



We are the planet's
most **unpopular**
brand consultants.

HUMAN TO HUMAN |

Analog

| BRAND CONSULTANTS

Since 2010, our methodology has been nurtured and transformed by three main schools of thought (Human—Centered Design, Design Thinking & Gestalt), where we place the consumer at the center, providing them with the right identity, commercial and communication tools, with the best brand — customer fit.

Brand after brand, we have proven that once we place your consumer at the center, including your employees, who are your first customers, your brand stops competing in a B2B, B2C commercial environment, and starts building long-lasting H2H relationships:

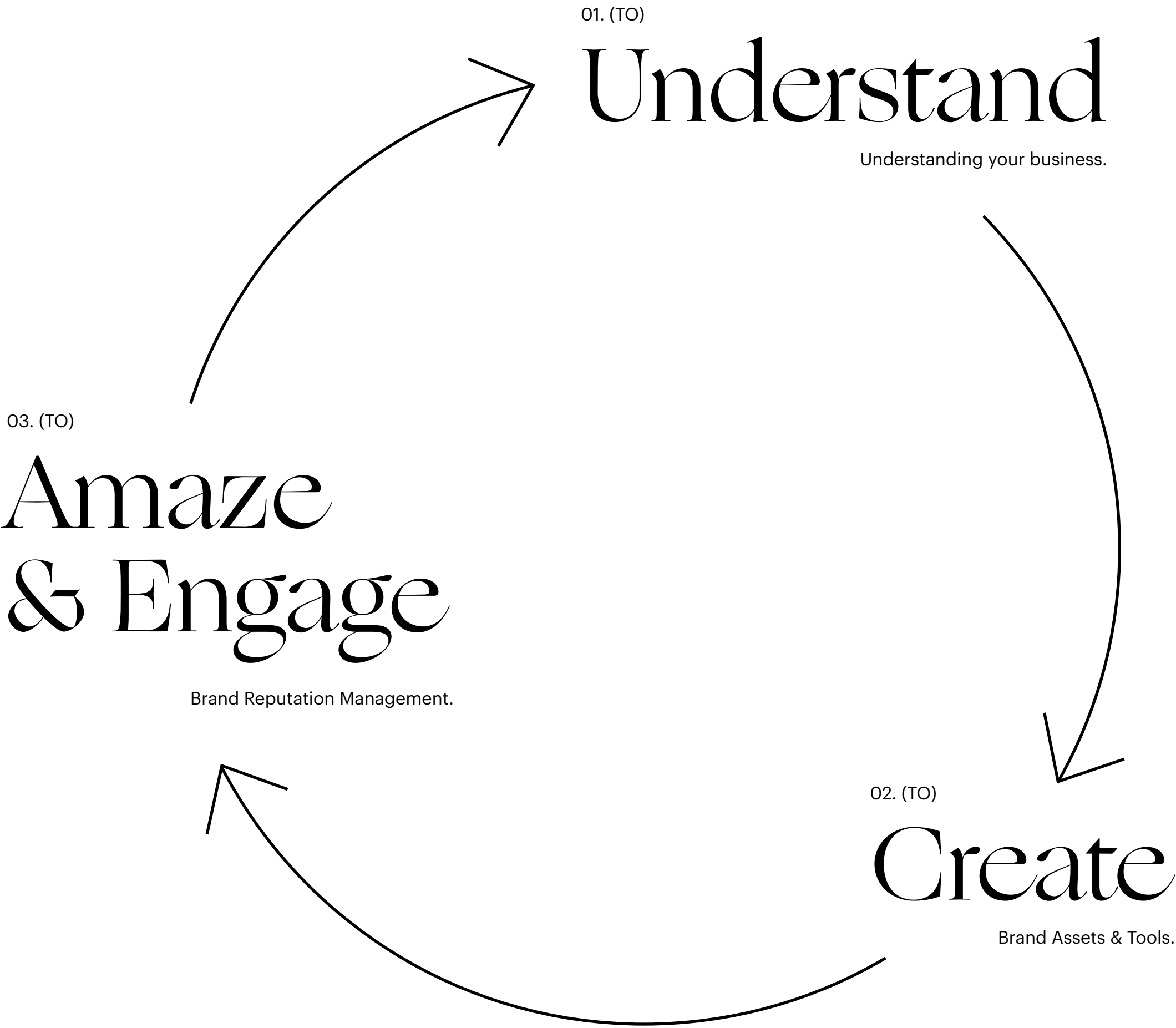
Human to Human relationships.

