



# Brochure AXON Marketing & Communications

An overview to our services and history



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## AXON Marketing + Communications

First Artificial Intelligence + Integrated Marketing Communications firm focused on creating value for emerging destinations in the Americas.



We develop a comprehensive model of marketing, communication, and artificial intelligence to position destinations, attract investments, and increase tourism to and from Latin America and the United States.

### A. Company information

#### AXON Marketing + Communications

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### B. Offices

- Headquarters USA  
801 Brickell Ave., Suite 800  
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- Headquarters UK + UE  
54 Marshall Street  
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80240-050, Brazil
- Headquarters North Americas  
Calle 98 No 70-91, Oficina No 614  
Bogotá, Colombia
- Headquarters South Americas  
Maipú 939, Oficina No 29  
Ciudad Autónoma de Buenos  
Aires, Argentina



## AXON's offices and team in Americas



11

CITIES

8

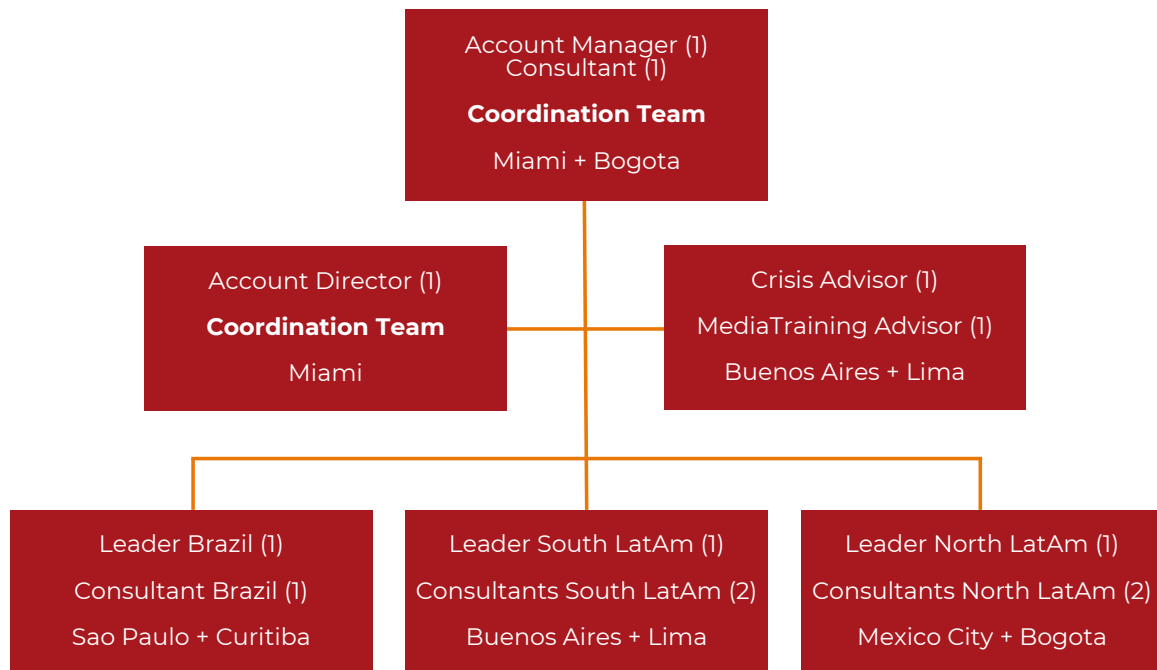
COUNTRIES

64

CONSULTANTS



## PR's team powered by AXON



## C. Clients



### Destinations

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Argentina</li> <li>• Barbados</li> <li>• Bariloche</li> <li>• Calafate</li> </ul> | <ul style="list-style-type: none"> <li>• Chile</li> <li>• Ecuador</li> <li>• Peru</li> <li>• Uruguay</li> </ul> |
|--|---|

### Ministries and Government Secretariats

- Australian Trade Commission (Austrade)
- Argentine Chamber of Tourism (CAT)
- Argentine Agency for the Promotion of Foreign Trade and Investments
- Indian Brand Equity Foundation (IBEF)
- Inprotur (Argentina)
- Ministry of Foreign Trade and Tourism of Peru
- Ministry of Tourism of Ecuador
- Ministry of Tourism of Uruguay
- Pacific Alliance
- ProChile
- Promperú
- Uruguay XXI





## Services

- Air France
- KLM
- Palladium Hotels Group
- Pullmantur Cruceros
- RCD Hotels
- Tree by Ualabee
- Wingo Airlines

