



# WE ARE DIGITAL WE ARE **HOPPERCAT**

At **HopperCat**, we turn challenges into opportunities through our expertise and skills in the digital realm.

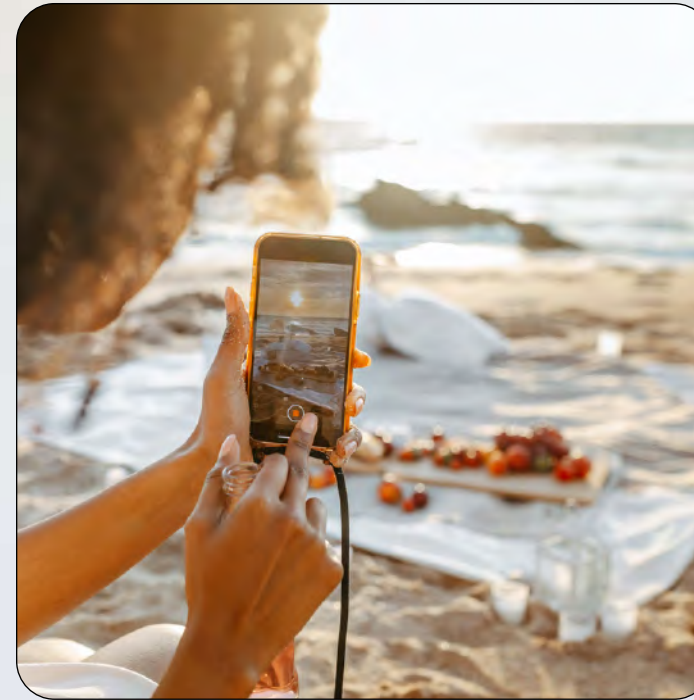
Our multidisciplinary team, comprising experts in programming and marketing, brings their passion to every project. We are committed to delivering innovative solutions, interactive content, and graphic design, always with the goal of providing the best experience for our clients.

# YOUR CHALLENGE IS OUR **INSPIRATION**



We approach each project in collaboration with you, making a difference with our creativity and quality. We stay updated with the latest trends to provide you with customized solutions that exceed your expectations.

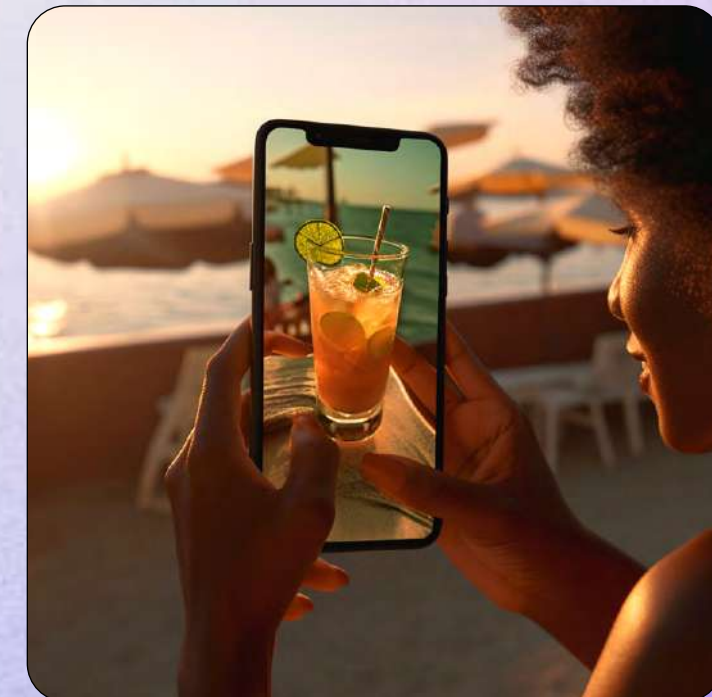
# OUR **SPECIALIZATION** AREAS:



**Media:** Productions, motion graphics, video and photo shoots to enhance your company's communication.



**Digital:** Strategies and implementation of the optimal digital ecosystem for your brand



# OUR SPECIALIZATION AREAS:



**Labs:** We stay at the forefront of technology, developing cutting-edge experiences in VR, AR, and 360°.



**Apps:** Custom websites tailored to your business needs or apps that turn your ideas into innovative solutions.



# HOPPERDIGITAL

[hoppercat.com](http://hoppercat.com)

WE ARE DIGITAL. WE ARE HOPPERCAT.

