

*Bigtree*



Communications

H E L L O !



## Who are we and what do we do?

We provide shade and refuge to a group of passionate communicators, knowledge hunters, optimism activists, brands that will change the world, unlimited creatives, companies and governments that build alliances to grow sustainably contributing to the SDGs.



**We are the  
Integrated  
Communications  
Company dedicated  
to offering efficient  
solutions:**



**Brand Identity**



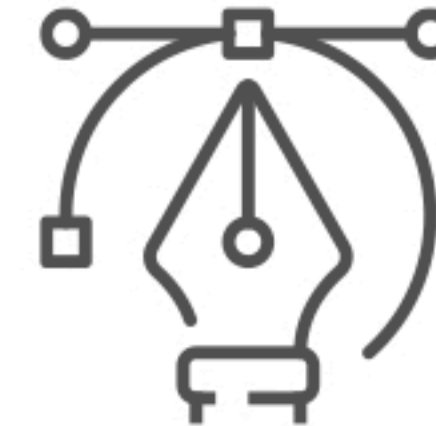
**Sustainability projects**



**Shopper Marketing Toolkits**



**Social Media**



**Graphic Design**



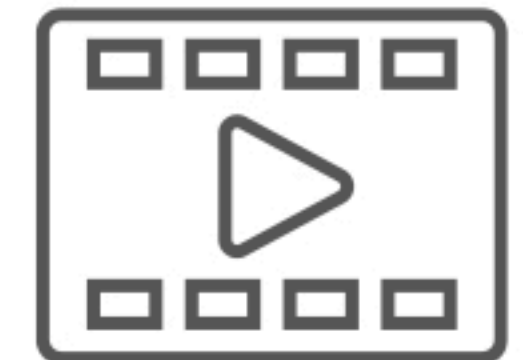
**Editorial Design**



**Virtual Events**  
(Webinars, Digital University,  
Information platforms of key groups)



**AI Marketing solutions**



**AV production**

*Bigtree*



**THINK  
OUTSIDE  
THE BOX**



## How do we do it?

---

We are a team of professionals in Market Research, Planning, Creative Conceptualization, Graphic/Audiovisual Design, Digital Experts creators of strategies and multi-channel "big ideas".

WE ARE MULTICULTURAL +  
AND BILINGUAL,  
WE ARE PASSIONATE ABOUT  
STORYTELLING!





Our people



**MAUXI CASTILLO**  
Directora Fundadora  
Manager de proyectos



**LORENA OSILIA**  
Directora Fundadora  
Manager de Creación



**ROSANA BRICEÑO**  
Directora de cuentas



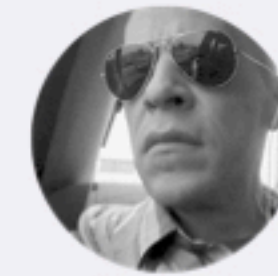
**VICKY SÁNCHEZ**  
Ejecutiva de cuentas



**GABRIELA CARDOSO**  
Ejecutiva de cuentas



**ROMAN ESPINOZA**  
Director de arte



**ALEJANDRO CARDOSO**  
Director de arte



**SIRISAM LLERENA**  
Directora de arte



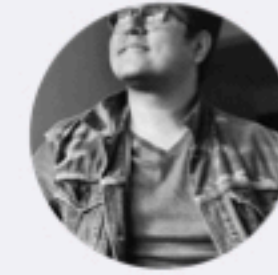
**VALERIA HANNA**  
Community Manager



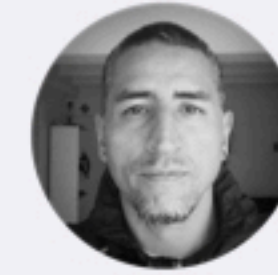
**RICARDO TINOCO**  
Producción Audiovisual



**FABIANA GÓMEZ**  
Digital Media & Webinar



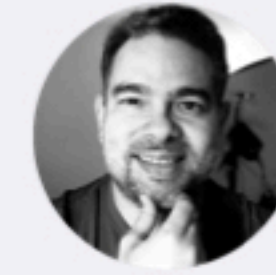
**JORGE LAZCANO**  
Diseñador



**JEAN PIERO MONTILLA**  
Ilustrador



**LEONARDO MAYORGA**  
Diseñador Industrial



**DANIEL GARCÍA**  
Diseñador Web



DIAGEO

Bigtree

ISUZU



Our partners +



# Success Stories



*From the  
real experiments*



Packaging



Project:  
Johnnie Walker  
Sherry Premium Pack



DIAGEO



Project:  
Gift pack



# DIAGEO



Project:  
What's your whisky?  
Multipack



# DIAGEO

























Project:  
Dulce de Leche



*Cadbury*

Desarrollo 3D product shot



Project:  
World Nutella Day



# nutella

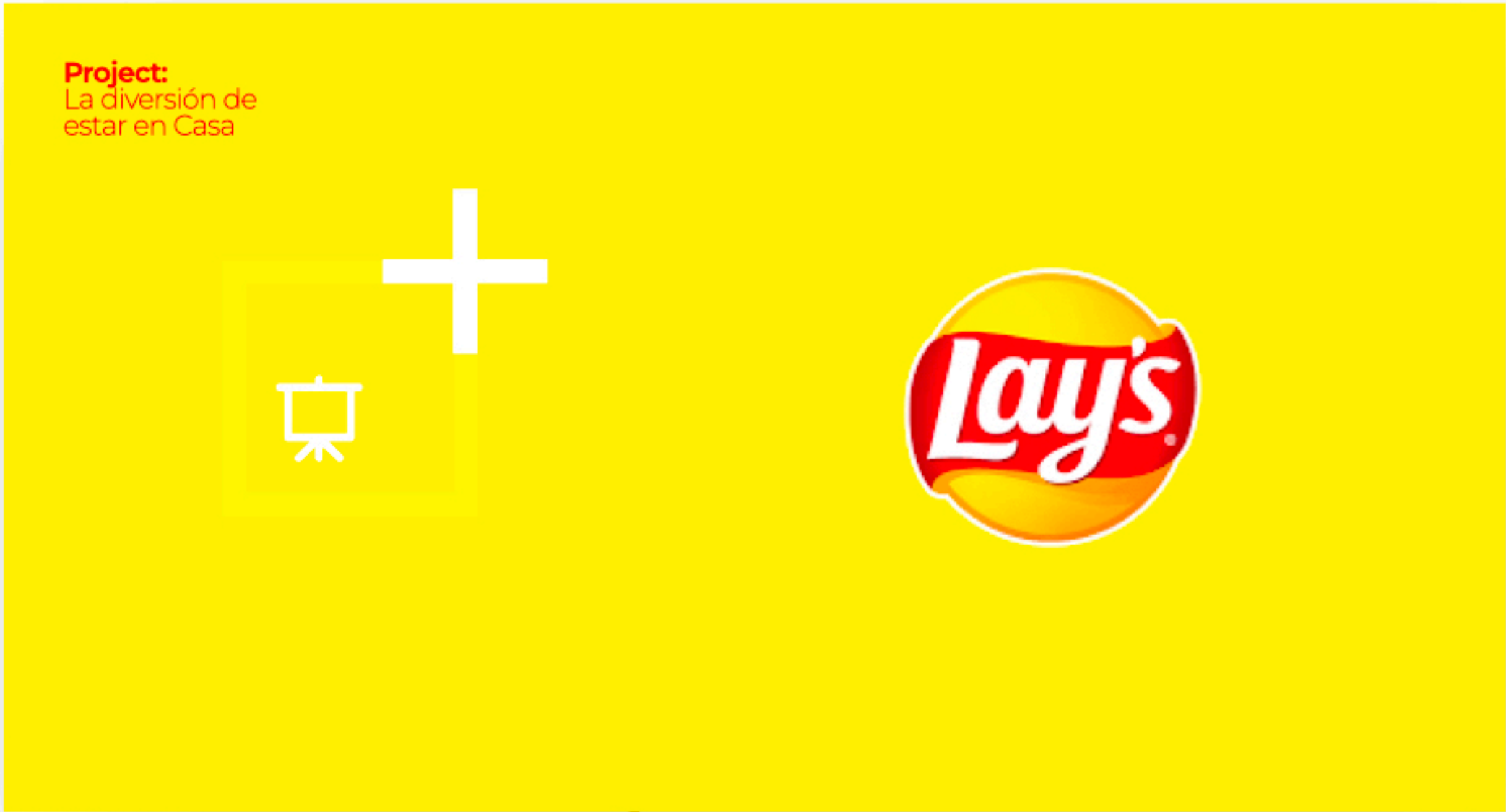


**Hola Carolina**  
Como fan de Nutella® sabemos que  
quieres llevar tu delicioso sabor a  
todas partes y disfrutarlo en cualquier  
momento.

World  
**nutella**  
Day  
FEBRUARY 5th

Feliz  
**nutella**  
Day





Project:  
La diversión de  
estar en Casa





Project:  
Limited edition



# Casillero del Diablo



# Brand Manuals

- 01 MENSAJE
- 02 DEMAND SPACES
- 03 PROCESO DE PENSAMIENTO DEL SHOPPER MARKETING
- MARCAS
- 04 PEPSI
- 05 7UP
- 06 GATORADE
- 07 G ACTIVE
- 08 H2OH
- 09 TROPICANA
- 10 OCEAN SPRAY



## LOOK OF SUCCESS TOOLKIT

CUSTOMER & SHOPPER ENGAGEMENT LAB



SHOPPER / MOTIVADORES - INFLUENCIADORES / TOMANDO LA DECISIÓN DE COMPRA

FOTO DE ÉXITO | EJECUCIÓN COMPLETA

EXPERIENCIA DEL SHOPPER / IN-STORE

CANAL MODERNO

PROMOCIÓN DIRIGIDA AL SHOPPER

PROMOCIÓN: OCEAN SPRAY / COSECHA LO MEJOR DE LA VIDA.

- Fidelizar consumidores a través de una innovadora promoción por medio de experiencias que conectan a la marca con el consumidor.





