

Edition 11

July 2024

THE PUBLIC



TRENDS

NEW PERSPECTIVES FOR
BUSINESS TRAVEL

TECHNOLOGY

VIOLETTA: INTELLIGENT
CHATBOT THAT CARES
FOR MENTAL HEALTH

ROOF

AGROFEST 2024
PRESENTS VARIOUS
APPROACHES TO
IMPROVE AGRICULTURE

INTERVIEW

HECTOR FERNANDEZ
CEO OF VML MEXICO

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INDEX

6 Consumer protection remains a challenge in the fintech era

As fintech revolutionizes access to financial services, the protection of personal data becomes critical.

26

ON THE COVER

The Mexican agency VML closed its participation in the festival with a total of 12 lions, divided into 5 gold, 5 silver and 2 bronze.



8 Sustainability software is the engine of business change

Managing carbon footprints, complying with regulations and optimizing resources are some of the tasks that software can perform to help companies be more ecological.

14 Intelligent chatbots optimize mental health care

Technology joins the field of psychology to address social issues that allow the creation of healthy spaces.

18 Artificial intelligence to improve precision beekeeping

Having AI models allows us to better predict the behavior of hives and detect possible problems more quickly.

22 The pet market has a promising future

Driven by the trend of humanization of animals and the growing investment in their well-being, the pet industry is growing.

PREVIOUS EDITION



Exclusive Interview with Licuadora Group, the creators of the first 100% virtual museum. And more articles.

Transmedia Storytelling: la clave para conectar marcas y audiencias

30

Un estudio del *Journal of Consumer Behaviour* confirmó que el *storytelling* aumenta el poder emocional de la publicidad.

34 Oscar Becerra: “El tequila es una de las cosas más bellas”

Esta bebida esconde una historia llena de tradición, fortaleza y pasión, convirtiéndose en un icono cultural de México.

La nanotecnología abre nuevas posibilidades para la descontaminación del aire

40

La innovadora tecnología de Photio logra imitar el proceso de fotosíntesis para degradar los gases contaminantes.

44 La agricultura del futuro apuesta por la gestión del agua y la sostenibilidad ambiental

Durante el Agrofes 2024, en Perú, los empresarios del agro disertaron sobre las tendencias del sector, mejoras e innovación.



50 Una danza entre lo eterno y lo finito en la exposición de Damian Hirst

El controversial artista llega al Museo Jumex para desafiar las convenciones del arte al explorar la muerte, el horror y la belleza.

6 Tendencias en viajes de negocios para crear experiencias

54

La industria hotelera se adapta a un nuevo perfil de viajero corporativo.

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Transmedia Storytelling: the key to connecting brands and audiences

30

A study in the Journal of Consumer Behavior confirmed that storytelling increases the emotional power of advertising.

34 Oscar Becerra: "Tequila is one of the most beautiful things"

This drink hides a history full of tradition, strength and passion, becoming a cultural icon of Mexico.

Nanotechnology opens new possibilities for air decontamination

40

Photio's innovative technology manages to imitate the photosynthesis process to degrade polluting gases.

44 The agriculture of the future is committed to water management and environmental sustainability

During Agrofes 2024, in Peru, agricultural entrepreneurs spoke about sector trends, improvements and innovation.



50 A dance between the eternal and the finite in the Damian Hirst exhibition

The controversial artist comes to the Jumex Museum to challenge the conventions of art by exploring death, horror and beauty.

6 Trends in business trips to create experiences

54

The hotel industry adapts to a new profile of corporate traveler.

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EDITORIAL



Advertising is on point. Within the framework of the Cannes Lions 2024 Creativity Festival, the VML México agency obtained a total of 12 lions: 5 gold, 5 silver and 2 bronze, once again becoming a benchmark in the creative field.

We are joined on the cover by Héctor Fernández, CEO of this creative house, who was also recognized this year as one of the 25 most influential marketing leaders.

Also, in this edition, we explore the latest trends in business travel, highlighting how the hotel industry is offering services that combine work and relaxation in a harmonious way, since the new profile of the corporate traveler prioritizes digitalization, personal well-being and moments of relaxation. leisure.

