



# BANCCORP

GLOCAL COMMUNICATIONS

Confidential. All rights reserved 2020

A group of people are seated on a train, reading newspapers. The scene is captured from a slightly elevated angle, showing several individuals in business attire. They are holding various newspapers, with some clearly visible titles like 'the London paper' and 'The OAP mobster'. The train's interior features yellow vertical poles and blue seats. The overall atmosphere is one of quiet activity and traditional media consumption.

# The old world



# The new world

The Digital language is ever changing, full of complex tools and a new set of rules that don't respond to the typical marketing investment logic.

We all see this, few of us understand the new game.

This usually is because we are ill informed, ironic right?

Our case is different to that of many agencies who face this paradox. Why?

Because, over time, we decided to invest time, effort and money to build a great team of talented people who understand the crossroads between the digital and the real world. This has led us to develop our unique methodology which we call IDS

**IDS is how we call our work process which incorporates, tools, frameworks, and analysis to produce great results.**



**CUSTOMIZATION**

Less generalization

**The way we shop  
has changed forever**

We have new expectations.

# Winners & Losers

# 80%

Of buyers demand  
new consumption  
models

*The Economist 2014*

52% of the fortune 500 companies  
have disappeared in the last 15 years.



**Which companies  
survived this mass  
extinction?**

# From selling light bulbs to selling cloud servers

The industrial company that is also a digital company



GENERAL ELECTRIC



A blue-tinted photograph of a public bench with several people sitting on it. In the foreground, a man and two women are huddled together, looking at a smartphone held by the man. To their right, another woman sits alone, looking towards the camera. The background shows other people sitting on the bench and a bicycle parked nearby. The overall scene suggests a public space where people are engaged with their mobile devices.

**AMAZON, GOOGLE, APPLE, FACEBOOK.**

The relationship creators

A young boy with dark hair, wearing a white t-shirt and blue patterned shorts, is crouching on a cobblestone street. He is surrounded by a large number of pigeons, some of which are pecking at the ground near him. The scene is captured in a warm, golden-hour light, creating a soft, nostalgic atmosphere. The pigeons are in various stages of activity, with some standing and others in flight.

