



LIVEDIGITAL  
PRESENTATION



# LIVEDIGITAL

An integrated Digital Strategy that focuses on creating the perfect content, for the perfect target, at the perfect time, while creating an emotional and rational bond with potential consumers and our partners.



Generating results TODAY for brands that want to thrive TOMORROW.



# OUR commandments

It's not about digital work, but **work for a digital world. Listening** is the heart of every relationship. No campaigns, but creative solutions. Amaze a world that has lost its sense of wonder. Help our brands to **LiveDigital.**

do vs say!



# LOVEANDRESPECTaxis



Lovemarks...

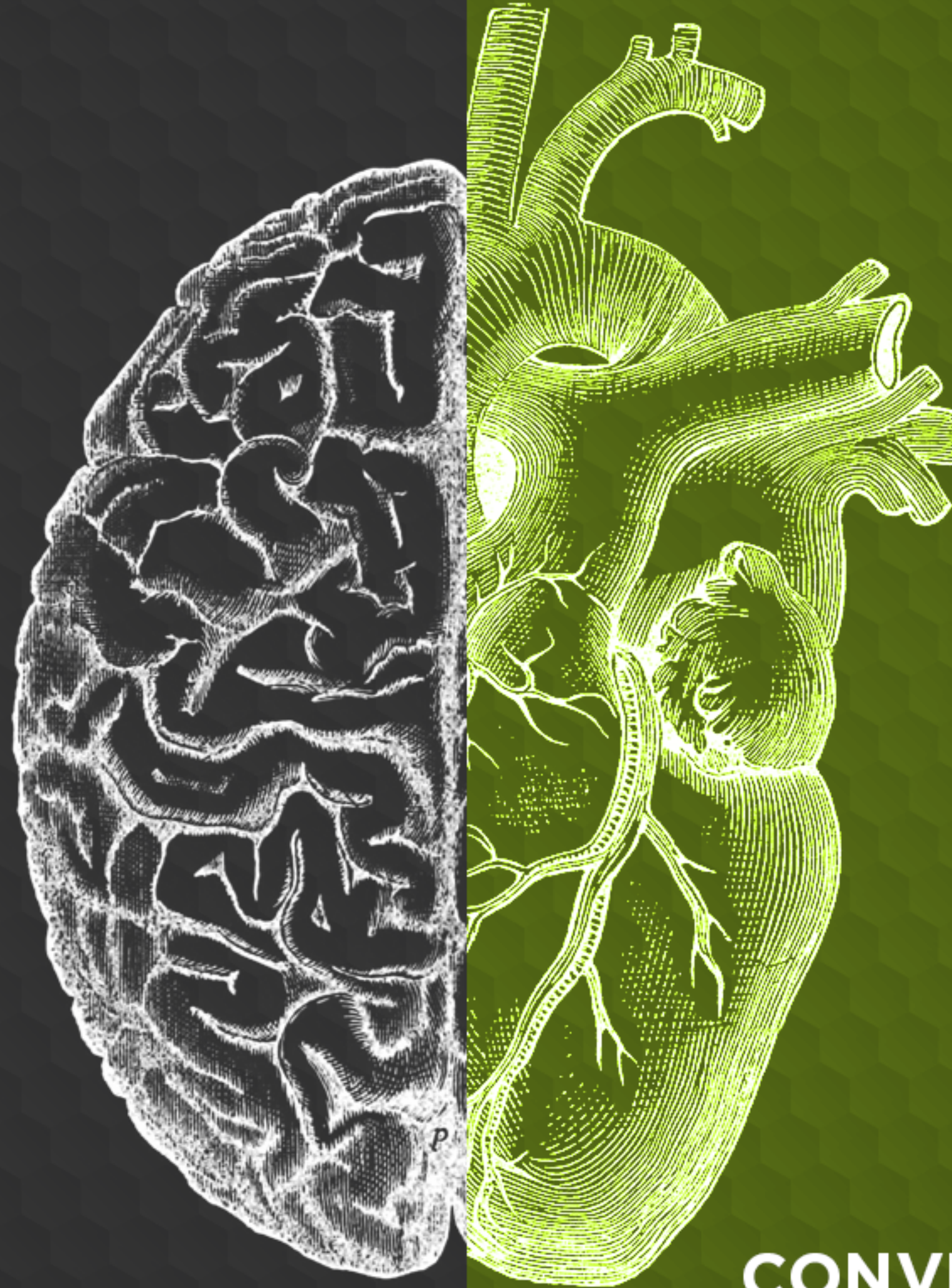
- ♥ Create loyalty beyond reason
- ♥ Are guided by a purpose
- ♥ Solve people problems
- ♥ Give power to people
- ♥ Offers a great experience
- ♥ Trust through transparency
- ♥ Search for a true relationship
- ♥ Belong to people
- ♥ Are forgiven for their problems
- ♥ Survive any storm





# LOVE process

stablish **CONNECTIONS**  
understand **EMOTIONS**  
build **RELATIONSHIPS**



A deep understanding of  
**WHAT REALLY  
MATTERS TO  
PEOPLE**



SHARES. **ENGAGEMENT.**  
**CONVERSION.** PARTICIPATION. **VIRAL.**  
CLICK THROUGH RATES. **LIKES.**  
**FOLLOWERS.** FANS. **INFLUENCERS...**



# OUR clients

P&G

Mondelēz  
International



AHF MÉXICO

MeadJohnson  
Nutrition



OLAY



Choco  
Milk

HALLS

SALADITAS

Martitas

EMPERADOR

Mafer

KACANG

Anahi

Calvin Klein

le  
TOUR  
de France

SNICKERS



BlackBerry



SHOE LOVERS

aviesta



# CERTIFICATIONS

Google Partners





# SERVICES





**AGENCY** assets

**PRESS**  
C O V E R A G E

**idc**  
influencers  
driven  
campaign

**B** Brand Social  
Network Creation

**em**  
EVENT MARKETING

**VP**  
VIDEO PRODUCTION  
web series | music video | livestream

**acd**  
art.creative.design

**T6H** DIGITAL



# MEDIAbuy

Google Partners adBrite

doubleclick  
ad exchange by Google

rm | rightmedia  
a YAHOO! company

Twitter Ads

NEXAGE  
MOBILE ADVERTISING.  
DEMAND MORE.

CONTEXTWEB

TRITON

Spotify

Google  
AdWords

X

a<sup>2</sup>x  
By Triton Digital

TubeMogul

Facebook  
Exchange

true[X]