## Events and shows

- Argentine Week
- Expo Peru
- Business Alliance for Secure Commerce Global Congress
- Peru Moda
- Peru, Mucho Gusto
- Peru Week
- Platino Awards
- Rally Dakar



## #AXONexperiences summary

Brands or clients	Handle office	Markets served	Time working together
	Bogota, Colombia	<ul style="list-style-type: none"> <li>• Colombia</li> <li>• Ecuador</li> <li>• Panama</li> <li>• Peru</li> </ul>	3 years
	Buenos Aires, Argentina	<ul style="list-style-type: none"> <li>• Argentina</li> <li>• Uruguay</li> <li>• Brazil</li> <li>• Chile</li> <li>• Colombia</li> <li>• Mexico</li> <li>• Peru</li> </ul>	10 years
	Buenos Aires, Argentina	<ul style="list-style-type: none"> <li>• Argentina</li> <li>• USA</li> </ul>	2 years
	Buenos Aires, Argentina	<ul style="list-style-type: none"> <li>• Argentina</li> <li>• Brazil</li> <li>• Chile</li> <li>• Colombia</li> <li>• Mexico</li> <li>• Peru</li> </ul>	10 years
	Bogota, Colombia	<ul style="list-style-type: none"> <li>• Bolivia</li> <li>• Colombia</li> <li>• Costa Rica</li> <li>• Guatemala</li> <li>• Mexico</li> <li>• Panama</li> </ul>	5 years
	Miami, United States	<ul style="list-style-type: none"> <li>• Argentina</li> <li>• Bolivia</li> <li>• Brazil</li> <li>• Chile</li> <li>• USA</li> <li>• Colombia</li> <li>• Mexico</li> <li>• Panama</li> <li>• Peru</li> <li>• Uruguay</li> </ul>	15 years
	Miami, United States	<ul style="list-style-type: none"> <li>• Argentina</li> <li>• Brazil</li> <li>• Chile</li> <li>• Colombia</li> <li>• Mexico</li> <li>• Peru</li> </ul>	10 years
	Buenos Aires, Argentina	<ul style="list-style-type: none"> <li>• Colombia</li> <li>• Peru</li> <li>• Mexico</li> </ul>	3 years



## Active clients | Last three years projects and campaigns



## New clients | Last two years projects and campaigns



### **Argentina, Country Brand, Argentine Agency for the Promotion of Foreign Trade and Investments.**

Selected to create the experience of Argentina Week in Miami based on our sector expertise, regional knowledge, and an integrated approach to ensure high-impact results and effective destination positioning



### **Promperu, contents agency for US.**

Selected for our market knowledge, client understanding, and integrated communication and marketing approach.



### **Business Alliance for Secure Commerce Global Congress.**

We were the best regional knowledge and networking.

## Account lost | Last three years projects and campaigns



### **Air France – KLM.**

End of the contract.



### **ProChile, Business Meeting Latin America**

End of the contract, project for one year in Central America.



