

Portfolio

Portfolio



Ariadna Carbonell

HELLO!

Positive, creative and decisive. As a young professional specialized in design and communication, I am passionate about people, brands and their connections.

Although I was born and raised in Palma de Mallorca, I am currently in the Catalan capital soaking up culture, art and people while I grow academically and professionally.

My professional interests lie at the nexus of business strategy, brand communication and customer experience.



CONTENT

A. Campaigns

01. Passporter

02. Budweiser

03. Hero Baby BLW

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04. Honest B

05. Intimate

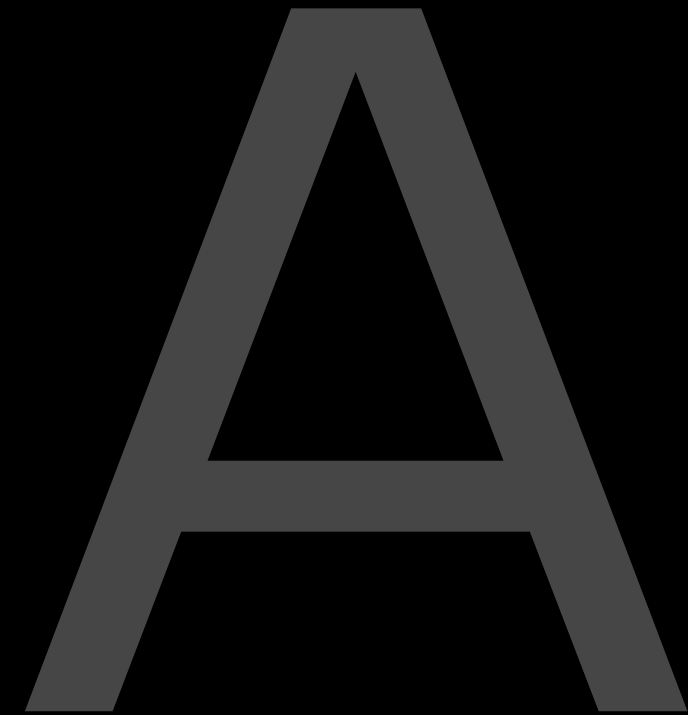
06. Black & Blend

CAMPAIGNS

01. Passporter

02. Budweiser

03. Hero Baby BLW



A person wearing a white t-shirt and a camouflage bucket hat is pointing directly at the camera. The background is a soft-focus landscape with mountains under a sunset sky with pink and blue clouds. The text "SIGUE TUS INSTINTOS" is overlaid in large white letters, and "Passporter" is written below it in a smaller font. At the bottom, a quote reads "Inspírate, planea y viaja con Passporter".

SIGUE TUS INSTINTOS

Passporter

"Inspírate, planea y viaja con Passporter"

Objective

To make Passporter the leading generational smart travel platform.

Target

Millennials - "When travelling matters more than owning a house." (The Harris Poll Survey, 2014)

Strategy Journey

Challenger to Specialist

Campaign Flow



Stage 0

Precampaign

- Media plan
- Influencers dossier
- Microsite
- App

Stage 1

Teaser

- Street Marketing
- Social media content
- Nota de prensa
- Email Marketing

Stage 2

Disclosure

- Traveler's Test
- Traveler's Kit
- Street Marketing
- TV Spot

Stage 3

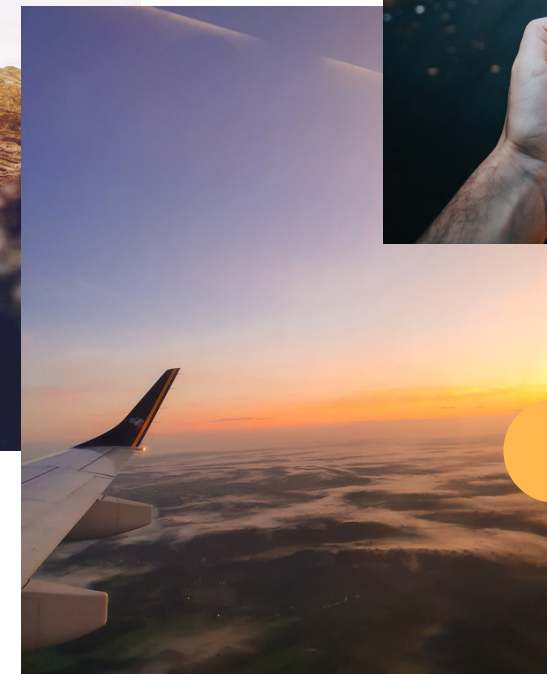
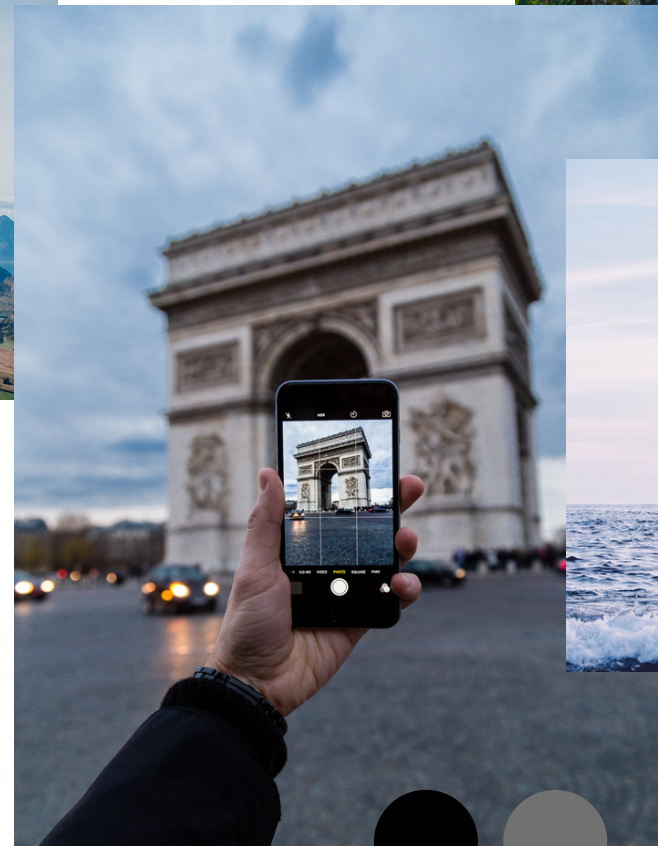
Growth