WE ARE EXPERTS  
WE ARE YOUR  
LOCAL AGENCY

WE ARE MORE THAN AN AGENCY.

WE ARE YOUR LOCAL SOLUTION,  
COMMITTED TO BEING

WHERE YOU NEED US TO BE.

In every corner of the country, you'll find our team ready to serve you. No matter where you are, we're always close by to provide you with the best service.

Our national presence ensures that we have a dedicated and professional team everywhere, ready to assist with whatever your property needs.



# 01

## CONTENT STRATEGY



Tailored to meet your goals and connect with your target audience.

Our expertise and understanding of the unique challenges in the hospitality industry allow us to craft customized strategies that drive your objectives toward success.

# 02

## CONTENT. APPROACHMENT SESSIONS



We recognize the uniqueness of each property, with its distinctive experiences. Our strategic approach allows us to create relevant and captivating content, always staying at the forefront of trends.

# 03

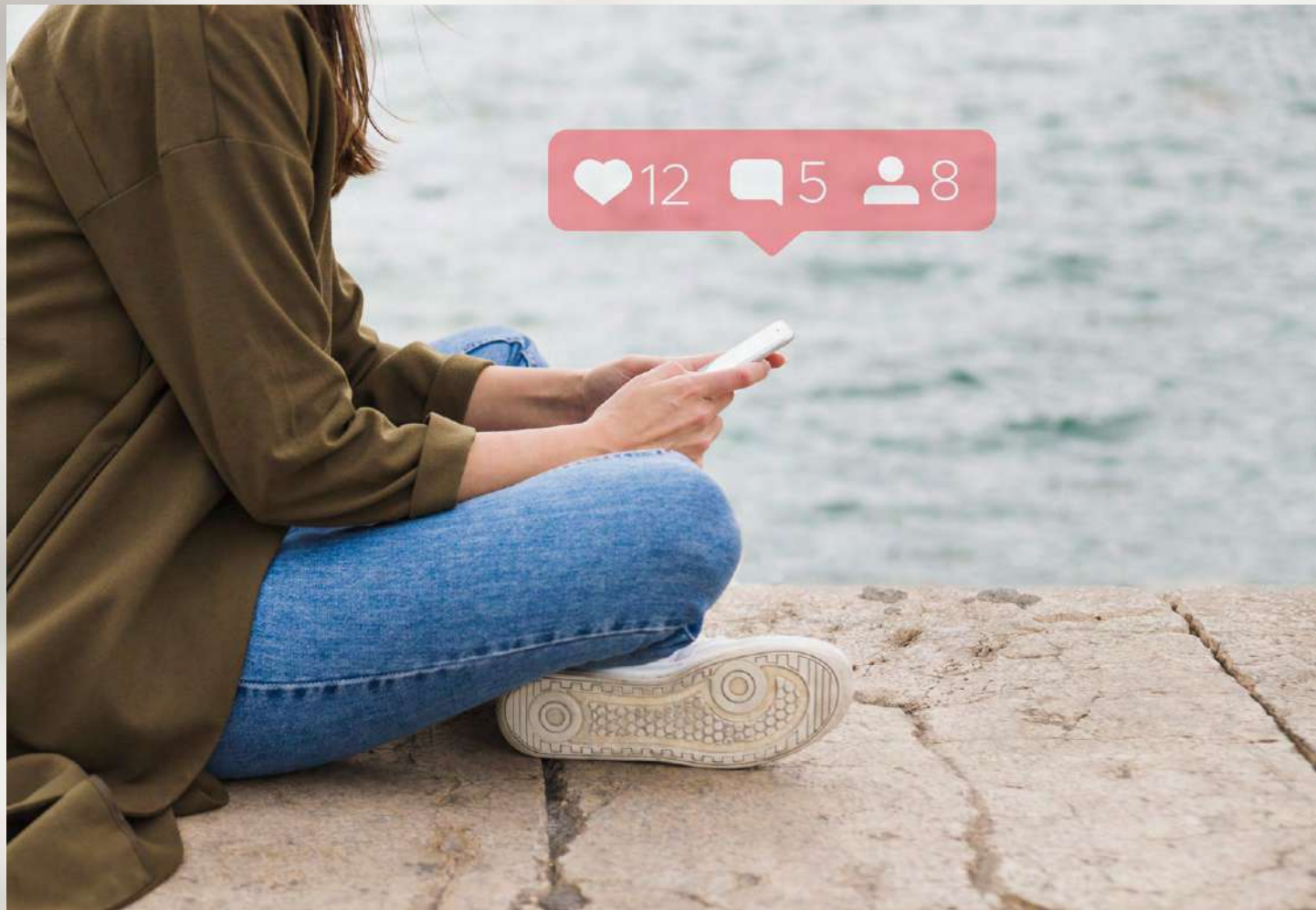
## DIGITAL CAMPAIGNS ON **SOCIAL MEDIA**



We enhance your digital presence through strategic campaigns on leading platforms, generating potential guests.

