

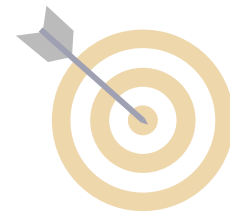


**EDICTO**

**BRIEFCASE SERVICES**

# ¿WHO WE ARE?

Edicto, Communication Strategists, is a consulting firm specialized in providing comprehensive communication services to national and export manufacturing companies, through strategies that empower the organization internally and externally, with effective results and in accordance with its objectives.



## MISSION

Being a consulting firm that contributes to a true communication strategy for each type of company, performing with the highest standards of professionalism and service attitude. Get the client to improve communication inside and outside your organization.



## VISION

Achieve to evolve in the avatar of information technologies without losing our essence as professionals at customer service. To be a consultancy in constant updating capable of identifying new paradigms of communication.



## VALUES

- Service
- Professionalism
- Loyalty



# SERVICES

# 01

## MARKETING & PUBLICITY

- Manage social networks (Facebook, LinkedIn, Twitter, Instagram).
- Advertising Strategy and Promotion in the media with a focus on business and industry.
- Campaigns in billboards and street screens (Tradicional Marketing)
- Specialized campaigns to attract Talent.

# 02

## COMMUNICATION & PRESS

- Organization and logistics of press conferences.
- Organization for media tour.
- Media plan with a company and industry focus.
- External press releases and internal communications.
- Bilingual information coverage service (English).
- Photo coverages.
- Content creation for print and audiovisual media.



# EFFECTIVE INTERNAL COMMUNICATION

**We are an ally to implement effective organizational communication strategies within your company.**

## **We offer:**

- **Diagnosis of Effective Communication.**
- **Implementation of communication strategy according to the diagnosis of your company.**
- **Incorporation of your corporate policies regarding communication.**
- **Development of achievable goals to improve communication in your company.**
- **Implementation of models "The entire organization communicates" and "Human Resources communicates".**
- **Standardization of processes and formats to communicate.**
- **Strengthening and refinement of internal communication channels (intranet, newsletters, meetings, etc.)**
- **Management of social networks with an internal focus.**

## **Our work includes:**

- **Internal communications**
- **Making videos or informative capsules**
- **Design of invitations, e-flyers, displays, roll ups and banners (standardization of the internal image)**
- **Writing, editorial design and implementation of internal magazines.**
- **Event photography.**
- **Informative agenda**
- **More**



# INTERNAL MAGAZINES

We have the experience and creativity to develop editorial projects within your organization, aimed at fostering the sense of belonging of your collaborators to the company, reinforcing the institutional image, encouraging the participation of the different departments to report news and recognize efforts.

## Our Job:

- Development of the editorial concept
- Dummy Planning
- Preparation of editorial calendar (frequency)
- Drafting of information (outsourcing) and spell check of content.
- Photography (outsourcing)
- Editorial design in accordance with its institutional image
- Printing process (check list and color test in the case of printed magazines)
- Delivery to the client in printed or digital format

## Formats:

- Magazines from 8 pages onwards
- Recyclable papers and vegetable inks
- Bond and couchè
- Color and black and white prints.





# VIDEO PRODUCTION



## Production of institutional videos

- With a focus on sales or presentation of results
- Anniversary videos with company identity
- Reports of activities and projection of actions.



## Registration Videos

- Opening ceremonies
- Awards Ceremony
- Festivities (mother's day, family, inns, etc.)
- Retirement
- Corporate visits.



## Induction and training videos

- Training in Safety and Hygiene
- General inductions to company.
- Training in Human Resources.
- CTPAT, OAS and foreign trade in general.
- Quality systems and operational excellence.



## Dron Recording

- Production floors
- Machinery, equipment and product for shipment
- Special events.



## Bussiness PHOTOGRAPHY

**We offer a wide range of photographic services for companies:**

- Advertising photography to attract talent in companies (for use in billboards, roll ups, e-flyers, etc.)
- Photography of special events (company anniversaries, presentation of results, corporate visits).
- Photo-studio for corporate Christmas dinners. Coverage packages of 3-4 hours and 200 to 500 photographs.
- Group and anniversary. From 50 to 500 people.
- Finished product.



