



Juan Pablo Villaseñor

- Digital marketing book

Mi trabajo

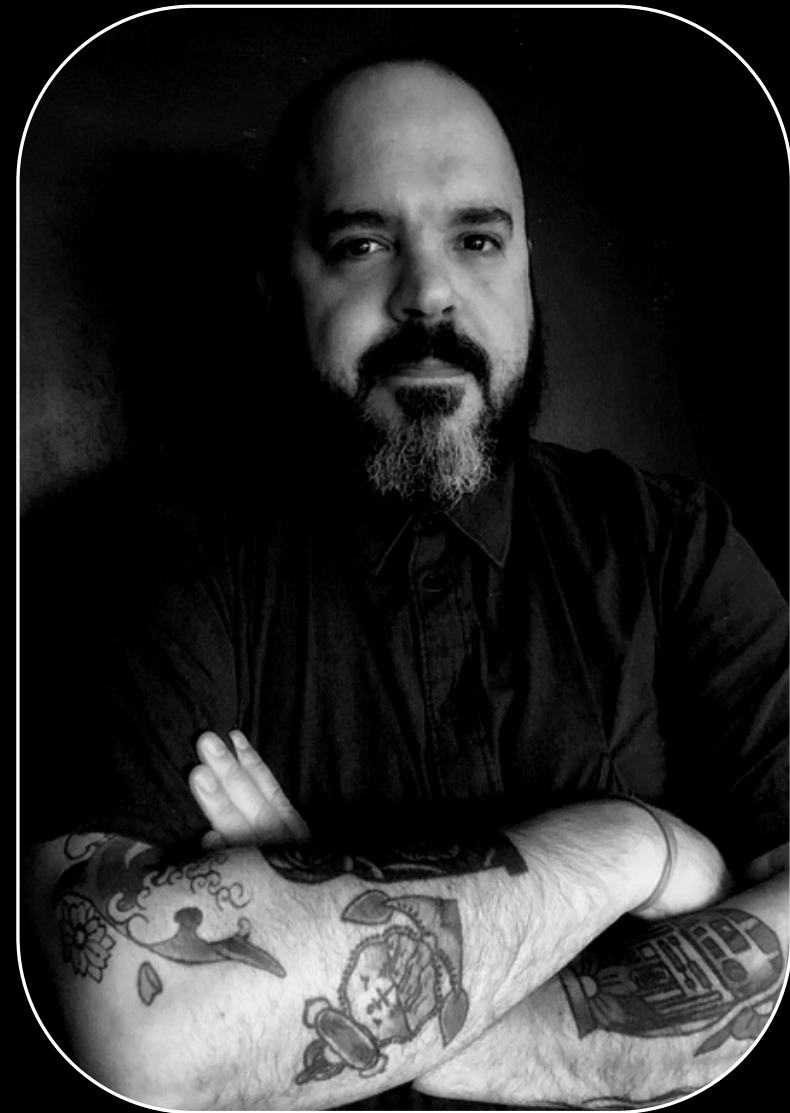
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About me



Almost 20 years creating, imagining
and telling stories on and offline.

What makes an idea, image,
phrase or text successful or
memorable? I like to discover where
my ideas will take me today.



Portfolio 2024

I have always believed that advertising and marketing is a tool to help, to serve.

For me it is vitally important that clients or strategic partners are aligned with this vision.

I don't want to make more visual filler, noise in the conversation or interruptions in our lives; I want to create relevant messages for our clients, and their clients, need them, they have a place to find information, get real value, and be able to do more than what is expected

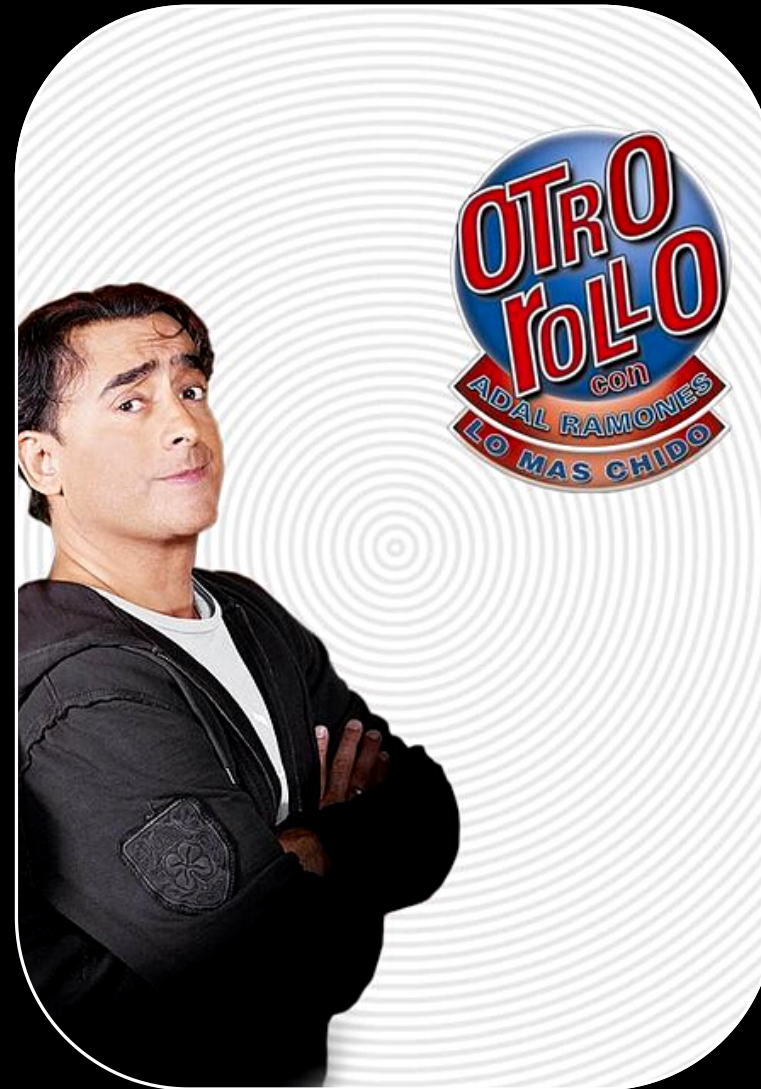
My Work.

