

# La Piragua Creativa

Online Advertising Agency  
[www.lapiraguacreativa.com](http://www.lapiraguacreativa.com)  
@lapiraguacreativa



La Piragua  
Creativa

Make your **brand** grow  
We do the work

# To make your brand grow, **let us do the work**

- Is your brand's image well-positioned? Does it stand out from the rest?
- Are your social media platforms up to date with the latest trends?
- Does your brand truly reflect your personality?
- Do you see your competitors achieving better results than your brand?

Your brand may need our services if you identify with one or all of these questions.

La Piragua  
Creativa

The background features several overlapping, curved, brushstroke-like shapes in various shades of blue and teal, creating a dynamic, artistic feel.

# About La Piragua Creativa

# La Piragua Creativa

From our "vessel," the online advertising agency La Piragua Creativa, we offer solutions and strategies to connect your brand with its audience in a systematic and personalized way, generating value and boosting sales.

We design methods and are passionate about winning over every new client. One of the key principles that keeps La Piragua Creativa moving full speed ahead is the trust that unites us with our clients. We develop projects with transparency as our core value, supported by a team that is aware of its responsibilities and actively participates in decision-making.

# Meet the Team

that will help you stand out



**LEANDRO**

CEO  
(Chief Executive Officer)



**MARTHA**

CCO  
(Chief Creative Officer)



**JENIFFER**

COO  
(Chief Operating Officer)  
Houston, TX



**ISABEL**

Account Manager  
Houston, TX

# Meet the Team

that will help you stand out



MARIEL

Copywriter &  
International Support



LIDIA

Planner



EDUARDO

Graphic Designer



PAOLA

Graphic Designer

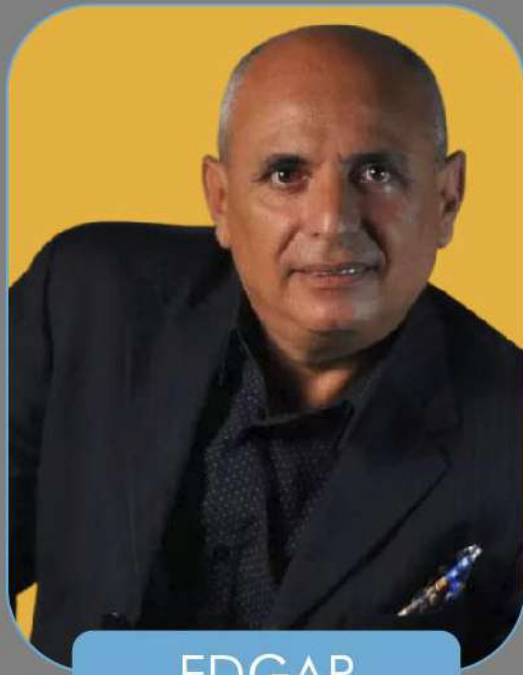
# Meet the Team

that will help you stand out



DAVID

Illustrator & Editor



EDGAR

Photographer &  
Production

# Our areas of **expertise**

## **Experts in Persuasion**

At La Piragua Creativa, persuasion is at the core of every strategy we develop, as we understand how emotions influence decision-making.

## **Experts in Branding**

Every branding project we create involves meticulous research, ensuring that each result is a unique and tailored creation.

## **Experts in Content Creation**

We see ideas as the fundamental ingredient in generating unique content (Creative Writing), tracing each concept back to its origins through in-depth analysis and storytelling.