Y como en los últimos años  
 No hemos vivido el Verano con toda la actitud, por eso este año vamos en busca de **LA LIBERTAD DE UNA AVENTURA**

**¡LIBERTAD!**  
 Ser libres de las rutinas y de la conectividad para experimentar y vivir momentos únicos, aventuras y culturas, actividades y rituales.  
 \*Mónica López

**¡CONEXIÓN!**  
 Compartir y sentir el momento en sus momentos para desconectar de la rutina y vivir los mejores momentos.  
 \*Daniela Torres

**¡RENOVACIÓN!**  
 Renovar y sentir el momento en sus momentos para desconectar de la rutina y vivir los mejores momentos.  
 \*Daniela Torres



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Project: Seasonality summer





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SHOPPER MARKETING LATAM

## Por eso las expresiones del verano son:

Aunque cada persona lo puede definir y vivir de manera diferente, identificamos en común que el verano es una EXPRESIÓN emocionante de:

**¡LIBERTAD!**  
Rompe con la rutina y las responsabilidades

**¡CONEXIÓN!**  
Compartir momentos extraordinarios, en lugares memorables

**¡RENOVACIÓN!**  
Cambiar de ambiente, soltar cargas, descansar, arreglarnos y recargar baterías

**PARA DISFRUTAR**  
al máximo el tiempo libre, construir recuerdos y comenzar de nuevo

SHOPPER MARKETING LATAM




Descargar Artes

SHOPPER MARKETING LATAM

## Elementos gráficos

1 Call to action

2 Tipografía vectorial

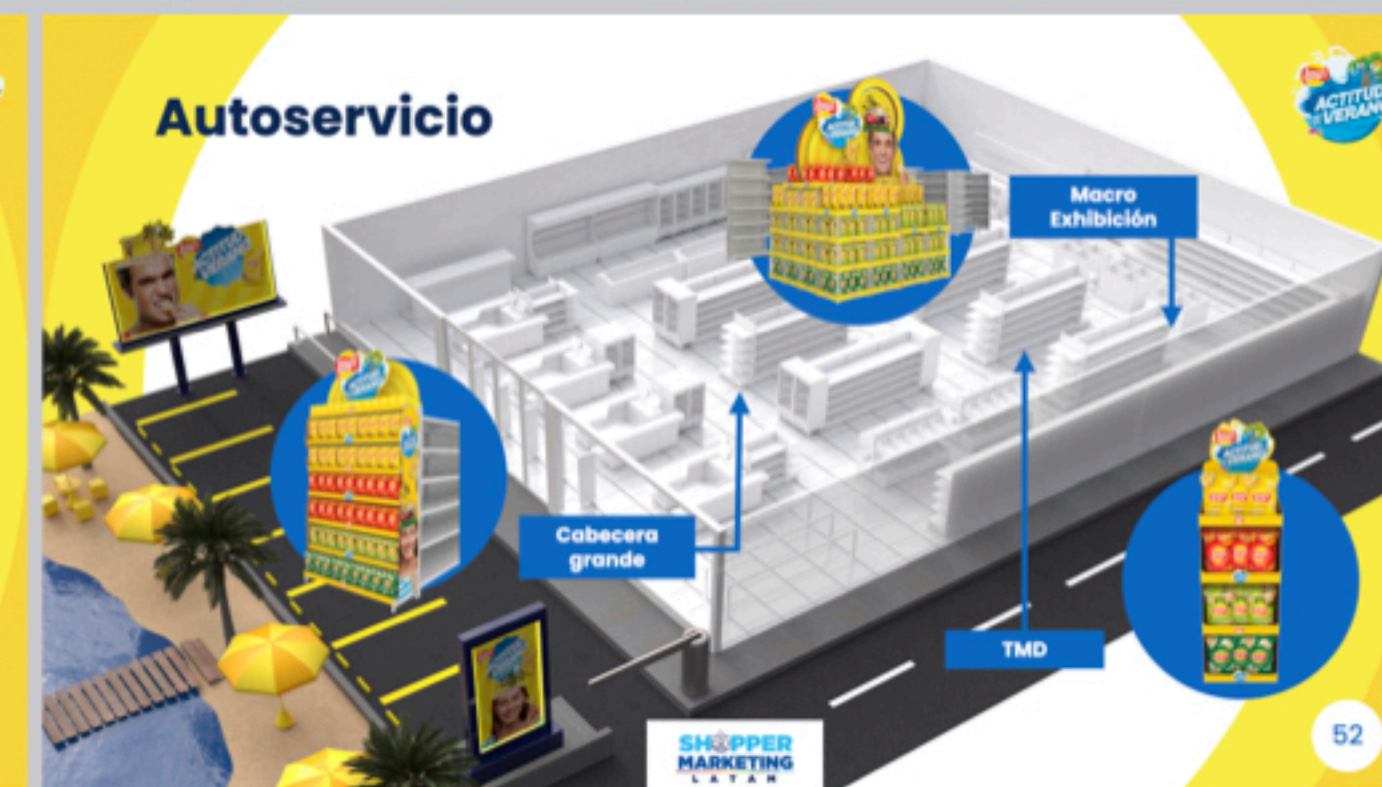
3 Personajes

4 Fondo Textura

5 Pensamientos

SUNNY DAYS

SHOPPER MARKETING LATAM



## Macro con tecnología

¡Sorpréndete con la incorporación de tecnología en el punto de venta! Movimiento y sonido con ¡ACTITUD DE VERANO!


**Sensor de movimiento con sonido**  
Ambientación de mar y playas  
ESCANEA para escuchar

**Kit de movimiento**  
En ambos lados de la exhibición  
ESCANEA para ver el movimiento

SHOPPER MARKETING LATAM

## Comunicación Social media

Piezas disponibles para customizar a cada mercado



SHOPPER MARKETING LATAM

## Cabecera Chica

Dimensiones:  
Ancho: 90 cm  
Profundidad: 40 cm  
Altura: 250 cm

Material: Cartón

Capacidad: 168 pzas aprox.



SHOPPER MARKETING LATAM







Project: Rebrand



# WHAT'S INSIDE?

- 01 STRAIGHT TO THE GOOD STUFF**  
OUR HISTORY  
OUR BRAND, OUR CULTURE  
LEARN ABOUT OUR PRESENT AND  
THE QUALITY, COMMITMENT  
AND CONSCIENCE
- 02 BRAND DNA**  
OUR BRAND, OUR CULTURE  
LEARN ABOUT OUR PRESENT AND  
THE QUALITY, COMMITMENT  
AND CONSCIENCE
- 03 STRAIGHT TO THE CONSUMER**  
HEALTHY LIFESTYLE  
THE POWER OF SOCIAL & DIGITAL  
POPULATION
- 04 STYLE GUIDE**  
THE LOOK  
TROPICANA POSITIONING  
TASTE, TASTE & TASTE
- 05 STRAIGHT TO THE COMMUNICATION**  
IN DIGITAL COMMUNICATION  
UNDERSTANDING THE POWER OF SOCIAL & DIGITAL POPULATION  
IN PRINT  
ATTENTION IN EXTREMITY  
UNDERSTANDING THE POWER OF SOCIAL & DIGITAL POPULATION  
IN COMMUNICATION  
UNDERSTANDING THE POWER OF SOCIAL & DIGITAL POPULATION  
IN COMMUNICATION  
UNDERSTANDING THE POWER OF SOCIAL & DIGITAL POPULATION

We have always believed that everyone, everywhere should have access to the natural goodness of fruit.

1921 Anthony Rossi introduces American-born Tropicana.  
1944 He moves to Florida.  
1947 He uses stemless fruit production.  
1952 He establishes the Tropicana brand.  
1957 He leads the first ship to the U.S. Tropicana.  
1965 Tropicana launches in Europe.  
1970 He uses the "Tropicana" name.  
2013 By 2013, Tropicana has launched in Argentina, Chile, Hungary, Mexico, China, India, Egypt and Turkey.

# Tropicana PURPOSE

We exist to move the world from awake to alive

**OUR CORE BELIEF**  
Life needs purpose, not just activity. And so live each day with purpose, you need to unlock your full potential.

**OUR PROMISE**  
We provide a positive spark to take on the day through the power of fruit and vegetables that awaken your spirit, bringing out your inner zest.

# Tropicana POSITIONING

IGNITES THE SENSES THROUGH NATURAL VIBRANCY OF FRUIT AND VEGETABLES

**PERSONALITY BORN OF ROSSI**  
-Vibrant  
-Revitalizing  
-Inspiring  
-Cutsus  
-Transparent  
-Contagious  
-Energy

**EMOTIONAL BENEFIT** (BEST FOR THE DAY)  
→ ZEST FOR LIFE (BEST FOR THE DAY)

**CONSUMER BENEFIT** (FROM THE PRODUCT) (BEST FOR THE DAY)  
→ REVITALIZATION (MENTAL AND PHYSICAL SPIRIT)

**PRODUCT BENEFIT \*** (FROM THE PRODUCT) (BEST FOR THE DAY)  
→ AWAKENS THE SENSES

**PRODUCT ATTRIBUTES AND RTBS**  
→ GOODNESS OF OUR FRUIT AND VEGETABLES  
\*For Fruit and Vegetables. 100% Juice. Natural Sweetener. Potently Blended.

**KEY BRAND POINT OF DIFFERENCE** → ALMOST 70 YEARS OF JUICE MAKING. SUSTAINING NATURE. AND MOVING FROM THE ART OF BLENDING.

# Tropicana DEMAND PLATFORM

**PREPARE** Get ready for the day ahead

**PERFORM** Perform at work, school or during a physical activity

**CONNECT** Create a social atmosphere when you're with others

**RESET** Reconnect & reinvigorate yourself

WAKE UP GO TO SLEEP

# THE VISUAL STRATEGY

FOCUS OF CORE STRATEGY (Relevance for T19 and T30)

BENEFIT LED ENHANCED GOOD STUFF	CORE PURE GOOD STUFF	REDUCED PERMISSIBLE GOOD STUFF	REFRESHMENT ENJOYING GOOD STUFF
25-100% JUICE CONTENT	25-100% JUICE CONTENT	MIN 10% JUICE CONTENT	MIN 10% JUICE CONTENT
<b>REAL</b>	<b>LOVE</b>	<b>LOVE</b>	<b>ab</b>
<b>FUNCTIONAL</b> To drive our most loyal consumers. Deliver the goodness of fruit to make every day smart towards your health & wellness goals.	<b>FRUIT FORWARD</b> To deliver great taste & natural ingredients. Deliver the goodness of fruit to help you feel good inside and out.	<b>FRUIT FORWARD</b> To reinforce the permeability of real fruit juice. Deliver the goodness of fruit to help you achieve a healthy balance.	<b>EXPERIENTIAL</b> Delightful user experiences that help sustain you throughout the day. Deliver the goodness of fruit to provide moments of real uplift.

# Tropicana COMMUNICATION PYRAMID

Brand communications idea: We exist to move the world from awake to alive

Campaign idea: Own the mornings

Communication architecture:

- Awareness, consideration & frequency
- Educate on functionality
- Trial

Channels: Digital, In-Store, Print, TV, Social, Point of Purchase, In-Store, Digital

# Tropicana ANCHOR POINTS

**BRAND ZONE**  
SPOTS: Tropicana assigned coolers and sites.

**DISRUPTIVE ZONE**  
SPOTS: Shelves, Isles, Passages, Floor Coolers, etc. Bakery. Ready to go food. Check out.

**CROSS-MARKETING ZONE**  
SPOTS: F&V, PepsiCo family stores / racks with Quaker products.

# Tropicana BRAND ZONE

**POP MATERIALS OBJECTIVE:** To communicate pricing and promotions emphasizing the functional benefits of our brand.



+





Project: JUNTOS Brand guidelines





Contenido
CAPÍTULO I EL PROYECTO
CAPÍTULO II IDENTIDAD GRÁFICA
CAPÍTULO III APLICACIONES EN CANALES DE COMUNICACIÓN



La principal característica...
Nuestro propósito es...
JUNTOS

Identificador.
Nuestro identificador expresa conceptualmente las soluciones infinitas que con las alianzas de Juntos podemos lograr para la biodiversidad y las comunidades de la zona.