Televisa - OTRO ROLLO
TV Show

CREATIVE AND PRODUCTION TEAM

I was part of the creative and production team for one of the most successful national productions.

I coordinated events such as "La Carrera de Botargas". I was in charge of the setting in sketches, in forum and participated in the creation of scripts for monologues, commercial mentions and comedy sketches. And I developed advertising mentions during the live transmission.



As a creative director, I led all of the social media content, and was responsible single handed of two brands, Champion Watch México and Yordi Rosado.

I created a live contest on twitter to generate engagement and gain new followers in Yordi Rosado's social media, being the first Mexican account to reach 1Million followers on Instagram. And we were the first verified celebrity account in Mexico.



Directed the creative and production of YouTube videos as Mastheads The We Run Mexico. Also a display campaign was set to invite people to run and share their running times through the Nike Chip that was inserted on the soles.



OCA needed a branding campaign to acquire new clients, and to get to the Top of mind as the best Orthodontic centers. By creating a tv, radio, social media and OOH campaign we could position OCA as the number one option in the selected target. I created a FB page for each of the branch office, with dynamic discounts, promotions and ads displays.



Shampoo EGO wanted a local version of its campaign. We did it with tv ads, and bumper ads. We had banners on the most visited webpage by our target: Men



Activamente was the first digital agency in Mexico. We had the first local ad server, so we could deliver ads with strategic placements. I did digital campaigns (banners, skyscrapers, Mastheads, Hero videos, for Oral B - Crest, and a satisfaction survey on Facebook and an information landing page.

I made the YouTube version of the challenge crest vs colgate, where interactive banners were created for the google display network.



For Cantina Los Remedios I created the "pretextos" campaign, using hashtags and social media conversations to invite people to go to the cantina.

We asked for User Generated Content to be shown on Google Display, as tweets, facebook post and in a landing page.



"Cualquier pretexto es bueno"
 Cliente: Los Remedios
 Agencia: Activ@Mente



With Nimanica I developed the first smart vending machine in Mexico, which had different brands for branding.

Passer-bys could interact with the vending machine with their smartphone. Every time an interaction happened an automatic tweet was published to let other users know about location and brands involved.



I managed the digitalization of the company, created the website and landing pages to attract potential customer leads.

I was in charge of the creativity of each stand and event.



