



IPAF



Hello.

IPAF has an original & disruptive business model, which is the result of a sequence of experiences and lessons, that forced us to adapt our creative thinking to today's digital, quantitative and globalized world.

Our Data-Driven Creativity approach is the basis for being a think tank specialized in efficient creative campaigns for digital media by building long-term relationships with our clients and collaborators as part of our core belief.

I hope we can go this way together and boost the growth of your business through the digital channel.

Welcome,



Pol Fabbri



Founder & General Director
pafcollective.com.ar

!PAF is a strategic & creative team for brands & agencies.

Our mission is to create efficient digital experiences & transcend the limits of ideas.

STRATEGY & CREATIVITY

SOCIAL MEDIA & CONTENT CREATION

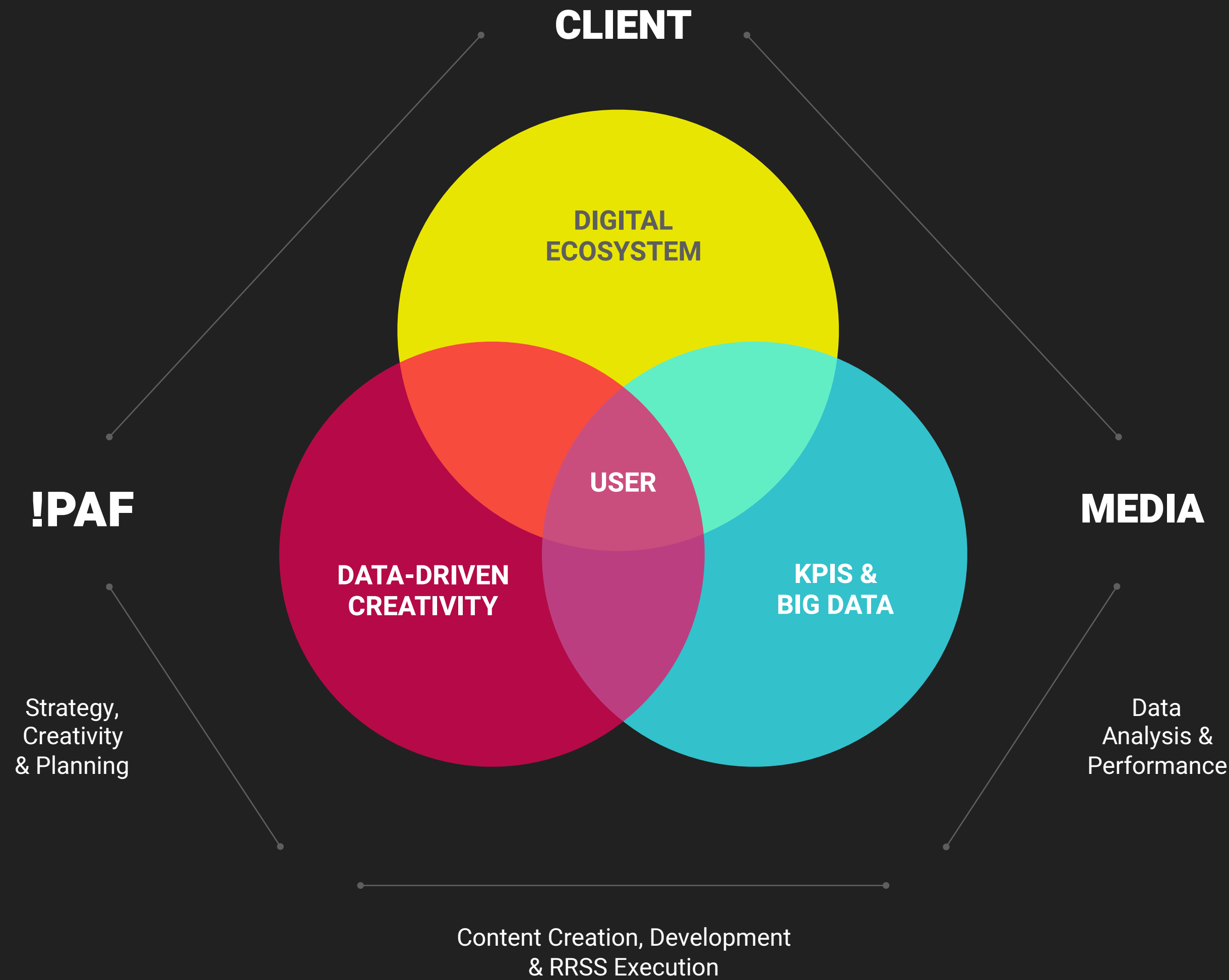
UX/UI & DEVELOPMENT

KPIS, BIG DATA & PERFORMANCE

!PAF

We make businesses grow with
Data-Driven Creativity & thinking effective
digital experiences people love





The effective digital brand experience

VIRAL DOES NOT EXIST

The creative efficiency of a digital campaign today is not only an idea or a clear understanding of the strategy, but also, in addition to these two points, adapting each creativity to the requirement to execute omnichannel campaigns.

