

Supported by a +100 strong tech team across the region (Argentina, Brazil, Colombia, Chile y Perú)



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# How are we going to advance together in LATAM?

**AMD**



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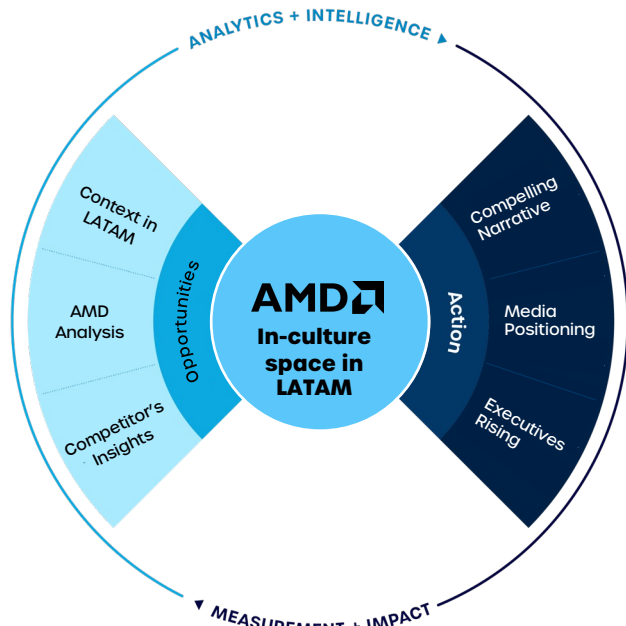
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Delivering in-culture  
communications  
focused on finding  
in-culture space

The Weber  
Shandwick Way

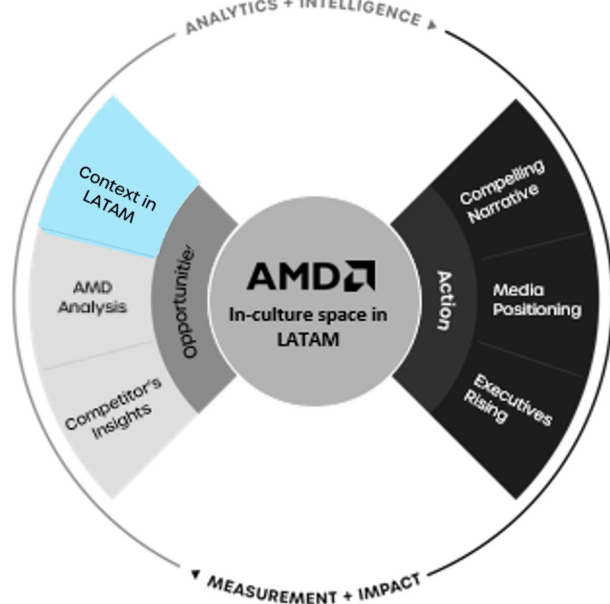
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# Context in LATAM



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## Context in LATAM

### CHALLENGES



#### **SLOW GROWTH AND HIGH INFLATION**

The growth for Latin America in 2023 will range from 2.0% to 1.7% due to higher costs.

Moreover, ECLAC's Economic Survey concludes that the slowdown in economic activity in the region will lead to lower growth in the number of employees.

Measures taken by advanced economies to tackle inflation such as a more expensive U.S. dollar and high borrowing costs, may worsen the situation in the region.



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#### **LAYOFFS, MOSTLY IN THE TECH INDUSTRY**

To cope with changes in the market and attract investment, startups including "unicorns" are considering massive layoffs, halt hiring and reduce spending on marketing and sales.

Several specialists point out that in addition to the economic slowdown, layoffs are due to a readjustment in the companies' strategy driven around the COVID-19 pandemic.



#### **INCREASE IN CYBERATTACKS**

Cybersecurity is gaining more relevance due to the increase in data breaches and cyberattacks and this market will reach 25.8 billion U.S. dollars by 2025.

The most targeted countries by cybercriminals are Brazil, Mexico and Colombia, which account for almost 9 out of every 10 attacks recorded in Latin America.

Source: [Deloitte](#), [ECLAC](#), [Bloomberg Línea](#), [El Economista](#), [Exame](#), [Expansión](#)

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## Context in LATAM

### OPPORTUNITIES BEYOND CHALLENGES



#### **HIGH SKILLED TALENT IS STRONG**

To achieve its potential, the region will need to have highly skilled talent. In this aspect, the latest report of the consulting firm CBRE 'Scoring Tech Talent' revealed that Mexico City, Sao Paulo (Brazil) and Santiago (Chile) are the markets with the highest availability of technological talent in LATAM.



#### **NEARSHORING**

Despite the challenges, AMD and its products can solve the region's most important challenges.

The creation of the CHIPS Act enables LATAM to grow based on nearshoring and the region's potential to become a producer of components.



#### **PUSHING DIGITAL TRANSFORMATION IN THE REGION**

As a result of the COVID-19 pandemic, companies in many industries have accelerated their digital transformation, investing in technology to meet the challenges and new way of collaborating, also known as Future of Work (FOW).



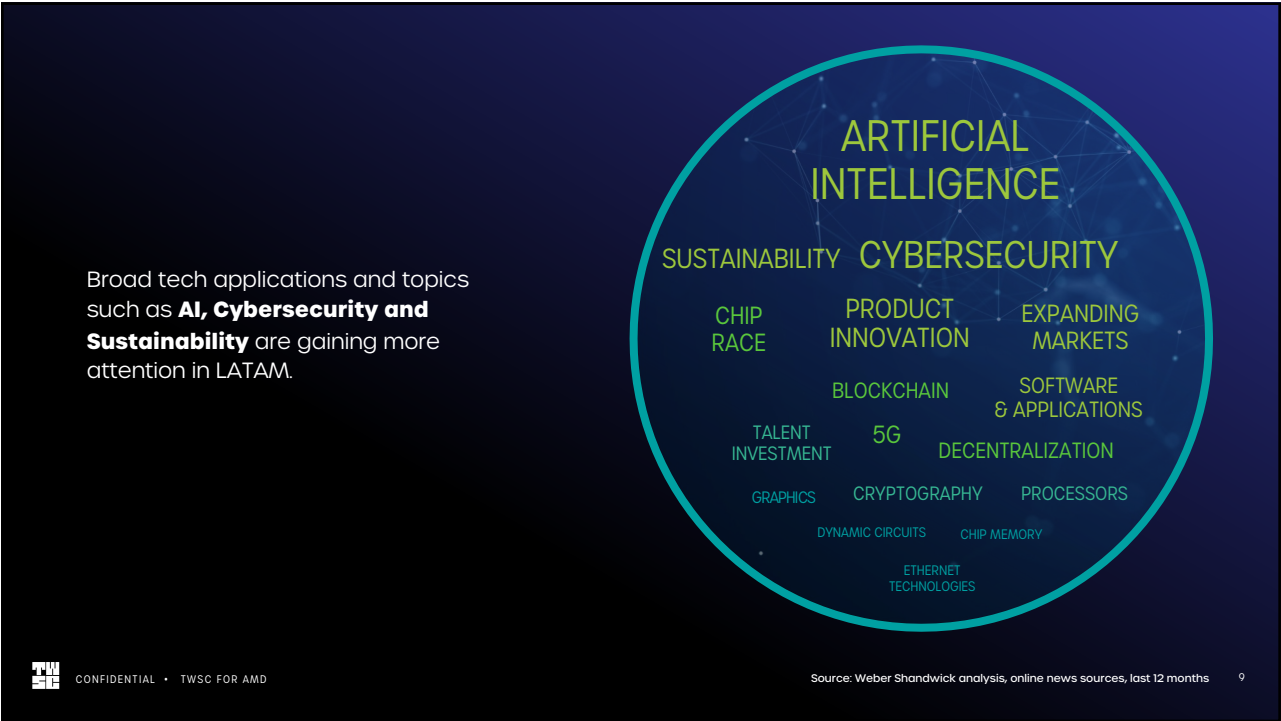
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Source: [Statista](#), [CBRE](#)

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# AI + Machine Learning

AUTOMATION  
+ GENERATIVE AI  
+ TRUSTED AI

## MARKET TENSIONS: LATIN AMERICA

- Being replace by artificial intelligence is one of the fears that Chat GPT has awake again according with DPL.
- The proliferation of AI and automation is frequently linked to unemployment, with one study by PwC claiming that up to 30% of jobs could be automated by the mid 2030.
- How AI works and what companies and governments are using it for is still unclear for Latin Americans.\*
- Lack of trust in data use, misuse of Ai, and implications of its ethical use o such as discriminatory algorithms excluding minority groups, are other concerns in LATAM.\*

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Source: The Economist, 2022

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# Cyber Security

DATA PRIVACY  
+ ATTACKS  
+ 5G NETWORK

## MARKET TENSIONS: LATIN AMERICA

- The region is governed by minimum standards of protection, although there is an intention to develop and update existing legislation in the countries of the region.
- As threats become more complex, CIOs need to adopt security models to protect both critical infrastructure and users' personal data, as well as companies' trade secrets, including encryption, authentication and secure access control.
- The economic lag and lack of competition in the mobile market are conditions that inhibit a timely and extensive deployment of 5G networks.
- investment in infrastructure is necessary to gain more efficient efficient technologies.

