

THE PUBLIC



TRENDS

GREEN HOTELS: A
REFUGE FOR THE
PLANET AND SOCIETY

TECHNOLOGY

TELEMAMMOGRAPHY
FOR EARLY BREAST
CANCER DIAGNOSIS

THE SPECIAL

BENEFITS OF URBAN
ARBORIZATION

INTERVIEW

LICUADORA GROUP

THE AGENCY UNVEILS DIGITAL X, A CORPORATE
DIVISION DEDICATED TO DIGITAL MARKETING

PREVIOUS EDITION



Interview with Rodrigo Taramona, Content Creator and Technology Communicator, and More Articles

INDEX

6

Investment is still a challenge for business digitalization

62% of SMEs have stated that, following the pandemic, digitalization has been a key factor for their activities (Spanish Chamber of Commerce).



Financial education for tomorrow's business leaders

The lack of financial knowledge among young people could have negative repercussions on business management.

10

14

Guillermo Pepe: "One in eight women could be saved from breast cancer thanks to technology"

Breast cancer is the leading cause of mortality among women, claiming the lives of nearly 300,000 women each year.



Banana plant: a valuable resource to boost the agricultural economy

The recovery of banana plant waste is having a sustainable impact on agriculture.

20

24

An urgent call to save the lungs of the world

Trees face a series of challenges threatening their global population, highlighting the urgent need to raise awareness about their protection.



Digital X: data and technology to captivate the audience

The creators of the first 100% virtual museum arrive with artificial intelligence, augmented reality, and more ingredients to prepare a true creative mix.

28

34 How to capture the user's attention?

Modern audiences desire content that connects with their emotions and experiences, going beyond mere promotion.



Industrial Design: The Unseen Influence on Our Everyday Existence

Industrial design aims to enhance people's quality of life by creating objects that resonate with the user, going beyond mere form and function.

38

42 Green Hotels: A Sanctuary for the Environment and Community

Sustainable hotels provide a distinctive experience, from lessening carbon footprint to backing local communities.



Zone of Indifference: Works Free from Expectations and Judgments

Mario Palacios Kaim's exhibition will be accessible to the public until August 31st at the Museum of Mexico City.

46

50 The Obscured Elegance of Waste: Miquel Aparici's Sustainable Art

His sculptures fuse art and environmental consciousness, unveiling the overlooked beauty in our discards.



Ethnic Fashion: A Spectrum of Colors and Traditions

Designers are crafting a fresh narrative in ethnic fashion, which is both thrilling and inclusive.

56

COLUMN 60

The power of denunciation in democratizing justice in Mexico



[More>>](#)

Director

Nayla Lopez

Editor

Stephanie Rodriguez

erodriguez@grupothepublic.com

Writers

Leonardo Rodriguez

lrodriguez@grupothepublic.com

Pilar Astupiña

pastupina@grupothepublic.com

Esperanza Aguilera

eaguilera@grupothepublic.com

Art Direction

Andrea Garcia

agarcia@grupothepublic.com

Development and Technology

Pierre Santos

jsantos@grupothepublic.com

EDITOR

WORDS

Often underestimated, trees serve as silent protectors of our environmental and social welfare. On Tree Day, observed annually on June 28th, this edition delves into the ways in which these majestic plants improve the quality of life in urban settings.



Our cover features the pioneers behind the inaugural 100% virtual museum, Licuadora Group, who recently introduced their latest digital marketing venture named Digital X. By leveraging artificial intelligence (AI), augmented reality, UX tools, and other elements, they pledge to craft an exceptionally innovative blend.

Leveraging the widespread use and progress of AI, Mamotest excels in the medical field with its cutting-edge technology for detecting breast cancer. Utilizing "telemammographies," diagnoses can be securely stored in the cloud and assessed remotely by experts aided by artificial intelligence.

Technology is reshaping our lives, and sustainability is emerging as an essential trend towards a brighter future. Minor Hotels, recently awarded the Green Key certification in Mexico, highlights the key contributions of eco-friendly hotels.

Moving forward, it is crucial that we persist in cultivating a culture of accountability and innovation, guaranteeing that each action we take mirrors our dedication to a more mindful world, where human creativity and nature exist harmoniously.

Estefani R.

EDITOR

EDITORIAL GROUP

THE PUBLIC

WE KNOW YOUR AUDIENCE.



Sales

+521 56 2774 1902

hola@grupothepublic.com

INVESTING IN BUSINESS DIGITALIZATION CONTINUES TO POSE A CHALLENGE

62% of small and medium-sized enterprises have indicated that digitalization has been a crucial factor for their operations post-pandemic (Spanish Chamber of Commerce).

Authored by: Estefani Rodriguez



S

mall and medium-sized enterprises seeking to enhance competitiveness

and operational efficiency. They consider digitalization a crucial avenue, yet they still face a significant obstacle: investment.

Companies have been progressively integrating electronic devices based on their resources. The challenge lies in incorporating them effectively and with proper financial planning.

Carlos Sandoval, Chief Executive Officer of Minno Latam

The executive emphasizes the importance of clearly defining the purpose for requiring a mobile device and identifying the specific process targeted for enhancement. Minno provides consulting services to facilitate this process, collaborating with clients to assess their requirements and determine the most suitable services for their organization. Understanding the intended use of the device ensures a seamless financial decision-making process when the time comes to make the investment.

Different sectors like health, education, restaurants, and agriculture are undergoing digitization and reaping the rewards of tablet utilization. "The use of mobile devices leads to increased sales, improved prospects, and most importantly, market sustainability. They can be employed in operational, administrative domains, or to enhance efficiency in processes. When discussing



For a restaurant company, the user experience becomes significantly more efficient. Errors in delivery processes can also be minimized," he explains.

In Spain, based on the Business Competitiveness Observatory conducted by the Chamber of Commerce, 62% of SMEs have indicated that digitalization has been a crucial factor for their operations post-pandemic. The significance of digital transformation for a company's future becomes increasingly apparent with its expansion.

For instance, 55% of companies with fewer than 10 employees acknowledge digitalization as a vital element. This figure rises to 71% for businesses with 10 to 49 employees and reaches 80% for SMEs with over 50 employees.

The pandemic has prompted advancements in both hardware and software, leading to the creation of more effective and dependable devices and systems in terms of quality and performance. Sandoval highlights the significance of offering devices on Android and the Windows platform, enabling clients to streamline and expedite certain processes with greater transparency.



Having a mobile device with a suitable operating system not only allows for increased efficiency and process optimization but also enhances mobility, return on investment, and improves the end customer experience through modernizing, updating, and reinventing processes.

In today's digital era, it is essential for businesses to adjust to market trends and demands. Companies that embrace and utilize technology will be more prepared to fulfill customer requirements, maintain relevance in their sectors, and capitalize on fresh growth prospects.

A portrait of Thomas Watson, a Black man with a shaved head, wearing glasses, a white shirt, a blue tie, and a blue suit jacket. He is smiling and looking directly at the camera. The background is a soft, out-of-focus grey.

Negocios
para
Negocios

Success requires a deep
commitment to both the
business and its values.

Thomas Watson

negociosparanegocios.com

FINANCIAL EDUCATION FOR FUTURE BUSINESS LEADERS

The absence of financial literacy among young individuals could adversely impact business management.

Authored by: Esperanza Aguilera

T

he necessity of sound financial education for youth development is undeniable in today's world.

In a volatile economy, enhancing quality of life can stimulate responsible consumption and entrepreneurship, fostering a sustainable economic future.

Data from the Development Bank of Latin America and the Caribbean (CAF) indicates that in the

On average, three out of five individuals in the region lack a defined financial goal. In Mexico, only 26% of the populace possesses knowledge of personal finances, highlighting the significant deficiency of financial education in society.

Teaching young people about finances is crucial for empowering them to make well-informed financial decisions. Understanding concepts like budgeting, saving, and investing enables them to effectively manage their resources from a young age, establishing the groundwork for a secure and thriving financial future.



In a business context, the absence of financial education among young individuals can adversely affect company management. Prospective business leaders must grasp concepts like risk management, financial statement analysis, and tax planning to ensure prudent strategic decision-making.

An analysis conducted by the firm PwC (PriceWaterhouseCoopers) indicates that insufficient financial education among employees could result in an annual cost for companies of up to \$17,000 per employee in turnover and replacement, along with up to \$5,000 in expenses linked to personal financial challenges.



Andrés Urquiola, co-founder and CEO of Val-u

"Your initial company is yourself, as the basic principles that pertain to personal finance also relate to businesses, albeit on a grander level. According to Andrés Urquiola, co-founder and CEO of Val-u, comprehending personal finances and risks enables us to extend this knowledge to a company."

Val-u has become a web-based educational platform designed to meet the demand for financial education among individuals aged 10 to 19. Its scope spans from fundamental personal finance concepts to the comprehension of cryptocurrencies. Val-u's adaptability enables seamless integration into different academic disciplines, whether as an independent subject or as a component of the syllabus.

Through this application, educators utilize Val-u content in educational settings to facilitate interactive learning experiences, while learners can explore a range of resources, including virtual reality simulations, interactive games, and educational videos.