Data-Driven Creativity

OUR CREATIVES UNDERSTAND HOW TO VISUALIZE DATA

Today's organizations are data-driven, everyone is looking to be more strategic by using data to inform business decisions. This is an area creative can no longer afford to ignore. Data nerds need creativity.

ABOUT

Team & collaborators

We are a team of experts with diverse backgrounds and experiences. We encourage freedom to do important things by working together with collaborators who respect and empower us. We are a company that values entrepreneurship, freelance and embrace constant change. Over the years, we realized that the digital media is constantly evolving, and we want to be at the forefront by constantly training.



IMS LINKEDIN
CERTIFICATION



PROFESIONAL 400-101



IMS TWITTER
CERTIFICATION



CREATIVE HERO



Smart creativity for effective digital thinking

OUR PROCESS

Our Digital Marketing process may change on each project. We want to use a mix of creativity, data and analysis to create experiences that generates an impact on people.



For those who seek us



Our way, or the highway



ABOUT

Be real. Don't be afraid to say what you think, be honest.

Embrace the unknown. The future is uncertain, but you can be ready for it. Learn, read, talk & listen.

Ideas, not egos. Listen to others and save your energy for what really matters. Strong teams are built on different perspectives.

Give a shit. If you don't care, why should anyone else?

!P4NP. Donate, even if you are going through hard times.

!P4NP: !PAF For Non Profit visit -> <http://pafcollective.com.ar/contact/>

**! WE TELL STORIES
THAT GENERATE
IMMEDIATE IMPACT**

#smartcreativity

Increasing sales with Data-Driven Creativity.

Helping Argentines to go through this crisis in the best possible way possible.

merite.com.ar

DDC Daily Report:

Resultados campañas de Agosto-Julio

Acción	Imp	Alcance	Efici	Programa/Pago	Alt/Imp	CTR	Conv. Rate	Imp/Conv	Clicks x 1000 Imp	Clicks x 100000 Imp	Color	Merite
Agosto_01_2d	61.234	32.618	359	23	36%	0,22%	10,1%	274	274	274	Discre	Hoja
Agosto_01_2d	48.200	43.512	115	18	36%	0,22%	15,7%	27	230	230	Maneja	Impresista
Agosto_02_caja ar rosa	67.112	37.926	230	23	35%	0,21%	8,7%	34	352	352	Maneja	Impresista
Agosto_02_caja ar rosa	107.037	33.947	443	75	77%	0,24%	10,9%	71	414	414	Maneja	Hoja
Agosto_03_caja ar rosa	62.024	33.353	185	36	35%	0,24%	13,9%	67	367	367	Discre	Hoja
Agosto_03_caja ar rosa	52.440	34.124	227	23	35%	0,24%	11,9%	33	374	374	Discre	Pagos
Agosto_03_caja ar rosa	72.045	49.722	264	28	36%	0,24%	10,0%	36	409	409	Discre	Pagos
Agosto_03_caja ar rosa	57.373	45.524	239	30	70%	0,28%	8,8%	32	593	593	Discre	Pagos
Agosto_03_caja ar rosa	46.206	27.118	150	43	30%	0,24%	10,1%	30	340	340	Discre	Pagos
Merite-Ad-July-02_mad (Merite)	559.285	320.425	1.249	536	32%	0,25%	10,5%	90	503	503	Sin estad	Sin estad
Merite-Ad-July-04_mad (Merite)	107.972	70.003	750	107	73%	0,28%	14,2%	95	700	700	Sin estad	Sin estad

Resultados a Noticias y Color (no considera cuentas multicas, sino el desarrollo en cuenta)

Color	Imp	Alcance	Efici	Programa/Pago	Alt/Imp	CTR	Conv. Rate	Imp/Conv	Clicks x 100000 Imp
Color	195.846	1.86.886	601	97	36%	0,27%	12,1%	11.69%	504
Color	195.846	1.86.886	104	114	33%	0,24%	10,0%	11.69%	504



WORK Merité

Préstamos de hasta **\$7.500** En mini cuotas flexibles ¡Sin interés!

