

# CASE STUDIES



## ASK

AutoSuplente, an innovative mobility and transportation solutions company based in **Ecuador**, approached us with a clear but ambitious objective:

**Expand the brand internationally and secure enterprise partnerships with major financial institutions in Latin America.**

Although the company had strong traction in Ecuador, it needed:

- A complete audit of its existing marketing assets
- New, modern sales and corporate materials
- A refined corporate narrative to communicate value to banks and insurers
- A market expansion strategy grounded in data, competitive insights, and SWOT analysis
- Support establishing local operations in new countries
- Enterprise-level introductions to C-suite leaders across top banks in Mexico and Colombia

The mission was simple:

**Transform AutoSuplente into a regional powerhouse and open doors to high-value institutional partners.**

## APPROACH

We launched a comprehensive, multi-phase international growth program structured around research, strategy, execution, and enterprise relationship development.

### A. Brand & Asset Transformation

We began with a full audit of AutoSuplente's marketing ecosystem and quickly identified gaps in messaging, positioning, and professional presentation. We then developed:

- A new suite of corporate presentations
- A corporate brand video
- High-impact sales scripts and pitch materials
- A refreshed brand communication toolkit tailored for multinational audiences
- This ensured AutoSuplente could articulate its value clearly and confidently to global decision-makers.

### B. Market Analysis & Target Selection

Using SWOT insights and regional demand indicators, we conducted a deep market evaluation across Latin America.

Our analysis identified **Mexico and Colombia** as the highest-opportunity markets for rapid scale, due to:

- Large financial ecosystems
- Digital-forward banks
- Favorable regulatory conditions
- Significant demand for AutoSuplente's offering
- These markets became our Phase 1 expansion targets.

### C. Local Team Buildout

To ensure successful market penetration, we established dedicated **sales and marketing teams in each country**, trained directly on:

- AutoSuplente's product suite
- Institutional sales frameworks
- B2B acquisition strategies
- High-level meeting protocol with banking executives

### D. PR & Executive-Level Outreach Strategy

We executed a top-tier PR and communication strategy designed to give AutoSuplente immediate credibility and visibility.

This included securing meetings with **CEOs and senior leadership** at the largest financial institutions in each target country.

### In Mexico, we secured meetings with:

- **Banorte**
- **Banregio**
- **Hey Banco**
- **Value**
- **Inbursa**

As a result of these meetings, **NDA's were signed with each institution**, formalizing the initiation of strategic partnerships. We also guided AutoSuplente through the **legal formation of its Mexican subsidiary**, ensuring full operational readiness.

### In Colombia, we secured meetings with:

- Bancolombia
- Davivienda
- Banco de Bogotá
- Banco de Occidente
- These banks represent the core of Colombia's financial system—prime partners for AutoSuplente's expansion.



## RESULTS

The initiative has become a standout B2B international growth success story.

### A. Major Commercial Wins in Mexico

From the relationships established, AutoSuplente is now positioned for massive, recurring monthly revenue:

**Banorte:** 10,000 new contracts per month  
Avg. revenue: **\$300 per contract**

**Inbursa:** 1,000 contracts per month

**Banregio:** 1,000 cars per month

**Hey Banco:** 1,000 cars per month

These volume commitments place AutoSuplente on track for one of the strongest B2B mobility-service scale-ups in the region.

### B. High-Level Pipeline in Colombia

With NDAs pending and negotiations underway, AutoSuplente is preparing for partnerships with the country's leading financial institutions:

- **Bancolombia**
- **Davivienda**
- **Banco de Bogotá**
- **Banco de Occidente**

These engagements represent millions in potential annual revenue and establish AutoSuplente's credibility with Colombia's most influential decision-makers.

### C. Ongoing Regional Expansion

With Mexico and Colombia secured, the next growth wave is already in motion. We are now preparing AutoSuplente's market entry playbooks for:

- **Guatemala**
- **Brazil**

These markets will build on the momentum created in Phase 1 and continue AutoSuplente's journey toward becoming the dominant provider in Latin America.



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## ASK

After becoming a category leader in **Canada**, the brand sought to **enter the U.S. market**—specifically targeting South Florida during peak summer heat when cooling technology becomes most relevant.

### The challenge:

- Low brand awareness in the U.S.
- Highly competitive bedding category dominated by established players
- Need to differentiate with an *experience*, not just a product
- Goal to attract **high-value B2B partners**, not general consumers

