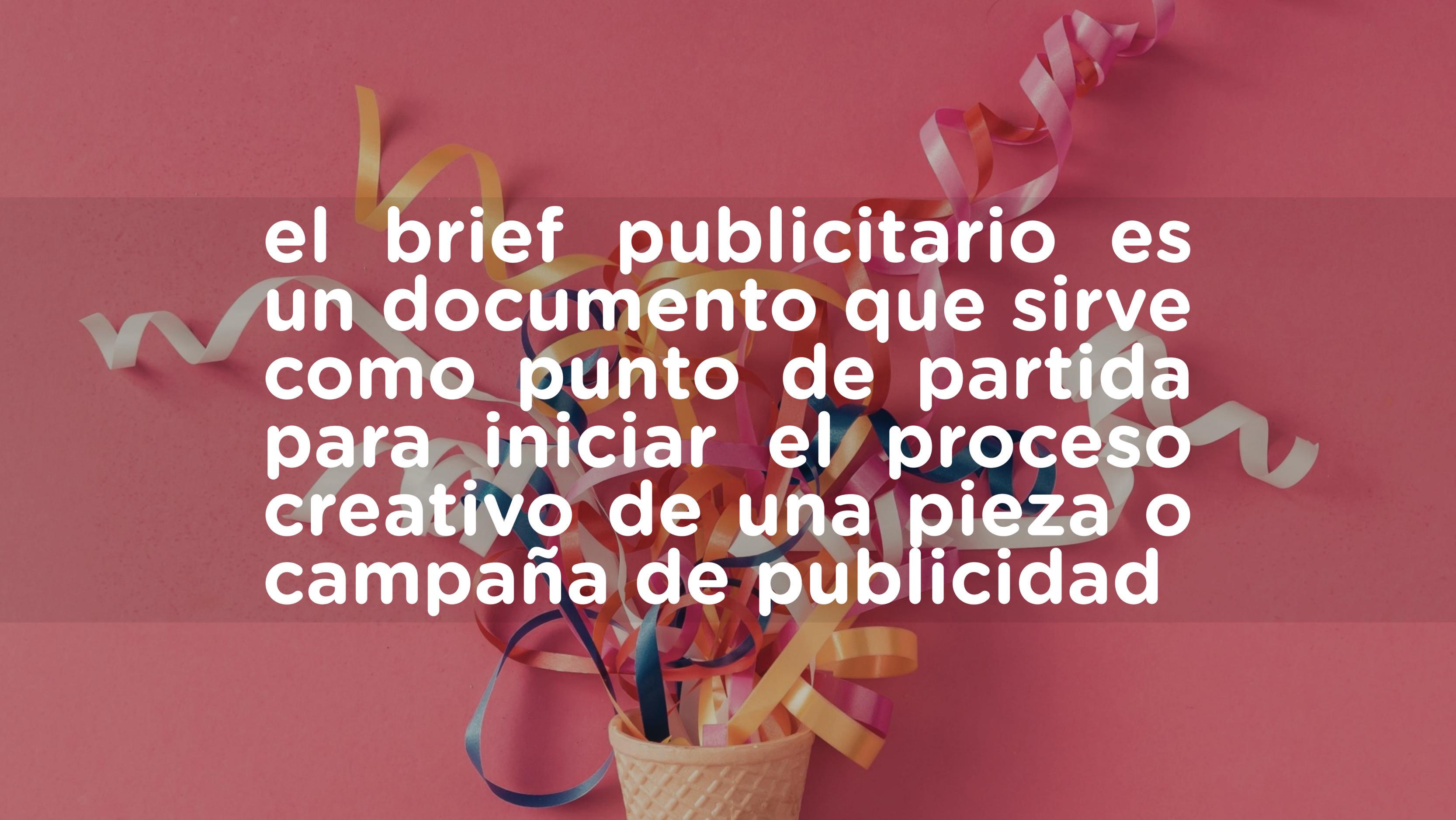