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# Sustainability

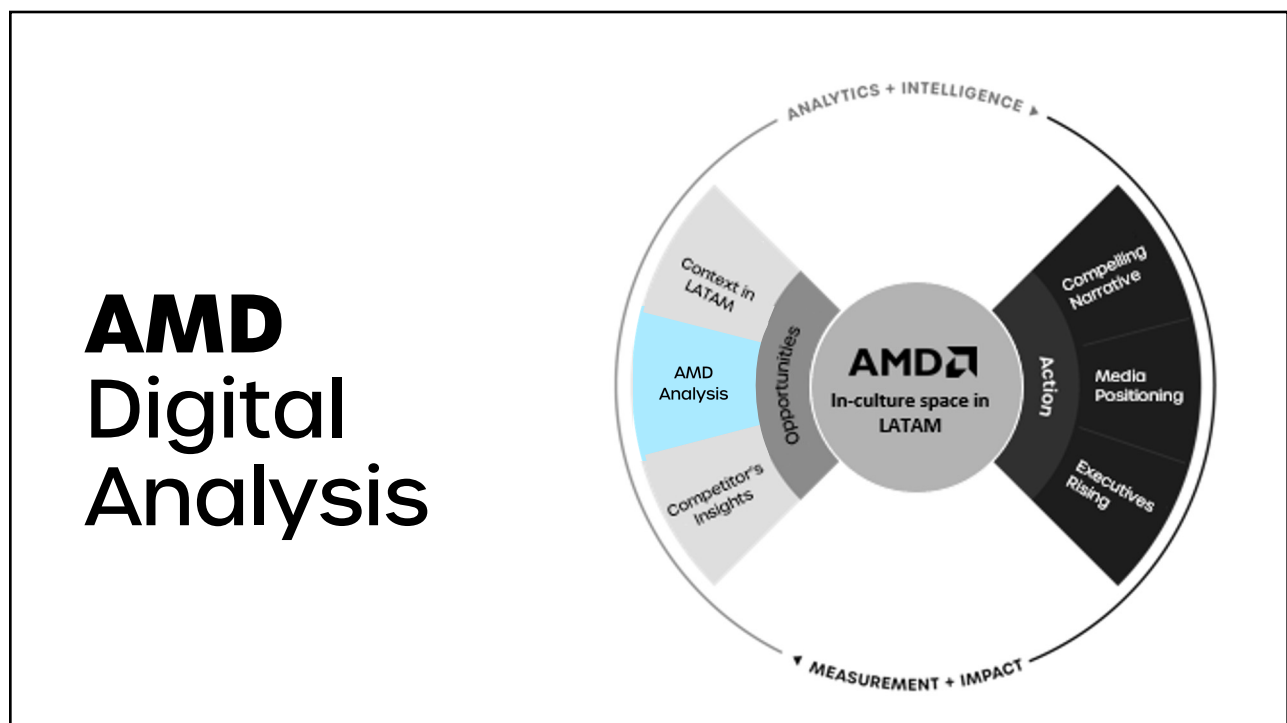
DATA CENTER  
CONSUMPTION/  
EFFICIENCY

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## MARKET TENSIONS: LATIN AMERICA

- A large percentage of the companies in the region have obsolete or poorly functional infrastructure, which makes it very difficult for them to modernize and adapt to sustainable requirements.
- Acquiring equipment with higher efficiency and lower operating costs represents a higher initial investment for many companies.
- In some LATAM territories, local regulations are not yet fully prepared to ensure a favorable framework for the generation and growth of sustainable initiatives.
- One of the central challenges in Latin America lies in investments in infrastructure and distribution of smart grids, which hinders their development and mass adoption.

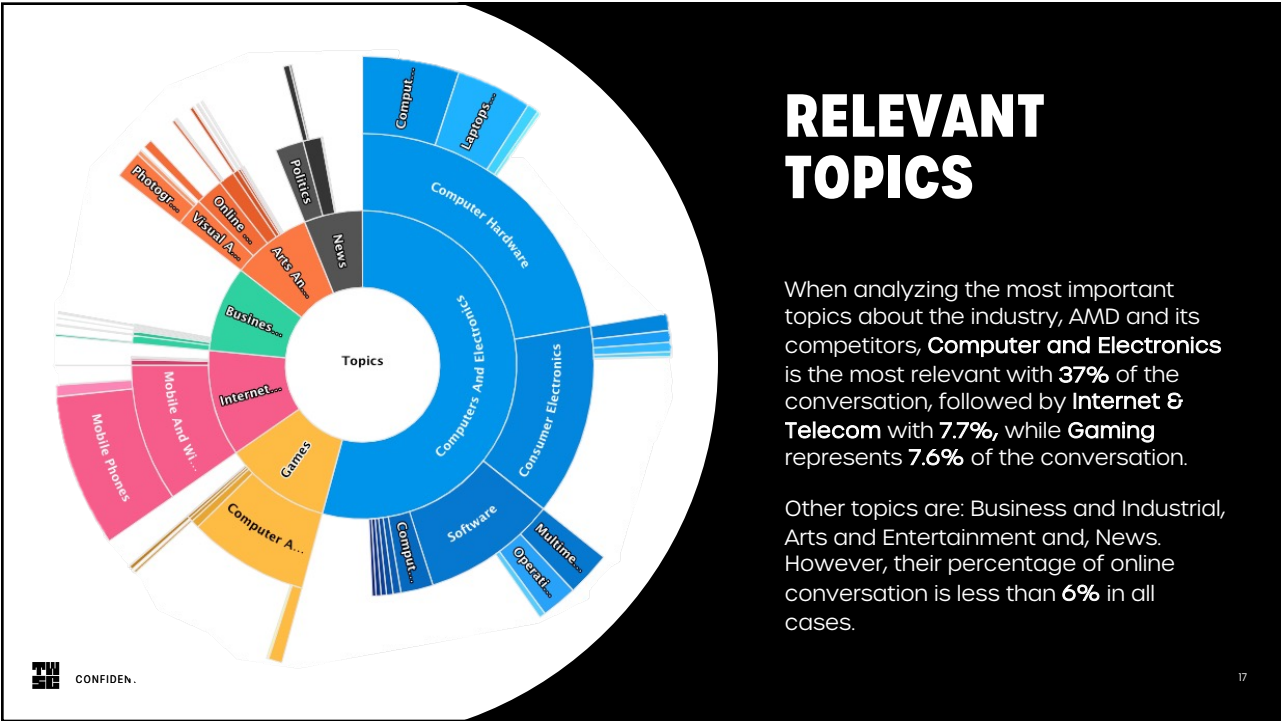
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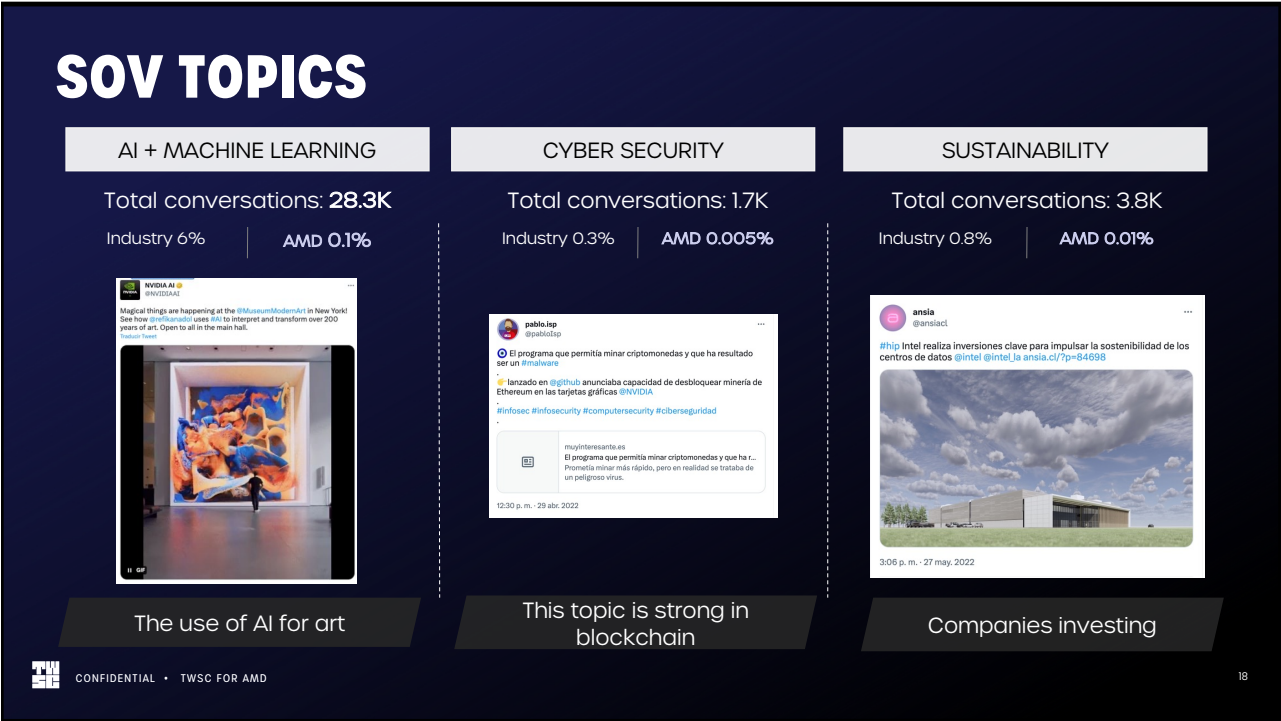
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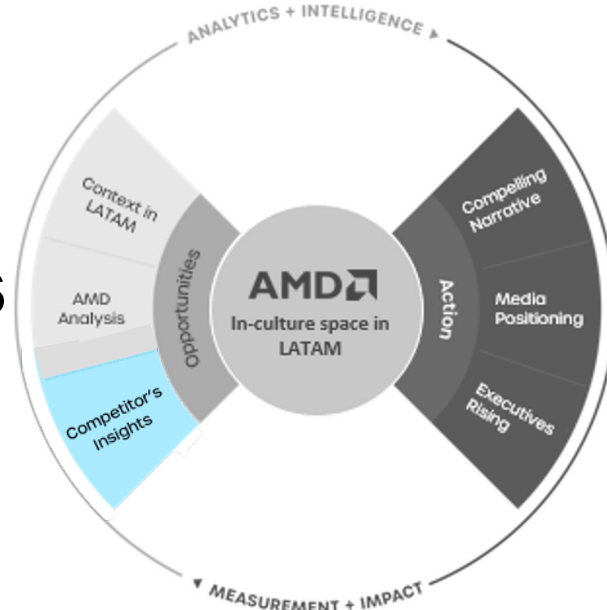


