



# ***THE NEW DATA DRIVEN ADVERTISING***



**FEDERICO ISUANI**  
COFOUNDER BESO

POWER BY **ORACLE**



# BESO

BEKERISOCIALAND

## TODAY

- 163 Collaborators
- Largest independent Ad Agency in Mexico
- 1st Great Place to Work Agency in Mexico
- Most Effective Agency in Mexico (14th Worldwide) (Effie Index 2020)





# DATA DRIVEN PHILOSOPHY

People, processes,  
ideas, strategies  
and decisions  
**100% Data Based.**



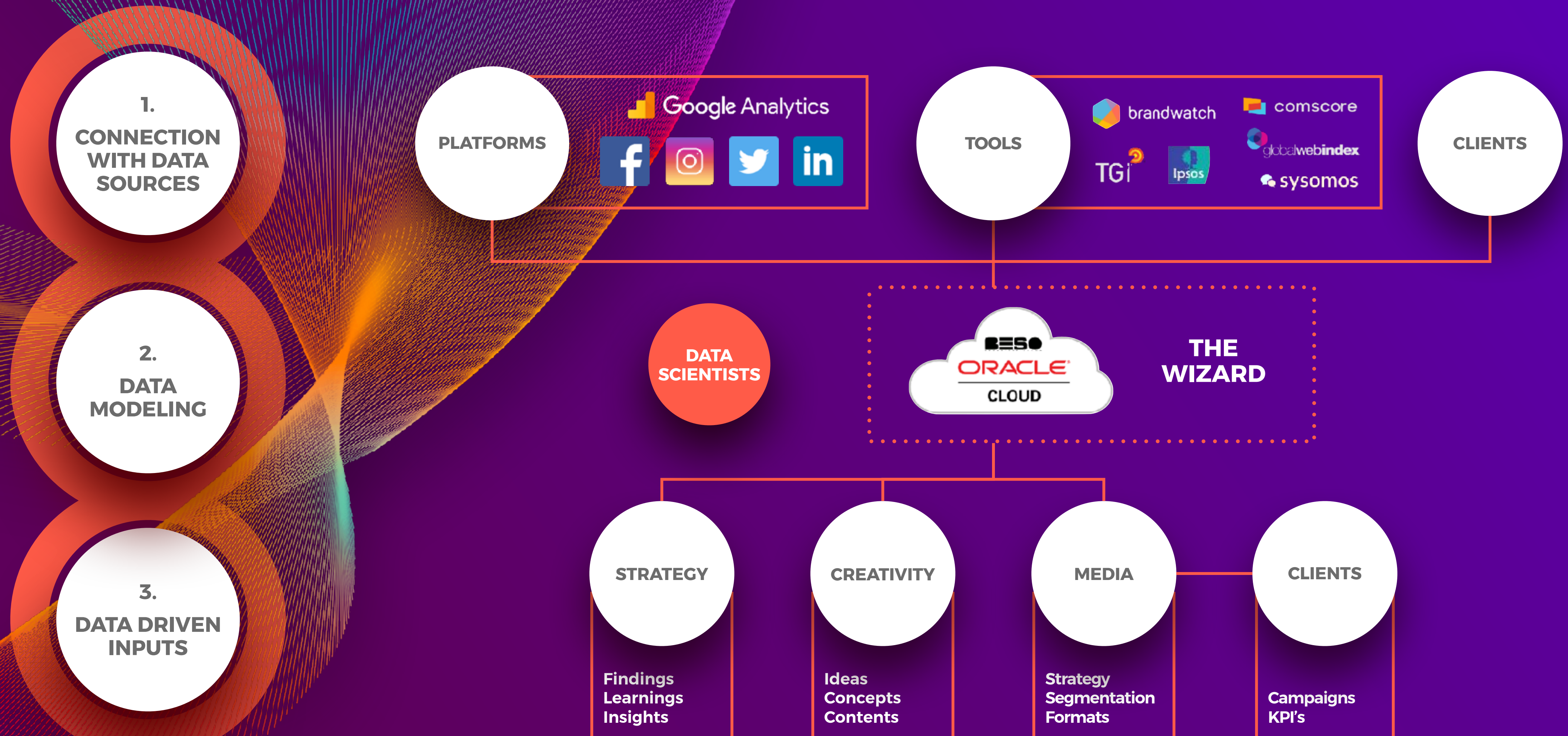




# *THE* **WIZARD**

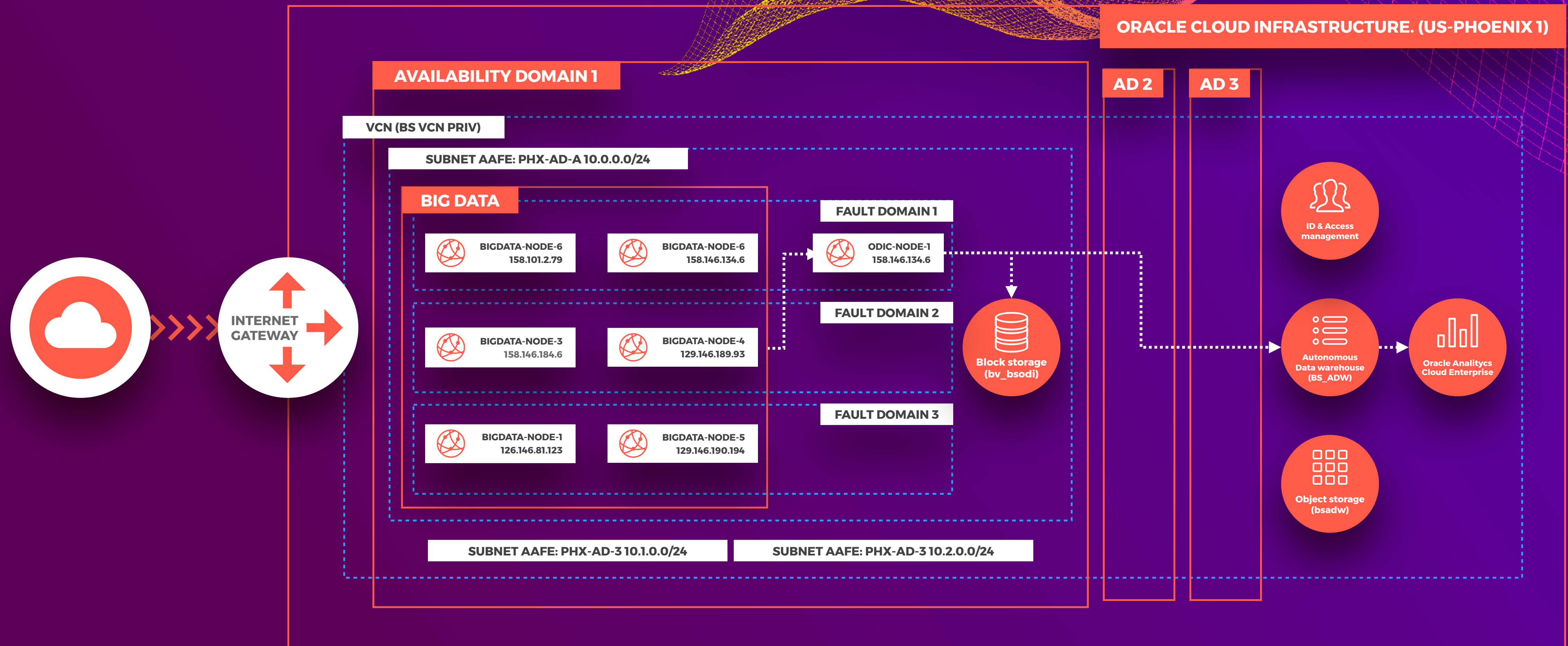


# THE WIZARD - BESO DATA DRIVEN STRUCTURE



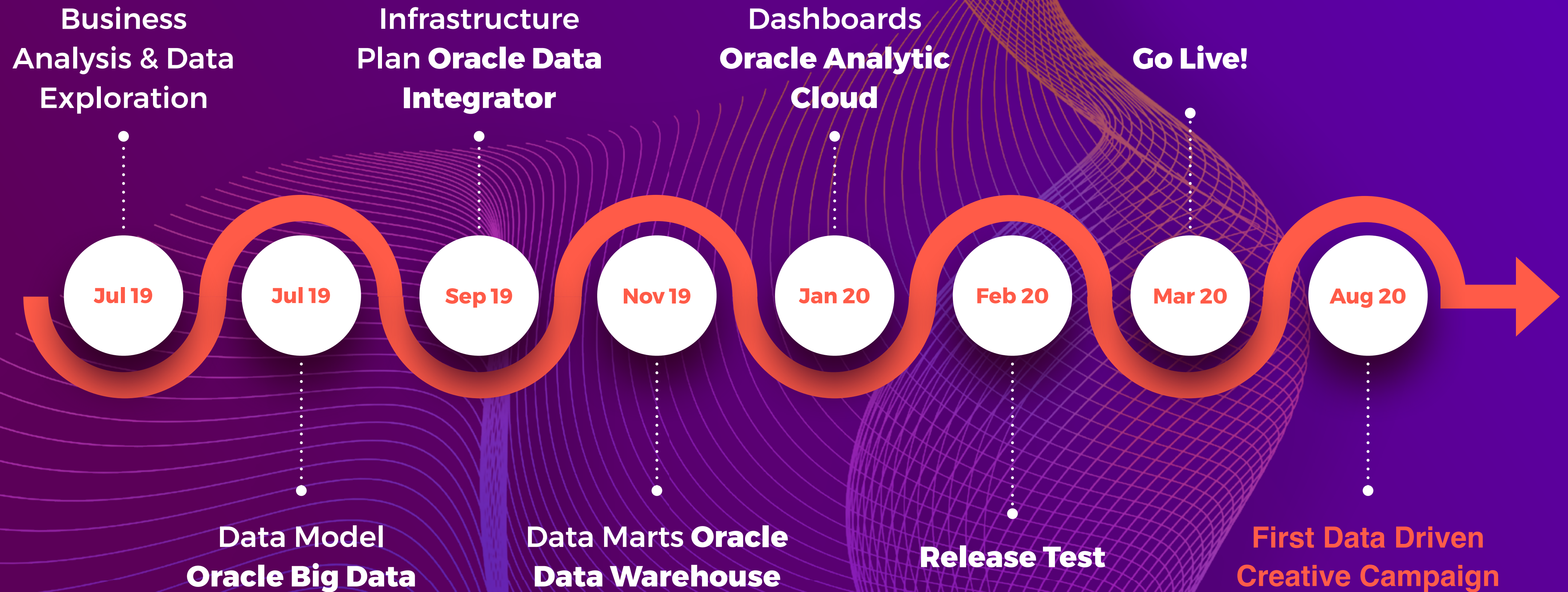


# THE WIZARD INFRASTRUCTURE





# THE WIZARD IMPLEMENTATION TIME LINE





# ***THE NEW ADVERTISING***





# BACK TO SCHOOL METHODOLOGY / DATA CASE



## Data Sources

We set our data sources connections with:

- Google Trends
- Facebook Audience
- INEGI
- COPANPO
- NIELSEN