Become a major food exporter worldwide, Peru has a lot to say about modern agriculture. The third installment of Agrofest, held in the Andean country, brings with it a diversity of innovative approaches to improve agriculture with proposals that seek to promote a more efficient and resilient sector.

The evolution of markets forces companies to rethink their strategies and operating modes. Today, survival and success do not depend only on the quality of the product or service, but also on the company's ability to anticipate new scenarios. It is a constant journey of discovery and adaptation.

Estefani R.

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CONSUMER PROTECTION REMAINS A CHALLENGE IN THE FINTECH ERA

As fintech revolutionizes access to financial services, the protection of personal data becomes critical.

Written by: Esperanza Aguilera

The rapid evolution of the financial landscape towards a digital environment has brought with it a host of opportunities for companies and users. However, this new scenario also presents significant challenges, especially with regard to the protection of personal data and cybersecurity.

According to the most recent report by the civil consumer association, Tec-Check, Rights and complaints of consumers of banks, non-banks and Fintech in Mexico, in Latin America and the Caribbean 65% of the population has access to financial services formalities, which highlights the significant advances in promoting financial inclusion in the region.

However, users' personal information is at greater risk than ever, requiring urgent measures to ensure not only its security but also a more robust digital financial environment and confiable.

Users are increasingly aware of online security and privacy risks. In an increasingly competitive market, companies that excel at data protection can attract and retain valuable customers.

“Banks and companies must provide more information to consumers about their rights and what type of data they have about them. On the one hand to promote more protection, but also to create greater trust in the processes,” explains **Fiorentina García, co-founder of Tec-Check and author of the report.**

In the particular case of Mexico, low financial inclusion has created fertile ground for the creation of fintech companies, which have promoted innovation in financial services and

facilitated access to previously underserved segments of the population.

“Despite having a moderately strong economy and a notable level of industrialization, Mexico faces an important challenge. Only around 49% of the population reports having a formal savings account, a fairly low level compared to Latin America,” García mentions.

Adding also that this situation is due, to a large extent, to the fact that “traditional banking has not had the interest in approaching the population in rural areas or whose income comes from non-stable jobs. “Which has opened the doors to a boom in technology companies in the financial sector, because they are more accessible.”

This dynamism has generated competition and motivated traditional institutions to modernize and adopt new technologies to improve security and contribute to creating a more fluid and convenient user experience. The co-founder of Tec-Check highlights some technologies, such as:

- **Biometric authentication:** By using unique physical characteristics such as fingerprints, facial recognition or iris scanning to verify a user's identity, fraud and identity theft can be prevented as it is more difficult to forge than traditional passwords.
- **Fraud detection systems:** These systems use statistical analysis and machine learning to identify patterns of activity that could indicate fraud. They can help the companies prevent fraudulent transactions before they occur.



Fiorentina García, co-founder of Tec-Check

- **Real-time transaction notifications:** They are a very useful tool that allows consumers to quickly detect and stop any fraudulent activity.
- **Safety switches:** Allow consumers to temporarily disable their bank card or account if it is lost or stolen. This can help prevent criminals from making fraudulent transactions.

Likewise, García assures that, despite technologies, collaboration between companies and authorities is essential to develop and implement effective solutions. Companies must be open to working together to identify and address consumer protection risks in the long term.

SUSTAINABILITY SOFTWARE IS THE ENGINE OF BUSINESS CHANGE.