IMPROVE DIGITAL OpenX

bing

LinkedIn ads

AppNexus

T6H DIGITAL



**MEDIA**buy

## Patented SOCIAL DSP technology.

Executes, Analyses and Optimizes Campaigns



Certified Technology by Partners



### Media Buy Strategy

Planning & Strategy  
Specialized Service



### Ad Server Technology

Campaign Atomization  
Targeting Optimization  
Big Data Analysis in Real Time



### Monitoring

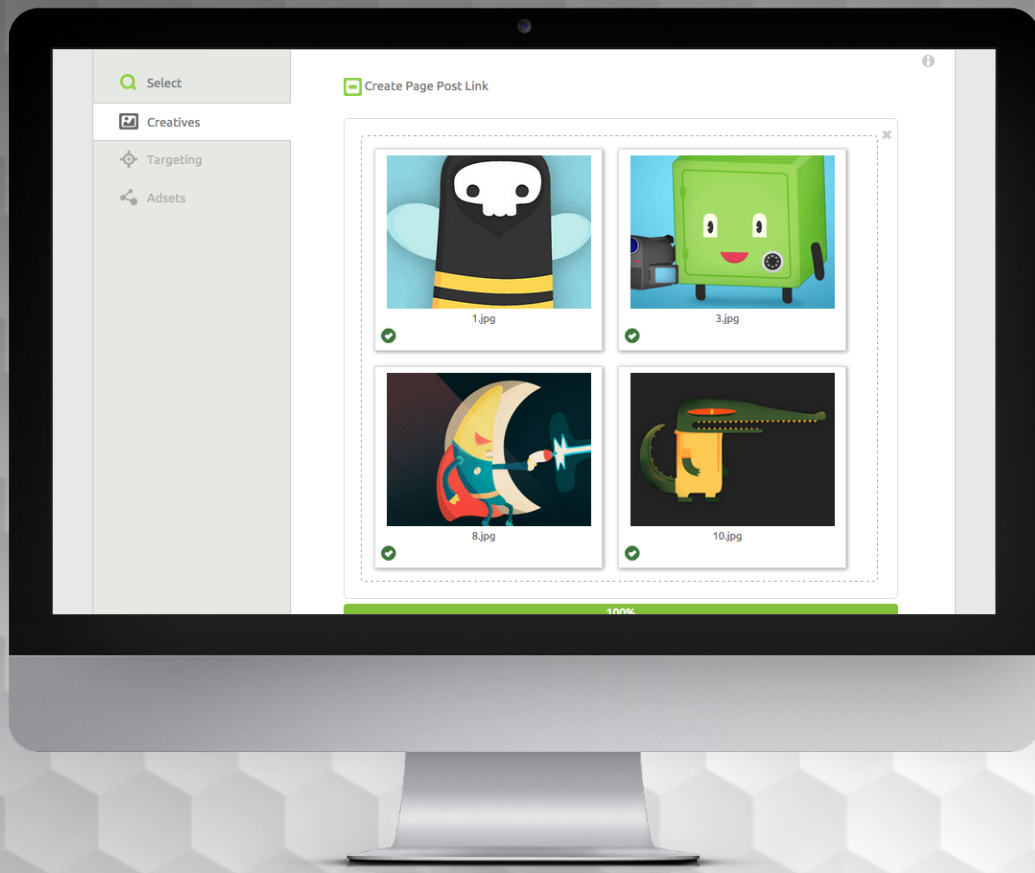
Real Time  
Manageable Performance



### Innovation

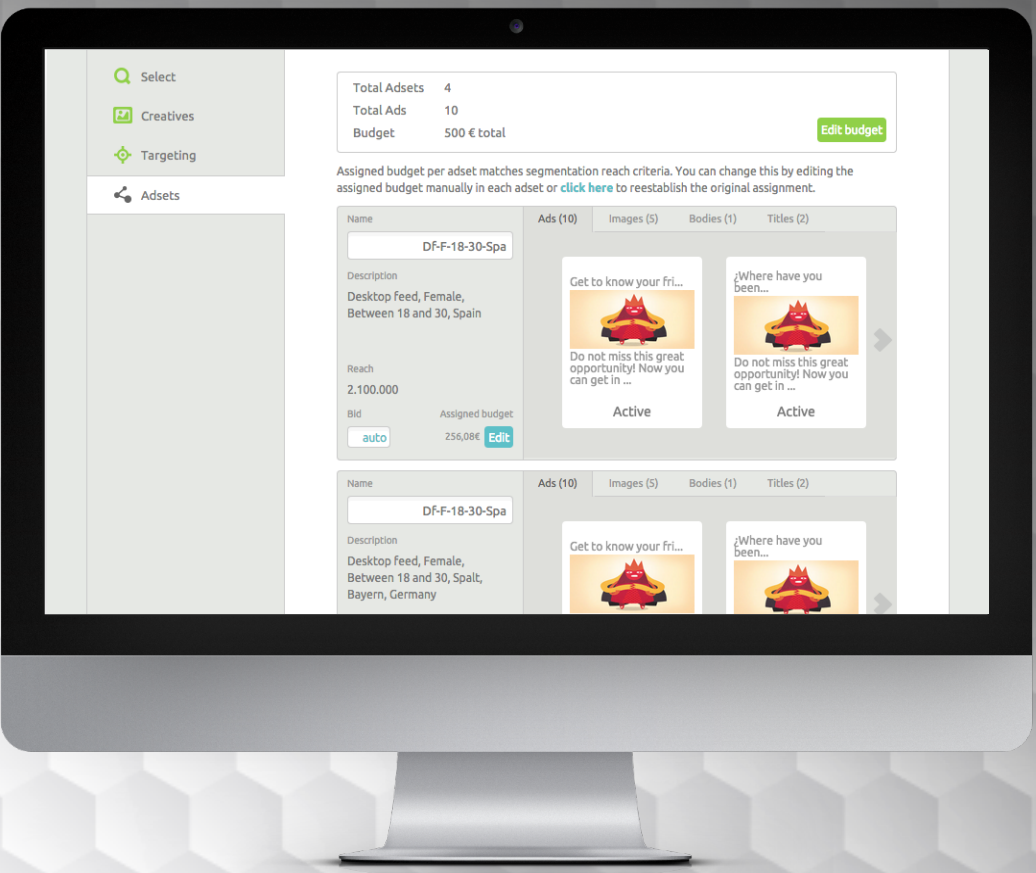
Third Party Integration  
Custom-made solutions





## Target A/B Testing

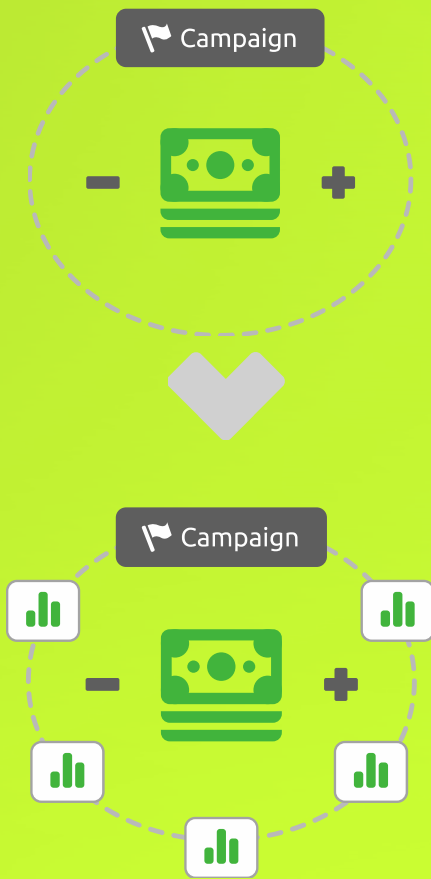
Our Ad Server will combine all possible outcomes and target the perfect audience for your Ad



## Automatic Campaign Structure

Just select the target and our technology will create all the Adsets for the campaign

### Auto-Budget Management



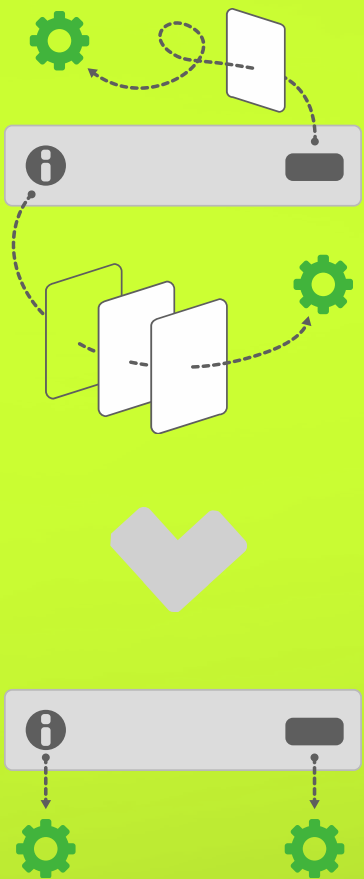
### Performance Indicators

Campaign 1.			
Campaign 2.			
Campaign 3.			

↓

Campaign 1.			
Campaign 2.			
Campaign 3.			