# Our **solutions** at your disposal

Branding Design (Brand Identity)

Social Media Management

Corporate Image Consulting

Content Creation (Creative Writing)

Advertising Consulting

Graphic Design

BTL (Below-the-Line) Advertising Stand Design

Architectural and Interior Design  
for Commercial Spaces (Retail Design)

# You will be able **to achieve**

## **POSITIONING**

Build a brand positioning strategy aligned with branding principles to establish a strong and recognizable identity

## **VALUE**

Communicate your brand professionally to enhance its perceived value, highlighting its unique characteristics and competitive advantage

## **STRATEGY**

Capture your clients' attention strategically by using personalized and targeted engagement techniques to achieve your business objectives

## **PUBLIC RELATIONS**

Enhance your organization's image and reputation through effective communication strategies

## **CREATIVE WRITING**

Capture your audience's attention with the magic of words. From choosing the name of your new brand to the audiovisual script and the copy for your social media posts, everything will be infused with creativity and inspiration

# Why choose **La Piragua Creativa** to design your online strategies?

## **WE ARE SPECIALISTS**

Our team is highly specialized and expert in advertising strategy and social media management, guaranteeing that your campaigns are led by trained professionals.

## **ANALYSIS AND MONITORING**

We encourage detailed analysis of campaign performance, allowing us to make informed decisions and implement strategies to optimize results.

## **INSPIRATION AND CREATIVITY**

We constantly stay up to date with market trends and changes, offering fresh and creative ideas to engage your audience and keep your brand ahead of the competition.

We don't want **clients** – We want **Partners!** We believe in building strong, long-term relationships