Identificador.
Construcción del identificador, área de protección y sus aplicaciones.
Es importante mantener la marca corporativa libre de cualquier otro elemento gráfico.



Código tipográfico
Aa
AaBbCcDd EeFf
GgHhIi0123456789
+,%@\*

Aa
AaBbCcDd EeFf GgHhIi0123456789
+,%@\*

Código tipográfico
Tipografía secundaria
Aa
AaBbCcDd EeFf GgHhIi0123456789
+,%@\*

Tipografía secundaria
Tabla y peso
JUNTOS

Tabla de colores con descripciones de cada tono y su uso.

Código Cromático
Sistema de colores complementario



Construcción de los iconos
Redimensionamiento
Fondos



Social Media
Guías para la comunicación en Social Media
Facebook Media Guidelines

Web wireframes
Los wireframes de un sitio web, también conocida como esquema de página o plano de pantalla, es una guía visual que representa el marco esquelético de un sitio web.



Los wireframes se crean con el fin de organizar los elementos para lograr mejor un propósito particular.







  
**Excellence**

  
**Care**

  
**Passion**

  
**Trust**

  
**Creativity**

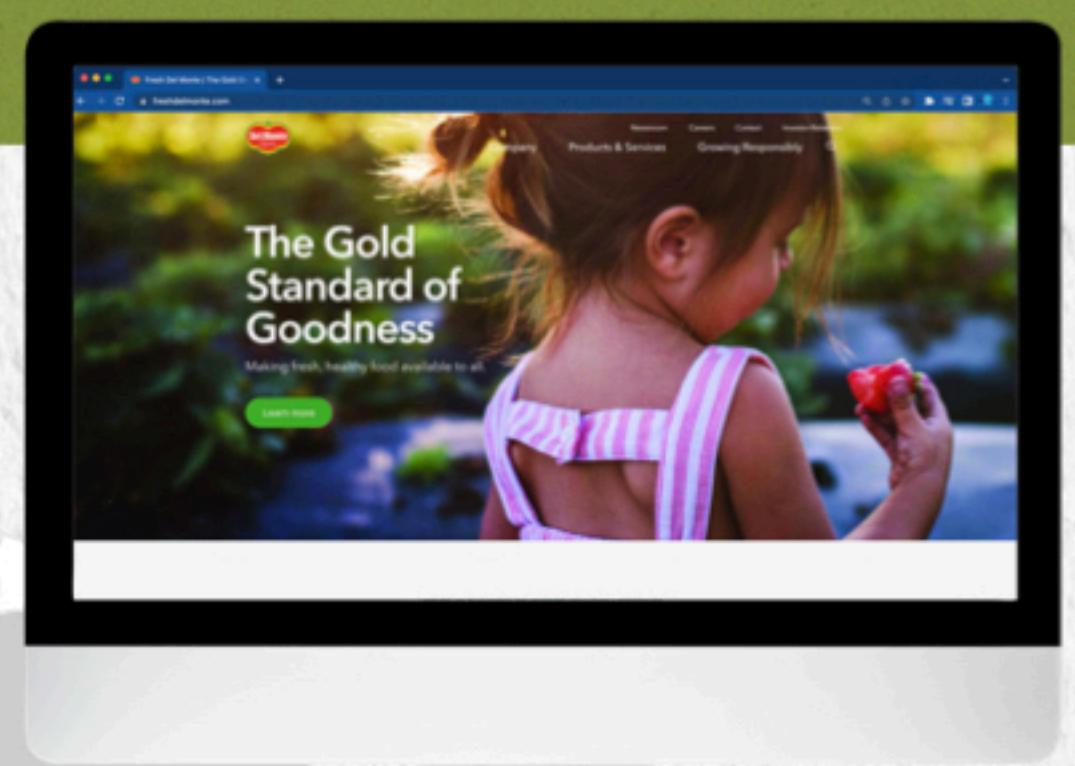


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Project: 2021 Sustainability report



## A BRIGHTER WORLD TOMORROW™

While we continue to push boundaries in many areas, we know that there is more work to be done.

**Newsroom**  
Sustainability

We're excited for what's ahead as we continue to expand our service offerings, use new technologies, and provide fresh, healthy foods. We thank everyone for their partnership and commitment as we continue forward.

2021 SUSTAINABILITY REPORT 5

## 02 Company Overview

### Geography coverage in 2021

**90+** Countries where products are available [7]

**21** Countries in which we operate [8] [9]

**19** Different official languages

Region	Sales & Sourcing	Sourcing
<b>NORTH AMERICA</b>	• Fresh & Fresh-cut • Fruit & Vegetables • Prepared food	
<b>CENTRAL AMERICA</b>	• Bananas • Mangoes • Melons • Pineapples • Prepared food • Vegetables	
<b>SOUTH AMERICA</b>	• Sales & Sourcing • Bananas • Avocados • Berries • Other Non-Tropical	
<b>AFRICA</b>	• Sales • Fresh fruit • Prepared food	• Pineapple • Prepared food
<b>ASIA</b>	• Sales • Fresh & Fresh-cut • Fruit & Vegetables	• Bananas • Fresh-cut fruit & vegetables • Pineapple
<b>MIDDLE EAST</b>	• Sales & Sourcing • Fresh & Fresh-cut • Fruit & vegetables • Poultry & meat • Prepared food	
<b>EUROPE</b>	• Sales & Sourcing • Prepared food	

2021 SUSTAINABILITY REPORT 8

## 03 Our approach to sustainability

### Fresh Del Monte's Approach to Sustainability is Grounded in our Business Strategy

**Business strategy**

- Protect and give the care
- Drive innovation & improve growth on our value chain
- Build our culture to increase employee engagement & productivity
- Become a customer-driven company
- Become a technology-driven company to drive efficiency
- Improve sustainability performance of our business

**Sustainability pillars**

- Protecting our planet
- Living our values
- Providing healthy choices
- Working with our communities

**Critical thematic material topics**

- Climate Change
- Sustainable Sourcing
- Water Stewardship
- Circular Economy & Waste
- Worker Well-being
- Human Rights
- Diversity & Inclusion
- Supply Chain Management
- Food Safety & Quality

2021 SUSTAINABILITY REPORT 17

## 03 Our approach to sustainability

### Goals & Progress

The below Fresh Del Monte goals contribute to the United Nations Sustainable Development Goals:

**To achieve our vision of A Brighter World Tomorrow™, we must hold ourselves accountable.**

Our goals support our strategic objectives and sustainability ambitions. The stakeholder input collected through our Materiality Assessment provided direction to the new goals set in 2021, building on those set in 2019. Our climate targets were approved by the Science Based Targets initiative (SBTi), with our primary GHG goal achieving validation in 2021.

In addition to our goals contributing to our ecosystem and value chain, Fresh Del Monte's goals and targets were devised with three additional considerations:

- Is this a stakeholder priority?
- Can we make a transformative impact?
- Can we contribute to the United Nations Sustainable Development Goals (UN SDGs)?

**With primary contributions including responsible land use, clean water, health, and education.**

2021 SUSTAINABILITY REPORT 21

## 04 Protecting our planet

### Climate action

#### Forest conservation.

Healthy trees, plants, and soils offer natural carbon absorption by taking CO<sub>2</sub> from the air and using it to build new leaves, trunks, and roots. We take advantage of these ecological benefits by protecting our forests and planting trees native to local ecosystems. In our operations, we plant trees purposefully to protect natural areas. We plant between fields and roads and alongside streams to reduce erosion and runoff. We plant on land retired from agricultural production to increase soil carbon and biomass carbon stocks.

Fresh Del Monte joined the World Economic Forum's 1 Trillion Trees initiative (Tt) to help plant, and grow one trillion trees by 2030. Tt sets medians, commits, and empowers the global reforestation community supporting the UN Decade on Ecosystem Restoration. At Fresh Del Monte, more than 9,500 hectares – more than a quarter of our owned land – is designated as protected forests throughout our farms, which benefit biodiversity and the health of our soil and ecosystems. Through this program, we plan to expand this area to over 10,000 hectares by 2025. [25]

#### Case Study: TOGETHER We Achieve More for Biodiversity and People

In 2021, Fresh Del Monte Produce announced a partnership with the **German Society for International Cooperation (GIZ)** creating a collaborative, multi-stakeholder program to maximize the use of natural resources and ensure sustainable landscapes in Costa Rica and Guatemala.

Since then, we have made important progress. In Costa Rica, an education program we support, "EDUCAPILA" gained momentum, promoting environmental awareness around "La Amistad International Park," the largest national park in Costa Rica at 479,000 acres and a UNESCO World Heritage Site. This park is the home to two-thirds of plant and animal species found in Costa Rica. To date, the initiative identified 468 bird and 31 mammal species across project areas in Costa Rica and Guatemala. In partnership with the **Local Council of Rio Culebra Biological Corridor**, we are supporting the design of a Water School to promote awareness and the need to conserve water resources across the Corridor river basin.

"La Amistad International Park," the largest national park in Costa Rica at 479,000 acres and a UNESCO World Heritage Site.

In 2021, we planted 596,647 trees for conservation purposes, a 250 percent increase from the prior year. To date, we have planted 1,629,156 trees, 65 percent of our goal of planting 2,500,000 trees globally by 2025. Our 2021 conservation efforts are estimated to bring 144,504 MT CO<sub>2</sub>e savings, and reforestation efforts save an additional estimated 514 MT CO<sub>2</sub>e.

2021 SUSTAINABILITY REPORT 32

## 05 Living our values

### Diversity & Inclusion

**Fresh Del Monte strives to foster a culture of diversity and inclusion so all employees feel respected and no employee feels discriminated against.**

We promote a workplace free from discrimination based on race, creed, color, nationality, ethnic origin, age, religion, gender, sexual orientation, marital status, connections with a national minority, disability, or other status. [29] We believe that a diverse and inclusive workplace, where every employee can thrive and be their authentic selves, is essential to our success.

**Our Diversity and Inclusion mission is to put thoughtful action behind our words and actively and intentionally create a diverse and inclusive culture, as well as foster a sense of belonging for every team member across the organization.**

We are proud of the diversity throughout our organization and leadership team. In 2021, a formal council comprised of senior leadership connected our diversity and inclusion efforts with our overall business strategy to communicate our goals, develop mechanisms to achieve those goals, and track our progress. [30]

In 2019, we performed an internal diversity audit to better understand diversity, equity, and inclusion within our organization. In 2020, we launched an internal diversity and inclusion survey for U.S. and Canadian team members to gauge our company culture—these results prompted action in 2021.

We began integrating diversity and inclusion into our business strategy and added two new female members to our Board of Directors, one of which has diversity and inclusion expertise [31]. We will be surveying the DEI climate globally in the coming years, and based on the key findings from the global and regional levels, we will form a global strategy and action plan with continuous follow-up from our global team members. Survey results will provide insights to make necessary adjustments and enhance our planning moving forward.