### Auto Optimization







# PROPRIETARY TOOLS







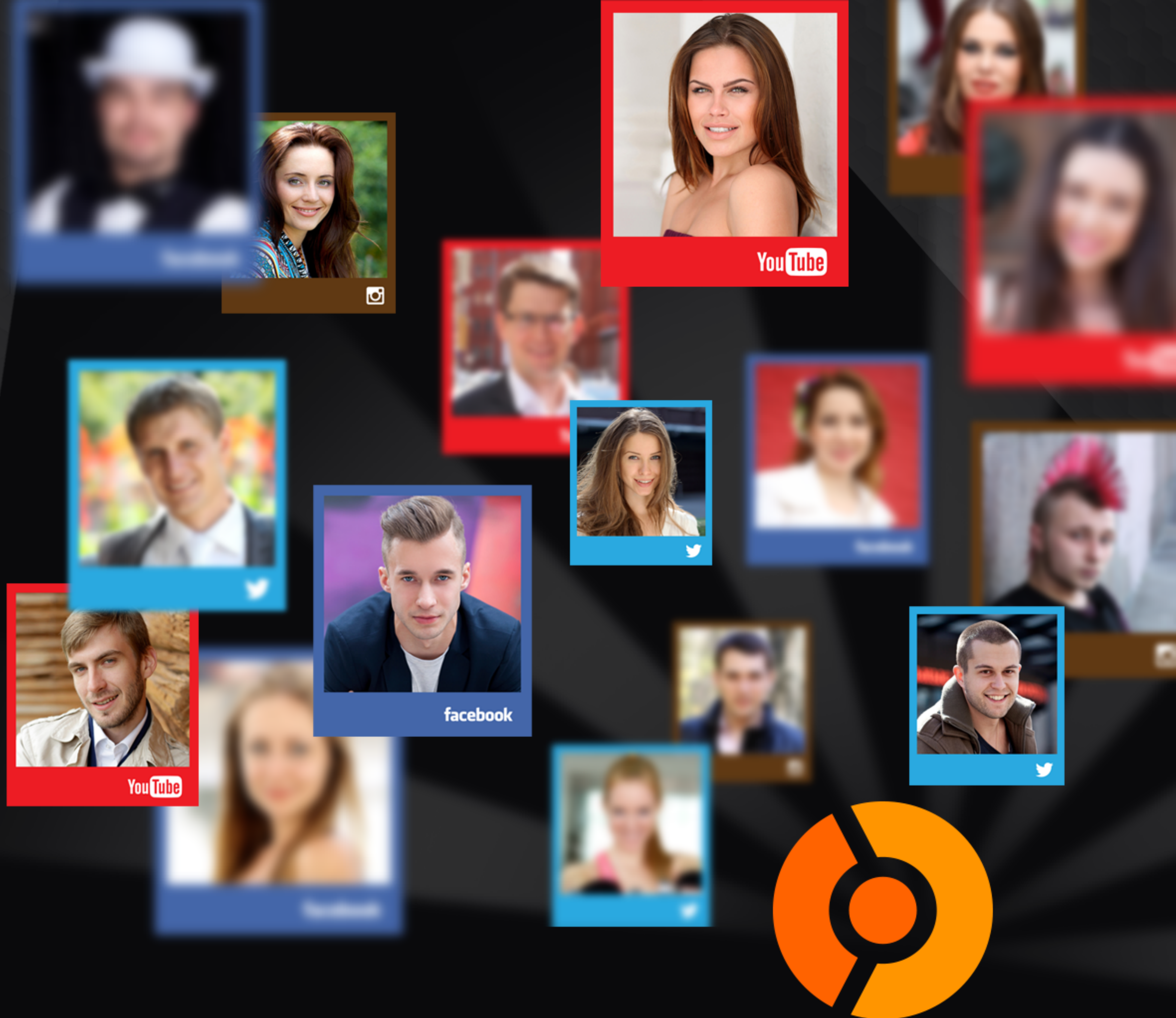
**Unik** is a powerful tool that specializes in identifying the right audience, at the exact time, in the most efficient placement; delivering to Brands a super targeted segmentation, that provides the opportunity to optimize their Digital Campaigns.





The most powerful fusion of E-mail branding and loyalty program tool, that provides an array of verified Leads.

It will convert your target into loyal users/buyers, by analyzing their navigation behavior and providing the most appealing content to their specific needs.





**S**ocial **M**edia **A**nalYTics  
in **R**eaL-**T**ime; A UNIK  
Technology's development is  
a Digital Platform that was  
created with the solely  
propose of understanding  
the behavior of our partner's  
social communities.

Our proprietary technology  
analyses in Real-Time and  
feed back key metrics that  
will helps us shape and  
implement, with the  
promptness that defines the  
Digital World, the best action  
plans to achieve your brand's  
specific goals.







**@anahi**  
IN 1,874,663  
TW 8.58M  
FB 5,435,526

Instagram Facebook Twitter




**@dulcemaria**  
IN 2,108,896  
TW 6.18M  
FB 8,518,729

Instagram Facebook Twitter

Our Top Seven  
**INFLUENCERS**  
BEST OF 2015

**T6H** DIGITAL



**@eizamusica**  
IN 2,165,802  
TW 1.29M

Instagram Twitter



**@yordirosado**  
IN 106,353  
TW 4.12M  
FB 1,163,909

Instagram Facebook Twitter



**@adelareguera**  
IN 327,001  
TW 1.58M  
FB 195,784

Instagram Facebook Twitter



**@eljuanpazurita**  
IN 1,354,236  
TW 766K  
FB 2,116,057

Instagram Facebook Twitter



**@pattylopezdelac**  
IN 335,428  
TW 17.2K  
FB 166,778

Instagram Facebook Twitter



# DEVELOPMENT

WEB.APPs.  
MOBILE.



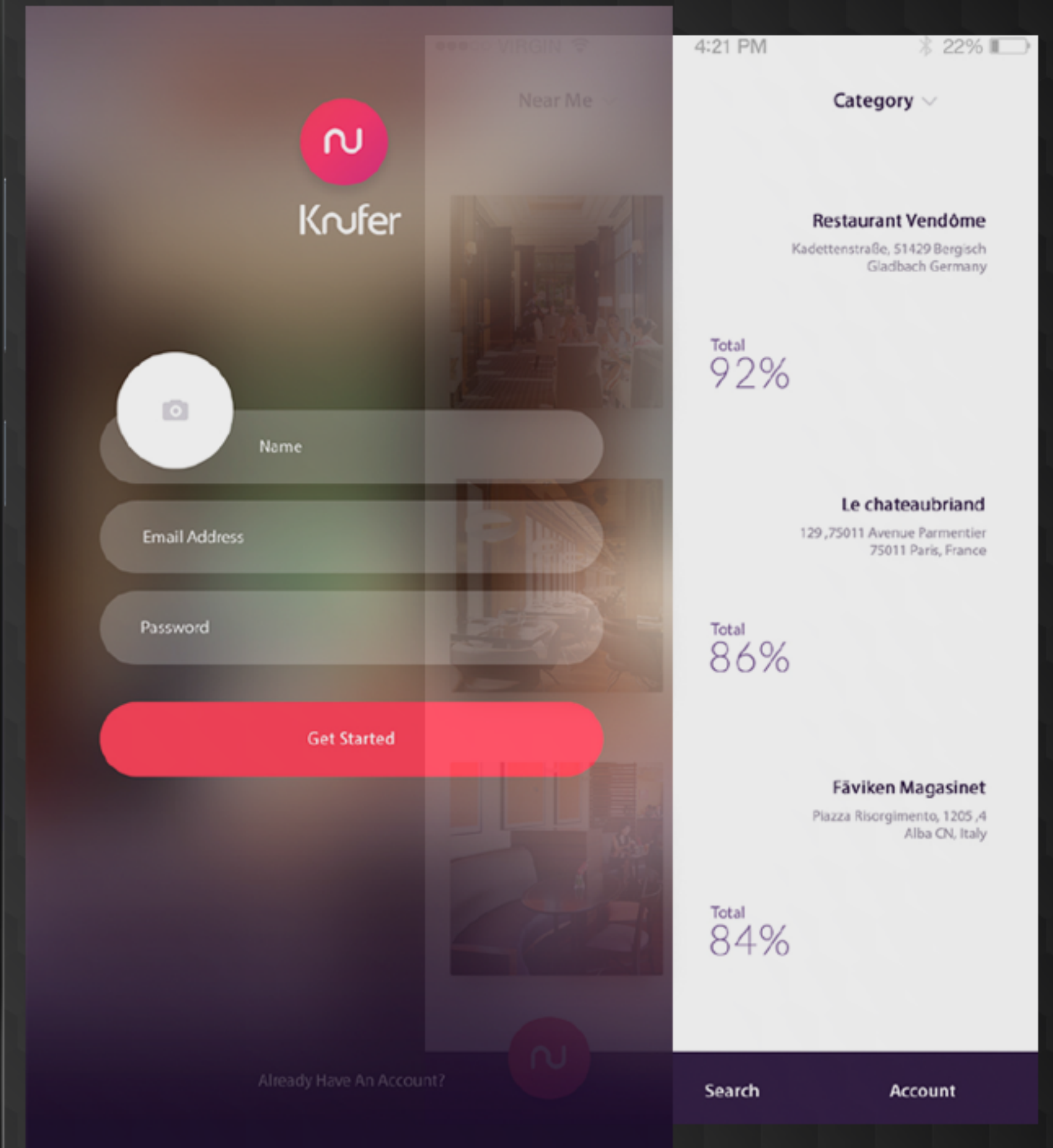
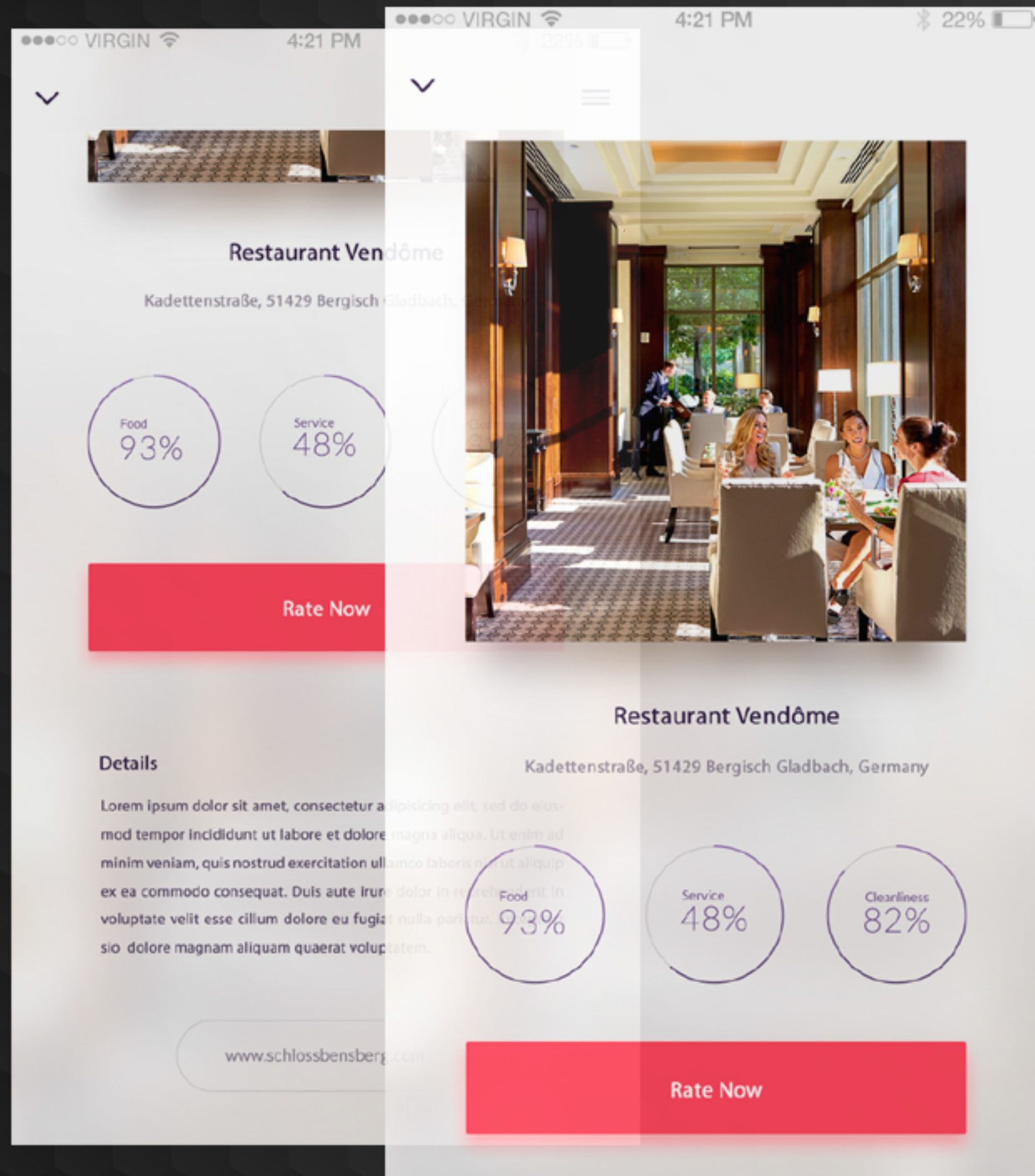