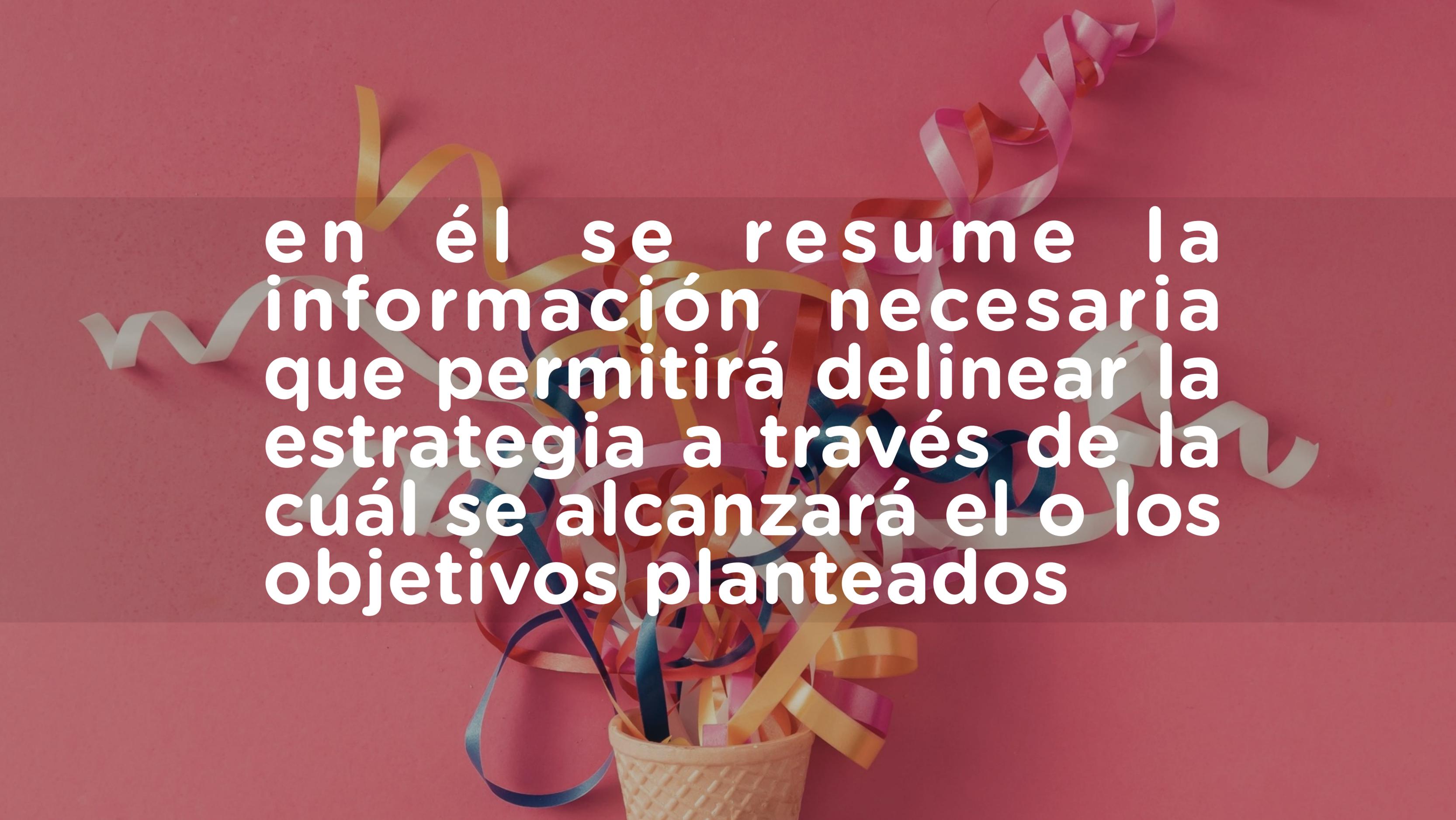