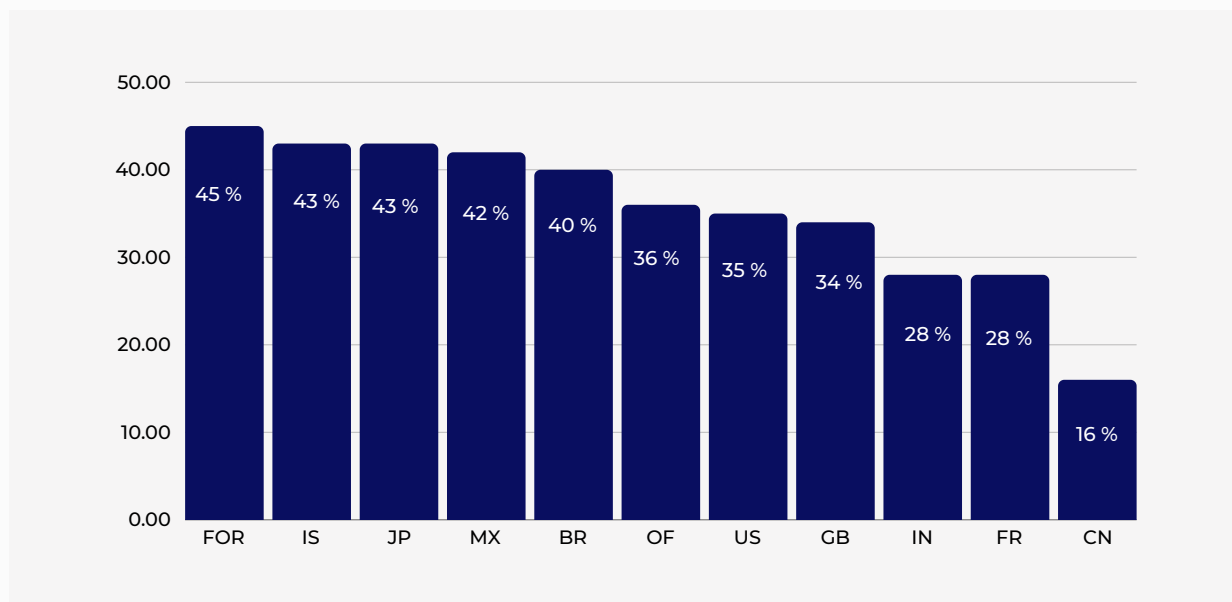
"We consider this to be the optimal approach for imparting [financial education]. It can be likened to a textbook, albeit enhanced and more user-friendly. It incorporates virtual reality, decision-making scenarios, gaming elements, brief videos, and analytical tasks," elucidates the CEO.

Moreover, it provides a broad array of tools, including introductory workshops and online courses focusing on various personal finance subjects such as budgeting, investment, and credit. These resources are tailored to meet the unique requirements and circumstances of each educational establishment.

Investing in financial education at a young age empowers individuals to make informed decisions in the future, fostering sustainable economic growth and the advancement of robust, competitive enterprises. Essentially, financial education serves as a societal investment.

HOW MANY INDIVIDUALS ARE CONCERNED ABOUT THEIR FINANCIAL FUTURE?

Percentage of respondents in specific countries concerned about their financial future



Statista

 Club de Empresas

Reasons for implementation **SEO** within your organization

It situates you in front of your audience precisely when they are seeking what you provide.

Enhance website traffic naturally and organically.

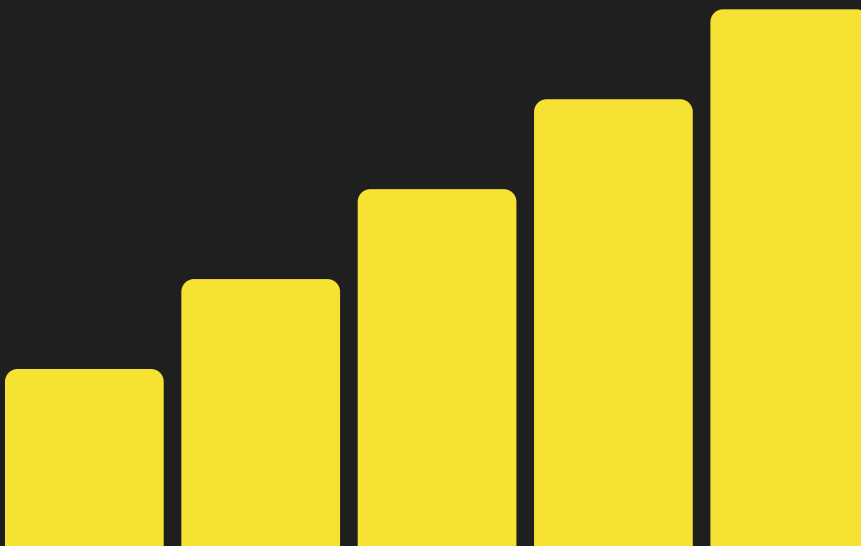
Enhance your online brand presence and recognition.

Effectively attract potential clients.

Optimize customer conversion by providing them with timely offerings.

Establish your dominance and leadership in your market niche.

Yields a high return on investment.



SEO



GUILLERMO PEPE STATED THAT TECHNOLOGY COULD POTENTIALLY SAVE ONE IN 8 WOMEN FROM BREAST CANCER.

Breast cancer is the primary cause of death in women, resulting in the deaths of nearly 300,000 women annually.

Authored by: Esperanza Aguilera

C

urrently, technology plays a crucial role in the progress of healthcare and medicine.

Healthcare has been transformed by technological advancements, improving the detection and treatment of different diseases. In areas with limited access to healthcare services, these tools play a vital role in bridging substantial gaps in healthcare.

In Latin America, a primary challenge is combating breast cancer, the most prevalent neoplasm among women, with an annual incidence of 152,059 cases, as reported by the United Nations (UN).



Currently, breast cancer accounts for 27% of newly diagnosed cases and 16% of female cancer-related deaths. Furthermore, the UN predicts a rise in incidents by 2030, estimating around 572,000 fresh cases and roughly 130,000 fatalities.

Nevertheless, the primary challenge lies in its often late-stage diagnosis, significantly

diminishing the survival chances are hindered by limited access to quality mammograms and a scarcity of specialized doctors in numerous Latin American nations.

Women diagnosed in early stages (I and II) with proper treatment have favorable prognoses and 5-year survival rates ranging from 80% to 90%, as reported by the Pan American Health Organization (PAHO).

In this context, Mamotest emerges with a singular goal: to advocate for early diagnosis, assistance, and holistic support for women with breast cancer. Their methodology covers the complete journey, from undergoing the mammogram to receiving treatment and continuous support during the path to recovery.



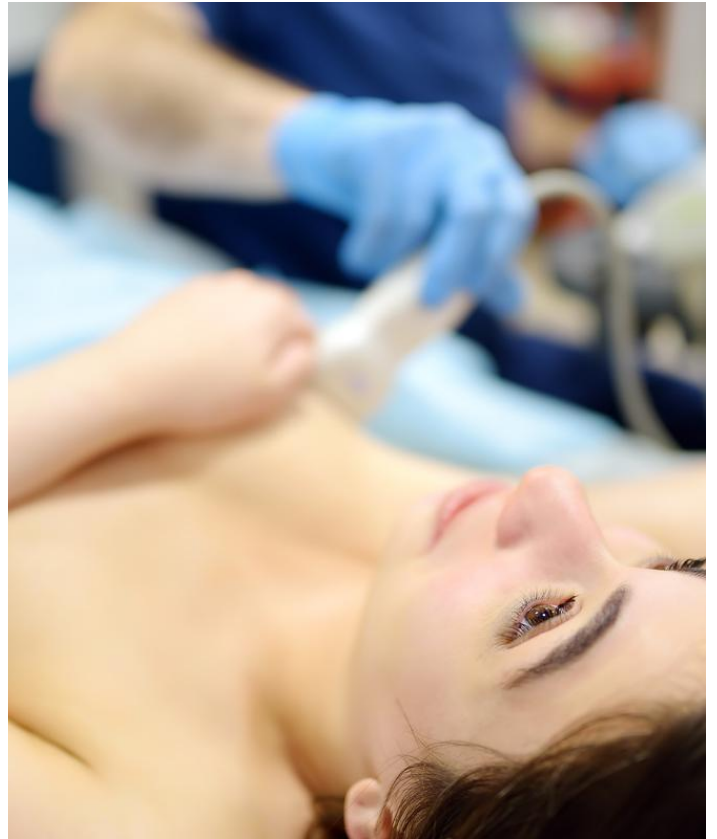
Mamotest utilizes cutting-edge technology to conduct "telemammograms," digital mammograms stored in the cloud and assessed remotely by specialists with the assistance of artificial intelligence, enhancing detection efficiency and accessibility.

"We establish connections with third parties, such as clinics and hospitals, and coordinate our work with companies dedicated to women's health to promote awareness campaigns and encourage them to attend the clinics. Then their diagnoses are digitally evaluated by experts around the world," explains Guillermo Pepe, founder and CEO of Mamotest.

The company's vision is to democratize health access through technology, ensuring that all women, irrespective of their location or economic status, have access to high-quality diagnoses and treatments. This democratization not only saves lives but also enhances communities by ensuring that more women can access the healthcare they require and deserve.

Breast cancer stands as the primary cause of death in women, resulting in the loss of nearly 300,000 lives annually. One in 8 women could be preserved through timely access to early diagnosis.

Their innovative approach and dedication to early detection are positively impacting the lives of numerous women, preserving lives and providing hope to those battling this illness.



Technology offers virtually limitless advantages. Today's technological tools enable the delivery of top-notch medical diagnoses and treatments at a reduced cost, making solutions accessible to all.