# WEB





# APPS







# CONTENT

We specialize in creating efficient and precise content; **the correct message, for the perfect target, at the right time.**

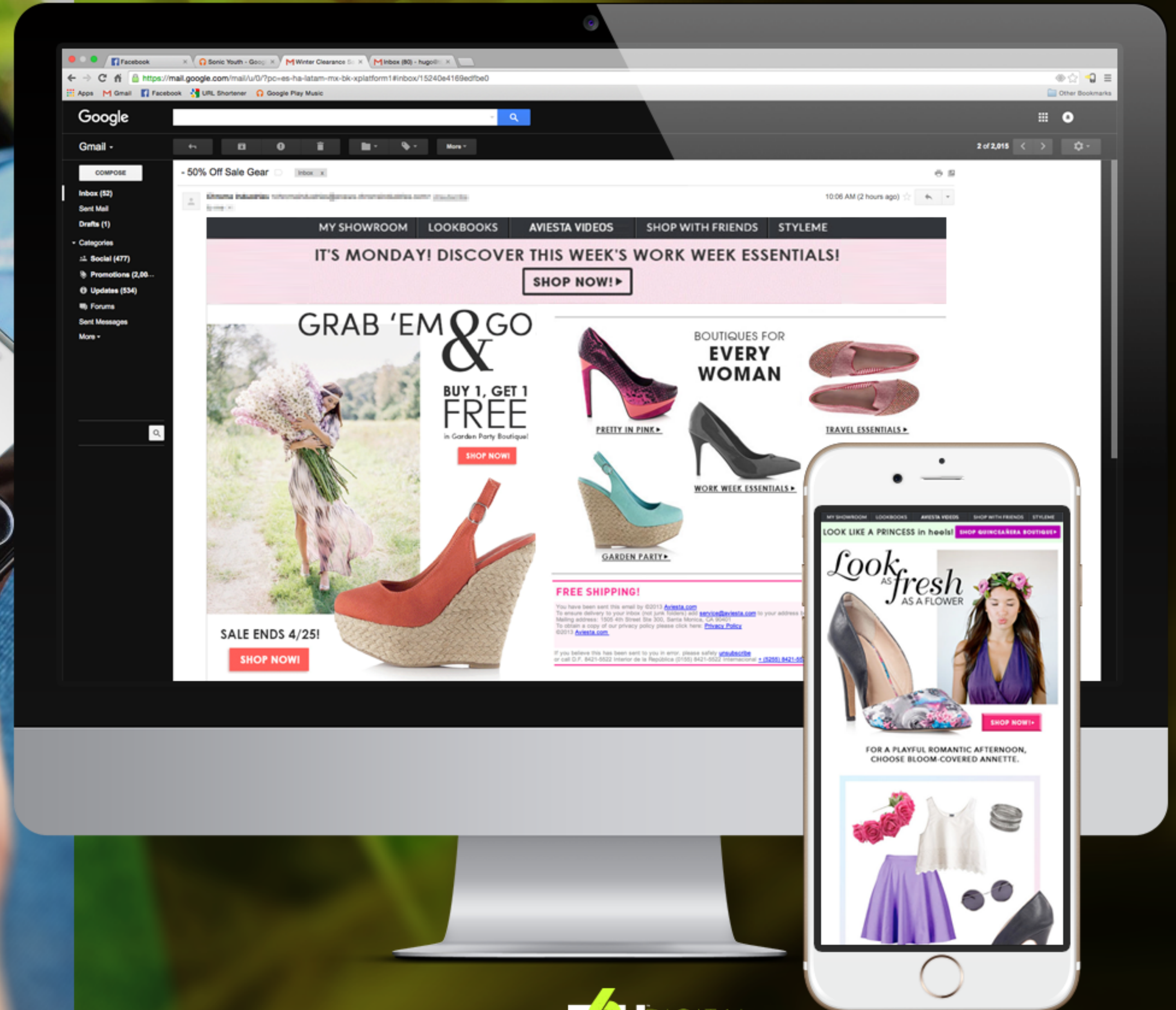
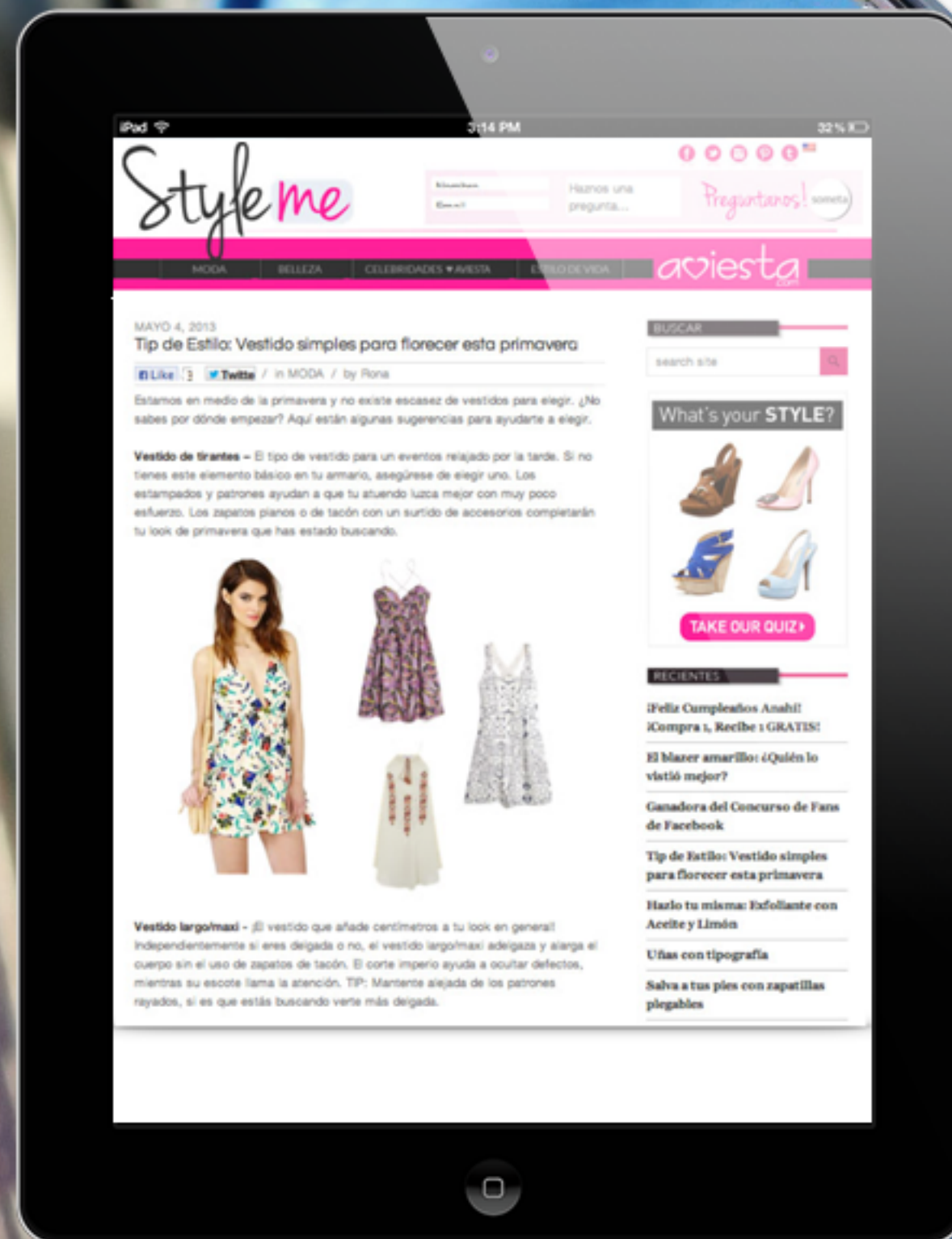
Achieving the best possible results for our clients, which translates into budget optimization, **ROI maximization** and generating **Prime Engagement.**