- COMSCORE

In order to generate the consumer's journey.



## Information Modeling

We built and modeled our information based on interests, brand categories, consumptions, habits, new needs and products for this new Back to School.



## Big Data & Data Mining

Brand objectives, affinities and products were generated in order to satisfy the needs of customers with more than one brand.



## Analysis & Insights

For each brand and product, hypothesis were generated in order to increase conversion rates (customer purchases).



## Strategy & Business Consulting


We created communication strategies based on the degree of affinity of each of our insights.

Based on the affinity level, we were able to create productive messages in order to connect with the consumer in a deeper level.





# BACK TO SCHOOL PREDICTIVE INSIGHTS

CATEGORY	% OF IMPACT IN THE CATEGORY											
Shoes and Clothing	97%	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
School Supplies	92%	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hygiene Items	85%	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Food Supplies	82%	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Technology	82%	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Finance	72%	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>





## BACK TO SCHOOL PREDICTIVE INSIGHTS

Insight	Insight Performance	Category
My son's backpack must be sanitizable	97%	School Supplies
My kid has grown a lot during this quarantine	92%	Shoes and Clothing
The school does not have enough sanitary measures to protect my kids when classes go back to normal	90%	Hygiene Items
I need a loan to pay for tuition and school supplies	87%	Finance
I only have 1,500 pesos to spend	85%	Finance
My kid has grown a lot during this quarantine	82%	Food Supplies