**"We started our journey in 2021 with Diversity and Inclusion, and the more our organization learns, we've expanded to include equity along with it, as well as belonging. Diversity, Equity, Inclusion and Belonging has been a topic amongst conversations with vendors, and that is our roadmap for the future—making sure our employees feel engaged with the company."**

Tamir Burtel, SVP, Chief Human Resources Officer

2021 SUSTAINABILITY REPORT 47

## 05 Living our values

### Diversity & Inclusion

#### Racial and Ethnic Diversity

Global leadership team\* [34]

- 8% Native American
- 17% Black or African American
- 25% Hispanic
- 25% Middle Eastern
- 25% Caucasian
- 1% Asian
- 3% Black or African American
- 9% White

#### Generational diversity

35% 30+ yrs

19% 18-29 yrs

22% 30-39 yrs

#### U.S. employees

39% Not disclosed by employee

#### Pay Ratio-North America\*

**76%** Pay ratio of women to men

2021 SUSTAINABILITY REPORT 49

## 06 Providing healthy choices

### Health & Nutrition

### Innovation

### Engaging Our Consumers

2021 SUSTAINABILITY REPORT

**Del Monte Quality**

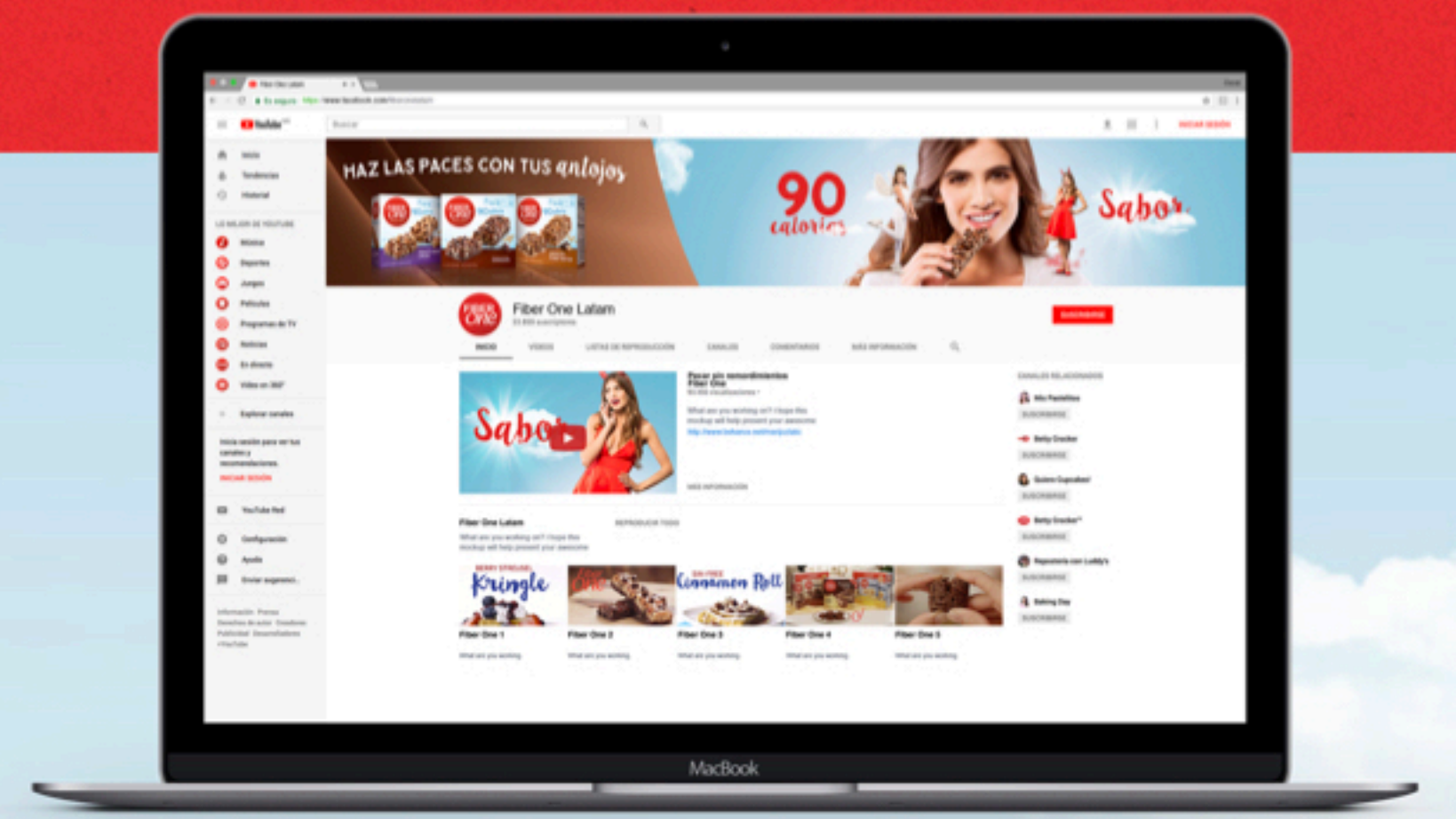
A brighter world tomorrow™

October 2022







Project: Brand Toolkit



**FIBER One** **Brand TOOLKIT** NOLA F19

## WELCOME To the Fiber One BRAND Toolkit NOLA F19

With the presentation of this guide, we would like to provide the Brand building teams with inspiration and proper information to effectively bring brands to life under the regional NOLA approach.

1

**FIBER One** **Brand TOOLKIT** NOLA F19

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  - 27. Assets de Edo H. Comunidades
  - 28. Contacts

2

**FIBER One** **Brand TOOLKIT** NOLA F19

## Our BRAND Champion



**Balance Seekers:**

- Life seems to be a constant search for balance.
- She is constantly negotiating with herself, looking for trade-ons "having a chocolate cake during the weekend means chicken or salad during week days".
- When she is trying to manage her weight, she often struggles with what she eats and how she feels about her body. She overeats, she under eats, it is a never ending fight to find balance.
- Moments of indulgence become a self-reward for sacrifices or trade-ons made throughout the week.
- However, **diet means "limitation", not balance**; that's why she is looking for a this perfect balance between her craving needs and her weight control.

7

**FIBER One** **Brand TOOLKIT** NOLA F19

## DESIGN ELEMENTS



**BRAND LOGO** **HEAD COPY**

**PRODUCT SHOT** **MAIN CHARACTER**

**ALTERNATE BACKGROUND** **SECONDARY CHARACTERS**

**PACK SHOT** **MAIN BACKGROUND**

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**FIBER One** **Brand TOOLKIT** NOLA F19

## DESIGN ELEMENTS

**Primary Font**  
VALO  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()-=?

**Secondary Font**  
lilly Belle  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()-=?

**Color Palette**

Passion Red	Velvet Red	Sky Blue	Toasted Brown
PANTONE 187C	PANTONE 485C	PANTONE 2925C	PANTONE 454C
C 5	C 20	C 58	C 64
M 25	M 100	M 16	M 10
Y 100	Y 76	Y 0	Y 80
K 0	K 10	K 0	K 20