Our solely purpose is to design a personalized Content Media Strategy, that will englobe Brand Communication Pillars, Graphic Design and Linguistic Tones.





# COMMUNITY content





# VIRALcontent



HUAWEI

VIEWS 4.7M



MUNDO  
TERRA

VIEWS 2.2M



PANTENE  
PRO-V

VIEWS 3M



# Ecommerce

GATEWAY

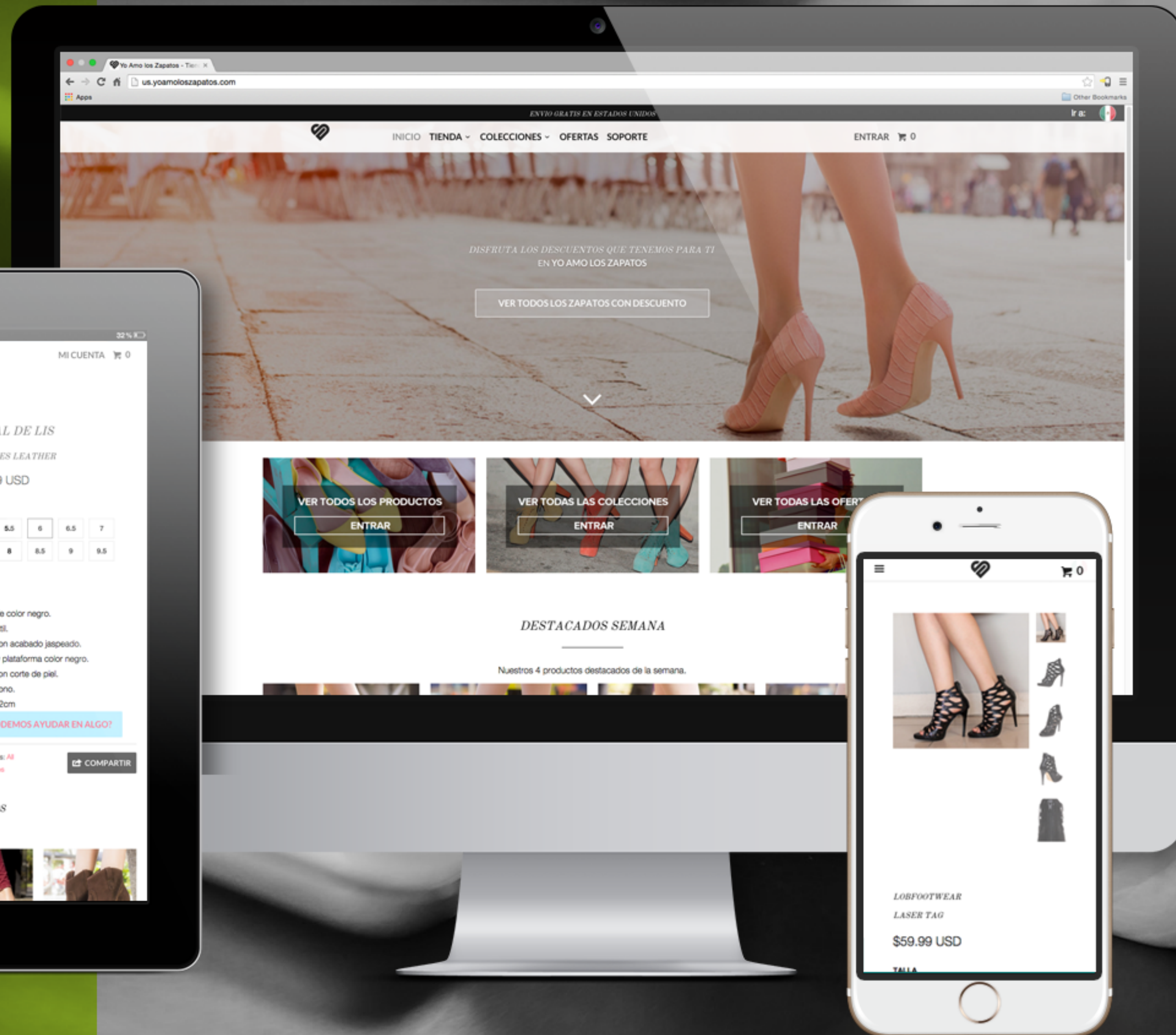
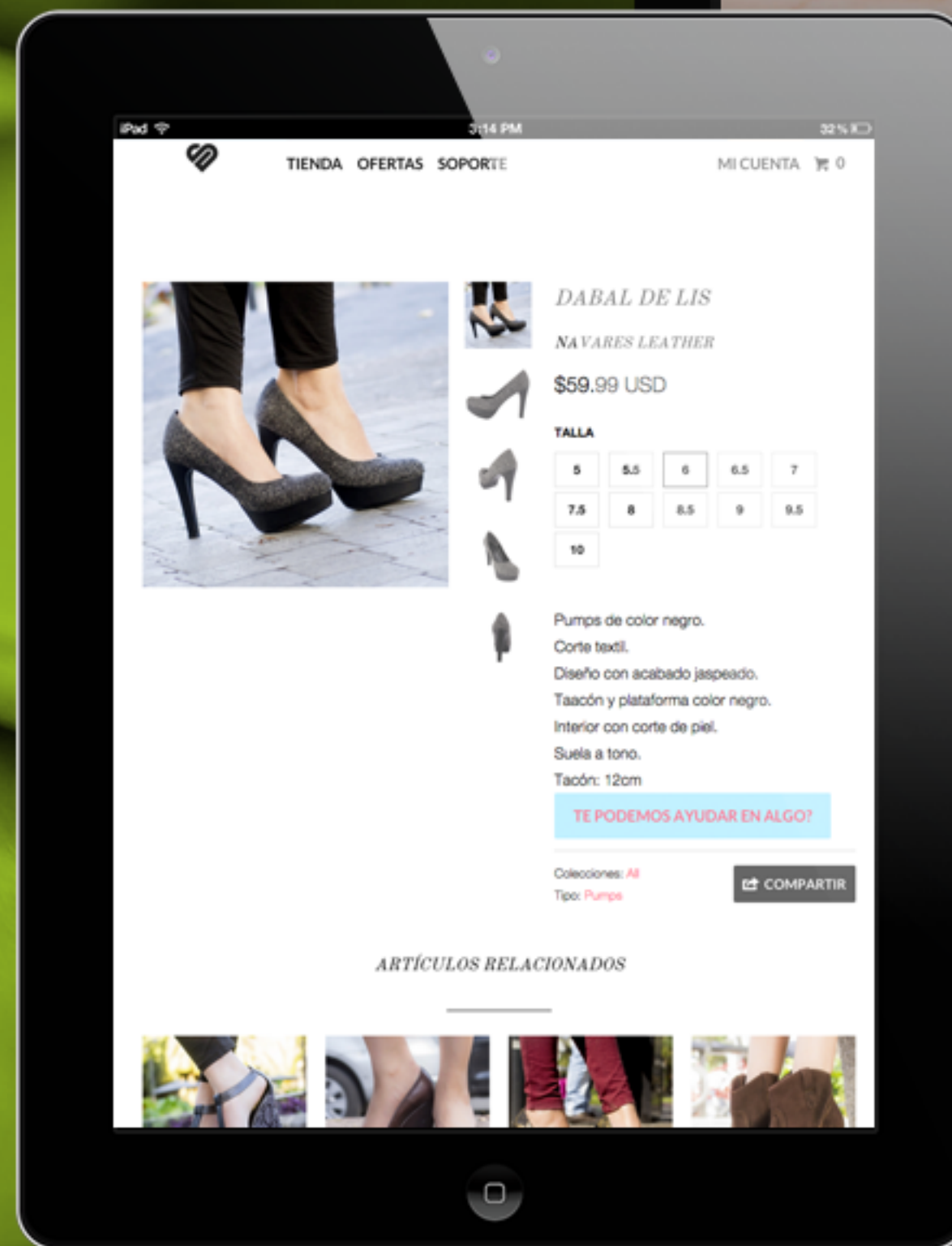
PayPal