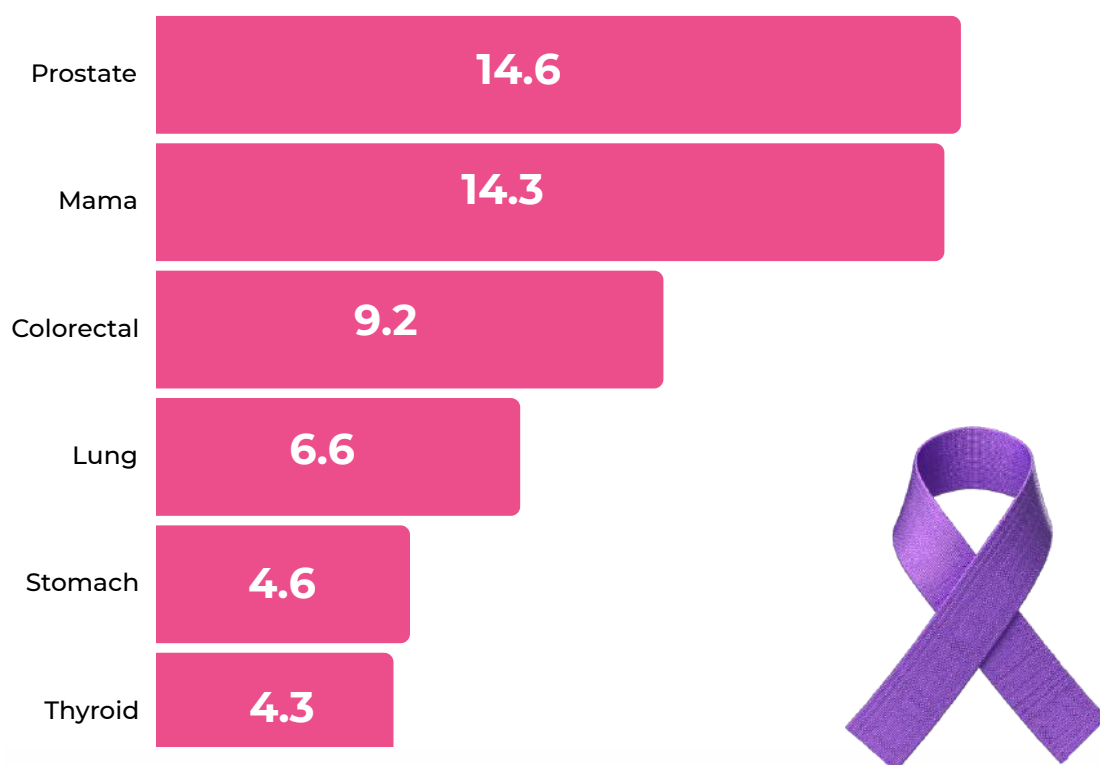
The digital era has facilitated the democratization of health, but ongoing progress requires active collaboration from society as a whole. This entails fostering a culture of preventive and accessible health through innovation, investment in medical technologies, and the commitment of governments, companies, and citizens.

"It is a collective responsibility of society. Both the public and private sectors should engage in education and awareness efforts, from school instruction to outreach campaigns," Guillermo Pepe concludes.



CANCER: THE PREVALENT TYPES IN SOUTH AMERICA AND THE CARIBBEAN.

Most prevalent cancer types diagnosed in South America and the Caribbean in 2020 (as a percentage of total diagnoses)



Source: The Lancet
Statista

Information **safe** In the cloud

Select a cloud service provider known for its robust security reputation.

Maintain proper control of user access based on their activities, and centrally and securely manage identification and access.

Establishing data protection through clear user policies, ensuring privacy in data management, and promptly responding to incidents.

Develop a 'Contingency Plan' to address attacks, minimize impact, and safeguard against information loss or theft.

Regularly conduct thorough security assessments via penetration testing to detect and address vulnerabilities.

Regular training of employees on optimal security practices, virus identification, and reporting of suspicious activities is essential.

Prepared by: Pilar Astupiña



CAMPAIGNS WITH
LATIN AMERICAN
INFLUENCERS.

www.grupothepublic.com

BANANA CULTIVATION: A VALUABLE ASSET FOR ENHANCING THE AGRICULTURAL ECONOMY

The retrieval of banana waste is making a sustainable impact on agriculture.

Authored by: Estefani Rodriguez

T

hroughout agricultural history, the banana tree has been among the most cultivated and valued plants in numerous countries.

Regions worldwide. However, aside from the delicious fruits it yields, the banana plant produces a significant amount of waste that, if handled correctly, can provide substantial benefits for both the environment and the agricultural industry.

In banana production, every plant yields one bunch before harvesting, resulting in a significant amount of plant waste such as leaves, pseudostems, and rachises. Historically, this waste has been viewed as a worthless by-product and is frequently discarded.





Néstor Santiago, founder and CEO of Fibras Naturales Canarias

They decompose in the field or are burned, practices that can lead to significant environmental issues like greenhouse gas emissions and soil degradation.

As environmental awareness progresses, initiatives are arising to enable the appropriate handling and retrieval of this waste, aiming to turn this issue into a chance. Fibras Naturales Canarias, a Spanish company that originated as a venture within the University of Las Palmas de Gran Canaria, serves as a prime illustration of this trend.

Based on their research, banana farming in the Canary Islands holds significant importance, covering 22% of the agricultural land, which is around 9,000 hectares. In 2018, the production amounted to 390,925.

Tons, representing nearly 50% of European production. Nonetheless, approximately 16,484,371 rolls (waste) are discarded annually.

Through studying this issue, it was found that the pseudostem holds significant potential. It can yield high-quality plant fiber, water, and pulp, all valuable resources for producing diverse biodegradable materials in industries like textiles, plastics, automotive, construction, agriculture, and aquaculture.

The banana tree is valuable. This plant grows, produces a banana bunch, which is then harvested from the farms and transported to the headquarters for processing. Néstor Santiago, the founder and CEO of Fibras Naturales Canarias, elaborates on the process: **"We disassemble the bunch, separate the leaves, and extract natural fiber, pulp, and water."**

The fiber extracted from the banana tree is highly regarded in the current market for its durability and bioplastic properties. Additionally, the pulp, containing 75% organic matter, is a favorable choice for various plantations. Lastly, the rollers yield 10 to 12 liters of water rich in minerals, particularly potassium.

"The reclaimed water serves as a natural fertilizer. Additionally, we distribute the pulp to fellow farmers, such as those cultivating lettuce, as it integrates seamlessly into their crops," stated the founder.

On an economic level, farmers currently provide waste for free, but it is anticipated that this will change over time.

Payment is made for each roll. "This way, the banana grower will benefit from selling the bananas and will also have additional income at the end of the year," he emphasizes.

By converting former waste into a valuable resource, we are advancing towards more sustainable and environmentally friendly agriculture. This shift not only enhances the environment but also boosts the agricultural economy and fosters increased resilience to climate change challenges. The banana green revolution is in progress, yielding both tangible and metaphorical fruits.

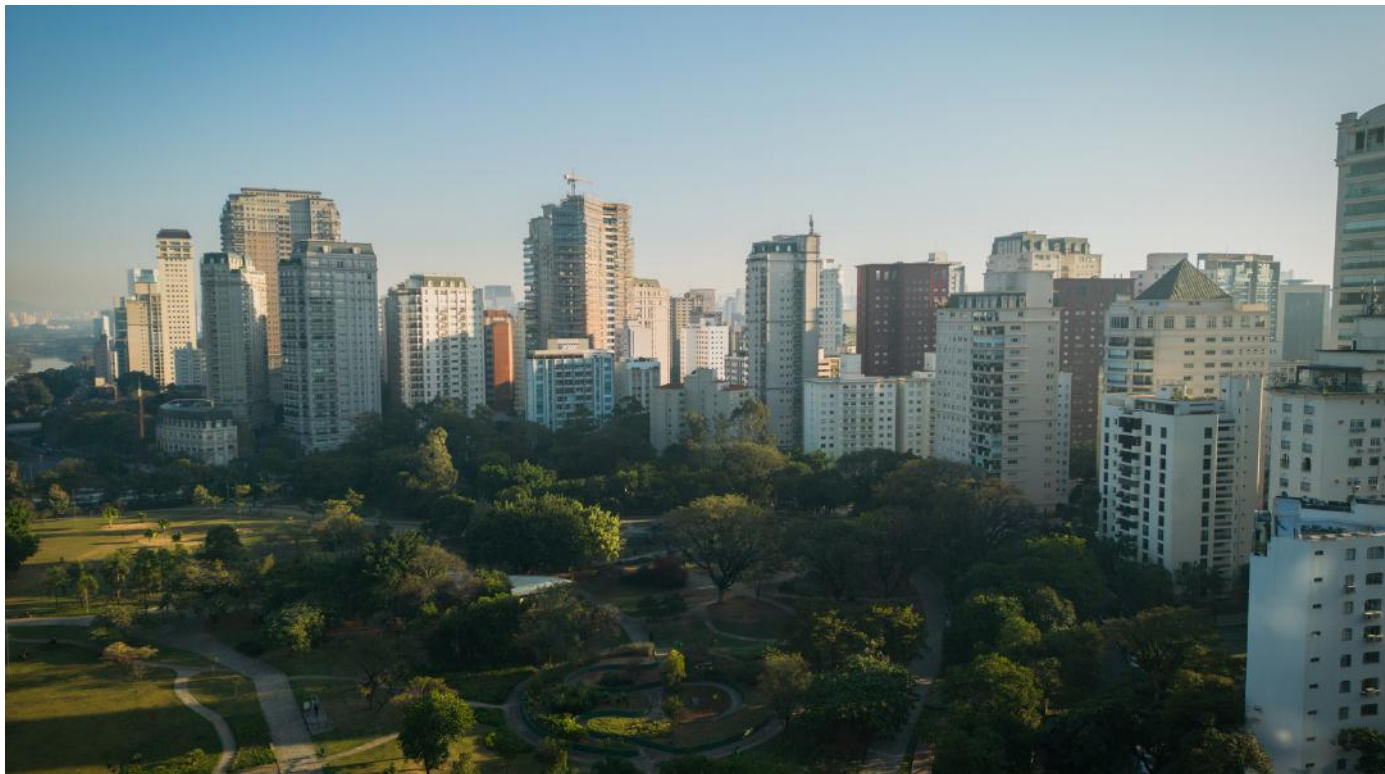
"Nothing is wasted; the key is to find a solution. The challenge lies not in launching a product, but in determining its purpose," the CEO concludes.



ADVANTAGES OF THE BANANA PLANT IN AGRICULTURE

- **Improves soil quality:** banana tree waste can become an excellent organic fertilizer, improving the structure of the soil, its water retention capacity and its fertility.
- **Promoting biodiversity:** Incorporating organic matter into the soil encourages microbial activity and soil biodiversity, essential elements for a healthy agricultural ecosystem.
- **High-quality organic fertilizers:** composted remains are transformed into an organic fertilizer rich in nutrients, reducing dependence on chemical fertilizers and improving the general health of plants.
- **Agricultural sustainability:** encourages more sustainable agriculture, allowing farmers to maintain the productivity of their land in the long term without degrading the environment.





A PRESSING PLEA TO PRESERVE THE WORLD'S LUNGS

Trees encounter various challenges endangering their worldwide population, underscoring the pressing necessity to increase awareness regarding their preservation.