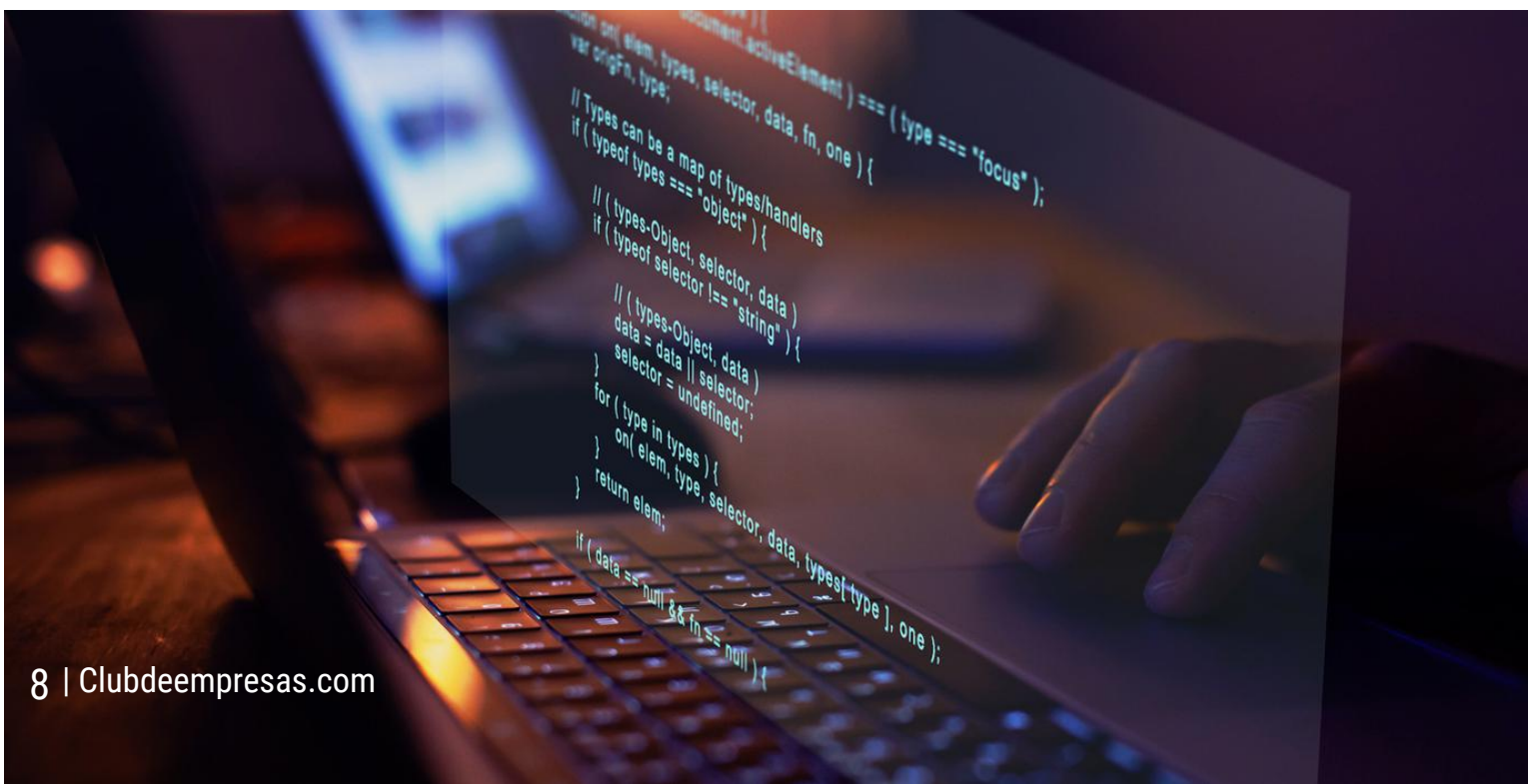
Managing carbon footprints, complying with regulations, and optimizing resources are some of the tasks that software can perform to help companies become more eco-friendly.

Written by: Esperanza Aguilera

L The planet's temperature has experienced a rapid rise in the last decade, reaching the highest values ever recorded. Climate change and environmental degradation, and the intensification of extreme weather events have led companies to make sustainability a strategic priority.

Este cambio de paradigma ha impulsado la innovación en tecnologías limpias y la adopción de prácticas empresariales más éticas. La presión pública y regulatoria está creciendo, exigiendo que las organizaciones operen de manera más responsable.

Además, los consumidores y los inversores prefieren cada vez más apoyar a empresas comprometidas con el medio ambiente, lo



which makes sustainability not only an ethical issue, but also an economic one.

“In the corporate world of large companies, the change in mentality was generated more than 5 years ago. Sustainability management has shown that it is an intelligent business strategy, and that it also gives very good profitability results to companies,” says Cristian Bustos, CEO and co-founder of Beek.

