



MEXICO . PARIS . NEW YORK . AMSTERDAM . MADRID

C O R P O R A T I V E P R E S E N T A T I O N



**Cámara de Comercio
Franco Mexicana**



**CÁMARA DE COMERCIO
ITALIANA EN MÉXICO**



**Cámara Española de Comercio, A.C.
Fundada en 1890**



a r t r o o m 3 6 9 . c o m

BRANDING EXPERTS | CORPORATIVE, INTERNAL & INDUSTRIAL COMMUNICATIONS | EVENT PRODUCTIONS | TEAM BUILDING AND WELLNESS ACTIVITIES.

INNOVATIVE UNIQUE SIMPLE

WE ARE CREATORS
WE ARE INNOVATION
WE SEE FROM A DIFFERENT ANGLE
WE ARE **ARTROOM 369**



WE ARE A
BOUTIQUE BRANDING
AND CREATIVE
COMMUNICATIONS
AGENCY,
FOCUSED ON:

INTERNAL, CORPORATE & INDUSTRIAL

COMMUNICATION

BRAND IDENTITY

BTL EXPERIENCES

EVENTS & PRODUCTIONS

TEAM BUILDING AND WELLNESS ACTIVITIES

INTERNAL, CORPORATE & INDUSTRIAL **COMMUNICATION**

GENERATING EXPERIENCES IS OUR PASSION.
RESULTS WITH A UNIQUE AND AVANT-GARDE TOUCH,
WHEREVER YOU ARE IN THE WORLD.

BRAND IDENTITY

WE KNOW, WE UNDERSTAND AND WE EXECUTE.
WE BUILD BRANDS AND TURN THEM INTO LANDMARKS.
WE CONNECT, PERIOD.

EVENTS

WE CREATE UNIQUE ENVIRONMENTS TO COMMUNICATE DIFFERENTLY

NO MATTER IF IT IS **FACE-TO-FACE, HYBRID OR VIRTUAL.**

WE ALSO HAVE AN EXCLUSIVE CATALOG OF

**TEAM BUILDING &
WELLNESS ACTIVITIES**

CUR CLIENTS



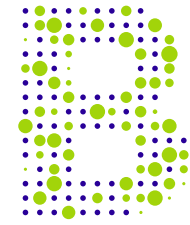


B R A N D S W E ' V E W O R K E D W I T H

Uber

LATAM / Europe / Mexico

5 years



Bestel®

8 years



Planta:
Sahagún . Tultitlán . La Presa
Centro de Distribución Mty

13 years

nu

NuBank
México
Brazil

2 years

host

2 years

izzi!

8 years

CBRE

2 years

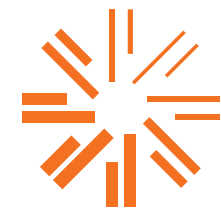
MAPFRE

3 years

Beiersdorf



3 years



Pantaleon

4 years

IFP Training

1 years

TELMEX®

Discovery

8 years

EPSON
EXCEED YOUR VISION



4 years

solutier

Innovación en Construcción

1 year

Lenovo™

2 years

PHOENIX
CONTACT

3 years

SG

BOURDEAU
CONSULTING

8 years



BOTRUSFORTIS
chemical solutions innovations

2 years

imca
Instituto Mexicano de la
Construcción en Acero

2 years

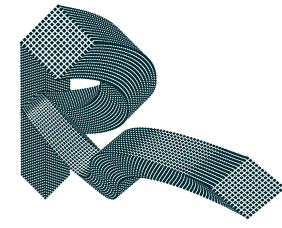
MAPFRE | WARRANTY



Tecnológico
de Monterrey



1 year



PLURAL
PUBLIC RELATIONS & COMMUNICATIONS

1 year

Laboratorios
Clínicos
mexfam®

MÉXICO
PENETRON®
TOTAL CONCRETE PROTECTION

4 years

btg

BASURTO . TORREZ & GUTIÉRREZ
Grow The Business

1 year

ICE
SRM
International Center of Excellence on
Sustainable Resource Management

1 year

Reishi
Café Gourmet
— Con Grandermas —

creativa

Desde 1995
CÁRNICOS
LA RIVERA

1 year

CALERAS
DEL VALLE
JUNTOS. CONSTRUIMOS MÁS

GUINDA
MEETINGS & EVENTS

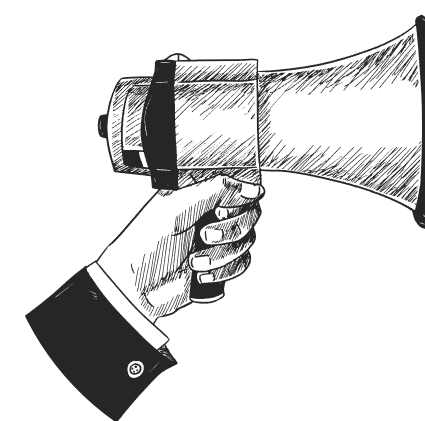
LONA
DENTAL
GRUPO

MABERE
Consulting - Marketing & P.R.

