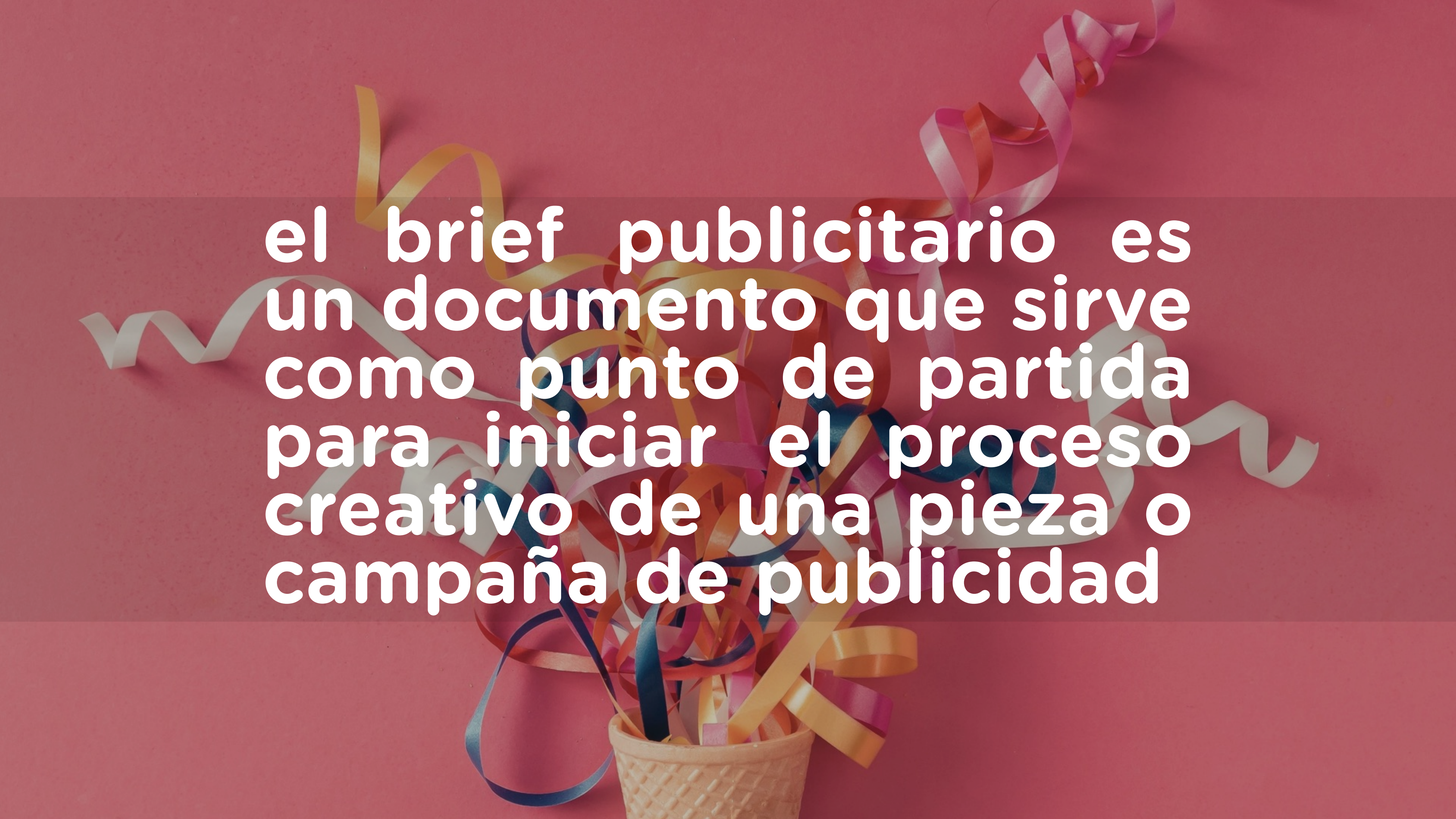