Smart Brands

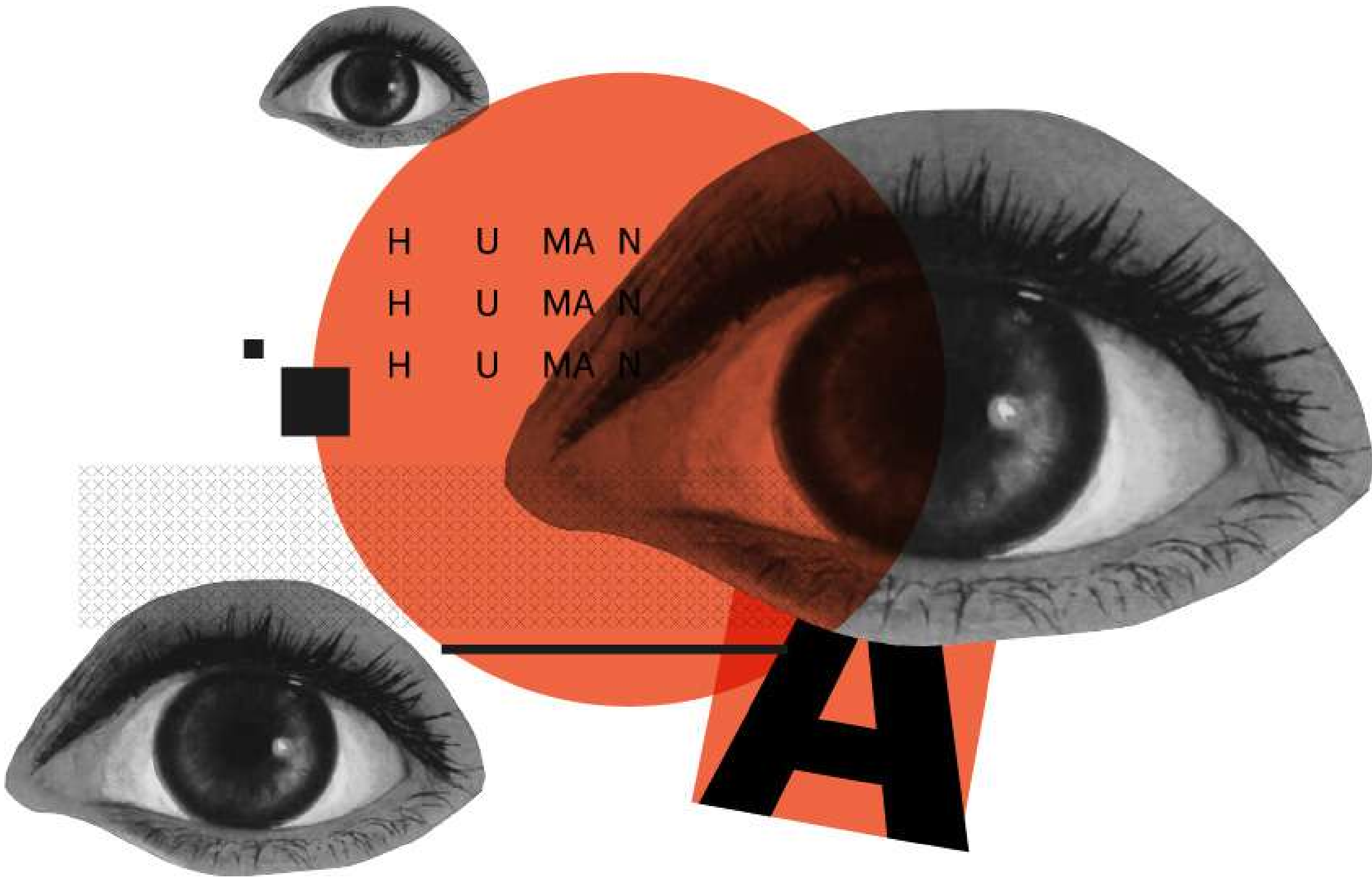
Approach

We aim to **UNDERSTAND** your business
& your clients, then we set out to
CREATE, AMAZE & ENGAGE.

We measure three times before
hammering the nail.



Case Studies



These selected cases prove our co-creative approach, our understanding of your business goals and objectives and that we are a catalyst for positive business change.

A man in a dark suit, white shirt, and patterned tie is shown from the waist up, smiling broadly and raising his right fist in a celebratory gesture. The background is a warm, out-of-focus interior space with a lamp visible in the upper center.