- Outdoor advertising
- POS
- SEM
- Event

Stage 4

Reminder

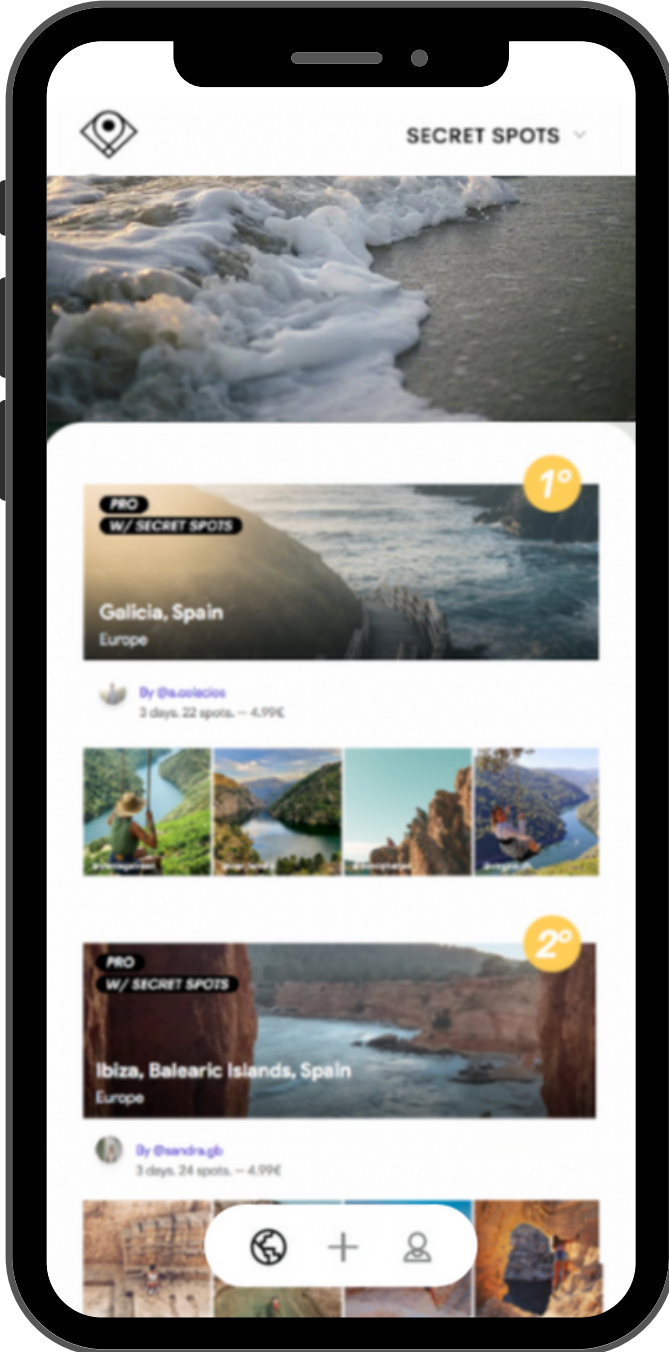
- Street Marketing
- Email Marketing
- RR.SS. "La Escapada"
- Publicidad online



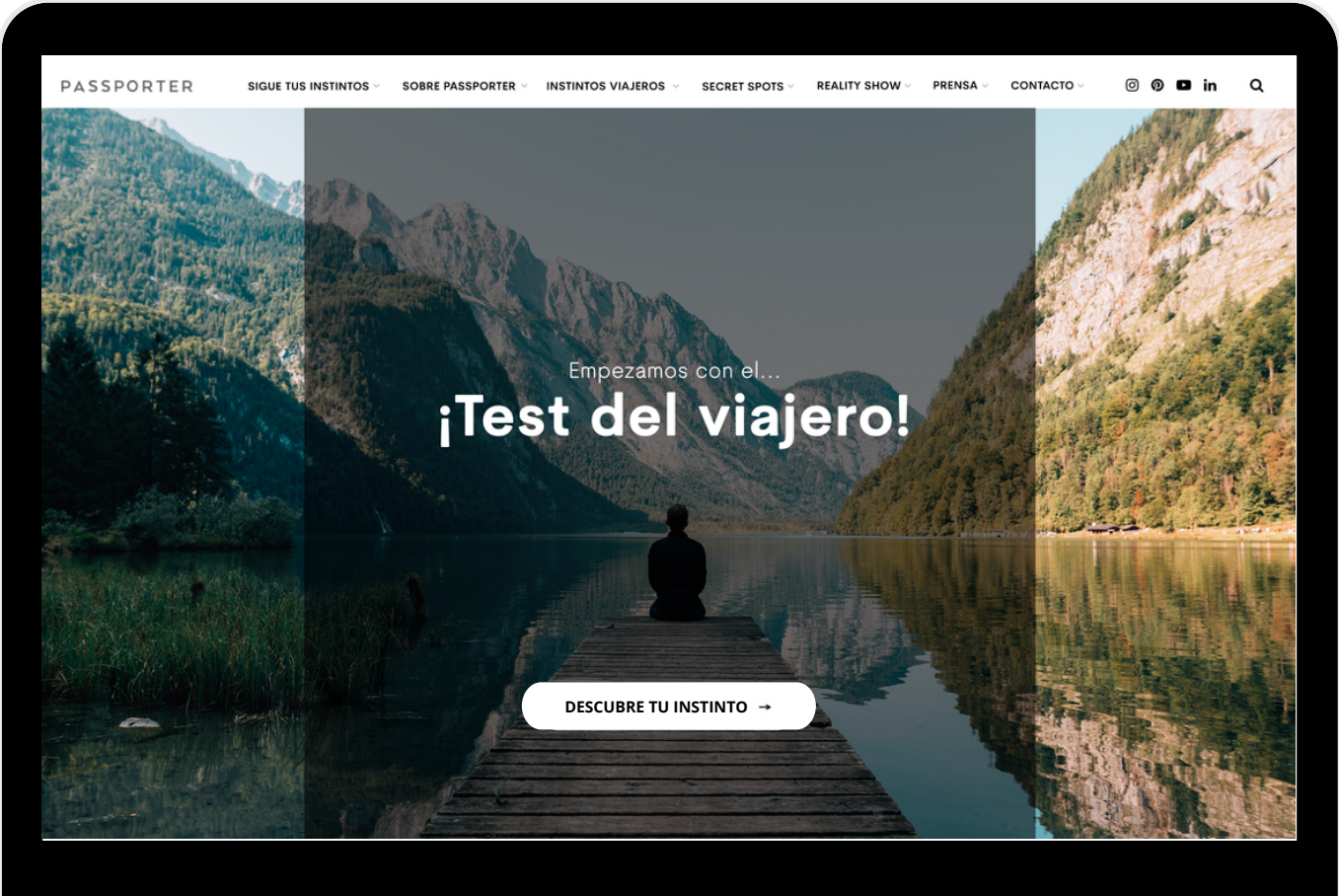
Landing page



Passporter App



Traveler's test





¡Hey aventurera!
Yo nunca he dicho:
"Hoy vamos de **tranquis**"

¡Muchas gracias!