Expensas Extraordinarias

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JULY 2019 - Creative Line 1/4 - 1st WEEK

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PEDILO HOY MISMO

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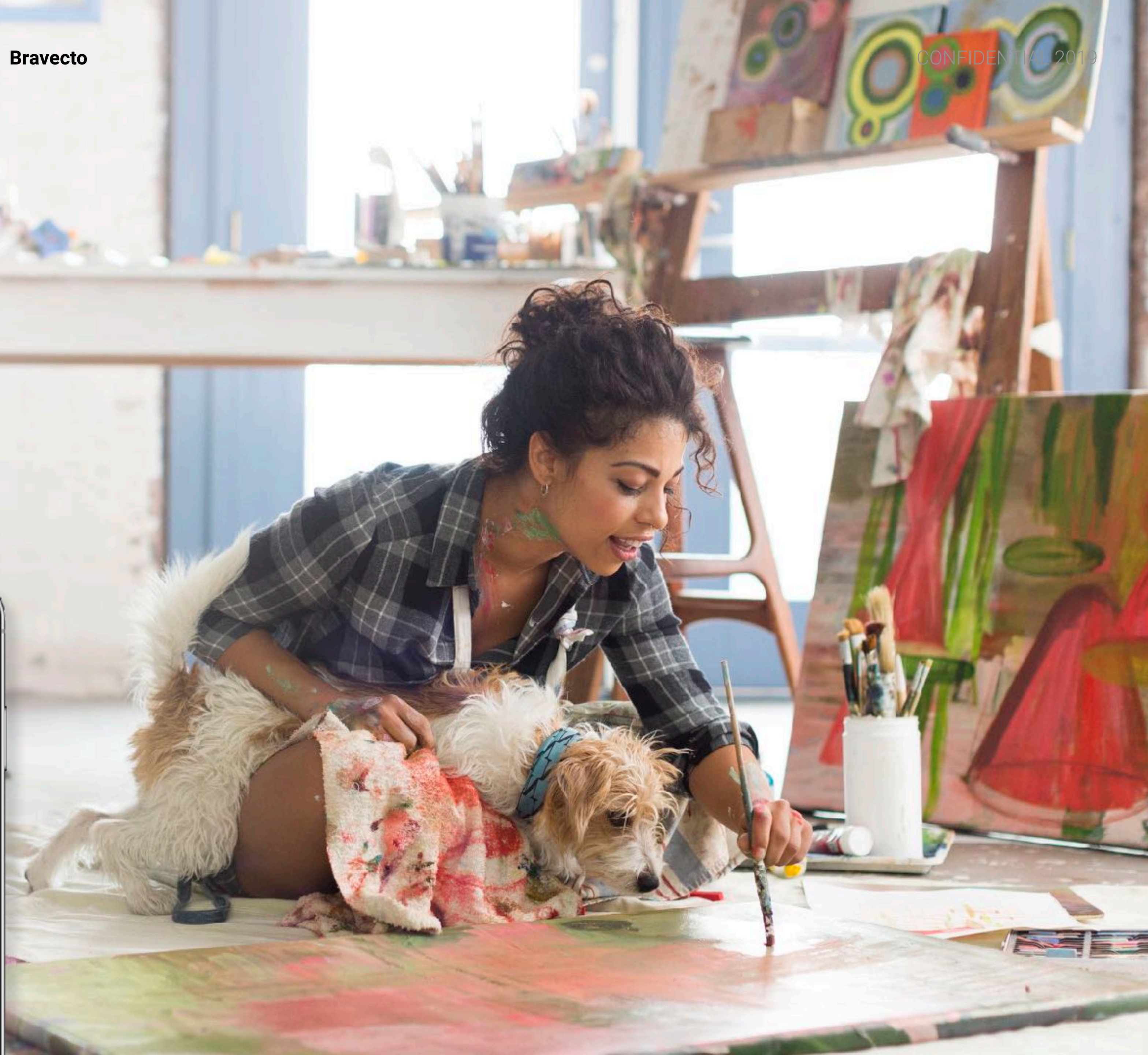
Establishing a new Argentinian leader in flea and tick protection.

The market needed to innovate. We propose something new, different, revolutionary & useful.

bravecto.com.ar

Site: "Geolocalizate"

132% Increase in total registered veterinarians nationwide.



Launching its first marketing campaign in 70 years, fully digital.