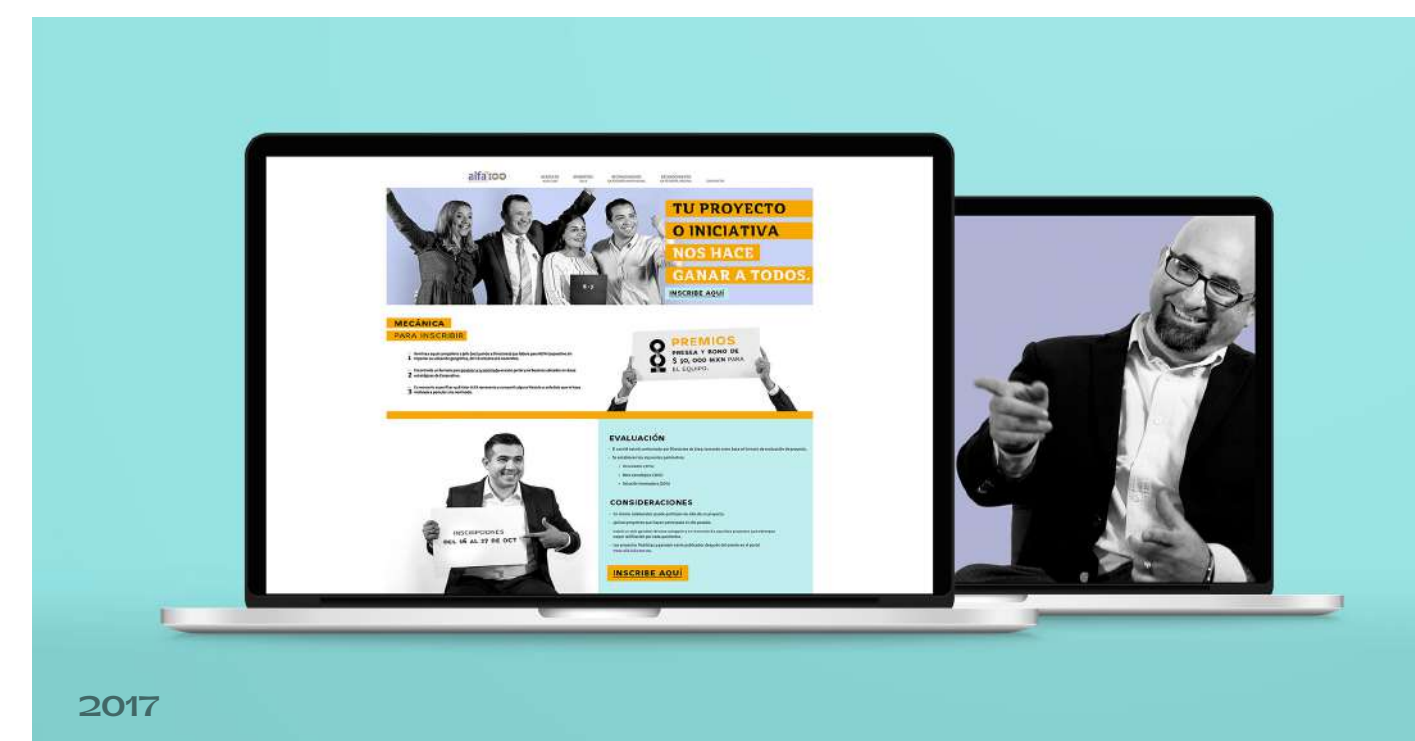
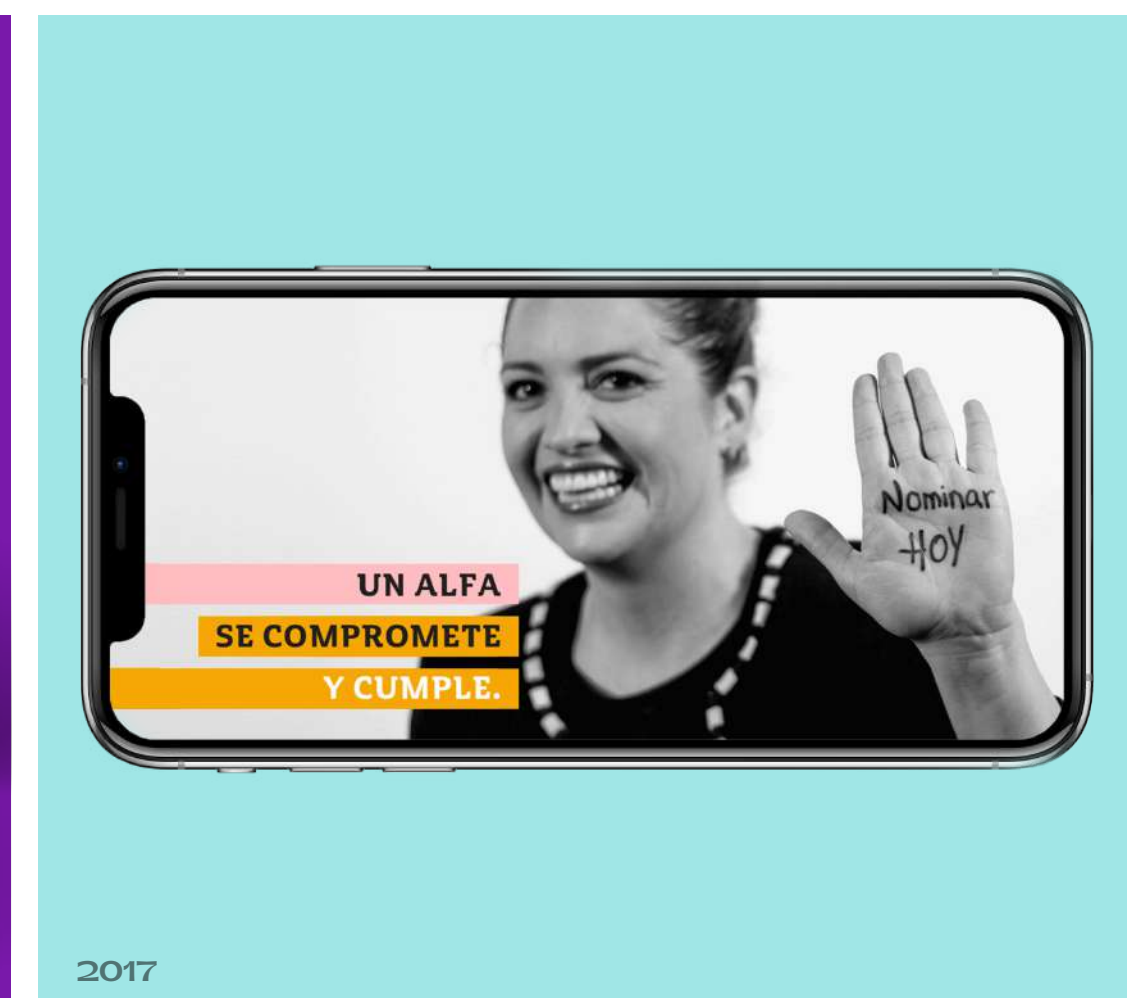
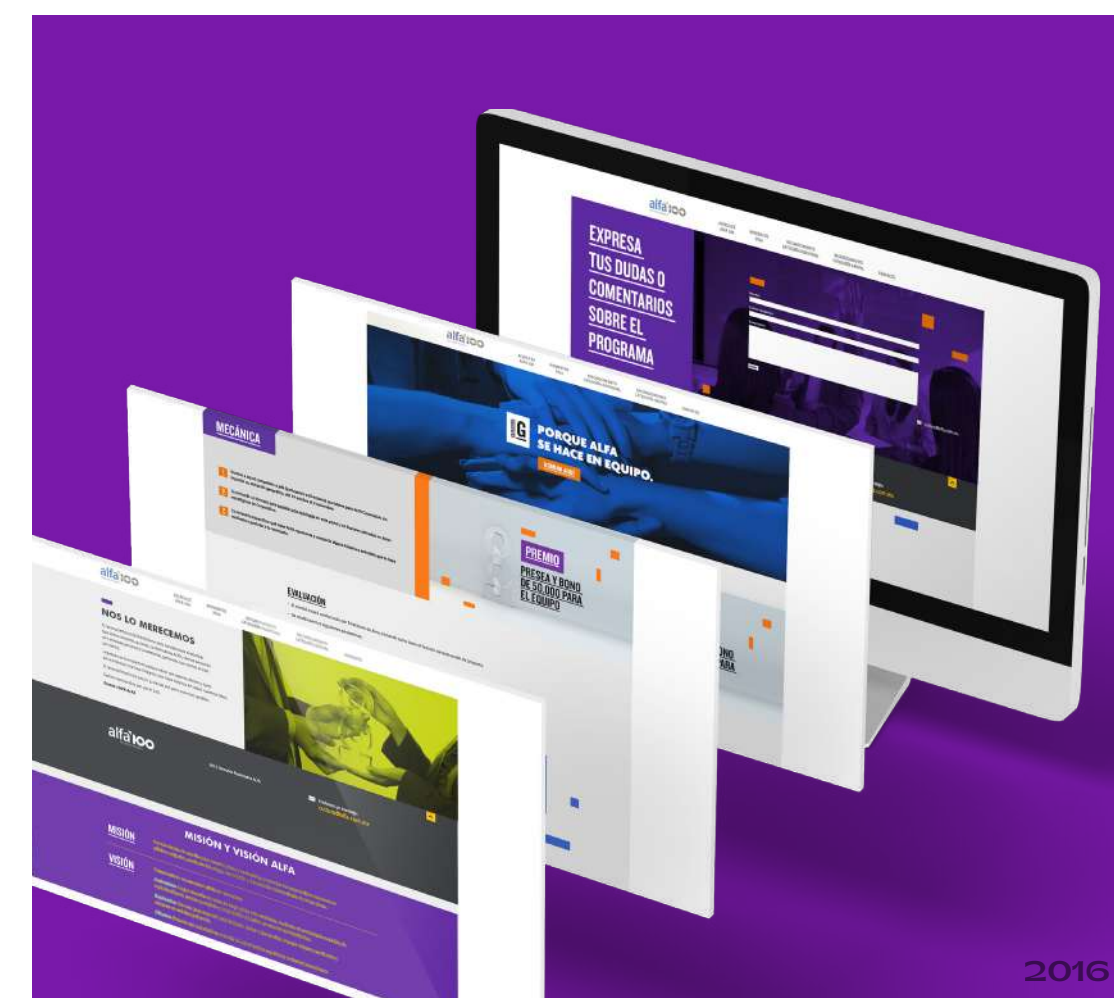
alfa

INTERNAL CAMPAIGNS,
EVENTS, PHOTOGRAPHY,
VIDEO, WEB & PRINT.

A Mexican holding company with a diversified portfolio

ALFA is a holding company that manages a portfolio of diversified subsidiaries: Alpek, one of the world's largest producers of polyester, and leader in the Mexican market for polypropylene, expandable polystyrene and caprolactam. Sigma, a leading multinational food company, focused on the production, marketing and distribution of quality food. Nemark, a leading provider of innovative light weighting solutions for the global automotive industry, Axtel, a provider of Information Technology and Communications (ITC) services for the enterprise, and Newpek, an oil and gas exploration and production company with operations in Mexico and the US.