¿Dudas? ¡Contáctanos!
hello@passporterapp.com

@passporterapp

Este **Kit Viajero**,
creado exclusivamente
para **aventureras** como tú, contiene:



ULTRA DRY
Waterproof bag 5L

100% impermeable,
pequeña, resistente y
confiable. Perfecta
para cualquier
actividad de aventura.



NATURA
Gorro con luz

Allá donde estés, este
gorro es perfecto para
mantenerte en calor e
iluminar la ruta.



FOODSPRING
Barrita proteica

Protein Bars con
sabor a muffin de
chocolate elaboradas
con cacao intenso,
almendras tostadas y
proteína de suero de
leche.



PASSPORTER
Experiencias 20%

¡Escanea el QR para
encontrar las
experiencias que
más se adaptan a ti
aventurera!



CHEERZ
Revelado de fotos

Imprime tus **20
mejores fotografías**
(8 x 10 cm) de tu
viaje para que se
queden contigo
siempre.



Street MKT

Secret Spots

La Sagrada Família
es muy bonita, sí.

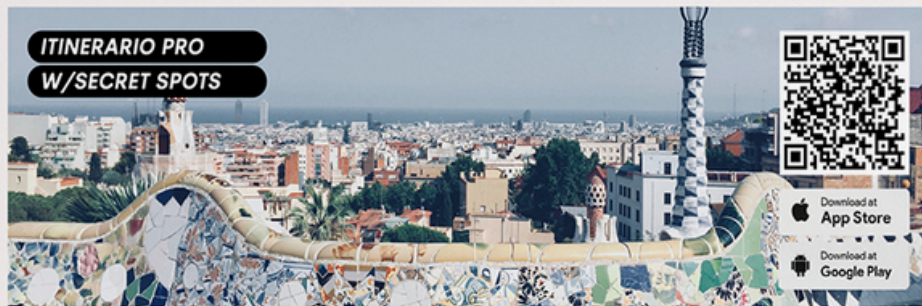


Pero Cataluña
tiene mucho más
que ofrecerte...

Sigue en esta dirección para
descubrir el Secret Spot

SIGUE TUS INSTINTOS

ITINERARIO PRO
W/SECRET SPOTS



Download it
App Store
Download it
Google Play

PASSPORTER



BUDGENERATION



"Si eres de los que apuestan por una vida más intensa,
llega la Budweiser Prohibition Brew sin alcohol"

Concept

If you are nonconformist, dreamer and passionate about life.
If you do not understand about limits and you would like to eat the world.
If you are always betting for a more intense life....

You are one of us.

The generation that wants to live things, and not to be told about them.

That wants to act more than talk.

That knows no limits or fears.

If you always want more and better, you are BUDGENERATION.

Objective

Promote the sale of the new Budweiser Prohibition Brew beverage (non-alcoholic) in Spain.

Target

Young adults (18 - 30) adventurous and extreme sports enthusiasts.

Strategy Journey

Challenging Strategy

Campaign Flow



Stage 0

Precampaign

- Media plan
- Influencers dossier

Stage 1

Launching

- SEM & Social Ads
- Influencers MKT
- Social media content

Stage 2

Growth

- Press
- Radio spot
- Street MKT

Stage 3

Reminder

- Content MKT
- Event
- Social Ads

Press



TÚ ERES
ATREVIDO

Budgeneration

Si eres de los que apuestan siempre por una vida más intensa,
llega la Budweiser Prohibition Brew sin alcohol.

Budweiser
Prohibition Brew

The image shows a skydiver in a wingsuit, flying through a cloudy sky. A red outline of a Budweiser logo is superimposed over the skydiver. The text 'TÚ ERES ATREVIDO' is at the top, and 'TÚ ERES Budgeneration' is at the bottom. A small Budweiser logo is in the top right corner.



TÚ ERES
AUTÉNTICO

Budgeneration

Si eres de los que apuestan siempre por una vida más intensa,
llega la Budweiser Prohibition Brew sin alcohol.

Budweiser
Prohibition Brew

The image shows a surfer riding a wave. A red outline of a Budweiser logo is superimposed over the surfer. The text 'TÚ ERES AUTÉNTICO' is at the top, and 'TÚ ERES Budgeneration' is at the bottom. A small Budweiser logo is in the top right corner.