## BACK TO SCHOOL PREDICTIVE INSIGHTS

# INSIGHT (90%):

**“The school does not have enough sanitary measures to protect my kids when classes go back to normal.”**

### **Opportunity:**

**Make sure that the students have the minimum required products to prevent COVID infections at their return to school facilities.**

**Sales / discounts on Back to School products (P. 80%)**



Hygiene & Prevention



Functionality



Variety





# BACK TO SCHOOL PREDICTIVE INSIGHTS



**mxtupperware** • Seguir

**mxtupperware** Ellos saben que [#EnCasaConTupperware](#) están mejor. Sigue cuidándote y también a los que más amas. [#GuardaditosEstamosMejor.](#) 🥰🥰

5 sem

**tupperwareturkuaz** 🥰🥰 Amazing

5 sem 2 Me gusta Responder

**marthabriano** Amo @mxtupperware 🥰❤️

5 sem 1 Me gusta Responder

**avlo.pezt8875** Adquieran sus productos para conservar sus alimentos por más tiempo, sov

1,220 Me gusta

20 DE JULIO

Agrega un comentario... Publicar

## DATA DRIVEN CREATIVITY

“Let us be the guardian of your kids when they go back to school and you cannot protect them.”





## BACK TO SCHOOL PREDICTIVE INSIGHTS



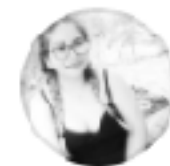
tupperwareturkuaz 🤔🤔 Amazing

5 sem 2 Me gusta Responder



teresaraquelbartolome

HOLAA, GENIALLL ME  
ENCANTOOO!!!! ME LO LLEVO!!! 🙌



valeria\_lleya Se ven divinos 🥰

5 sem 2 Me gusta Responder



puromerca 🥰🥰🥰

3 sem Responder



💎 Top Fan

Krysna Chinchilla  
Que belleza..