Here are some of the brands that have chosen to grow with us



Willie Muñoz  
COCHA DE AUTOR



# CASE

## CentroSalud Caracas



# CASE

## Anthos



# CASE Benur



# CASE EOS



# CASE

## Fripica



# CASE

## Districarsmirth



# CASE

## Halal KMT



# CASE UMAST

Unidad de mastología

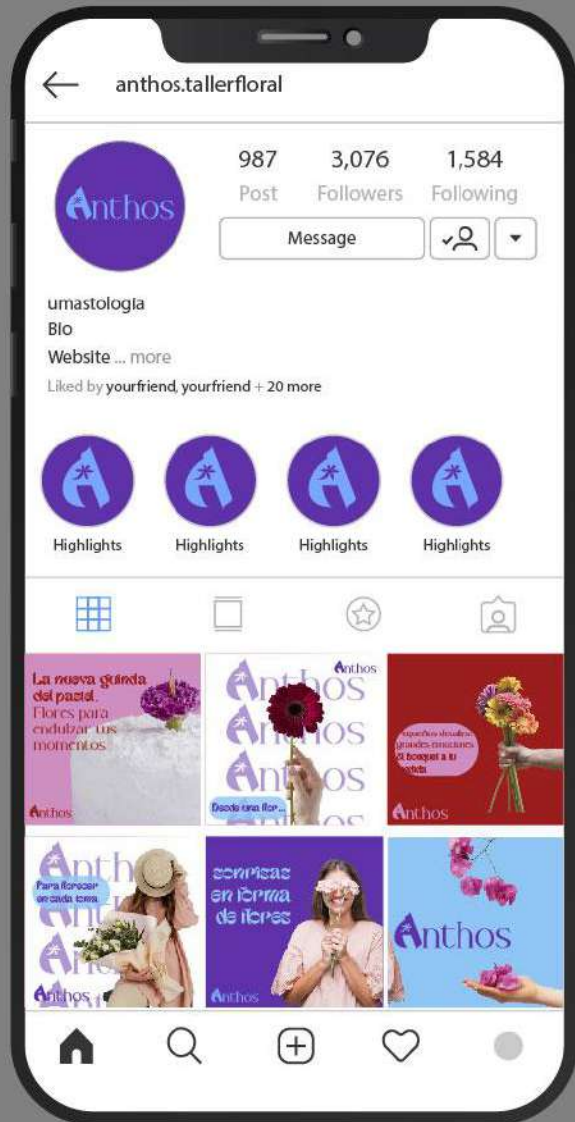


# CASE

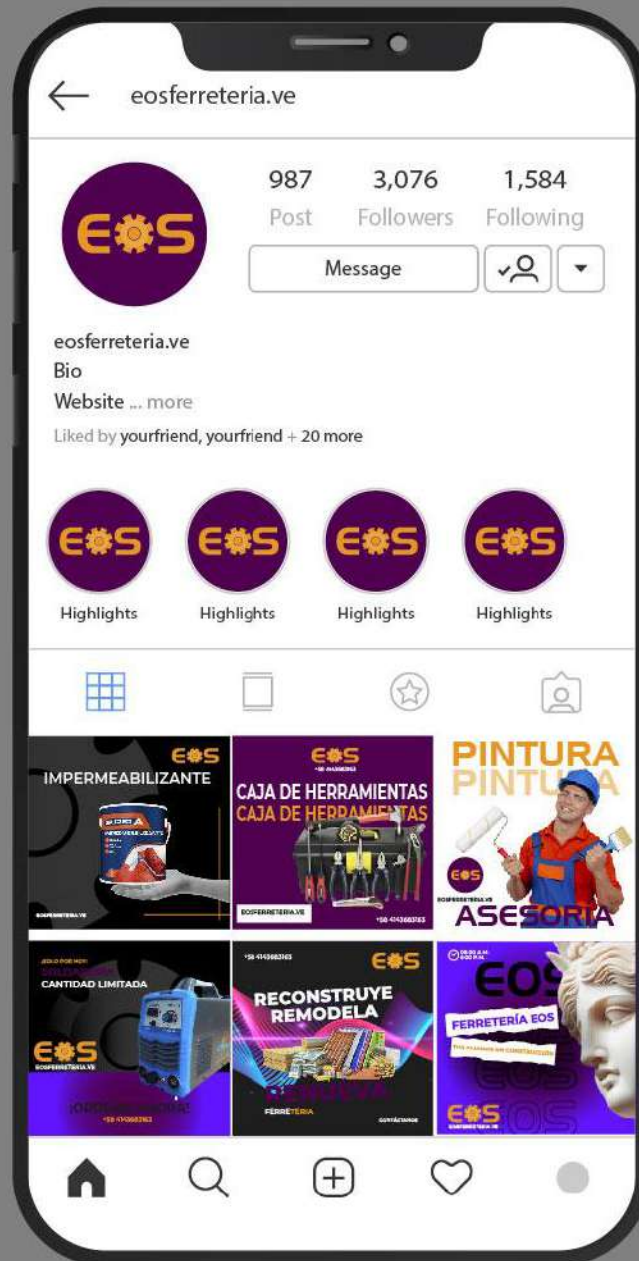
## Sedaseguro



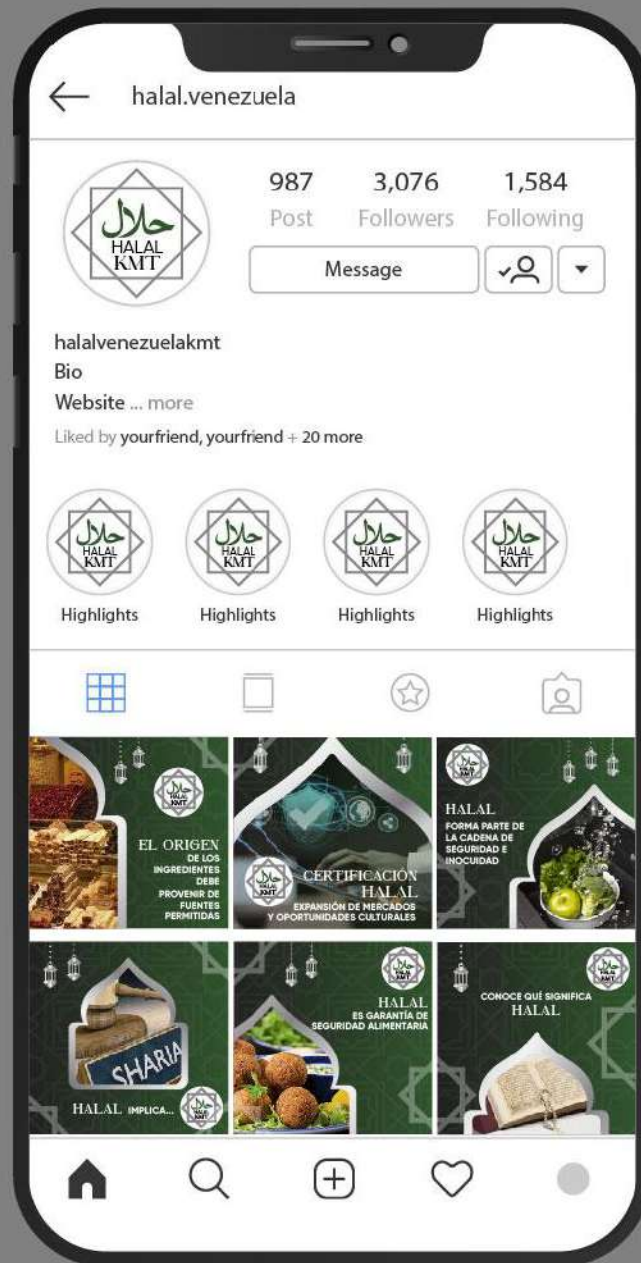
# Social Media Management



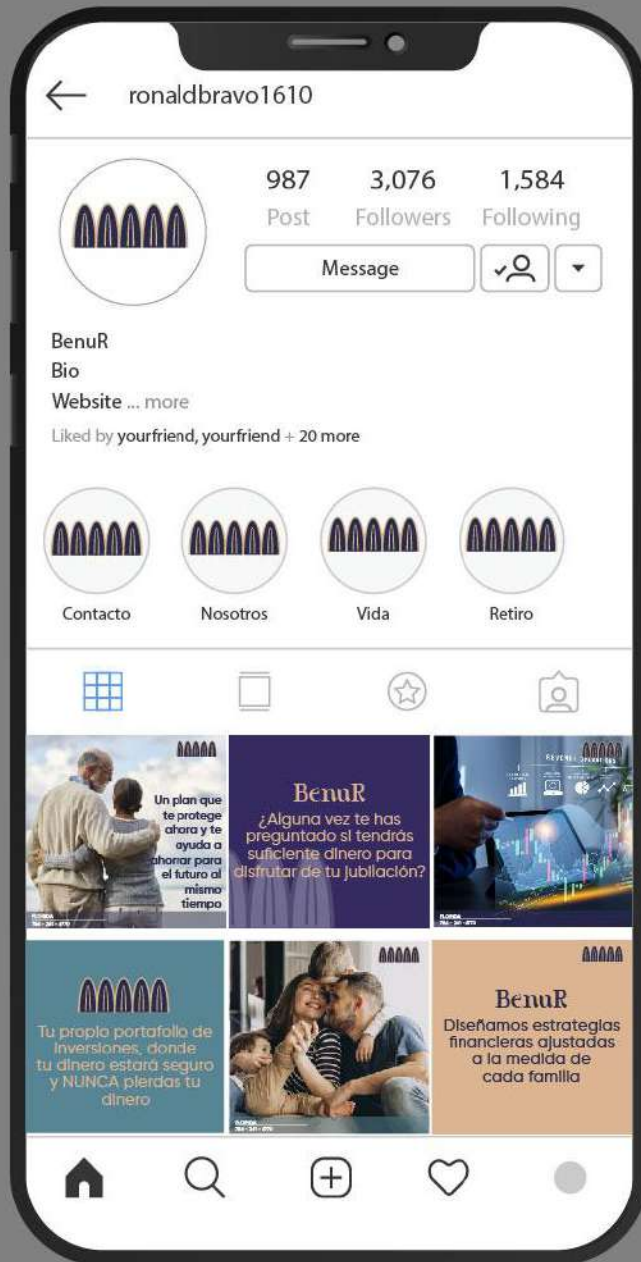
# Social media Management



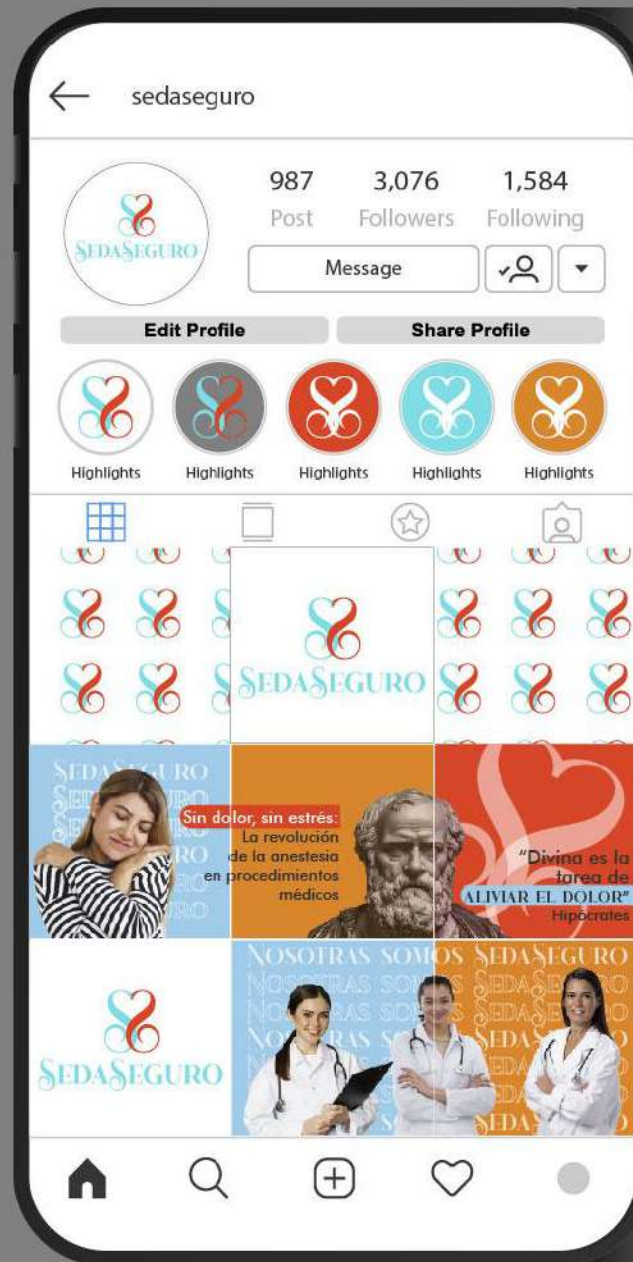
# Social media Management



# Social media Management



# Social media Management



# Available exhibition stand models



Images  
for reference

# Available exhibition stand models



Images  
for reference

# Our mission and values

## Creative Innovation

Our mission is to lead the way in advertising creativity, driving innovation in every project we undertake. We constantly reinvent strategies and communication channels to deliver unique and effective campaigns that make a positive impact on our target audience.

## Professional Ethics

At La Piragua Creativa, we uphold the highest ethical standards in all our work. We value transparency, honesty, and mutual respect in our relationships with clients, collaborators, and the community.

## Diversity and Inclusion

We are committed to promoting diversity and inclusion at all levels of our agency. We strive to create an environment where all perspectives and talents are valued, allowing us to generate truly authentic and innovative ideas.

## Social Responsibility

We are dedicated to social responsibility, constantly seeking opportunities to use our creativity and expertise in projects that create a positive impact on society and promote sustainability.

# Organizational structure

## Hierarchical Departments

La Piragua Creativa has an organizational structure based on hierarchical departments, each playing a fundamental role in the agency's operations. From the leadership and strategy department to the creative and production teams, each area has its own responsibilities and specific contributions to the overall success of the advertising agency.