Authored by: Leonardo Rodriguez

In addition to their aesthetic purposes, trees provide a wide array of benefits, including reducing

Pollution plays a vital role in the urban environment by promoting social well-being.

Nevertheless, trees encounter challenges that jeopardize their well-being and existence. As per the report,

The Global Tree Assessment by Botanic Gardens Conservation International warns that as many as half of the world's tree species are at risk of extinction due to a range of threats, highlighting the gravity of the challenges they are confronting.

In this context, we will explore the significance of trees in urban settings, along with the challenges they encounter and potential conservation measures.

Ecological and social significance

A study by the Food and Agriculture Organization of the United Nations (FAO) highlights the importance of urban trees in combating climate change. Urban trees can absorb up to 150 kg of CO₂ annually and release oxygen, thereby enhancing air quality. In contrast to costly carbon capture technologies, trees present a natural, sustainable, and cost-effective approach to lowering atmospheric CO₂ levels.

Furthermore, these large green entities aid in lowering temperatures within urban areas. Research conducted by the Institute of Atmospheric and Climate Sciences in Switzerland indicates that trees have the potential to decrease soil temperature by as much as 12°C.

During the summer, research indicated that urban regions with trees experience soil temperatures that are two to four times lower than treeless areas, underscoring their efficacy in combating global warming.

From a societal perspective, they also exert a beneficial influence on individuals' emotional well-being. Dr. Fátima Ponce, an urban psychologist, asserts that **"green spaces not only disrupt urban sameness but also encourage physical exercise and alleviate stress, anxiety, and depression. Furthermore, research has demonstrated that these natural environments enhance focus and efficiency."**



Urban Challenges

The rise in urban expansion poses a significant challenge to tree preservation. According to Julián Herrera, project manager at the Tree Network Foundation, natural areas are affected by the ongoing growth of cities and the migration of people from rural regions, leading to an increasing need for urban resources and infrastructure development.

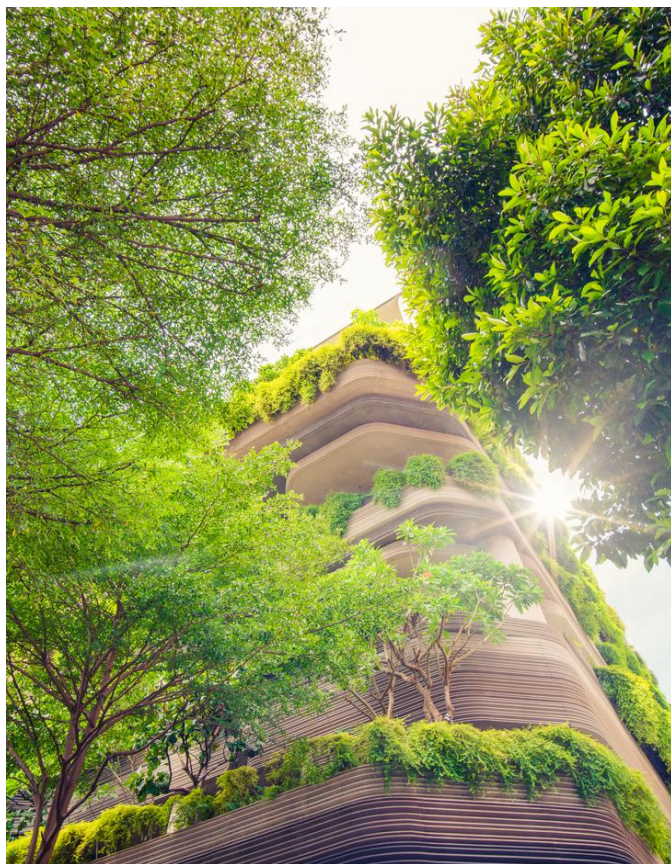
Urban expansion reduces green space availability and heightens exposure to air and soil pollution from vehicular and industrial sources. The World Health Organization warns that this poses a notable threat to city trees, harming their foliage and compromising root strength, making them more susceptible to illnesses and pests.



Another challenge confronting trees, as outlined in the article "Climate change increases global risk to urban forests" published by Springer Nature, is the impact of climate change. This phenomenon has heightened the susceptibility of urban trees to severe heatwaves and droughts. Research indicates that over 50% of tree species in 164 cities experience temperatures and humidity levels beyond their ideal range.

Environmental consciousness

To tackle the obstacles encountered by trees in urban settings, it is essential to take action to raise awareness. Educating and advocating for educational programs on the significance of these natural assets helps foster increased awareness within the community.



Environmental education is crucial, with a particular emphasis on the younger generation who will shape the future of society. Herrera, an environmental engineer, highlights the importance of collaborations between municipalities, associations, and the private sector to execute successful urban reforestation strategies.

Thanks to increased awareness, actions can be implemented such as Volunteering and

environmental education promote the planting and care of urban trees, strengthening tree health and creating sustainable, resilient spaces.

Trees are vital protective assets, and only through collaboration between the government and society can an environment be established where people in urban areas can enjoy a high quality of life.

Factors to contemplate

- Out of the 58,497 tree species globally, 17,510 endangered species (BGCI) have been recognized.
- Currently, 64% of all tree species are safeguarded in at least one designated area (BGCI).
- In urban areas, a ratio of one tree per three residents is necessary, along with a minimum of 10 to 15 square meters of green space per individual (WHO).



DIGITAL X: UTILIZING DATA TECHNOLOGY TO ENGAGE T

The pioneers of the initial 100% virtual museum incorporate artificial intelligence, craft a genuine creative blend.

Authored by: Estefani Rodriguez

T

hey say that, to reach the top, you have to travel a winding and not always easy path, but once there, man by nature

will always look for more. This story is known closely by Licuadora Group, a comprehensive content agency, which with almost 28 years of experience has remained in constant change and innovation, and today continues to evolve to present Digital X, a division of its corporate dedicated to digital marketing.

Mixing passion, creativity and strategy is the formula that has allowed the Licuadora team to create an infallible connection with its clients, since from its beginnings, the Mexican agency specialized in BTL experiences, campaigns and branding. However, for almost a decade it has jumped into the digital maelstrom to create disruptive solutions and ideas that meet this growing demand.



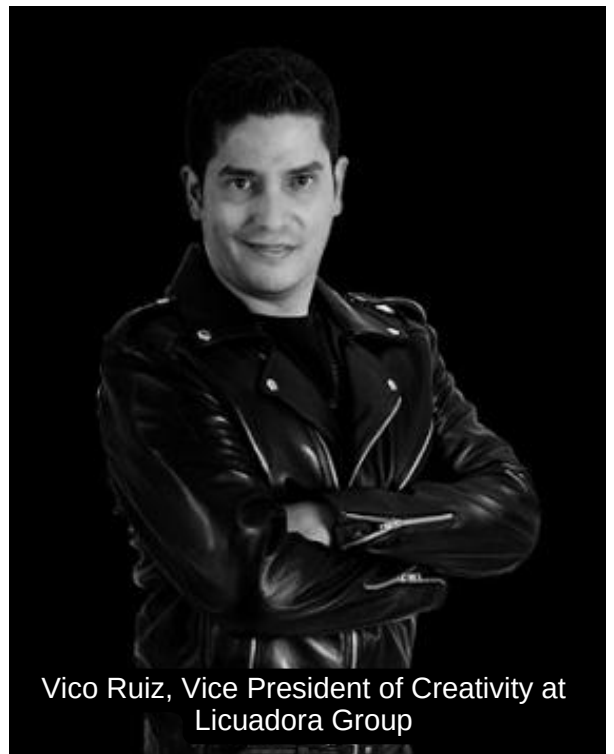
A AND THE AUDIENCE.

augmented reality, and additional elements to



"This business division, established in 2017, is currently transforming into Digital X to provide a more specialized service to our clients. The focus is on digital platforms, social networks, influencers, data, and all aspects of digital marketing," stated Vico Ruiz, Creative VP of Licuadora Group.

In any brand launch, establishing a visual identity is crucial. "The X factor in our name is the variable that places creativity at the core of the strategy. For the visual identity, we aimed for a fresh and straightforward yet distinctive look. While developing the graphic identity, we were drawn to the appeal of incorporating a vibrant yellow alongside black and pastel red, creating a digital-savvy and stylish aesthetic," stated Vico, discussing the new logo and website design.



Vico Ruiz, Vice President of Creativity at
Licuadora Group

Digital X stands out for its emphasis on user experience (UX), a critical tool in modern digital marketing strategies. **"This enables us to concentrate on the purpose of each element and platform. In today's landscape filled with numerous networks, influencers, and digital choices, we can overwhelm users, recognizing that nobody enjoys seeing advertisements as such. The key is to present a value proposition,"** he explains.

The optimal blend of technology and creativity

Creativity is the key element that can distinguish success from obscurity. Companies that succeed in captivating and retaining the public's interest are those that are willing to innovate, share distinctive narratives, and question established conventions.

To stimulate creativity, the Licuadora Group team draws inspiration from movies, series, books, and comics, as these forms of media reflect the dynamics of contemporary society.

Hugo Avanez, a digital strategy and creativity leader at Licuadora, emphasizes the importance of humanizing brands in digital strategies. Understanding the target audience, communication styles on social media, and the decision to engage physically or virtually are key considerations. Avanez highlights the necessity of comprehending the end customer to fulfill the genuine requirements of brands.



Creativity is crucial, but Blender operates with precision. Their strategies rely on thorough data analysis and cutting-edge technology. By leveraging advanced artificial intelligence (AI) and augmented reality (AR) tools, the agency guarantees that every move is geared towards meeting its clients' precise goals. This fusion of art and science enables the delivery of tangible and enduring outcomes.

Avanez explains that AI is utilized to accelerate the execution times of various processes, such as generating copy, developing preliminary pitch ideas, or processing data.



Augmented reality enables interactive and immersive experiences that engage consumers. **"In addition to utilizing Chat GPT for creativity, we leverage various technologies focused on user experience, such as tools related to augmented reality or mixed reality. Through the integration of diverse technologies, we aim to achieve a harmonious blend of the physical and virtual realms, propelling us forward,"** stated the Vice President of Creative.