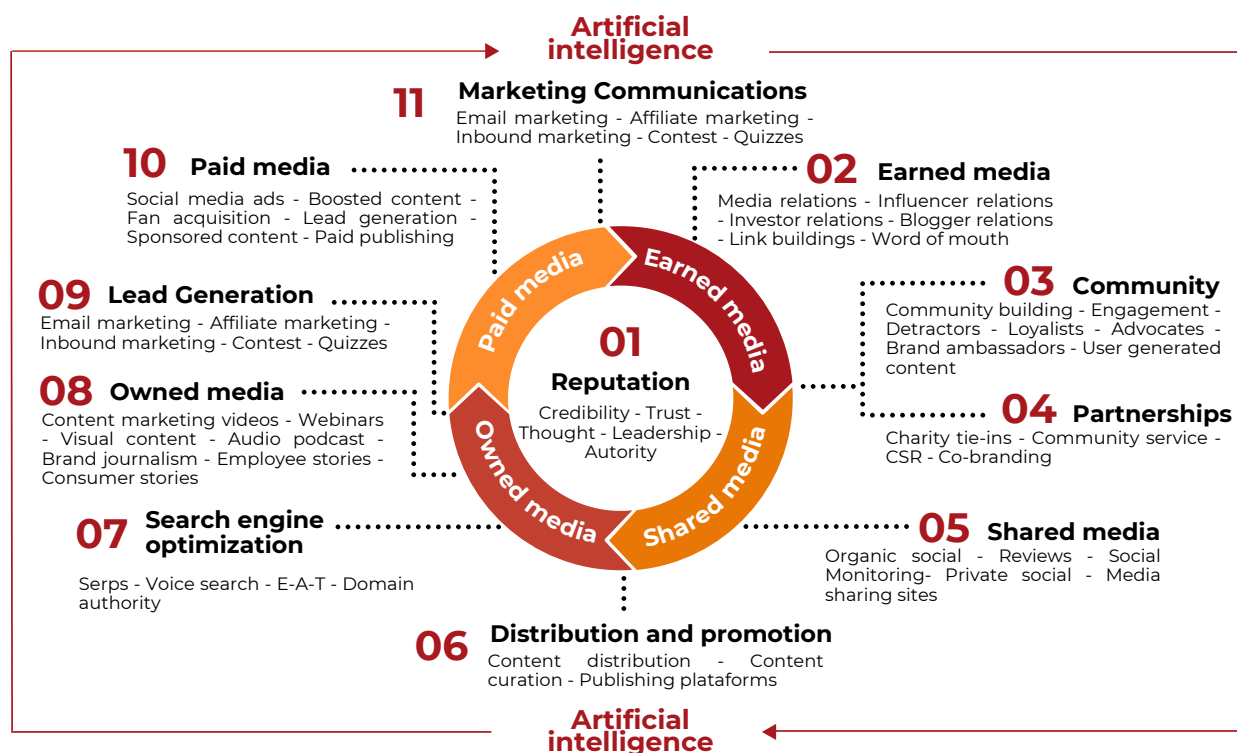


## About AXON Marketing + Communications

First Artificial Intelligence + Integrated Marketing Communications firm focused on creating value for emerging destinations in the Americas.

We develop a comprehensive model of marketing, communication, and artificial intelligence to position destinations, attract investments, and increase tourism to and from Latin America and the United States.

## Our Vision of an Integrated Marketing and Communications model



## Why AXON Marketing + Communications?

- 1 Nearly **20 years** of own operations in ten markets across Latin America and the United States, focused on the development and implementation of strategies for the tourism and foreign trade sectors.
- 2 Teams with **global experience and regional know-how** in the tourism sector, focused on generating high-impact results for destination positioning.
- 3 An integral vision of the tourism model that has achieved **19 international awards** for promotion and positioning campaigns for more than 50 tourist destinations.
- 4 The contribution of **new technologies and artificial intelligence** to the development of content and segmentation for industry stakeholders and travelers.

## Our Contribution to Your Business Development

- Strategic consulting for the development of tourism and foreign trade.
- We manage the reputation of destinations and develop the country (city, region) brand image.
- We implement the most appropriate communication and marketing tools to attract tourists, investments, and promote international trade.

## Barbados PR model for LatAm





## Global Trends

We align supply and demand with the trends that are currently impacting the development of tourism and foreign trade in Latin America, the United States, and Europe:

- Artificial Intelligence
- Sustainable Tourism
- Consumption habits of new travelers
- Innovation in the distribution chain
- Promotion and Country Image
- Social Media and New Channels for Tourism Promotion
- Creation of segment-based experiences





## The Story of AXON Marketing & Communications

Founded in 2005 by Catalina Parada and Carlos Trelles, AXON Marketing & Communications set out to revolutionize the marketing and communications landscape in Latin America. From its inception, AXON has focused on developing and implementing innovative strategies tailored to the unique needs of the tourism and foreign trade sectors. Over the years, the company has expanded its operations across ten markets in Latin America and the United States, establishing a strong presence and deep understanding of these regions.

AXON's commitment to excellence is evident through its impressive portfolio of over 20 international awards, including the Latin America SABRE Awards, Eikon Awards, IPRA Golden World Awards, and Stevie Awards. These accolades highlight AXON's ability to deliver high-impact results and craft compelling communication and marketing campaigns that resonate on a global scale. The company's team of professionals, with extensive global experience and regional expertise, allows AXON to effectively manage the reputation of destinations, develop strong country and city brand images, and attract tourists and investments.

AXON's integrated approach ensures that each project benefits from a comprehensive strategy that leverages the latest technologies and artificial intelligence to create targeted content and segmentation for industry stakeholders and travelers. As a multilatina family business, AXON promotes work-life balance and has been documented as a case study at leading business schools such as Inalde Business School, IAE Business School, and PAD University of Piura. With its proven track record, award-winning campaigns, and deep understanding of the Latin American market, AXON stands out as the premier agency for businesses looking to thrive in the region.