TÚ ERES
AVENTURERO

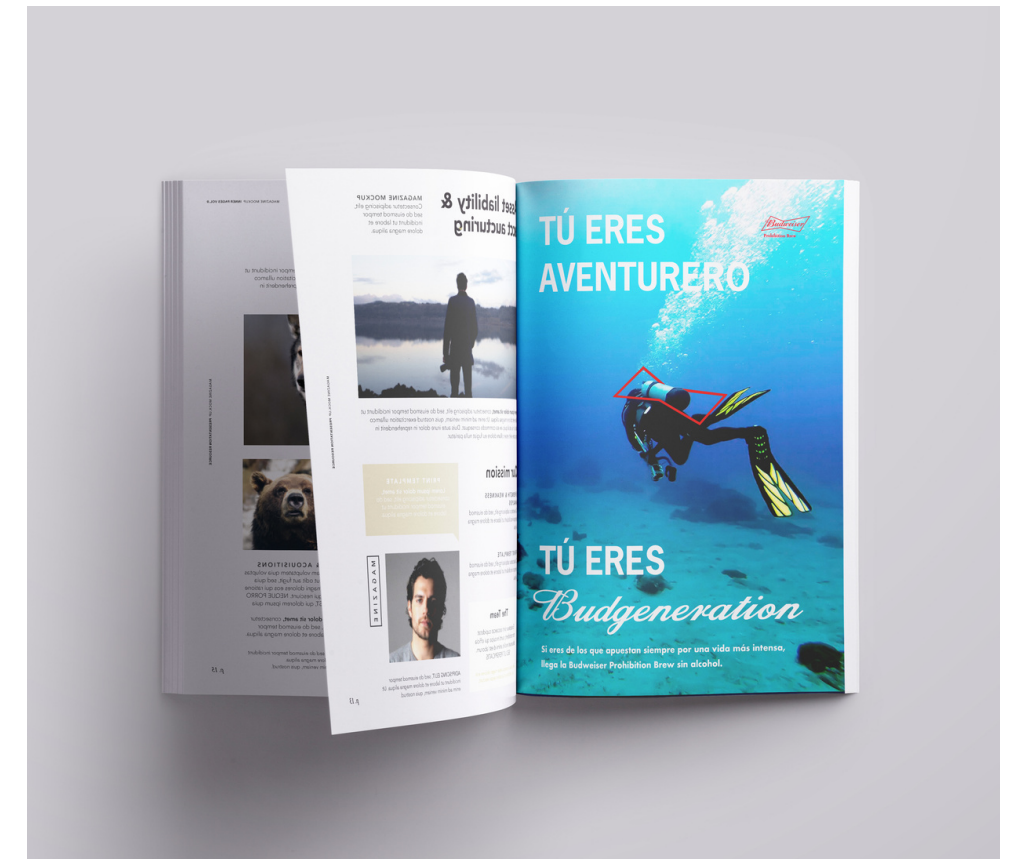
Budgeneration

Si eres de los que apuestan siempre por una vida más intensa,
llega la Budweiser Prohibition Brew sin alcohol.

Budweiser
Prohibition Brew

The image shows a diver underwater. A red outline of a Budweiser logo is superimposed over the diver. The text 'TÚ ERES AVENTURERO' is at the top, and 'TÚ ERES Budgeneration' is at the bottom. A small Budweiser logo is in the top right corner.

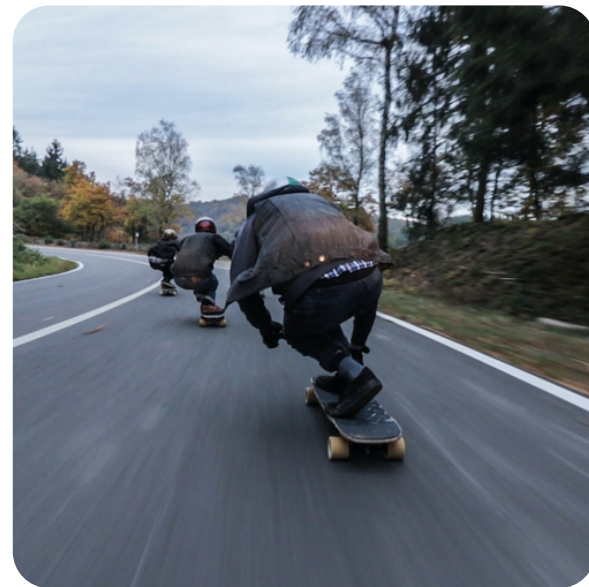
Press



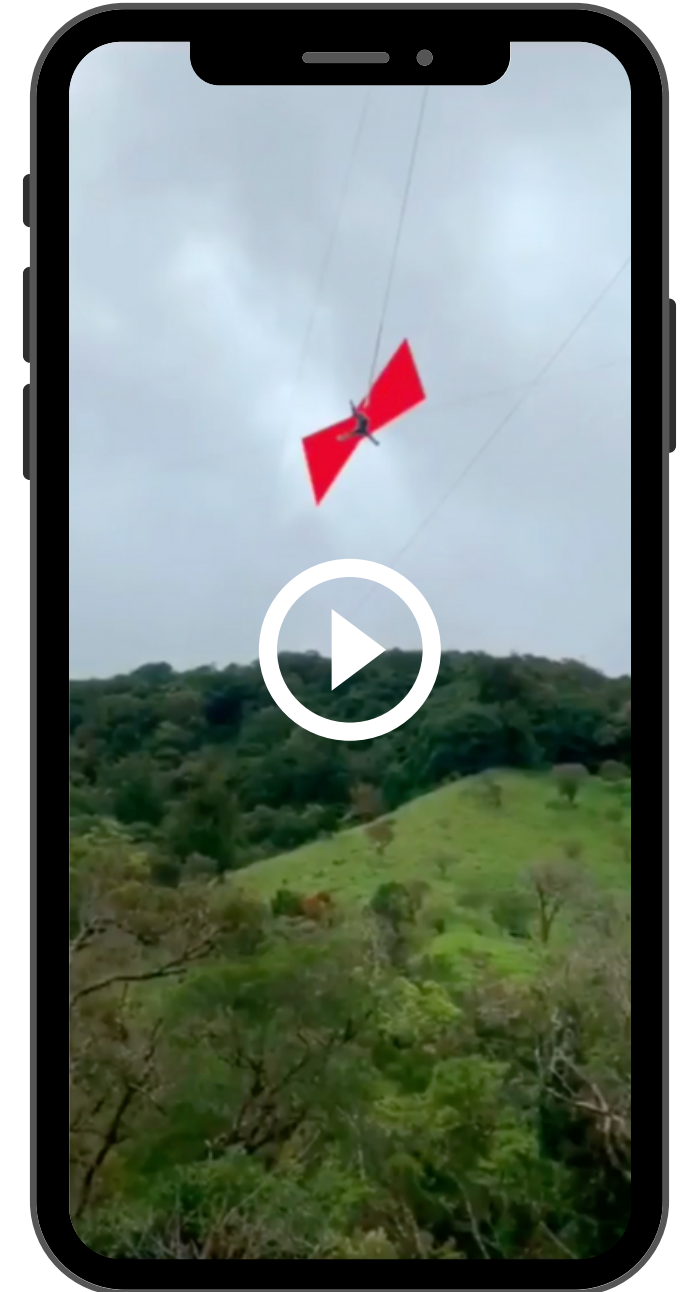
Street MKT
+ Personalized can



Social Ads



https://drive.google.com/file/d/1gFT5NgHnGjOkS0bWnflh8N3aTy7I_n7/view?usp=sharing.



Hero Baby-Led Weaning



"La nueva moda de dejar que tu bebé coma alimentos reales a su aire."

Objective

To raise awareness of the Finger-Food line of products for babies.

To turn Hero Baby into the reference brand in the BLW trend.

Target

Parents (young adults) concerned about the care, feeding and well-being of their babies.