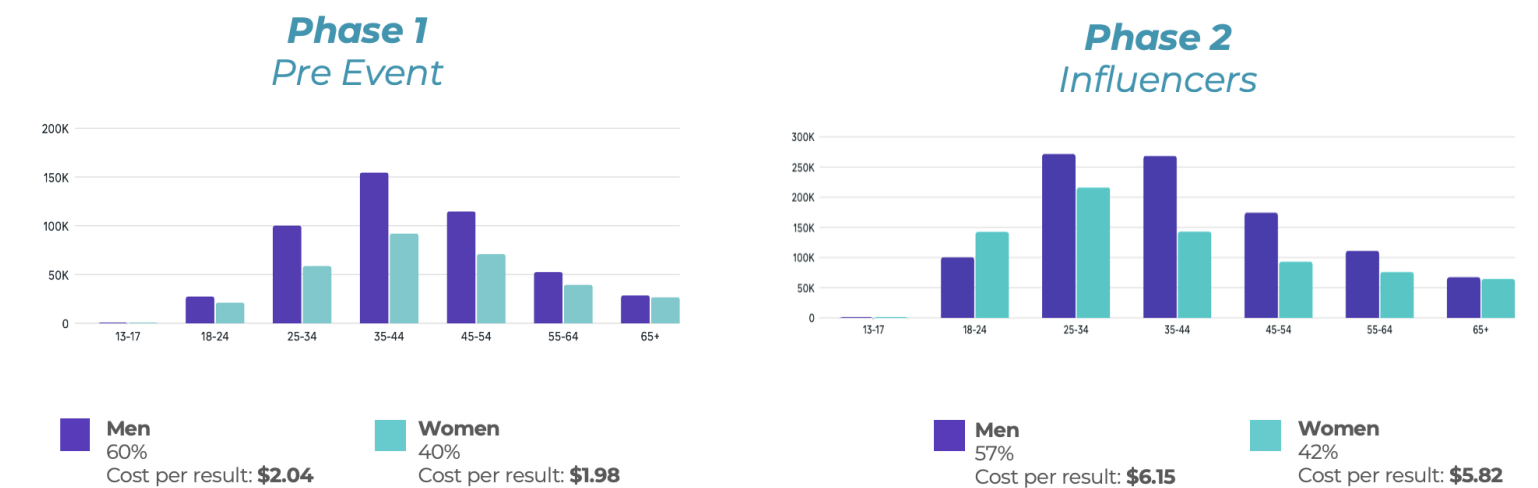
## APPROACH

- Identified core B2B purchaser personas across retail and hospitality
- Mapped the South Florida buyer ecosystem and purchasing cycles
- Segmented audiences for targeted outreach and invitation strategy
- Leveraged data to validate location, timing, and partnership opportunities
- Crafted a high-impact brand experience designed exclusively for B2B guests
- Blended **strategic, creative, experiential, and digital** capabilities to launch the brand with maximum authority.
- Contracted brand ambassadors and talent to achieve voice amplification and data collection
- Handled all press release distribution and reporting
- Assisted with company's planning AOP for 2026

## RESULTS

	Spend	Reach	Impressions	Clicks	CTR	CPC
Phase 1 – <u>PreEvent</u>	\$2,000	872,471	963,465	1,951	0.20%	\$1.03
Phase 2 – Influencers	\$12,430	3,573,071	3,841,567	6,276	0.16%	\$1.98
<b>All Phases Total</b>	<b>\$14,430</b>	<b>4,445,542</b>	<b>4,805,032</b>	<b>8,227</b>	<b>0.17%</b>	<b>\$1.75</b>

## PHASE 1& 2 | PERFORMANCE BY AGE RANGE



- Pre-event Phase 1 skewed older and male-heavy, with the strongest reach in the 35 to 44 and 45 to 54 segments. This was driven by broad, non-influencer media and based on platform algorithmic to achieve reach.
- Phase 2 influencers delivered broader balance, pulling in younger age groups (18–34) alongside the 35–44 core. While costs were higher than Phase 1, engagement was more distributed across genders and age brackets, reflecting the more personal connection of influencer-led media.

**Takeaway:** Phase 1 functioned as a **broad awareness driver**, leaning older and more male. Phase 2 brought in a **younger, more balanced audience mix**, with higher costs but stronger diversity across demographics. The combination shows the value of pairing **algorithmic reach for scale** with **influencer-led content for variety and depth**.



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## ASK

Develop a B2B growth strategy that addresses the challenge of entering the competitive U.S. retail landscape by connecting a 20-year Colombian luxury jewelry brand with priority buyer personas—jewelry stores, distributors, and wholesalers—to scale distribution and brand presence.

## APPROACH

- Defined B2B buyer personas across key retail segments.
- Assessed competitor landscape and pricing tiers.
- Identified priority U.S. regions based on purchasing power and retailer density.
- Built a phased Year-1 go-to-market roadmap (brand and website uplift)
- Developed a business maturity model to guide growth phases.
- Tested and scaled IG, LinkedIn, Display, and Programmatic channels.
- Delivered weekly reporting with live dashboards.
- Shifted Meta to conversion objectives and reallocated budget based on performance

## RESULTS

# 15

### More leads

6–12 qualified leads per month is normal for early-stage luxury B2B

# 124%

6,260 site visits

# 1.57%

CTR (vs. 0.93%),  
CPC \$0.60  
(vs.\$3.68)

**Google Search** = top-performing channel

**Expanded reach** with new audience segment

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