



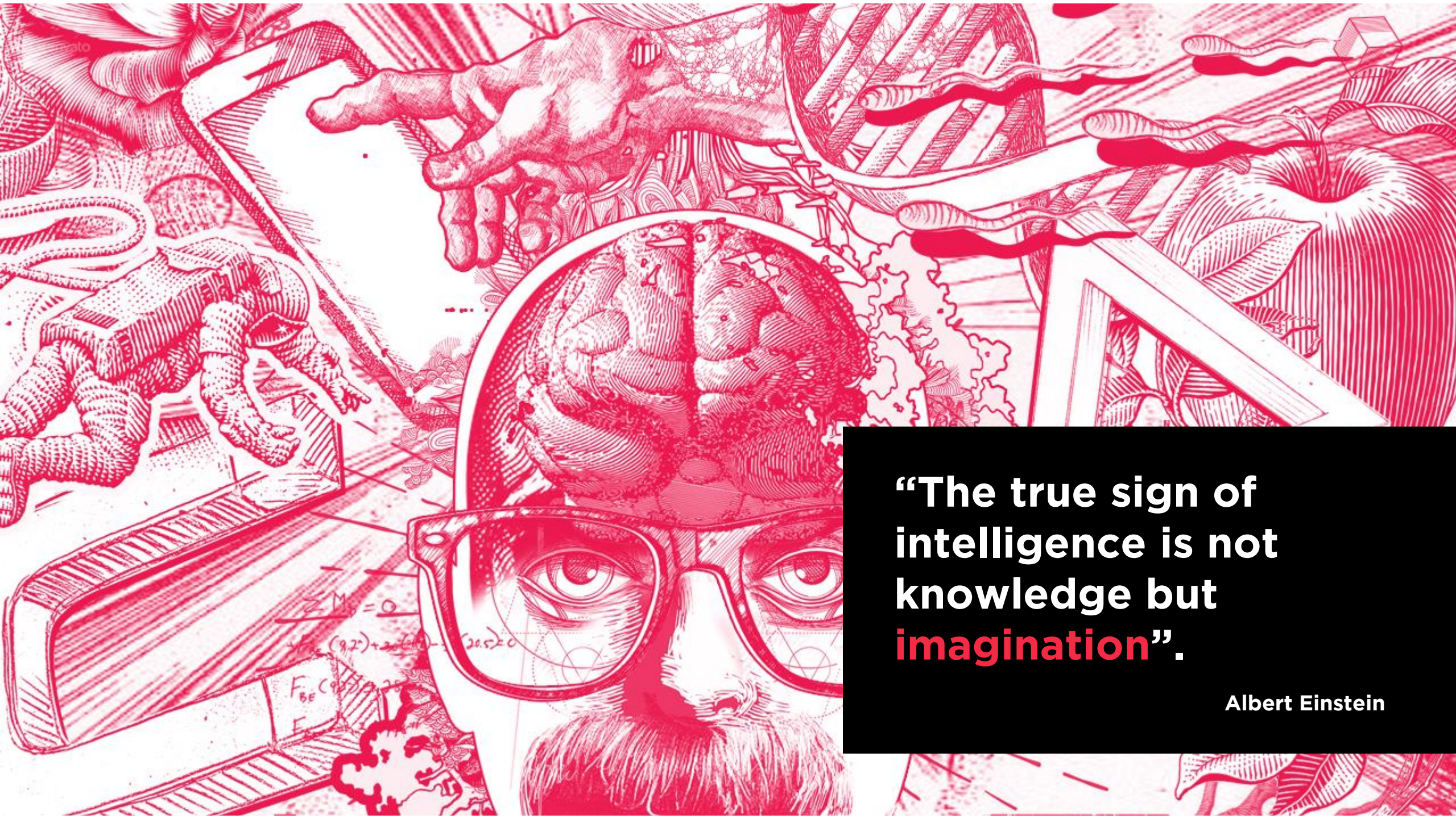
# THE BIG BRANDS THEORY

We take brands to the  
next level through

Digital Positioning

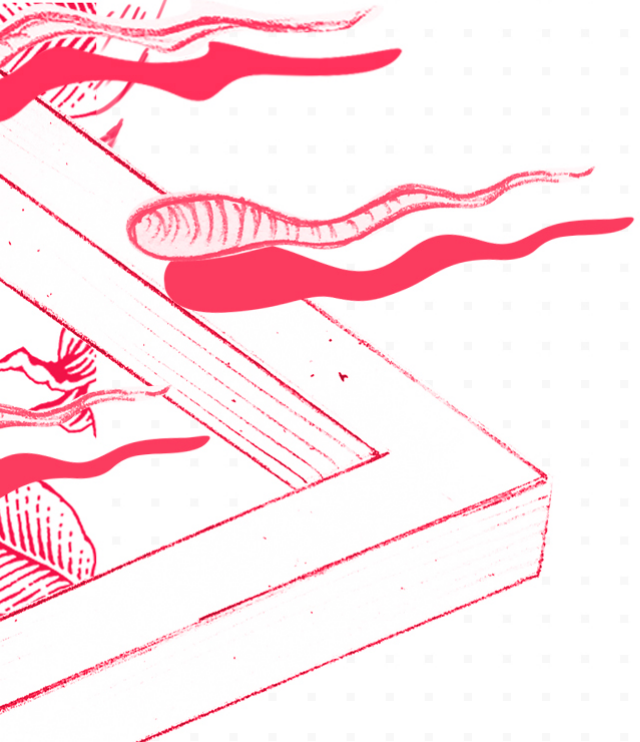
WeThink

MARKETING



“The true sign of intelligence is not knowledge but **imagination**”.