**Secondary Elements**

**90 CALORIES Symbol**

**FLAVOR Symbol**

19

**FIBER One** **Brand TOOLKIT** NOLA F19

## SECONDARY CHARACTER



**Angel Expressions** **Devil Expressions**

21

**FIBER One** **Brand TOOLKIT** NOLA F19

## SHOPPER JOURNEY



**PRE-Store** **IN-Store** **POST-Store EXPERIENCE**

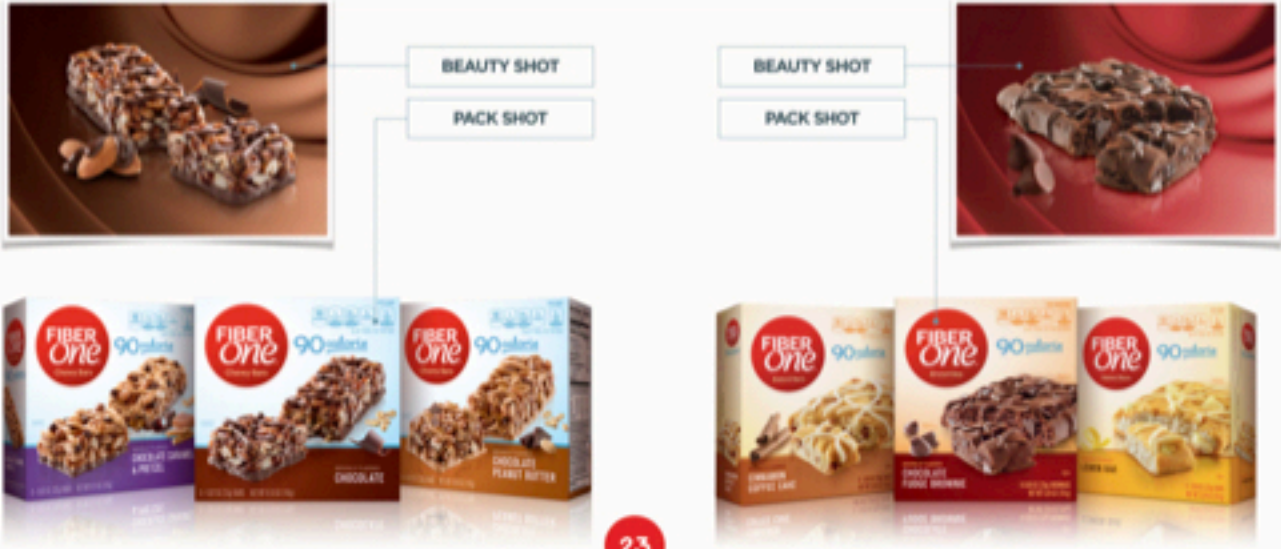
26

**FIBER One** **Brand TOOLKIT** NOLA F19

## PRODUCT SHOTS

**Granola Bar** **Brownie**

**BEAUTY SHOT** **PACK SHOT**



23

**FIBER One** **Brand TOOLKIT** NOLA F19

## STRATEGIC Platform Table

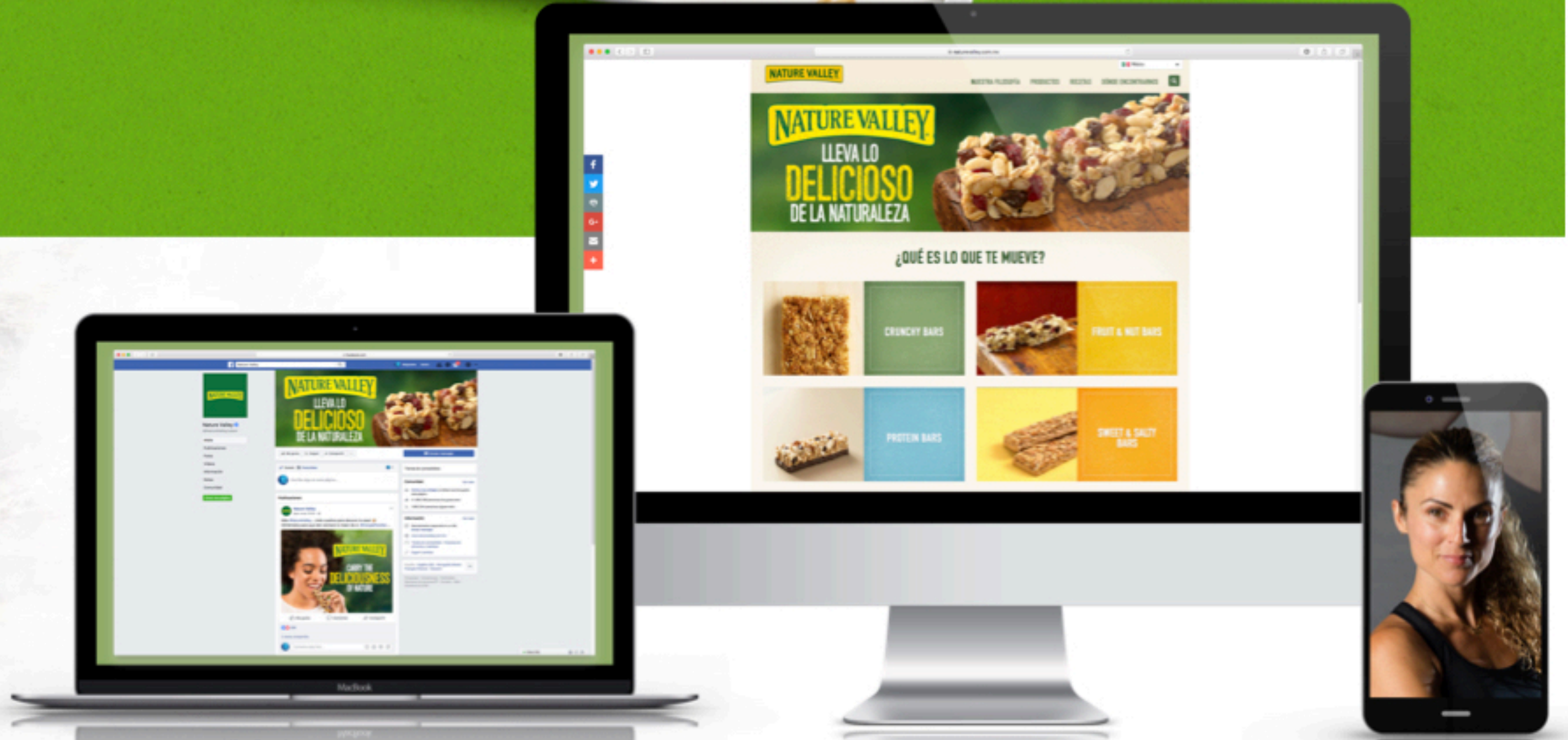


25

# NATURE VALLEY



Project: Brand Toolkit



**NATURE VALLEY**

**BRAND TOOLKIT LATAM FB**

# CONTENIDO DEL TOOLKIT

- Bienvenidos 3
- Objetivos del Brand Toolkit 4
- Fig Framework Estratégico 7
- Desarrollo Comunicacional 8
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**NATURE VALLEY**

# DESARROLLO COMUNICACIONAL

**BRAND TOOLKIT LATAM FB**

**NATURE VALLEY**

**RACIONAL CREATIVO**

En un mundo donde el gris y el asfalto han tomado nuestros espacios, **NATURE VALLEY** nos deja llevar lo mejor de la naturaleza: su delicioso sabor y sus mejores ingredientes. Un break natural, para llenarnos con la energía y la vitalidad, recargamos con el poder de lo natural a donde vayamos. Nature Valley está hecho con **honestidad** y sólo nos puede ofrecer ingredientes puros y nobles para hacer de nuestra barra la mejor manera de llevar lo delicioso de la naturaleza.

**NATURE VALLEY**

**BRAND TOOLKIT LATAM FB**

# ELEMENTOS GRÁFICOS

Logo de marca

Imagen de Fondo

Cuerpo de texto

Foto de producto

Foto de empaque

**NATURE VALLEY**

**BRAND TOOLKIT LATAM FB**

# ELEMENTOS GRÁFICOS

**TIPOGRAFÍA PRINCIPAL**  
**ASFALTO**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@#\$%^&/'()=?

**FOTO DE EMPAQUE**

**PALETA DE COLOR**

PANTONE 349C	PANTONE 807C	C0	R 255
		M0	G 247
		Y 200	B 0
		K0	
C 90	R 0	HEX	FFF200
M 30	G 154	HEX	00723B
Y 100	B 59		
K 20			



**NATURE VALLEY**

**BRAND TOOLKIT LATAM FB**

# INFLUENCERS

**CONTENIDOS DE INFLUENCIA:** Para Nature Valley nuestros bloggers, especialistas e influenciadores estarán agrupados en las áreas de nutrición, estilo de vida saludable, fitness, healthy food, healthy snackers.

¿Qué lineamientos debemos seguir para seleccionar los influencers de marca?

- 1-Manejo de contenido** que construya sobre el concepto de la marca: nutrición, fitness, snacks, healthy food, estilo de vida saludable, balance alimenticio, cuidado de la naturaleza y movimientos de alimentación saludable.
- 2-Número de seguidores balanceado** con afinidad de contenidos relevantes para la marca.
- 3-Tono del perfil:** Cada embajador debe representar el tono de la marca, experto, confiable, buscador del balance, defensor de la filosofía de healthy snackers, preocupado por el medio ambiente, conocedor de lo natural y sus beneficios. Amantes de la naturaleza y las actividades al aire libre.



PEPSICO

+



Project: Seasonality halloween



Scan me



**PEPSICO** **HORRO ROSOS TOOLKIT HALLOWEEN 2018**

## BIENVENIDOS

A esta noche de Dulces o Trucos, donde los monstruos más horribos salen a hacer travesuras.

Este toolkit dará la inspiración para la correcta implementación de esta temporalidad en LATAM. Dándole a los equipos de marca y shopper marketing una guía de cómo implementar un PDV más interactivo y relevante para nuestros shoppers en esta temporada.

Mediante este toolkit ponemos en marcha la estrategia de Better Together, logrando que nuestras marcas se potencien unas a otras.

02

**PEPSICO** **HORRO ROSOS TOOLKIT HALLOWEEN 2018**

## INSIGHTS

7 de cada 10 Latinos admiten celebrar Halloween.

Solo en Centroamérica, la búsqueda web de este rubro crece 280% en la semana previa al 31 de Octubre.

Halloween es una celebración general, con un fundamento basado solo en el disfrute.

La importancia del disfrute es tal, que las personas BUSCAN AYUDA, en estas épocas para convertirse en los protagonistas de las fiestas, por lo que acortan considerablemente los tiempos en YouTube para encontrar inspiración al respecto.

Halloween se basa en el terror, en el ridículo, en monstruos, nombres y fantasmas.

Chile, Colombia, México, Perú y Venezuela -77% de los adultos reconoció que se disfrazaban con motivo de estas fiestas.

09

**PEPSICO** **HORRO ROSOS TOOLKIT HALLOWEEN 2018**

## CONCEPTO CREATIVO

Halloween saca nuestro lado más HORROROSO, esos monstruos divertidos que viven dentro de nosotros y que salen a jugar y a espantar en estas fechas. Una pandilla terrorífica, encarnando a los clásicos del Horror: Franky, Zombie y Momia que reclaman Dulces o Trucos en la noche más larga de todas. Nuestras marcas se juntan para crear una experiencia escalofriante y deliciosa, a través de los sabores que nos hechizan y nos hacen ser niños a todos una vez al año.

10

**PEPSICO** **HORRO ROSOS TOOLKIT HALLOWEEN 2018**

## ZONAS

<p><b>Zona de Liderado</b></p> <p>Objetivo: Cobrir el espacio protagonista</p> <p>Consideraciones: La B&amp;B debe jugar un rol en el espacio</p> <p>Requisitos para conectar:</p> <ul style="list-style-type: none"> <li>Amplio uso de Oferta</li> <li>Visor lateral</li> <li>Subestante para el carrito</li> <li>Tuercas para voltear el centro de rotación de Halloween</li> </ul>	<p><b>Zona de Valor</b></p> <p>Objetivo: Llevar al shopper a la tienda</p> <p>Consideraciones: Valor e información</p> <p>Requisitos para conectar:</p> <ul style="list-style-type: none"> <li>Visor competitivo contra la compra</li> <li>Subestante para el carrito</li> </ul>	<p><b>Zona de Inspiración</b></p> <p>Objetivo: Llegar al affordance en la tienda</p> <p>Consideraciones: Resonancia al cliente e involucrarlo</p> <p>Requisitos para conectar:</p> <ul style="list-style-type: none"> <li>Propuestas enfocadas en soluciones específicas de Halloween</li> </ul>	<p><b>Zona de Impulso</b></p> <p>Objetivo: Activa conversiones inmediatas</p> <p>Consideraciones: Promociones atractivas</p> <p>Requisitos para conectar:</p> <ul style="list-style-type: none"> <li>Amplio uso de oferta</li> <li>Facilidad de disponibilidad</li> </ul>
---	--	--	---

11

**PEPSICO** **HORRO ROSOS TOOLKIT HALLOWEEN 2018**

## Franky

12

**PEPSICO** **HORRO ROSOS TOOLKIT HALLOWEEN 2018**

## MONSTER-SELFIE

Nuestro PDV se hace más interactivo, invitando a nuestros shoppers a través de un código QR a utilizar nuestros filtros de Facebook. El código QR abrirá una landing page donde estará el instructivo de cómo disfrazarnos de monstruos a través de nuestra aplicación de Facebook.

Los shoppers podrán tomarse una divertida foto, vestirla con los filtros de Franky, Momia y Zombie y publicarla en sus redes sociales.

19

**PEPSICO** **HORRO ROSOS TOOLKIT HALLOWEEN 2018**

## PROMO PÓSTER

MATERIAL: Cartón

PROCESO: Impresión Offset

ACABADO: 400 líneas más baratas de impresión

44

**PEPSICO** **HORRO ROSOS TOOLKIT HALLOWEEN 2018**

## Macro EXHIBICIÓN 4 TAJERAS

MATERIAL: Cartón

PROCESO: Impresión Offset, Serigrafía, Bordes

ACABADO: 400 líneas más baratas de impresión

65

**PEPSICO** **HORRO ROSOS TOOLKIT HALLOWEEN 2018**

## GUARDIANES DEL CASTILLO

Tendremos un pequeño Stand cuyo back es el castillo embrujado, mostrando una gran ventana donde están nuestras marcas pero frente a nuestras puertas habrán tumbas y partes del piso desplazadas. Cuando nuestro shopper pisa el dispositivo adherido al piso, nuestros zombies saltaran de sus escondites, moviendo sus manos y cabezas, encendiendo sus ojos mientras lanzan sus carcajadas espantosas.

Costos de Producción Implicado:

- Instalación MDF (backing impreso y piso)
- Animatronics de zombies

30

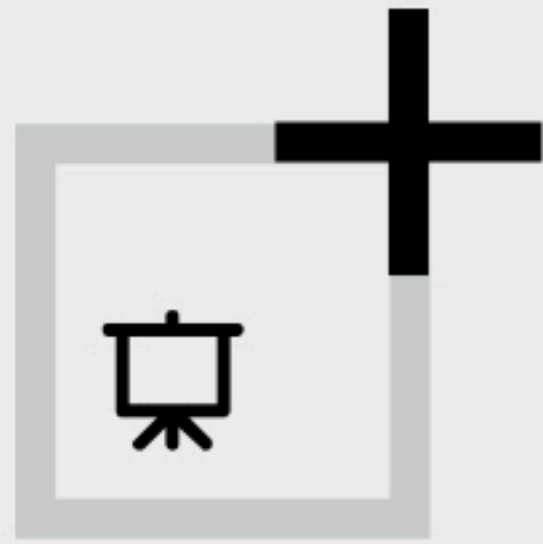




Exhibition



Project:  
What's your whisky?