### Recognitions

- 1 Latin America SABRE Awards: Recognized for their outstanding communication campaigns, including their global communication efforts for the Vitae Summit and Peru.
- 2 Eikon Awards: Honored multiple times for their innovative marketing and communication strategies.



- 
- 3 International Public Relations Association (IPRA) Golden World Awards: Celebrated for excellence in public relations on an international scale.
  - 4 Stevie Awards: Acknowledged for their high-impact marketing and public relations initiatives.
  - 5 FundaCom Awards: Commended for their exceptional work in communications across Ibero-American countries.
  - 6 The Best Network for Ibero-America. Top Fice Award.
  - 7 Purpose Awards. PR Week.

## AXON Marketing & Communications milestones

- 
- 2005**
    - AXON Marketing & Communications starts operations in Bogotá, Colombia.
    - AXON receives its first recognition for its integrated marketing communications model from CECORP (Colombian Center for Public Relations and Organizational Communication) in the Entrepreneurship category.
  - 2007**
    - The company begins its international expansion with its first operation outside of Colombia: Santa Cruz de la Sierra, Bolivia.
  - 2008**
    - AXON starts operations in Argentina.
  - 2009**
    - As part of its sustained growth, AXON establishes itself in Mexico City and also creates its first branch in the United States.
  - 2010**
    - After five years of successful operations, AXON Marketing & Communications starts operations in Lima, Peru, and moves its headquarters to Miami, USA.
  - 2011**
    - AXON Marketing & Communications starts operations in Santiago, Chile.
  - 2012**
    - The company wins its first Eikon Awards (Blue and Gold) for excellence in Communication and Public Relations management in Latin America.
    - The specialized magazine Publicidad & Mercadeo (P&M) ranks AXON Marketing & Communications as the first Colombian multinational in Integrated Marketing Communications and places it in the top 10 companies in the sector in Colombia.
  - 2014**
    - AXON Marketing & Communications receives the Americas SABRE Awards and the Golden IPRA Award (International Public Relations Association), both important distinctions in the world of Communication and Public Relations.
  - 2015**
    - The development of the regional executive team begins with the addition of a Regional Financial Director and a Regional Administrative Director. Later, a Regional Marketing Director, a Business Opportunity Manager, and a Regional Human Resources Director join the team.

**2017**

- AXON Marketing & Communications is again distinguished with the Americas SABRE Awards and also receives the FundaCom Awards for the first time.
- Catalina and Carlos are featured in some business publications in Colombia and Latin America among the lists of Executives of the Year, Influential Sector Leaders, Managers of the Year, among others. Additionally, the AXON case, as a multilatin family business that promotes work-life balance, is documented and presented as a case study at Inalde Business School and IAE Business School.

**2018**

- AXON launches its first regional research titled "Influencer Marketing Trends in the Tourism Sector."

**2019**

- AXON receives recognition as the Best Public Relations Network of the Year in Ibero-America and the best Public Relations network in Argentina and Colombia, awarded by the Top Iberoamericano FICE.

**2020**

- The company advances four positions in the ranking of the best agencies in Mexico, organized by Merca2.0 magazine, entering the top 20 companies in the sector.
- AXON is chosen as one of the 15 companies with the greatest potential for expansion in the European market by the Softlanding Europe program.
- AXON and Statista, the leading data platform, sign a strategic alliance for the dissemination of whitepapers and regional research.

**2021**

- AXON receives the Stevie Awards for the first time for its contribution to business excellence.

**2022**

- AXON participates in the First Vitae Summit in Rome 2022 with Pope Francis, Queen Sofia of Spain, and various global leaders.

**2023**

- AXON Marketing & Communications signs a cooperation agreement with the British agency Brazil International Communications Agency, expanding its operations in Australia, the United Kingdom, and New Zealand.







## Our team

### AXON's key executives



#### Carlos Trelles

CEO, AXON Marketing + Communications

Carlos Trelles founded, together with his wife and partner, Catalina Parada, AXON Marketing + Communications, the first Latin American network of public relations, marketing, and corporate communications agencies with its own operations in the United States and eight key markets in Latin America.

Before founding AXON Marketing + Communications, Carlos worked in various corporate communication departments in Argentina, Colombia, and Peru, and was also part of the development team for Latin America at the Spanish agency Llorente y Cuenca (LLYC). In his more than two decades of experience, Carlos has developed initiatives for destinations such as Peru, Ecuador, Colombia, Bariloche, Argentina; airlines such as Taca, Avianca, Air France, KLM, Wingo, among others.