We partner with their headquarter's Corporate Communications department to develop internal communications campaigns, employee recognition events, including promotion, photography, video, web and print communication materials.





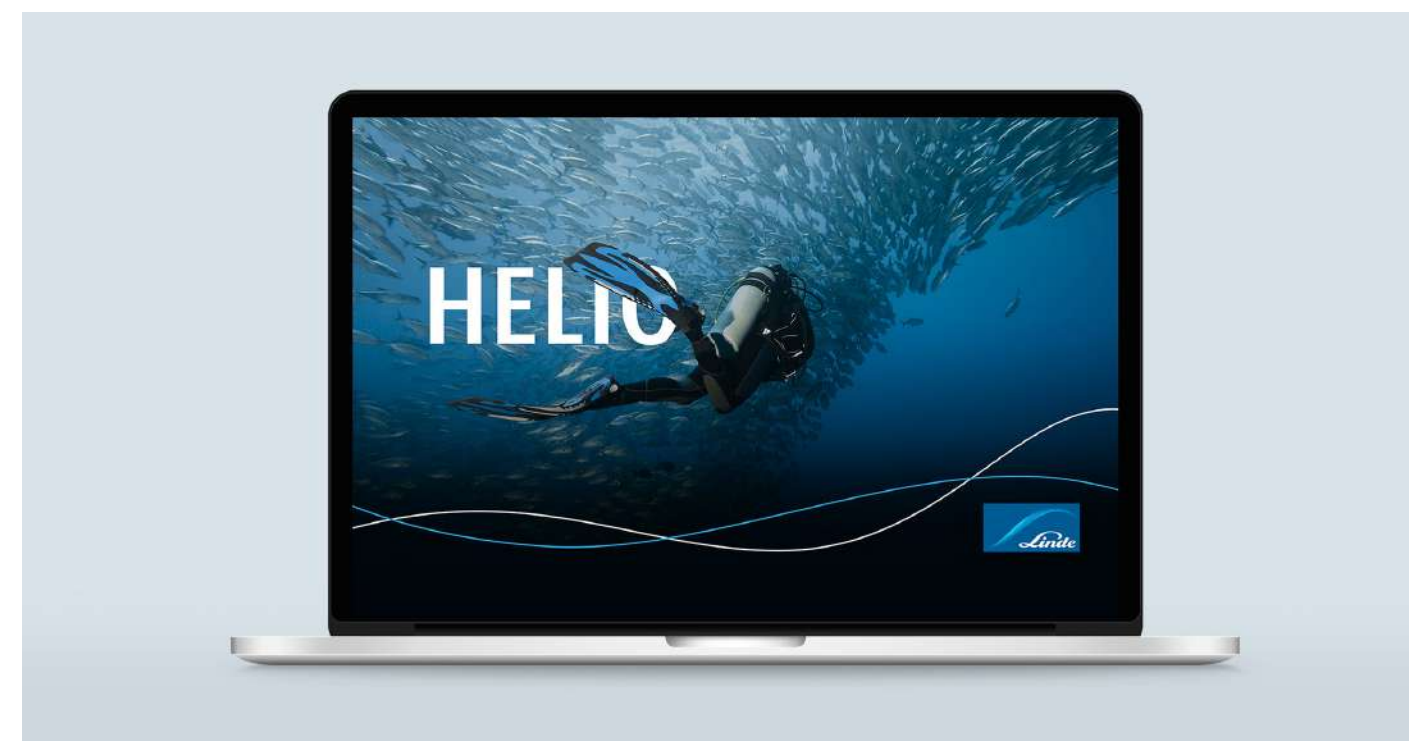
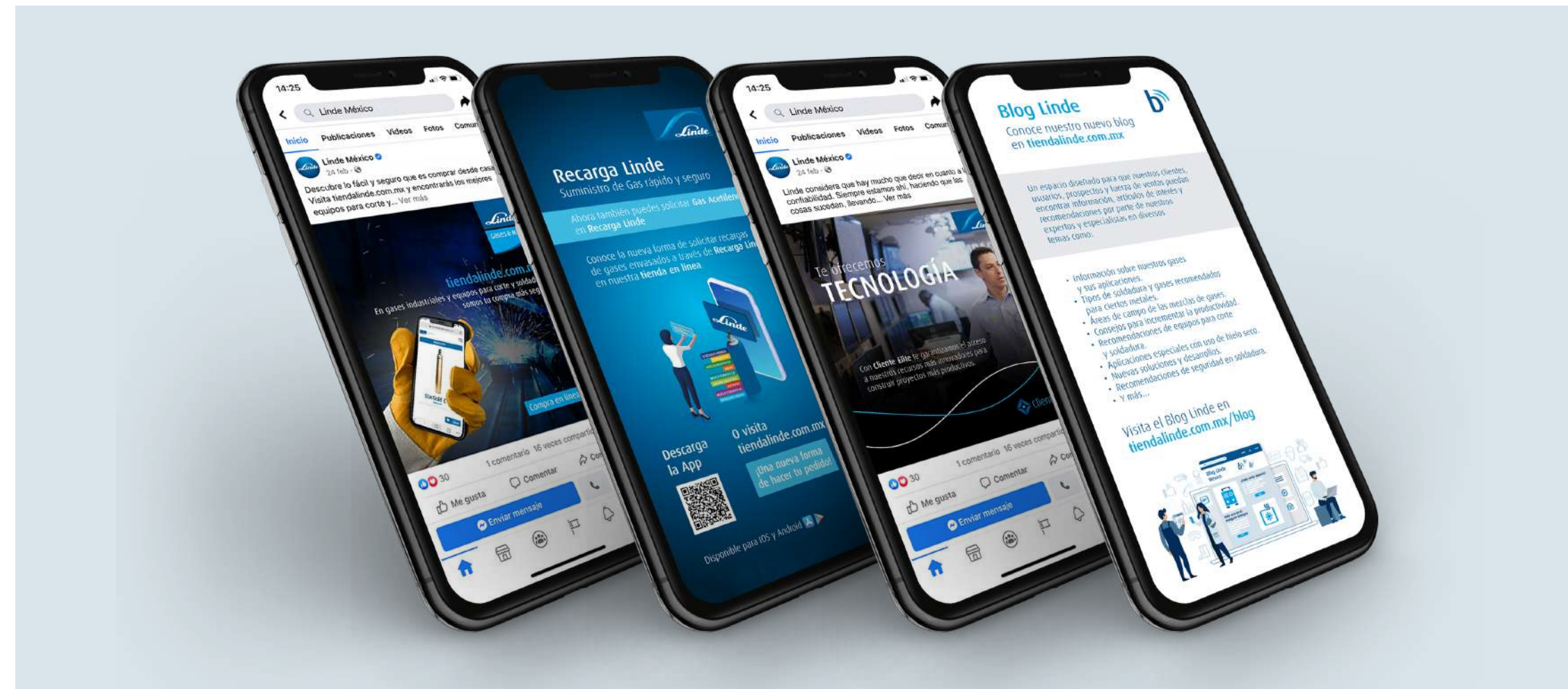
GRAPHIC, EDITORIAL,
E-MAILING, PROMOTION
DESIGN, & E-COMMERCE
MATERIALS.