Strategy Journey

Specialist strategy

Campaign Flow



Stage 0

Precampaing

- Media plan
- Influencers dossier
- Microsite

Stage 1

Launching

- Street Marketing
- SEM & Social Ads
- Influencers MKT
- Social media content.

Stage 2

Growth

- Web promotions.
- Email marketing
- Influencers MKT
- "Baby Tienda" Management

Stage 3

Reminder

- Content MKT
- Influencers MKT
- WhatsApp Chatbot

Website



Social Media



Influencers

- Parents
- Child nutritionists



Facebook Ads

Hero Baby Lead Weaning Publicidad ·  

Adquiere el menú más completo para tu bebé. Una única y excelente combinación de sabores. Compra desde Casa sin ... [Ver más](#)



Twitter Ads

Hero Baby @HeroBaby

Tu bebé tiene derecho a probar nuestras deliciosas Finger-Food. ¿Qué esperas para conocer nuestros menús infantiles de Baby-Lead Weaning? Descúbrelo en nuestra web www.hero.es/BabyLeadWeaning #HeroATrocitos



SEM Chatbot

Baby-Led Weaning | Hero a Trocitos | Hero Baby

[Anuncio](#) www.hero.es

Tu bebé tiene derecho a probar nuestras delicias Finger -Food. Adquiere el menú completo de la semana. Compra desde casa sin complicaciones. Ofertas Disponibles.

Baby-Led Weaning | Hero Baby | latiendahero.es

[Anuncio](#) www.hero.es

Adquiere el menú más completo para tu bebé. Una única y excelente combinación de sabores. Compra desde Casa sin Complicaciones. Ofertas Disponibles.

Baby-Led Weaning| Hero Baby

Hero Baby Lead Weaning

Adquiere el menú más completo para tu bebé. Una única excelente combinación de sabores.

ABRIR

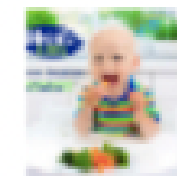


Baby-Led Weaning| Hero Baby

Adquiere el menú más completo para tu bebé. Una única excelente combinación de sabores.



Baby-Led Weaning| Hero Baby



Adquiere el menú más completo para tu bebé.

Una única excelente combinación de sabores.



Email Marketing



Hola Cristina,

Desde Hero Baby, hemos decidido por apostar por tu bebé.
Sabemos que le encanta la comida y ...
qué mejor manera de disfrutarla que ¡dejándole a su aire!



Tu bebé tiene el derecho de probar nuestras deliciosas Finger-Food. Con el menú semanal Hero Baby BLW, lleno de combinaciones, sabores y texturas, ¡aprenderá a comer solo!

Prueba el menú semanal más completo y divertido con el descuento especial del 30% y ¡sin gastos de envío!

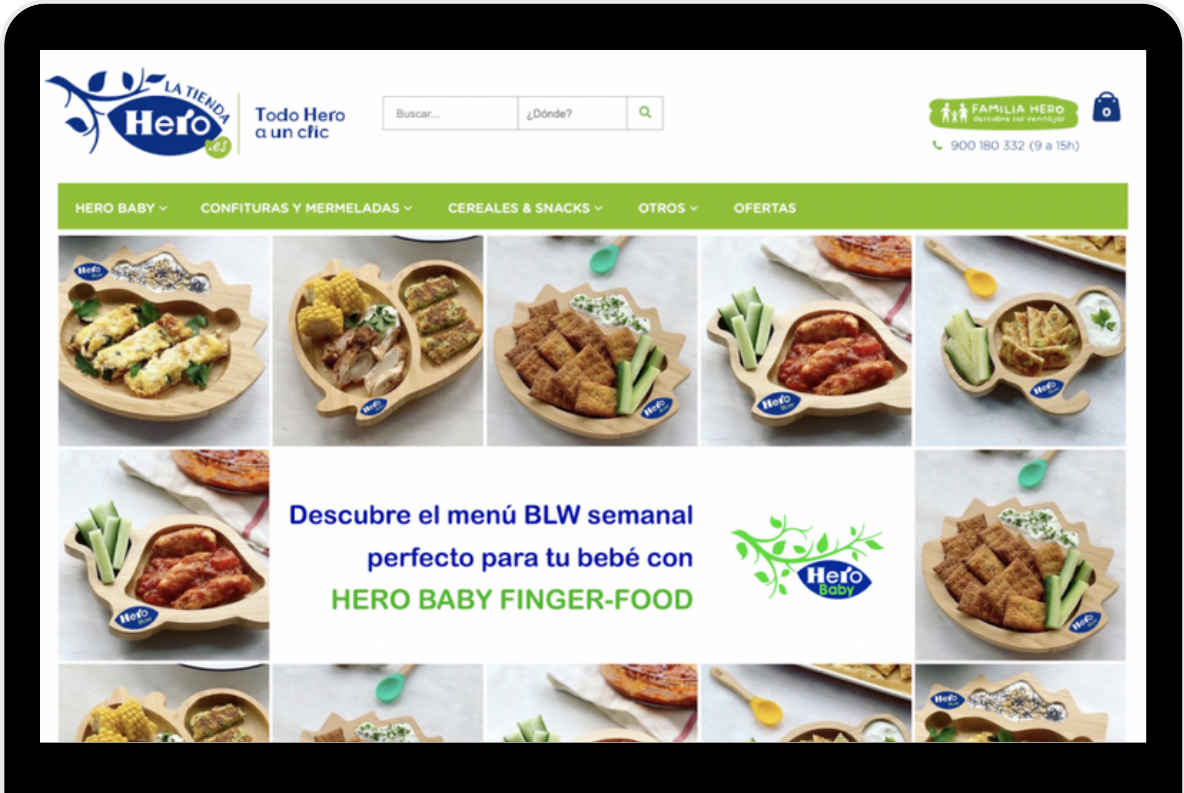
Esta promoción es válida hasta el 31 de octubre de 2020.

[¡Lo queremos!](#)

¡Disfrutad!