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# Competitor's insights



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## What do the media say about Intel?



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- Most of the conversation is focused on their products, such as launches, reviews, etc.
- Intel's GM for LATAM spoke to Forbes about the challenge of creating new talent, while positioning female leadership and diversity, the region's role in a new supply chain, investments, R&D, etc.
- Key regional outlets talked about their visit to the factory in Israel where they learned about the process of creating new technology within the company. They used the same formula with a trip to the Guadalajara Design Center.
- They use key moments such as leadership changes and anniversaries to talk about investment in the country/region, job creation and local economic spillover.

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## What do the media say about **NVIDIA**?

- During 2022, there were few corporate communications efforts in Mexico and Latin America, most of the coverage focused on Nvidia's products.
- One of the key messages they use recently is that they are ready to help their customers take advantage of advances in Artificial Intelligence.
- Outlets in the region reported that Brand Finance, named the company's CEO as the best CEO of 2023 among others like Microsoft.
- Last year, different LATAM media followed the news that NVIDIA's systems were hacked, extracting 1TB of confidential data. Despite this, they maintained that there was no disruption to its business due to the hack.



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## What challenges are **CIOs** facing in LATAM?

AMD

- In addition to inflation, in 2023 CIOs must continue to focus on **improving the customer experience** (through AI) and **reinforcing cybersecurity** (through software supply chain & outsourcing).
- Moreover, with tight budgets, CIOs are forced to optimize previous investments, so digitized business processes will be key in 2023.
- High competition for talent is challenging CIOs to hire qualified IT staff, limiting growth for companies struggling to scale without the necessary talent.
- Despite low GDP forecasts for the region, **investment in business-focused technologies is expected to increase** by 12.6% in 2023 and 15.5% in 2026.



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Source: [Computer Weekly](#), [IDC](#), [Gartner](#)

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# Let's look at **AMD's** **objectives**



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## **AMD's** **objectives**

1. Repositioning company for next phase of growth
2. Competitive Positioning
3. Scale its reach through media outlets and social media
4. Executive thought leadership / voice
5. Thrive in a complex environment



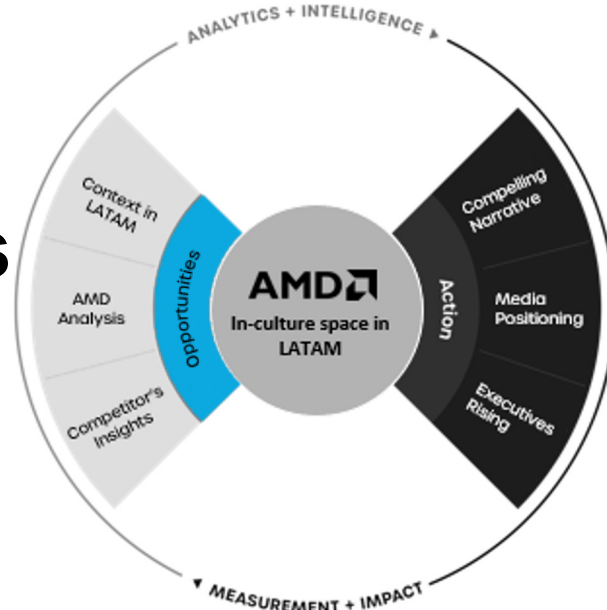
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# The opportunities



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## The opportunities

**1** Showcase how AMD is profoundly connected with LATAM needs and is helping to empower the region.

**2** Demonstrate how AMD's products and solutions have a real impact in business, and industries, thus in people's lives and the development of LATAM.

**3** Broaden AMD's audiences from technical technology to more business, general information, automotive, innovation tech, etc.

**4** Lead the conversation about how important semiconductors are for economy prosperity and that they are at the center of the innovation in LATAM.

**5** Help CIOs to take better business decisions showcasing the real impact in the business growth and familiarize CEOs with the tech vocabulary.



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Power Story  
(in-culture space)

# AMD empowering and transforming Latin America to advance

AMD will empower Latin Americans by showcasing the real and new opportunities that AMD's technology brings to boost growth and innovation in the region.

Mexico / Brazil / Argentina / Chile / Colombia / Peru

## Unlocking the potential

AMD's technology and innovation are opening new opportunities for LATAM in different industries, such as healthcare, automotive, entertainment, finance, to contribute to the region's growth and boost the potential of the region.


## Pioneering the future

AMD is creating technologies that are shaping the future impacting in LATAM's development. In addition, AMD is helping CIOs use high-performance and adaptive computing to convert their most challenging problems into competitive advantages

## Trust & Security

To demonstrate how AMD is helping and impacting LATAM to advance, people must trust in technology and the benefits that it can bring. Security must be a key element in AMD's narrative.

AMD Products: reviews, infographics, product X-Ray, etc.