The leading global industrial gases and engineering company

Linde is a leading global industrial gases and engineering company with 2020 sales of \$27 billion (€24 billion). We live our mission of making our world more productive every day by providing high-quality solutions, technologies and services which are making our customers more successful and helping sustain and protect our planet.

We partner with their Latin America Marketing Communications department to develop graphic, editorial and e-commerce communication materials that engage with their inner customers, suppliers and employees.







CUSTOMER SEGMENTATION,
BRAND FACE LIFT, VIDEO
& COMMUNICATION
CAMPAIGN.

The local based leading supplier of electric and lighting

Based in the heart of Monterrey, with more than 45 years leading the supply for electric and lighting for the domestic, corporate and enterprise markets with operations in the whole country.

We partnered with the new CEO to better understand its legacy customers' profiles, identifying new local and national markets, and better addressing the marketing efforts to each of them. On top, we helped the company to commemorate their 40th anniversary with a new competitive position, a brand facelift, a new slogan and a communication campaign aligned with the new objectives, appealing to younger audiences while maintaining its proud origins, thus, preparing the brand for the next 40 years to come.







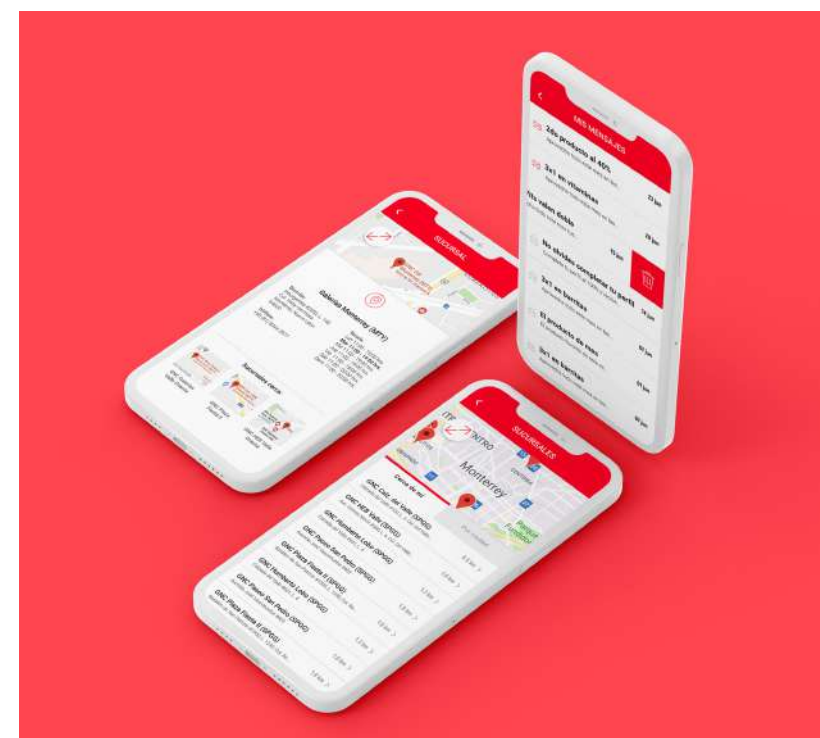
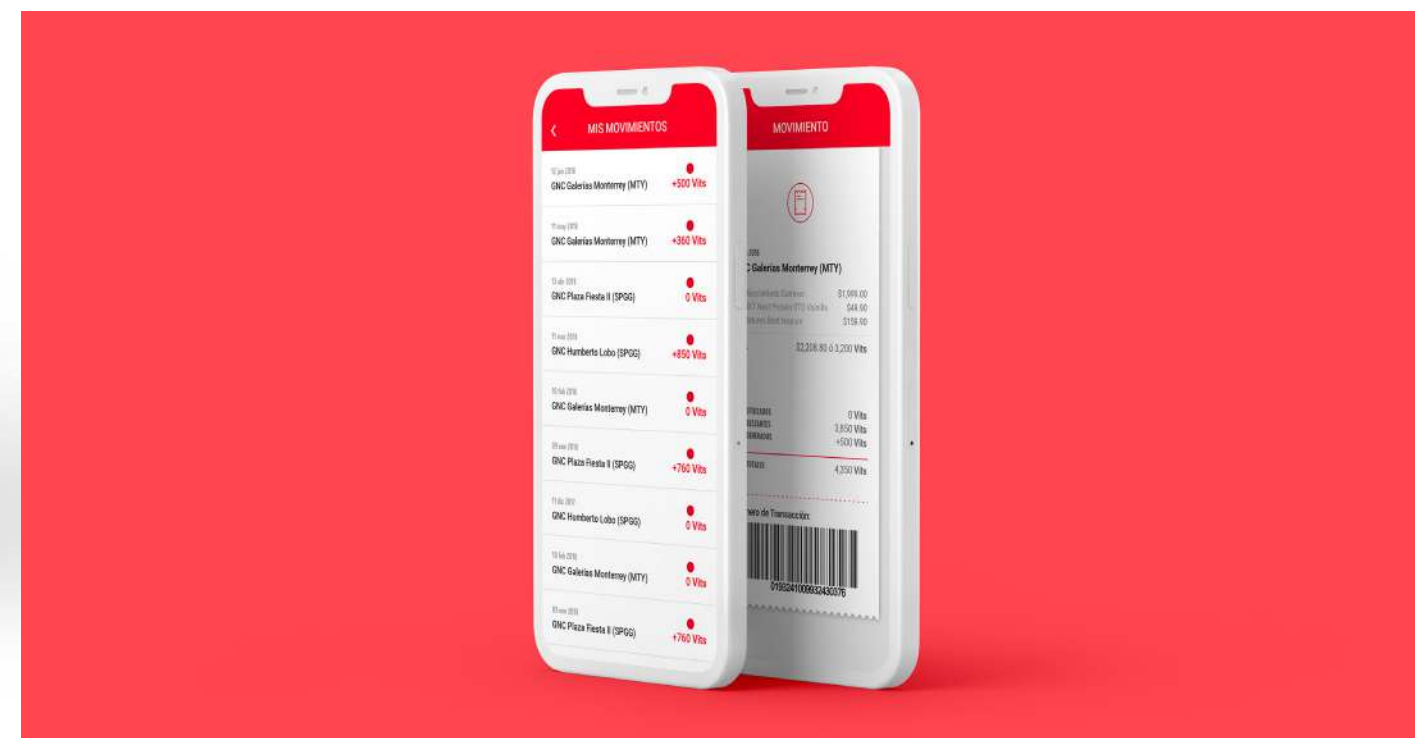
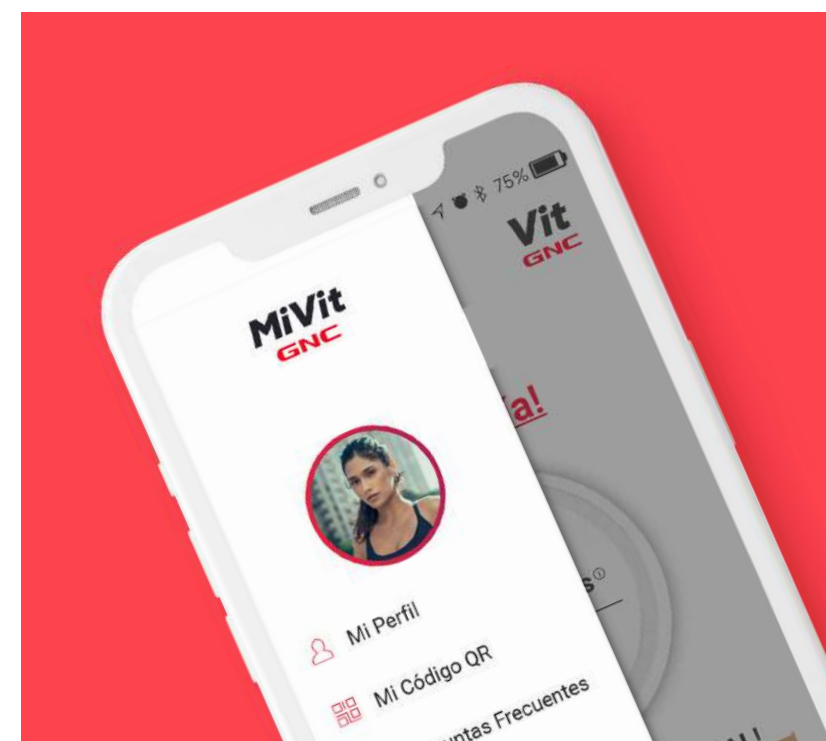
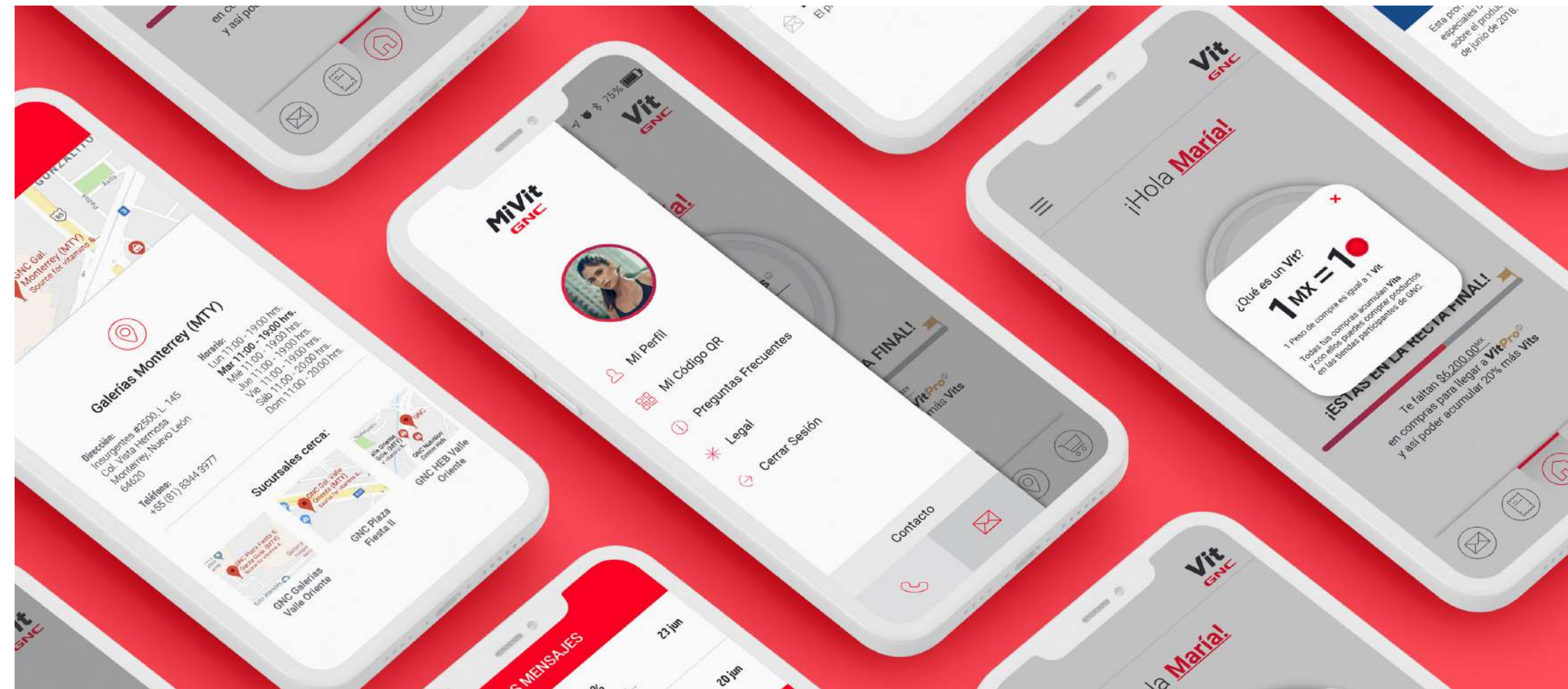
APP DESIGN INTERFACE:
GRAPHICS & REWARD
PROGRAM.

A company that specializes in health and nutrition related products

GNC (also known as General Nutrition Centers) is a company that specializes in health and nutrition related products, including vitamins, supplements, minerals, herbs, sports nutrition, diet, and energy products.