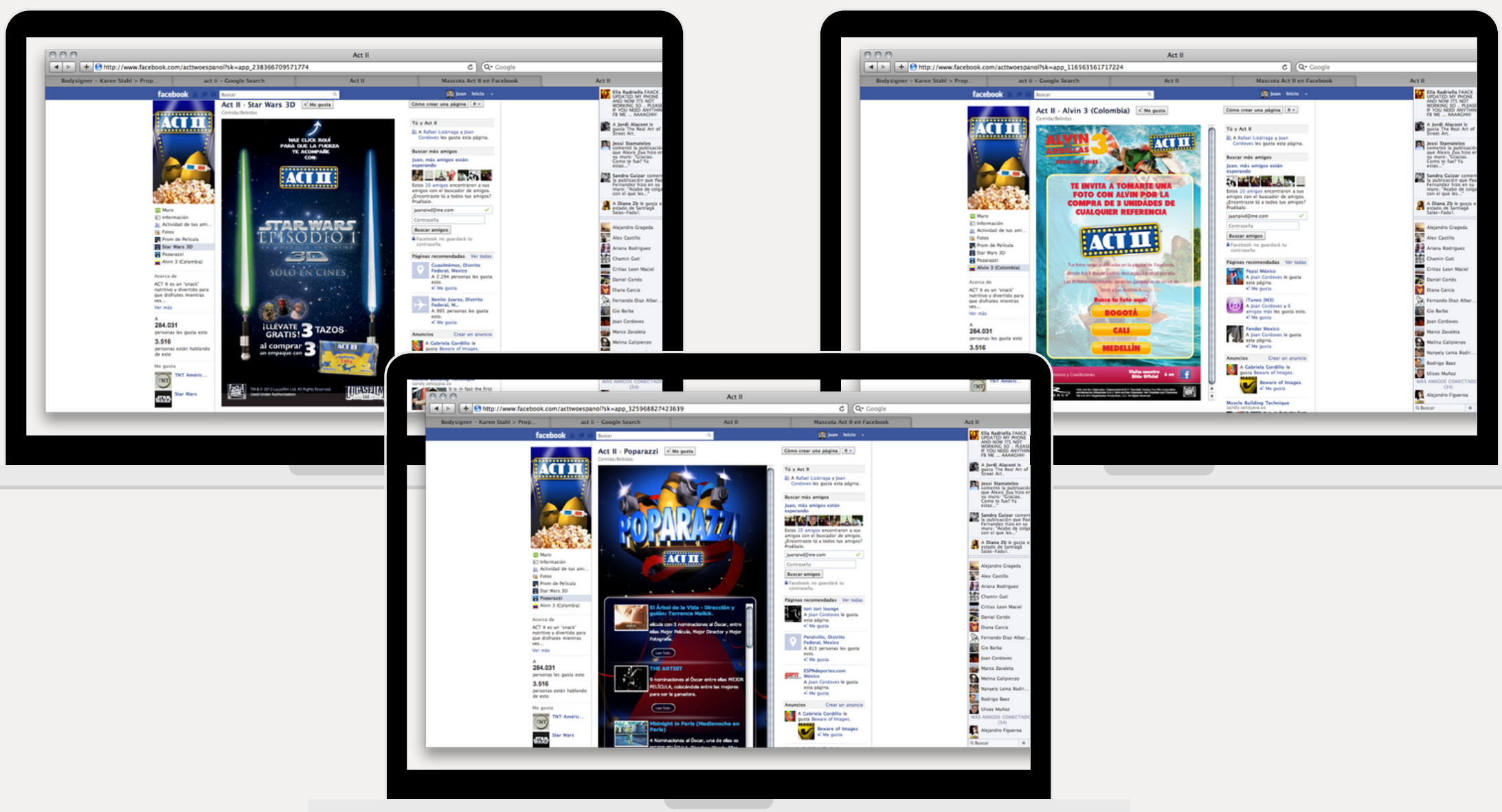
Dolce Gusto needed a brand story to engage with the new audience. We created two characters, Dulce and Augusto. They had different adventures and Dolce Gusto fans could follow them in interactive YouTube videos, bumper ads and Facebook content. People rushed to the stores to get the same coffee machines they saw on the stories.



We made mini games for Facebook Games, in which you could answer a quiz to find out your ideal flavor.



Act II knew they had to talk to a new kind of audience, so we created facebook page with interactive features (when it was allowed). This pages collected data form user and we sent a newsletter with information, recommendations and tips to watch movies, netflix or entertainment in general.



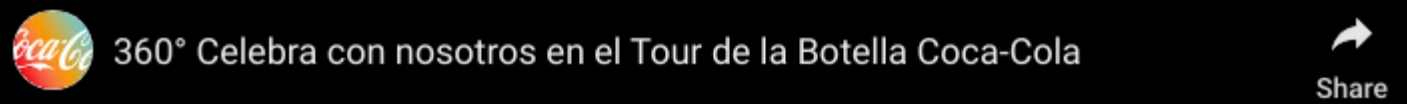


To celebrate 100 years of the Coca-Cola bottle I made the first 360 video for a brand in Mexico, winning a mention in the Washington Post.

For Ciel water I created a video campaign with one of the first mass influencers (Richie O'Farrill) where we talked about the advantages of drinking water, this ads were seen as bumper ads, and on Facebook page.

With Sprite we had a new target (at that time) and it was the first generation of digital natives, to whom we introduced Dest-app, a Coca Cola Company app.

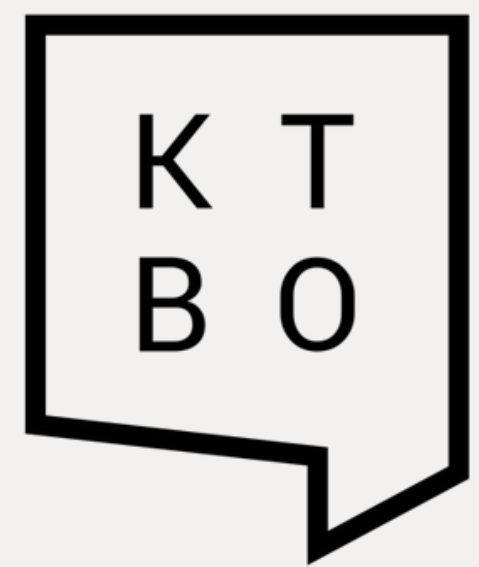
I created many more campaigns for Sidral Mundet, Adidas Running Team and Blogs and instagram feed for Santa Clara with FoodLovers.