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# Featuring in the AI conversation

CAMPAIGN NAME		SEMICONDUCTOR INNOVATION: DRIVING INNOVATIONS TO ADVANCE INTO A BETTER FUTURE		
PRODUCT FOCUS	AMD EPYC™ Server Processors offer exceptional performance, scalability, and security features for modern data centre workloads			
PROOF POINTS	Delivering leadership energy efficiency with up to 100% higher performance per watt than the competition	Delivering 2.9X the performance versus the competition for VMmark	Zen 4 microarchitecture-based to design and develop optimized solutions with partners	
OVERARCHING ANGLE		AMD CHIPS WILL ENABLE THE TECHNOLOGIES TO DELIVER THE HIGHEST PERFORMANCE WHILE IMPROVING THE COMPUTING WORKLOADS		
MEDIUMS	BUSINESS	TECH	AUTOMOTIVE	
MEDIA	- Roundtable "Chips, the main fuel of the industries of the future" - Interview with Carlos Flores Guevara, Reporter at Reforma	- Roundtable "What is next for cloud computing services and how are they going to change every user experience?" - Interview with Sergio López, Editor at Paréntesis	- Byline "How chips can change the automotive manufacturing process in LATAM" - Interview with <a href="#">Tzucro Del Luna, Automotive news reporter from Expansion</a>	
SOCIAL	- Reels and TikToks from content creators such as José Antonio Pontón	- Reels and TikToks from content creators such as Javier Martuk	- Reels and TikToks from content creators such as José Ramón Zavala (Autos y Más) and 'Frankymostro'	
EVENTS	-Wired Summit LATAM 2023 -Expansión Summit 2023	-Wired Summit LATAM 2023 -CES 2024	- LA AUTO SHOW 2023 - CES 2024 - MWC 2024	
UNDERPINNED BY MARKET TOOLKITS - MESSAGING, GUIDELINES, EVENTS TEMPLATES AND RESULTS FINDINGS				

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# How will we reach our goal?


COMPELLING NARRATIVE



## Compelling Narrative

Define and deliver localized messages that are compelling to our audiences in LATAM.


MEDIA POSITIONING



## Media Positioning

Identify media opportunities to generate visibility of AMD. Establish relevant media relations with key editors/ journalists and KOLs (business, technology) that can drive AMD's messages to its target audiences.

EXECUTIVES RISING



## Executives Rising

Elevate executive visibility through:

- Keynotes / speaking opportunities (business, trade shows).
- Byline articles, business columns.



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# How will we reach our goals?

COMPELLING NARRATIVE



## Compelling Narrative

Define and deliver localized messages that are compelling to consumers and businesses in Mexico.

MEDIA POSITIONING



## Media Positioning

Identify media opportunities to generate visibility of the brand. Establish relevant media relations with key editors/ journalists and KOLs (business, technology) that can drive AMD's messages to its target audiences.

EXECUTIVES RISING



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# AMD empowering and transforming Latin America to advance

Within a slowing economy, shrinking IT budgets and limited GDP growth, Latin America still remains a land of great opportunity and talent. In this economic uncertainty, technology plays a key role in enabling our communities to become catalysts for breakthroughs with **the potential to create large scale impact in the region.**

AMD's technology is the backbone for facing the challenges that Latin America and the world are facing.

The **high-performance and adaptive computing** will empower business, industries and people to advance and reshape the future of the region.

This is why AMD needs to showcase how its technology is bringing real opportunities to contribute to the region's growth; and making sure its benefits and development reach everyone with the potential to be the engine of social **advance.**

Face business challenges

Impact & benefits for different industries from healthcare to agro, from automotive to fashion.

Opportunities to CIOs to transform their business



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## FROM

- Only products
- Technical communication
- How it works
- Semiconductor company
- CATEGORY LEADER

## TO

- ✓ Showcase the real impact, applications and benefits for LATAM of AMD's technology
- ✓ Why it is shaping the future of the region
- ✓ High-performance and adaptive computing and innovation leader
- ✓ **INDUSTRY PIONEER AND VISIONARY**



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WE'RE BULLISH ABOUT **THE POTENTIAL**

# To sell not just your product attributes but the **future** your products will build



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## How will we reach our goal?

**COMPELLING NARRATIVE**

**Compelling Narrative**

Define and deliver localized messages that are compelling to consumers and businesses in Mexico.

**MEDIA POSITIONING**

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Identify media opportunities to generate visibility of the brand. Establish relevant media relations with key editors/journalists and KOLs (business, technology) that can drive AMD's messages to its target audiences.

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Elevate executive visibility through:

- Keynotes / speaking opportunities (business, trade shows).
- Byline articles, business columns.

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# Media relevance

AUDIENCE + INSIGHTS & ANALYTICS + NARRATIVE = MEDIA RELEVANCE

BALANCING

Global vision Local expertise

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# AMD is currently here

BUSINESS

Investing.com Forbes MEXICO EL FINANCIERO EXPANSION EL ECONOMISTA EXCELSIOR bnamericas M LR

CORE MEDIA

TECHNOLOGY

TyN xataka technocio Clarín EL UNIVERSAL T3 iii Infochannel.info

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## Strategic relationships

We have a close relationship with journalists around LATAM

Juanita Kramer  
Blu Radio

Sindy Balbuena  
Infobae LATAM

Consuelo Rehbein  
Fayer Wayer LATAM

Juan Diego Brodersen  
Clarín

Javier Martínez  
Perú 21

Daniela Braun  
Valor Econômico

Daniel Salazar  
Bloomberg Línea

Esteban Vázquez  
W Radio

Pedro Segura  
Pisapapeles

Luciano Mezher  
Bitwares

Phillip Chu Joy  
TV TEC Perú

Marcelo Sakate  
Bloomberg Línea

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## Together we advance \_ Tactical Approach

### Goodwill Meetings

- Reach out to KOL and editorial decision makers to build an accurate and deep understanding of AMD.
- Build a network of allies.

### Op-eds

- Exclusive pieces of information to KOLs and in top-tier columns to strengthen AMD's advocacy on key topics.

### Experiences

- Leverage the new reality with experiences where journalists can better understand the true value of AMD.
- Personalized coaching and support.

### Content

- Reports
- Press releases
- Data disclosure
- Infographics
- Video
- White papers

### Interviews

- Profile interviews
- Business
- Trends
- Product and features
- Communities, KOL and traditional media.

### Executive Visibility & Thought Leadership

#### Byline Articles

- Editorial analysis signed by an AMD executive, to strengthen perception of leadership both internally and externally.

#### Speaking Opportunities

- Promote the participation of speakers from AMD in strategic events of key areas of interest.

#### Rankings

- Presence of leaders of the company in the main rankings to build their reputation as thought leaders.

Monitoring / Social Media Listening / Permanent issues management



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## AMD's awards for Technological journalism to advance in LATAM

### OBJECTIVE:

Strengthen the relationship with technology journalists around LATAM, to facilitate AMD's coverage.

### THE IDEA

Create the AMD's award for Technological journalism to advance, a ceremony where we are going to recognize the work of the journalist around the region conducted by a tech influencer.

In the event, our spokesperson is going to give a short keynote to present AMD's key messages.

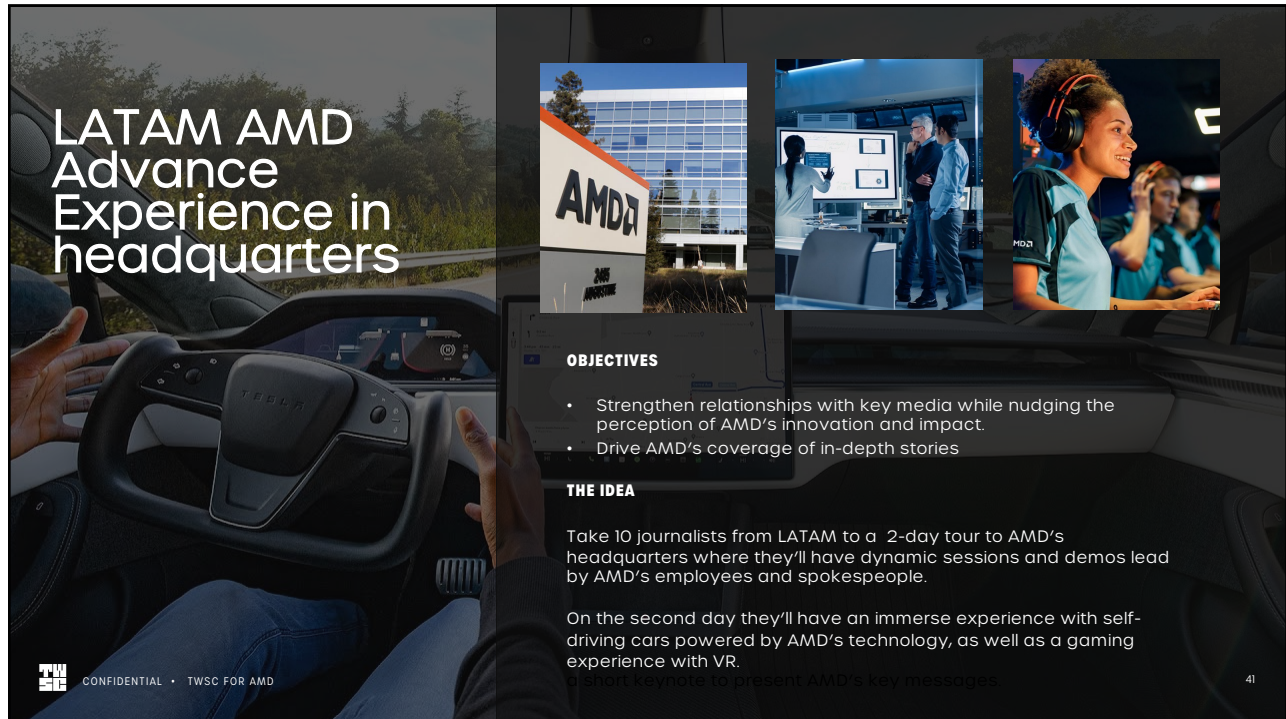


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## LATAM AMD Advance Experience in headquarters

