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# We are ConsultR

A Multicultural Digital Agency



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# **What we do**

We build bridges between  
brands and real users  
in the digital world.

**R**

## **How we do it**

Our Digital Hub brings  
together Strategy, Creativity  
and Development.



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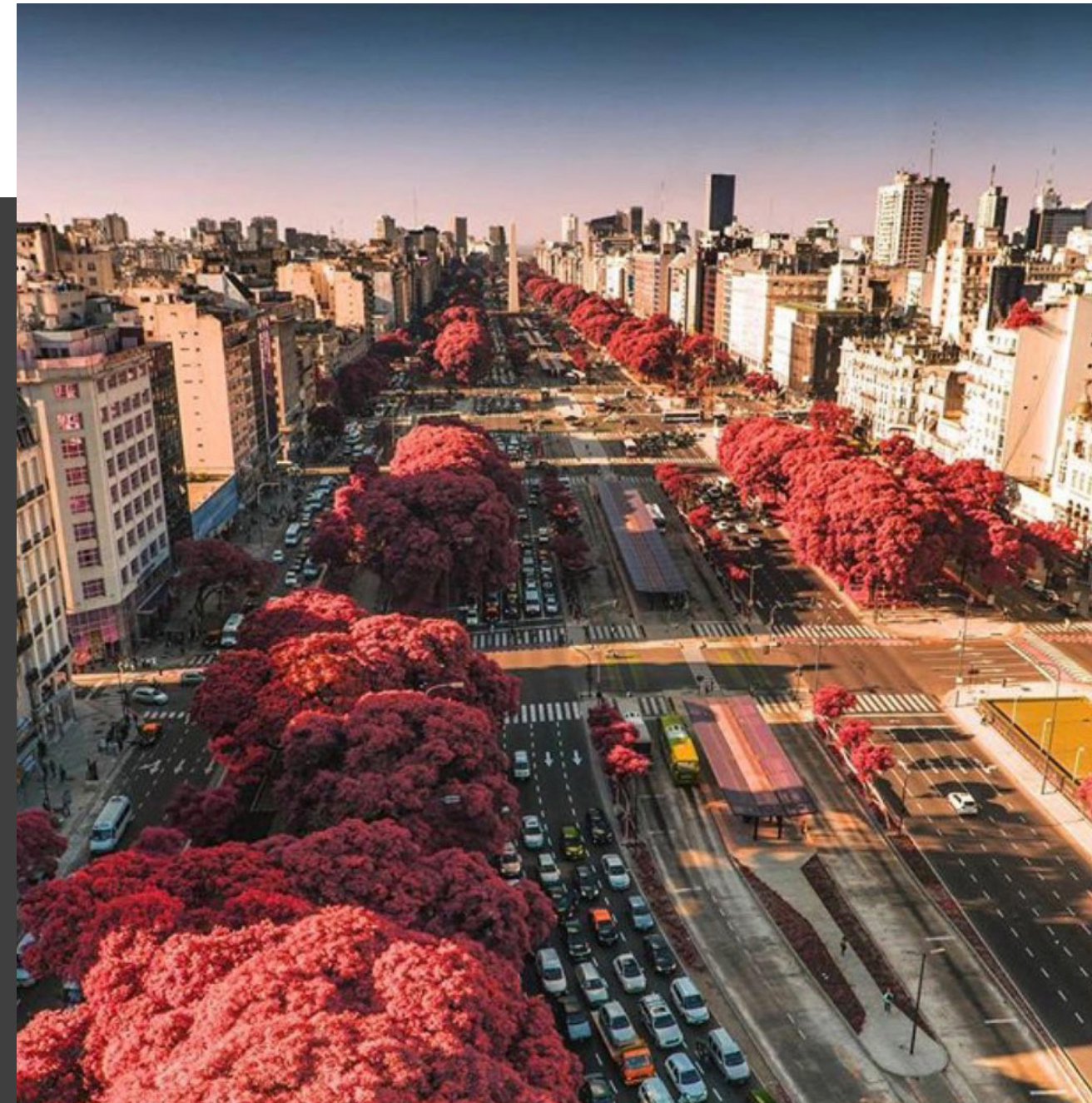
## Our Digital Hub

With offices in Atlanta, Buenos Aires and Santiago  
we assemble a team that brings together talent  
from all over the world with a single premise:  
**Love what you do, you'll be the best at it.**



**Atlanta**

United States



**Buenos Aires**

Argentina



**Santiago**

Chile



# Our Team

Our team is diverse, curious, creative and optimistic. We come from México, Argentina, Venezuela, Brazil, Canada and the US, among other points of origin around the globe. We are united in our commitment to the success of our partners.







# Our Services

Our strategic approach helps our clients to be consistent and enhances their Digital Brand Experience.

## Digital Strategy

- . Business Strategy
- . Competitive Landscape Analysis
- . Executional strategy
- . Technical strategy



## Branding

- . Naming
- . Storytelling
- . Logo & Visual Identity
- . Brand Transformation
- . BX (brand experience)



## Development

- . Programming
- . UI/UX Design
- . Prototyping
- . Websites - Ecommerce
- . Progressive Web Apps



## Social Media

- . Strategy Campaigns
- . Com. Managment
- . Content Creation
- . Design
- . Analytics



## Marketing

- . Strategy
- . Media Planning
- . Investment PPC
- . Ad Words
- . Reports





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# Our Work



# Digital Strategy

We create strategies, from the original concept to the final implementation.

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# The Futbol Times

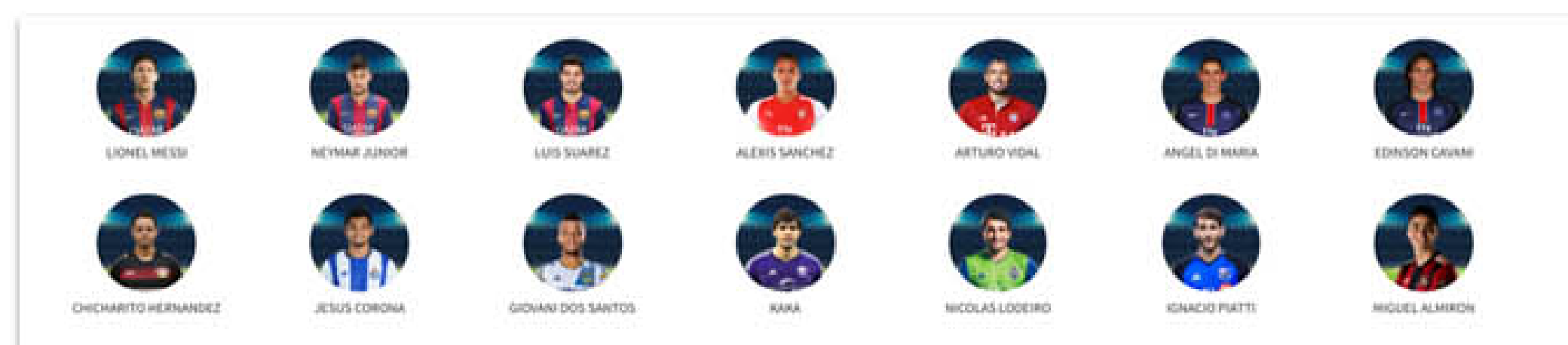
We created a custom news platform for Hispanic Soccer fans across the United States. To support the strategy, we created and managed TFT's social media channels, which includes original content for Facebook, Youtube and Instagram.

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- . Digital Strategy
- . Brand development
- . Platform Development
- . Original Content
- . Social Media





# Blind Trust

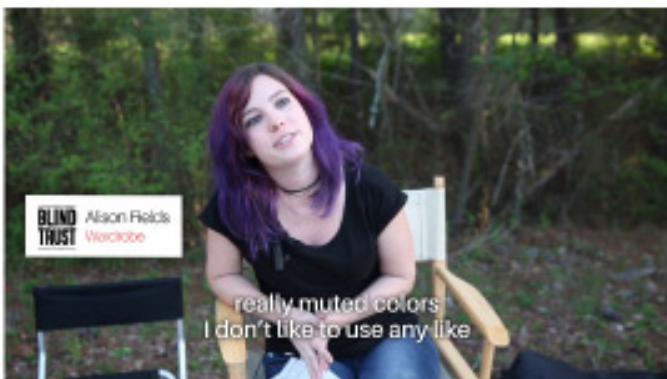
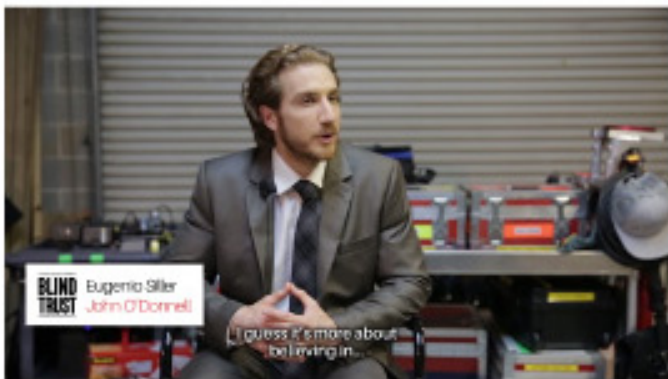
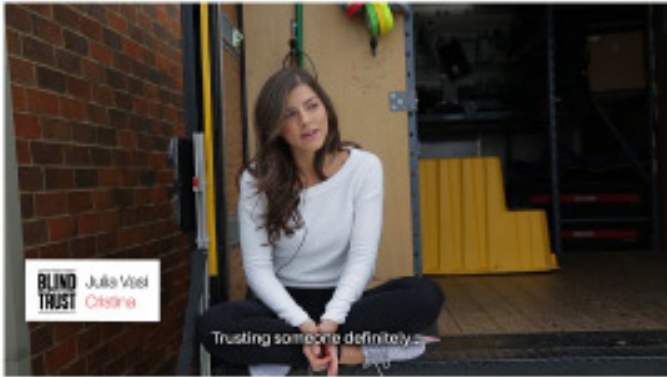
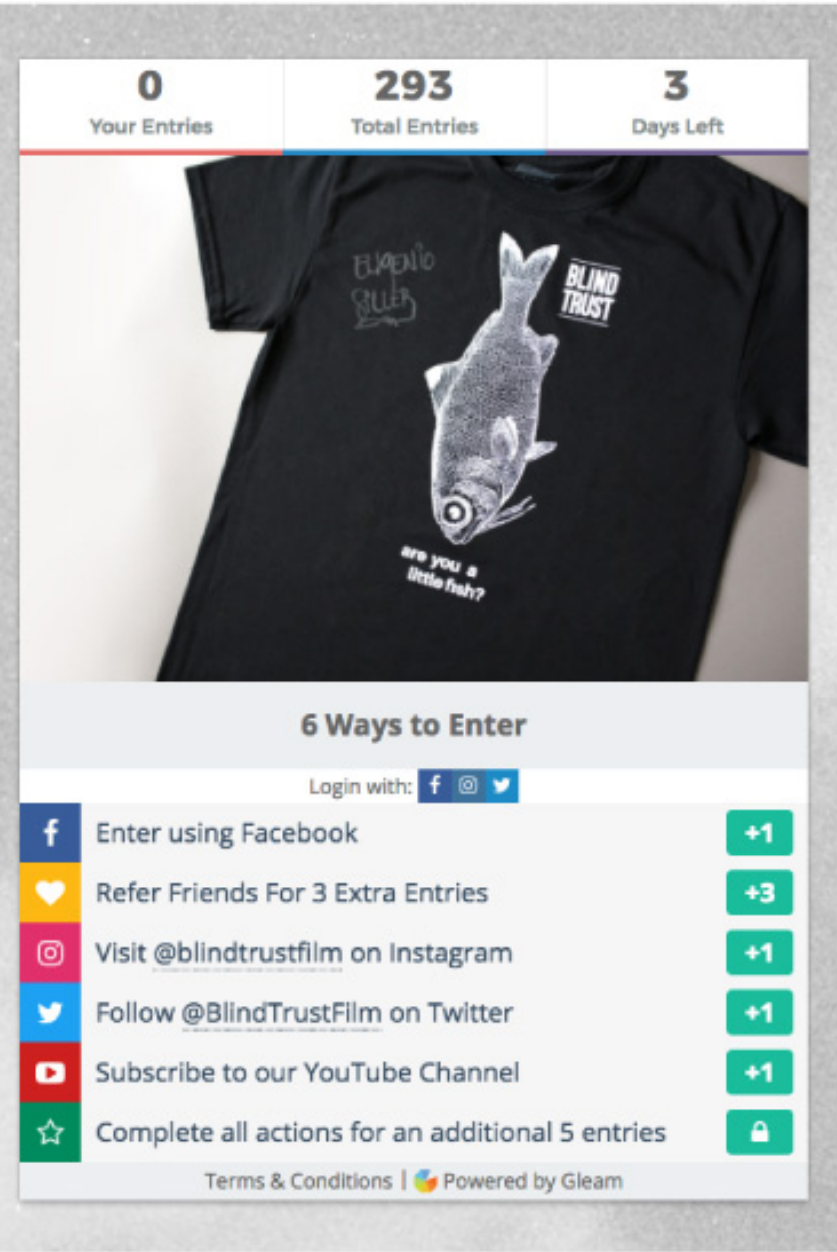
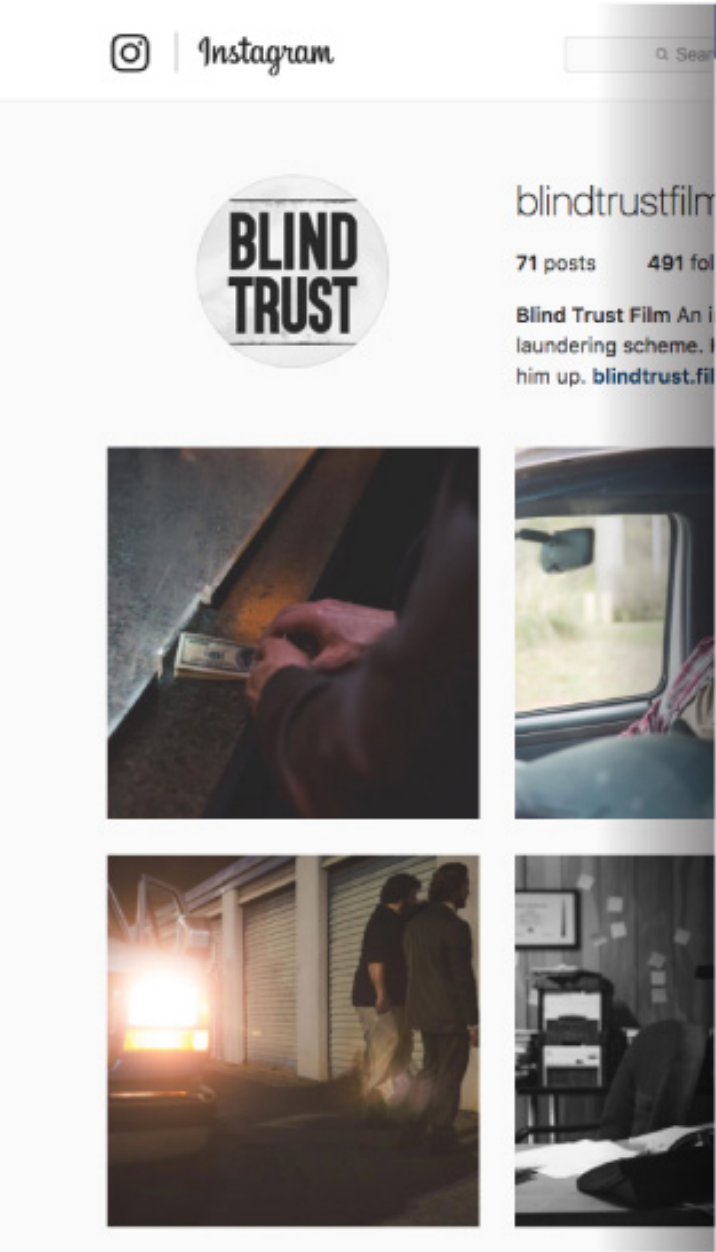
We developed the marketing strategy for an indie film, that lead to film festival screenings and awards.