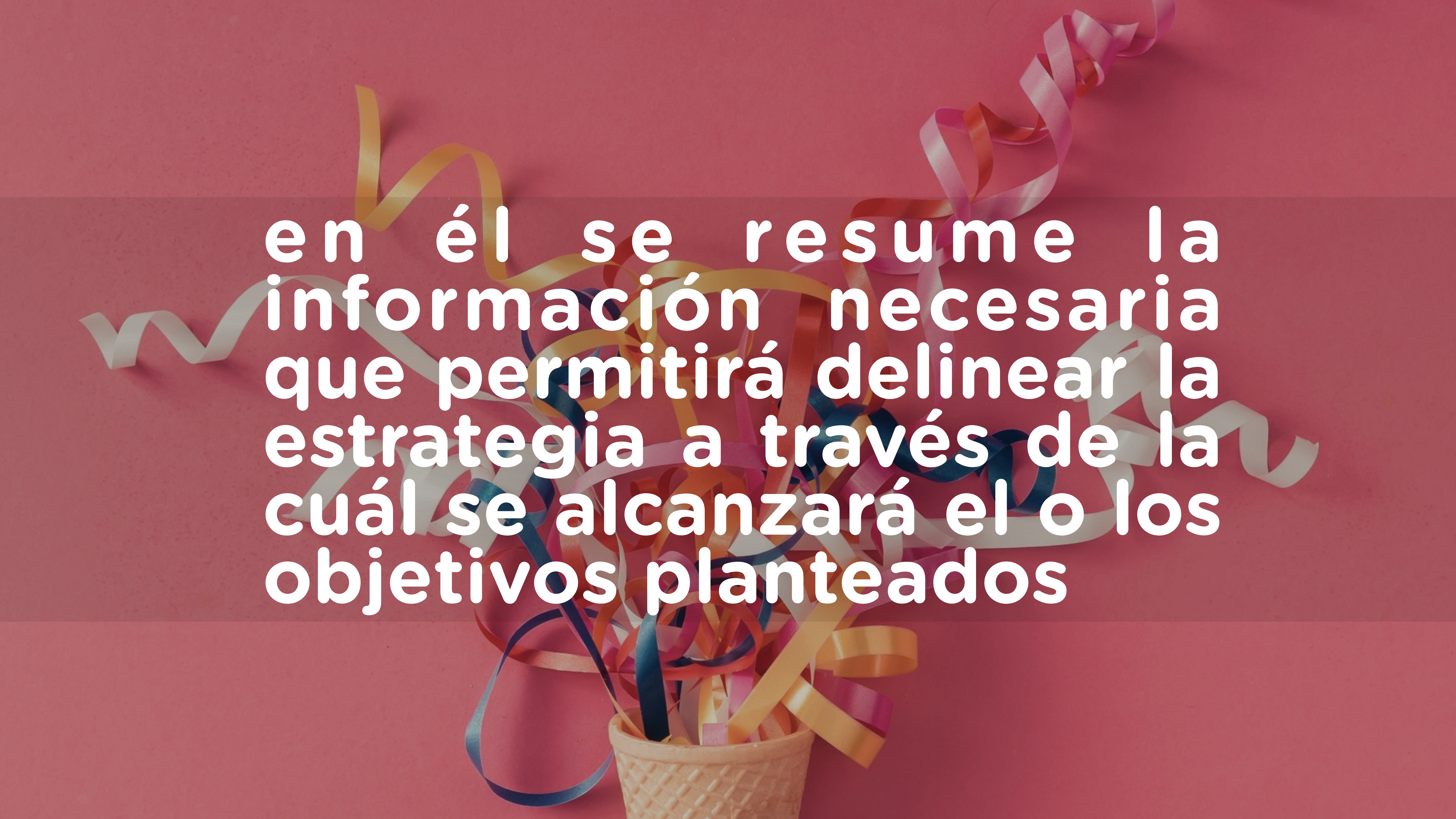