**OBJECTIVES**

- Strengthen relationships with key media while nudging the perception of AMD's innovation and impact.
- Drive AMD's coverage of in-depth stories

**THE IDEA**

Take 10 journalists from LATAM to a 2-day tour to AMD's headquarters where they'll have dynamic sessions and demos lead by AMD's employees and spokespeople.

On the second day they'll have an immerse experience with self-driving cars powered by AMD's technology, as well as a gaming experience with VR.

A short keynote to present AMD's key messages.

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## Contest: Challenge to Advance LATAM

**OBJECTIVES**


- Showcase the positive impact that AMD has in LATAM by supporting the new generation of talent in the region.
- The competition will allow us to generate a positive news cycle about AMD in LATAM.

**THE IDEA**

A competition around LATAM for students using technology to solve social, economical and environmental issues in the region. The prize includes money and mentorship opportunities with tech leaders.

We will announce the news in science, education and technology outlets. We will also invite press from the same beats to cover the award ceremony.

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# AMD in fashion industry

## OBJECTIVES

- In an attractive and playful way demonstrate how AMD's technology can impact several industries including fashion.
- Position AMD as a company that provides cutting-edge technology for the present and future.
- Develop visual attractive content to improve engagement with Instagram influencers and position ourselves in lifestyle media.
- Broaden AMD's coverage to lifestyle beats.

## THE IDEA

In 2022 alone, the apparel market achieved 1.5 trillion USD in revenue. Therefore, together with a renown Latin American designer, we will present a capsule collection designed with AMD AI at Fashion Week in Mexico or Brazil where invited media and influencers can see how AMD impacts the world and its future, including the fashion industry.

In addition, we'll have a booth where attendees can try virtually the pieces.



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# Product reviews that impact

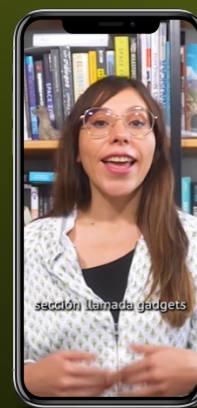
## OBJECTIVE

- Showcase AMD products' impact in different industries.

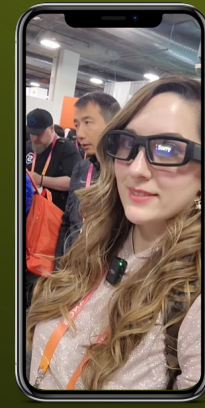
## THE IDEA

To have a pool of journalists and KOLs in different industries making product reviews explaining not only the technical parts but also the benefits and impact of the product in the industries.

We will arm the KOLs with fun facts, fact sheets, applications of the products, etc.



[@aurav](#)



[@vanegusmiau](#)

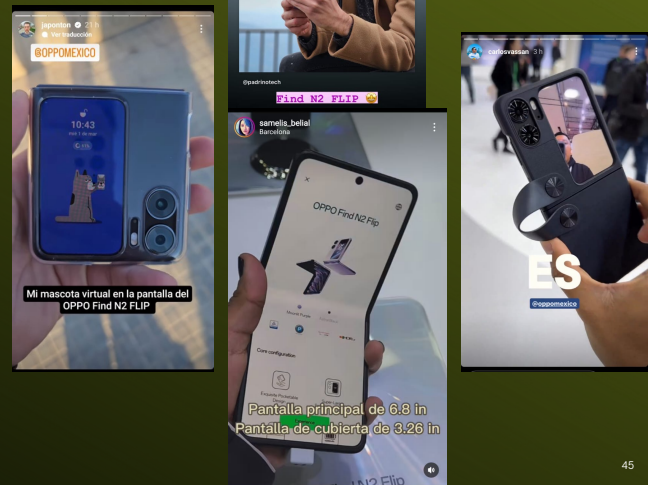
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## Our expertise with product reviews

We understand media as well as our clients' products.

We know who the key stakeholders are, as well as their interests, to leverage AMD's narrative and bring them to the target audience.



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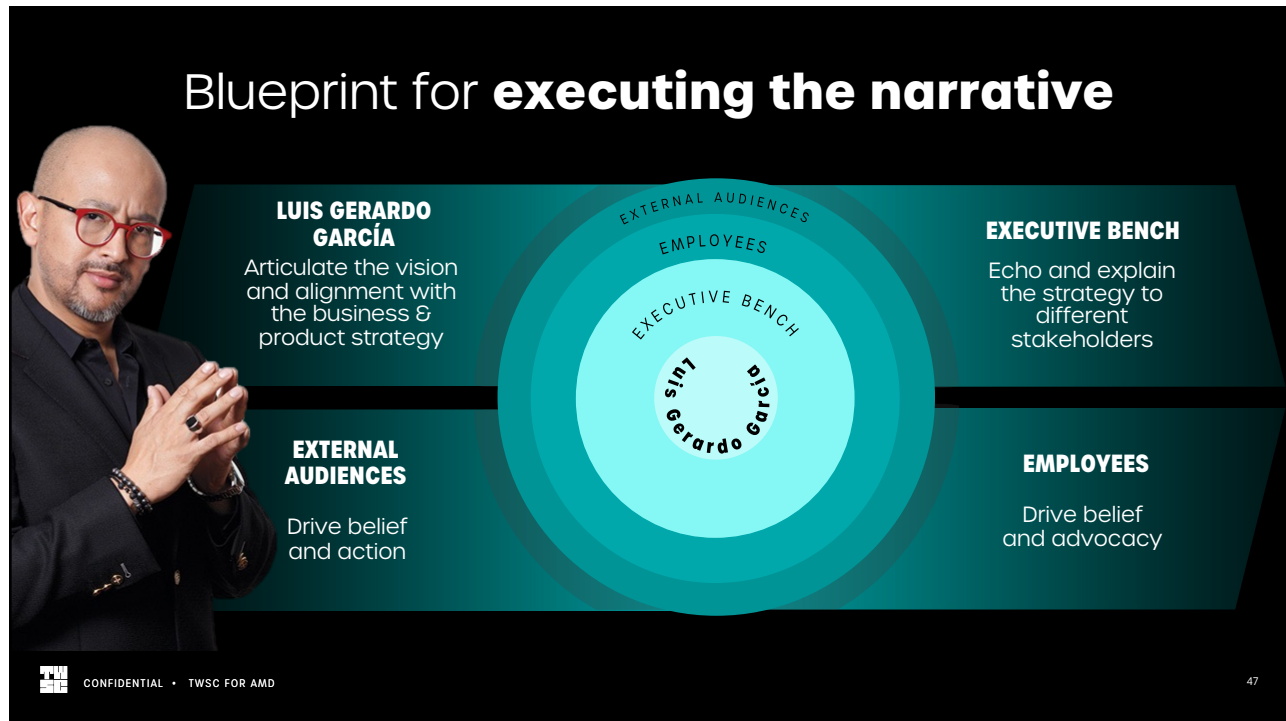
## How will we reach our goal?



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## Elevating **Executive Visibility**

We will assess planned business & industry events and conferences to further showcase AMD's thought leadership. We will **evaluate panel and roundtable opportunities** as potential forums to share perspectives. We also will **capitalize on media attending the industry events** for briefings and interviews.