A vibrant, celebratory scene featuring a bouquet of colorful streamers (pink, white, yellow, blue, orange) emerging from a gold-wrapped base with a blue cap. The background is a solid red color, scattered with confetti including hearts, the word 'PARTY' in various colors, and small martini glasses. A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



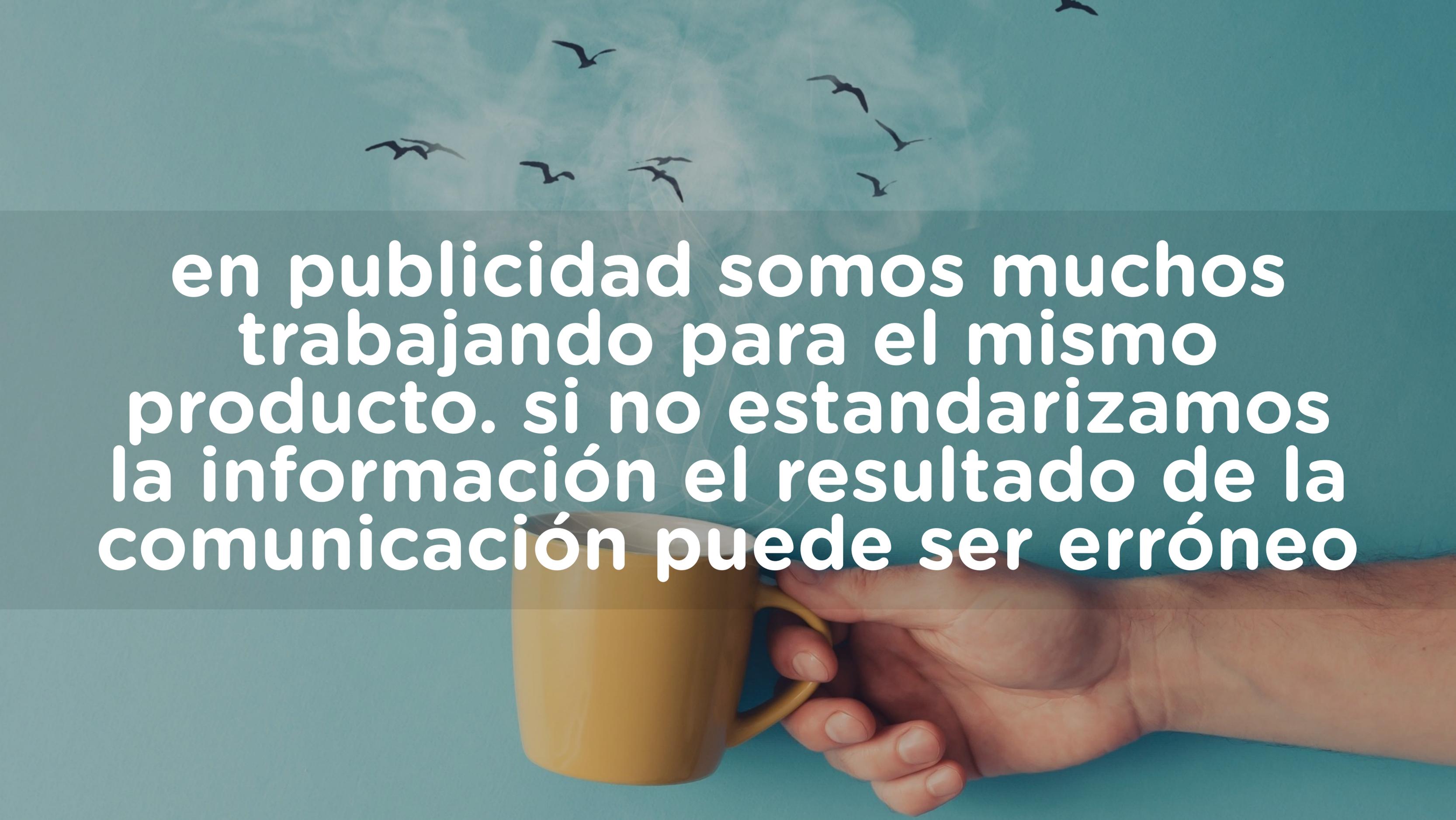
en él se resume la información necesaria que permitirá delinear la estrategia a través de la cuál se alcanzará el o los objetivos planteados

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 horizontal bar is overlaid across the middle of the image, containing the text '¿cómo se arma?' in white, bold, sans-serif font.