In relation to Pride month, as an illustration of the technology employed by the agency, it is noteworthy that Licuadora spearheaded a compelling project by developing a fully virtual museum for the LGBTQ community. This initiative originated during the pandemic when individuals were unable to venture outside, prompting the creative team to explore ways to make a social impact through a blend of creativity and innovation.

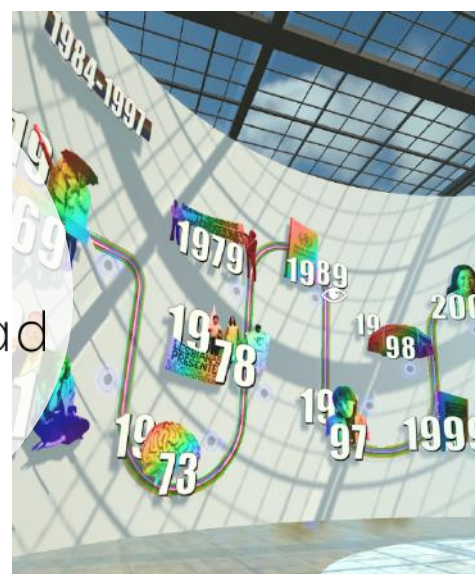
During the pandemic, this museum was launched amidst widespread discussions

about the march, preventing people from going out on the streets.

We initiated a virtual walking experience to offer an alternative to physical marches. Participants can explore our space filled with historical content, messages, discussions, and round tables to engage with various topics," stated Ruiz.

The project has become the first 100% digital museum, crafted entirely from virtuality, resulting in the agency receiving awards for its innovative nature. Avanez commented, "We understand the extensive digital reach available to us, enabling us to connect with numerous individuals. The project will soon extend to physical locations, incorporating technology."

Creating advertisements solely for selling products or services is outdated. In today's digital era, where consumers are inundated with a constant stream of content, creativity and innovation are now essential elements in modern advertising and marketing. Humanizing brands is crucial for developing successful and lucrative strategies.



Licuatora Group details

Established in 1997.

Service

Advertising and marketing firm

Specialty

Digital strategies, experiential events, creativity, sports, content, and audiovisual production.

Contact

Arnoldo Urquides

Director of Marketing & New Business

arnoldo@licuadoragroup.com

+52 55 6801 6853 / 55 5532 9978

digital-x.com.mx / licuadoragroup.com

Throughout the period
At the FIP Festival
Awards 2023 in
Argentina, Licuadora
Group was recognized as
the premier Mexican
agency of the year.
 With 5 gold coins,
 2 silver coins
 6 bronzes.



Effective Planning Strategies

- **Measurement:** Without measurement, improvement is unattainable. The crucial aspect is ensuring that the strategy is measurable, ideally all processes.
- **Management:** taking the results of the measurements to turn them into actions, since it is useless to have valuable information if it is not going to be used. You have to make the data useful.
- **Update:** keep an eye on what is happening in the digital world and on social networks. Know how algorithms work and keep an eye on trends. Only in this way can the brand be helped to generate a better result, with fewer resources.



Lucero Pulido, leader of planning and strategy at Licuadora Group



Giuliana García, the executive producer, and Juan Carlo García, the director of Manzanón Films.

CREATING NARRATIVES TO ESTABLISH ENDURING CONNECTIONS

Modern audiences desire content that connects with their emotions and surpasses mere promotion.

Authored by: Esperanza Aguilera

Digital content perpetually competes to seize the fleeting attention of users in marketing.

The company encounters the critical task of crafting advertisements that are not just appealing but also able to penetrate a market saturated with interruptions.

Modern audiences have grown more demanding and selective due to the constant bombardment of advertising messages, leading viewers to develop a

Innate resistance that diminishes your focus to mere seconds.

In 2022, a study carried out by Wistia, the visual marketing creation platform, unveiled that there is only a 10-second window to engage the audience in a video. By the 30-second mark, 33% of viewers drop off, and by the one-minute mark, nearly 45% have ceased viewing.

Against this backdrop, visual marketing must reinvent itself to stand out and connect effectively. The key is to

Manzanón Films emphasizes the creation of engaging, memorable, and valuable user experiences through advertising narratives that go beyond mere promotion.

"The objective of every campaign is sales-driven, yet the essence lies in crafting a captivating narrative that resonates with individuals on an emotional level. Narratives possess the ability to evoke identification within the audience and foster a enduring bond with the brand," elucidates Giuliana García, executive producer at Manzanón Films.

This method ensures not just visual excellence, but also establishes a profound and more personal bond with the viewers: "We strive to narrate a tale, even within a brief commercial, always in an authentic manner [...] We delve into various perspectives, commencing from our sources of fascination: cinema," expressed Juan Carlo García, Manzanón, the director of Manzanón Films.



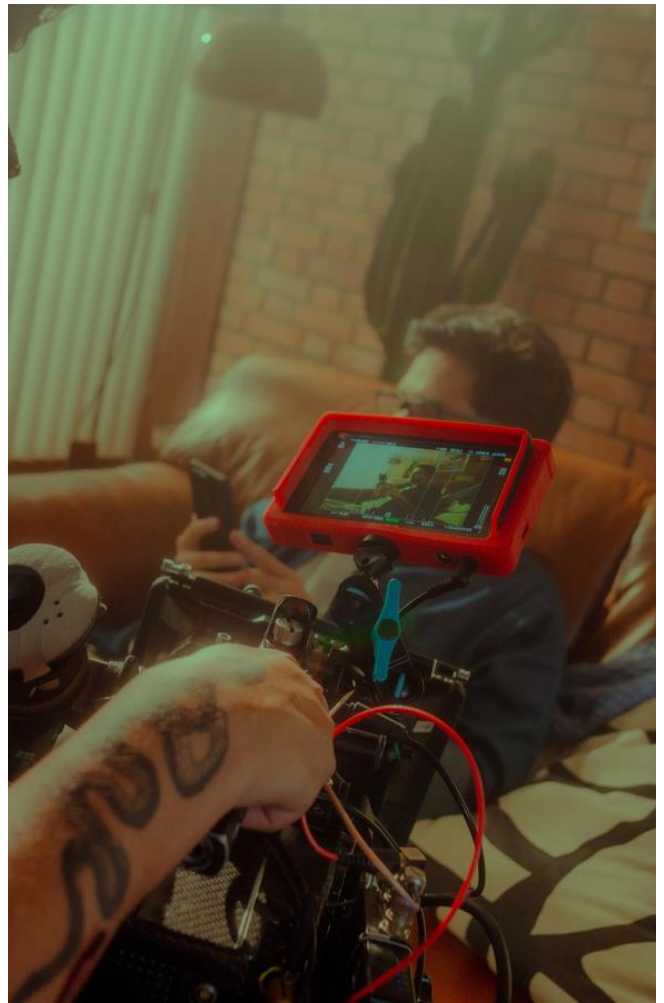
The team prioritizes a succinct and impactful storyline, leading to a continuous quest for visual and narrative components that engage viewers from the outset. This includes striking locations, intriguing lighting, and captivating characters, as described by Manzanón.



For them, key elements to craft marketing campaigns that resonate with the public are:

- **Powerful imagery:** Within a saturated advertising environment, the forefront of a campaign should promptly seize the viewer's attention. A striking image, a captivating character, or an unexpected scene can serve as the foundation for an unforgettable narrative.
- **Compelling narrative:** the story conveyed through the images should be clear, concise, and resonate with the audience's emotions.
- **Authenticity:** Present-day audiences seek authentic and genuine content. Brands that successfully engage with their consumers through genuine stories and credible characters are more likely to thrive.

Giuliana and Manzanón also acknowledge the significant shift in content consumption in recent years. Individuals no longer dedicate extended periods to viewing conventional advertisements.



"The networks have made us very visual, especially for a young audience that demands attractive content," stated the producer. This demand has led to an evolution in the way advertising is presented in these spaces, where "the key is to generate content that feels more organic and less rejected by the audience," added the director.

"Influencers and content creators serve as modern channels of media. Creative producers must adjust to these emerging trends, necessitating continuous updates and comprehension of innovative advertising methods," García concludes.

MARKETING AND ADVERTISING



**Lobe
Mark**



**CREATIVITY
& LATAM INSIGHTS**

lobemark.com



INDUSTRIAL DESIGN: THE UNSEEN INFLUENCE MOLDING OUR EVERYDAY EXPERIENCES.

Industrial design goes beyond form and function, aiming to enhance people's quality of life by creating objects that resonate with the user.



Energiamas Stand Cover Design and Production

Authored by: Esperanza Aguilera

From office furniture to electronic devices, every object we use has been meticulously crafted.

Crafted to enhance our daily experiences, the intricate design of products often escapes our notice, obscuring the meticulous effort invested in both their aesthetics and functionality.

Industrial design is a pervasive and essential presence in our everyday lives. The design art is pivotal in enhancing our daily habits. Designers aim to enhance people's quality of life through the creation of functional, aesthetic, and ergonomic objects.

A straightforward yet common illustration can be observed in a coffee cup. Its shape, handle size, wall thickness, and material composition have all been meticulously designed to ensure the mug is ergonomic, retains heat effectively, and facilitates easy cleaning.

One of the primary challenges in industrial design is creating objects that are not only functional but also intuitive and user-friendly. Industrial designers analyze user-product interactions to guarantee that every component is both comfortable and effective.

In 1950, Dieter Rams, a pioneer in industrial design, developed the initial commercially viable electric shaver with the Braun company. Despite the first patents for this creation tracing back to the late 19th century, it was Rams who revolutionized the lives of many by offering a safer and more efficient shaving method through an innovative design that remains influential today.



Xavier Majoral, co-founder of Stimulo

Industrial design seamlessly integrates into everyday life, often unnoticed. According to Xavier Majoral, co-founder of Stimulo, it should blend in without overshadowing the object's function or the environment it belongs to.