Like · Reply · 5w



marthabriano Amo

@mxtupperware 🥰❤️

5 sem 1 Me gusta Responder

**GREAT  
ACCEPTANCE  
FROM OUR  
CLIENTS**

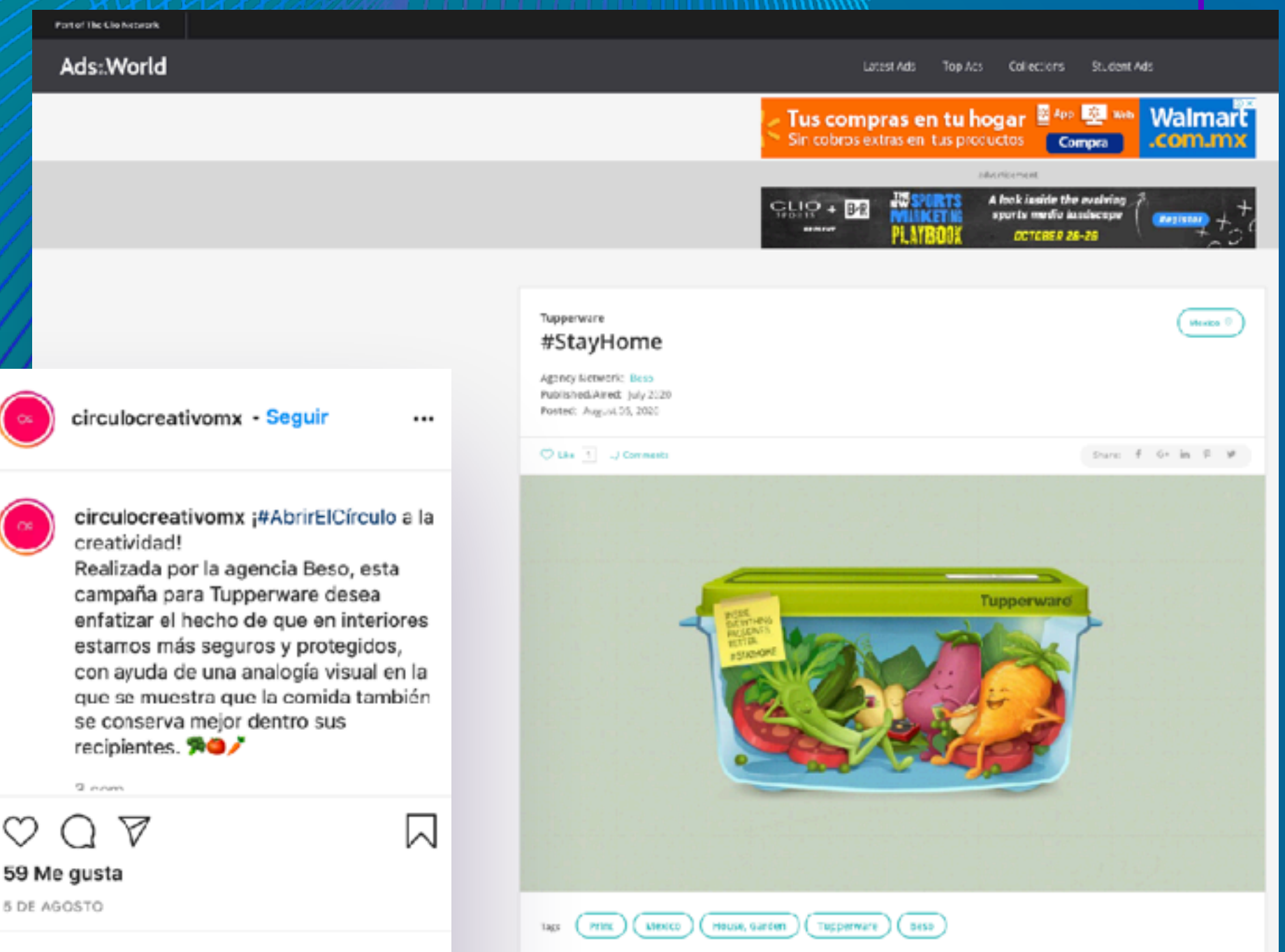
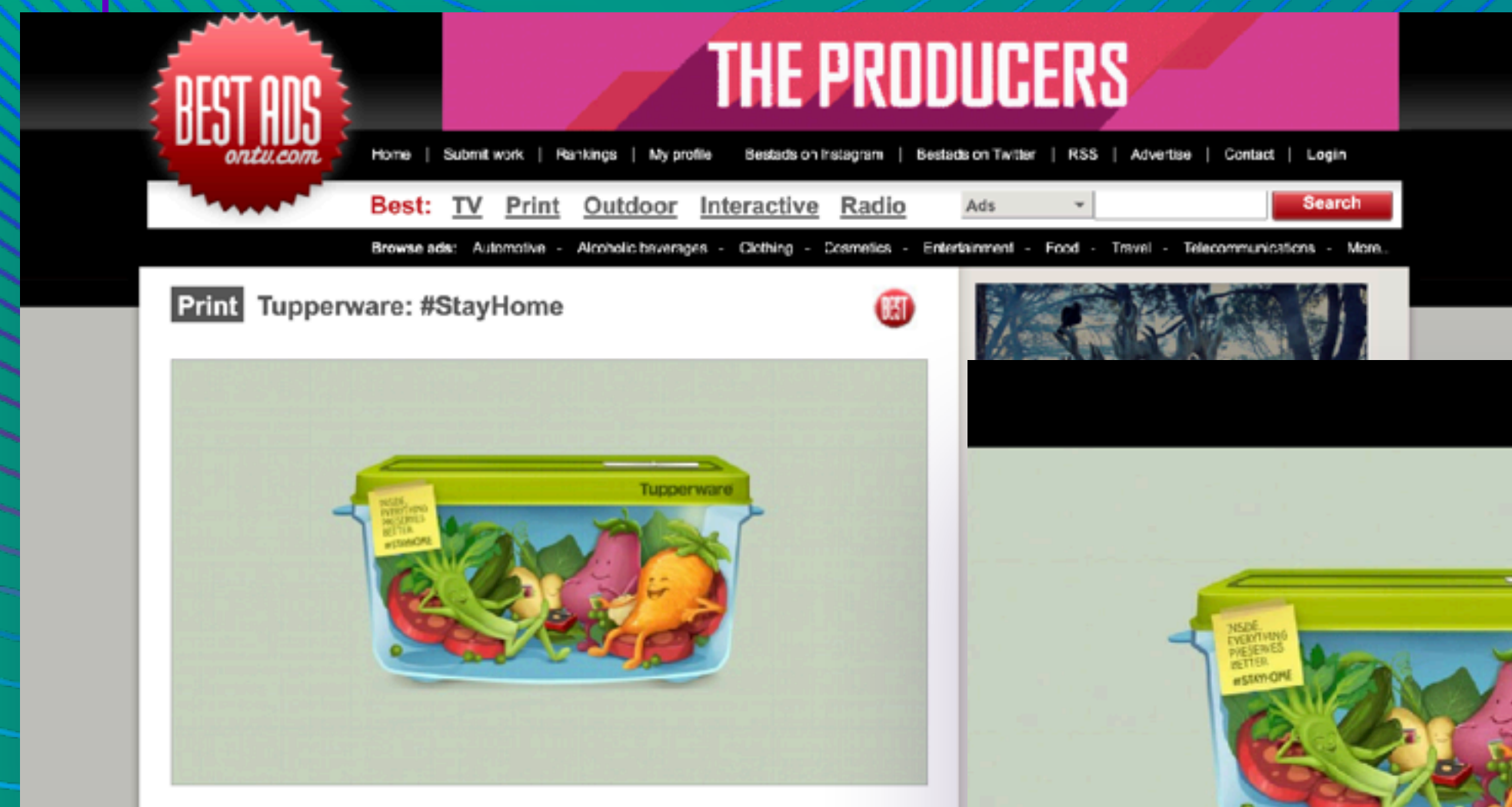
**+3k organic  
engagements**