# UBER, AIRBNB, SPOTIFY, NETFLIX

The new disruptors



**What do this brands have in common?**

# They understand what we want



Continued Value



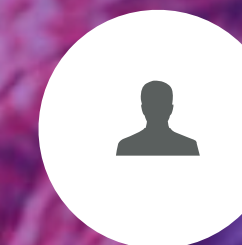
Memorable experiences



On demand delivery



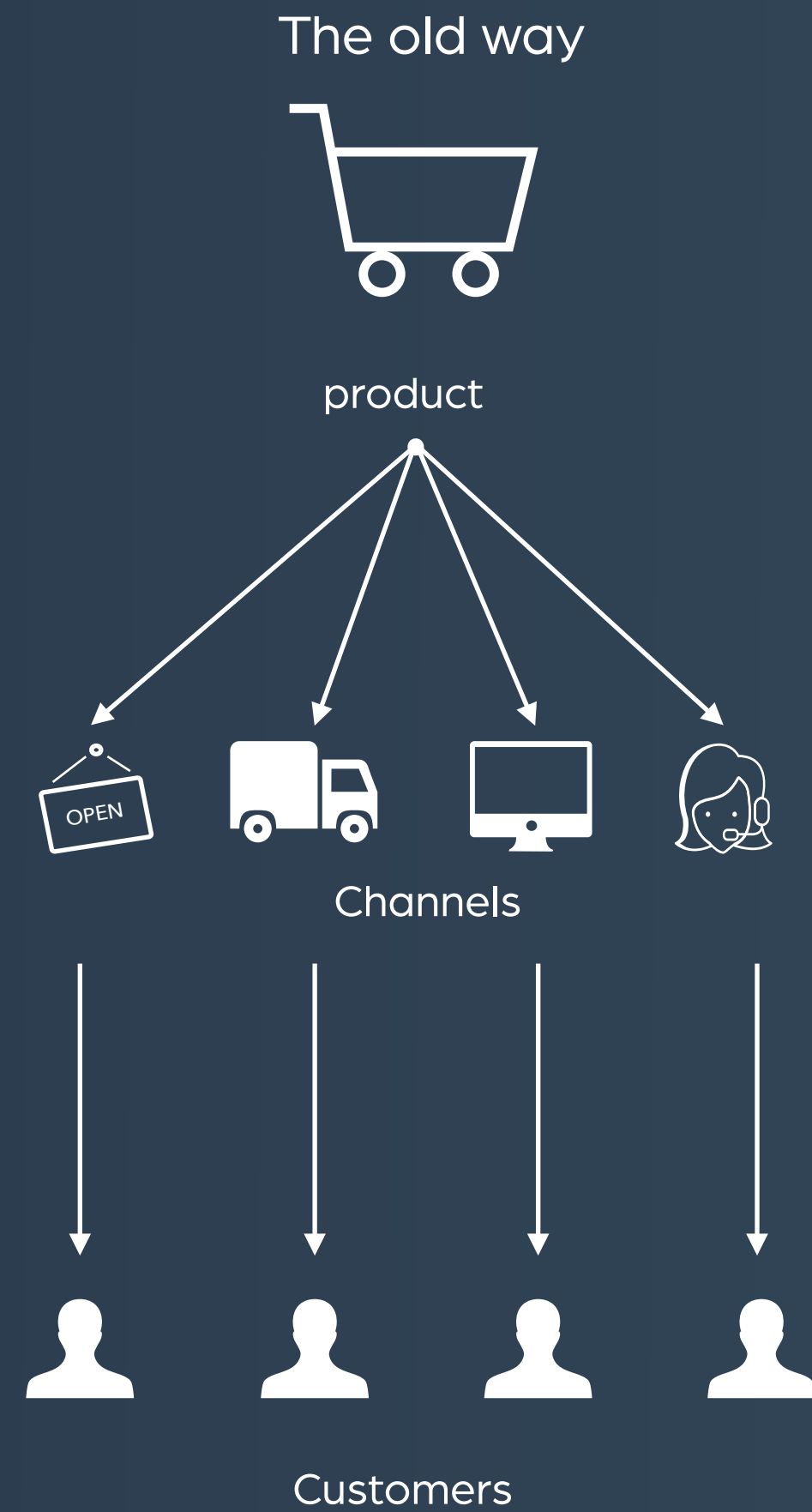
Real time access



Tailored service

# This changes everything

A new way of thinking



# Customer identity

Demographic data  
Behavioral data  
Financial data

#GoBeyond

## The old world

Traditional registers

Nombre	Empresa
Correo	Facebook
Telefono	Direccion

## The new world

CRM

Purchase history	Return history	Contact data
Products	Value through time	Behavioral data
Promotions	Renovation value	Cost of acquisition
Adjustments		ROI

# That's why we developed IDS

IDEAL  
DIGITAL  
STRATEGY

**The components**



**Content**  
Designed to create value and results

Content is king

One place to direct traffic



**Platform**  
Web site to receive and inform all traffic from different sources



**Inbound CRM**  
Automated and personalized communications

Create and maintaining long term relationships

Segmentation is key to reach the right audience for your product



**Investment**  
Quality over quantity



**Analytics**  
Everything is measurable and auditable in real time

We report the most important KPI's for your decision making

**“What our clients say”**





“There a before and after  
we started working with  
Bancorp, they took us to  
the big leagues”

- Moises Behar, CEO Hertz Mexico

**Hertz**<sup>®</sup>

**BANCORP**  
GLOBAL COMMUNICATIONS

HOSPITAL  
**FARO**  
DEL MAYAB

“Bancorp designed, and executed a brilliant campaign, we sold the whole project in 1 year; high quality leads, high quality service”

- Emmanuel Ramirez, Comercial Director HFM





“We’ve been working with Bancorp for many years now, our sales are well above the national average thanks to the quantity and quality of leads they bring in with their inbound campaigns”

- Marco Andueza, Director General Mitsubishi

“Im convinced the only way to grow in today's market place is through digital strategies, Bancorp has led us there”

- George Medina, CEO Yamaha  
Gozaimas



# What we do:

Services



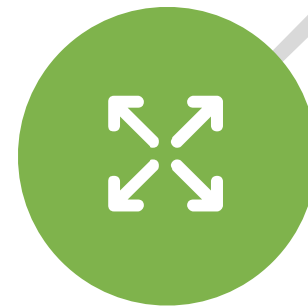
## Branding & Design

We create new brands, position your current brand, we can also refresh your old brand 🤖



## Advertising, PR, media planning and purchasing

The digital world sometimes needs a push from the traditional old world



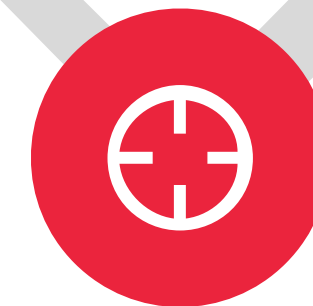
## Research & Marketing

To launch a successful campaign we need to know the product and the target



## E-Commerce & WEB sites

Design and deployment of WEB apps, sites and stores.



## Inbound

Driving traffic to your channels through value content that generates great results and sales!



# Some of our clients:

...



**Jeep**



Contact us to find your way to massive growth

[emiliano@bancorp.com.mx](mailto:emiliano@bancorp.com.mx)



#TheFirstDayOfYourNewWay

**BANCORP**