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- . Brand Development
- . Digital Strategy
- . Social Media
- . Original Content
- . Website development
- . Photography





# Comcast Activation Campaign

We developed an experiential and digital campaign that drove employees to participate in a new training initiative.

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## *Battle for The Kingdom*

Activation Campaign with Medieval Theme

- Promote & Engage with Employees
- Increase training awareness
- Mix of Experiential and Digital

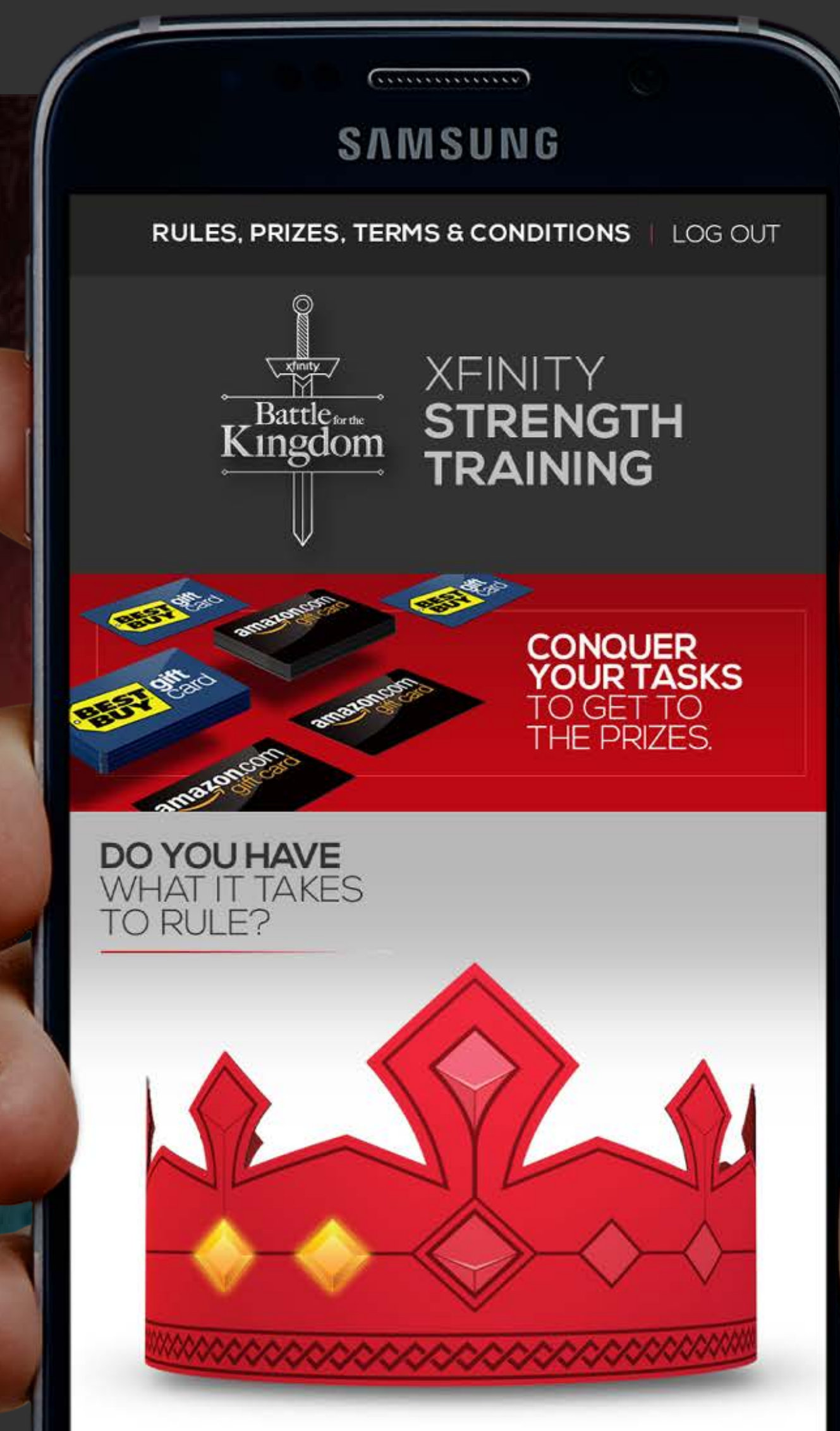
THOSE WHO CONQUER,  
SHALL BE REWARDED!



Click to discover eligible prizes.

DID YOU KNOW **XFINITY** HAS  
THE MOST ON DEMAND SHOWS  
AND MOVIES?

Discover more on the **XLC**.

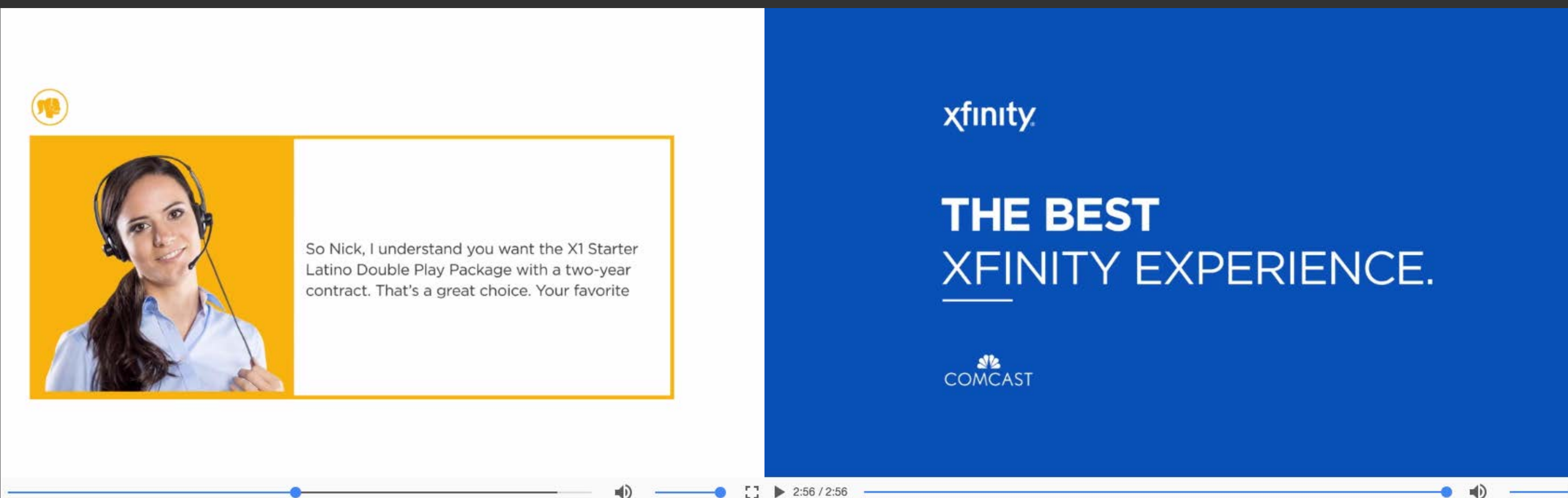
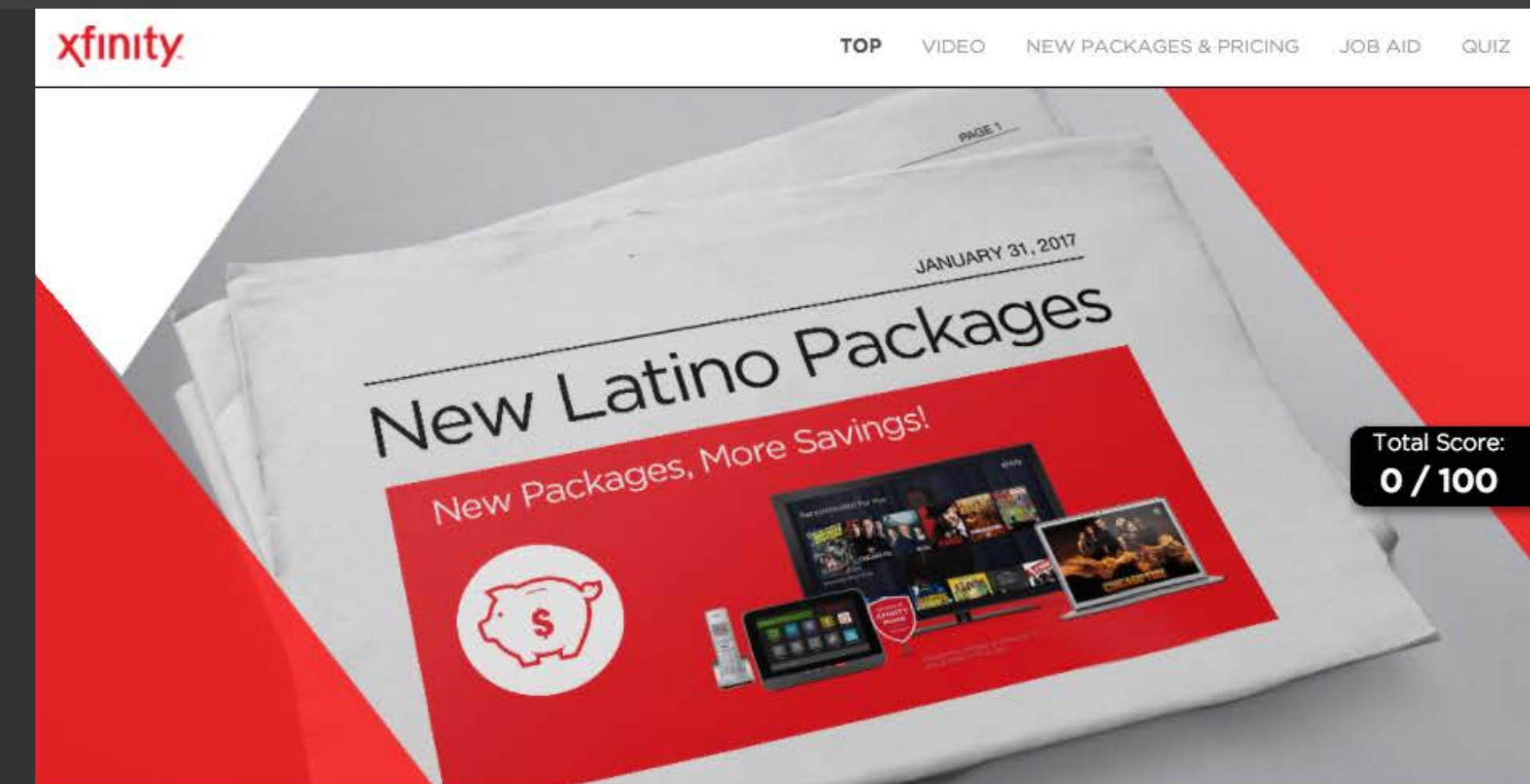