### 1 SPEAKING OPPORTUNITIES

Promote the participation of speakers from AMD in strategic events of key areas of interest.

### 2 ADVOCACY EVENTS

Events with key stakeholders, including media, to promote conversations on key topics (i.e., The Future of Business)

### 3 RANKINGS & SPECIAL EDITIONS

If applicable, presence of leaders of the company in the main rankings to build their reputation as thought leaders (i.e. Líderes de la Transformación Digital, by Forbes)

**DELIVERABLES & TACTICAL APPROACH**

1. Matrix of Conference and Event Recommendation 2023
2. Conference Support: Specific support for secured speaking roles identified in our plan, including helping to write remarks or talking points, provide design support for PPT presentations, identify media opportunities (attending media or deskside within the market), staff media opportunities as needed, prepare background briefs on reporters.

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# A visionary leader

FROM A BUSINESS LEADER TO A LEADER OF BUSINESS

Luis Gerardo García defines the future of enterprise computing in LATAM: dynamic, distributed, **adaptive**

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## LinkedIn thought leadership

THE POWER OF CONNECTIONS

Building reputation		Employee relationships		B2B Connections	
<b>HUB</b>	<b>INFORM</b> Relevant data	<b>HELP</b>	<b>EDUCATE</b> Solve doubts	<b>HERO</b>	<b>PRIVILEGE INFORMATION</b> Creating Connections
<b>TYPE OF CONTENT</b> <b>Own publications:</b> Content that engage with our different audiences  <b>Share publications:</b> Relevant content created by other profiles  <b>FORMATS</b> Post  <b>TACTICS</b> The use of trends to attract most visitors as possible		<b>TYPE OF CONTENT</b> <b>Own publications:</b> Create content to answer the most relevant questions of AMD and the different industries you are involved in  <b>FORMATS</b> Articles & Post  <b>TACTICS</b> Inhouse network that shares this content so we can have reach to all audiences (employees and public)		<b>TYPE OF CONTENT</b> <b>Own publications:</b> Industry data driven content. Information that our possible B2B client would like to know or is useful in his business  <b>FORMATS</b> Articles, Documents & Post  <b>TACTICS</b> Create a list of potential B2B partnership create connections using this hero content	

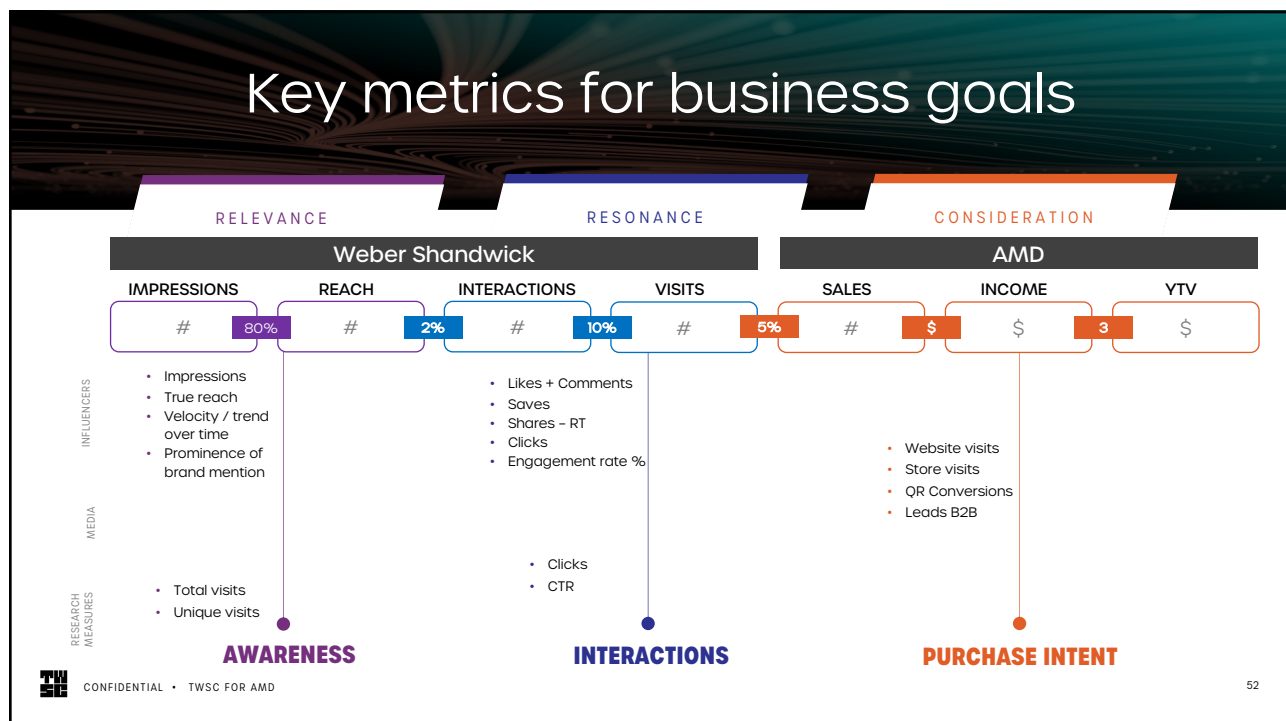
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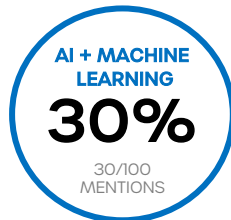


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## Key metrics for AMD SOV



Measures the **percentage of mentions using** keywords, images and emojis



Measures the **percentage of mentions using** keywords, images and emojis



Measures the **percentage of mentions using** keywords, images and emojis



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## From **win** to **work**

### 30 DAYS

#### TRANSITION, IMMERSION & DISCOVERY

- Kick-off, discovery
- Budget scoping and parameters
- Team design and alignment on ways of working
- Integrated team onboarding sessions
- Integrated strategic planning, narrative development
- Develop executional plan
- Establish KPIs and benchmarks

### 60 DAYS

#### QUICK WINS & GOING FORWARD

- Refine tactical executional plan
- Build and refine narrative
- Executive messaging and strategic planning
- Earned media monitoring system implemented
- Begin earned outreach for immediate opportunities

### 90 DAYS

#### ACTIVATION

- Tactical plan execution rollout
- Earned and executive thought leadership plan execution
- Set measurement learning agenda, optimization checkpoints
- Asset delivery/archiving
- Campaign monitoring



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# Double-clicking into the first 30



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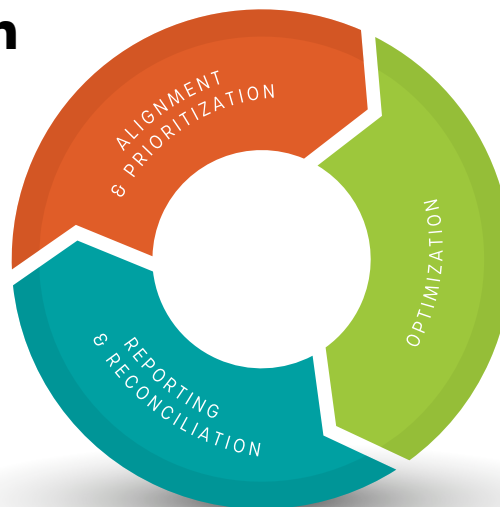
## We build budgets together **and with transparency**

### ALIGNMENT & PRIORITIZATION

- Accuracy in scope development
- Alignment on key priorities
- Active partnership with accurate parameters/budget allocation per campaign

### REPORTING & RECONCILIATION

- Real-time agency activity tracking and bi-weekly communication
- Reconciliation at close of month reporting progress against budget tied to results against strategic pillars



### OPTIMIZATION

- Monthly agency-run meetings to proactively align on key strategic pillars to drive focus for current & forecasted activities
- Real-time ROI on activity spend