Carlos holds a degree in Communication and Journalism from the University of Piura (Peru) and a Master's in Business Administration from the University of Miami. Happily married, father of seven children, promoter of work-life balance, defender of family spaces, and entrepreneur always, he is also a part-time hobby farmer.

**Role in the project:** Account Director



## Catalina Parada

COO, AXON Marketing + Communications

Catalina Parada is the Co-Founder and Chief Operating Officer (COO) of AXON Marketing + Communications. A mother of seven, she is a surgeon from the Autonomous University of Guadalajara (Mexico) and a graduate of the Corporate Communication Management specialization from the Faculty of Communication at the University of La Sabana (Colombia). Catalina has been recognized on various occasions and platforms for her leadership and promotion of female talent and entrepreneurship in the Americas.

Catalina brings extensive experience to her role, having worked in various strategic capacities across Latin America. She has been instrumental in overseeing the human resources department, managing new business initiatives, and providing strategic direction at AXON. Her leadership has significantly contributed to the company's growth and its position as a strategic player in the tourism sector, leading multi-market initiatives for clients such as Argentina, Colombia, Chile, Peru, and Uruguay.

Catalina is also a strong advocate for work-life balance, a value she embodies as a happily married mother of seven children, and an entrepreneur who promotes family spaces and a balanced lifestyle.

**Role in the project:** Strategic affairs advisor



## Carol Jaime

Partner Director, Kredas Digital Marketing by AXON

Carol Jaime is an accomplished marketing professional with over 10 years of experience in digital marketing and eCommerce across Latin America. She currently serves as the Managing Partner at Kredas by AXON and the Digital Marketing & Branded Content Director at AXON Marketing & Communications.

Carol has a diverse skill set that includes expertise in marketing, Photoshop, and Illustrator. She is fluent in Portuguese, Spanish, and English, allowing her to navigate and manage multi-market initiatives effectively. Carol has been recognized for her leadership in various strategic roles, including overseeing digital marketing departments, managing new business initiatives, and providing strategic direction.

Her professional journey includes significant roles at Tekton Technologies as Chief Marketing Officer, co-founding Altare Colombia, and leading digital marketing strategies at StoreON. Carol is also passionate about teaching and has been a professor of Digital Marketing and eCommerce at Universidad Central in Colombia.

Carol is committed to digital transformation and helping small businesses grow through innovative marketing strategies.





## Federico Wals

Director, South Latin America AXON Marketing + Communications

Federico Wals is the Director for Southern Latin America at AXON Marketing + Communications. With over 15 years of experience in corporate communication, institutional relations, and journalism, he brings a wealth of knowledge to his role. Before joining AXON, Wals served as the press officer for Pope Francis when he was the Archbishop of Buenos Aires and also worked with the United Nations Office for Project Services and the office of Argentina's president.

At AXON, Federico leads operations in Southern Latin America, overseeing the agency's presence and projects in Argentina, Bolivia, Chile, Peru, Mexico, and Uruguay. His strategic vision focuses on enhancing reputation and brand management for growing destinations in the region. He emphasizes the importance of communication as a fundamental pillar for organizations and believes in a personalized approach.

He advocates for transparency, honesty, and a deep understanding of client needs to create effective communication strategies. His leadership aims to continue AXON's path of sustainable growth and expansion across Latin America and the United States, strengthening the agency's management team and adding value to its clients. Some of his clients and projects include Inprotur and the Argentina country brand, the Vitae Global Summit, and Bariloche, among others.

**Role in the project:** Leader, South Region Latin America



## Mara Seminario

Associate Consultant at Marketing Destinations

Mara Seminario is a seasoned professional with over 30 years of experience in both the public and private sectors. She holds a degree in Business Administration from the University of Piura and has completed advanced studies, including a Master's in Communication and Political Marketing from the International University of La Rioja and a Master's in Business Management from PAD School of Management. Additionally, she is a graduate of the 2010 Senior Management Program at the University of Piura and is a certified executive coach by INCAE. Mara is also working towards her Senior MBA from PAD School of Management.