# DIAGEO





PICANTE

¿LA SEGUIMOS?

This display features a yellow background. At the top, there is a promotional banner with images of whisky bottles and glasses. Below it, the word "PICANTE" is written in white. The display consists of two shelves. The top shelf has three bottles of whisky, with the central one highlighted by a glowing yellow pentagonal frame. The bottom shelf has five bottles. At the bottom of the display is a photograph of a group of people at a party with the text "¿LA SEGUIMOS?" overlaid.



AFRUTADO

¿SALIMOS?

This display features an orange background. At the top, there is a promotional banner. Below it, the word "AFRUTADO" is written in white. The display consists of two shelves. The top shelf has three bottles of whisky, with the central one highlighted by a glowing orange hexagonal frame. The bottom shelf has three bottles. At the bottom of the display is a photograph of two women at a party with the text "¿SALIMOS?" overlaid.



AHUMADO

"DIGAN: WHISKY"

This display features a blue background. At the top, there is a promotional banner. Below it, the word "AHUMADO" is written in white. The display consists of two shelves. The top shelf has three bottles of whisky, with the central one highlighted by a glowing blue frame. The bottom shelf has five bottles. At the bottom of the display is a photograph of a man and a woman at a party with the text "'DIGAN: WHISKY'" overlaid.



DULCE

¡ESTA ES MI CANCIÓN!

This display features a red background. At the top, there is a promotional banner. Below it, the word "DULCE" is written in white. The display consists of two shelves. The top shelf has three bottles of whisky, with the central one highlighted by a glowing red arched frame. The bottom shelf has three bottles. At the bottom of the display is a photograph of a woman singing into a microphone at a party with the text "¡ESTA ES MI CANCIÓN!" overlaid.





**ESTO ES WHISKY**  
ENCUENTRA TU SABOR

PICANTE

AFRUTADO

AHUMADO

DULCE

ESTO ES WHISKY

ESTO ES WHISKY

ESTO ES WHISKY

ESTO ES WHISKY

ESTO ES WHISKY

¿AFRUTADO PARA HOY?

**ESTO ES WHISKY**  
ENCUENTRA TU SABOR

Project:  
Annual Kickoff



# ISUZU

53





DALE PODER A TU ISUZU

DALE PODER A TU ISUZU

# ISUZU

ISUZU  
BEST VALUE PARTS

ISUZU  
GENUINE PARTS

DALE PODER A TU ISUZU

DALE PODER A TU CAMIÓN

DALE PODER A TU ISUZU

- 01 FILTROS
- 02 SUSPENSIÓN
- 03 FRENSOS
- 04 EMBRAGUES

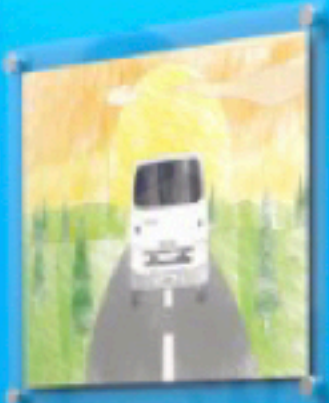
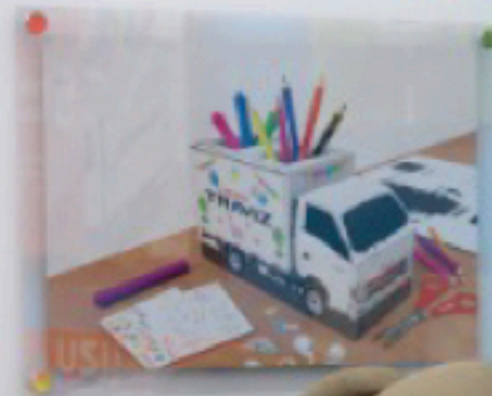
01 FILTROS genuinos ISUZU

ISUZU

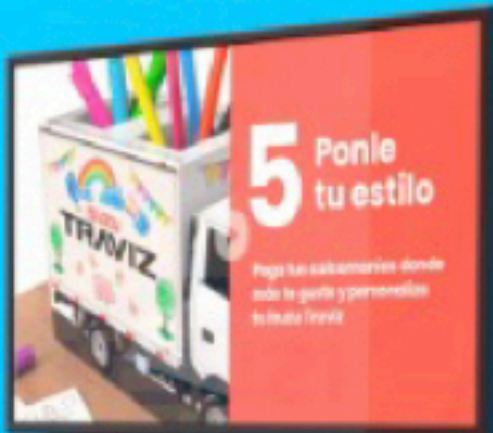
ISUZU



Imagina con **ISUZU** y transporta todos tus sueños



Trucks for life **ISUZU**



Imagina con **ISUZU** y transporta todos tus sueños

- 1 **Ármalo** y guarda tus colores de forma ordenado.
  - 2 **Colorea, recorta y pega** las calcomanías que más te gusten.
- ¡Y hay más para crear! encuentra en: [www.isuzulatam-caribbean.com](http://www.isuzulatam-caribbean.com) bellas paisajes para que puedas contar tu historia, coloreando como tú quieras el nuevo Isuzu TRAVIZ.



[isuzulatam-caribbean.com](http://isuzulatam-caribbean.com)