Watch on YouTube

TEAM LEAD @MATTEL

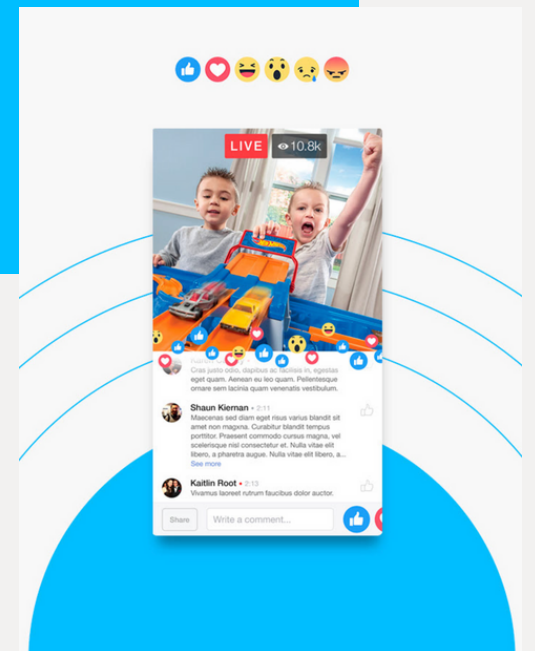
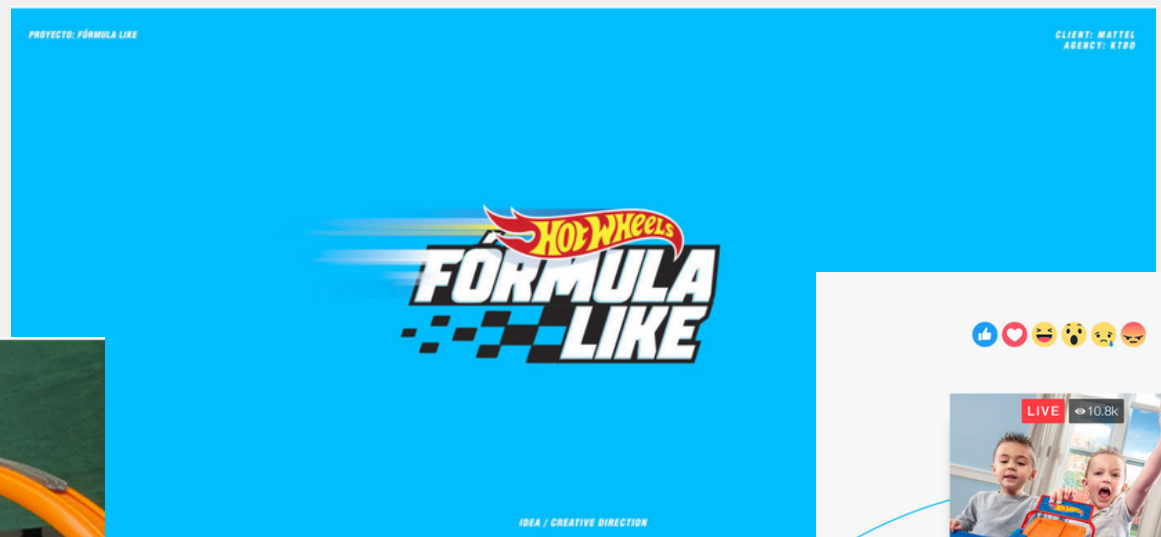
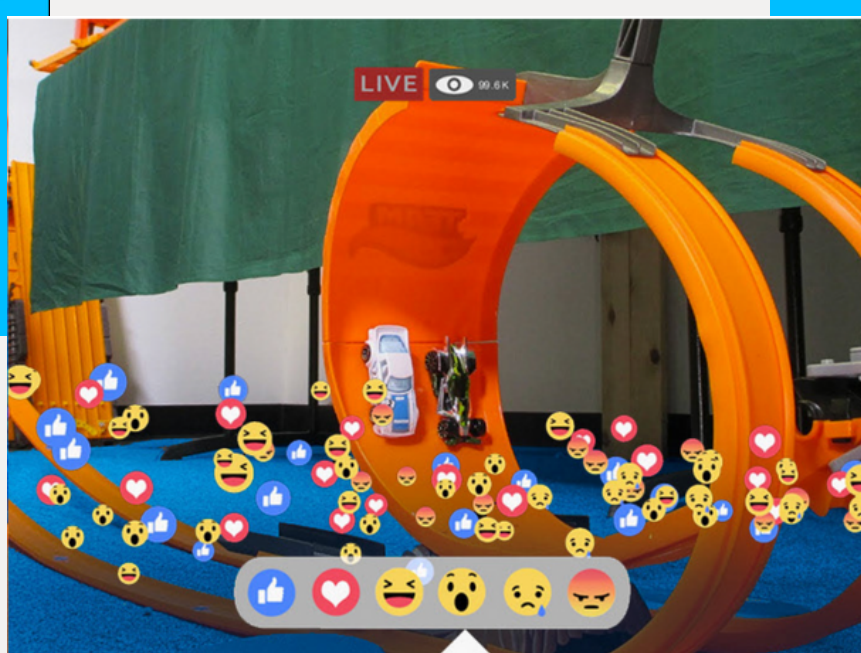
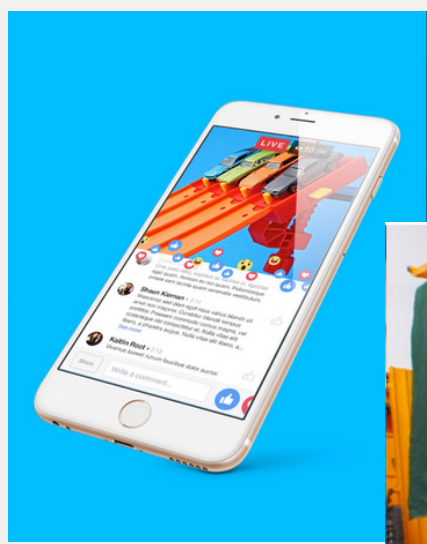
KTBO



AWARDS

Gold in Advergaming - Creative Circle 2017 digital success for Mattel in LATAM.