La familia Hero

"Baby Tienda" Management



BRANDING

04. Honest B

05. Intimate

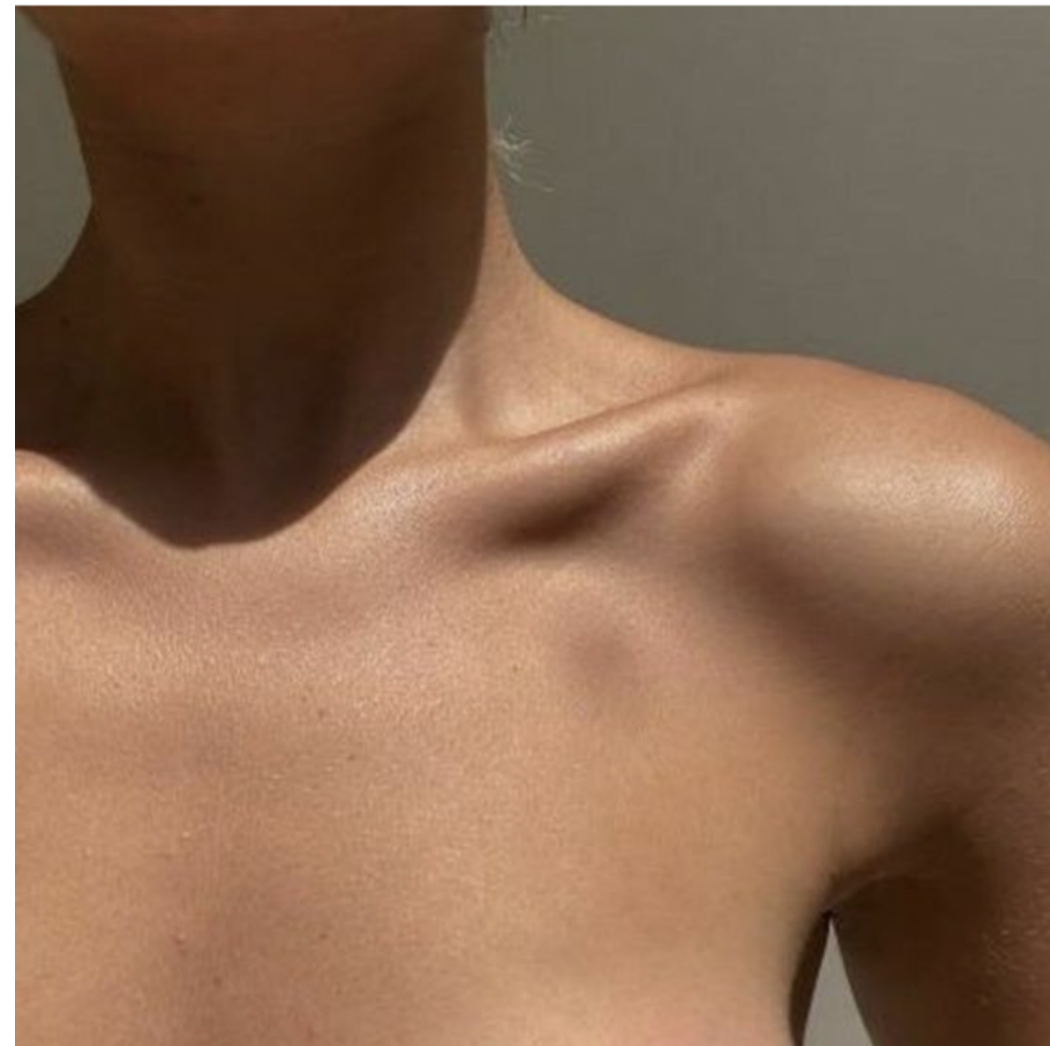
06. Black & Blend

A large, bold, grey letter 'B' with a thick, rounded, sans-serif font style. The letter is positioned on the right side of the page, centered vertically relative to the 'BRANDING' header.