We partnered with Marketing and Technology departments in Mexico's headquarters to design the GNC rewards program app during its digital transformation from physical card to digital app.





banregio

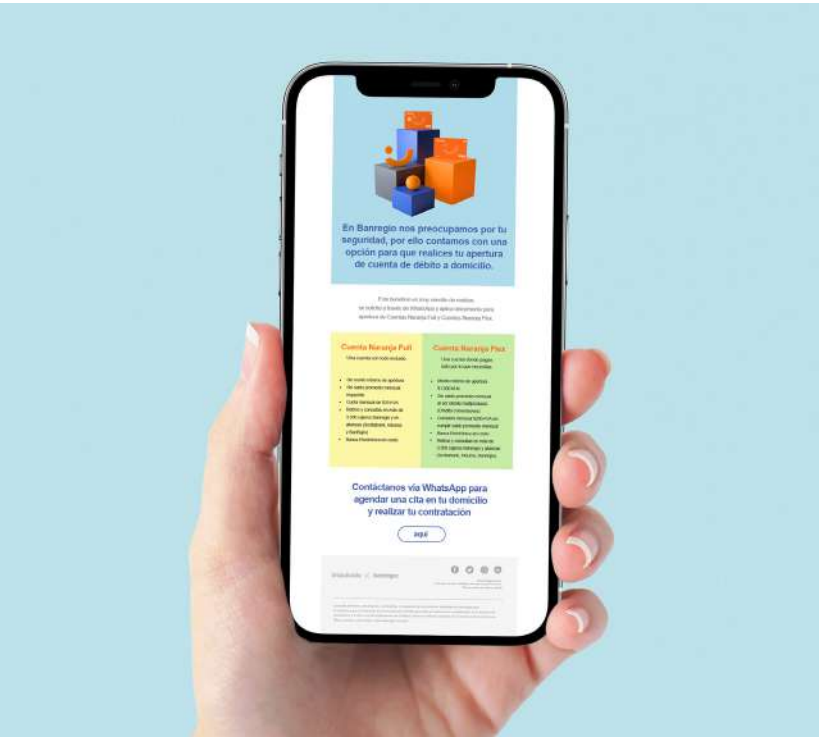
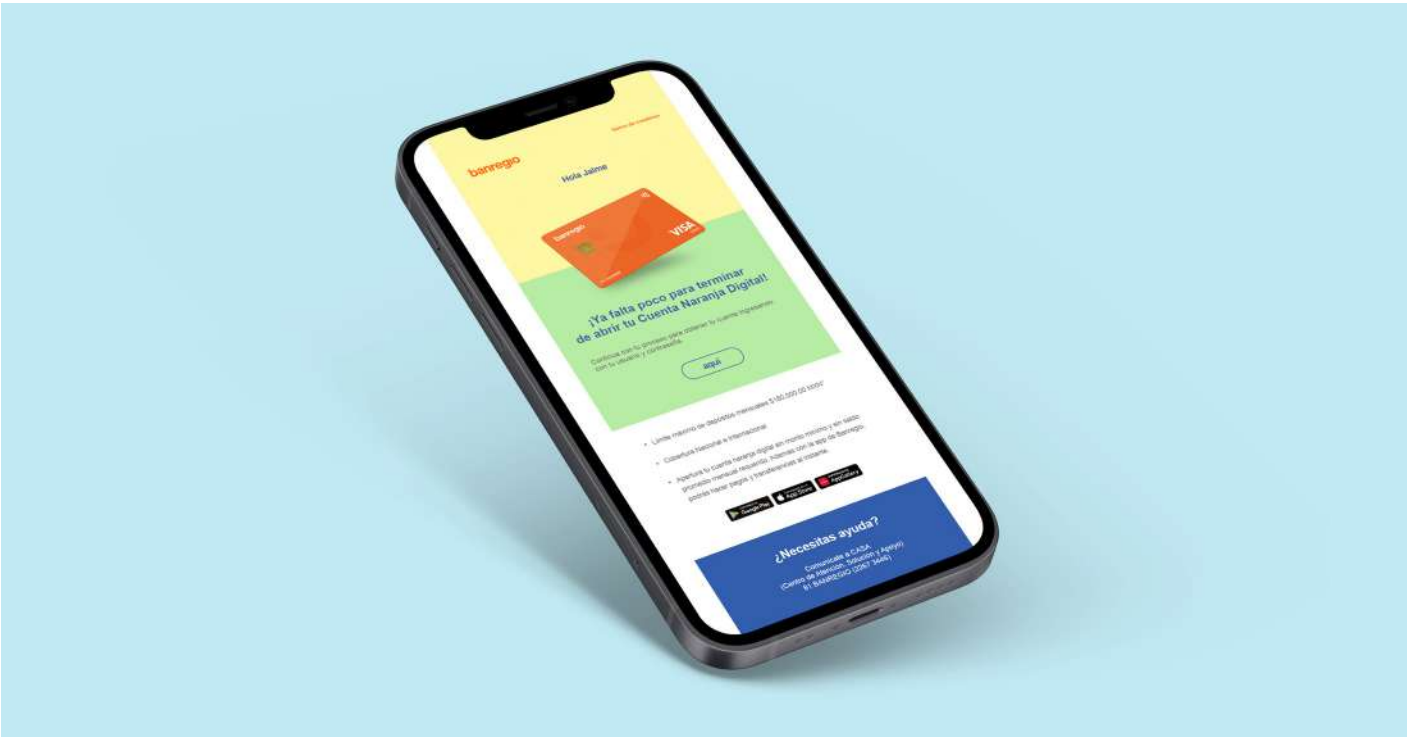
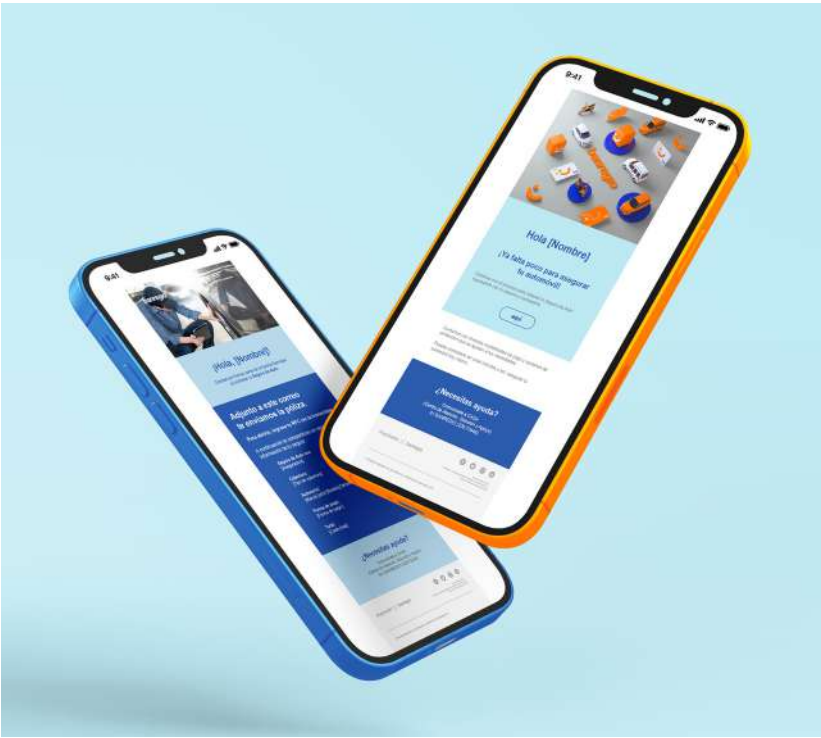
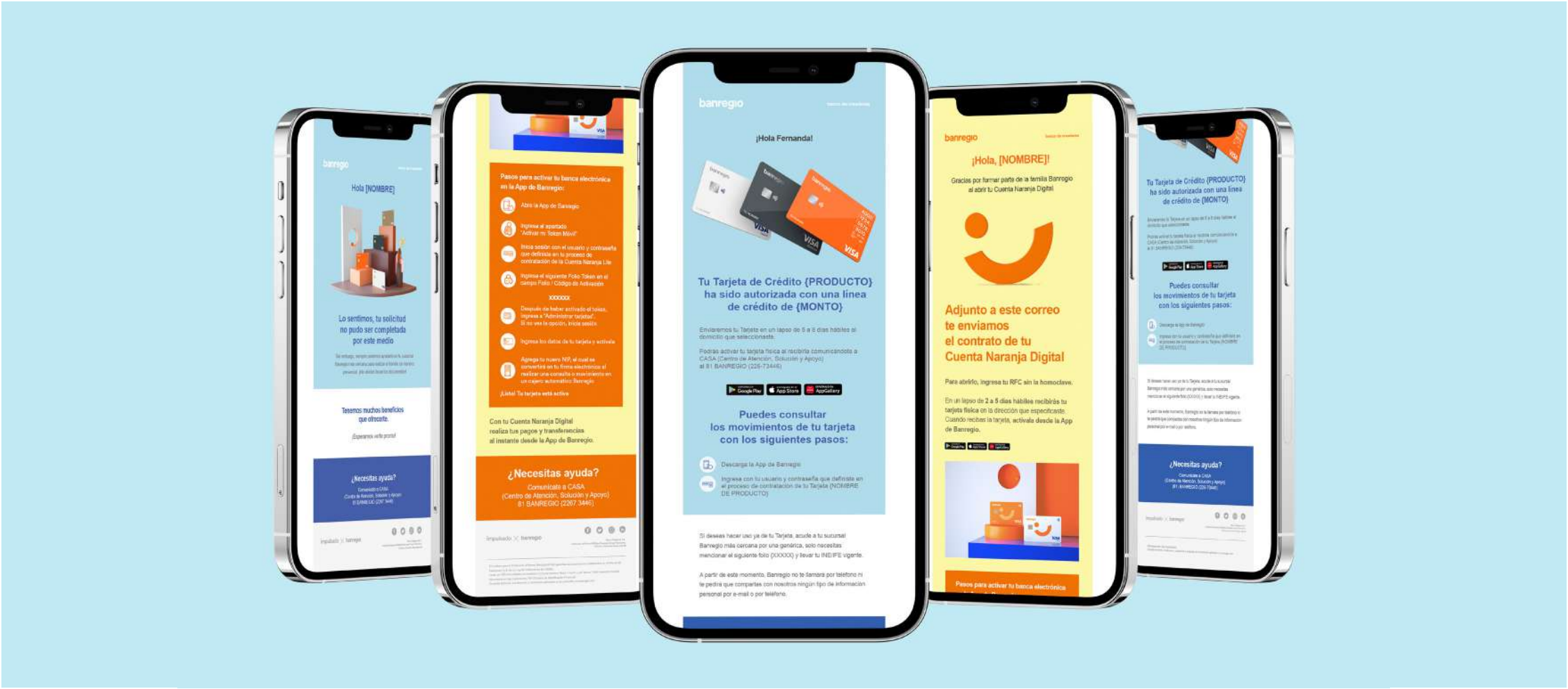
DESIGN & COPYWRITE
FOR E-MAILING
COMMUNICATION
MATERIALS.