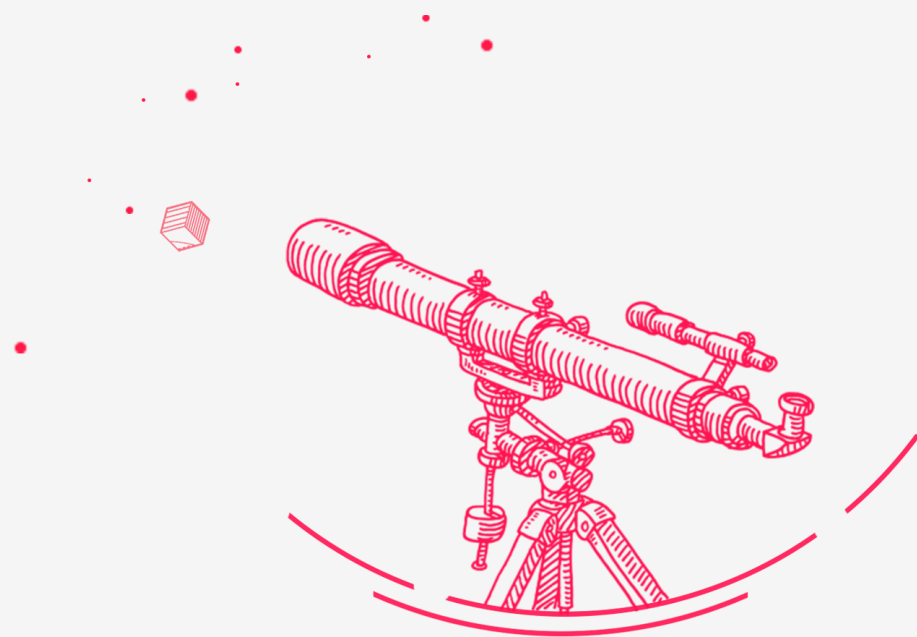
Albert Einstein



## In the infinite universe, your Brand is like a star.

To shine brighter than the rest you must know who you are, what you can accomplish, and how you want to impact your community.