HONEST B

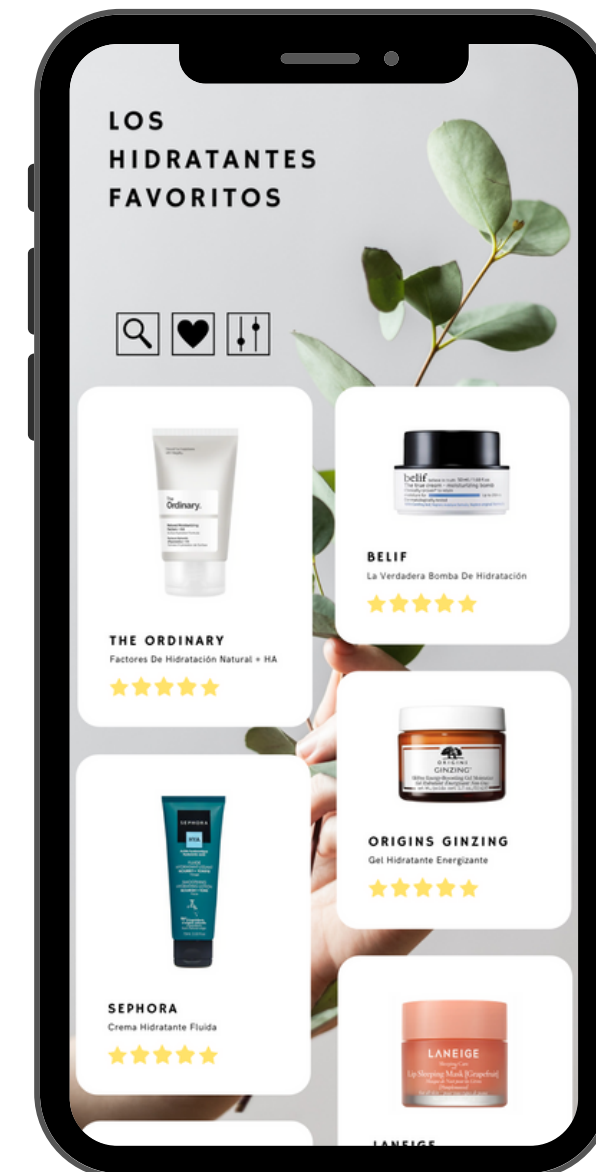
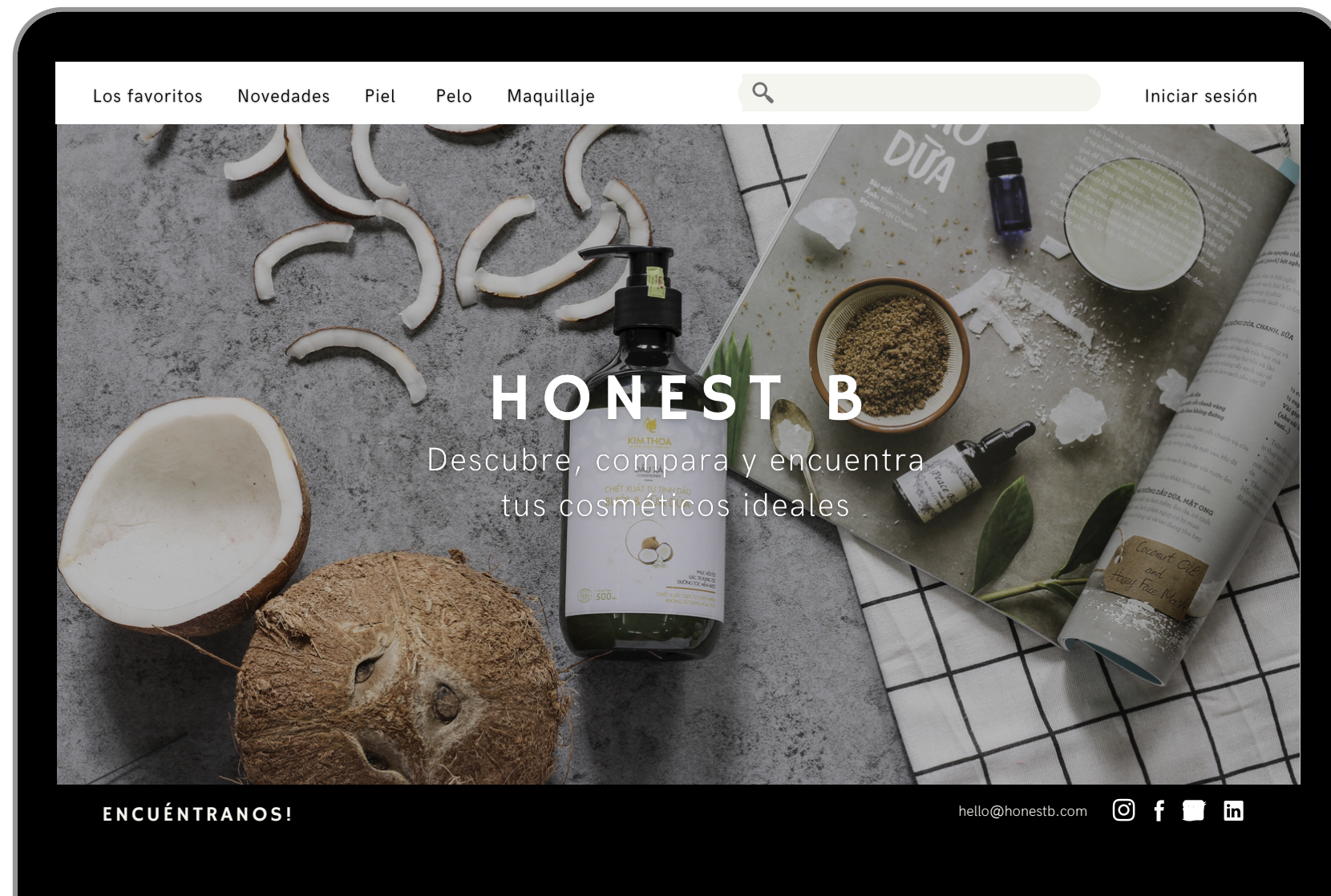
Honest B's mission is to offer a comprehensive digital platform with beauty and wellness products based on honesty.

Honest B's vision is to create a unique and unparalleled experience for the user community and to be recognized for efficacy, trust and honesty.



-  #c78f6d
-  #973731
-  #e69d9a
-  #c78f6d

Landing page
+ App



Social Media



¿Cansado de probar productos que no te funcionan?

Descubre los jabones que mejor se adaptan a ti según opiniones reales.

#HonestB #Beauty #Review



¿Te gustaría formar parte del portal referente en cosmética y perfumería?

Honest B, el sitio ideal donde dar a conocer tu marca y tus productos.



Que no te cuenten historias. Descubre los jabones que mejor se adaptan a ti con opiniones reales.