Users from Mexico, Peru, Chile and Colombia participated LIVE in an interactive race with the Hot Wheels product on a 20 sq. ft. track.



TEAM LEAD @MATTEL

I developed an email marketing campaign to find out what kids wanted for Christmas and for parents to find out without their children knowing.

This was done through a website that was a video hub with commercials and unboxing of Mattel toys, pretending to be a Christmas Village.



TEAM LEAD @MATTEL

Barbie Chefs was the first live video in which the audience was in total control of the final product. Through Facebook reactions, people from all over LATAM controlled two influencers as they cooked on set.

Some reactions were used as votes to decide which dishes to prepare and with which ingredients.

In the end, the resulting masterpieces were placed in a Barbie food truck and toured Mexico City to show users what they had created.

TEAM LEAD @MATTEL

I had the challenge of connecting completely different channels, from digital to TV, and developed a path that would allow participants to fulfill one of their greatest desires: to have a Barbie doll 100% inspired by them.

In digital, I made a fully functional BOT where each girl could participate and explore their creativity and use TV as a giant showcase for consumers to get inspired.

The results were impressive engagement and a positive experience from the girls who participated.



TEAM LEAD @MATTEL

I created a game through a series of videos, users could control Max as he faced his greatest enemies.

The user decided which attacks to use and how to proceed as he created his own path to victory.

The campaign surpassed 10 million views on YouTube and had nearly 100,000 hours of viewing in total.



To celebrate 100 years of the bottle CMozilla is one of the most important maternity blogs in Mexico; for which we did community management and website. Today, unfortunately, due to legal problems, the project is at a standstill.

mozilla

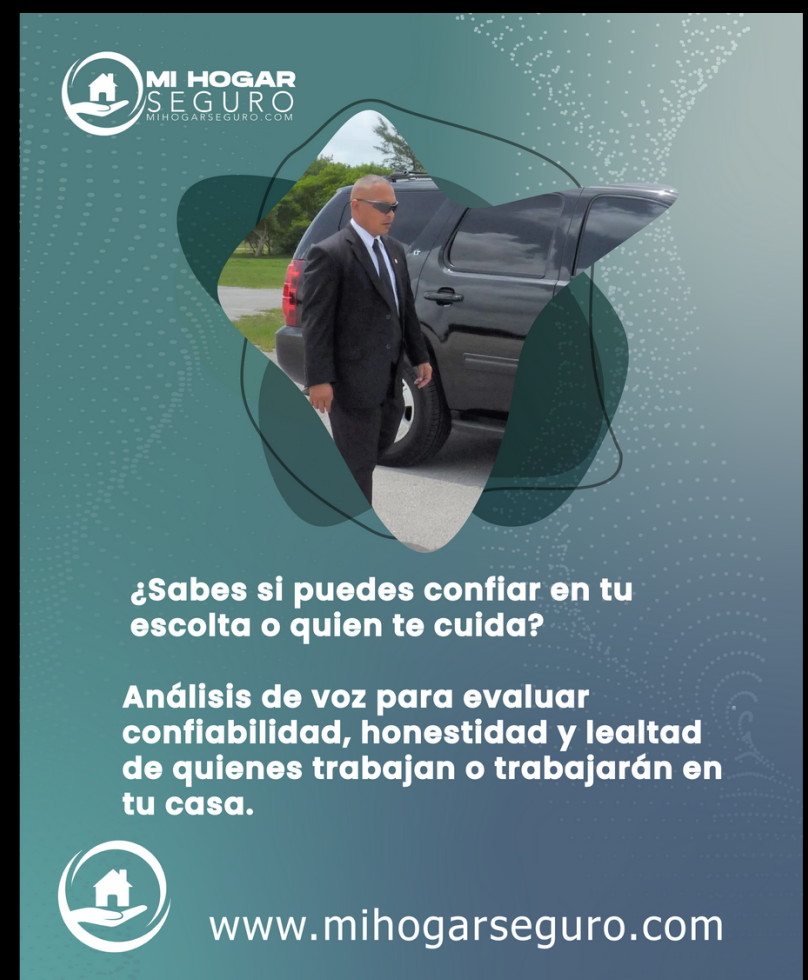


DIRECCIÓN CREATIVA

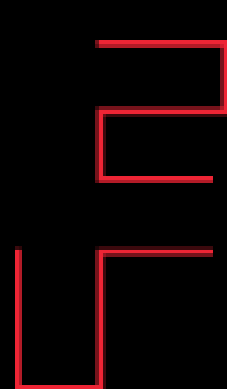
MHS represents one of the biggest challenges, because it is an out-of-the-ordinary product.

It is a voice analysis service to detect honesty and loyalty in domestic workers.

I am in charge of Lead Generation, Community Management, Web Development and Digital Advertising.