**WeThink** will guide you to your success



- We believe in creating a brand style and personality to differentiate ourselves from the rest
- We create a unique voice that invites users to interact with your brands
- We show attributes and brand advantages to maximize communication
- We implement effective tools and tactics that lead to interactions and conversions \$\$\$
- We build faithful and long lasting relationships with your consumers

## One Simple Mission

Create effective  
and affective alliances  
in just one click



## Philosophy

We believe in the  
“Power of Giving”

We think, seek, and express the “power of giving” to brands who dare to create much more than just a product or service

### IF A BRAND EVOKES...

#### CAUSE

Authenticity

Affection

Creativity

Credibility



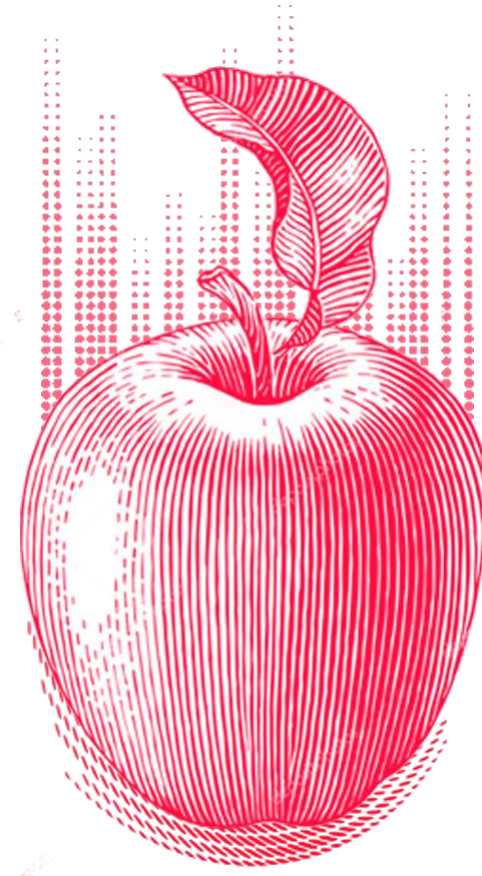
#### EFFECT

Admiration

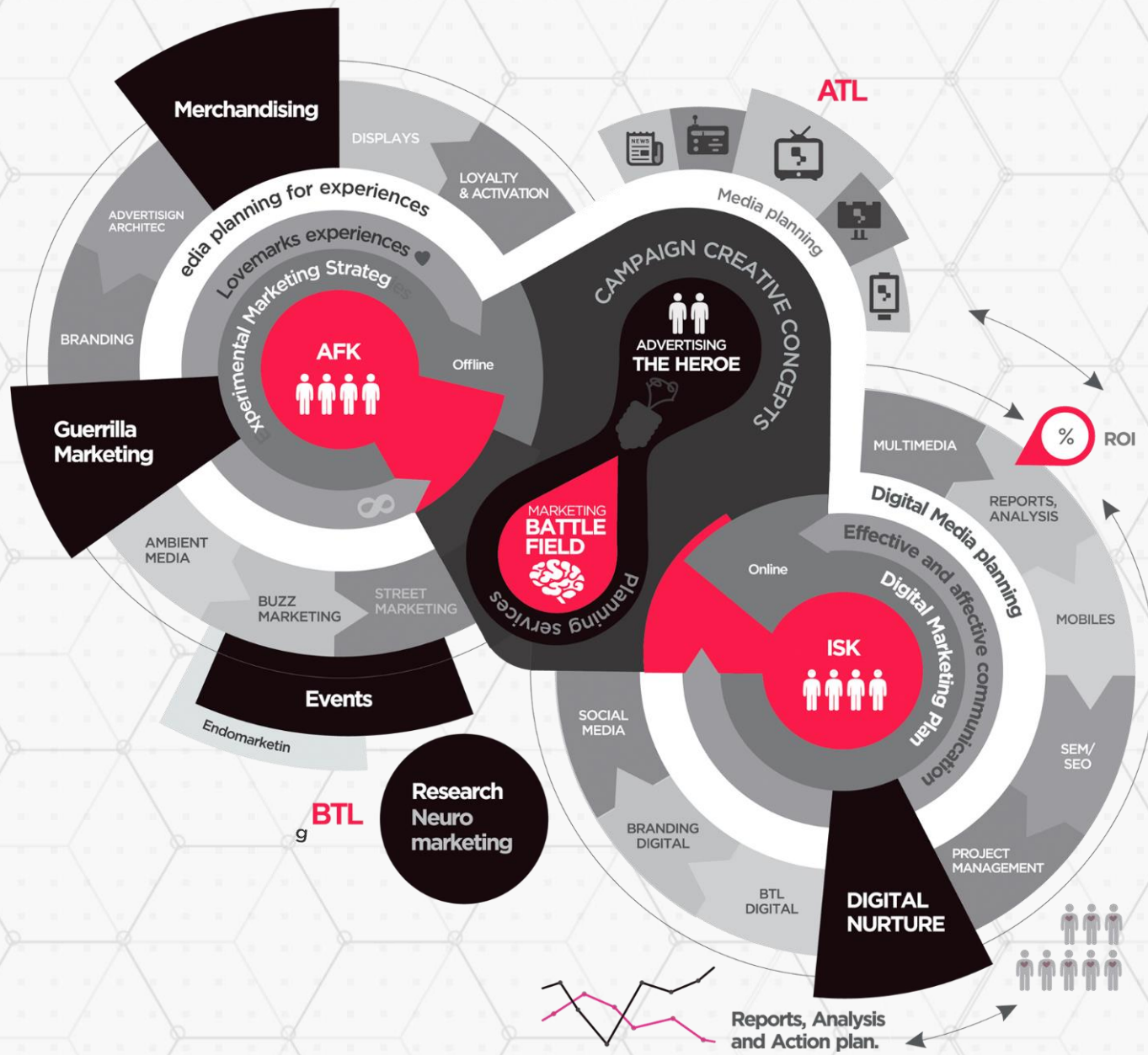
Love

Interest

Loyalty



When a brand SHARES, it does not create consumers. Brands who share generate believers and partners that will grow your brand and will obtain results that will last