FTP®
ACCESORIOS PLÁSTICOS
PARA LA CONSTRUCCIÓN



MEXICO . PARIS . NEW YORK . AMSTERDAM . MADRID



WHO WE ARE

Artroom 365 is a creative studio that re-imagines **communication strategies, brands, campaigns, and digital experiences.**

We help brands grow through **creativity and collaboration.**



+22 YEARS

of international **experience.**



CREATE EFFECTIVE CAMPAIGNS

Our team is expert in understanding the sensitivity of a brand's existing assets and the creation of evocative and emotional campaigns from their core.



BENEFITS

- **Direct communication with the creative team.**
- **Fast answer.**
- **Quality means great results.**

SUCCESS
STORIES



Uber

LATAM / Europe / Mexico

Campaign:

Launch of new offices in Mexico and Amsterdam.

Background:

Many employees were having trouble getting back to physical offices with the pandemic. During this time, Uber grew, and for that reason Uber built and designed impressive new offices. The challenge was to convince employees to return to their new offices and make the most out of them.

Solution:

We created a series of video capsules that were shared with all employees through the process of construction, design, and implementation of the new spaces. People from Uber participated in the videos explaining all the details of the new buildings. This solution achieved excellent engagement, which translated into 80% of the employees attending the office in the first three months after the opening.



Campaign: **I am Innovation, I am Bestel.**

Background: **The company set out to listen not only to the areas of opportunity they have through their collaborators, but they wanted to know about the solutions they would propose.**

Solution: **A campaign was carried out where safe spaces were provided so that all personnel could share their solutions, awakening the curiosity of many and removing the apathy of some, because now they would be sure to be heard. Some very good ideas that came out of this exercise were implemented within their processes.**



Campaign: **Add, don't subtract.**

Background: **All the country's cable companies were unified, which meant new pay scales at the company level and layoffs. This labor climate was permeating the end customer.**

Solution: **With friendly communication, we started a stable stage of no more layoffs and told the employees that their only concern should be to serve users and customers in the same way they would like to be treated. The work environment improved and the objectives became clearer to everyone, which meant an increase in the average user rating.**



Campaign: **Extended Warranty and Protected Device Product Training**

Background: **The schedules of the sales force, as well as their geolocation represented a great challenge to have a classic classroom training.**

Solution: **We created different didactic materials such as friendly manuals with little text, tips and an "accordion" video that recalled the most important points in the use of the software as well as sales argumentation tips. It took only 20 minutes to be completely up to date. This represented savings to the company and an effective response in the evaluations made to the sales representatives.**

Campaign: **No Limits Yearly Meeting**

Background: **The entire region of Mexico, Central America, and the Caribbean for the first time were going to be at a summit to share the company's new global vision.**

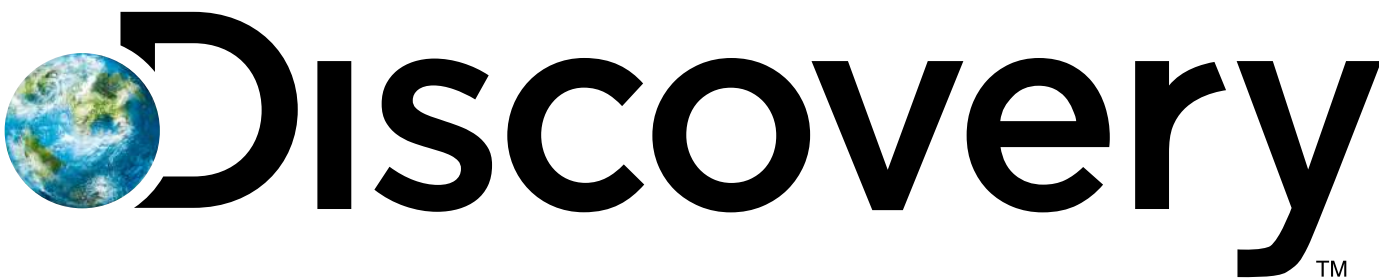
Solution: **Under the No Limits concept we created a spatial environment where everything was possible. All presentations were based on storytelling created with the purpose of creating a story and an experience worth sharing. Fun and information is a formula that can generate great results and quick assimilation of knowledge.**



Campaign: e-Gerdau

Background: The company renewed itself technologically with a platform that facilitates communication between them and end customers, with updated information 24 h, 24/7. The first to adopt technology should be the employees, since it is up to them to provide training and guidance to customers.

Solution: We ran a campaign that highlighted the values of the platform in a forceful way, with different schedules for internal and direct consultation, with technological support. This meant that all staff saw how easy it was and how much time they saved with this new process. Customer feedback with the team confirmed the insights of the campaign. This represented savings and efficiency in the use of all resources involved.



Campaign: Pancho Villa The Series.

Background: Discovery each year does a special series inspired by Mexican history. This was the turn of Pancho Villa and the assault on Columbus. It is a product made in Mexico, so the communication of this product at a global scale. This was of great importance to the company.

Solution: We created a commemorative and experiential book for management levels, which had visual aids that helped people to be immersed in the story. It was a great success, and the impact was such because something like this had never been done before, with direct appreciation from Emilio Azcarraga.

CONTACT US



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**AMERICAN CHAMBER
MEXICO**