## Interdepartmental Collaboration

Collaboration between different departments is a key component of La Piragua Creativa's organizational structure. We foster an interdisciplinary environment where the exchange of ideas, continuous feedback, and synergy between teams enhance creativity and efficiency in executing innovative advertising projects. By integrating expertise from strategy, creativity, media, marketing, and client relations, we ensure that every project benefits from a holistic and dynamic approach, leading to outstanding results.

## Smooth Communication

Effective communication is a fundamental pillar of our organizational structure. La Piragua Creativa promotes transparency and fluid communication, both vertically and horizontally, ensuring that decisions are made informed and that information flows quickly and efficiently throughout the agency. This approach fosters collaboration, agility, and alignment across all departments, allowing us to execute projects seamlessly and maintain a cohesive work environment.

## Distributed Leadership

La Piragua Creativa embraces a distributed leadership model, where decision-making and responsibilities are shared among department leaders. This approach promotes autonomy and agility, allowing us to respond effectively to the evolving needs of today's advertising market. By empowering our teams, we foster innovation, accountability, and efficiency, ensuring that every project benefits from specialized expertise and a collaborative decision-making process.

# Innovative technology and tools

At La Piragua Creativa, we strive to stay at the forefront of technology and innovative tools. Our agency implements artificial intelligence systems to optimize the creative process, from data analysis to the generation of personalized content for each client. The integration of augmented reality and virtual reality in our advertising campaigns allows us to offer unique and interactive experiences to our target audience.

Our development team continuously works on creating mobile apps and digital platforms that provide creative solutions to the current challenges in the market. Additionally, we have implemented predictive analytics and machine learning tools to better understand consumer trends and make data-driven decisions based on accurate, up-to-date information.

# Management Department

The Management Department is the strategic heart of La Piragua Creativa Advertising Agency. This is where the key decisions are made that guide the agency's vision and direction, ensuring the success of each campaign.

**Leandro Vázquez**  
**CEO of La Piragua Creativa Agency**

# Public Relations and Corporate Social Responsibility Department

The Public Relations and Corporate Social Responsibility (CSR) Department at La Piragua Creativa plays a fundamental role in building and maintaining a positive image of the agency among its diverse audiences. This team is responsible for managing the agency's reputation, as well as that of its advertising clients, cultivating strategic relationships with the media, the community, and other stakeholders. Additionally, it leads corporate social responsibility initiatives that reflect La Piragua Creativa's values and commitment to sustainable development and societal well-being.

Under the leadership of an expert in corporate communication, this department develops and executes comprehensive communication plans that position La Piragua Creativa as an innovative, cutting-edge, and socially responsible agency. From networking event organization to CSR campaign management, the Public Relations team works closely with other departments to ensure that the agency's messaging and brand image remain consistent and coherent across all channels.

Furthermore, this department plays a crucial role in crisis management and risk mitigation. Through constant monitoring of the external environment and the implementation of effective response protocols, the team is prepared to handle any situation that could negatively impact La Piragua Creativa's reputation, thereby preserving the trust and support of clients, partners, and the broader community.

# Accounts Department

The Accounts Department at La Piragua Creativa is responsible for managing client relationships, ensuring satisfaction, and aligning marketing efforts with business objectives. This department plays a crucial role in maintaining strong partnerships and delivering high-quality service.

## Client Management

Builds and maintains strong relationships with clients, understands their needs, and provides exceptional service.