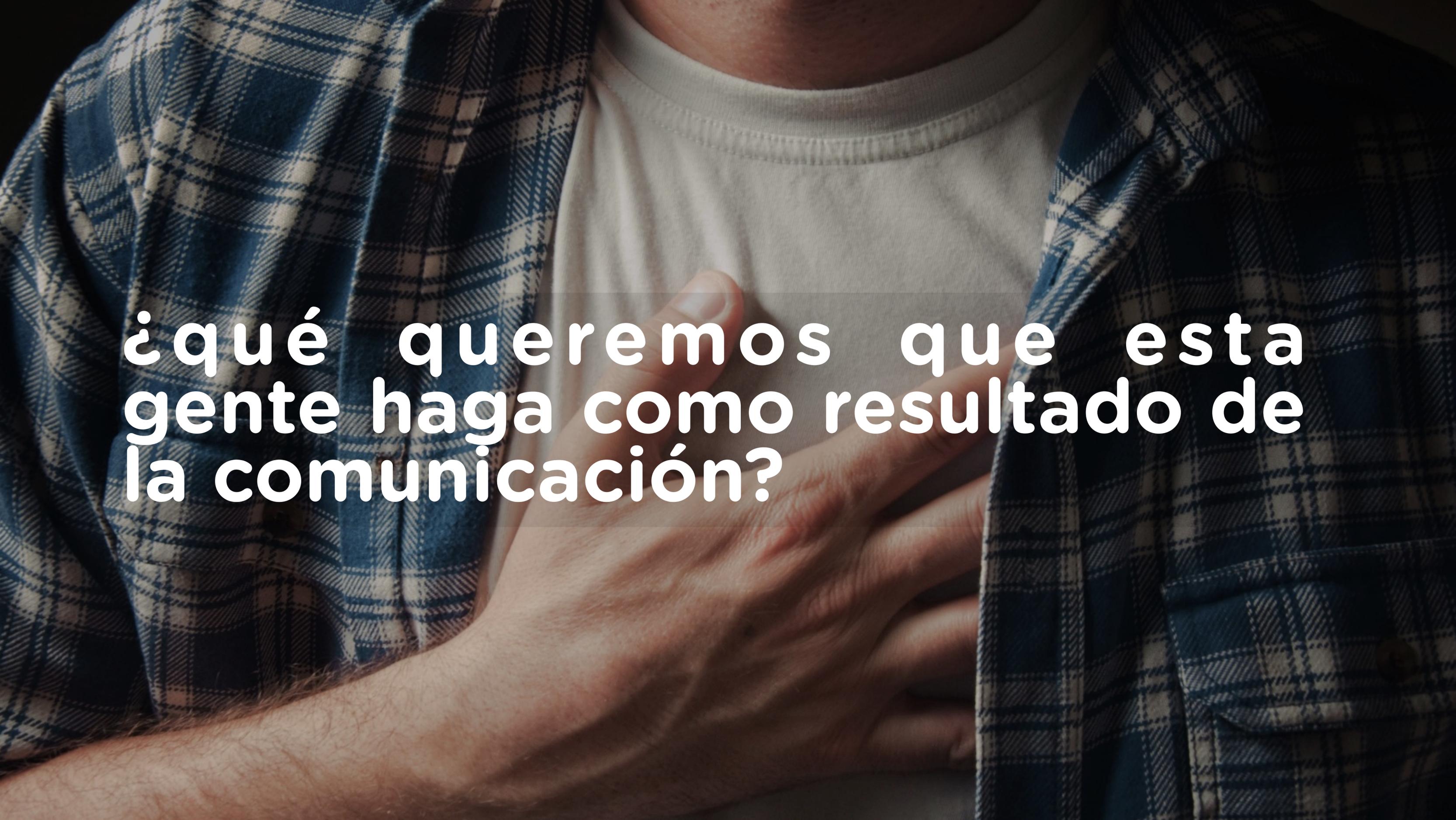
¿cómo se arma?

definir el problema





definir a quién nos dirigimos



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



concepto brief



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 and matching red manicured nails. Her hand is positioned near her chin, with fingers slightly curled. 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