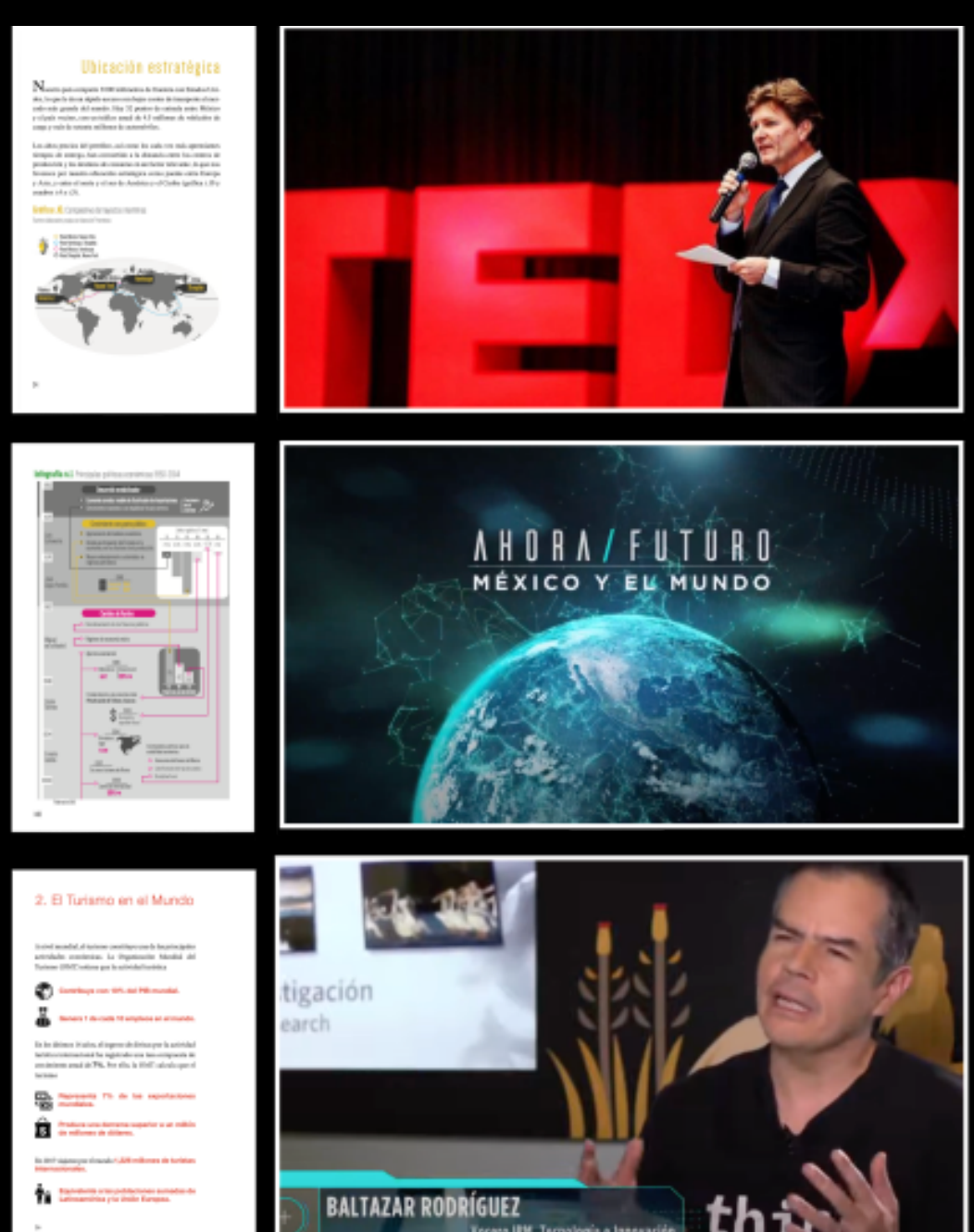


Fundamentales



Fundamentales needed to find a way to translate mathematics into a visual, understandable and entertaining language. I developed more graphic concept, infographics and website.