# Comcast Xfinity Training

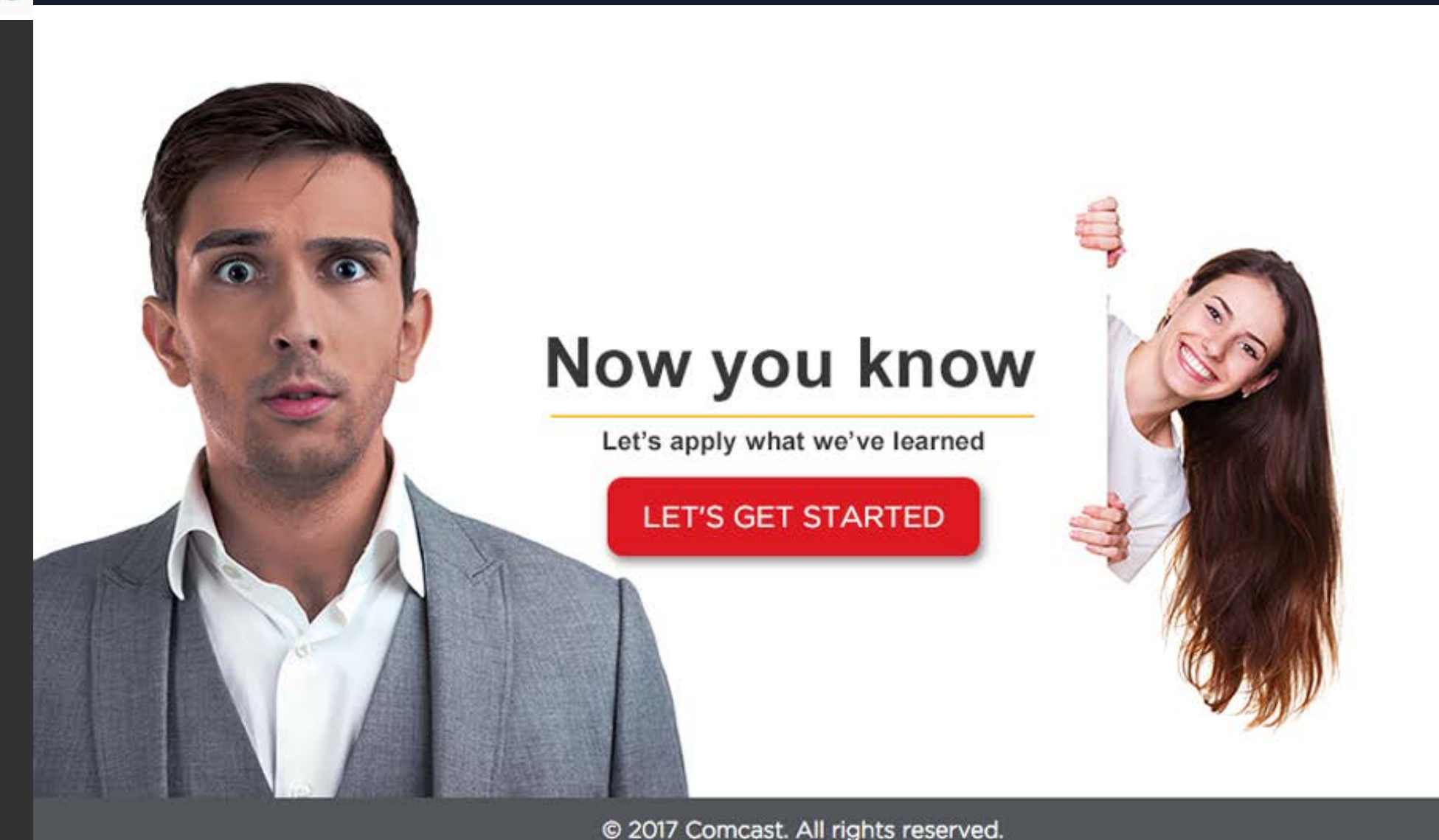
We also developed the training modules for Comcast under Scorm E-Learning Standards.

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*Training Xfinity  
Hispanos*

- . Content and UX Design
- . Development
- . SCORM E-Learning



# Branding

We build bridges between brands and users to embrace real storytelling in the digital world.

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# Pet Releaf

We positioned Pet Releaf above its competitors, and reached consumers who are searching for a better quality of life for their pets. Pet Releaf is now one of the most recognized brands nationwide for pet lovers.

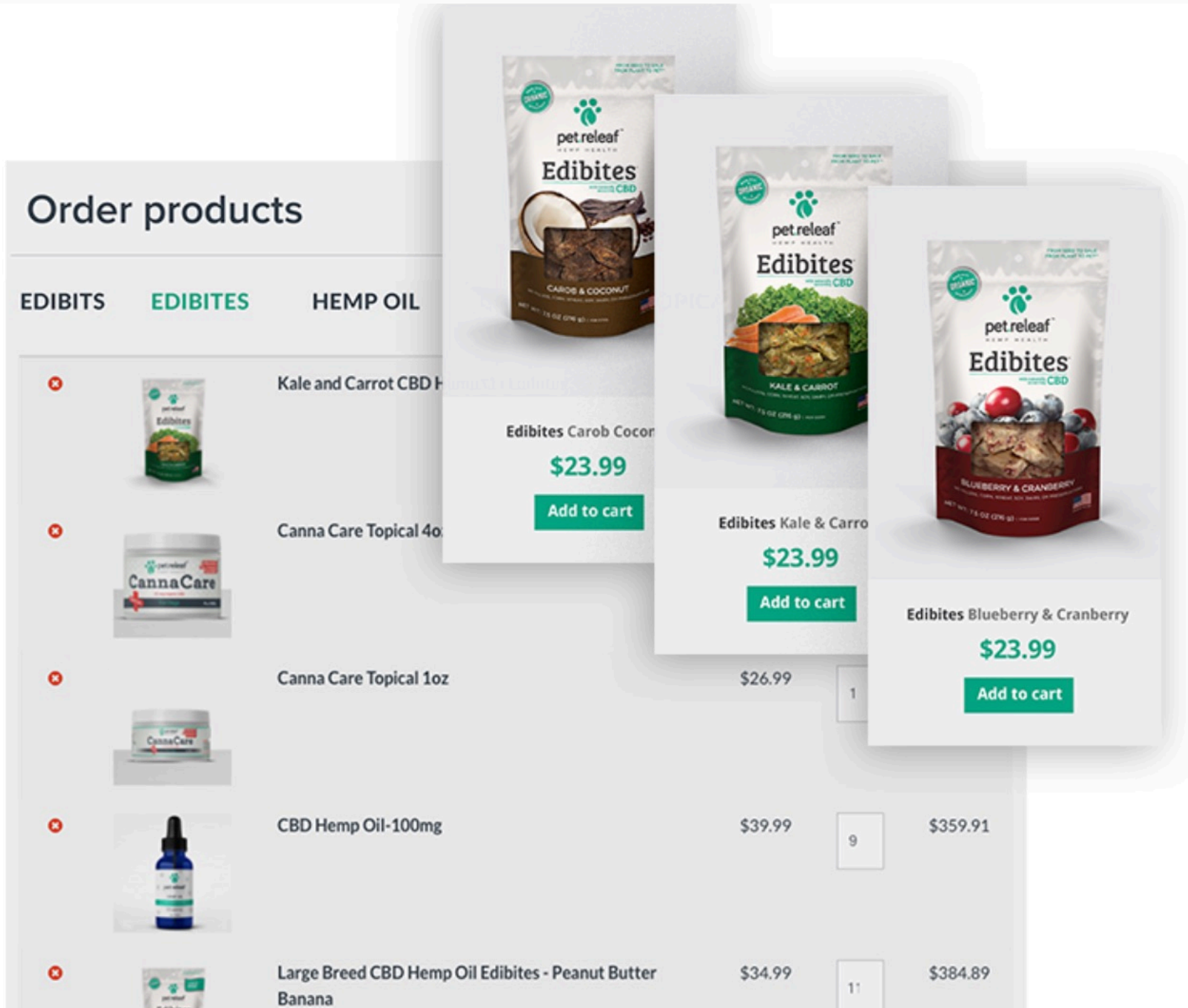
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- . Brand Development
- . Brand Experience
- . Storytelling
- . E-commerce
- . Retailer Dashboard



#CBDHEALTH #HEMPHEALTH #NATURAL  
#ORGANIC #PETS MEDICINE





## Web Motors 20 years.

We developed a two way navigation website: One with a Branding purpose, and another one that allowed users to sign up for a contest to win a Volvo V40 Kinetic.

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UX/UI Design

Website development

Social Media Login

Contest Admin





# Development

We code every single line of our projects  
with our in-house full-stack development team.