The first time is the hardest. First time has a lot of expectations. For this local “big” insurance company, we added value by humor and a “big legal letter” idea.

meridionalseguros.com.ar

Overall View Rate

45%

Google Dixit: “The standard is up to 20 seconds only 10% of users are still watching the ad.”



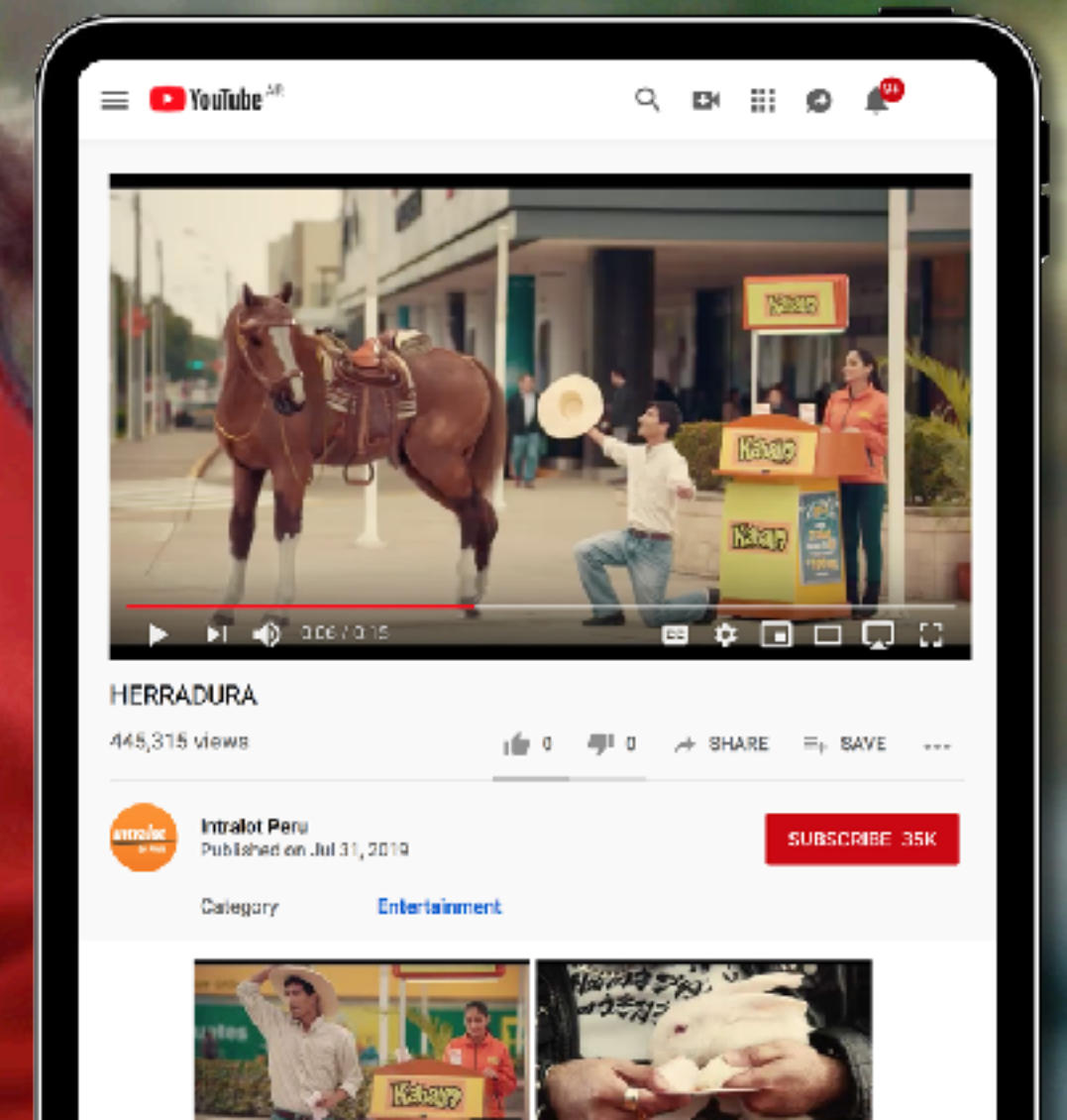
Re-imagining the Peruvian “Kábalas”.

In this branding campaign, we build a value proposition of real purchase situations through humor.

intralot.com.pe

Overall View Rate on Facebook

32% Facebook standard is 15-20%.



Digital transformation for a global beauty brand.