Análisis Creatividad

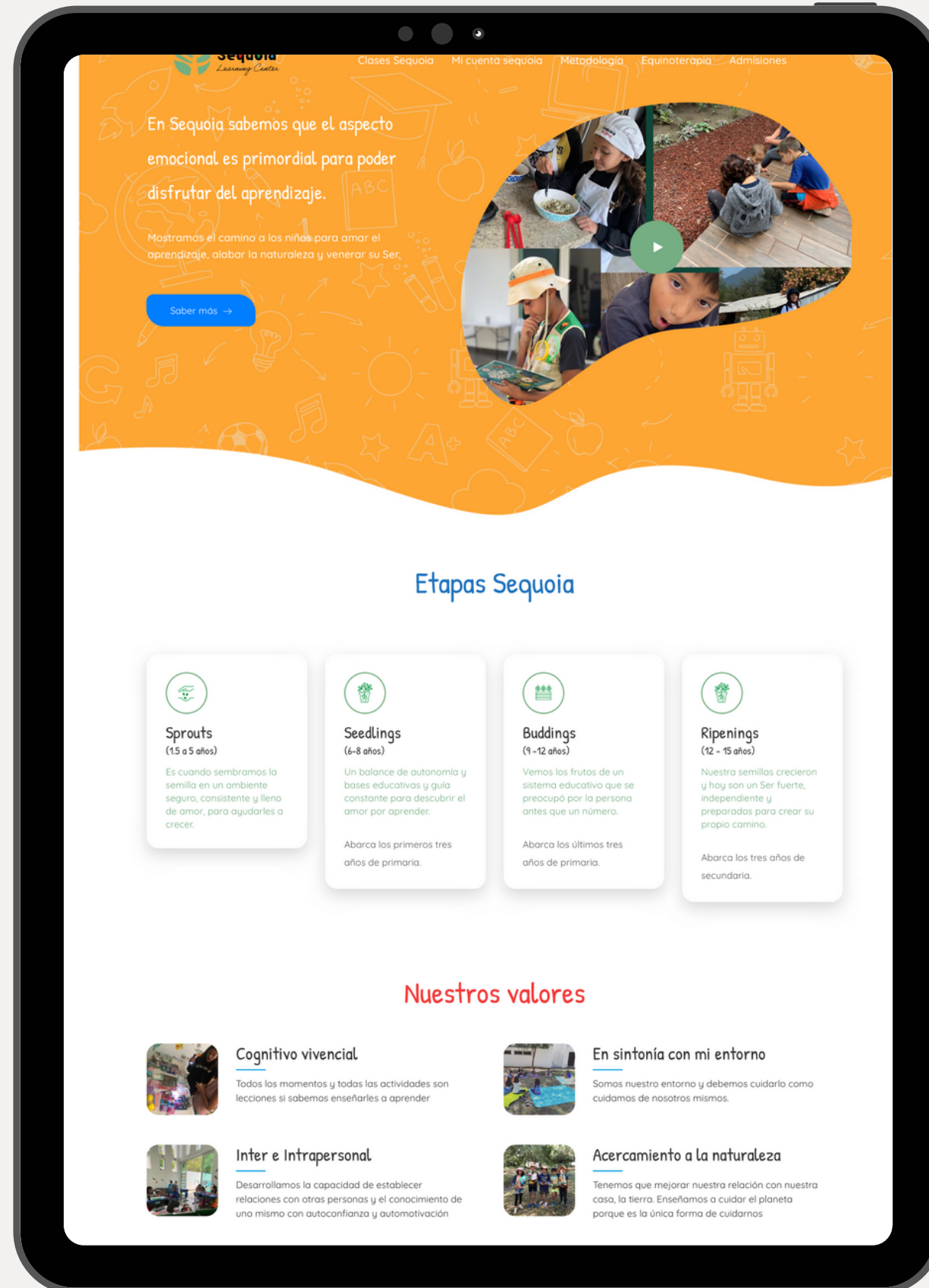
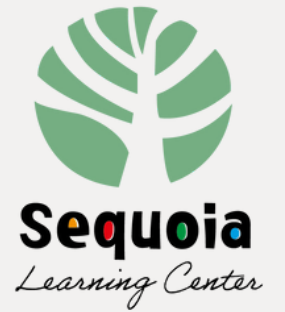


DIRECCIÓN CREATIVA

Sequoia is the first MircoSchool in Monterrey, NL. It was born only as a concept which we developed from image, slogan, mission, values and website.

The main challenge was to create a space where parents could have direct contact with teachers, know what they are direct contact with the teachers, know what their children what their children are learning and even pay tuition online.

Sequoia Learning Center



With AstraZeneca I had the opportunity to do an internal communication campaign to promote the integration of minorities and eliminate discrimination in the workplace environments. It was supported with weekly newsletters, sms campaign and OOH material.

AstraZeneca



DIRECCIÓN CREATIVA

For the Consejo de la Comunicación we made the adaptation of the campaign /Challenge: "Leer Más", to be placed in companies, offices and closed spaces. We created mini stories to appear on instagram stories, Facebook ads, and Google Display Network.

The goal was to invite people to read more.

