



[All interactive solutions in one.]

STRATEGY MAKES US DIFFERENT, CREATIVITY UNIQUE.

Creativity without strategy is just witty; strategy without creativity could be overlooked.

At Lead2action we focus on building strategic technological ideas that create relevant experiences for the consumer.

The success of our solutions are measured by the amount of noise they create, the satisfaction and relationships that our clients get to develop with their consumers.

SERVICES



What do we do?

We digitalize brands so that consumers can interact with them on a natural way. We've been doing this for 8 years. This means that from López Cotilla 812, we have provided our little "byte" of sand to make a more digital Mexico.

Eight years of creative evolution, digital marketing, innovation and technology for your brand.

CREATIVITY

People say we are a little bit crazy because we dream of worlds created in our minds, truth be told, we create experiences on each piece we develop.

With our mind up high in a cloud and our feet on the ground, we develop concepts that do not discriminate any medium, platform or technology; what is best for your brand is what we go for.

- Conceptual thinking
- Digital copywriting
- Big ideas
- UI Design
- Concept platform
- Information Architecture
- Interaction design
- Graphic Design
- Strategy
- Analysis, insights and trends
- Brand positioning
- Audience engagement
- Prototypes, vision and concepts
- Implementation

TECHNOLOGY

You've never had so many geeks working for you. To be "cool" they not only like to talk about what they know best, but also brag about the brands they handle.

- **Application development**
- FlaFlash, Flex, JSF, SEO, JAVA, TDD, UML, PHP, .NET
- System architecture
- Security, linux/Unix, DBMS, Apache, Tomcat, Perl, Python, BASH
- Interactive development
- CSS3, Ajax, HTML, Air
- Content management system
- E-Commerce
- **Mobile**
- SMS
- Simbian
- Geolocalización
- Apple SDK (iPhone, iPad, iPod)
- Microsoft Windows
- Mobile apps
- Android
- WAP
- RIM (BB 5 y 6)

MARKETING

Philip Kotler: "Today you need to run faster to be at the same place"

Lead2action: "Don't worry Phillip, we'll take you there."

Using:

- Interactive Marketing
- UX
- Information technology
- Social marketing
- Marketing in politics

MEDIA CENTRAL

In 2010 there were 255 million sites, today Lead2action tells you which of them is best for your brand's media buy.

- **Media Strategy**
- Research
- Operation
- Monitoring
- Reports
- Analysis
- Media negotiation
- **Medios digitales**
- SEM
- Media Buying
- Media flow optimization and administration
- Google Advertising Certificate
- Adserver
- **Social marketing**
- SM Amplification
- Social media apps
- Administration
- Tracking and growth

CASE STUDIES

Sexy Jeans

Breaking barriers, creating rules.

At **Lead2action** we know that so a consumer accepts a brand it should feel like the brand belongs to them. Our strategy for **SXY JNS** with your teen girls was simple: "you make the rules". Show them what they want to see and tell them what they want to know. We wanted to help them, through their own rules, to be Sexy Girls and that way highlight how sexy they could be.

But, where can we do this? Teens and junior girls are in social media platforms and Sexy Jeans had to be there.

Lead2action came up with the **SXY JNS** world; a digital world where we created brand identity though a powerful concept growing the database and creating connections and incremental awareness to the brand and target.

We built a landing page, an e-mail blast campaign, a social media platform and used interactive marketing to discover the possibilities to go even further, making the digital concept a master brand identity concept taking it to point of sale and offline promotions.

The results were worth sharing: More than 20 thousand Facebook fans, 24,379 unique visitors in 5 months.

The consumers thought: "this is a trendy site we all created together and at the same time gives us information"

The result? More fans, top of mind and brand positioning.

Porsche

Every client is unique

We created a campaign that would prompt sales within the **Porsche** consumer target that sparked interest and engagement.

Lead2action was able to surpass their objective and create a Porsche experience that was relevant to the consumer.

The goal was for **Porsche** to move units of their main brands: Boxster, Caiman and Cayenne. Our mission was to generate a smile in our consumers putting them behind the wheel of one of these powerful machines.

How did we do it? Doing what we do best. A solid digital strategy. We created a digital media campaign so that users would register and experience information through benefits.

We used a database that gave unique value for each client with e-mail blasts that would drive-to-web.

The result? Sales and more traffic to the site, actually 30% of clients visiting the site before they bought on site.

Once again, **Lead2action** lead to buy.

AXA

Doubled objectives by a 100%. This is what we call perfection.

Lead2action was asked by **AXA** to bring to agente.axa.com to obtain leads on 2010 possible prospects to be agents for the insurance company. This was to be accomplished on a single month.

As an interactive tactic **Lead2action** chose to create a rich media banner campaign that we called "notibanners". These were synchronized with key words with Google. We not only met the agreed objectives but the results were beyond expectations.

Check out the results: **4000** registered candidates when the goal was only 2010.

More than **41,600** clicks, **.30%** CTR and more than 6 million visual impacts. This translated to having a profiled database and a strong agent sales force for the year 2010.

Best Buy

What the client wants, the client gets.

Best Buy needed to develop a brand new site that contained new promotions, promotion and an e-catalog that was a reflection of the brand.

Our objective was to obtain satisfied users that could then generate more traffic to the site, easier one click access to information, a bigger catalog and maintenance.

We achieved this and much more using a weekly e-mail blast that contained attractive promotions and relevant information.

We identified consumer needs through careful analysis of site stats.

The result? A new site. Increased visits and time spent on the site. More Reward Zone clients. And of course, an online catalog.