A mexican bank for small and medium -sized companies

Banregio is a Mexican bank headquartered in San Pedro, Mexico, offering services mainly for small and medium-sized companies. It operates 156 branches in 44 cities in central and northern Mexico. It has 298 ATMs and more than 12,000 points of sale terminals. More than 80% of its revenues come from services from small and medium-sized companies. Its performing loan portfolio is US\$4 billion, almost half of it is originated in Nuevo Leon.

We partnered with Marketing and Customer Relationship Management departments to add efforts in designing and writing engaging mailing communication materials to help them build and sustain its customer base.







INTERNAL COMMUNICATIONS,
PHOTOGRAPHY, UNIFORMS
& BRAND INTERIORS.

A development group for export & import organizations

Grupo EI is a group committed with the development of export and import organizations in Mexico and abroad. Within 20 years, they formed a team that offers services of excellence in global logistics through innovative solutions to current requirements in the supply of the productive chain. They have over 35 offices to serve their multiple clients and standards integrated under a single leadership and corporate strategy.

We partnered with their Human Resources and Corporate Communications departments to best represent its directive goals and corporate values while creating a unified feeling of belonging through internal communications, intranet, personnel portraits, uniforms and interior brand decoration.



YO HAGO GRUPO CUANDO ME REÚNO

Este sábado 6 de agosto, a las 9:00 te esperamos
para dar inicio a una nueva etapa de Grupo Ei.

Con tu presencia somos más grandes.
Mejores.

Grupo Ei
Comercio
Exterior



We love working and co-creating with successful companies with both strategic and tactic solutions in Branding, Research, Marketing & Communications.

Corporate Solutions

We are human to human creatives driven
by **BRAND STRATEGY**.

Brand Communications

- > Internal Campaigns
- > Events Execution & Communications.
- > Personnel Profile Photography.
- > CRM Editorial Design:
 - Intranet Web Design & UX.
 - Mailing Design & Copywriting.
- > Innovation & Intrapreneurship
 - Internal buy-in Communication Materials.
 - New Product / Service prototyping.
 - New Idea Branding & Editorial.

Brand Reputation & Culture

- > Institutional Videos.
- > Internal Campaigns.
- > Interior Design & Architecture.
- > Brand Merchandising.
- > On—Boarding Communications.
- > In—Office Brand Signage.
- > Process Videos & Manuals.

Content Production

- > Audiovisual Content.
- > Image, Graphic & Photographic content.
- > Editorial & Print Content.
- > Installation, Events & Activations Content.
- > Illustration.
- > Copywriting.

Corporate Clients



Humans that have worked with us
and have trusted our heads, hearts
and hands with their brands.



We are *Analog* Human to Human Brand Consultants

Let us know your next corporate challenges.
We are here for you.

HI@LOSANALOG.COM

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