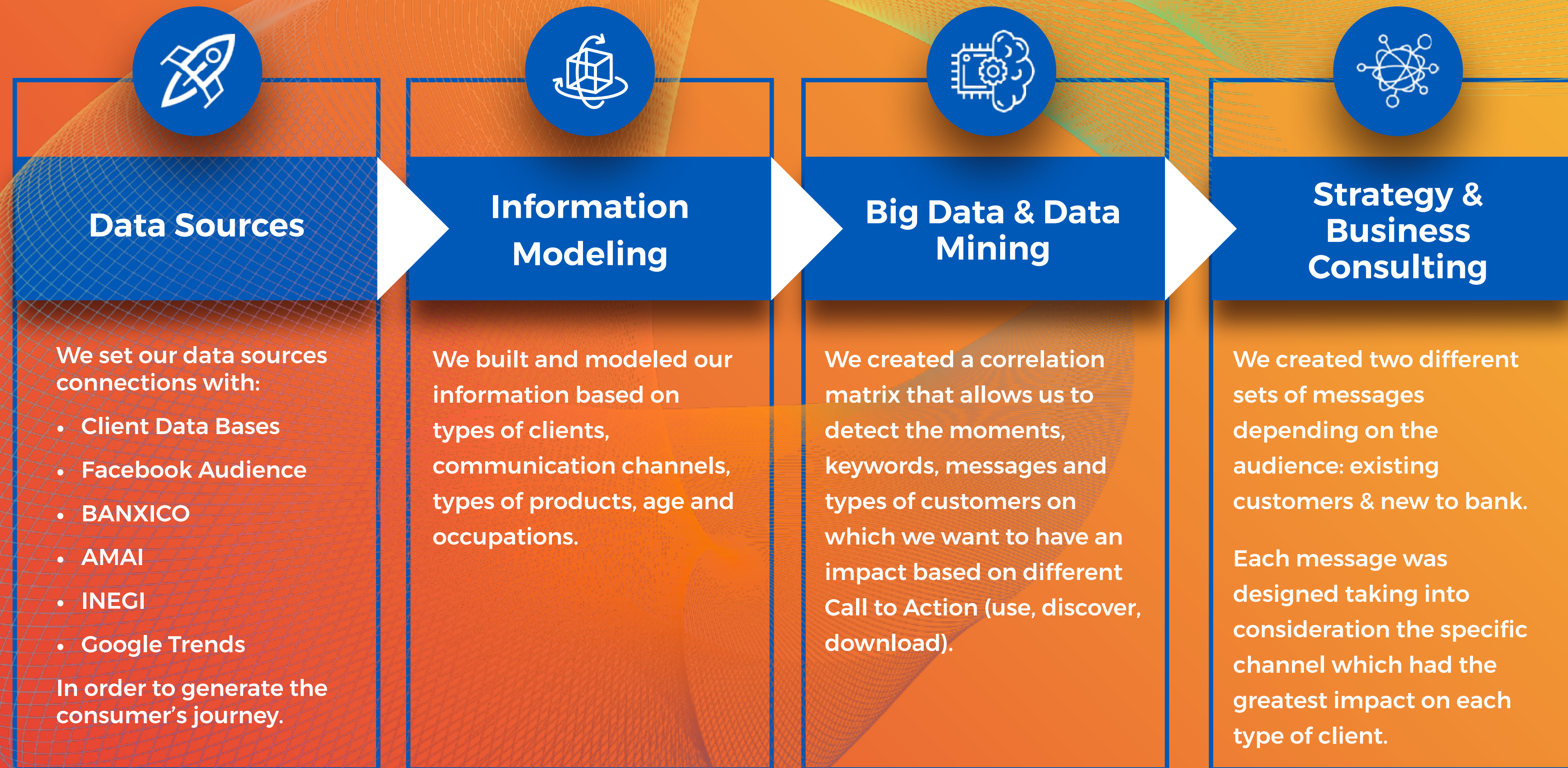
# BACK TO SCHOOL PREDICTIVE INSIGHTS

## AND THE ADVERTISING INDUSTRY TOO





# THE COMMUNICATION MATRIX | METHODOLOGY /DATA CASE







# THE COMMUNICATION MATRIX | THE OUTCOME

			CTA	DESCARGA																																			
			TIPO DE CLIENTE	CLIENTES NO DIGITALES																																			
			AUDIENCIA	Centennials								Millennials								Business Advanced								Manager, Entreprenur											
MENSAJES	FASES DE COMUNICACIÓN	CATEGORÍA	MENSAJE CORTO / CANAL	ATM	sucursal	Correspondencia	TVC	Sitio web	RRSS (orgánico)	OLV	Search	Social (pautado)	ATM	sucursal	Correspondencia	TVC	Sitio web	RRSS (orgánico)	OLV	Search	Social (pautado)	ATM	sucursal	Correspondencia	TVC	Sitio web	RRSS (orgánico)	OLV	Search	Social (pautado)	ATM	sucursal	Correspondencia	TVC	Sitio web	RRSS (orgánico)	OLV	Search	Social (pautado)
	AWARENESS	FUNCIONALIDAD	REDUCIR EL MANEJO DE EFECTIVO	32	24	29	37	40	37	26	36	38	27	35	22	42	41	34	36	36	28	30	37	41	36	42	39	34	37	22	31	34	30	32	23	26	38	30	34
			FÁCIL DE USAR	39	33	28	38	31	28	35	26	30	40	32	29	29	39	37	36	36	37	29	34	42	31	41	36	28	30	35	42	36	36	42	38	26	28	32	31
			PLATAFORMA FUNCIONAL	31	30	20	34	29	31	30	23	31	34	34	35	33	27	25	36	27	33	32	43	26	31	32	28	27	26	22	38	37	36	26	20	24	35	29	29
		CONOCIMIENTO	ALTERNATIVA FINANCIERA	38	40	31	25	31	44	42	26	39	28	34	26	35	40	40	33	30	45	40	37	27	33	43	28	32	36	33	41	40	36	37	24	29	36	28	46
			INCLUSIÓN FINANCIERA	26	30	32	39	35	34	41	38	29	29	25	38	37	44	37	36	32	39	44	35	40	27	40	37	40	37	29	38	31	36	34	26	27	28	37	41
		SEGURIDAD	SEGURA DE USAR	31	29	34	28	39	32	41	27	34	31	30	31	43	42	43	46	40	44	36	35	38	38	41	34	31	27	38	27	38	41	34	34	41	38	33	43