According to a survey by the consulting firm PwC, globally 77% of individual investors show greater interest in companies that seek to obtain competitive financial performance while generating a positive environmental and social impact.

It is increasingly evident that the health of the planet and economic prosperity are closely interconnected. However, the challenges that companies face on their path to sustainability are complex. The cultural and organizational change necessary to integrate environmentally friendly practices is a frequently difficult path.

According to a Forbes report, published in 2023, although 90% of companies globally are interested in adopting



Cristian Bustos, CEO and co-founder of Beek

more eco-friendly practices, only 60% actually have a sustainability strategy.

Lack of knowledge and experience, the initial investment required to adopt clean technologies, and the complexity of measuring environmental impact are often factors that can discourage the adoption of sustainable practices, limiting the ability of organizations to implement effective and measurable changes in their operations.

To overcome these challenges, companies find sustainability software a powerful tool. These programs allow companies to collect, analyze and manage data related to their environmental and social performance, identify opportunities for improvement and make informed decisions.

“Companies have tools and technologies to measure the commercial or financial area, but not for the environmental issue. The challenge is to quantify the social impact and be able to measure it in a more efficient way to demonstrate how they are improving. It is an exercise in transparency; Whether it looks bad or good, showing that transparency is what generates trust in companies,” says Julián Trussart, founder and CEO of Susty.

Thus, sustainability software offers a range of functionalities that allow companies to establish sustainability objectives and metrics aligned with their business strategy, manage and monitor progress towards established objectives, generate complete and transparent reports on their ESG performance and communicate effectively their sustainability initiatives.

“For SMEs (small and medium-sized businesses), for example, it is a greater challenge. They are concerned about labor aspects and now they have to incorporate the environmental issue into their capacity, therefore they need knowledge and also support,” adds the CEO of Beeok.



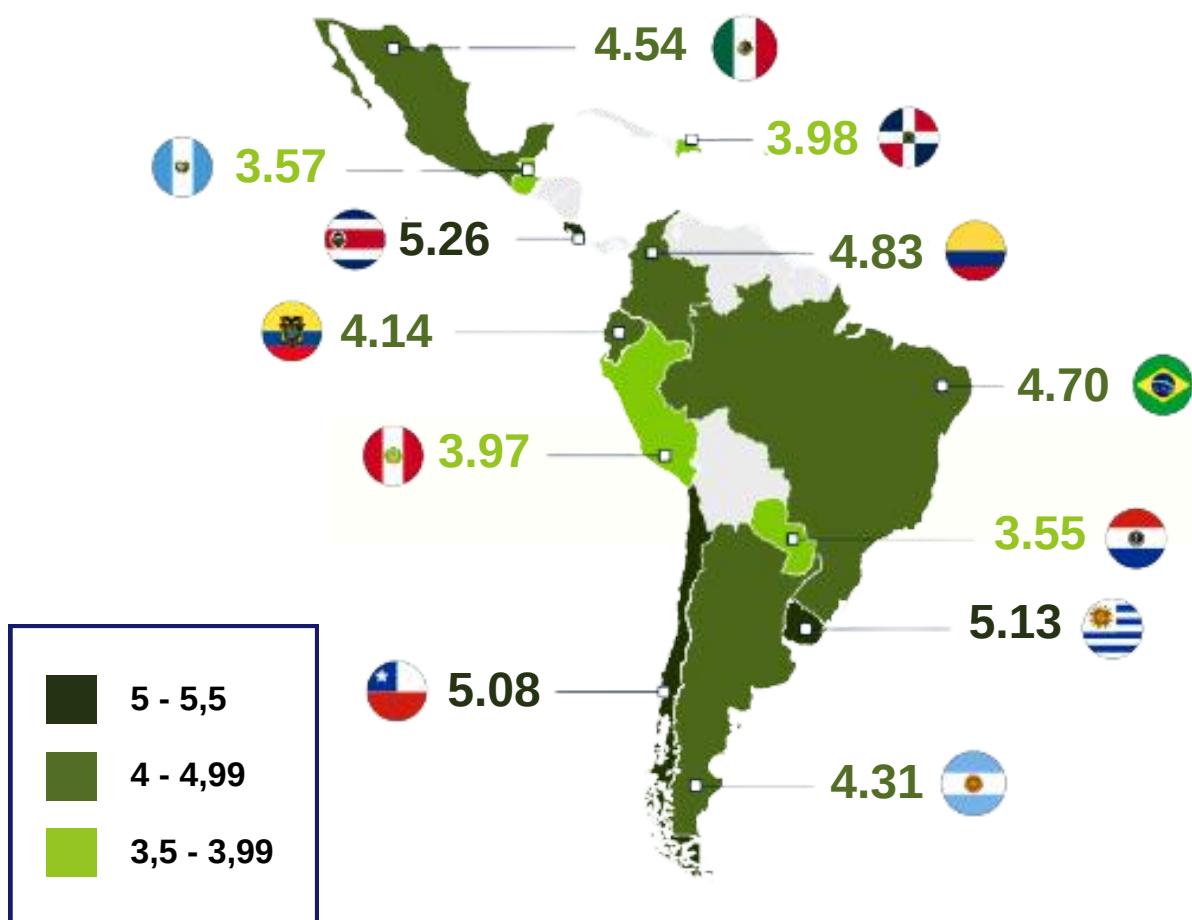
Julián Trussart, founder and CEO of Susty