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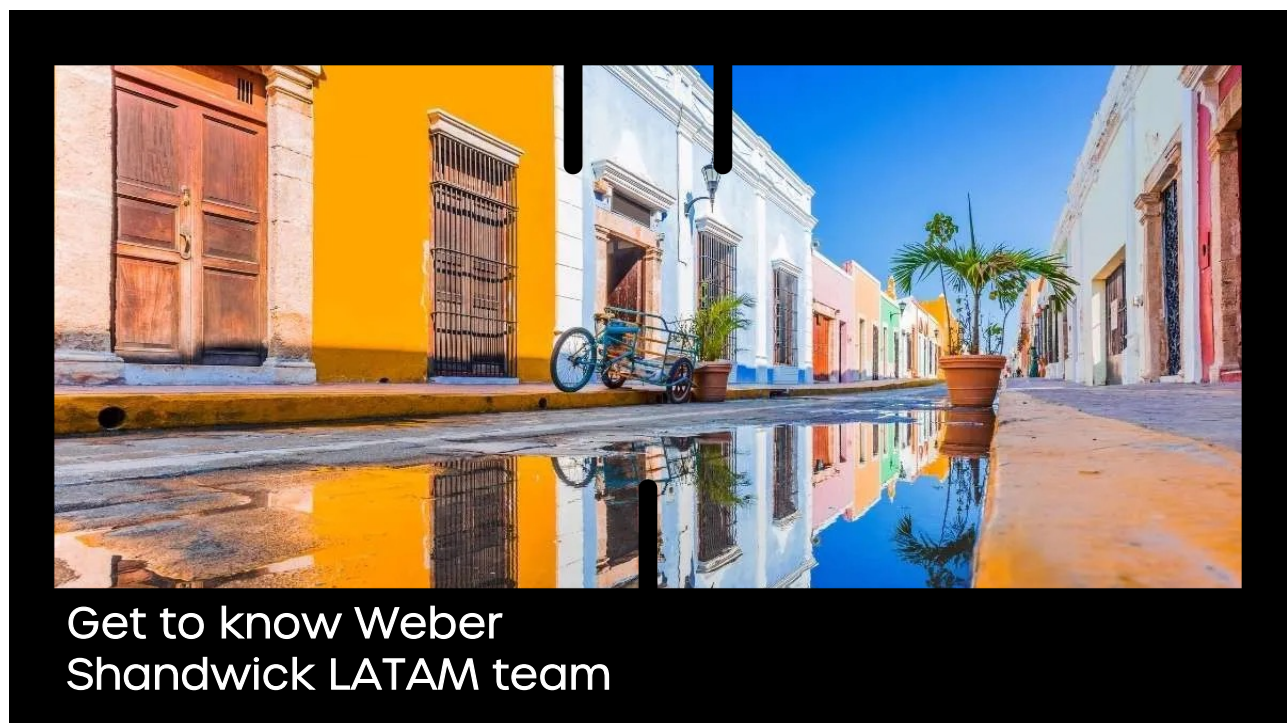
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# Weber Shandwick is built to help clients grow in a world of radical complexity.

IN-CULTURE COMMUNICATIONS IS THE ART AND SCIENCE OF PROPELLING CULTURE – BY INHABITING THE ENDLESS PLACES AND SPACES WHERE MEDIA, POLICY, TECHNOLOGY AND SOCIETY CONVERGE.

How we uniquely deliver

## in-culture communications

Cultural Intelligence  
+  
Brave Ideas  
+  
Platform Fluency  
+  
Flawless Media Choreography



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# A strong footprint in Latin America

A staff of over 500 professionals, multicultural and bilingual with experience in the implementation of programs in the region. Including planners, strategists, creatives, journalists, communicators, designers, sociologists, among other experts.

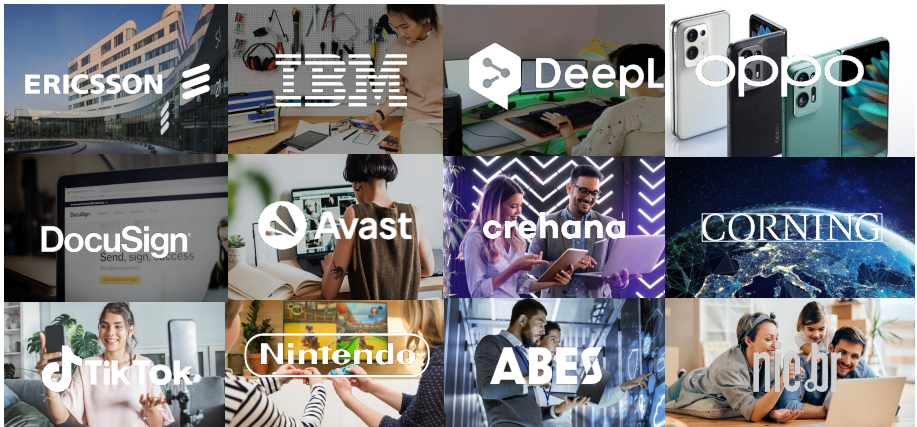


EXPERIENCE AS A PARTNER IN PUBLIC RELATIONS FOR BIG BRANDS IN LATIN AMERICA



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# We are an industry leading LATAM tech team



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# We are truly collaborative



We have developed a unique methodology to optimize multi-office collaboration



Our affiliates offer the same high standards in each market, combining regional and global strategies

We have deep experience supporting clients across Latin America

Coordinating through our regional hubs, our clients benefit with a unified point of contact enhanced by local independent "eyes and ears", enabling early identification of possible issues



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# We are a one-stop network

We lead the industry across practices and specialty areas that map to the challenges. Our practices and specialties don't live in silos. Integrated client service is our hallmark.

## EXPERTISE

Corporate Reputation

Product & Brand PR

Public Affairs

Digital & Social

Employee Communication

Data and Analytics

ESG Comms

Crisis & Issues Management

Thought leadership & Executive comms

Influencer management

Financial & M&A Comms

Entertainment & Celebrity comms

Change Management

## SERVICES

Content Marketing

Creative Development

Creative Technology

Digital Platform Strategy

Earned Media Relations

Healthcare Marketing

Insights & Analytics

Integrated Media Strategy

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# Consolidated Network

**EFFIE LATAM**  
ORO CATEGORÍA OTROS  
2019

**SABRE AWARDS**  
AGENCY OF THE YEAR MEXICO  
2019

**CIRCULO DE ORO**  
XXX EDICIÓN BRONCE  
2020

**PRWEEK LATAM**  
BEST AGENCY  
2020

**SABRE AWARDS**  
AGENCY OF THE YEAR LATAM  
2020

**PREMIOS MERCA 2.0**  
BEST OF BEST RELACIONES PÚBLICAS  
2020 & 2021

**PROVOKE AWARDS MEXICO**  
AGENCY OF THE YEAR  
2022, 2019

**PRWEEK**  
BEST AGENCY IN LATIN AMERICA  
2020

**PROVOKE AWARDS**  
LATAM AGENCY OF THE YEAR  
2020

**PROVOKE AWARDS**  
GLOBAL AGENCY OF THE DECADE  
2020

**SABRE AWARDS**  
BEST AGENCY IN MEXICO  
2022

**SABRE AWARDS**  
BEST AGENCY IN LATAM  
2021

**SABRE AWARDS**  
SPECIAL EVENTS SPONSORSHIP  
2020

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# MEXICO

Wholly-Owned office

100+ person team of professionals deeply embedded in the industry, 25% of the team has previously worked in media

Recognized by Human Rights Campaign Foundation as One of the Best Places to Work for LGBT community

Mexico Agency of the Year – The Sabre Awards 2019

Gold Award – Effies LATAM 2019

Best PR Agency 2022 – Merca 2.0 magazine



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# BRAZIL

Wholly-Owned offices

Among top 5 PR agencies in Brazil

20+ affiliated agencies in the country

Staff of 230+ experienced employees

30+ years of experience

50+ national and international awards



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# COLOMBIA

Rapidly expanding team of 10+ professionals

4 Latam Sabre Awards Certificates in 2020 – the most recognized agency in Colombia



BOGOTÁ



Universidad de los Andes  
Facultad de Administración



PAPA JOHN'S



oBoticário



Honeywell



IBM



havaianas



THE MBA TOUR

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# ARGENTINA

More than 25 years of experience in corporate communication and brand

Services range from creativity, strategy, campaign development to corporate reputation and crisis management



BUENOS AIRES



URBAN<sup>®</sup>  
PUBLIC RELATIONS



CORNING



GEFCO



cencosud



Sadesa



GRUPO LAS MARIAS



GOL



ARBA  
Aerolineas Argentinas  
Authority



HUAWEI



equinor



CARI



meta



mastercard

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# CHILE

Ranks among the top 3 agencies in Chile

More than 60 ongoing clients

Team includes 85+ employees

Sabre Award Winner: Agency of the Year 2015



Santiago





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# PERU

Ranks among the top 3 agencies in Chile

More than 60 ongoing clients

Team includes 85+ employees

Sabre Award Winner: Agency of the Year 2015



Lima





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**mercado  
pago**




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## ORGANILLEROS DIGITALES

### *Digital Organ grinders*

**Challenge**  
Organ grinders are one of Mexico City's most iconic traditions. Due to the decrease in the use of cash and the boom of digital payments as a result of the pandemic, their economic income was affected, causing a possible extinction of this profession.