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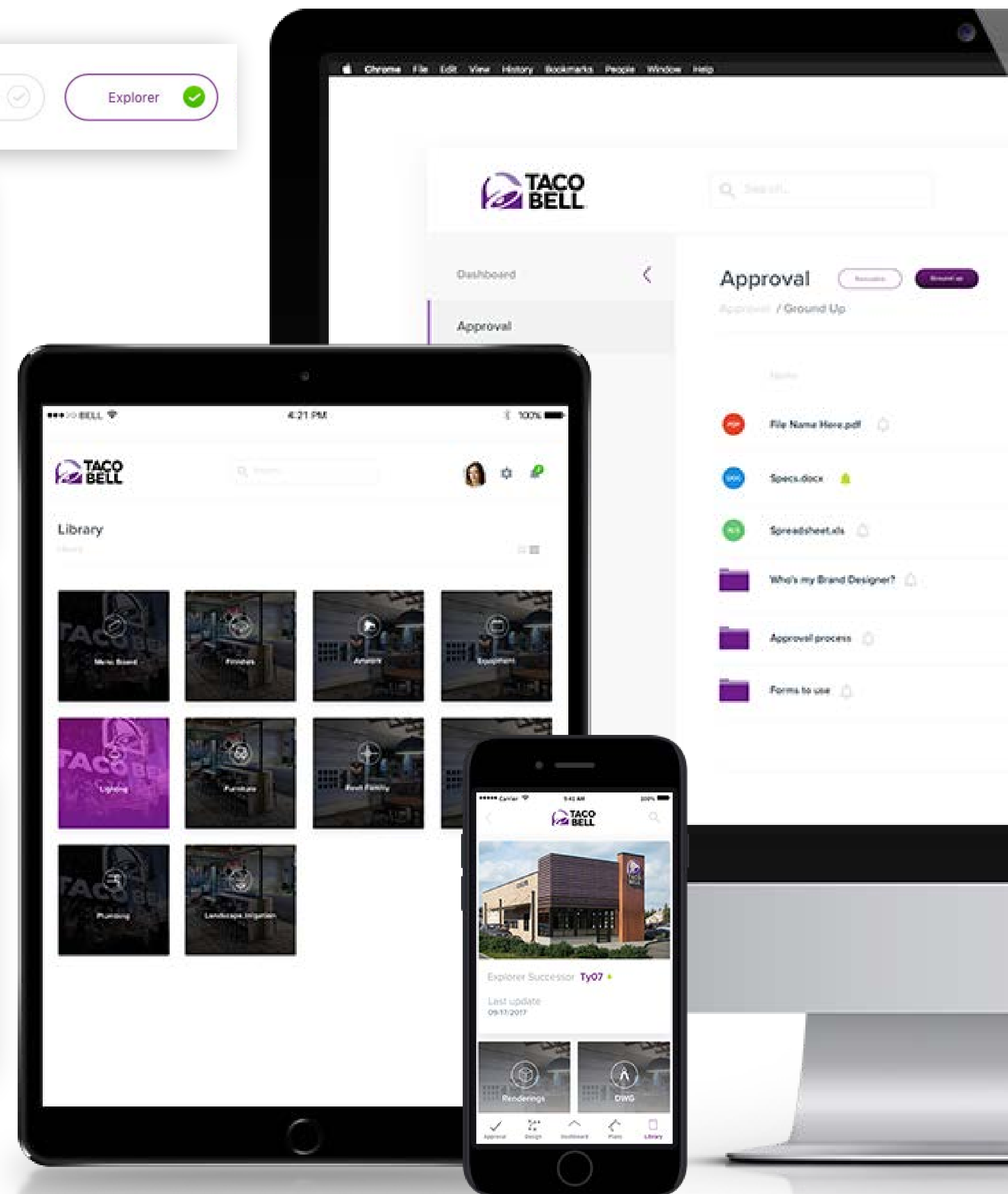
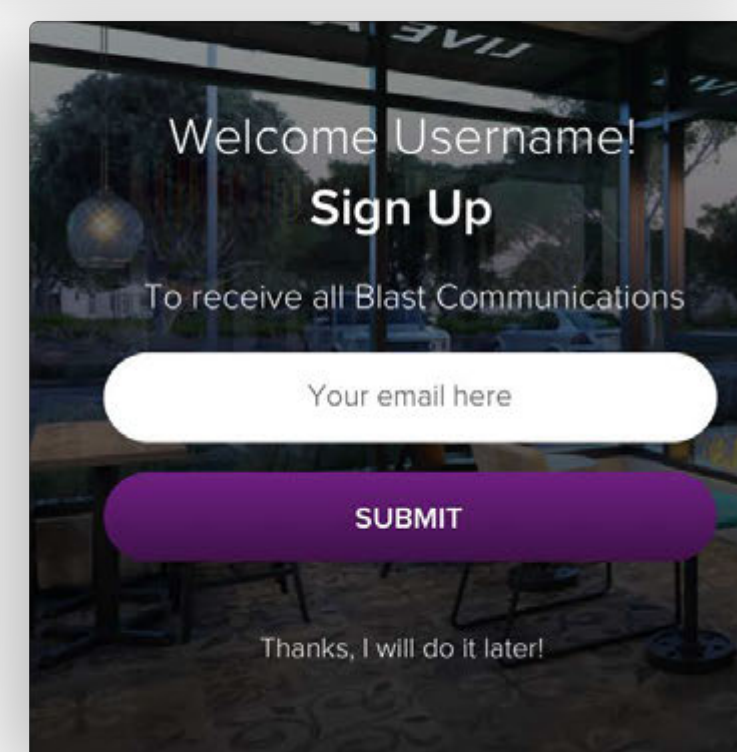
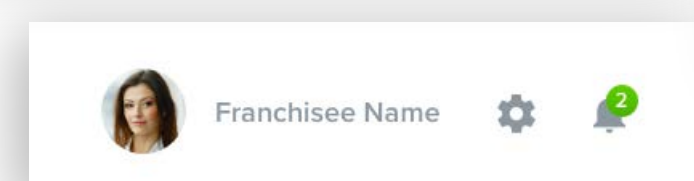
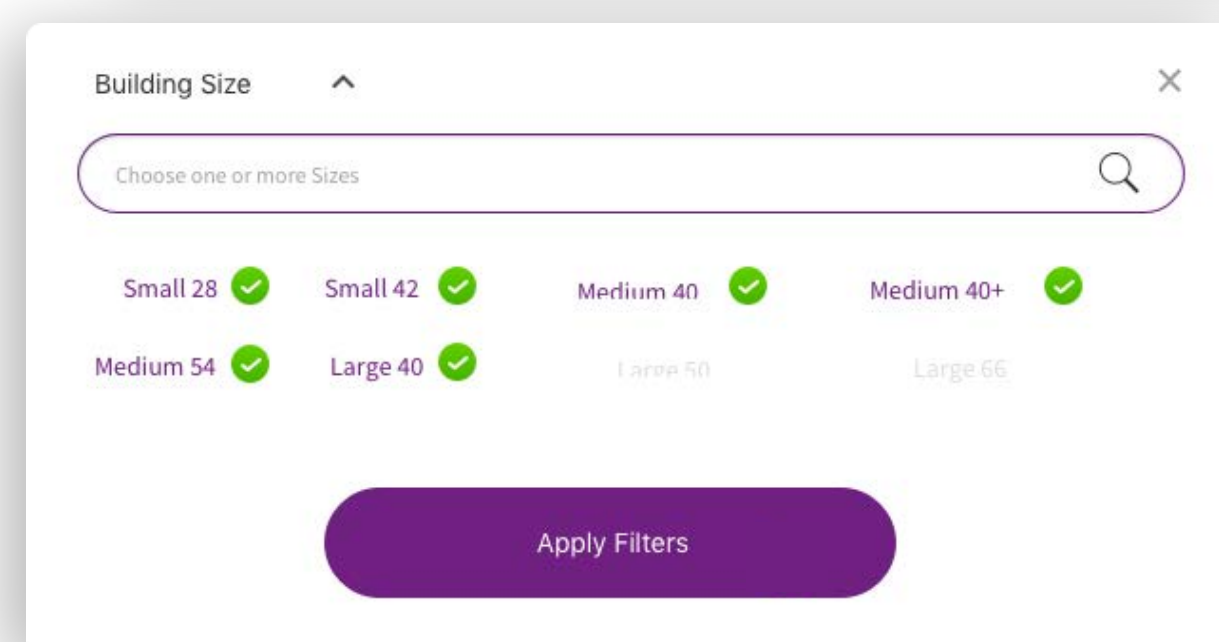
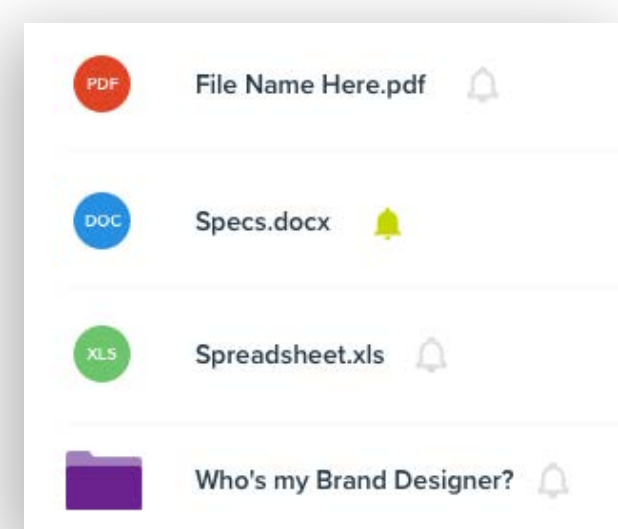
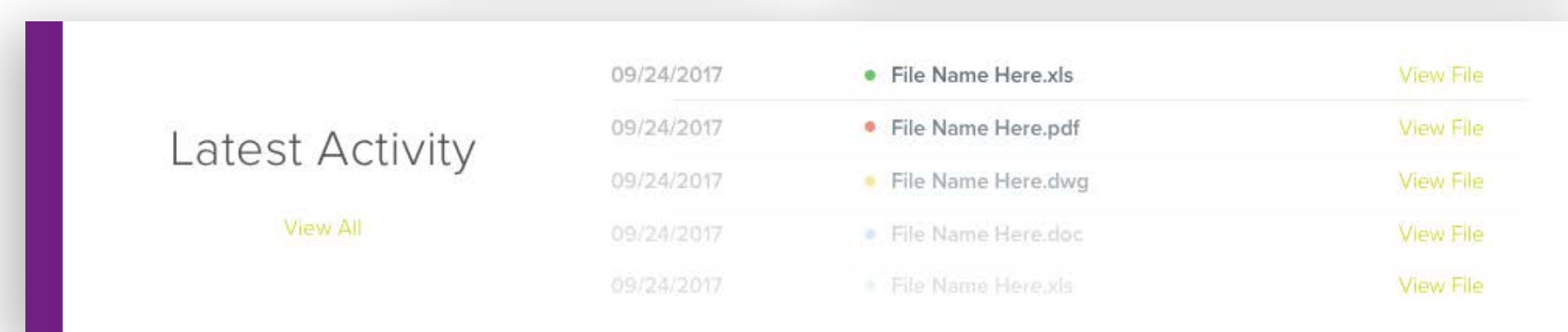
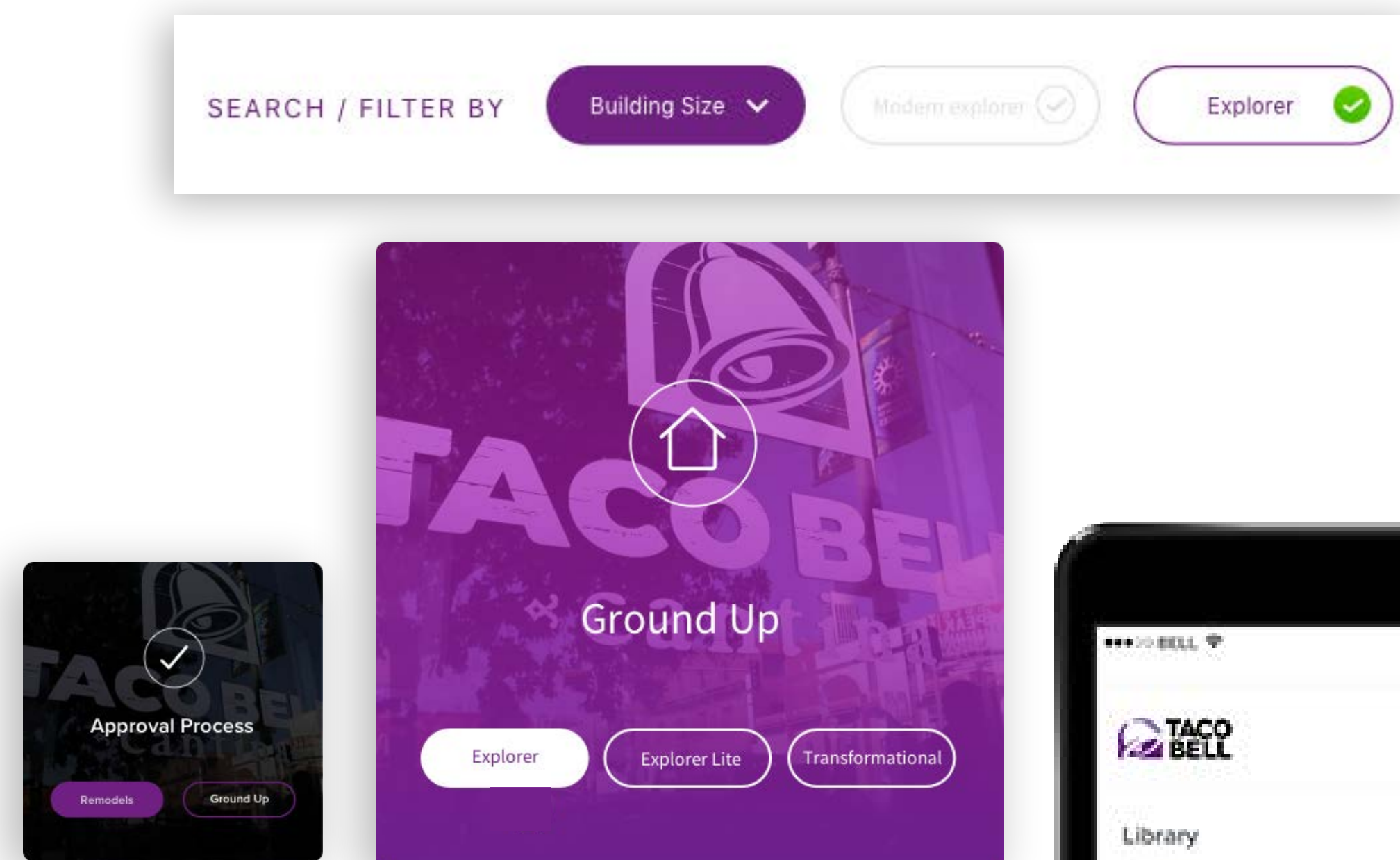
# Taco Bell

We developed a Platform to enhance Franchisee experience. In the platform every Franchisee can access to documentation, forms, key contacts, technical drawings, architectural Cad's and marketing materials.

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- . Information Architecture
- . UI/UX Development
- . Platform Development
- . Sign up Integration