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Project:  
Trade Center

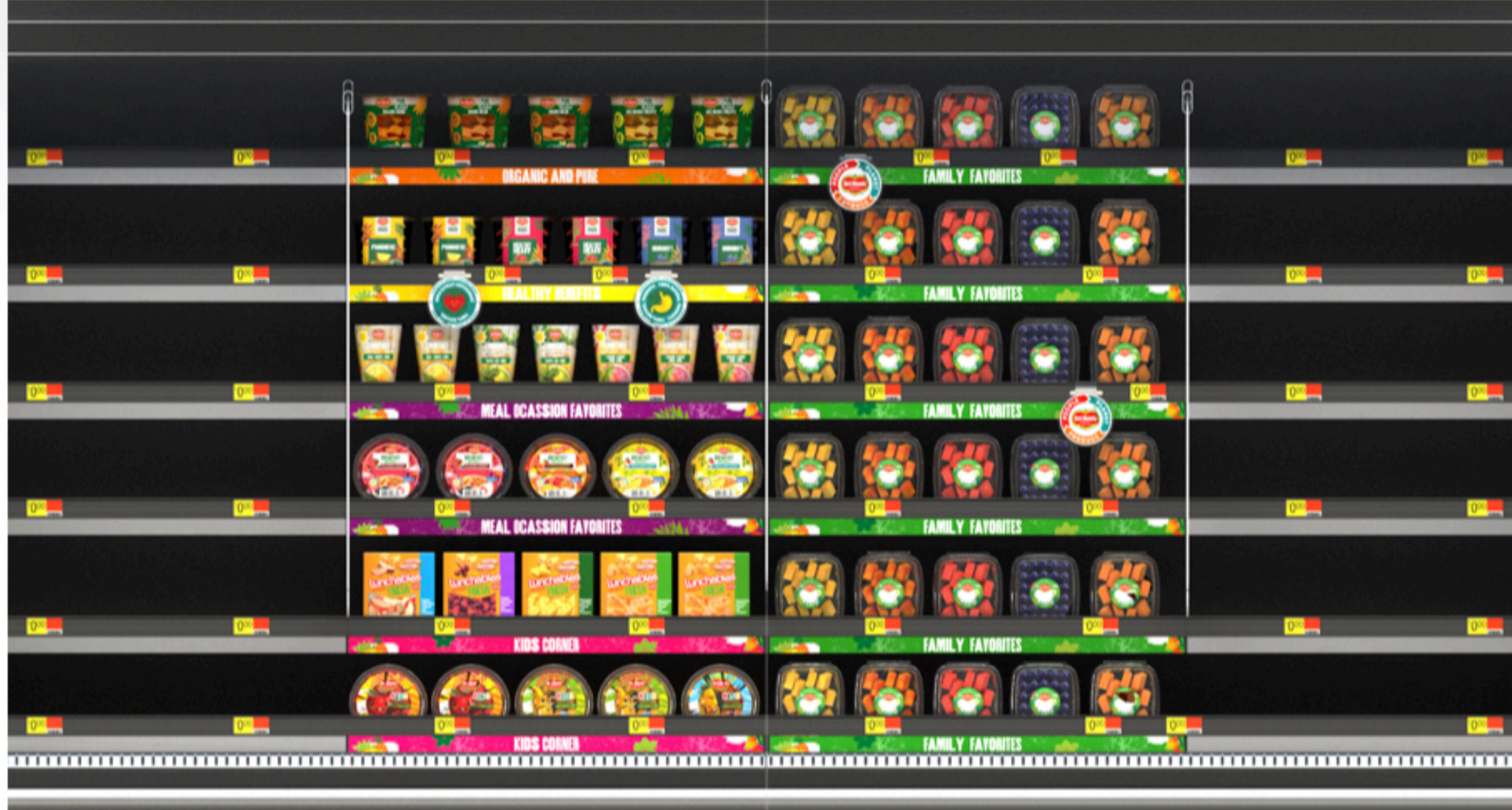








Project:  
Solution center

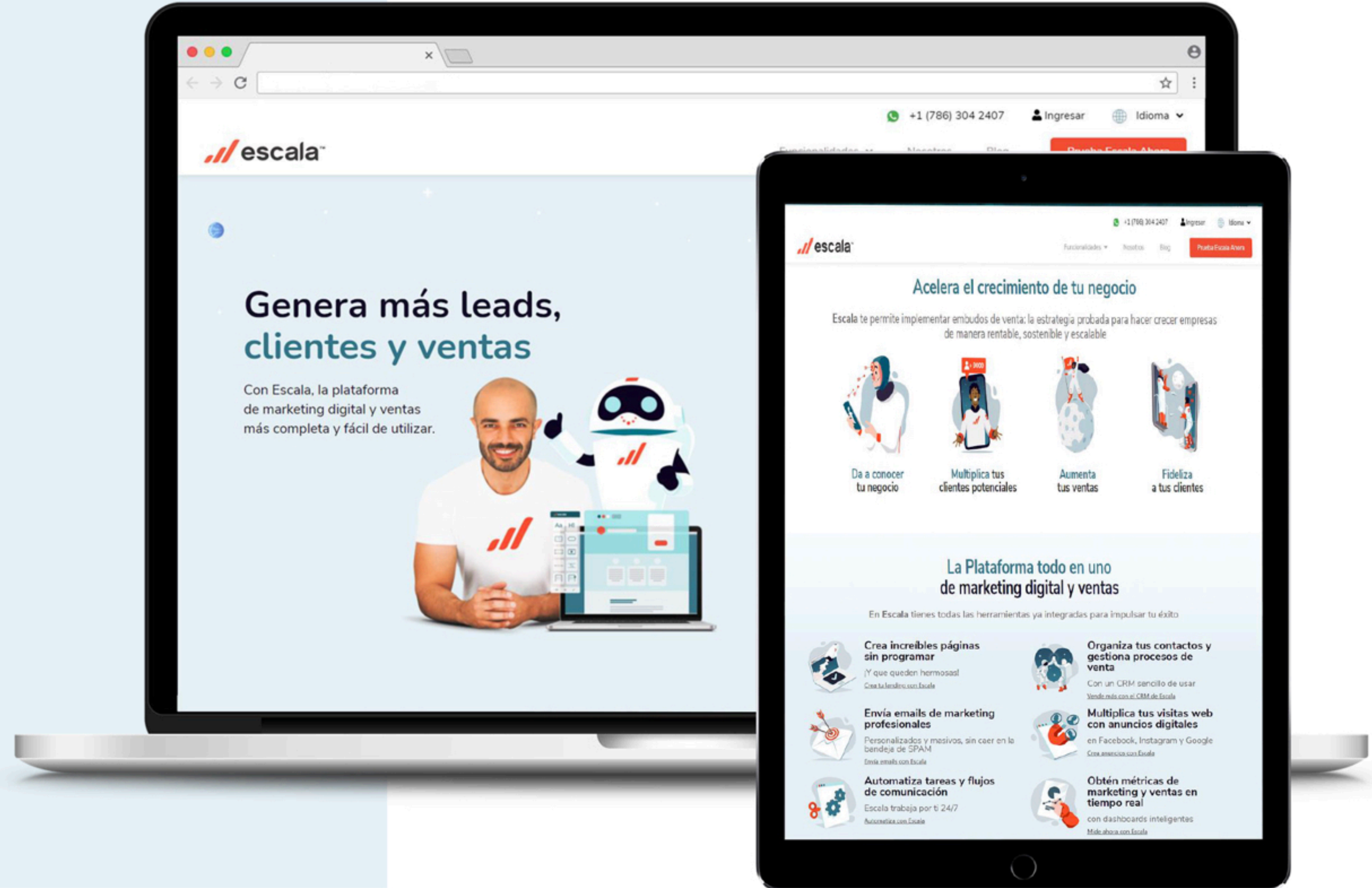


*BigTree*

+

Digital





## Genera más leads, clientes y ventas

Con Escala, la plataforma de marketing digital y ventas más completa y fácil de utilizar.



### Acelera el crecimiento de tu negocio

Escala te permite implementar embudos de venta; la estrategia probada para hacer crecer empresas de manera rentable, sostenible y escalable



Da a conocer tu negocio



Multiplica tus clientes potenciales



Aumenta tus ventas



Fideliza a tus clientes

### La Plataforma todo en uno de marketing digital y ventas

En Escala tienes todas las herramientas ya integradas para impulsar tu éxito



**Crea increíbles páginas sin programar**  
(Y que queden hermosas)  
Crea tu landing con Escala



**Organiza tus contactos y gestiona procesos de venta**  
Con un CRM sencillo de usar  
Vende más con el CRM de Escala



**Envía emails de marketing profesionales**  
Personalizados y masivos, sin caer en la bandeja de SPAM  
Envía emails con Escala



**Multiplica tus visitas web con anuncios digitales**  
en Facebook, Instagram y Google  
Crea anuncios con Escala



**Automatiza tareas y flujos de comunicación**  
Escala trabaja por ti 24/7  
Automatiza con Escala



**Obtén métricas de marketing y ventas en tiempo real**  
con dashboards inteligentes  
Mide ahora con Escala

[Click here to go the website](#)



escala

¿Los embudos de venta aplican para todos los negocios?

escala

10.328 views  
escala  
View all 328 comments  
5 DAYS AGO

escala

¿Estás listo para comenzar tu vuelo en Escala?  
Descubre con nuestros tutoriales cómo usar las funcionalidades de nuestra plataforma