## Monitoring & Reporting

Tracks campaign performance, analyzes results, and presents detailed reports and statistics to clients

1

2

3

## Strategic Planning

Develops personalized marketing and communication plans tailored to each client's goals and business

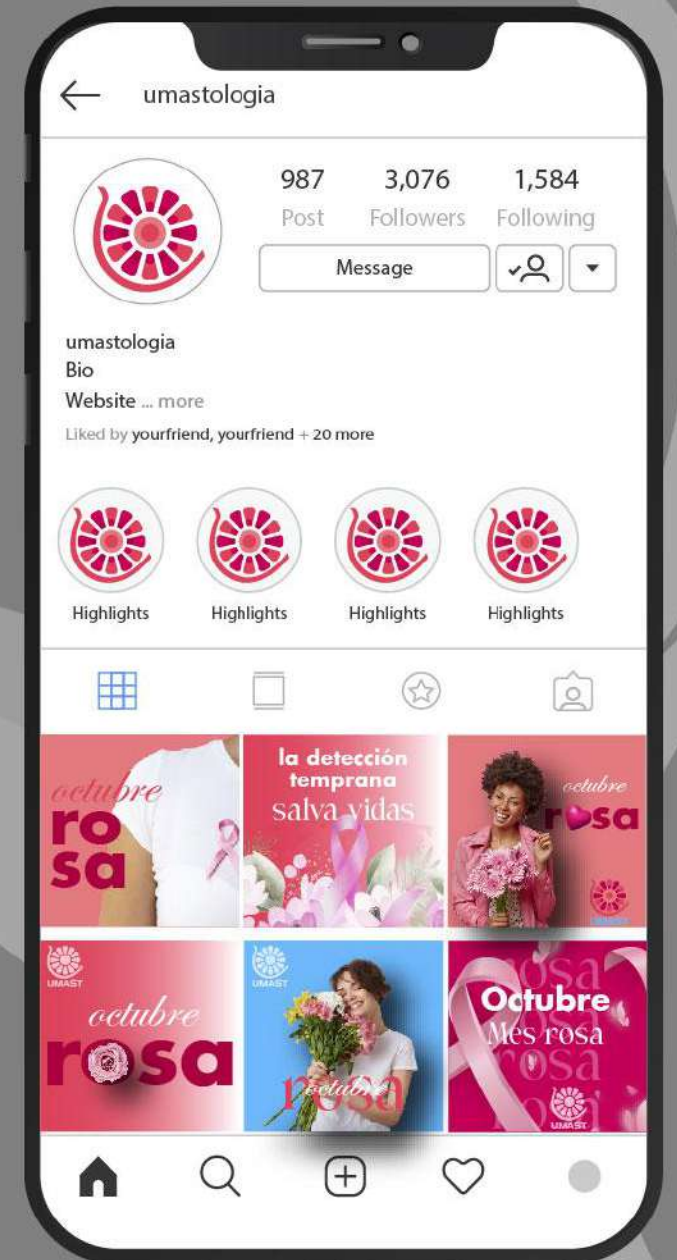
# Market Research Department

- Analyze market trends and identify consumer needs.
- Conduct market studies, surveys, and interviews with potential customers.
- Monitor competitors and perform comparative sector analysis.
- Segment the market and develop customer profiles for targeted strategies.
- Evaluate advertising campaign effectiveness and adjust strategies accordingly.
- Provide regular reports with key research findings to inform decision-making.

# Creativity Department

The Creativity Department at La Piragua Creativa is the driving force behind innovative ideas and captivating advertising campaigns. A team of talented designers, copywriters, and art directors collaborate closely to bring unique and compelling concepts to life. From ideation to execution, this department ensures that every project stands out and effectively represents the client's brand.

Team members contribute their specialized skills, unique perspectives, and passion for excellence. Ensuring that each project reflects the client's brand in an impactful and memorable way.



# Production Department

This department is the heart of the agency, responsible for transforming the creative team's brilliant ideas into reality. Here, details are perfected, resources are optimized, and each project is ensured to meet the highest quality standards and delivery deadlines.

Led by an expert production director, the team includes graphic designers, photographers, illustrators, and motion graphics specialists who work closely together to bring campaigns to life, from conceptualization to post-production.

Grow your **Brand**  
We do the Work



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