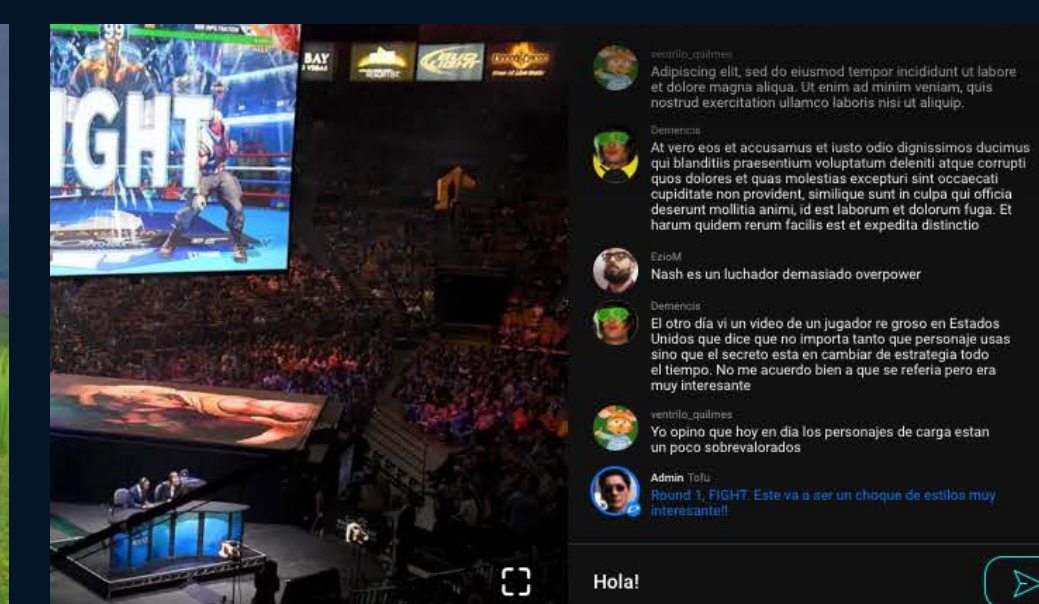
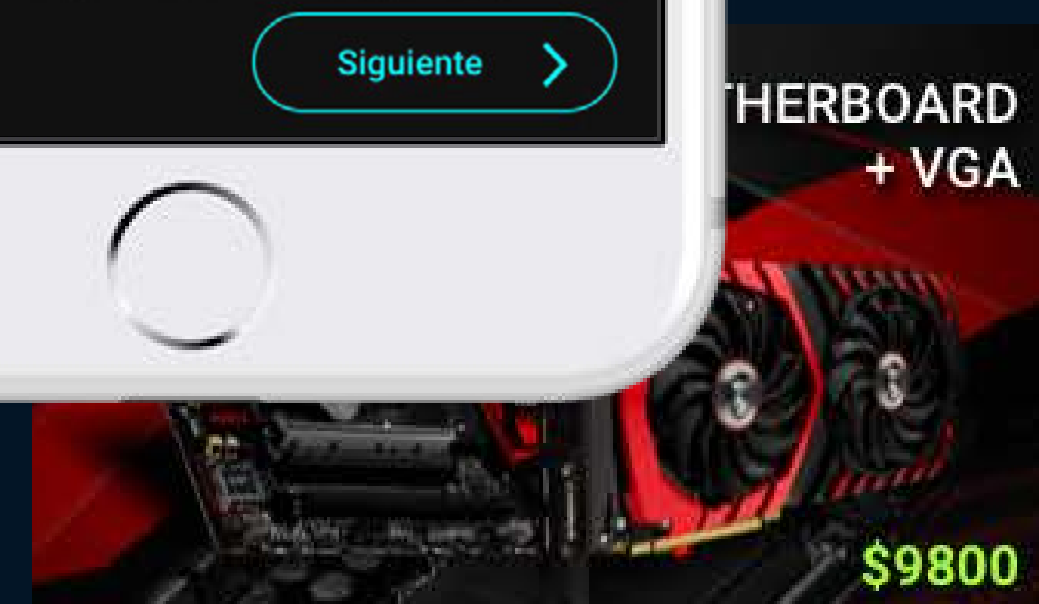
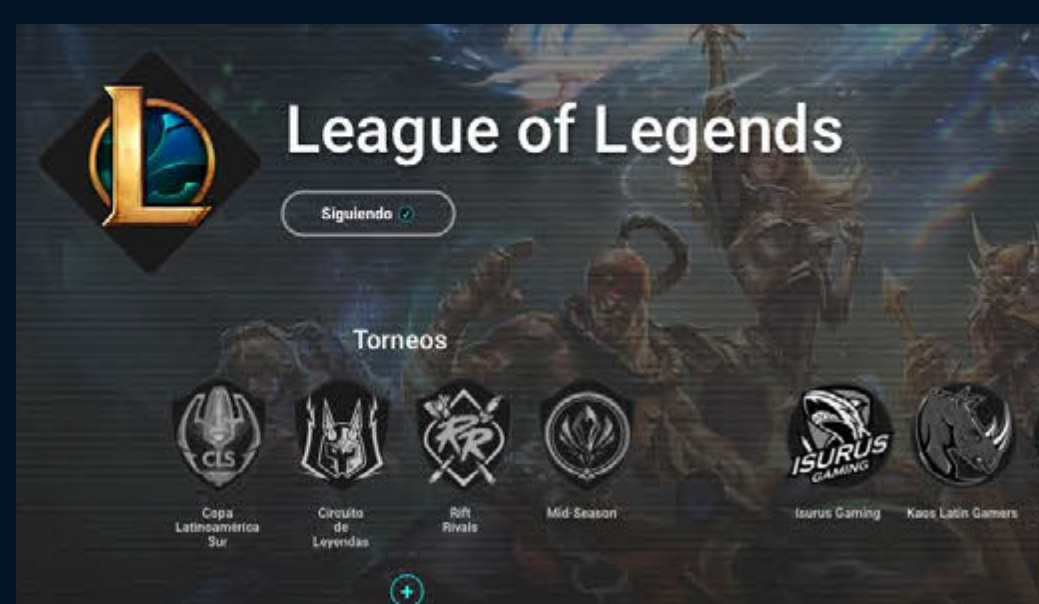
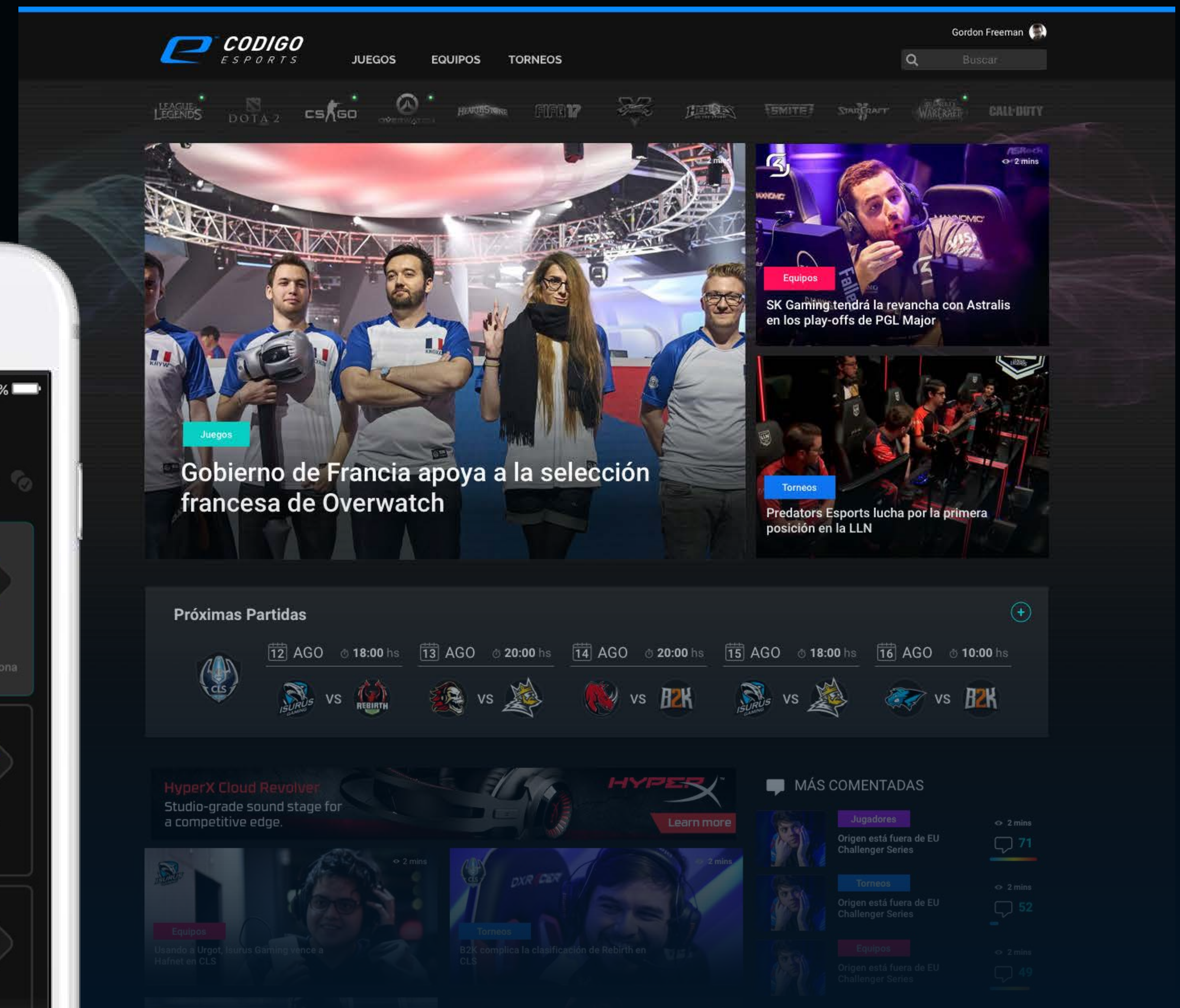
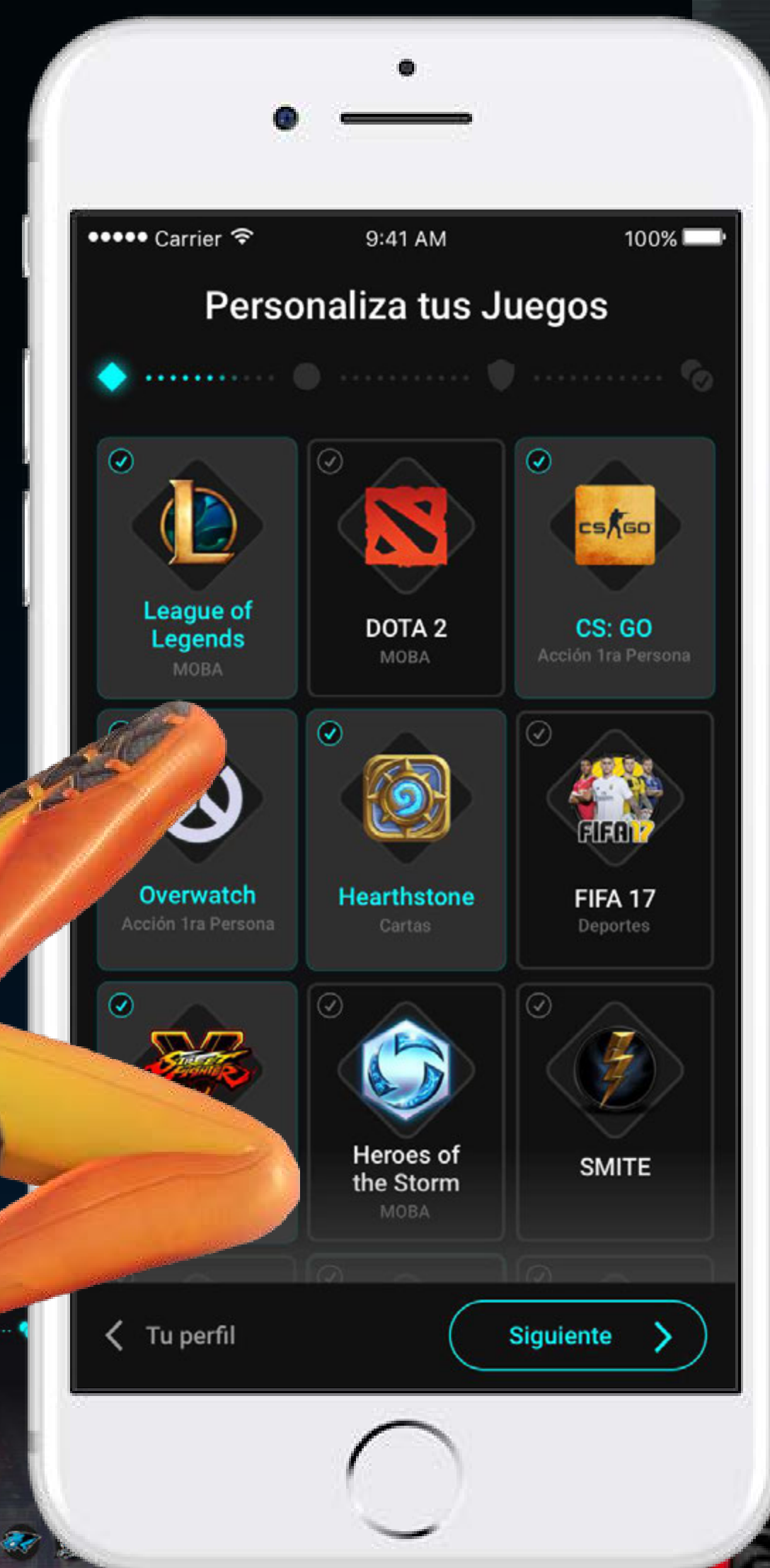
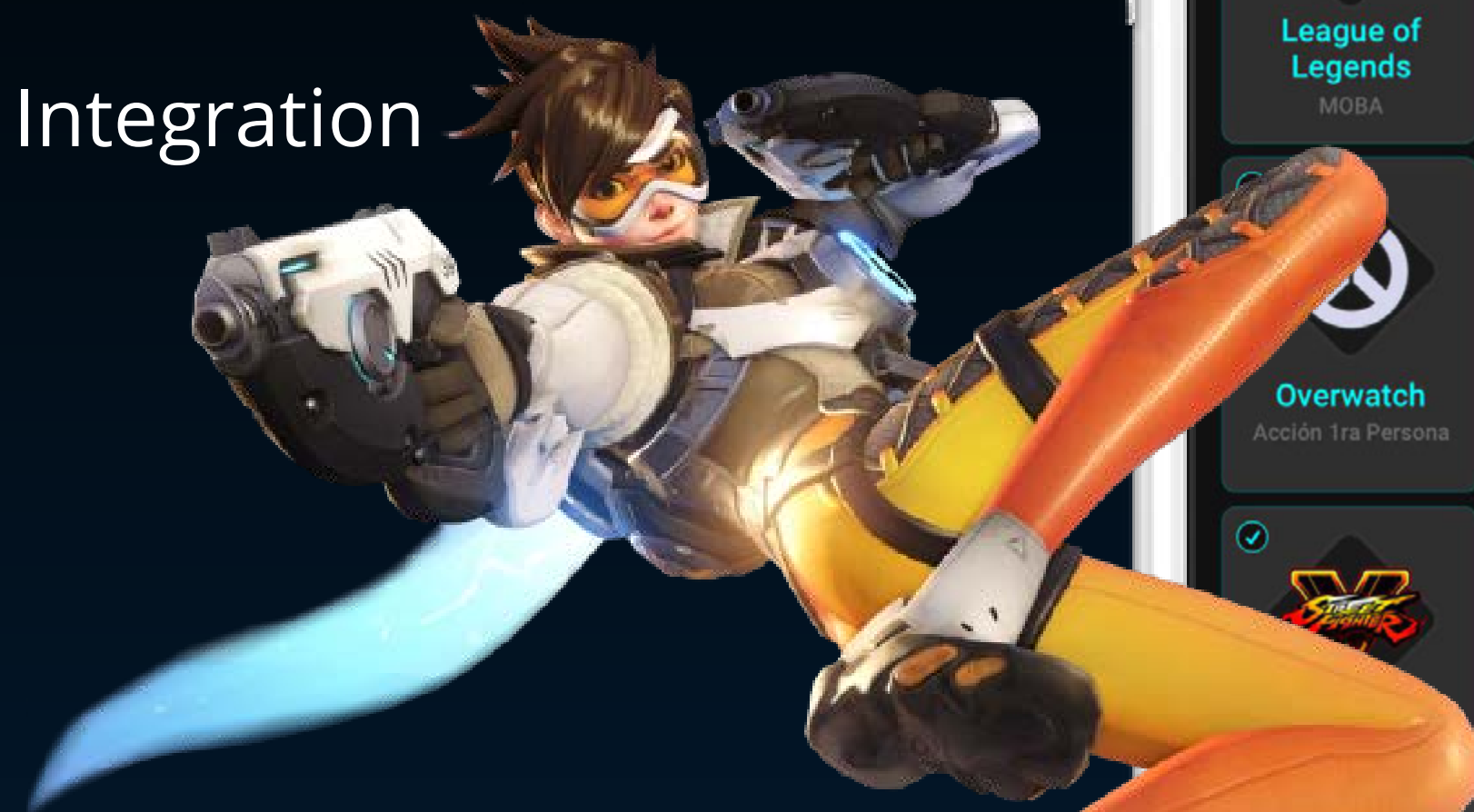
# Codigo Esports

We developed one of the biggest Esports News website in LatinAmerica.  
Our aim was to create an unique Esports experience with big data integration  
and a content driven navigation.

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- . Information Architecture
- . Wireframing
- . UI / UX Development
- . Website Development
- . Big Data Integration

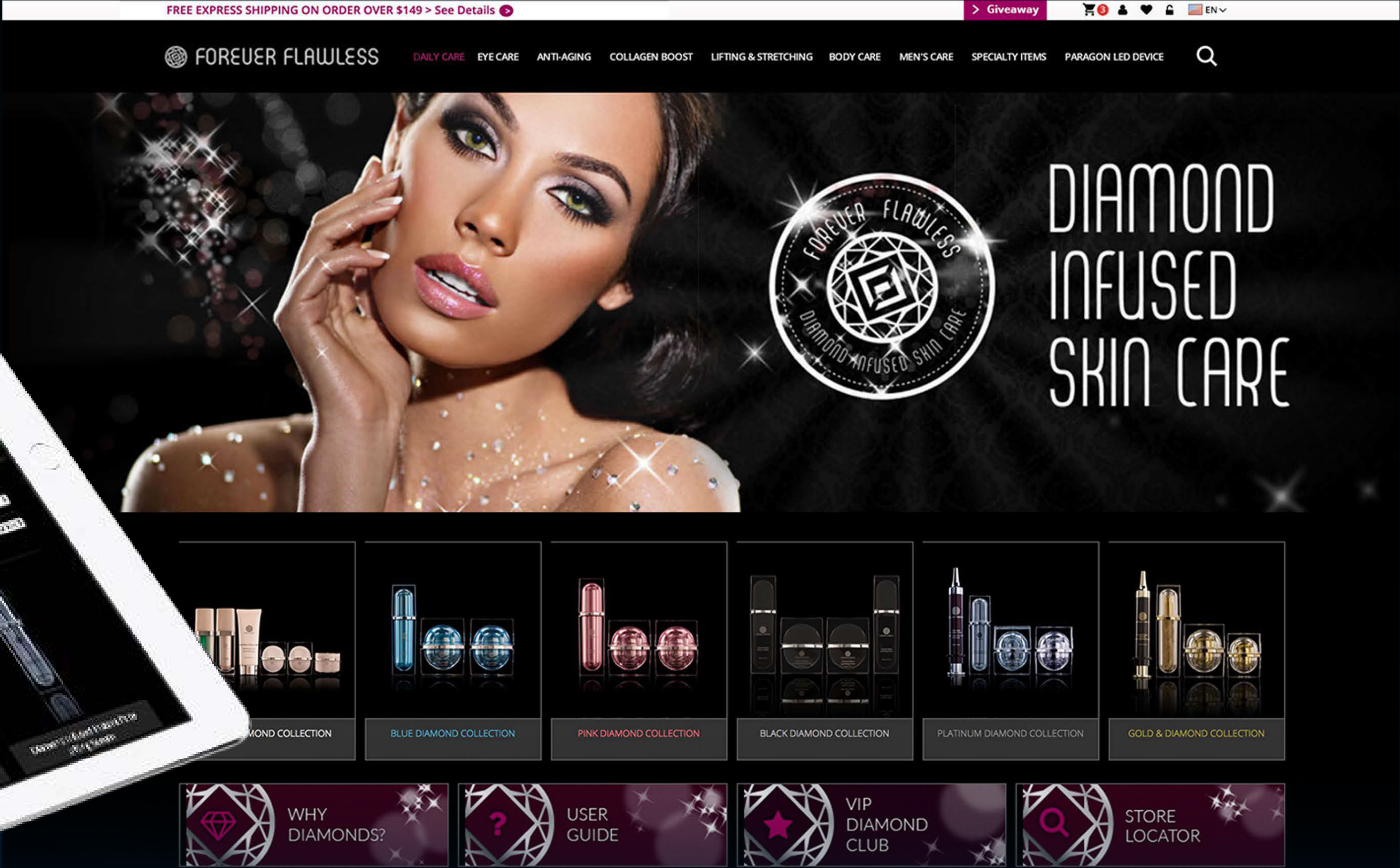




# Forever Flawless

Health, beauty and Cosmetic care company with around 30 stores in the United States and another 20 worldwide. We developed the E-commerce platform and we helped improve their organic positioning exponentially increasing sales in the last 4 years

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What we built for them



# The Fitts Company

We developed a powerful but easy to understand interface that allowed the client to manage their business and client communication in a more efficient way.