Mara has significantly contributed to Peru's tourism and commerce sectors, having served as the Minister of Foreign Trade and Tourism and the Vice Minister of Tourism. During her tenure, she was instrumental in increasing tourist arrivals and foreign exchange earnings, promoting the "Peru, Live the Legend" strategy, and consolidating Lima as an urban tourist destination. She spearheaded the creation of the "Marca Perú" brand and the development of the "Ruta Moche" tourist circuit. Her efforts led to several recognitions, including Machu Picchu being named one of the New 7 Wonders of the World.

Mara has been a speaker for institutions like the International University of La Rioja and the Peruvian Congress, an executive coach for private clients, and an advisor for the training

platform SuperCuidadores in Spain. She has also provided consultancy on social responsibility to the Presidency of Grupo Gloria, implemented the Amauta Project for training regional journalists, and coordinated programs to strengthen citizenship through social and developmental initiatives. Additionally, Mara authored "País Multidestino: Una Nueva Visión del Turismo en el Perú," published by Editorial Aguilar in 2012.

**Role in the project:** Development and formulation of destination strategy, crisis management



## Mariella Soldi

Associate Consultant at Branding Destinations

Mariella Soldi is a highly dynamic executive professional with a strong focus on results management, backed by solid knowledge in administration, marketing, tourism, and communications. With extensive experience in branding, she has been involved in significant brand destinations projects such as Peru, Medellín, Madre de Dios, Panama, Downtown Lima and other destination brands. Her career is characterized by strategic analysis and thinking, promoting and executing activities aimed at the end customer, supported by a robust ability to measure and evaluate the outcomes achieved.

Since January 2022, she has been an consultant in marketing and communications, working on projects like developing management guidelines for the tourist boardwalk of Lake Yarinacocha in Ucayali and updating indicators for a public investment project for Plan Copesco Nacional. She has also worked on the denomination of origin strategy for Coffee of Peru and the development and launch plan for the Madre de Dios brand under the TerrAmaz project. Her contributions extend to developing the licensing strategy for the Medellín brand and creating tourism products for the nature and adventure segment in La Libertad and Lambayeque.

Mariella's career also includes significant roles in prominent organizations. She served as the Marketing Manager for the Local Organizing Committee of the FIFA U-17 World Cup Peru 2019, coordinating branding and marketing plans in collaboration with FIFA and regional actors. As the Deputy Director of Country Brand at PromPerú, she was responsible for advancing the Country Brand Index, developing strategic marketing plans, and managing the Marca Perú, including its sub-brands and promotional platforms. Her leadership and strategic vision have been instrumental in promoting Peru's tourism and cultural heritage on both national and international stages.

Mariella holds a degree in Business Administration and Marketing from the Peruvian University of Applied Sciences (UPC) and has postgraduate studies in International Tourism Management from Leeds Beckett University. Additionally, she holds a master's degree in Communication and Political Marketing from the International University of La Rioja.

**Role in the project:** Leader of innovation and development of tourism experiences



## AXON's services

### Strategy and Research

- Destination Situational Reports
- Opportunity Potential Studies
- Perception Audits
- Qualitative Exploration of New Markets

### Brand Communications

- Public Relations
- Content
- Digital actions
- Online and Offline initiatives (events)
- Strategic alliances
- Co-branding
- Press trips
- Familiarization trips
- Influencer and/or opinion leader strategies
- Actions for commercial chain (agencies, operators and OTA's)

### Experiences

- Event conceptualization
- Support at fairs, congresses, and events
- Workshops
- Work agendas
- Support for trade missions





## Cases histories



### ExpoPeru: Your perfect experience of Peru

Client: Promperu

#### Opportunity:

ExpoPerú events were created with the primary objectives of promoting Peruvian exports, tourism, and business investments, while also consolidating the country's international image. These expos serve as significant platforms to showcase Peru's diverse range of exportable goods, from food and handicrafts to high-tech products, and to highlight Peru as an attractive destination for tourism and business opportunities.

AXON Marketing + Communications was selected by Promperú for the development and execution of these initiatives in Latin American markets. ExpoPerú aims to generate business opportunities, establish strategic alliances, and strengthen commercial relations with international markets.

AXON Marketing + Communications included in ExpoPerú a fashion show, "Perú Moda", to boost the textile industry and a strong gastronomic component, "Perú, Mucho Gusto," to support agri exports and gastronomic tourism.


ExpoPerú events are part of Promperú's broader strategy to enhance Peru's global presence and economic reactivation, especially in the aftermath of challenges such as the COVID-19 pandemic


These expos not only promote trade but also support the country's tourism sector by showcasing Peru's unique cultural heritage, natural attractions, and culinary delights, thus positioning Peru as a top destination for international travelers and investors alike.