The future of business sustainability depends largely on the ability of organizations to adopt technologies and practices that minimize their environmental impact. These software not only facilitate the transition to more responsible business models, but also position companies to compete in a global market that values sustainability.

“Investment in sustainability is a reality that we already know is coming. Of course, companies can continue to ignore it until it comes knocking on their door, but when that happens they will be at a disadvantage compared to their competitors. Working on it is something that takes time and dedication; It entails changes in culture and habits,” concludes Trussart.

IS LATIN AMERICA PREPARED FOR A GREEN AND CLEAN FUTURE?

Score received by Latin American countries in the Green Future Index 2023
(maximum=6.69; minimum=0)



This indicator measures the degree of adaptation to clean and renewable energies, investment in innovation and policies.

Fuente: MIT Technology Review
Source: Statista



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Negocios**

“The best way to
empower yourself
is to stop thinking
about what others
think of you”

Coco Chanel

negociosparanegocios.com

How does ergonomics help improve our lives?

1 At work, it increases efficiency and satisfaction while reducing stress.

2 In a study environment, it optimizes concentration and prevents bad postural habits.

3 Applying ergonomics in free time increases comfort and enjoyment.

4 At bedtime, ergonomic mattresses and pillows increase sleep quality by providing adequate support and reducing pressure points.

5 On a physical level, ergonomics improves posture and aligns the spine, reducing injuries, such as carpal tunnel and back and neck pain.



INTELLIGENT CHATBOTS OPTIMIZE MENTAL HEALTH CARE

Technology joins the field of psychology to address social issues that allow the creation of healthy spaces.

Written by: Estefani Rodriguez

A

rtificial intelligence (AI) has advanced in leaps and bounds, and one of the most impactful developments has been the creation and

chatbot improvement. These programs, capable of maintaining coherent and useful conversations with users, are transforming numerous fields, including the social sphere.

An AI chatbot can be a powerful tool to address and manage various social problems, offering support, information and even intervention in real time. They are designed to serve people who need emotional help, crisis counseling, or are simply looking for someone to talk to. These systems can detect signs of distress in the user's language and respond appropriately and empathetically.



Floretta Mayerson, co-founder of Violetta

Additionally, they are available 24 hours a day, making them accessible to those who may need help outside of the therapists' normal hours. Under this concept, four years ago, Violetta was born, a virtual assistant that over time has become the digital confidant of more than 250 thousand people in Latin America.

“Technology is now the only way to reach all people. Reading a document about violence and its modalities is not the same as establishing a bond of trust with 'someone' who feels close and empathetic,” says Floretta Mayerson, co-founder of Violetta.

To create this chatbot, which focuses on the fight against gender violence, the use of generative AI was used, whose models are trained with its own, tropicalized and contextualized data.



“We trained Violetta with a gender perspective, that is, with different currents and theoretical frameworks that are created by psychology professionals, and also with the contribution of organizations and associations that have specialization in systemic therapy and care for gender violence,” Explain.