MasterCard. VISA

RECURRENTPURCHASE



FedEx  
Express



T6H DIGITAL





# GREATEST HITS





OLAY 









# anista

by anahí

**+ 1.1 m** facebook.  
▲ 150%

MEXICO'S *Top 10*  
**ONLINE SITE  
AND  
E-COMMERCE  
DESTINATION**

10,000 SHOES  
*Monthly Sales*

MEXICO'S TOP 10  
**e-commerce destination**

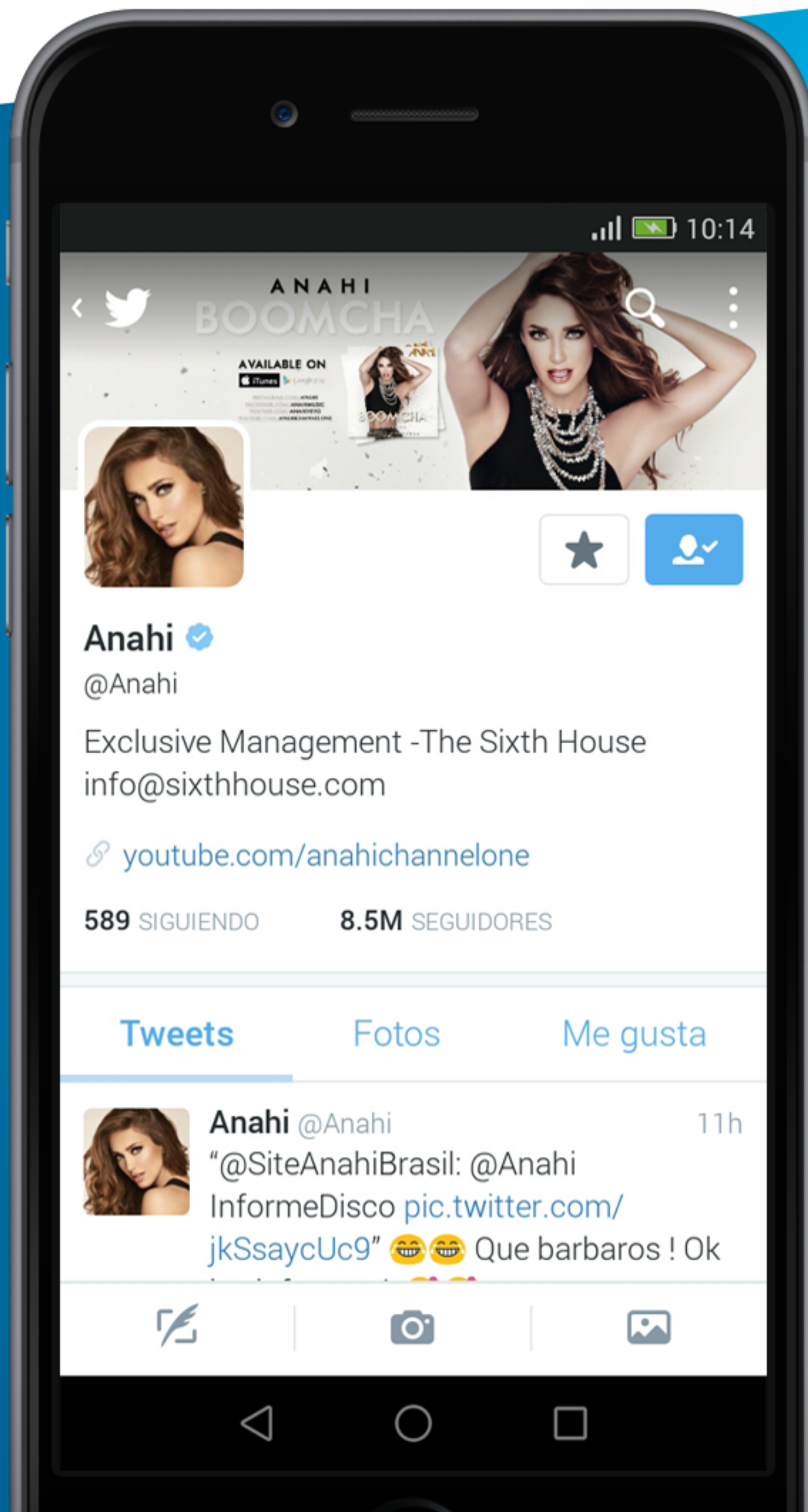


O&O COMMUNITY  
**800,000**  
RECURRING BUY MEMBERS

Anahí







STRATEGY IMPLEMENTED BY T6H

8.5M  
FOLLOWERS

Top 75  
World Ranking

5,000  
*daily followers*

**MX No.1**  
TWITTER ACCOUNT





**More than 1 Million followers**  
*About 200K per Month*

**Response Rate 93%**  
*18 minutes*

**Trend Topics**  
*#Huawei #LlamadoÁguila*

**Reach 3.5 million per month**  
*Before 250,000 per month*

**No.1**   
**No.2** 

**INTERACTIONS IN MEXICO'S**  
*smartphone industry*





# 7<sup>TH</sup> RBD PROMOTION

VISIT INCREASE ON PEPSI'S ON-LINE ASSETS

# 300%



refresh your world with  pepsi

MICROSITE | REGISTRATION | DIGITAL SWEEPSTAKE



facebook.