## Bussiness EVENTS

**With state coverage, we organize events tailored to the client with the best furniture and presentation. We offer coaching for every occasion and we define its logistics according to the call**

- Company anniversaries or export industry.
- Organization of inauguration ceremonies of industrial buildings and production plants.
- First stone laying ceremonies for buildings and industrial floors.
- Recognition of employees with greater seniority or special distinctions.
- Open House.
- Holidays: Father's, Mother's and Child's Day. Family day.
- Inns or New Year's Eve dinners.
- Events from 100 to 1000 people and up



# DASHBOARDS, SIGNAGE & MORE

**We design Dashboards or information boards for the following areas:**

Human Resources (Indicators of permanence, punctuality, calendar of events, communications, etc.)

Engineering (Projects, savings, Evaluation Panels, etc)

Quality (5's, KPI's)

Production metrics (daily goal, finished Good, scrap, rework)

Continuous improvement (Lean System, Sigma, etc).

**We carry out from the design, manufacture and installation with the best materials. In addition, we have the following services:**

Signage for production floors.

Special labels for each type of surface: high temperatures, anti-slip, for glass, antistatic, etc.

Application of vinyl on the wall, access doors, windows and divisions with melamine.

Special magnets for racks with part number.

Thermoforming

**Design and manufacture of stands for expo, displays and roll ups**

We work with export manufacturing companies, to manufacture displays or stands for participation in sector exhibitions, business meetings and others.

Design and manufacture of Roll ups

Our service includes from the digital assembly of the stand, advertising photography, application of the institutional image and more.



# BUSINESS PARTICIPATION IN EXHIBITIONS, B2B & FORUMS

If your company will be a sponsor or exhibitor at an important industrial-business event, business meeting, symposium or forum, at Edicto we help you prepare your participation from the planning stage, through the execution and dismantling of the event.

- We offer global coordination for the participation of your company in business meetings, job fairs, forums and exhibitions of the industrial and business sector, among others.
- Elaboration of Stands for Exhibitions
- Rent of structures for floors, assembly of screens.
- Rental of lounge-type furniture, parakeet chairs, coffee tables.
- Lighting rental.
- Executive ambigü service.
- Hostesses, demonstrators, brand ambassadors.
- Printed material for prospecting.
- Promotional items.



# GRAPHIC DESIGN

- Business cards
- Electronic Signatures
- Folders and Brosures
- PowerPoint presentation
- T-shirts
- Custom calendars

# PROMOTIONAL ARTICLES

- Italian Agenda
- Promotional notebooks
- Pens with engraving
- Acknowledgments to collaborators
- Lanyards
- Mugs with engraving
- T-shirts
- Thermos
- Usb´s





# NEWSLETTER SERVICES

Your event can be catapulted to the industrial-business community through the newsletter service that reaches a base of 8,000 subscribers in Mexicali and at a general level (Baja California, 6 states of the Mexican Republic and the United States) through email.

## Includes:

- Event coverage or note making according to the client's specifications.
- Journalistic photography
- Shipping as main news
- The title of the main news will be the subject of the email
- Proof of shipment.
- Publication on our news portal.
- Publication in social networks.



Open rate  
**11%**



Clic rate  
**13%\***  
\*7% more than other competitors in industry



**8.3%**  
Monthly average for clicks on advertising banners

**YITHINOM**

# OUR CUSTOMERS



**Collins  
Aerospace**



**WORLD  
TRAFFIC**



HOSPITAL  
**HISPANO  
AMERICANO**



**SAFRAN**  
AEROSPACE · DEFENCE · SECURITY



**vyaire**<sup>TM</sup>  
M E D I C A L

**Teleflex**



index  
Mexico

**TOYOTA**  
Baja California

SUNPOWER<sup>®</sup>



LOGISTICS

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