escala

10.328 views  
escala  
View all 328 comments  
5 DAYS AGO

escala

5 tips clave para escalar tu negocio

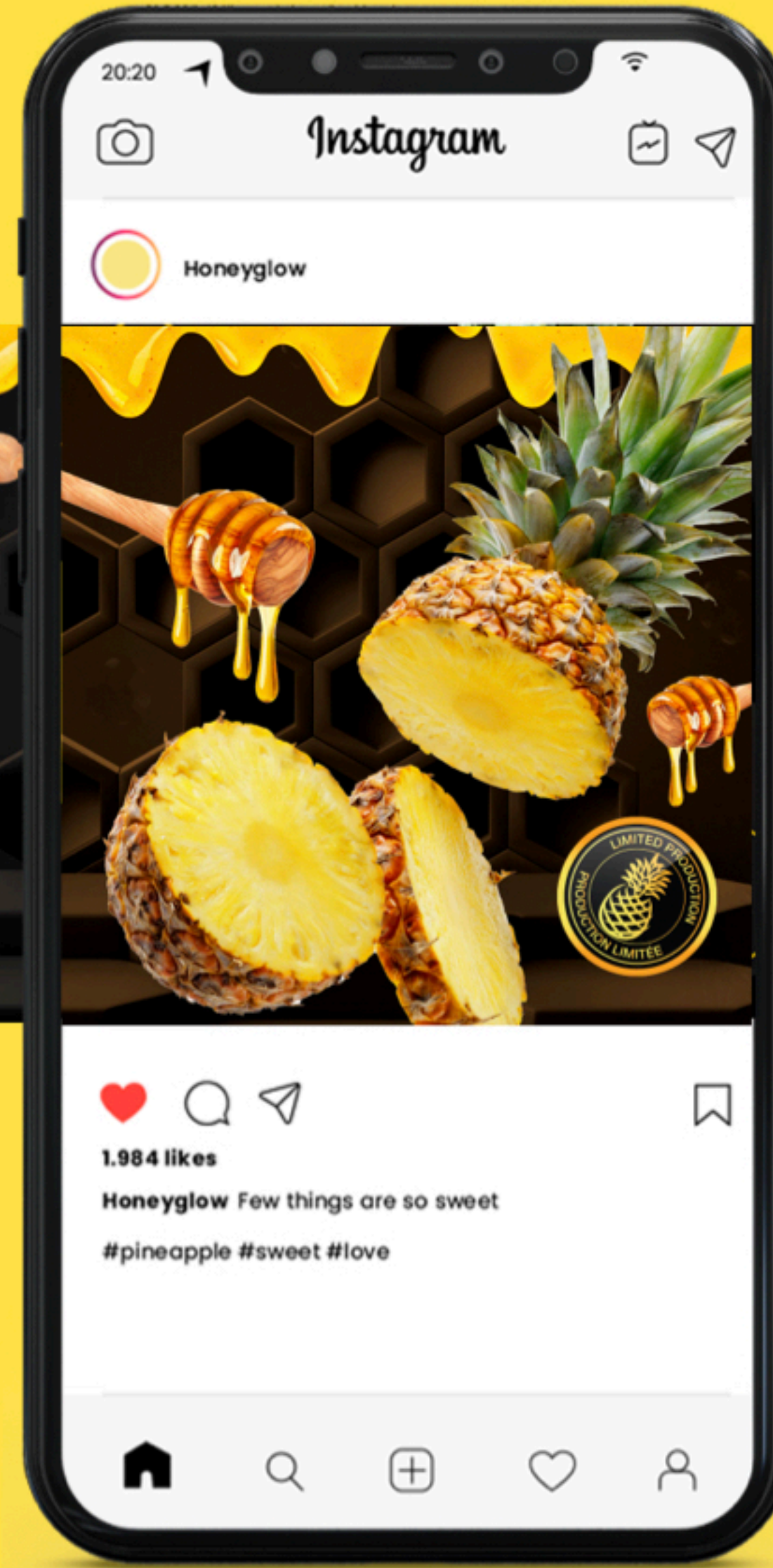
escala

10.328 views  
escala  
View all 328 comments  
5 DAYS AGO

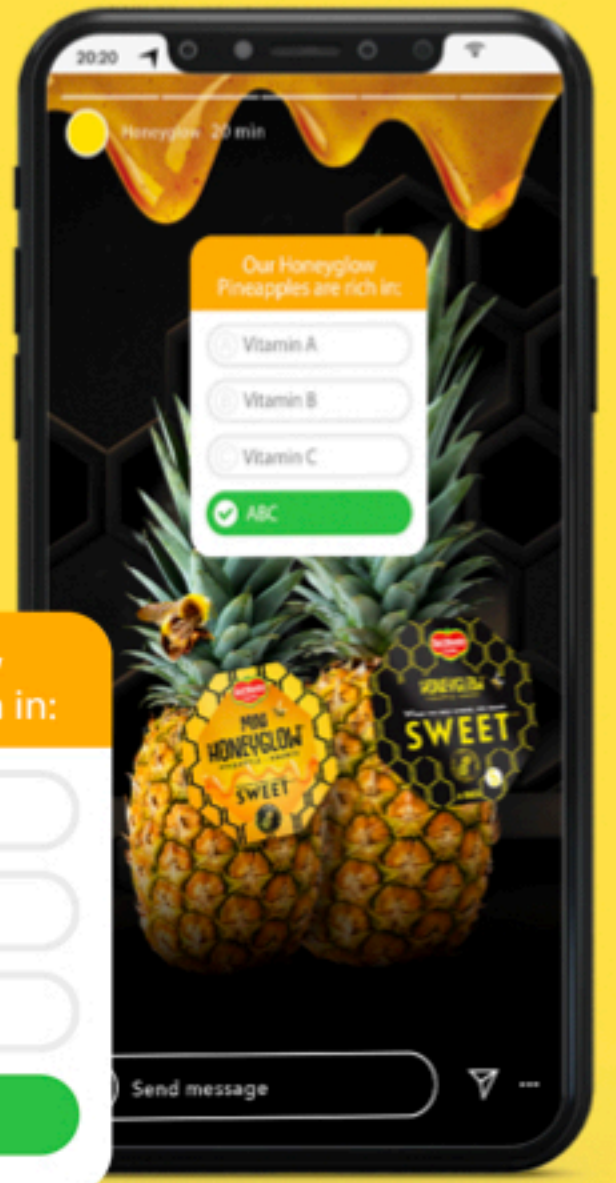
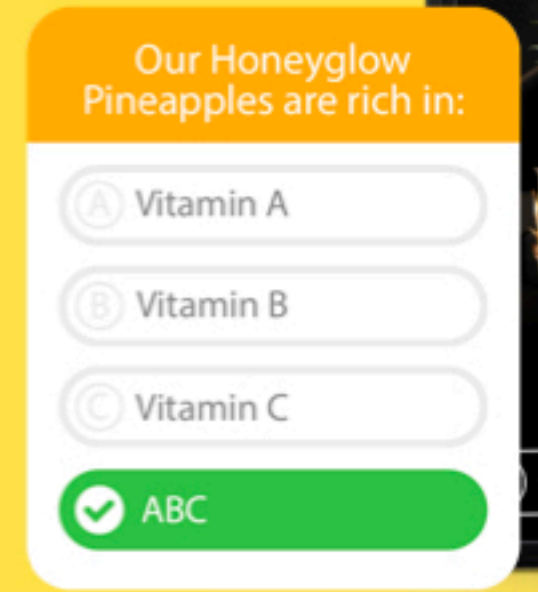
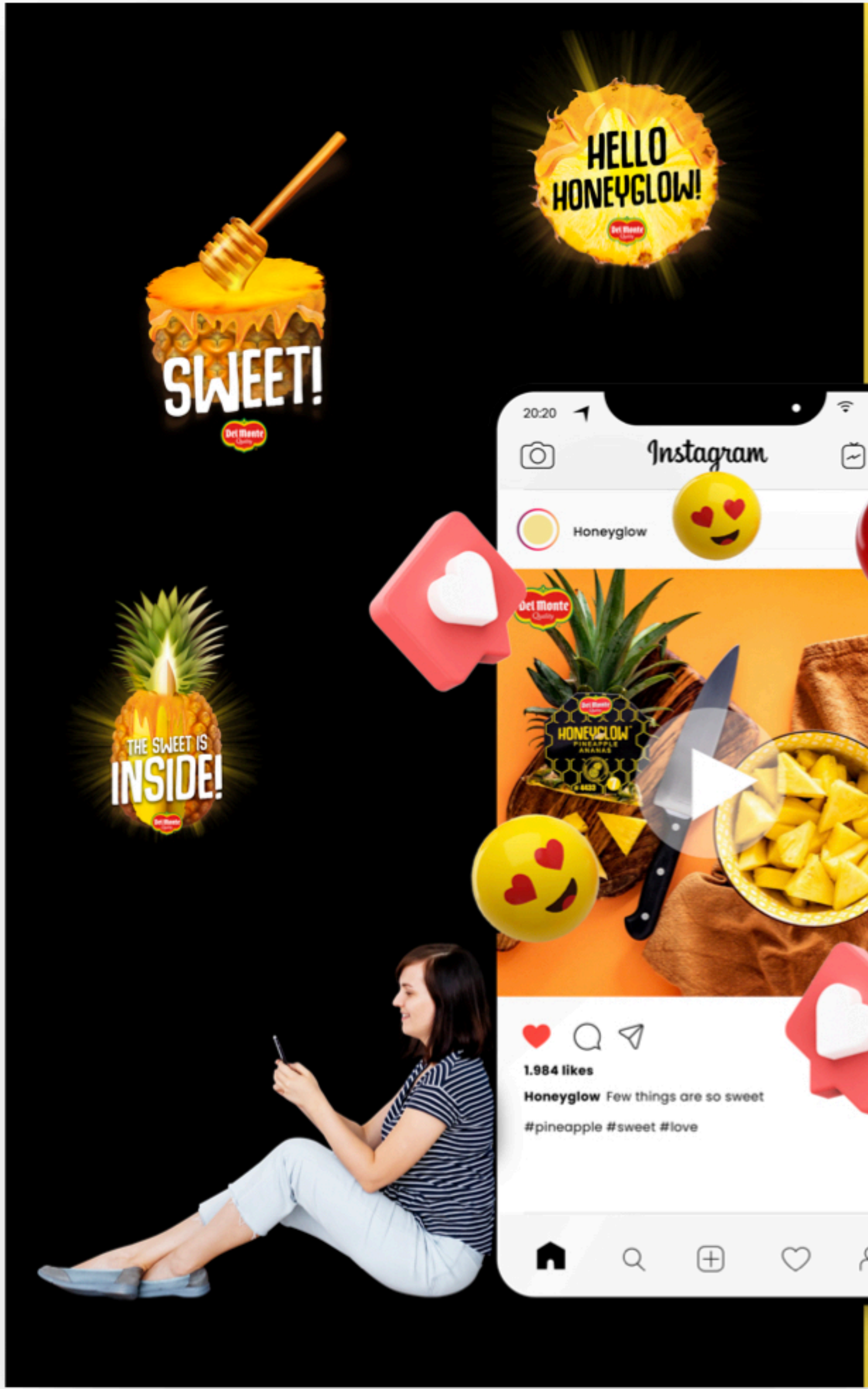
Project:  
Community  
management



**Project:**  
The sweetest side of life  
Social media campaign

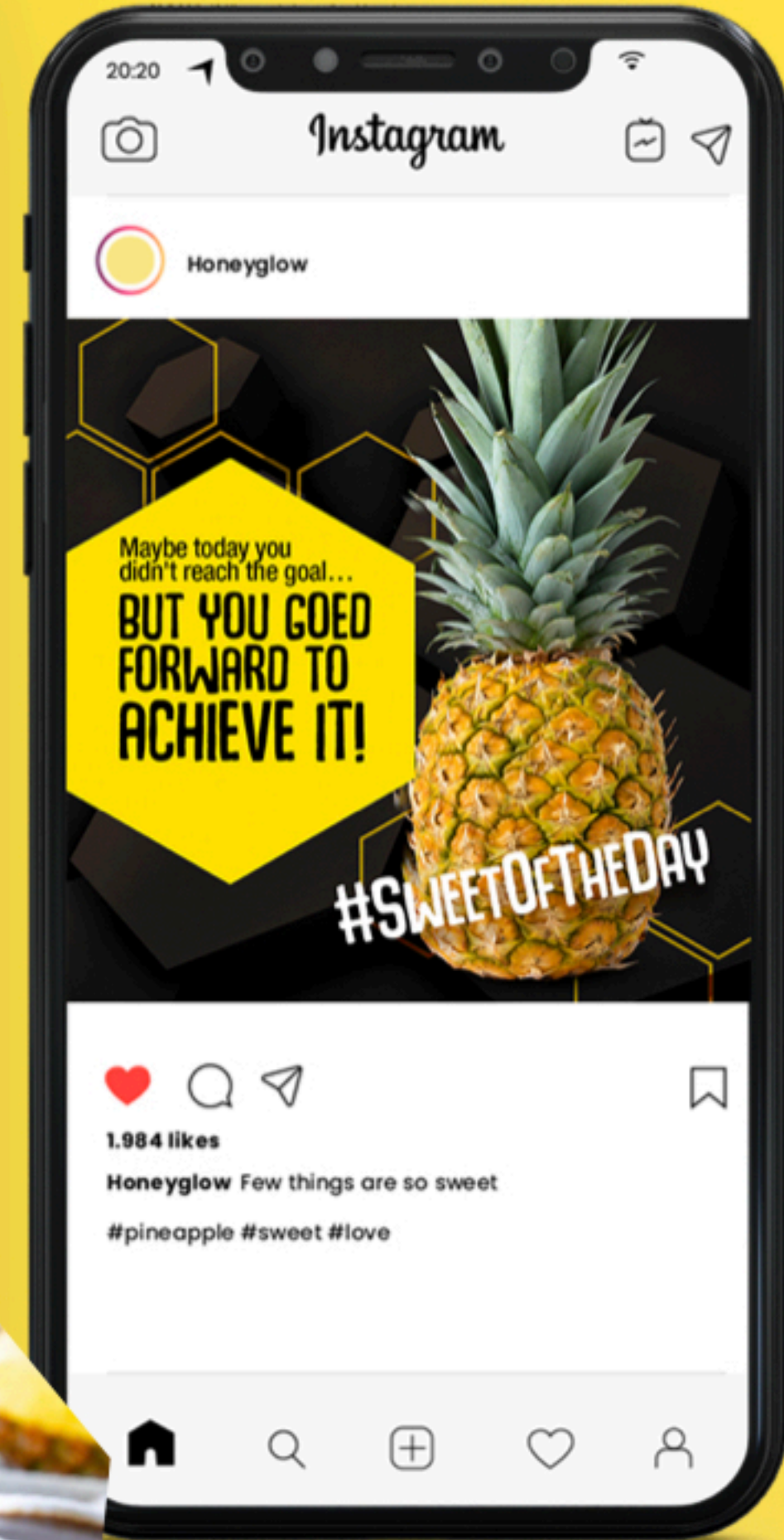
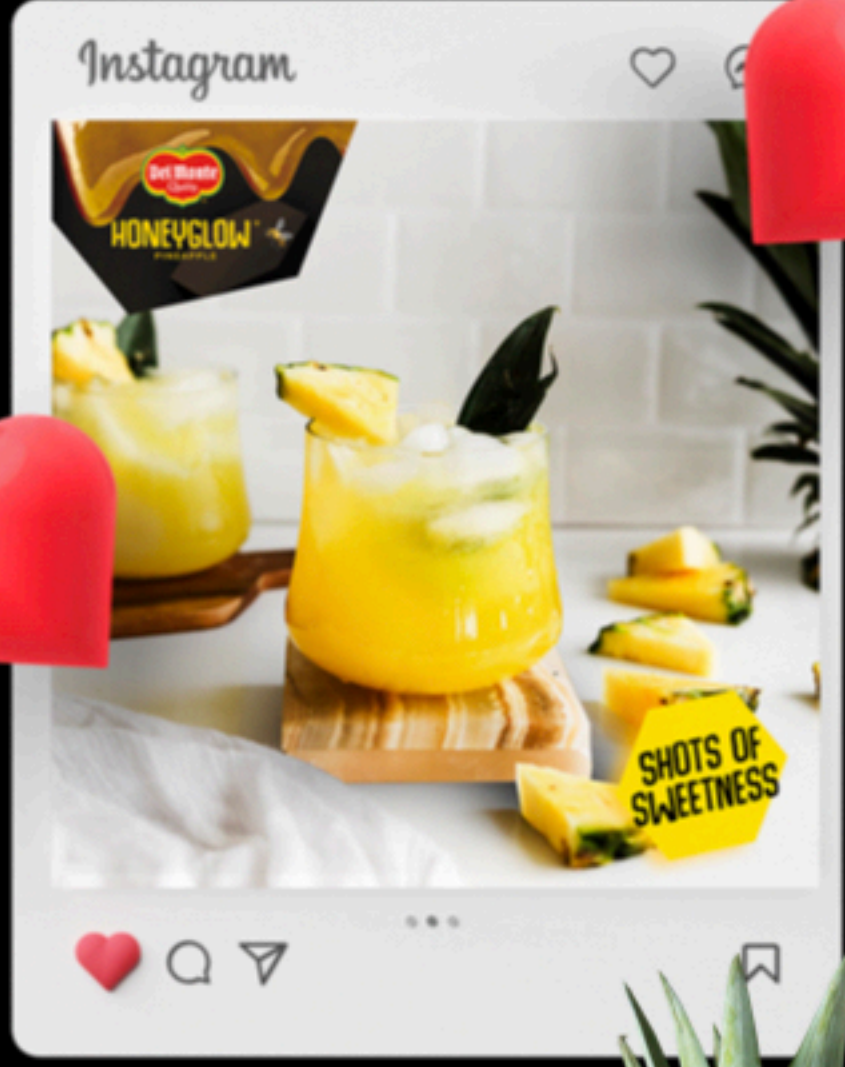






Planning:  
Mauxi Castillo

Dirección Creativa:  
Lorena Osilia





*Bigtree*

BIG LIKE GREAT IDEAS

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9 AM - 6 PM ET