



BrandsTravel

DIGITALLY FUELED AGENCY

A B O U T
U S

Brands Travel is a digital driven integrated marketing and communications agency specialized in travel and hospitality related brands, with a focus in developing traveler centric creative strategies that increase the business performance of our clients.

BUENOS AIRES
HOUSTON
LOS CABOS
MEXICO CITY
MIAMI





With a creative and unconventional perspective, we blur the lines between content and advertising. We always work with a proactive perspective, understanding that Travelers are the economic lifeblood of the industry and that every touch point is an opportunity to transform a transaction into a connection.

STRATEGIC
FRAMEWORK

The lines between content and advertising are no longer clear. Today, brands have their own capacity and potential to create and behave as media.

Brands become content creator in 4 dimensions of media: Owned, Paid, Earned y Shared.



Some of our most recent clients.



OUR
SERVICES



In today's multichannel environment, companies can no longer expect to reach all travelers in one place, or even to most of them in two or three places. With each of our clients, we establish a

precise understanding of all travelers segments they plan to engage with and the ideal channels to reach them, integrating our services in a unique strategic solution.



A. STRATEGY

We help you create purposeful brands and campaigns to connect and generate conversation. As a result of the branding we do, the stories we create and the strategies we develop, we help generate conversation and human connection between a brand and its guests.

B. CREATIVE DESIGN

How your brand looks defines how consumers feel about it. Whether you need content created to fit your brand standards or to start from new, our designers and brand experts create compelling graphics and brand narratives that resonate with your consumers.

C. PRODUCTION

Whether it's a digital campaign, social content, or brand video, Our team will work tirelessly to bring your vision to life. From mood boards to models, our productions embody a unique style and tailored aesthetic for each client.

D. SOCIAL

We create personalized social media strategies that align with your goals and overall brand identity. Social is a fast-paced and constantly evolving marketing channel, and our team of strategists is constantly researching and evaluating industry trends to identify ways to apply them to your brand.



E. CONTENT

Content is King, they say, and for good reason. It lets you tell your story—and all the stories important to you—in meaningful ways that encourage loyalty and brand advocacy while increasing open rates on your newsletters and driving targeted users to your website. We create content that is at once compelling to readers and deeply rooted in a strategy that ladders up to brand objectives.



F. PR 2.0

In today's social environment, where competition is global and potential buyers are moving too fast to notice you, finding opportunities and driving growth requires actionable, thorough, and dynamic strategies. We tell your brand story through the different media platforms according to the needs, expectations and demands off all your brand b2b and b2c audiences.



G. INFLUENCER MARKETING

Influencers can become valuable your brand partners and content creators, helping to share your brand's stories in an authentic, word-of-mouth way to your highly engaged audiences. We help connect the right people, from local experts to global jetsetters with millions of followers.

H. DIGITAL EXPERIENCES

Designing rich digital experiences is our expertise. Our custom work finds the intersection of brand story, purpose, technology and goals to create a digital touch point that is both uniquely you and supported by principles of design and usability.



I. PERFORMANCE

Effective performance marketing is the key connection between your target market, digital content, and direct booking. We measure and improve the value of every dollar spent on marketing. By aligning on objectives and using the right media mix, we meet the traveler where they are in their journey using smart marketing tactics and relevant messages.

J. BUSINESS INTELLIGENCE

We help our clients develop personalized dashboard that will allow them to analyze the results of their marketing and sales actions by making cross-source comparisons of internal and external data, helping them take more informed business decisions.

C O N T E N T
P R O D U C T I O N S

THOMPSON HOTELS

ZIHUATANEJO, PLAYA DEL CARMEN MAIN HOUSE
AND PLAYA DEL CARMEN BEACH HOUSE

DEVELOPMENT, PRODUCTION AND IMPLEMENTATION OF
CAMPAIGNS FOR SOCIAL MEDIA.