We establish processes, define channels and create digital content to unify the criteria of use of the brand and increase the efficiency of Natura Consultants.

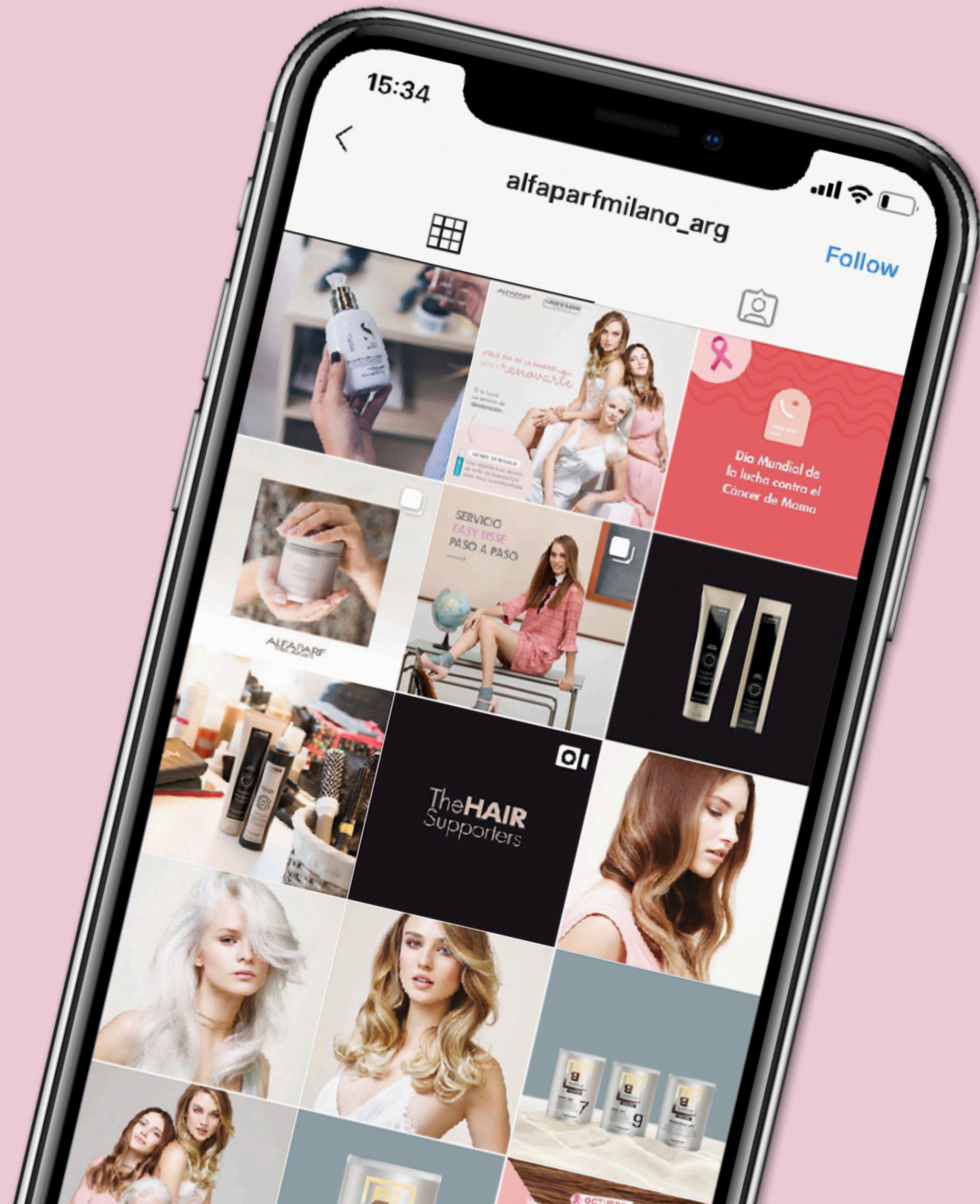
naturacosmeticos.com.ar

Educational Digital Content

+45

Courses to improve sales, speech & usage of digital or social channels.





Real time content, for real time people.

An immersive experience for a connected audience. Planning, creating and producing, at a digital speed.

alfaparfaltamoda.com

Data-Driven Branding Campaign

22% Lift in brand awareness vs. control group.
57% lift in ad recall vs. control group.

**We are here for you.
Let's talk!**

!PAF

pafcollective.com.ar
hola@pafcollective.com.ar

Work with us

work@pafcollective.com.ar

Anything else

info@pafcollective.com.ar