A vibrant, celebratory scene featuring a bouquet of colorful streamers (pink, white, yellow, blue, orange) emerging from a blue cap on a gold-wrapped stem. The background is a solid pink color, scattered with confetti including hearts, martini glasses, and the word 'PARTY' in various colors and orientations. A semi-transparent horizontal band is visible across the middle of the image.

el brief

A waffle cone is filled with a variety of colorful streamers in shades of yellow, blue, pink, and white. The streamers are tangled and spill out of the cone, creating a festive and celebratory atmosphere. The background is a solid, deep red color. The text is overlaid on a semi-transparent dark red rectangular area in the center of the image.

el brief publicitario es un documento que sirve como punto de partida para iniciar el proceso creativo de una pieza o campaña de publicidad



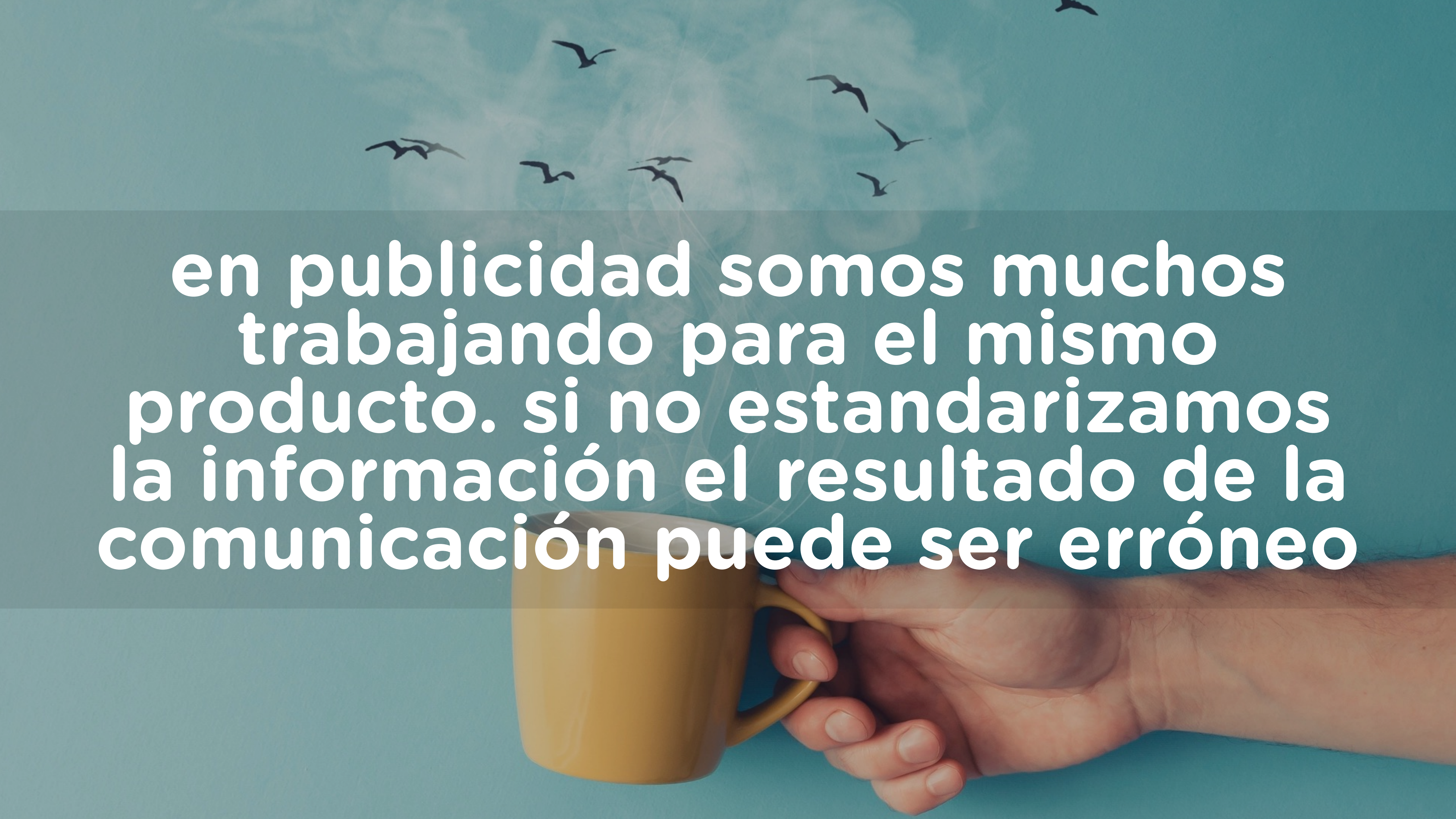
en él se resume la información necesaria que permitirá delinear la estrategia a través de la cuál se alcanzará el o los objetivos planteados

A hand holding a yellow mug with steam rising from it, set against a teal background with flying birds.

SINTESIS: resumen

A hand holding a yellow mug with steam rising from it, set against a teal background with flying birds.

FUNDAMENTO:
que todos sepamos en qué y
para qué estamos trabajando

A hand holding a yellow mug with steam rising from it, set against a teal background with flying birds.

en publicidad somos muchos
trabajando para el mismo
producto. si no estandarizamos
la información el resultado de la
comunicación puede ser erróneo



¿para qué?



para que la estrategia
sea más acertada



**básicamente armamos la
jugada para que creatividad
pueda mandarla al ángulo**

A man with short dark hair and a beard, wearing glasses and a dark blue suit, is shown in profile from the chest up. He has his hand to his chin in a thoughtful pose, looking towards the left. The background is a blurred outdoor setting. A semi-transparent dark grey horizontal bar is overlaid across the middle of the image, containing the text '¿cómo se arma?' in white, bold, sans-serif font.