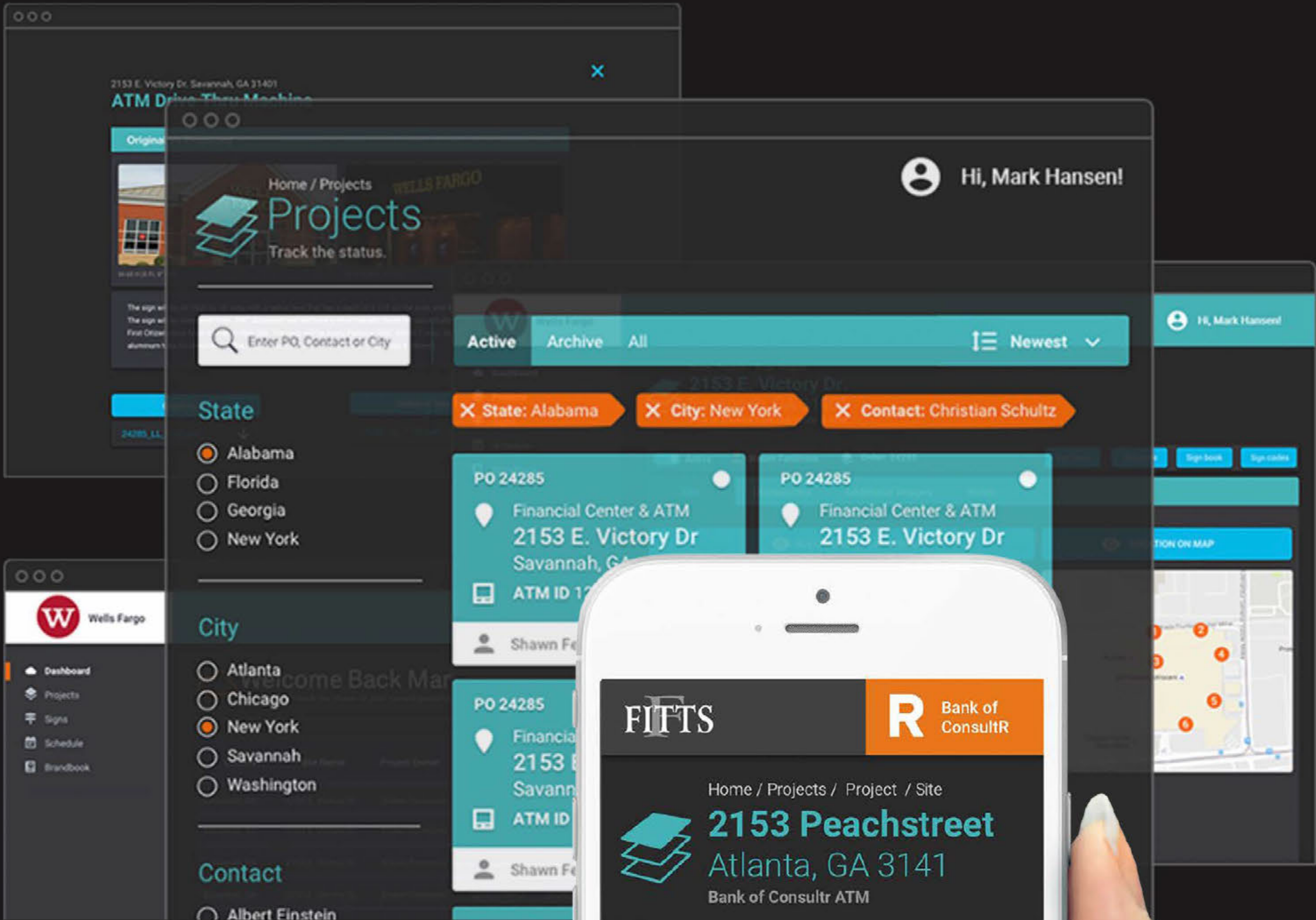
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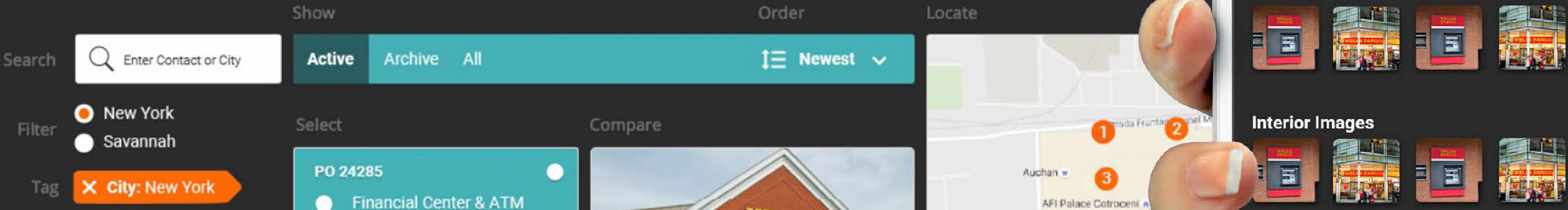
FITTS

*Intranet*

- . Intranet Custom CMS
- . Location based search
- . Advanced cards and filters
- . Project Management Tool



## User Interactions

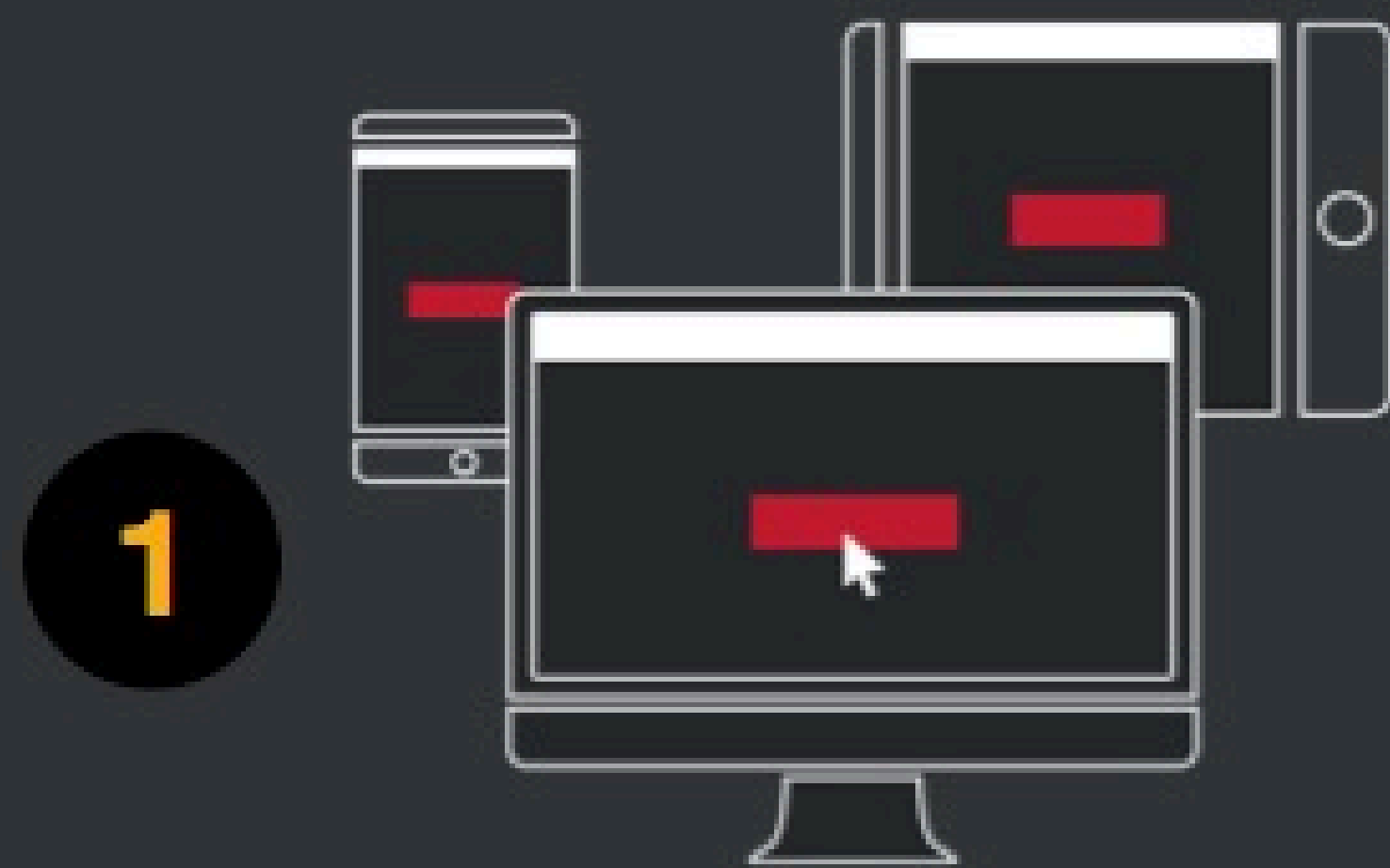




# The Fitts Company Customizer

We developed a digital tool that allowed the client to customize online products online in an easy and effective way.

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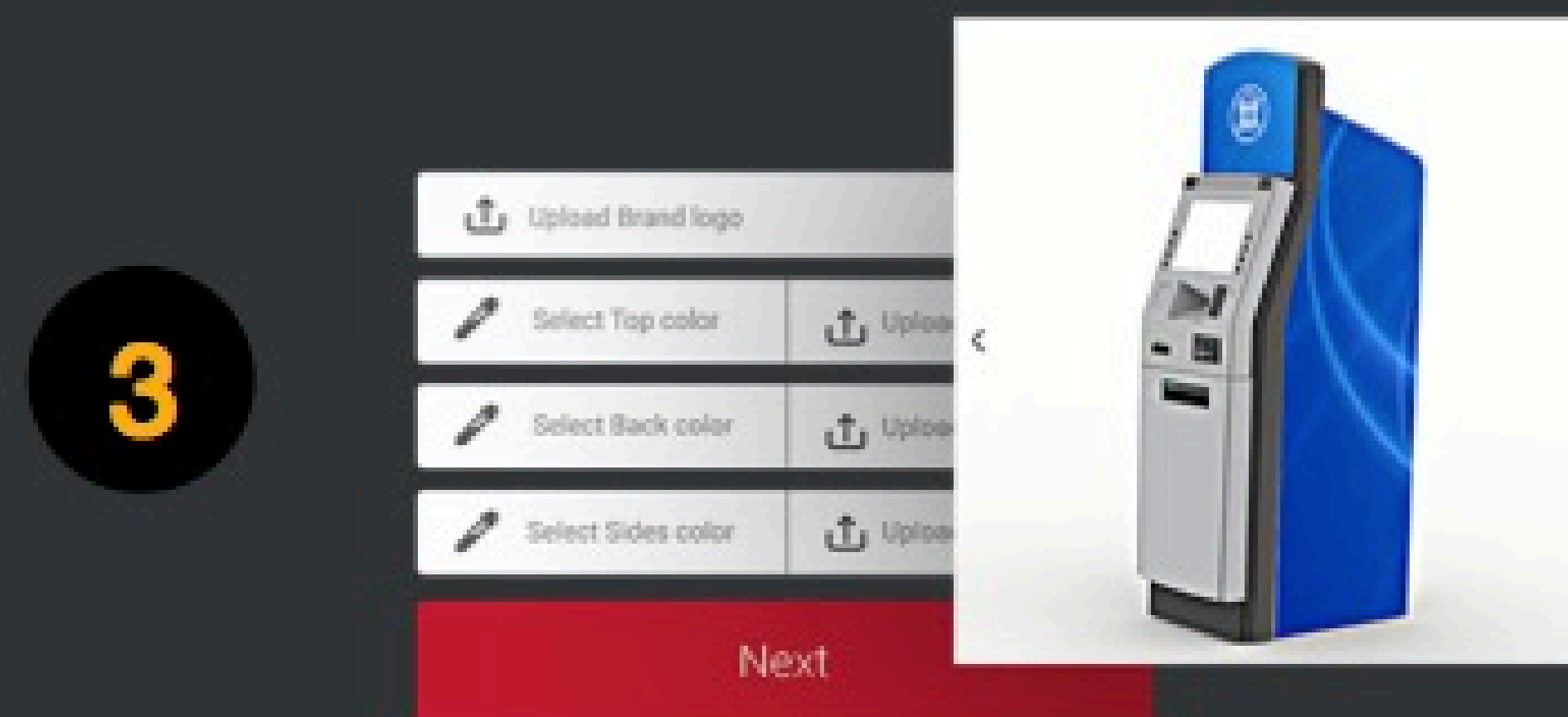
**Access** from your preferred device  
(Desktop, Mobile and Tablets)