Just as this AI can help people individually, it can also solve problems within the environment.

labor. “The director of a company approached us because his collaborators were experiencing a severe case of workplace harassment. From Violetta we were able to help create a protocol for the channeling and pertinent treatment of this situation.”

But the use of chatbots in social issues is not without challenges and ethical considerations. Privacy and confidentiality are of utmost importance, especially when it comes to sensitive information such as mental health or violence. Developers must ensure that data collected by chatbots is handled securely and ethically.

Likewise, it is crucial to ensure that chatbots do not completely replace human contact. Although they can offer valuable, front-line support, they should not replace interaction and follow-up by trained professionals.

“Depending on the level of risk, Violetta makes an evaluation and refers to professional help or provides the necessary emotional support. For example, in Mexico, we have an alliance with Fundación Origen in case telephone attention is needed, and for other conditions that require urgent attention we have an alliance with Consejo Ciudadano,” emphasizes Mayerson.

The future of chatbots in social issues is promising. As technology advances, these systems are likely to become even more sophisticated and capable of handling a wider range of problems with greater precision and empathy. Integrating AI with other emerging technologies, such as augmented reality and virtual reality, could open up new possibilities for social intervention and emotional support.

Violetta in figures:

- The chatbot has been able to channel more than 40 thousand people to professional help immediately and automatically.
- It has become the digital confidant of more than 250 thousand people in Latin America, especially in Mexico.
- 85% of people feel better after talking to Violetta.
- 80% of the people who spoke with the chatbot recommend it to those close to them.





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ARTIFICIAL INTELLIGENCE TO IMPROVE PRECISION BEEKEEPING

Having AI models allows us to better predict the behavior of hives and detect possible problems more quickly.

Written by: Estefani Rodriguez

B

eyond the sweet benefits of honey, bees are crucial for the pollination of a wide variety of crop,

which translates into better production and quality of fruits, vegetables and other essential foods. In a global context where food security and environmental sustainability are growing priorities, using technology in beekeeping is essential.

According to Ze'ev Barylka, Chief Sales & Marketing Officer of BeeHero, the use of technology in hives allows detailed and efficient management of bees and their environment, which translates into multiple advantages for both beekeepers and farmers. agricultural producers.



One of the main benefits is the improvement in the health of the bees. Through constant monitoring, it is possible to detect and respond quickly and effectively to any anomaly in the bees' health indicators, allowing timely intervention to solve problems and prevent further complications.

“If we have artificial intelligence models that are already beginning to understand the changes that happen in a hive and in certain parts of the planet, we will be better prepared to alert farmers and beekeepers in time,” says Barylka.

In addition, a more efficient use of the hives is achieved. The precise information obtained through monitoring makes it possible to accurately determine the necessary number of hives for each specific situation, thus avoiding excessive use and optimizing available resources.



Regarding apiary management, continuous monitoring facilitates informed decision making about crucial beekeeping practices. This includes proper feeding, health control, queen replacement and swarm management, among other aspects essential to maintaining a healthy and productive apiary.

The comprehensive control of pollination is another point in its favor. Agricultural producers can monitor the status of contracted hives in real time and evaluate the effectiveness of the pollination process, ensuring that established objectives are met. “We have a software platform that connects between the two guilds (farmer and beekeeper) in a very friendly way,” he emphasizes.



Likewise, continuous improvement of pollination is possible due to the information constantly collected. This data allows for the design of best practices, such as the optimal location of the hives, the appropriate dates for their installation and removal, and the density necessary to maximize the effectiveness of pollination.

Transparency in investment is also a key benefit. The data provided allows agricultural producers to know the return on their investment in pollination, offering a clear and detailed view of the results obtained and facilitating future decision-making.

“Traditionally, investments in hives are made without knowing exactly the state of the hive. There are beekeepers who have many hives, like 500 or 1,000, and it is difficult to check one by one. With the use of technology, the beekeeper can monitor large numbers of hives and ensure that they are of high quality. In this way, when they arrive at the field, the farmer benefits since he will be sure that the hive that arrived is strong, is in good condition and will pollinate his crop,” he explains.