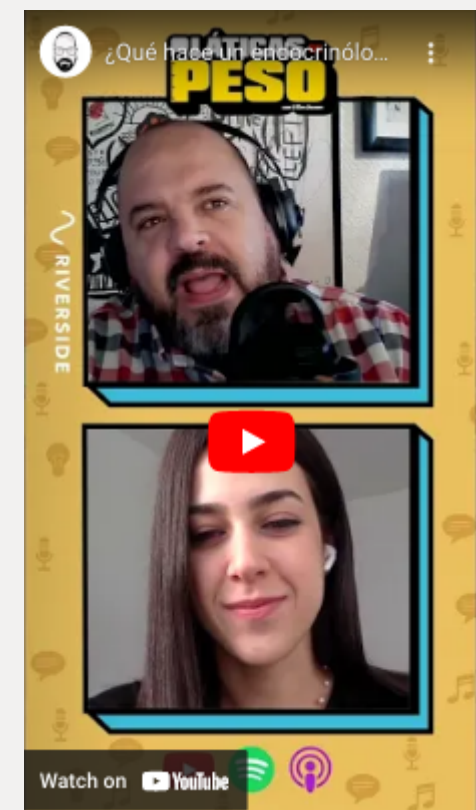
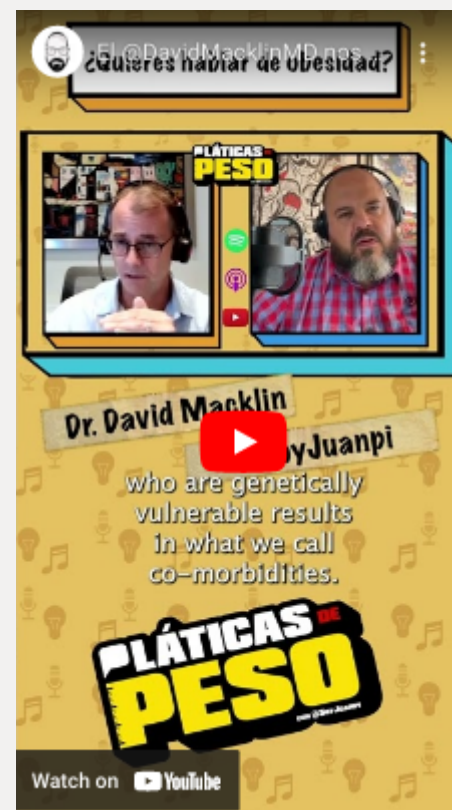
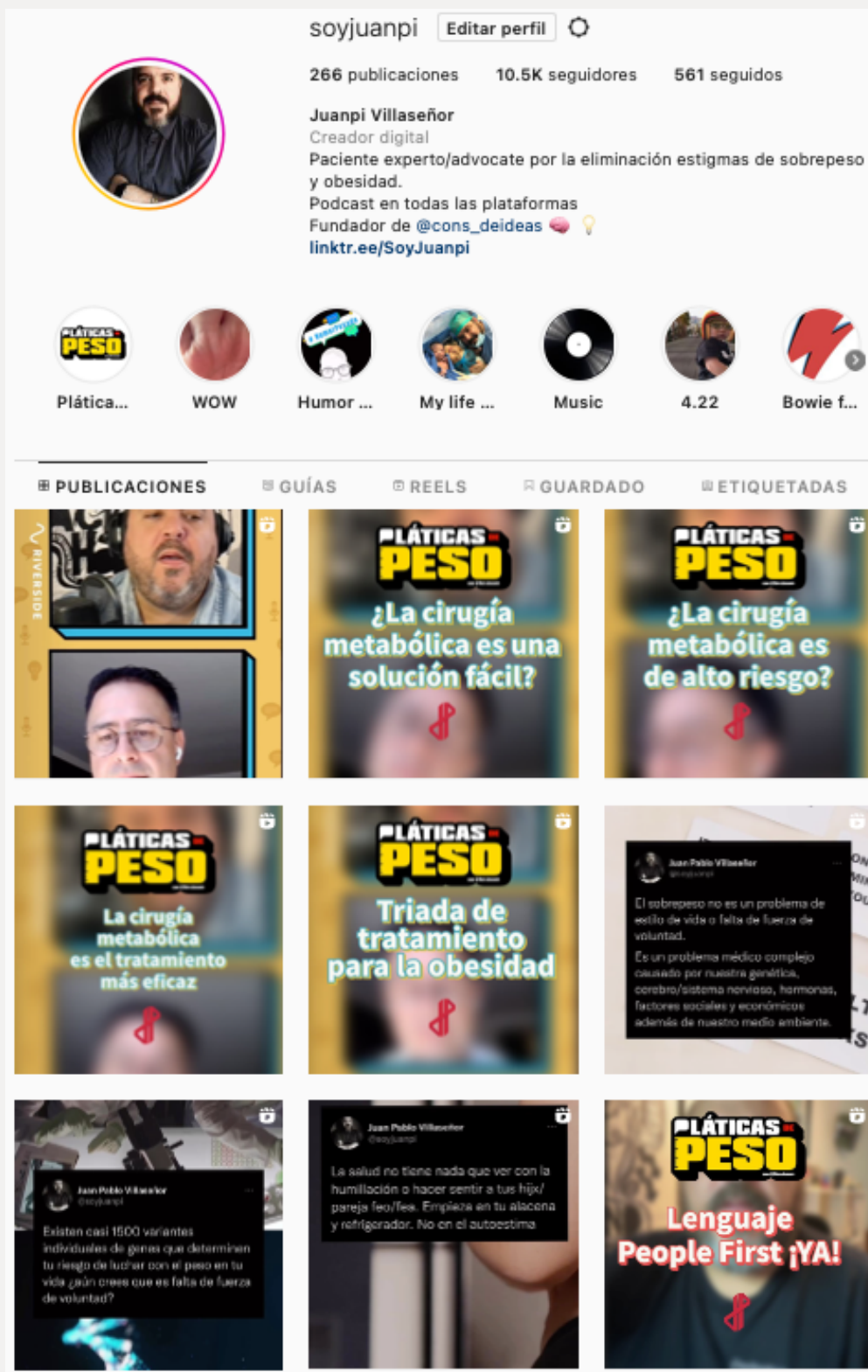
Consejo de la Comunicación Voz de las Empresas



DIRECCIÓN CREATIVA

Pláticas de Peso is a Vlog and Podcast that fights against discrimination against overweight and obese people. This campaign is paid, unbranded, by Novo Nordisk. I create a Pilar Content page form which different formats, snippets, shorts, reels, tweets and posts are created.

Pláticas de Peso
Dirección Creativa y
Advocacy



Get in touch

Website

www.soyjuanpi.com