Moreover, industrial designer Marco Barba believes that design goes beyond functionality and aesthetics; it aims to establish an emotional bond. He explains, **"When we design, we consider how the product will integrate into people's lives. It's about the interaction and connection with the user, not just usability, but also the experience from the initial encounter."**



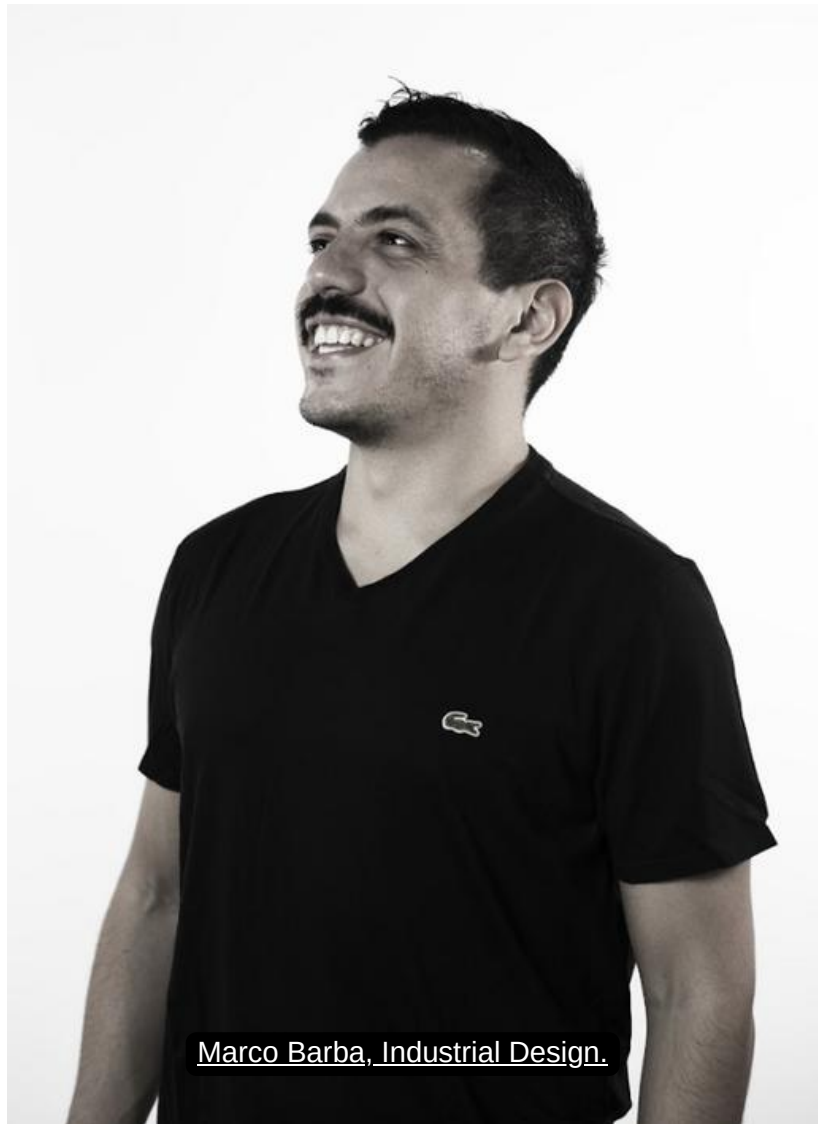
Papantla Tequila bottle design by Marco Barba.

The core of this profession is in crafting objects that surpass mere functionality, evolving into experiences that evoke positive emotions in individuals. Industrial designers employ their creativity and resourcefulness to develop products that are both aesthetic and emotionally engaging, as well as ergonomic.

"In industrial design, ergonomics encompasses various aspects. It involves adapting to the body's physiognomy, ensuring social and visual comfort, as well as tactile comfort during use. It entails accommodating the product in multiple dimensions," Barba explains.

One of the significant challenges lies in the ability to address diverse social needs. This entails creating products that are not only functional for the majority but also inclusive for individuals with varying abilities.

In an era where environmental awareness is increasing, designers strive to develop products that are long-lasting and recyclable. The selection of materials and production methods are meticulously evaluated to minimize environmental harm.



Marco Barba, Industrial Design.

"Design is evolving to encompass all aspects of society, which is constantly changing. Therefore, designers must bridge this gap between society and manufacturers. Industrial designers will serve as interpreters of market demands," stated Xavier Majoral.

Industrial design is a subtle yet potent influence that greatly enhances our daily lives. Despite its inconspicuous nature, every aspect of the items in our surroundings has been carefully orchestrated to enhance both the visual appeal and practicality of our environment.

The background of the entire page is a high-resolution image of the Moon's surface, showing various craters and lunar maria. A satellite with solar panels is visible in the upper right, and a small probe is on the left side of the Moon's surface.

THE SIGNIFICANT OCCURRENCES

IN

Señor**Noticia**

WWW.SENORNOTICIA.COM

ECO-FRIENDLY HOTELS: A SANCTUARY FOR THE ENVIRONMENT AND COMMUNITY

Sustainable hotels provide a distinctive experience, from lessening your carbon footprint to backing local communities.

Authored by: Estefani Rodriguez

A

s tourists' awareness of the importance of environmental protection grows, the hotel industry is experiencing.

A significant shift towards sustainability. Green hotels signify a dedication to decreasing the ecological impact while providing various advantages such as enhancing the social and economic welfare of local communities.



Lorenzo Graciano serves as the general director for the Mexico & Cuba region at Minor Hotels.

Sustainable hotels are designed and operated in ways that minimize their environmental impact. This is achieved through various practices, such as the use of renewable energy, the implementation of efficient water management systems, the reduction of waste, and the use of green materials in construction and maintenance. The importance of these hotels lies in their ability to:

- **Reduce carbon emissions:** The tourism industry is responsible for a significant portion of global carbon emissions. Sustainable hotels, by opting for renewable energy sources and improving energy efficiency, contribute to the reduction of these emissions, thus mitigating climate change.
- **Conservation of natural resources:** efficient water management and waste reduction are crucial in the operation of a sustainable hotel. These hotels adopt technologies such as rainwater harvesting systems and greywater recycling, and promote the reuse and recycling of materials, helping to conserve natural resources.
- **Protection of biodiversity:** many sustainable hotels are located in sensitive natural areas. Implementing sustainable practices helps protect local flora and fauna, avoiding the degradation of ecosystems and promoting biodiversity.



In addition to environmental benefits, green hotels generate a significant positive impact on society: they promote local economic development by prioritizing hiring local staff and purchasing products from local suppliers; They improve the quality of life, since the implementation of sustainable practices can reduce pollution and improve proper waste management; Lastly, they promote environmental education and awareness, since by providing information about their ecological practices they can encourage visitors to participate in green activities.

Based on this concept, several hotels around the world are leading the way towards sustainability. A notable example is the Minor Hotels group in Mexico, which has been recognized for its conservation practices and commitment to the planet.

"Our environmental strategy is guided by UP FOR Planet, outlining the path towards decarbonization, efficient management, and responsible circular consumption. This approach is supported by three key areas: sustainable infrastructure and buildings, processes and operational standards, and sustainable purchasing," stated Carla Amado, PMO America.

In this context, Minor Hotels obtained Green Key certification for 13 of its hotels in Mexico, aiming to uphold standards that ensure the advancement of a sustainable society.

The Green Key certification is an international acknowledgment given to tourist establishments that uphold high standards of sustainability and environmental responsibility. This recognition has been awarded to over 5,000 establishments across 60 countries, establishing it as a significant badge for sustainable tourism worldwide.



By opting to stay in sustainable hotels, travelers can endorse these efforts and join a worldwide movement towards a green and fair future. Sustainability in the hotel sector is not just a fad but a crucial requirement to ensure a thriving planet.

"We are dedicated to spearheading the movement towards more responsible and sustainable tourism, while persistently innovating in practices and policies that serve the best interests of our guests and the environment. We strongly uphold that sustainability is not just an obligation, but also a chance to forge a brighter future for generations to come," stated Lorenzo Graciano, general director of the Mexico & Cuba region of Minor Hotels.