Having AI models allows us to better predict the behavior of hives and detect possible problems more quickly. “Technology can really help save millions of bees, and that is what we do at BeeHero every day,” concludes the specialist.



IMPLEMENT THE DELIVERY SERVICE IN YOUR COMPANY

PLANNING

Evaluate the demand and competition for delivery in the area. Calculate the associated expenses and choose the best platform to receive orders (app, website, etc.).

OPERATIONS

Hire and train staff, choose environmentally friendly packaging and define an efficient means of transportation.

TECHNOLOGICAL TOOLS

Implement software to manage orders and integrate a secure payment system.

ADDITIONAL RECOMMENDATIONS

Complies with health and food handling regulations. Provide personalized service to your clients.

THE PET MARKET HAS A PROMISING FUTURE

Driven by the trend of humanization of animals and the growing investment in their well-being, the pet industry is growing.

Written by: Leonardo Rodriguez



Current products and services

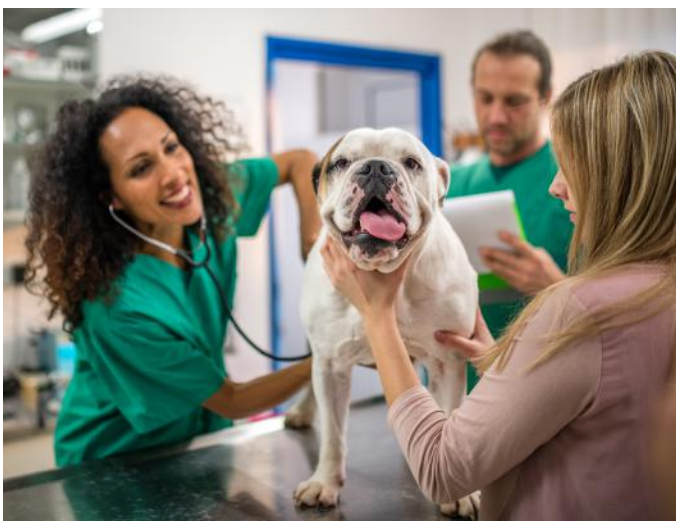
Over time, pet foods have evolved into healthier options, adapting to the specific health and dietary needs of each animal. According to Mitofsky's Mexico, a pet-friendly country survey, 57.7% of pet owners buy special food for their animals, reflecting a growing preference for personalized, high-quality diets.

In parallel, veterinary services have seen an increase in demand for advanced medical care and pet insurance to cover unforeseen medical expenses. According to the Global Market Insight report, the veterinary services market in the United States reached \$86.8 billion in 2021 and is projected to grow at a compound annual rate of 6.7% through 2030, highlighting growing investment in healthcare. and animal welfare.



Additionally, personalized fashion and accessories are on the rise, reflecting the growing trend of pet owners integrating their companions into their personalized lifestyle. Luxury brands such as Gucci and Louis Vuitton have entered this market, responding to an increasing demand for exclusive and high-quality products.

Technology also plays a crucial role with devices such as GPS trackers and smart toys improving the quality of life and well-being of pets. Continuing with Global Market Insights, the global pet tech market is expected to grow at a compound annual rate of up to 15% through 2032, exceeding \$35 billion, driven by innovation and growing demand for products that strengthen the connection and caring for pets.



A promising future

Pet food sales show great potential. According to the Global Business and Economics Research Center, global pet food sales are estimated to reach \$179.5 billion.

Said by Alcázar, people interested in starting a business in the sector must have a taste for animals, because they will live with dogs and cats of others.

As extra information, **“the investments necessary to start a business range from 500 thousand Mexican pesos.”**

As this market develops, it is crucial that the industry continues to innovate and adapt to meet consumer needs. Therefore, investing in this attractive area is presented as an opportunity to obtain good economic income.

Figures to consider:

- The best-selling pet product category is food, which accounted for more than USD 203 billion in 2023 (Euromonitor International).
- In 2023, the Latin American pet health services market was estimated at USD 1.84 billion (Statista Research Department).
- More than 60% of pet product sales in 2024 came from millennials and generation Z (American Pet Products Association).