¿cómo se arma?

definir el problema

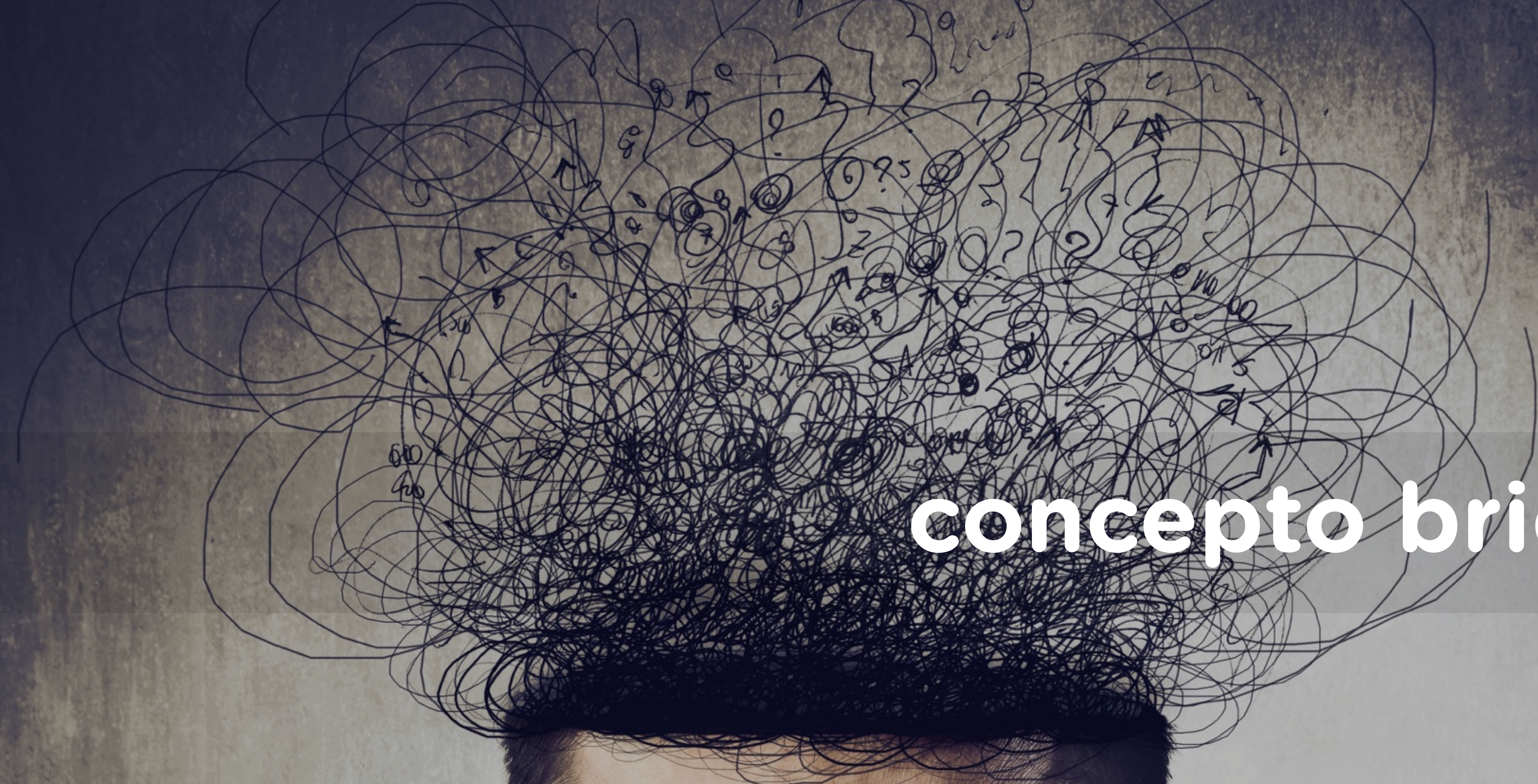




definir a quién nos dirigimos

A close-up photograph of a person's chest and hands. The person is wearing a white t-shirt under a blue and white plaid button-down shirt. Their hands are clasped together over their chest. The lighting is soft and focused on the hands and chest area.

¿qué queremos que esta gente haga como resultado de la comunicación?



concepto brief

A close-up portrait of a woman with voluminous, wavy blonde hair. She is smiling warmly, showing her teeth. She is wearing a black, sequined dress. Her jewelry includes large, ornate diamond earrings, a necklace with a large diamond pendant, and a large diamond ring on her finger. The background is softly blurred, suggesting an indoor setting with warm lighting.

saber preguntar

la comunicación





el mensaje

A close-up photograph of a woman's face, focusing on her mouth and hand. She is wearing bright red lipstick and has her hand raised to her chin, with her fingers also painted in red. The background is a soft, out-of-focus light color. A semi-transparent dark horizontal band is overlaid across the middle of the image, containing the text.

el significado del producto

A close-up photograph of a woman's face, focusing on her mouth and hand. She has vibrant red lipstick applied to her lips, which are slightly parted, showing her teeth. Her hand is raised to her chin, with her fingers resting against her skin. Her nails are also painted a matching bright red color. The background is a soft, out-of-focus light color. A semi-transparent dark horizontal band is overlaid across the middle of the image, containing white text.

**vendemos experiencias
no solo productos**



hora de trabajar