			OPERACIONES INMEDIATAS	31	39	37	33	39	30	36	28	37	34	46	38	37	39	35	44	41	31	31	37	31	35	39	37	26	36	31	34	45	32	30	23	27	38	32	37
		INMEDIATEZ	SIN SALIR DE CASA	28	36	34	24	38	41	28	27	32	27	27	24	28	41	33	38	31	41	38	32	33	36	29	28	27	24	27	28	40	36	34	32	29	34	44	
			EN LA PALMA DE TU MANO	28	31	26	21	35	31	37	35	35	27	26	31	28	27	24	27	37	40	41	27	23	29	26	34	25	28	25	26	32	32	32	32	28	35	23	43
		DISPONIBILIDAD	TU BANCA DONDE QUIERAS	35	26	26	36	32	36	33	28	38	38	35	36	41	27	37	37	41	45	38	33	31	43	29	37	39	34	22	32	34	36	35	41	26	36	40	
			AHORRA TIEMPO	32	40	29	23	39	37	32	31	35	39	36	33	28	32	31	42	29	30	33	31	29	28	38	37	37	35	25	41	42	44	35	21	33	28	33	40
	CONSIDERATION	CONTROL	GESTIÓN PERSONAL DE PROD Y SERVICIOS	32	31	28	38	29	41	41	35	35	30	38	27	41	40	30	29	33	39	31	35	39	30	38	27	36	30	34	28	34	30	30	29	29	27	44	
		TIEMPO	INMEDIATEZ	29	29	36	31	38	38	27	29	29	33	29	33	29	34	34	44	28	30	35	44	39	39	38	29	30	26	26	38	31	39	38	27	39	29	36	
		VARIEDAD	VARIEDAD DE PRODUCTOS	32	28	32	24	33	29	28	32	39	36	30	22	39	39	38	35	35	36	44	33	35	36	37	24	26	36	22	38	29	38	28	28	33	30	31	32
			PORTAFOLIO DE SERVICIOS	24	28	32	33	39	32	33	27	29	36	23	24	30	37	24	33	38	35	30	30	29	24	33	26	36	27	21	24	37	34	27	29	22	23	32	37
	ENGAGEMENT	VARIEDAD	NUEVOS SERVICIOS	28	29	27	27	41	40	38	37	31	35	36	32	37	34	32	30	38	45	40	30	30	41	39	24	28	26	29	34	37	44	35	24	28	25	25	35
			NUESTROS PRODUCTOS	35	39	35	22	37	31	30	31	38	22	26	34	35	39	29	37	29	31	36	40	25	28	26	31	36	22	21	30	39	33	39	23	23	23	32	31
		INNOVACIÓN	NUEVAS FUNCIONES	32	27	29	35	42	36	28	35	31	30	24	23	38	35	37	39	40	35	38	38	32	33	32	37	27	26	35	38	33	35	35	22	35	32	28	40
		SEGURIDAD	INNOVACION EN SEGURIDAD (HUELLA)	37	39	24	23	33	37	32	27	39	25	22	25	25	32	33	38	30	28	44	30	32	32	27	29	31	25	40	42	42	30	31	26	25	28	33	