# One Message- Multiple Platforms

Through media saturation, brands are received by consumers through the generation of content that connects with users in a more emotional way. We use multiple and effective platforms to reach your optimal audience.

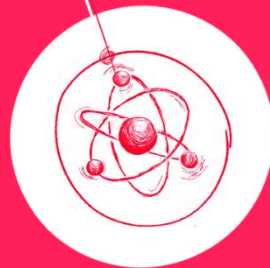
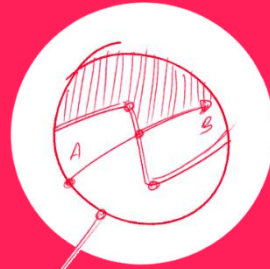
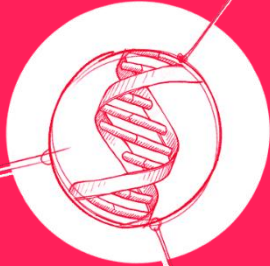
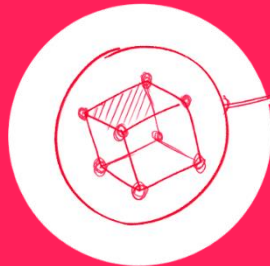
With Campaign Development, Creatives, and Communication, we can monitor, optimize, and calculate the ROI on each of our tactics to launch your brand with the most reach.



# How we work

## 1. Planning

We create a master plan, conceptualize an idea, and develop a campaign to execute your message.



## 4. Control

Every action and tactic executed is closely monitored, optimized, and controlled to guarantee the best possible outcome.

\*This will be reflected in your ROI



## 2. Design

We design stunning eye-capturing and message driven images and videos to create a unique personality for your message

## 3. Development

We set up platforms, define target markets, implement campaigns on different platforms, set goals and initiate the customer capturing race.

