

Creativity / Design / Contents

Ideas that create results

Our creative team has vast experience in conceptualizing and executing creativities, that can help shape your ideas and convert them into ads that generate results.

How?

- › A multidisciplinary creative team, specialized in design, art, copy and programming combined with an in-depth knowledge of consumers, digital media and channels, allows us to translate clients' needs into creative pieces relevant to their consumers.
- › From the concept to the implementation of creativities for each digital channel, we assure creative end-to-end management.
- › A focus on generating results: ADN Performance.

We understand

01 We observe

- Context
- Industry
- Competition
- Internal audits

02 We research

- Qualitative and quantitative studies
- Other data sources

We analyze



We implement

Execution and delivery



Design



Development



Execution

Monitoring and optimization

CASE STUDY

Estée Lauder

Challenge

MAC (Estée Lauder) proposed the following challenge: execute the creativities for the brand's most important promotion that year, with the goal to stimulate sales both online (e-commerce) and offline, at its brick and mortar stores.

Solution

We conceived and gave shape to the creative concept, "Art of the Lip," which due to its enormous success, the company is still using today. We designed and produced the final artwork for the brand website, viral videos, e-mailing, display pieces, blog and social media posts, SEM copy, social media ads, etc.

Results

- › **Engagement:** The company's "brand lovers" uploaded more than 10,000 photos to the MAC website and helped them go viral.
- › **Conversion:** A 10% increase in sales compared to the previous year in both online and offline channels.