**Top 50**  
BRAND PAGES

 **SHOE LOVERS**

**Biggest Fashion Community in IberoAmerica**

Yo Amo los Zapatos

4X

Dafiti

1.2X

Privalia

1X

Linio

.75X

**35.5M**  
members on Facebook

**7M** *per month*  
**INTERACTIONS**  
THRU CONTENT MARKETING

USA  
1,124,881

ESPAÑA  
568,630

MÉXICO  
4,811,289

VENEZUELA  
691,211

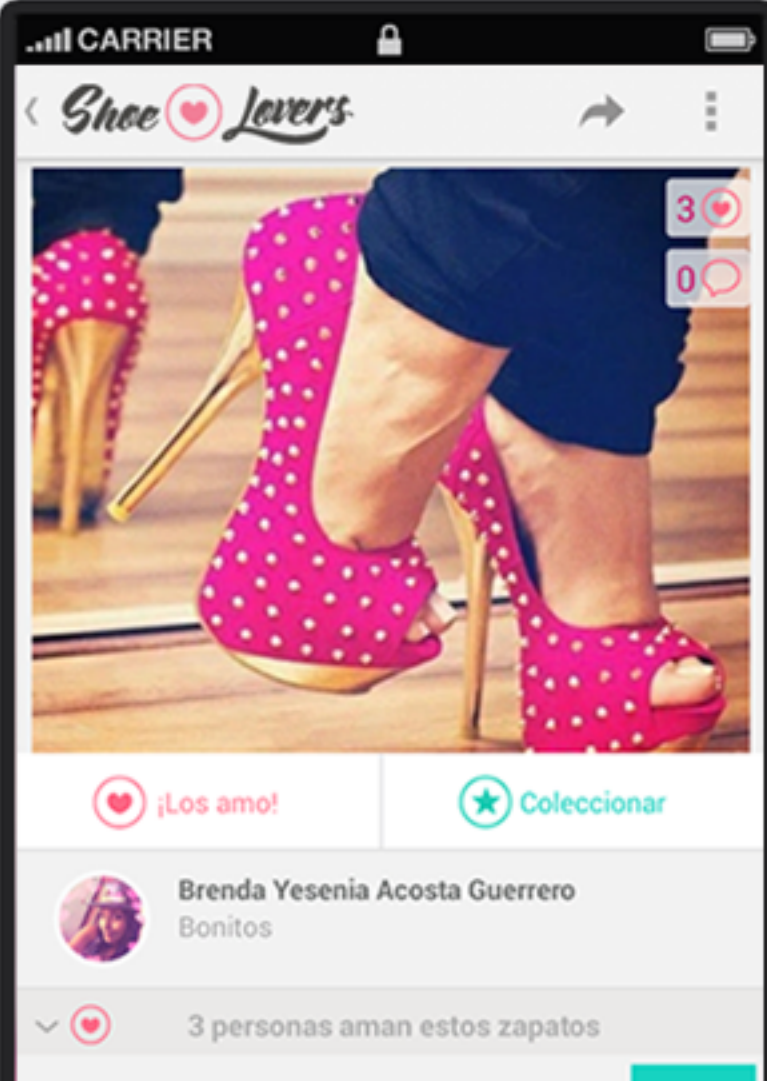
COLOMBIA  
988,258

BRAZIL  
1,099,390

PERÚ  
586,630

CHILE  
518,588

ARGENTINA  
2,066,836





**BOLETO DE ORO**

VIP EXPERIENCE & ARTIST  
MEET & GREET

**55,000**

**UNIQUE ENTRIES**



**BOLETO DE ORO**



**Bienvenido al BOLETO DE ORO de Bud Light**

Usted debe tener la edad legal para beber para entrar este sitio.

Mes

Día

Año

**Confirmar edad**

**PREMIOS DE LA RADIO**

No Purchase Necessary. Sweepstakes open to residents of CA who are 21 years of age or older. Sweepstakes begins at 12:00:00 a.m. PST on October 6, 2014 and ends at 5:00:00 p.m. PDT on October 29, 2014. [Click here for Official Rules](#)

[Contest Rules](#) | [Privacy Policy](#) | [Terms of Use](#) | [BeResponsible.com](#)

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**MEDIA CAMPAIGN . BRANDED MICROSITE . OPEN GRAPH INTEGRATION . FB CONNECT REGISTRATION**