FINDING THE PERFECT MATCH:

TYPE OF CLIENT: NOT CURRENT CUSTOMER

CTA: DOWNLOAD

AGE GROUP: MILLENNIALS

MESSAGE: SAFE TO USE

CHANNEL: SOCIAL MEDIA

PERFECT MATCH!





# THE COMMUNICATION MATRIX | THE OUTCOME

## Objective: Security



## Objective: Immediacy





# WHAT'S NEXT

## DATA HUNGER

+120 new connections with different sources of information (end of 2021)

## SMART RECRUITING

Connect HR data to predict the best match with BESO GPTW culture

## FULL AWARENESS

Real time notifications (WhatsApp) based on automatic data analysis

## +ANALYSIS - EXTRACTION

Fully automation of clients' reports to increase FTE productivity

## SMART FINANCE

Maximize resources' value through DATA analysis and AI (connection with BESO ERP)



# OUR RESULTS

- **Effectiveness Recognition:** #1 most effective agency according to the 2020 Effie Index in Mexico.
- **Clients with better ROAS:** better media results with 20% less advertising expense.
- **Reduced “Like-meter”:** less subjective campaigns which translate in faster approvals and less re work.
- **Local approach, global success:** DATA BASED strategies that have inspired other regions to replicate local campaigns thanks to POWERFUL INSIGHTS.
- **Data Driven Projects:** 1.2M USD annual income.
- **Data-Based Culture:**
  - Creative teams briefed by Data Scientists (ideas 100% based on Data),
  - Daily briefs to the entire agency (automatic emails with daily trends and industry insights),
  - Our new gold: Clients’ Business Data (sales, operations, logistics) to create more effective strategies.



# THANK YOU!



TWITTER AND INSTAGRAM:  
@FEDERICOISUANI



POWER BY ORACLE