#HonestB #Beauty #Review



Copa menstrual

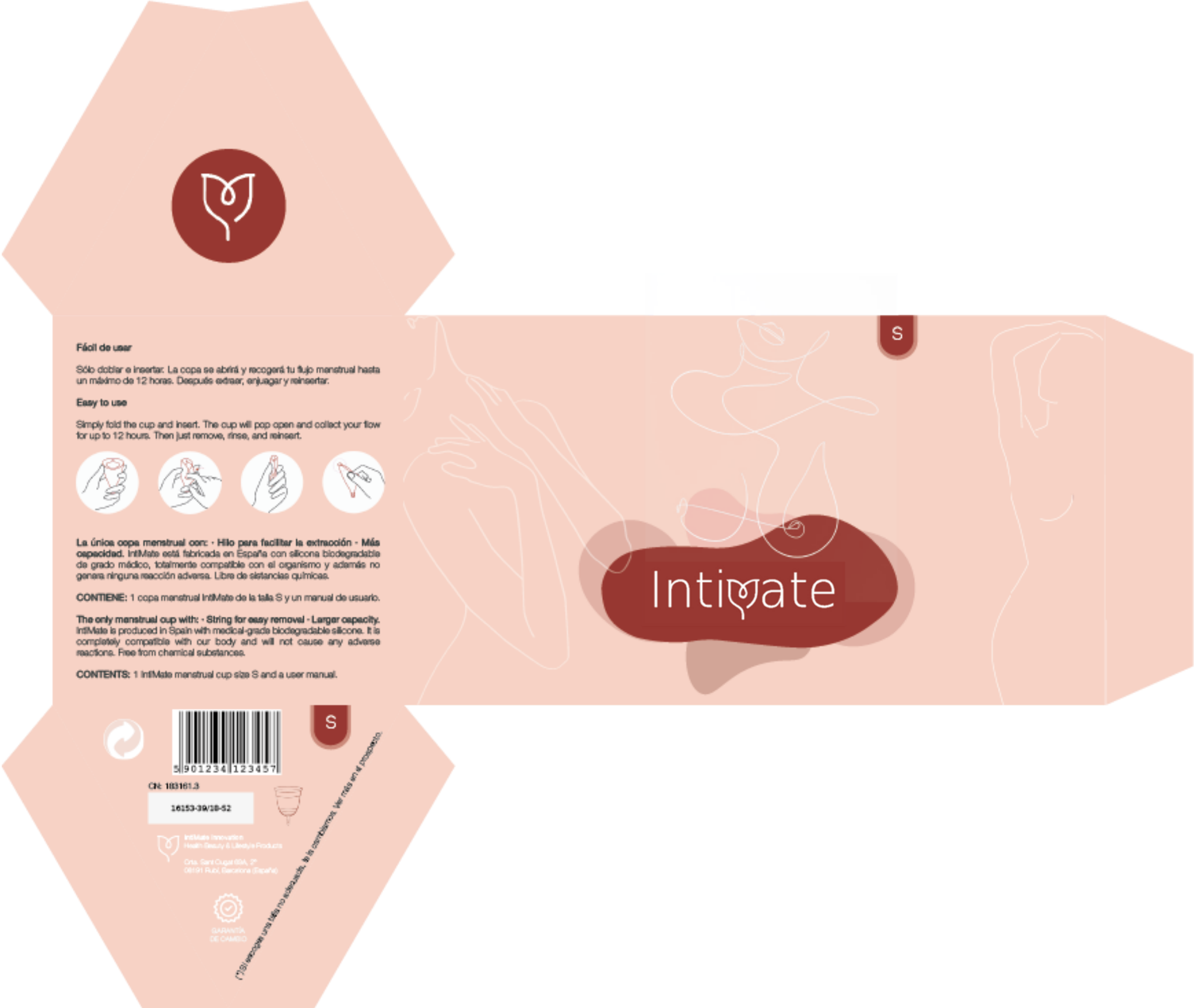
IntiQate

A menstrual cup made by and for women.

Well-being, ecology, honesty, durability and naturalness are the values with which Intimate presents itself. It is a brand that accompanies women throughout their lives with a product that is made precisely for them.



Packaging



Advertising campaign

Intimate

Tu compañera de vida

intimate.com



Intimate

Tu compañera de vida

IntiMate te acompaña en todas las fases de tu vida. La copa menstrual que se adapta a ti. La mejor decisión para ti y el medioambiente.

intimate.com

Tu compañera de vida

intimate.com



Intimate

Advertising campaign



Coffee shop

BLACK & BLEND

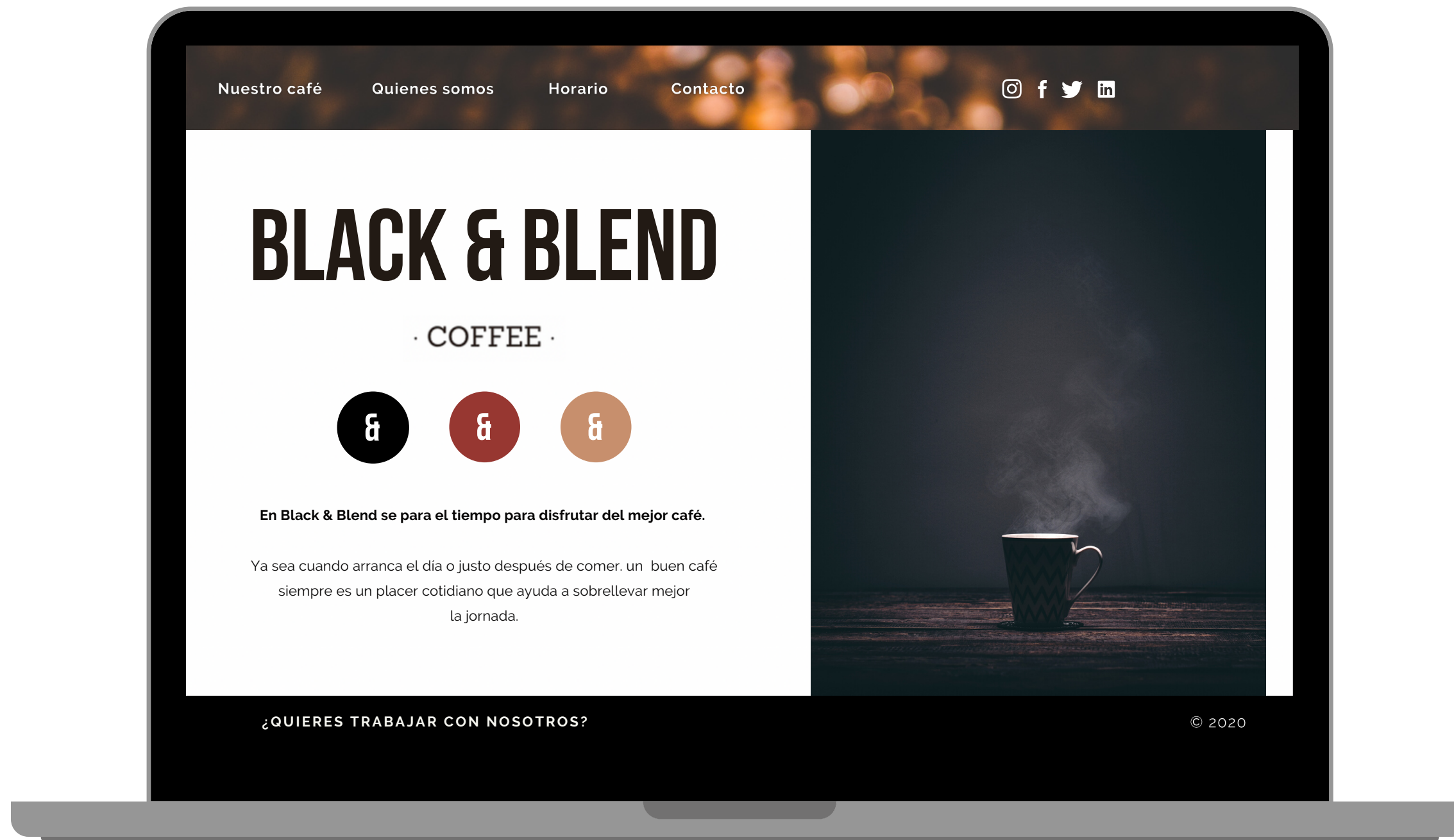
At Black & Blend time stops to let you enjoy the best coffee. It is a business focused on offering not only quality coffee, but also a space for work and leisure.

Whether it is when the day starts or right after lunch, a good coffee is always a daily pleasure that helps to get through the day better. However, coffee is not simply that energy boost that we all need at some point, it is a select product that should be savored as such. Thus, at Black & Blend you can enjoy the best coffee in the city, prepared by the best experts.



-  #ffffff
-  #000000
-  #ffd511
-  #894d47

Website





BLACK & BLEND
BLACK & BLEND
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BLACK & BLEND
BLACK & BLEND

BLACK & BLEND