## Planning Phase Marketing Plan

### **Situation Analysis.**

- Segmentation
- Competitive Analysis
- Market Research (Desktop Research)
- Competitive Analysis

### **Objectives and Strategies Stage**

- Segmentation
- Competitive Analysis
- Market Research (Desktop Research)
- Competitive Analysis

### **Operational Stage**

- Framing Marketing Process
- Marketing Calendar of Activities
- Budgeting

## Branding

### **Brand Strategy**

- Brand History
- Customer Profile
- Brand Personality
- Communication Tone
- Brand Attributes

### **Brand Development**

- Logo Design
- Brand Applications
- Graphic Design
- Brand Manual
- Interior Design
- Packaging Design

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## Creative

### **Graphic Design**

- Stationary
- Packaging
- Illustrations
- Brochures
- Infographics

### **Audiovisual**

- Whiteboard Videos
- Stop Motions
- Motion Graphics
- Documentary Videos

### **Photography**

- Lifestyle Photoshoot
- Product Photoshoot

### **Content Marketing**

- Social Media Management
- Video Scripting
- Web Content Development
- Creative Copywriting
- Blogposts
- Press Releases
- Translation Services

**What we  
can do for  
you**



## UI & UX

### User Interface and User Experience

- Information & System Architecture
- Interaction Design
- Visual Design
- Wireframing
- Prototyping
- Architecture Validation
- Brand Guideline Stylesheet

## Development

### Front End Development

We specialized in e-commerce sites based on CMS, such as WooCommerce (WordPress), Drupal, and Shopify

### BackEnd Development

HTML5, PHP, JScript

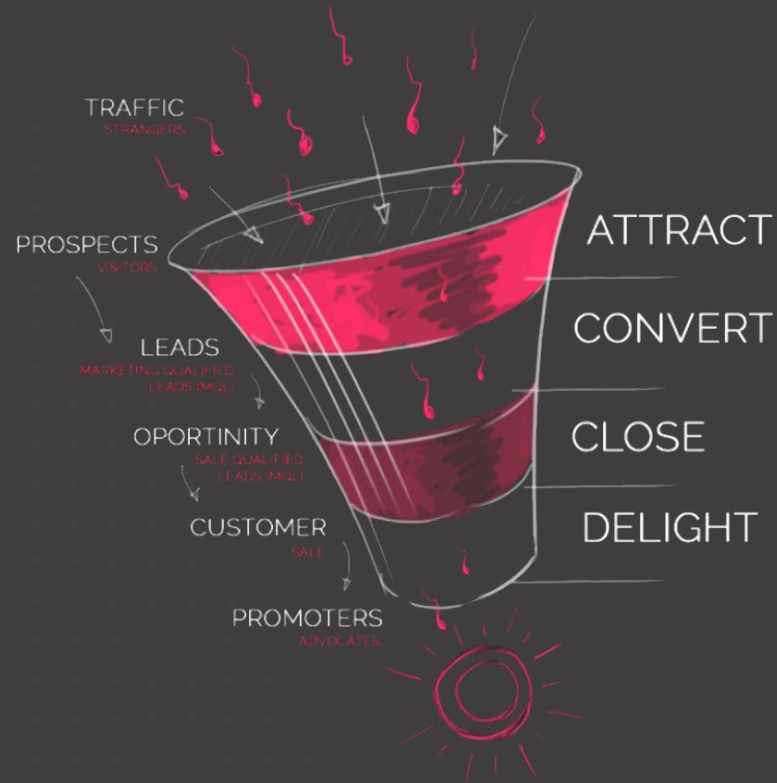
## Inbound Marketing

### Planning

- Inbound Planning
- Social Media Planning

### Attraction

- SEM / SEO
- Programmatic
- Native Content
- Press Releases



### Convert

- Marketing Automation
- Email Marketing
- Landing Pages
- Magnet Leads Development

### Close

- CRM Management
- Inbound Calling
- Lead Management
- Trials and Demos
- Chatting

Who we  
fight for



RÉMY COINTREAU



Unilever





**The Thinkers**  
Contact our team today!





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