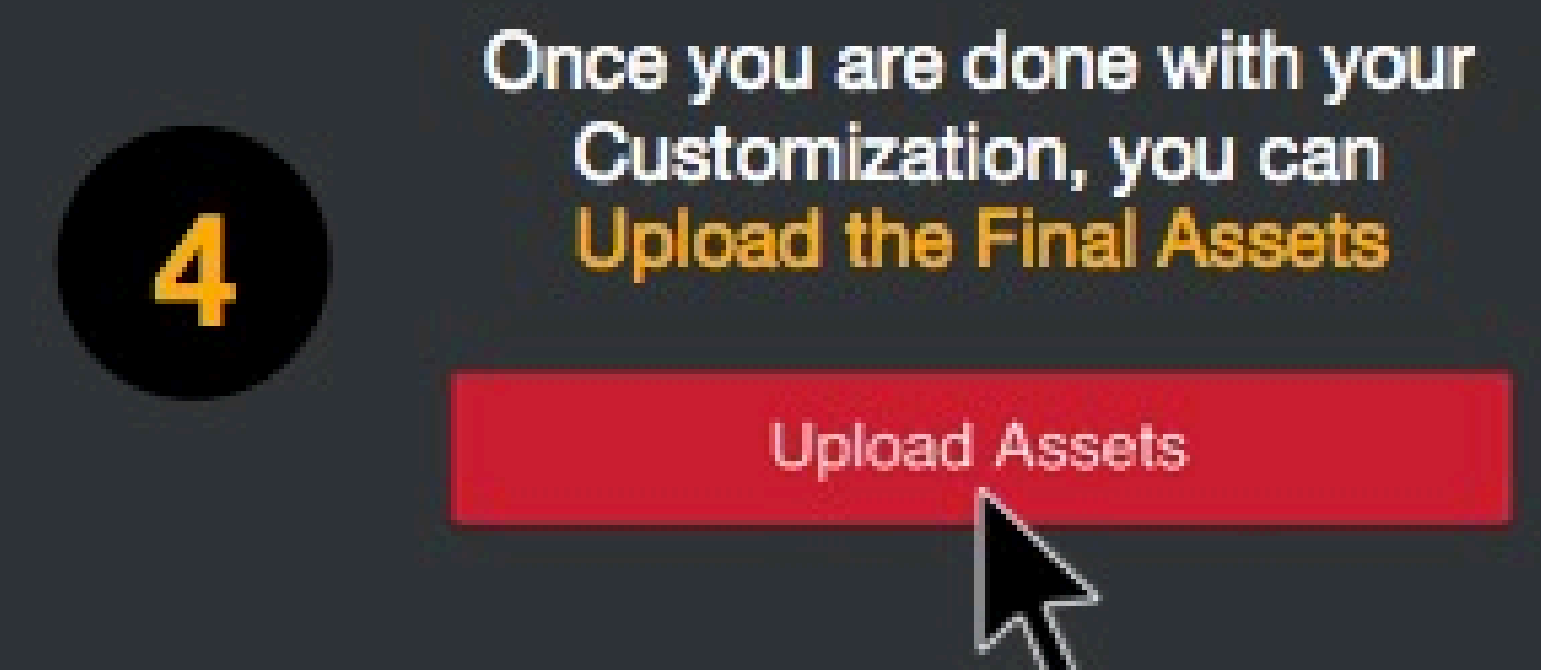
**Select** one or more  
Products to customize

## Customizer

- . Intranet Custom CMS
- . Location based search
- . Advanced cards and filters
- . Project Management Tool



**Upload images** or **Select a color** for each side  
To customize your product



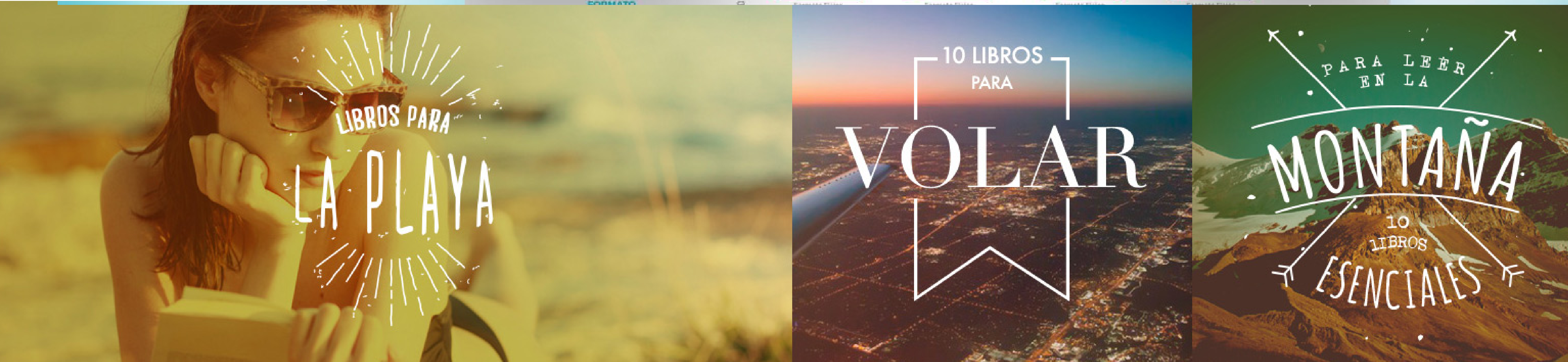
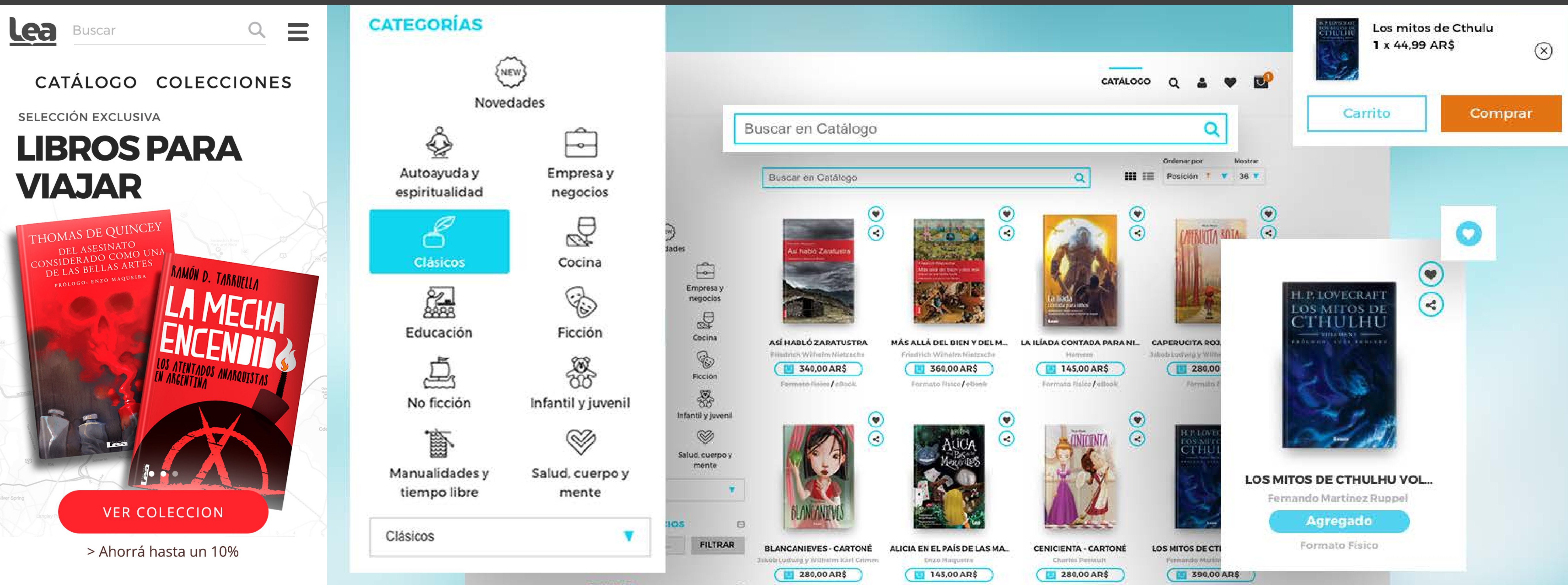


## Lea E-commerce

We redeveloped the publisher's brand and e-commerce platform giving it a fresh and modern look that boosted sales.

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# Social Media

We craft original content that empowers our social strategies and delivers unique brand differentiation.

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# The Futbol Times

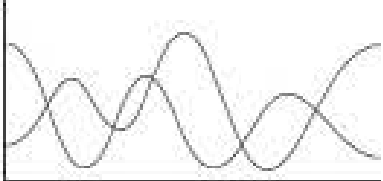
We developed a strategy based on original content targeted at a specific audience (Hispanics in the US) bringing more than 40,000 organic fans in less than a year.

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**44,788**  
Total Fans

  
**2.7 m**  
Organic Impressions

  
**119k**  
Like

  
**4k**  
Share





# Peach State Health Plan

From Health Storytelling to Health Storydoing. We developed a digital and Experiential Strategy to increase Hispanic membership.

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- . Digital Strategy
- . Social Media Strategy
- . Content Strategy
- . Creativity
- . Event Activations
- . TV and Social Media Spots