### Results:

- +8.1% growth in non-traditional exports
- +22% growth in textiles
- +15% growth in agro-industries
- 9.6% average annual growth in tourists
- Growth in foreign direct investment (FDI)
- Increase in the value of the country brand and rise in international ranking


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## Crisis into opportunity: Developing new markets in Latin America

Client: Uruguay

### Opportunity:

The economic crisis in Argentina and the political problems in Brazil forced Uruguay to rethink its promotional efforts to balance the loss of tourists from its two most important source markets.

Together with the AXON team, the Ministry of Tourism worked on a positioning and promotion campaign for Uruguay as a premium destination for the markets of Mexico, Chile, Colombia, and Peru, aiming to boost travel to the country despite connectivity issues with the destination.

The work plan included a strong approach through public relations to tourism press, influencers, and content creators on social networks, as well as an effort in training and education within the commercial chain, mainly OTAs, to bring the destination closer to potential travelers.

Additionally, work was done on identifying and participating in strategic fairs and events in each market aligned with the main segments and products with travel potential, as well as strategic alliances with specialized publications like Forbes and Cosas to promote the experiences in Uruguay of travelers and some celebrities.


### Results:


- Arrival of 3.7 million tourists from Latin American markets other than Brazil and Argentina
- Average annual growth of +10% in the target markets
- More than US\$2.6 million in unpaid media coverage (ROI)
- Increase in air connectivity and the opening of direct flights from Santiago and Bogota
- Uruguay ranked in the top 10 destinations



- Investments in Uruguay by companies such as Manuelita (Colombia), Camposol (Peru), and Montes del Plata (Chile)
- Campaign awarded at the SABRE Awards Latin America and FundaCom Awards


### Contact information

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 *Benjamín Liberoff, Former Minister  
Ministry of Tourism of Uruguay*

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## Bariloche, the Patagonian city that learned to live with Covid-19

Client: Enprotur

### The opportunity:

By April 2021, according to the report from the Argentine Hotel and Gastronomic Business Federation (Fehgra), more than 8,000 tourism businesses in Argentina had permanently closed their doors to the public. According to the same entity, nearly 170,000 jobs were lost in the hotel industry alone.

Despite this, destinations like San Carlos de Bariloche demonstrated their resilience and managed to remain relevant among people and tourists, leveraging the unifying power of communication.

The new reality brought about by the coronavirus presented an opportunity to utilize different tools such as social media and online channels, showing that despite the distance, Bariloche could remain in the hearts of people, even during the most critical moments of the health crisis. The strategy proposed by Bariloche and AXON Marketing + Communications initially focused on bringing the tourist destination into people's homes, using technology and digital channels to showcase the city's natural beauty from afar.

At the outset, the communication tactics centered on sending messages of trust, closeness, and empathy, such as "We will meet again," to the target audience of affluent travelers who, due to the circumstances, could not visit beach destinations or places with limited outdoor spaces. To achieve this, it was crucial to take advantage of the opportunities offered by technology, a tool that allowed the attributes of San Carlos de Bariloche to be showcased from a distance.

Bariloche leveraged the expertise of AXON Marketing + Communications in brand positioning and potential tourist destinations.





Initially, considering the moment's characteristics and the tourist profile, a personalized strategy with a predominantly digital experience was adopted. The creation of web content reinforced the location's biodiverse potential, making it a more attractive destination that adhered to health authorities' recommendations to prioritize well-ventilated or outdoor spaces.

The enhancement of social media was an essential asset in this strategy. As expected, people turned to these channels, and in the case of Bariloche, they found messages of resilience and confidence, demonstrating that the city is an attractive territory that would welcome them with open arms once conditions were favorable.

Positioning Bariloche as a tourist destination involved splitting the strategy planned for 2020 into two parts. In the year's early months, an opportunity to enhance branding was identified, recognizing the brand's values to communicate them effectively through online channels.

This is how valuable content about San Carlos de Bariloche was positioned in premium and non-premium media in Argentina, achieving about 165 impacts between December 2020 and March 2021.

The strategy also involved the attendance of renowned journalists or influencers with media recognition and experts in gastronomic, tourism, and lifestyle topics to highlight Bariloche's offerings on social networks like Instagram and in these opinion leaders' publications. The message to be conveyed was always characterized by warmth and empathy, making it clear that tourists and Bariloche would reunite to enjoy a great tourist, gastronomic, and cultural offering.