THOMPSON ZIHUATANEJO





CAMPAIGN
THOMPSON
ZIHUATANEJO

THOMPSON PLAYA DEL CARMEN

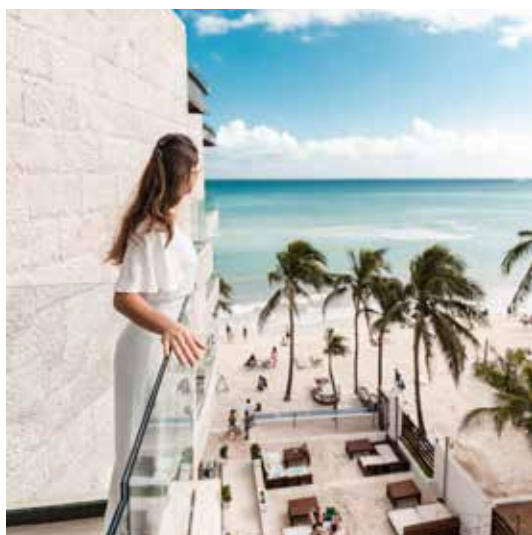


main house



CAMPAIGN
THOMPSON
PLAYA DEL
CARMEN

beach house



CAMPAIGN
THOMPSON
PLAYA DEL
CARMEN

PRINCESS CRUISES

DEVELOPMENT AND IMPLEMENTATION OF A PRINT CAMPAIGN, DIGITAL B2B/
B2C AND SOCIAL MEDIA TO PROMOTE THE SALE OF CRUISES OF THE SHIPPING
COMPANY IN THE MEXICAN MARKET.





CAMPAIGN
PRINCESS

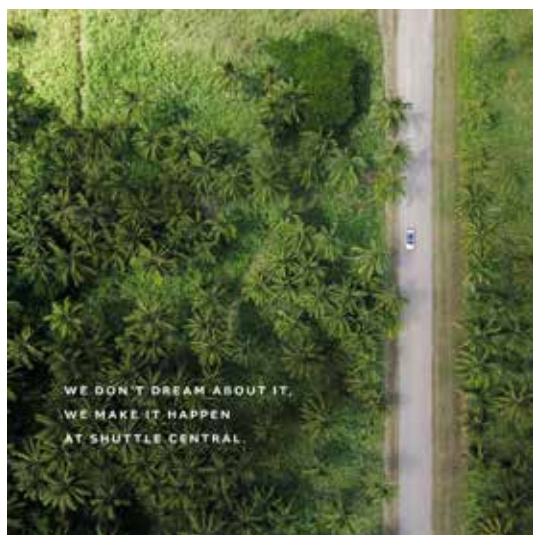
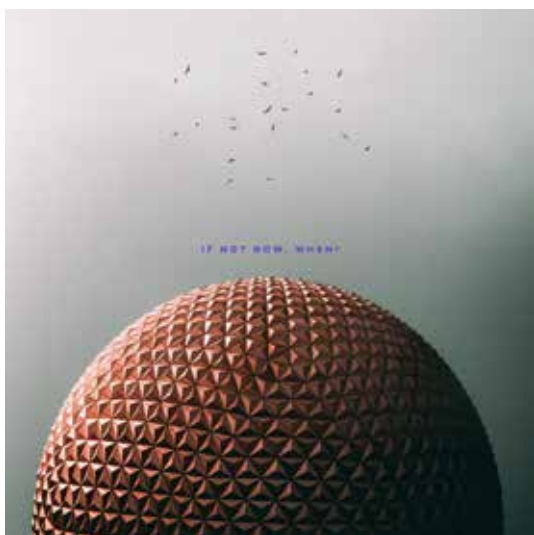


CAMPAIGN
PRINCESS

SHUTTLE CENTRAL

DEVELOPMENT AND IMPLEMENTATION OF GRAPHIC CAMPAIGN
FOR SOCIAL MEDIA.





CAMPAIGN

SHUTTLE CENTRAL

REELS

SHUTTLE CENTRAL



THANK YOU