# 04

## STRATEGIC SUPPORT AND COMMUNITY MANAGEMENT



We understand that each day brings new challenges.

That's why we maintain close and effective communication with you, addressing any issues, real time responses and effective solutions.

Integrating the efforts and creativity of our team, we have collaborated with international hotel entities, generating valuable experiences and success stories of which we are deeply proud. Our commitment to customization for each hotel has been key to developing strategies for reaching new guests and strengthening their engagement and loyalty by highlighting the unique aspects of each destination.

# WE HAVE **WORKED** WITH



**Hilton**  
GUADALAJARA MIDTOWN



**Hilton**  
MEXICO CITY REFORMA



**Hilton**  
VALLARTA RIVIERA  
ALL-INCLUSIVE RESORT

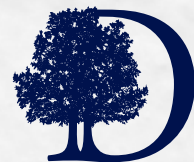


**Hilton**  
CANCUN MAR CARIBE  
ALL-INCLUSIVE RESORT

 **Hilton**  
**Garden Inn**<sup>™</sup>  
Cancun Airport



**DOUBLETREE**  
by Hilton<sup>™</sup>  
MEXICO CITY SANTA FE



**DOUBLETREE**  
by Hilton<sup>™</sup>  
GUADALAJARA  
CENTRO HISTORICO



**EMBASSY**  
**SUITES**  
by Hilton<sup>™</sup>  
Aruba Resort

**CONRAD**<sup>®</sup>  
PUNTA DE MITA

**RELAUNCH**  
STRATEGY

**HILTON VALLARTA RIVIERA**

ALL-INCLUSIVE RESORT



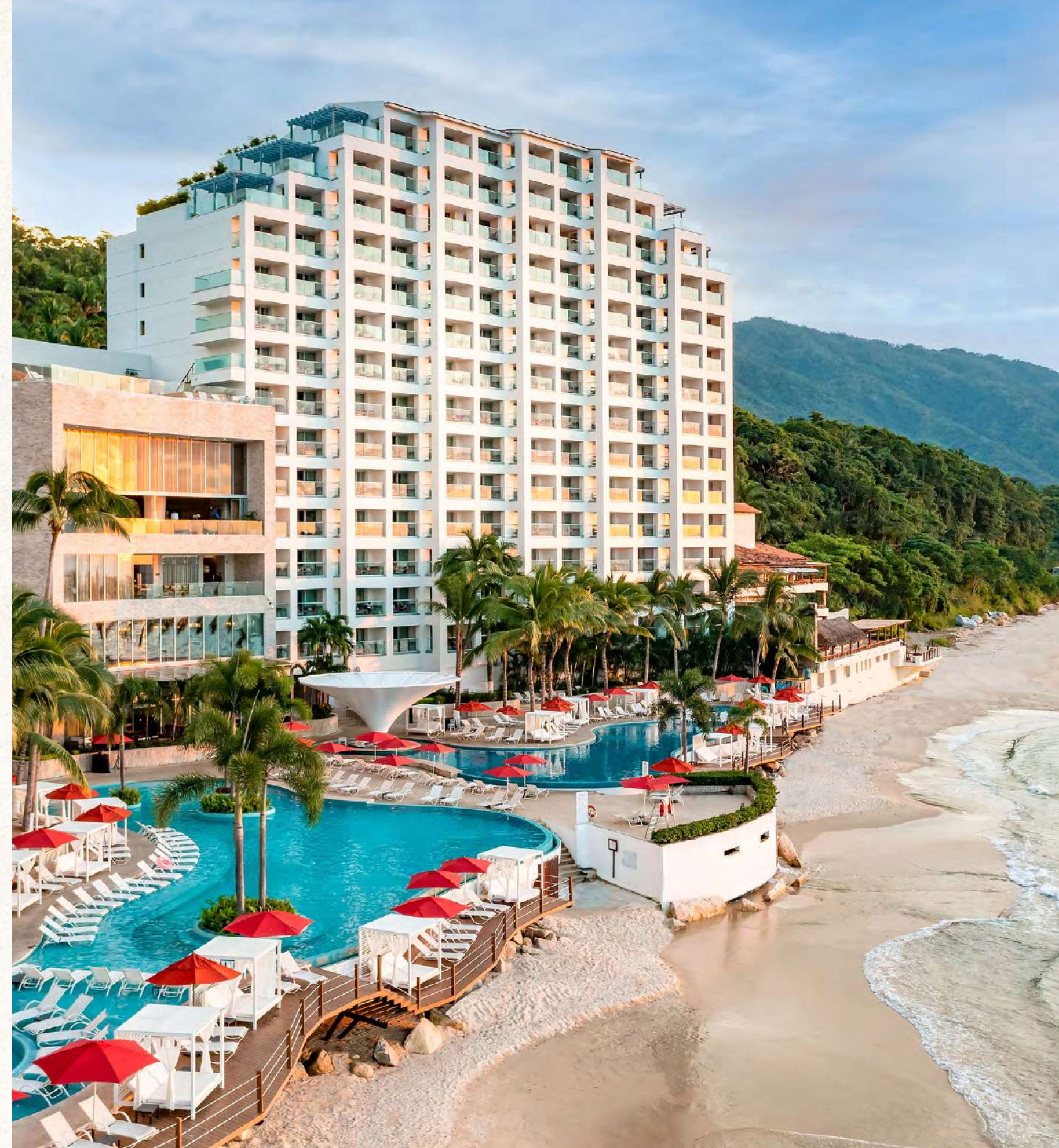
## CHALLENGE

**Hilton Vallarta Riviera** faced the challenge of promoting its new hotel and services, as well as achieving greater impact with targeted advertising strategies. Additionally, the goal was to attract new international clients to the hotel.



## SOLUTION

To address this challenge, a solid strategic approach was implemented. A guiding framework for the hotel's communication was established, following Hilton's global brand guidelines, with a special focus on the use of strategic takeovers and awareness campaigns.







## RESULT

Our solid strategy with takeovers enabled a successful repositioning and the attraction of new audiences, including international clients. The awareness campaign effectively communicated our opening message and captured the attention of our target audience.