#### **Results:**

In the first 15 days of 2021, Bariloche positioned itself as the number one destination in air traffic. Despite the pandemic, the city received 14 daily air frequencies and more than ten land transport routes. Additionally, the Ministry of Tourism and Sports of the Nation published a ranking of the 20 most visited places during January 2021, where Bariloche ranked third as an inland destination and, at the same time, the number one destination in Patagonia. With events like 'Bariloche a la Carta,' the city also gained prominence in major national media, highlighting its rich food offerings and becoming the largest gastronomic event in Patagonia. Lastly, Bariloche was the fourth most chosen city by Argentines, receiving about 65,000 tourists between February 13 and 16, 2021.

In terms of branding, there were 165 impacts in premium and non-premium media between December 2020 and March 2021, results that influenced Bariloche's positioning as a tourist destination. Some of the most relevant media included El Clarín, La Nación, Clase Ejecutiva, Infobae, Weekend, Revista Rumbos, Diario Ámbito Financiero, and La Capital de Rosario.

The formulated strategy also involved the attendance of more than 40 journalists or influencers with media renown and experts in gastronomic, tourism, and lifestyle topics. Thanks to them, it was possible to make Bariloche's offerings visible on social networks and in the publications of these opinion leaders.

Campaign winner of three international awards: SABRE Awards Latin America, Eikon and Stevie Awards

#### **Contact information:**

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# Peru: Macchu Picchu and more

Client: Promperu

## The opportunity:

Peru has Machu Picchu, but it is much more than just Machu Picchu and Cusco. That is and will always be the challenge for promoting and managing Peru, which every year faces the task of continuing to grow, developing new proposals, and identifying new niches.

The work proposal from AXON Marketing + Communications aimed to increase the flow of tourists from three focal markets in Latin America: Colombia, Argentina, and Mexico, addressing the situation of a fluctuating and unstable economy in the region.

The focus on Lima's gastronomy, the new routes in the north of the country, and the jungle were to be the main complements to the offer. The tourism promotion strategy focused on effectively connecting with diverse audiences through a combination of traditional and digital tactics.

Strategic consulting and targeted professional campaigns allow for the design of specific actions that respond to the market's needs and Peru's tourism objectives. Specialized content, both online and offline, is crucial to maintaining relevance and interest in the destination, while strategic relationships with the media ensure constant and positive coverage across different platforms.

Additionally, the strategy includes organizing workshops, business roundtables, and BTL (Below the Line) campaigns and events, which allow for direct and personalized interactions with target audiences. Event marketing and a network of allies, trade, and partners amplify the reach and effectiveness of promotional actions.

Finally, SEO positioning and social media guarantee a robust and visible digital presence, supported by trips and press tours that provide direct and authentic experiences of the Peruvian destination, strengthening its image and appeal in international markets.

## Results:

- +10% average annual growth of tourists from Colombia, Mexico, and Argentina.
- Lima is now a top 5 destination in Latin America
- Arequipa, Puno, and the Northern Beaches are growing as extension destinations to Cusco.
- Approximately US\$2.4 million in value from regional publications.
- Over one million positive mentions on social channels in the three countries.
- Campaign winner of the SABRE Awards Latin America, the Golden IPRA Awards, and the Eikon Awards.

## Contact information:

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## Agency compensation

Monthly fee for the support BTMI's activities in Latin America US\$ 12,000

Production expenses will be paid by the client with an additional 18% charge

### Notes:

- Teams based in the markets of São Paulo, Buenos Aires, Bogotá, and Mexico City. Additional travel expenses will be borne by the client.
- The monthly fees include the Scope of Work described in the RFP according to the following observations:
- Payment of influencer fees, third-party travel, and/or catering or logistics expenses for events are not included.
- Photography, video, and graphic design to produce up to 20 pieces per month for social media are included: 5 mini videos, 15 graphic pieces. Materials will be provided by the client.
- Outdoor shoots or photography are not included and must be quoted and approved by the client.
- Trips to Barbados by the team are not included. The client must cover the travel expenses for meetings and/or on-site work sessions.





## References

### Current clients:

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### Past clients:

- **Liz Chuecas**  
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*She resigned from her position after maternity leave.*
- **Agueda Iglesias**  
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*After more than five years of working as a public relations agency in Latin America, the contract was not renewed due to organizational policies. Additionally, the client was looking to optimize costs and manage some processes internally.*



## Appendices



[www.axonlatam.com](http://www.axonlatam.com)