



What do you do, dad?



Truth is...

I feel like...



Factors of Non-Integrated Communications



Skills

Time

Budget

Vision



Core Values



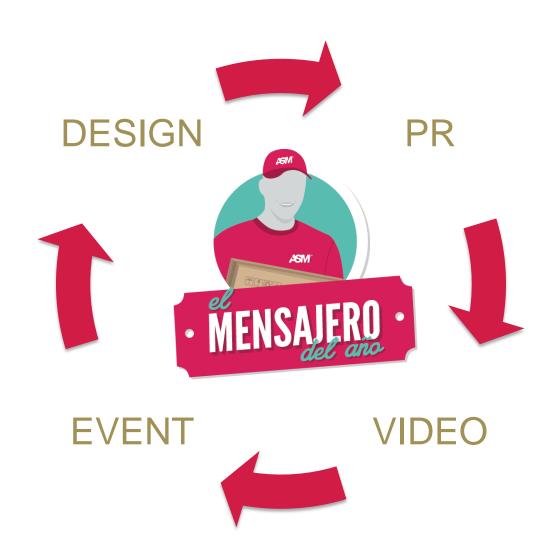


- Commitment
- Belonging
- Honesty
- Thrill



www.elmejormensajero.com





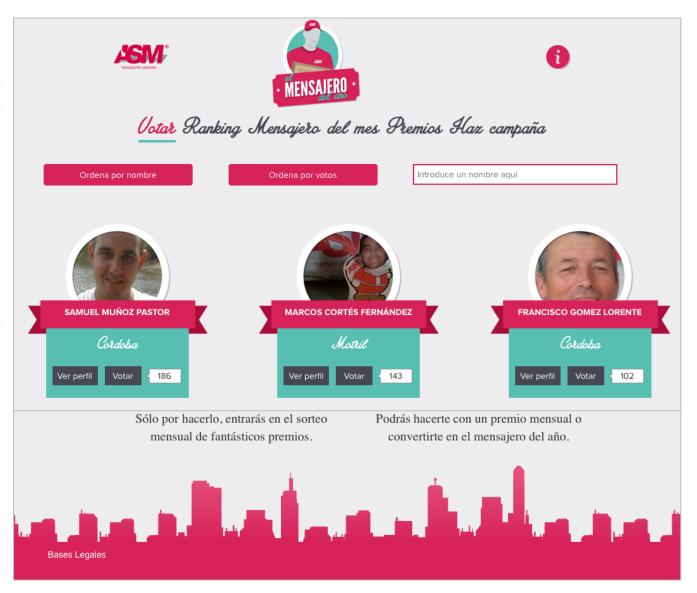
Design







Un paquete como este se merece un voto









PR



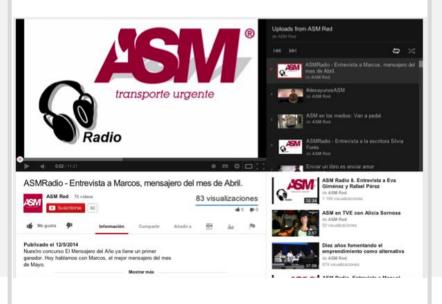
Campaign announced through press releases & simple media relations



Video







- +70 videos
- +24k views
- 12 hrs of content

Event: El Día del Mensajero





- Senior staff to work as couriers
- Mobile App to educate couriers
- Couriers to vote on bosses
- Promotion via TW & Media

Results in 3 months

1,500

Clients registered

200

Couriers competing

+1M

#DíadelMensajero

24K

Views on Youtube

Allocated resources

1

Project Manager

1

New Media Designer

1

Account Executive

LOTS

Of Love, Care & Attention

What about you?



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