**Strategy**  
We innovated the way in which they received tips through Mercado Pago's digital tools with which they could accept payments with QR code and credit or debit cards.

- Training on the use of these tools and the digital account so that they could take full advantage of the benefits of digitalization.
- Identification of stories that have communication potential to share with the media.
- Training of organ grinders as spokespersons and main actors of the project.

**Business Impact**

- ✓ This project had great interest and coverage by tier 1 technology, business, fintech and news media.
- ✓ We positioned Mercado Pago as the main driver of financial inclusion to generate better opportunities for the population.
- ✓ This action in favor of creating access to financial services through technology attracted the attention of other associations and professions, who approached Mercado Pago to become digital.

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## "DOLOR A MIS ESPALDAS"

### CHALLENGE

Young people facing inexplicable pain were not seeking the help they needed, or when they did, they were not getting the proper diagnosis of Ankylosing spondylitis. Novartis wanted to raise awareness for early diagnosis, however it was a challenge finding those who suffer from the disease and don't know it.

### STRATEGY

*Dolor a mis Espaldas* (Monster Pain in the Back), including digital, creative and PR strategy, helped us drive awareness of a rare disease to a place where the potential audience didn't expect it (and would never look for it).

By convincing Ely Guerra, a local pop superstar to change her melodic style to heavy metal, we shocked the audience creating a song and a powerful video to draw attention to the pain but also the hope patients can find by knowing their disease and acting to fight it.

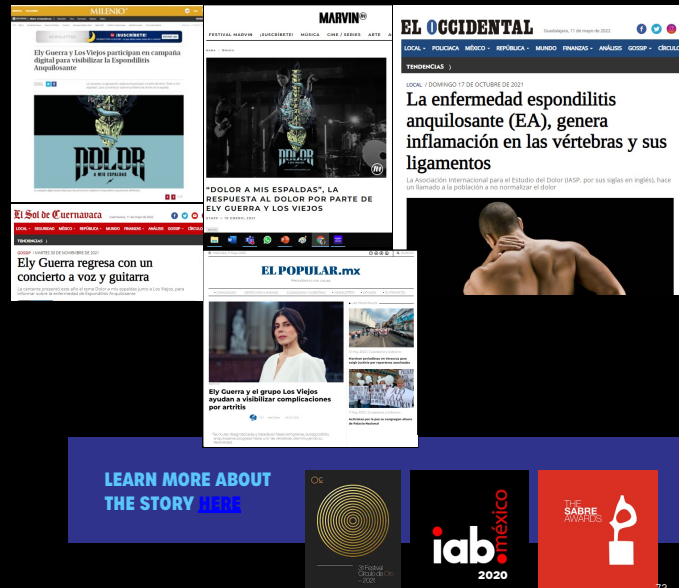
The campaign directed people to our website, where a simple AI-based test fueled by a database of local physicians helped them connect with the nearest rheumatologist if the results pointed to the possibility of AS.

### BUSINESS IMPACT

Client - agency integration as well as partnership and synergy with media helped us bring in outstanding results: more than 3,000 tests were taken; with over 500 people requesting an appointment with a rheumatologist.

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EMPLOYEE  
ENGAGEMENT



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## MAKING GLOBAL GOALS LOCAL BUSINESS

### CHALLENGE

We needed to unite 3 sectors (government, companies and civil society) with a single purpose: make the 2030 Agenda a topic of public agenda and raise the desire in Mexico to be part of the UNGC. Position the UNGC as the unique articulator of the 2030 Agenda for the private sector.

### STRATEGY

**Making Global Goals Local Business event**, an international forum with more than 100 speakers, to raise awareness among the private sector and promote active collaboration between the public and private sectors to achieve the 17 SDG outlined in the 2030 Agenda.

### BUSINESS IMPACT

The SDGs conversation became part of business strategies at all levels and sizes with companies & organizations.

Media coverage exceeded our expectations with **66 interviews** and more than **143 media hits** and **540 social media posts and stories**. With 750 attendees at the event, we impacted more than **51 million** people in 19 Latin American countries.

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LEARN MORE ABOUT  
THE STORY [HERE](#)



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## TODOS SOMOS MARIO GATITO

### *We are all kitty Mario*

**Challenge**  
As part of the activities for the launch of Super Mario 3D World + Bowser's Fury, one of the most relevant titles of Nintendo, we created special kits for media and influencers in MX and BR. The kit contained a set of pajamas in the shape of a cat that alludes to the costume Mario wears in the game, as well as a mug with the game's logos and a pet food plate.

**Strategy**  
Our challenge as creatives was that the brand approved the production of kits, since it was the first time that we sent something different from the regular approved media items (mugs, T-shirts, notebooks, posters). After almost 2 months of approvals, the team approved these kits, resulting not only in a pleasant surprise for us as an extended team, but also for the media and influencers as it is the best kit that Nintendo makes in LATAM region.

**Business Impact**  
Media and influencer sentiment for the media kit was incredible positive, highlighting how comfortable and similar the pajamas were to the costume Mario wears in the game. Journalists and influencers were delighted with the gift and posted photos and videos of themselves wearing the Mario costume on social networks, either for their social networks, special streams dressed in the pajamas or even to appear on national TV programs in Mexico.

We reported a total of 219 organic media posts and a potential reach of 9.3M. We even reached influencers with millions of followers such as Fedelobo or Paola del Castillo, two of the most recognized influencers in Mexico.

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## AVAST AND COOKIES

**CHALLENGE**  
Avast, as a leading company in cybersecurity, needed to communicate and raise awareness about cookies and the risks to accept them on websites. Avast is commonly known B2B, and we needed to shift our conversation for a more B2C audience. We needed to find a new way to create awareness about this cyber-problem and connect with a more specific audience.

**SOLUTION**  
The team developed a B2C communication strategy to leverage the importance of cookies along Avast. We tropicalized an Avast campaign in the US that explained the topic from the culinary side (homophony of digital and edible cookies). We team-up with a lifestyle and cook influencer that help us incorporate our brand's messages in a fun and delicious way.

**RESULTS**

- 7 media interviews
- 107 media publications
- 7,305,991,269 reach



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# Exxon Mobil – The cardboard influencer

## CHALLENGE

The Weber Shandwick team had the challenge to leverage Mobil as one of the main partners for Sergio Pérez. Mobil has a strategic partnership with the Oracle Red Bull Racing team and when Checo Pérez, Mexican F1 driver, joined the team we were excited. Having Checo in our communication was a challenge, the driver had a full agenda to help us with the brand's messaging.

## SOLUTION

Through a social media listening, we discovered, we spotted a fan who stole one of our cardboard ads and posted about having Checo at home. That small action inspired us to begin a new ambitious challenge: transform a cardboard ad into a hot item, capable of taking over the internet and connecting with thousands of fans. We created an influencer campaign for our cardboard. We gained followers, and created brand allies while gaining awareness and brand loyalty, achieving record breaking numbers, way beyond the motorsport's community.

## RESULTS

- +40 million views on TikTok
- +3.9 million mentions across all platforms
- +1 million USD in earned media
- And maybe that's why Mobil's Brand Equity grew up to 4 pts. after this campaign, with no paid media investment, only cardboards.



Red Bull festejó título de Max Verstappen con un 'Checo' Pérez de cartón

El piloto tapado no pudo acudir a los festejos en Milton Keynes por estar en las pruebas en Abu Dabi.

Cuando Sergio Pérez estaba en Abu Dabi para las pruebas de resistencia, el equipo Red Bull se tomó un momento para hacer un homenaje al festejo del título de Max Verstappen en Inglaterra en su versión de cartón.

“Checo” fue el segundo día de prácticas oficiales de los equipos de Fórmula 1 en el circuito de Silverstone, mientras que en la sede de Red Bull en Milton Keynes, Inglaterra se hizo un festejo con todos los empleados por la obtención del campeonato mundial de pilotos del neerlandés Max Verstappen.



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# ASK ABOUT US...

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# Any questions?



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- Can you share more details about **the scope and scale of the work?**
- Do you have **priority regions?**
- Will your partner cover all **local markets within the regions?**
- How much of the scope is **transition vs. fresh start?**



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Thank you!