**@SNICKERSMexico** Increase of 43% in digital outlets activity **Creation of 5 Webisodes**



**Widget Creation for Brand Consumers**

Influencer Endorsement Campaign





12%

INCREASE

 TOUR

AWARENESS

DESIGN AND IMPLEMENTATION  
OF INFLUENCER CAMPAIGN







20% INCREASE IN SALES

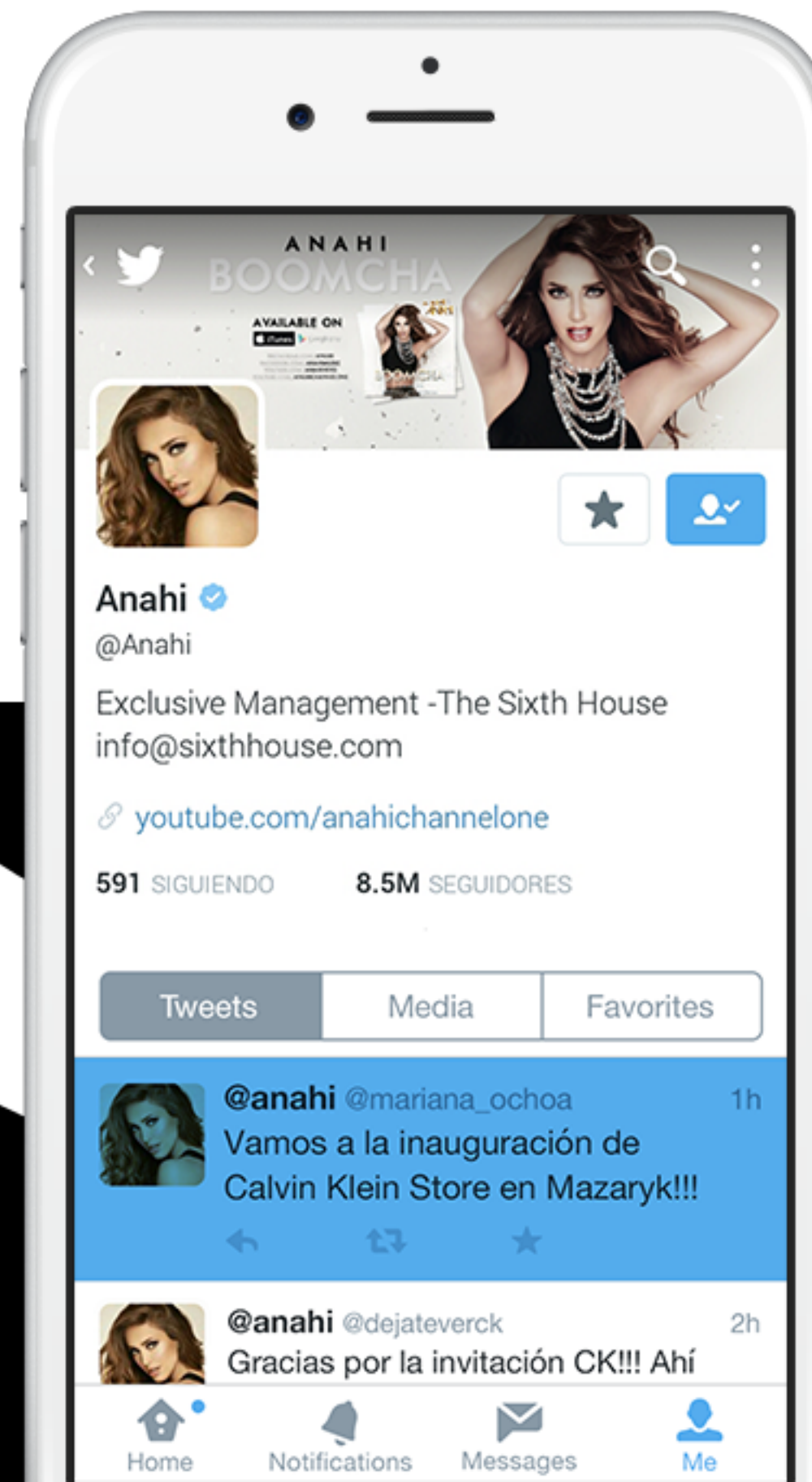
TARGETED MARKET DEMOGRAPHIC: A, B+

**INCREASE OF 75% ON:**

@dejate\_ver



@anahi  
@christiancha  
@davidzepeda1  
@mariana\_ochoa |  
@urieldeltoro







#elbailedelosfans

CREATION  
OF BRANDED  
MICROSITE

48hrs  
TRENDING TOPIC

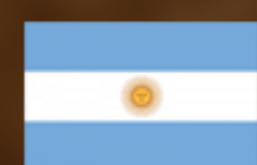






# 23%

## INCREASE LATINAMERICA



# RALLY

## AWARENESS

DESIGN AND IMPLEMENTATION  
OF INFLUENCER CAMPAIGN





# 235%

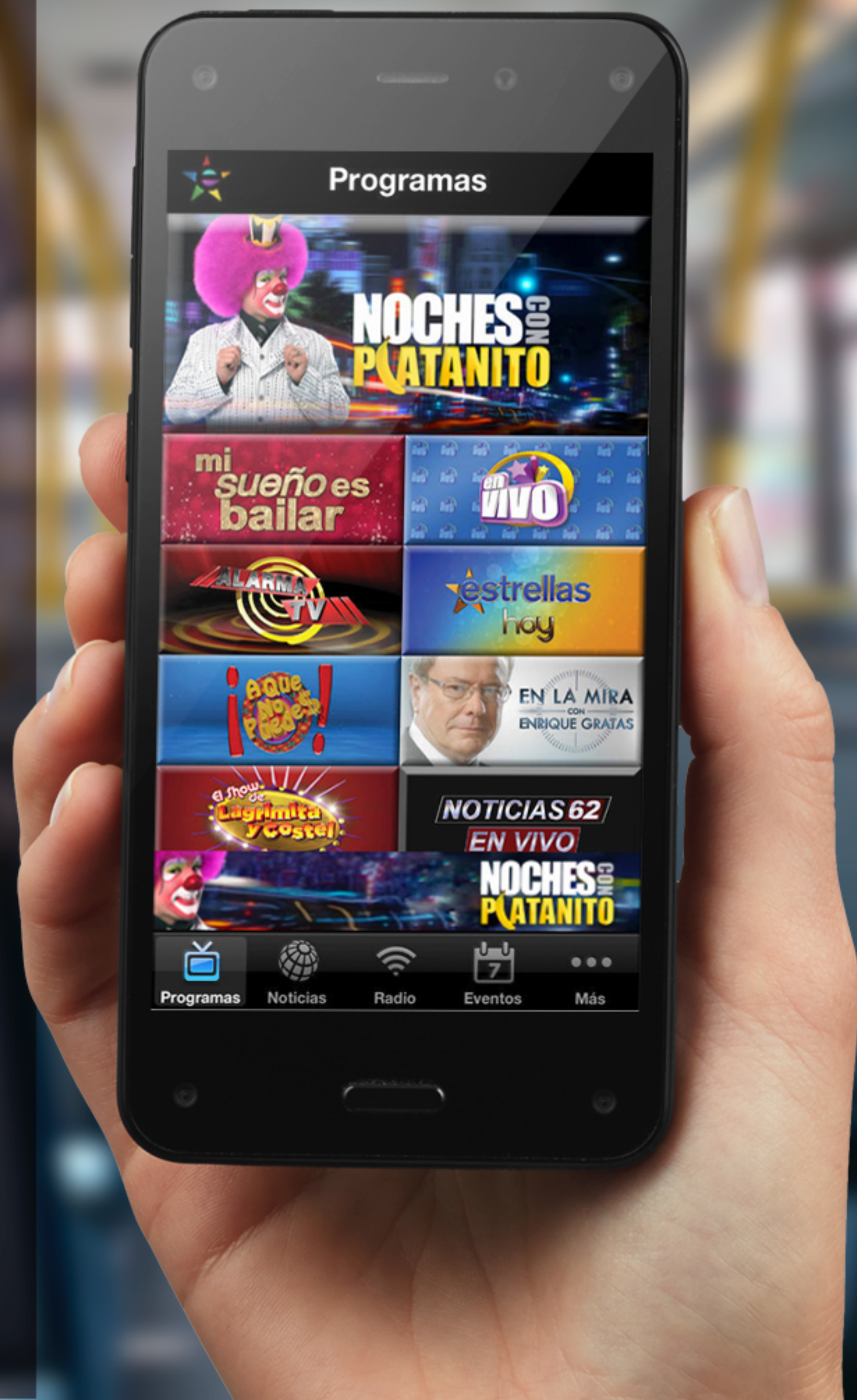
MOBILE  
CONSUMPTION  
INCREASE

# 210,000

DAILY BRANDED  
INTERACTIONS

# 300%

INTERACTIONS  
IN RATINGS



## estrellaTV

CREATION OF  
ENTIRE DIGITAL PLATFORM  
FOR LIBERMAN BROADCASTING



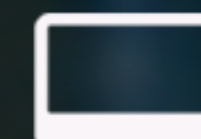
RADIO



NEWS UPDATE



LIVE SPORTS



TV STREAM

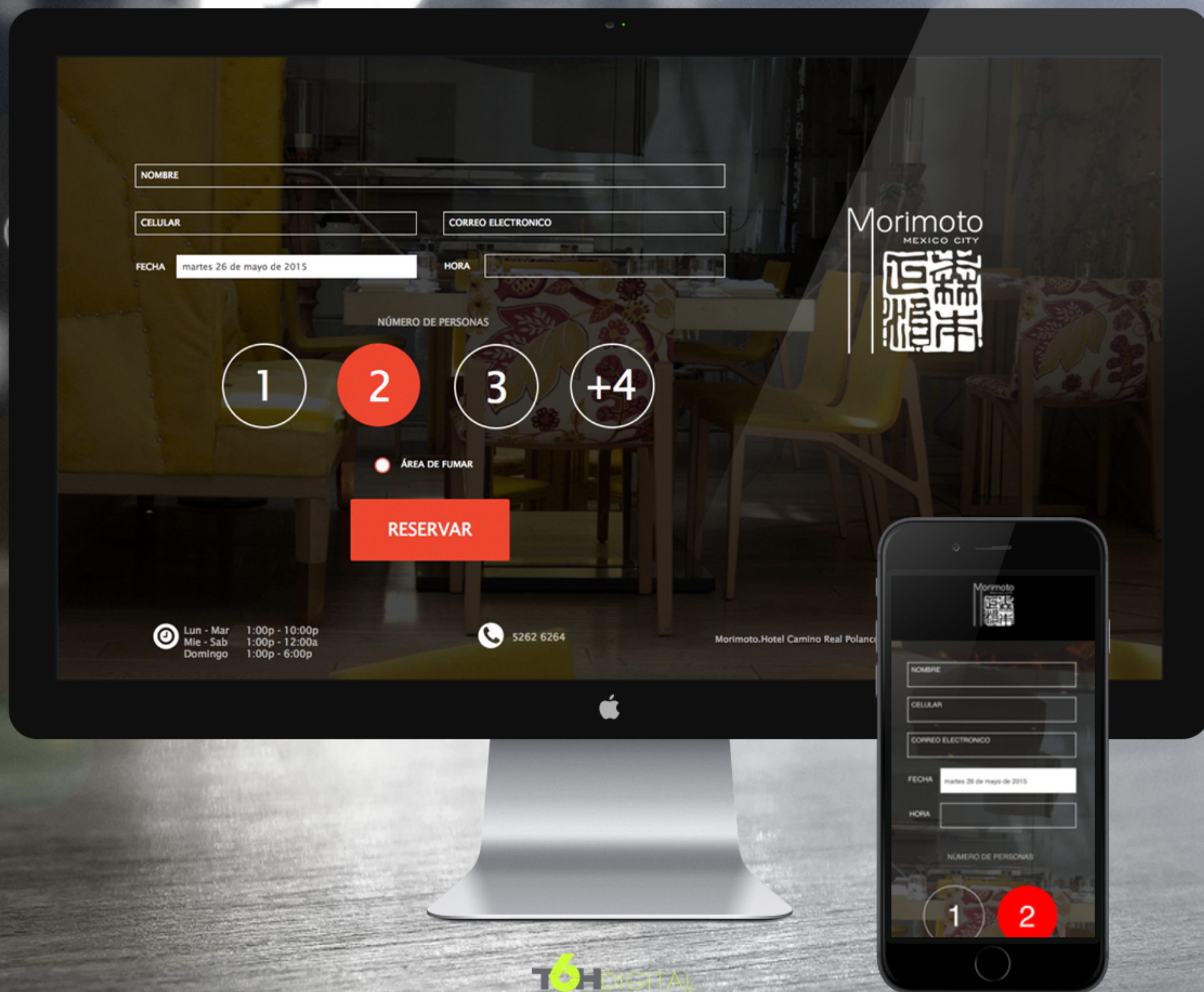




## Restaurant

## Follower Increase (one year)

Morimoto	10%
Maria Bonita Polanco	15%
Beefbar	65%
China Grill	65%







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PRESENTATION



2016