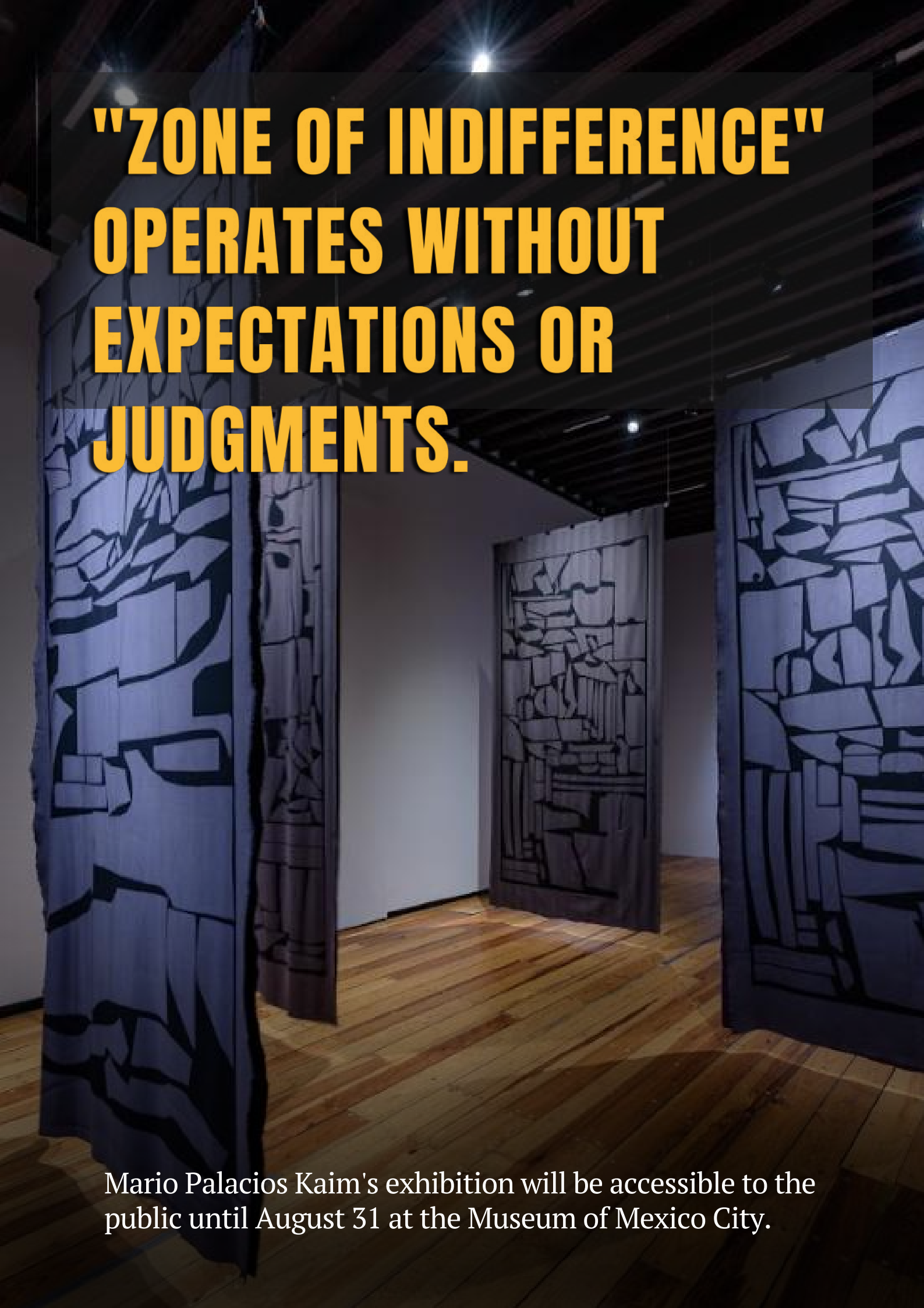




Mexico hotels awarded the Green Key certification.

- NH Collection Mexico City Santa Fe
- NH Collection Mexico City Historic Center
- NH Collection Mexico City Reform
- NH Collection Mexico City Airport T2
- NH Mexico City Valle Dorado
- Mexico City Airport Hilton
- Puebla Historic Downtown
- NH Queretaro
- NH San Luis Potosi
- Avani Cancún Airport NH Collection
- Monterrey San Pedro
- NH Monterrey La Fe
- NH Collection Guadalajara Providencia
- NH Collection Merida Promenade

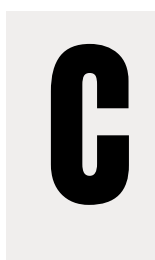


The image shows an art installation in a gallery. Several large, vertical panels made of a dark material with a complex, layered, and textured surface are arranged in a room with a wooden floor and a dark ceiling. The panels are illuminated by spotlights, creating a dramatic effect. The text is overlaid on the top half of the image.

"ZONE OF INDIFFERENCE" OPERATES WITHOUT EXPECTATIONS OR JUDGMENTS.

Mario Palacios Kaim's exhibition will be accessible to the public until August 31 at the Museum of Mexico City.

Authored by: Esperanza Aguilera



Contemporary art frequently grapples with the necessity to explore intricate concepts and explanations. However, art originates from careful observation of the world.

The environment we inhabit involves reinterpreting the mundane and continuously seeking fresh forms of expression. Each moment, object, and interaction holds the potential to transform into an artistic expression.

Mario Palacios Kaim captures the essence in his exhibition *Zona de indiferencia*, inviting viewers to release preconceived ideas about aesthetics and beauty to embrace a simpler and more distinctive art appreciation.

Palacios Kaim's appreciation extends beyond traditional boundaries, a philosophy evident in his exhibition. He incorporates industrial design materials, including steel plates sourced from an armor company in 2015, which he has been meticulously crafting since then. It was only in early 2020 that the artist completed the initial series of the 21 pieces comprising *Zona de indiferencia*.

His creations are unconcerned with the opinions of art critics. They stand independently, appearing as autonomous entities detached from external assessments. This inherent autonomy questions the notion that art should adhere to specific criteria or explanations. Rather, the creations occupy a unique realm where observers can engage with them and derive personal significance, unrestricted by external influences.



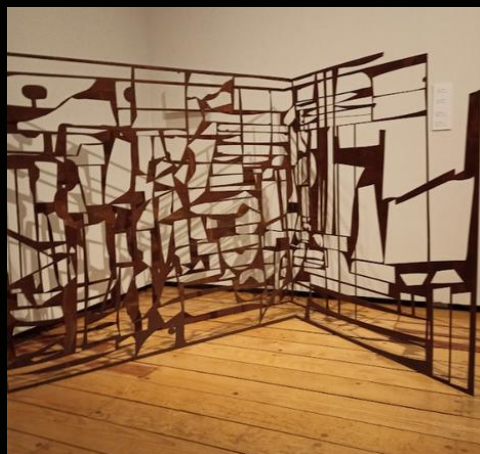
Mario Palacios Kaim was born in Mexico City in 1953.

Mario Palacios Kaim was born in Mexico City in 1953. He has been devoted to the visual arts since 1970, employing painting, drawing, and graphic methods, and subsequently integrating installation.



Irving Domínguez (born 1976 in Mexico City)

He curates contemporary art. Since 2005, he has created curatorial and museographic scripts for museums and exhibition halls in various states of Mexico, all part of public infrastructure.



"Art surpasses expert opinions. While reading an art book can be informative, it often discusses things of the past. To truly engage with art, one must be present and alive. The crucial aspect is establishing a direct connection and immersing oneself in art," stated the artist.

Moreover, by employing solarization and natural discoloration, Palacios Kaim prompts viewers to witness the metamorphosis of everyday items into remarkable pieces, or "things" as he refers to them. The showcase not only encourages us to uncover beauty in the unforeseen and fleeting but also profoundly challenges the concept of authorship in art.

The term authorship is intriguing to me; it is entirely relativized. In these works, I have acted as the intermediary between solar energy, fabric, and garbage, yet they materialized devoid of any inspiration. It is essential to strive to perceive things in a more straightforward and direct manner. My creations originate from happenstance, but they are products of obedience, not freedom," he emphasizes.

He reconsiders the notion that the artist is the sole creator of his work. The artworks are portrayed as partnerships with time and nature, implying that authorship is communal and subjective, and that the genuine worth of art resides in its capacity to surpass the creator's intentions and connect uniquely with every observer.



Mario Palace Kaim

For him, art is not a static object, but a dynamic process that transforms and takes on new lives over time: **"Accidents are part of my work. It is not a faithful reproduction, but rather an imprint that includes what happens over time,"** he elucidates.

Palacios Kaim highlights the beauty of simplicity and authenticity through his use of design materials and natural techniques. His work reminds us that true art can be found in everyday objects and discarded materials. By admiring his creations, we are encouraged to embrace a straightforward perspective, rediscovering the essence of art in its purest form.

THE CONCEALED ELEGANCE OF WASTE

Miquel Aparici's sustainable art

Authored by: Esperanza Aguilera

His sculptures blend art and environmental consciousness, unveiling the overlooked beauty in our discards.



A

mong his interests in biology, art, and archaeology, Miquel Aparici has discovered one of his greatest passions.

With a unique vision, Aparici transforms metals, reclaimed wood, and other materials into sculptures, bringing to life a diverse array of creatures, ranging from insects to large mammals.

Despite being drawn to drawing as a child, it wasn't until the age of 35 that he started producing art. Coming from a graphic design background and being constantly exposed to illustrators, he initially doubted his own abilities.



It was on a trip that Aparici discovered in drawing a way to capture the beauty of nature and animals. **"I discovered some lizards that are endemic to the island Formentera, in the Mediterranean Sea, and I thought 'they are beautiful' and I started drawing them while having a coffee; using only a spoon and my coffee to paint. When I got home, I started drawing more and more, in a month I made about 500 drawings,"** he says.

The artistic seed grew quickly within him and shortly after drawing he began to give volume to his creations. Using assembly techniques, he began to make sculptures with recycled materials.



The sculptor mentioned, "At some point, it occurred to me to work with wire the same drawings that I made with coffee [...] and that's when I discovered volume and it fascinated me. Working with three dimensions made me think and try harder; from there, I continued to join the wire with wood and metal objects. I even had to learn to weld."

Aparici was greatly influenced by figures like Pablo Picasso and Eduardo Chillida. At the age of 9, he encountered a painting by Picasso for the first time.

The Spanish sculptor Picasso created a bull's head using only a handlebar and a bicycle seat. "That exploded in my head, because for me art until then was classical paintings and sculptures," he recalls.

Today, his creations, spanning from tiny fish and insects to a massive gorilla, aim to encapsulate the core of nature while showcasing that waste can hold more value. His artwork strives to foster admiration for what some view as trivial and expendable.

It truly perturbed me to witness people using and discarding items so thoughtlessly. I encountered numerous objects that held beauty in my eyes. "I enjoy revealing the concealed beauty of objects," he elucidates.



Aparici has discovered in art a potent tool for connecting with individuals, not only breathing new life into objects but also demonstrating that art can serve as an impactful means to engage people and promote awareness of environmental issues.



"I appreciate imbuing my sculptures with vitality, fostering a sense of connection with viewers. Accomplishing this, when individuals desire to display one of my sculptures at the entrance of their home, signifies the fulfillment of my objective."



Miquel Aparici's work prompts contemplation on the significance of appreciating and conserving our natural surroundings, encouraging us to discover beauty in overlooked elements. His art serves as a symbol of innovation and awareness.

Advantages of a Biophilic architecture in workplaces

- * The initial investment in a green office yields rapid returns due to energy efficiency, resulting in cost savings.
- * Enhancing the corporate image and showcasing social responsibility attract customers.
- * They inspire employees, boosting satisfaction and productivity.
- * They enhance cognitive functions and sleep quality, leading to a significant decrease in work absenteeism.
- * They enhance air quality and ventilation within indoor spaces.



Prepared by: Pilar Astupiña





ConStyling.com

Fashion Beauty Style



ETHNIC FASHION ENCOMPASSES A RICH TAPESTRY OF COLORS AND TRADITIONS

Authored by: Estefani Rodriguez

Designers are crafting a fresh narrative in ethnic fashion, equally thrilling and inclusive.

