

Carmen Benítez

Marketing & Comunicación

FROM IDEAS



TO REALITY

From storytelling to
STORYDOING.

Hi, this is Carmen;

I help brands to be **visible and relevant to their audience.**

HOW? *Taking into action ideas, experiences and content* that makes them *unique.*

“ *We all want to be unique to someone...*

YOUR BRAND TOO.

Check out some unique projects!

Whether you are...

a brand

an agency

independent

We can take action together!

ESTRATEGY & BRANDING

- **Audit of your Brand/project**
- **Brand building:**
 - * Positioning and strategy
 - * Visual identity
 - * Marketing Plan
 - * Communication strategy
- **Brand assets:** presentations (creative, sales, concepts), creativities, banners, brochures, etc.

CONTENIDO DE MARCA

- **Audiovisual content**— brand video and photography.
 - * Conceptualization
 - * Creative direction
 - * Production
- **Experiential content:**
 - * Creation of **experiences**
 - * **Brand concepts** development
 - * Inspirational and persuasive **copywriting**
 - * Brand and corporate **ground-breaking events.**

PROJECT MANAGEMENT

I help you to fully manage your projects, ideas or activations:

- **360° Project management**
- Coordination and production of **brand events**
- **Relationship management with agencies,** collaborators and partnerships.

Building a consistent brand and communication, from start to finish.

I am sure we have a lot to tell each other...

LET'S TALK?

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CREATIVITY makes things **UNIQUE**