# EMBASSY SUITES BY HILTON ARUBA RESORT

MOVING FORWARD THE OPENING  
WITH AN ADVERTISING STRATEGY



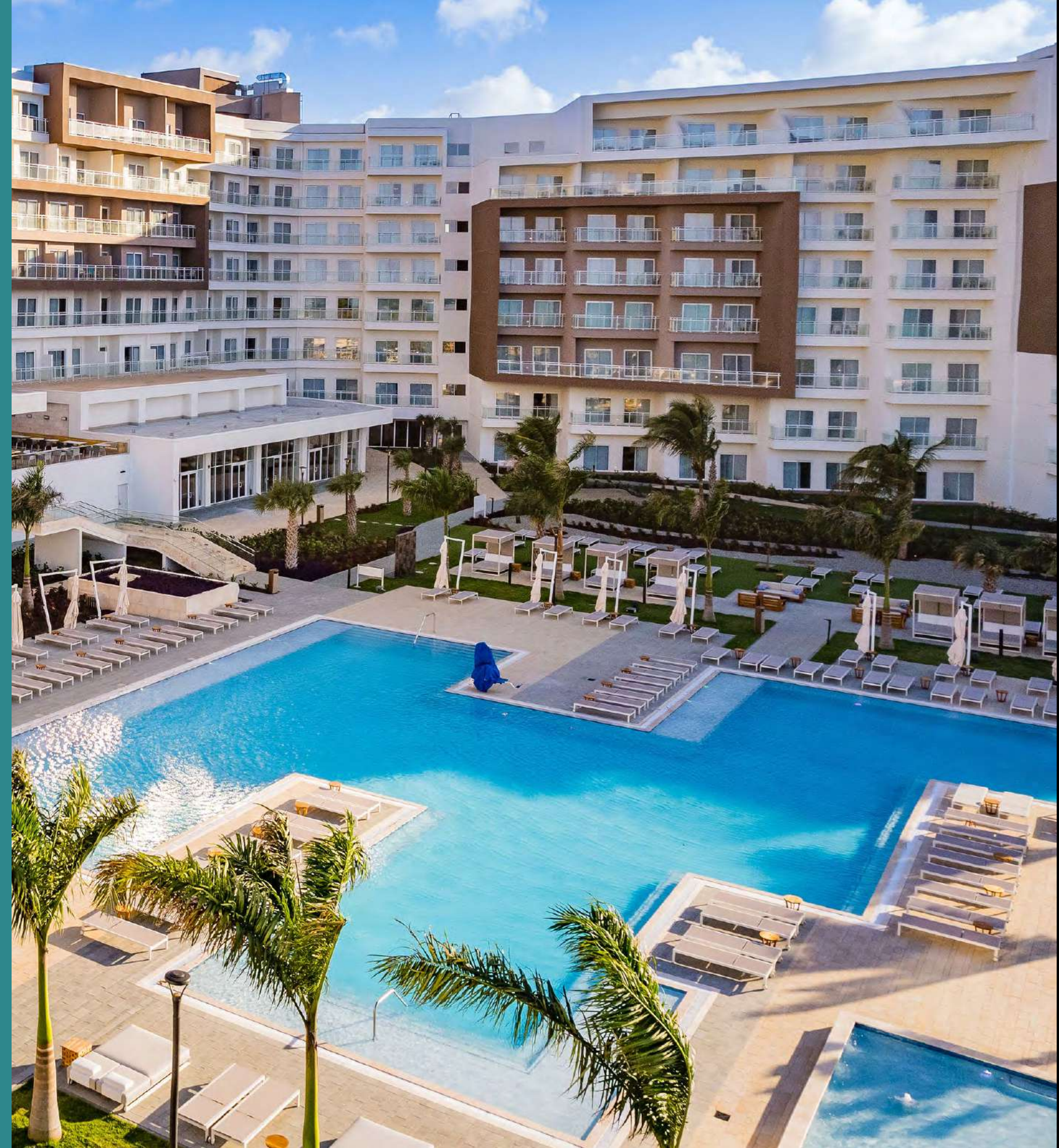
# CHALLENGE

**Embassy Suites by Hilton Aruba Resort** faced the exciting challenge of announcing its new hotel, attracting international clients, and achieving a significant impact with targeted advertising strategies.



# SOLUTION

We implemented a robust strategy with multi-platform advertising campaigns, following Hilton's global guidelines.





ADVERTISING STRATEGY

## RESULT

Our successful strategy included multi-platform advertising campaigns and content, attracting specific audiences, including new international clients. The awareness campaign effectively communicated our opening message.

BACK TO THE  
HOTEL ZONE

HILTON CANCUN MAR CARIBE  
ALL-INCLUSIVE RESORT



## CHALLENGE

They faced a brand takeover and the opportunity to bring Hilton back to Cancun's Hotel Zone



## SOLUTION

They executed a comprehensive strategy with multi-platform advertising campaigns, in alignment with Hilton's global standards.





## RESULT

The successful strategy led to extensive exposure both locally and internationally. The awareness campaign generated a high level of interest and excitement for the hotel's opening, resulting in positive outcomes



PART 2

# HOPPERCAT METHODOLOGY



# WORKING METHODOLOGY



# WE LISTEN:

## WE UNDERSTAND YOUR CHALLENGES AND GOALS

We immerse ourselves in each property's vision, identifying its unique challenges and objectives to collaborate on problem-solving and achieving goals.

# STUDY:

## WE EXPLORE YOUR DIGITAL ECOSYSTEM

We analyze your online presence to develop a customized strategy, highlighting the aspects that set you apart from competitors and optimizing your market potential.



# DIGITAL STRATEGY:



## CUSTOMIZED DESIGN FOR SUCCESS

We develop a digital strategy and identify the right digital channels to meet your goals in social media.

# REPORTS AND ANALYSIS



## MEASUREMENT AND CONSTANT IMPROVEMENT

We use detailed data and analysis to evaluate the performance of the strategy, ensuring that each action is effective. This allows us to optimize the advertising budget to maximize ad performance



# WE ARE HOPPERCAT

WE'RE IN:

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CDMX

GUADALAJARA

CANCÚN

San Francisco

CONTACT:

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**Commercial**

**Director:**

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[www.hoppercat.com](http://www.hoppercat.com)