T

he concept of ethnic fashion is not novel; it has existed throughout history.

The style has a long history but has seen a revival in recent times due to a renewed fascination with culture. Increased recognition of the significance of diversity and inclusion has transformed this style into a potent means of personal and social expression.

Ethnic fashion draws inspiration from the traditions and craftsmanship of diverse cultures globally. Its aim is to pay tribute to and rejoice in the cultural identity of various communities, showcasing their values, beliefs, and historical heritage through clothing design.

For numerous individuals, donning attire that mirrors their cultural heritage serves as a means to validate their identity and commemorate their roots. Furthermore, backing local designers and craftsmen aids in the economic advancement of communities and fosters cultural independence.

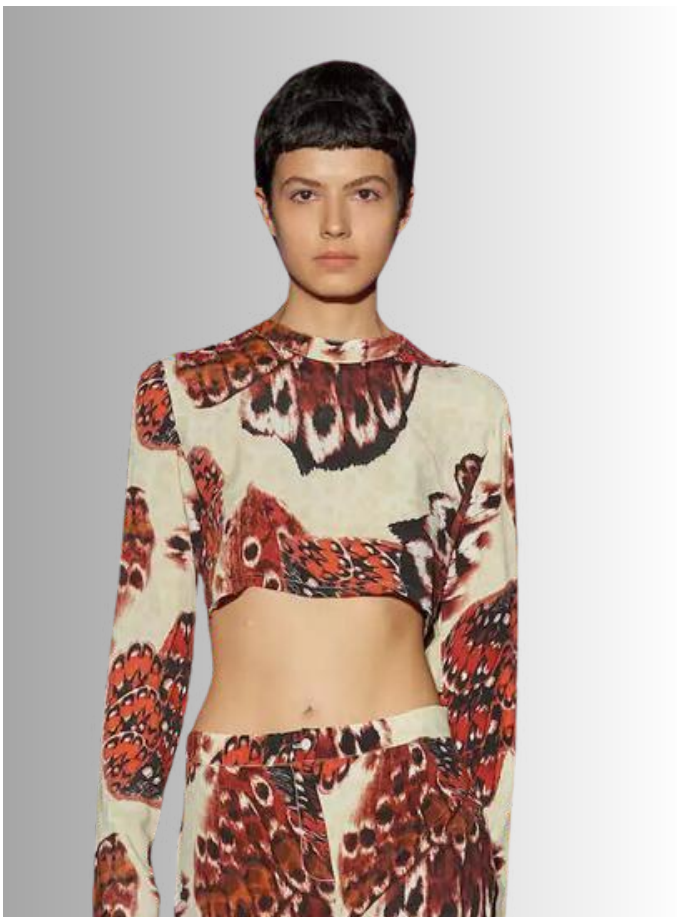


Meche Correa - Peruvian Fashion Showcased in Madrid

Current trends

Ethnic prints and textiles have become increasingly popular in modern fashion. These vibrant and colorful patterns bring a sense of exoticism and authenticity to any attire.

Embroidery and crafts: Clothing embellished with hand embroidery, loom weaving, or traditional dyeing techniques hold significant value in the fashion industry. These artisanal embellishments not only enhance aesthetics but also convey narratives and showcase the expertise and commitment of the craftsmen.



Lorena Saravia - Mercedes-Benz Fashion Week Mexico



TAARACH Belt - Mireya Gómez de la Torre

Cultural Fusion: Contemporary ethnic fashion frequently blends elements from various cultures to craft a distinctive and eclectic style. Pairing a Japanese kimono with Western jeans or incorporating tribal accessories into modern attire exemplify this trend.

Ethnic Accessories: Ethnic accessories are enjoying a revival in popularity, complementing clothing with items such as bags, jewelry, shoes, and hats. These accessories, influenced by various cultures, contribute a distinctive flair to modern outfits.

Ethnic subcultures

Various stylistic modalities can be utilized to evoke cultural heritage. Choosing an Andean style involves incorporating natural fabrics, hats, ponchos, and vibrant textiles into your outfit. Opting for a Mexican style includes bell sleeves, wide skirts, and a plethora of necklaces and earrings to enhance your wardrobe.

The gypsy aesthetic serves as inspiration for designing new outfits, featuring polka dot prints and delicate hair flowers as distinctive elements. A Persian-influenced style, characterized by shiny finishes and gold accessories, is a versatile choice that complements various outfits.



Johanna Ortiz designed the Gypsy blouse.



Santiago de Huari Parade - Bolivia

Japanese style is a timeless classic that can be applied to various garments, including t-shirts, dresses, and loungewear, through a wide range of prints.

The Wild West aesthetic can inspire the creation of ethnic attire, featuring fringes, vests, and earthy tones that pair well with jeans and similar garments. Yet, the quintessential ethnic style emerges in ensembles influenced by African culture, showcasing sand, yellow, and green hues alongside strikingly beautiful prints.

Ethnic fashion now embodies cultural identity more boldly than ever before. Designers and brands are crafting garments that honor the traditions, symbols, and colors of various cultures, enabling individuals to reconnect with their heritage and genuinely convey their identity through clothing.

THE POWER OF DENUNCIATION IN DEMOCRATIZING JUSTICE IN MEXICO

*By Sergio González, General
Director of ALTO México.*

In the current landscape, establishing secure communities is a significant challenge.

To become the largest in Latin America, we must prioritize not only training or protection plans for fixed and moving assets but also the promotion of a fundamental tool in the realm of justice: reporting.

Focused on Mexico, our analysis reveals a more than 40% increase in crimes, particularly those impacting self-service, departmental, and specialized stores. Statistics suggest that shepherd gangs are involved in these incidents.

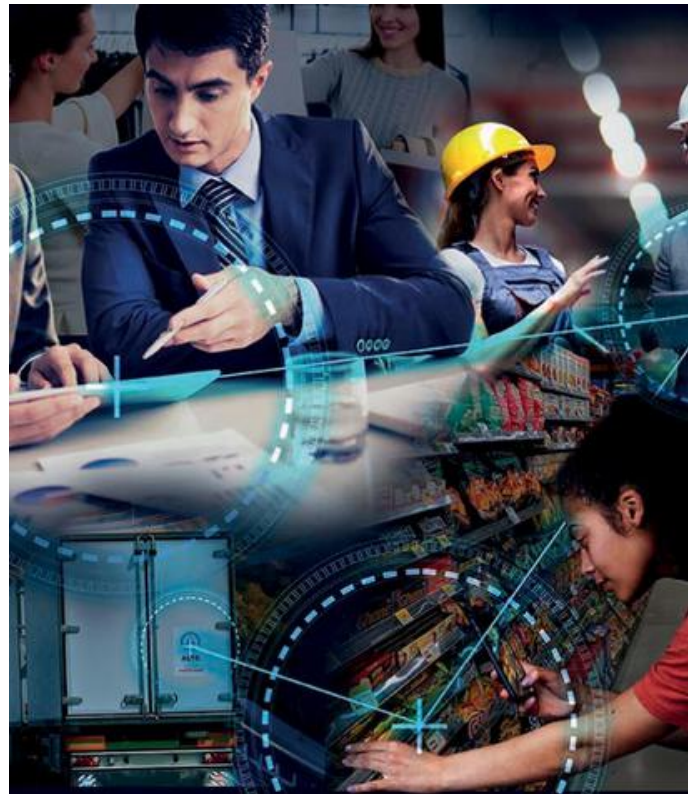


Sergio González, General Director of ALTO México

Accountable for 59% of thefts in establishments. It is crucial to shift the perception of the complaint's significance from "nothing will happen" to viewing it as the initial step towards facilitating the enforcement of justice.

Complaint is the pivotal action that sets us apart from indifference. It is a gesture that offers valuable information to the authorities, enabling them to not only penalize a crime but also uncover the different methods that criminals employ, thus aiding in the establishment of a prevention protocol.

Simultaneously, efforts are made to recover the asset to minimize the impact and deter future criminal behavior through financial penalties or deprivation of liberty. Our observations indicate a reduction in repeat offenses, particularly in areas where the ALTO seal is present.



Within our network, one of the primary encouraged actions is to report any criminal incidents that occur, such as pickpocketing, theft of equipment, internal theft, roadside robbery, looting, and other related events.



What has been the outcome thus far? We have numerous significant achievements, such as identifying a total of 70 shepherd gangs operating recurrently in areas like Mexico City, Querétaro, Puebla, and the State of Mexico. Our analysis process has revealed risks in operational procedures, leading to consultations focused on safeguarding assets. Consequently, in partnership with law enforcement, criminal organizations have been disbanded.

Promoting a culture of reporting enhances access to justice, improves the likelihood of appropriate action by institutions, and reinforces access to reparation for harm, along with addressing issues related to crime rates. This necessitates a collaborative effort among society, businesses, and authorities to foster safer communities.

When community members feel empowered to report activities

By discouraging illegal or harmful behavior, a culture of responsibility and accountability is fostered, deterring offenders and fostering respect for existing rules and laws.

From our vantage point, we will persist in advocating reporting as a mechanism of justice, fostering collaborations among civil society, the private sector, and law enforcement to address offenses like theft, fraud, and extortion. The reporting individual contributes to forging a more secure Mexico.

Sergio González González serves as the general director of ALTO México

He majored in Industrial Engineering at Universidad Panamericana. He holds a Master's Degree in Administration from ITAM. With over 20 years of experience, he specializes in developing and implementing strategies for rapid growth in various industries across Latin America, including consumer goods, manufacturing, oil/gas, and construction.





THE PUBLIC

Sponsored

**LATAM MARKET
CONTENT
ARTICLES**

+52 1 56 2774 1902

hola@grupothepublic.com



ALLOW YOUR BRAND BE VISIBLE IN LATAM

Promote with us
hola@grupothepublic.com

Cobertura Noticiosa | Señor Noticia | Club de Empresas | Comunicación y +As | Noticiero E
| Nucleo Rural | Con Poderes | Con Styling | Ejecutivo Power | MegaMetropoli
| Negocios para Negocios | Planeta en Verde | Vivir Tec | Lobe Mark