# Messi Don't Go!

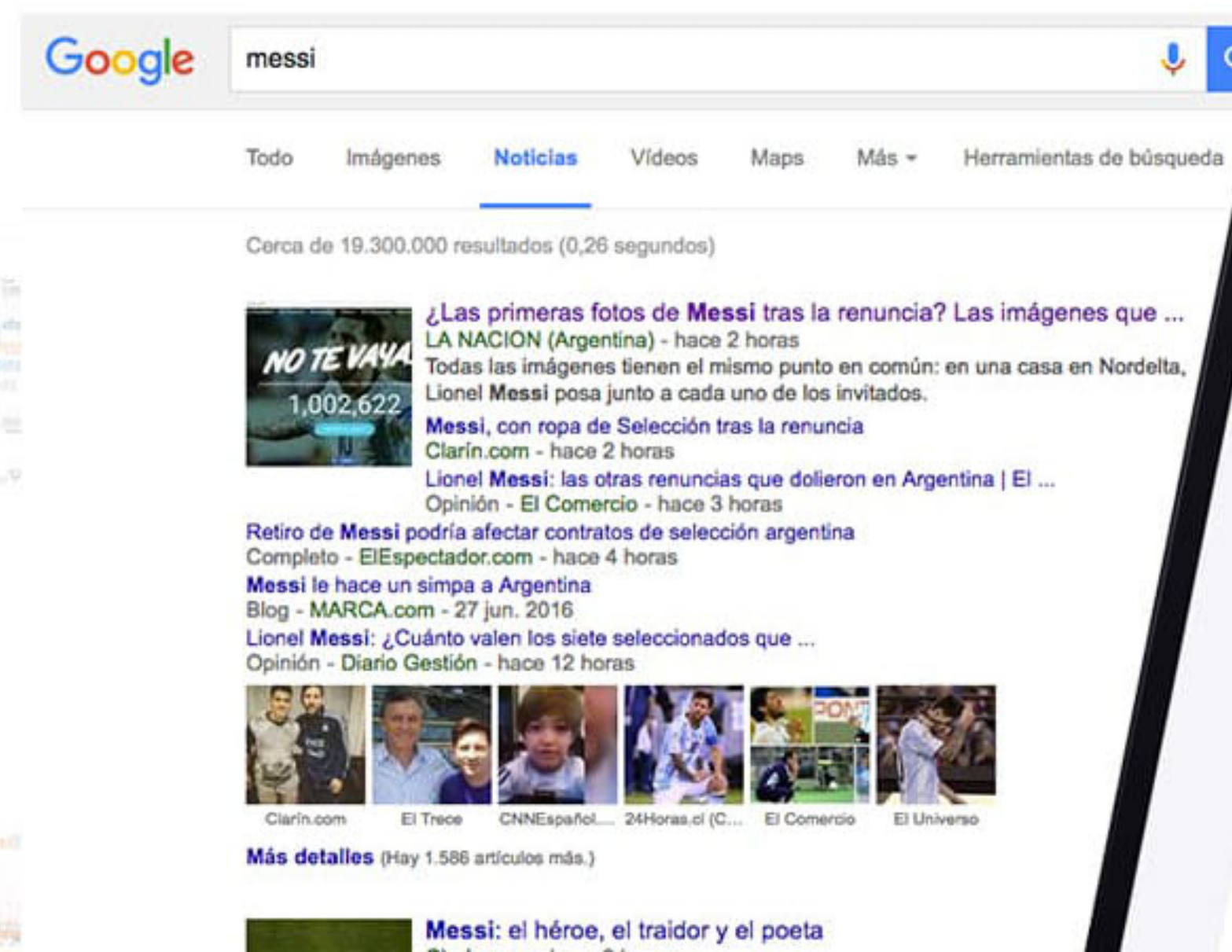
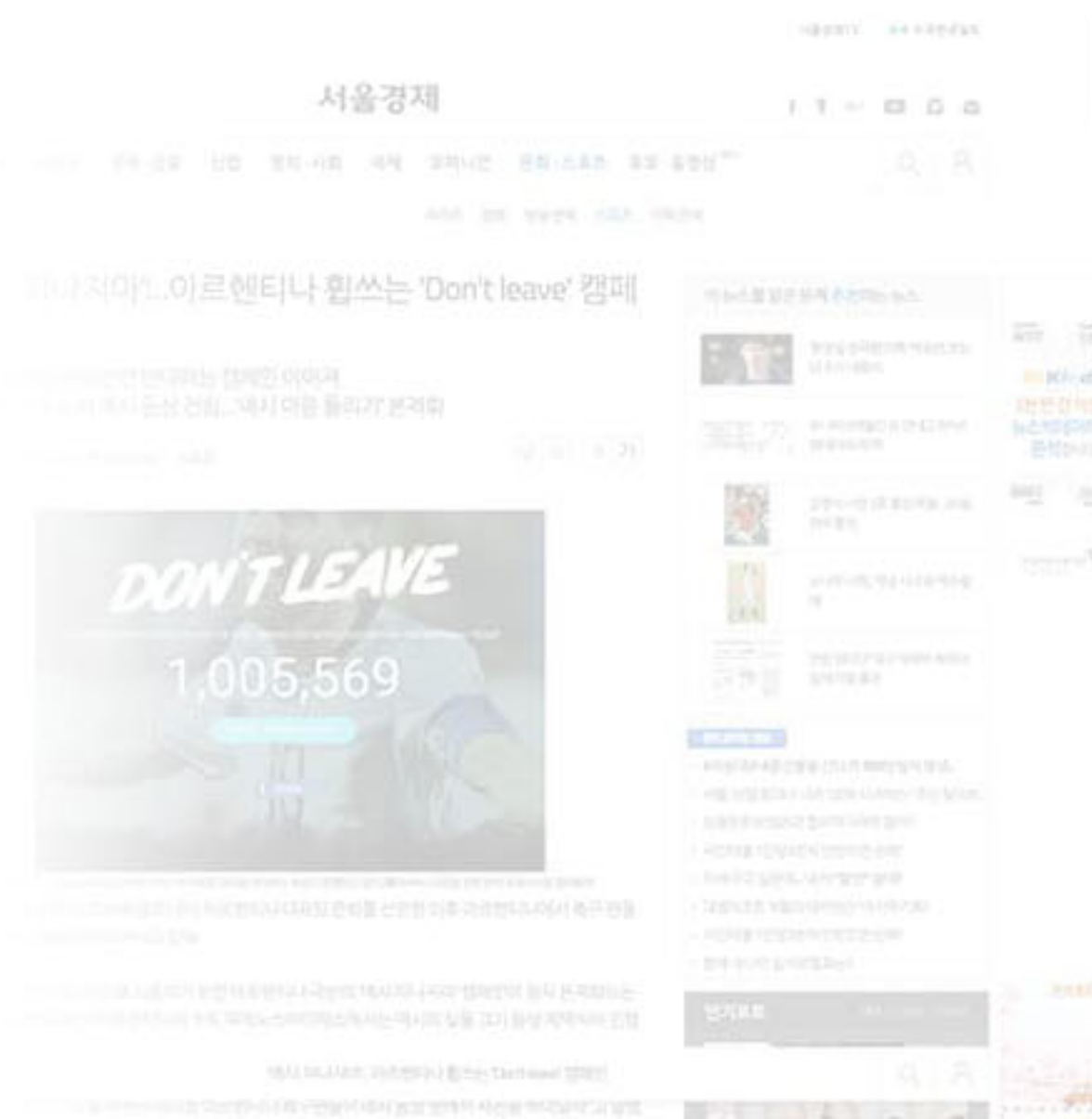
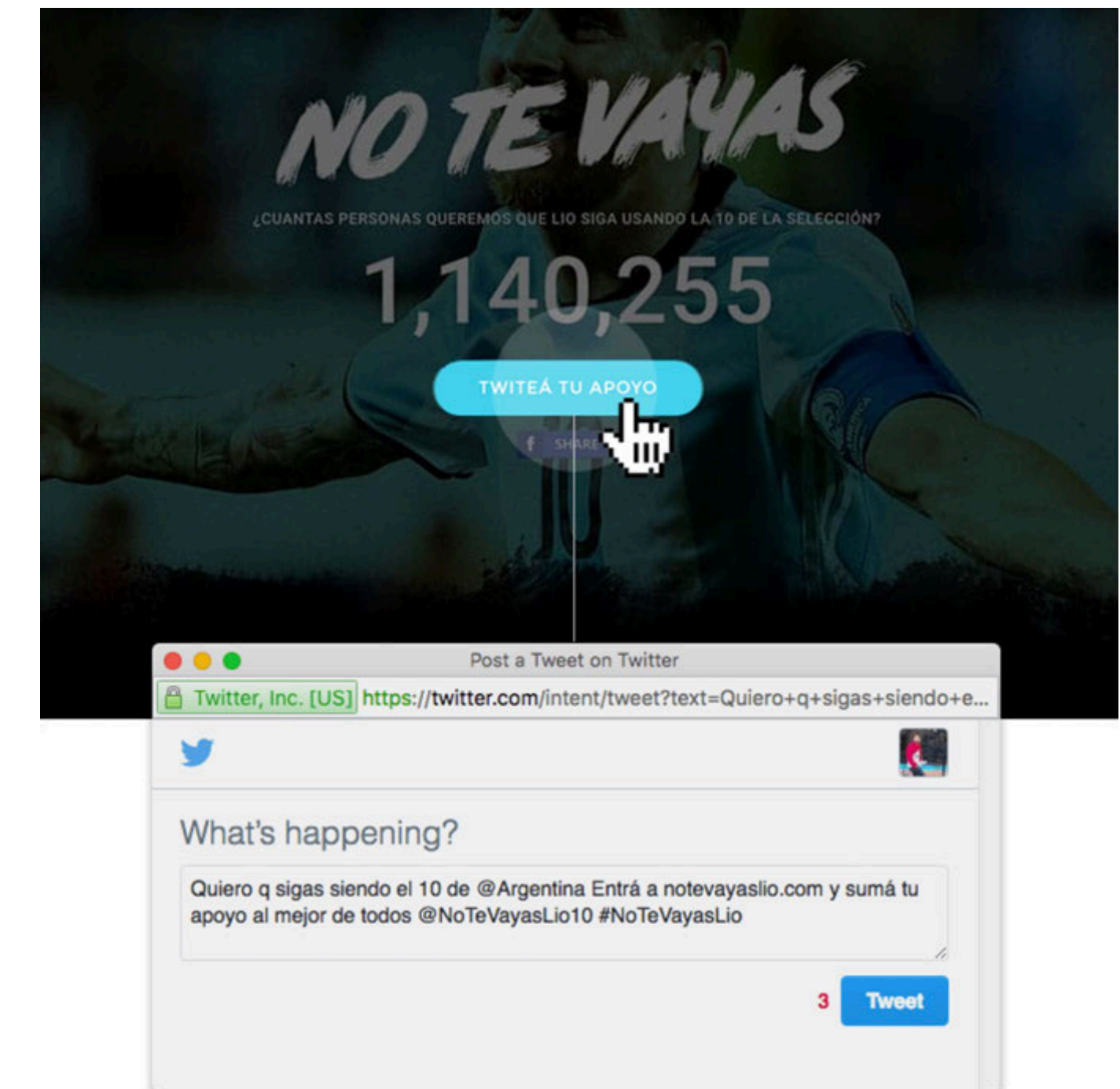
We assemble a team that designed and developed the hot site and social media content strategy in one business day. Our objective was to show that timing and opportunism in the digital sphere is crucial.

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## Messi Don't go

- . Viral Campaign
- . Creative Concept
- . Same-day Turnaround





# Advertising

From PPC to Re-Marketing campaigns,  
we help business exceed their goals.

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# Napa Campaign

We implemented and managed an Adwords Paid Search Campaign for one of the biggest Auto Parts companies in the United States.

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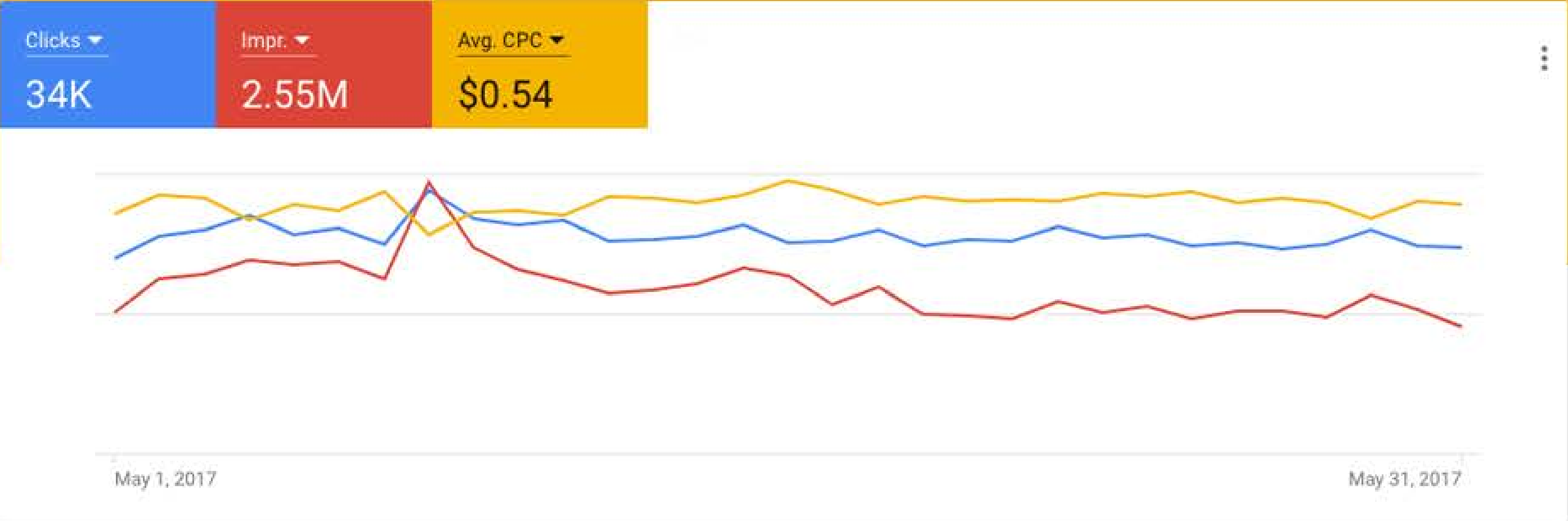


## Ad Words Campaign

- Double-click Search Management
- Adwords Management
- Maintenance of Adwords Account
- Keyword Optimization



Graph Chart of Traffic



Total Click	625,063	
Impr	68,658,398	
Cost Per Click	0.41	



## Cox Banner Campaigns

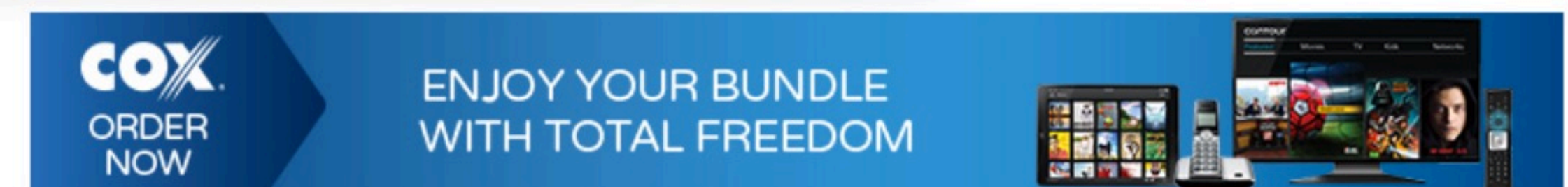
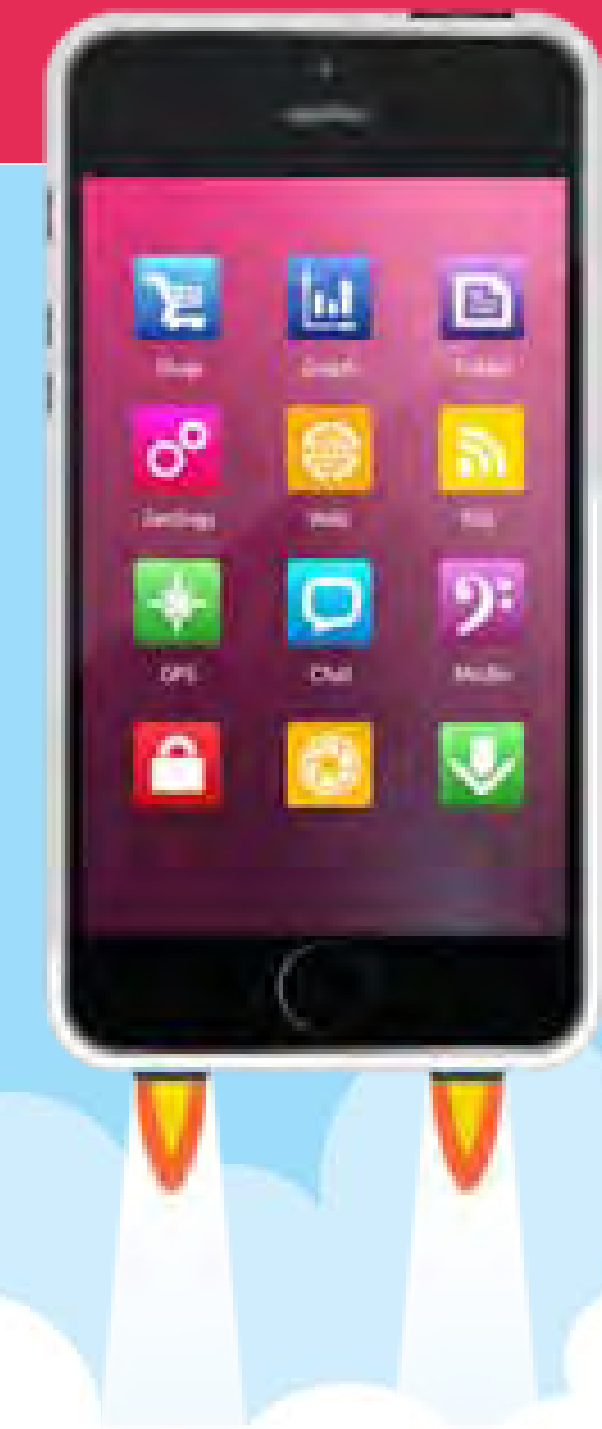
We are experts (DoubleClick Certified) in banner development as we combine our full-stack technical skills with our experience in Digital Advertising.

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## HTML5 Banner Campaigns



WE DEVELOPED OVER A HUNDRED ANIMATED BANNERS FOR COX COMMUNICATIONS NATIONAL CAMPAIGN THROUGH DOUBLECLICK STUDIO INCLUDING QA PROCESS.





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**Thanks!**

**consultr.net**