INTERVIEW

VML Mexico shines with 12 lions at Cannes Lions 2024



The Mexican agency showed off its creativity and continues to gain recognition in one of the most competitive industries.



Written by: Estefani Rodriguez

'None of us is as strong as all of us together' is a Japanese proverb, which refers to the fact that human beings become stronger when they come together to achieve great things. This message has accompanied Héctor Fernández, CEO of VML México, throughout his career.

Regarding the Cannes Lions 2024 International Festival of Creativity, the Mexican agency closed its participation with a total of 12 lions, divided into 5 gold, 5 silver and 2 bronze. This success is attributed to two innovative campaigns: "This is not a game" for Movistar and "Thanks for Coke-Creating" for Coca-Cola.

The "This is not a game" campaign won 4 lions: 1 gold lion in the Entertainment Lions for Gaming category, 1 gold lion in the Film category, 1 silver lion in the Entertainment category, and 1 bronze lion in the Film category.

Through a seven-minute short film, Movistar and VML México address the risks of grooming in the world of video games, telling the story of a young man immersed in this virtual environment who faces dangers when interacting with strangers.

The piece highlights the filming method that uses a floating camera in the style of video games, while real actors imitate the walking and graphic errors of the digital characters.

Thus, this online campaign, with currently 1,643,901 views, seeks to empower players and their parents or supervisors to take effective measures in creating a safe and responsible digital environment.

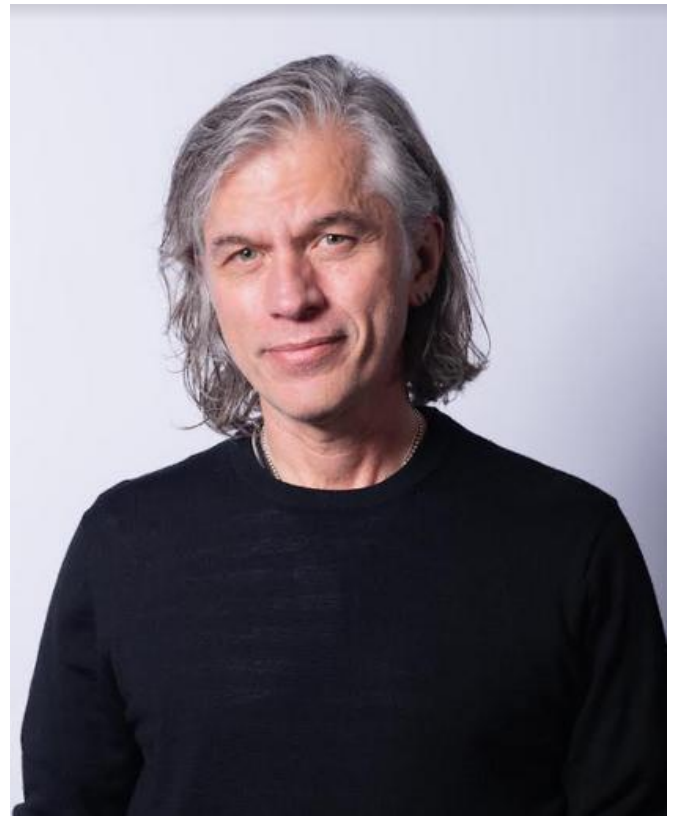
"Thanks for Coke-Creating" was another successful campaign for Coca-Cola, which achieved 8 lions: 1 gold lion in the Industry Craft category, 1 gold lion in the Creative B2B category, 1 gold lion in the Print & Publishing, 1 silver lion in the Creative B2B category, 1 silver lion in the Direct category, 2 silver lions in the Outdoor category, and 1 bronze lion in the Direct category.

This innovative global campaign celebrates local interpretations of its famous logo by wineries, merchants and artists, weaving a tapestry of cultural diversity and creativity.

For this, it was observed that people from various parts of the world (Brazil, Mexico, Indonesia, Australia and the United States) painted their own version of the emblematic Coca-Cola logo in their outdoor spaces, stores and local wineries, motivated by their love of the brand. Instead of correcting these variations, they decided to embrace them.

This initiative goes beyond a simple communication campaign. By including physical points of contact with the brand, they reflect the power of outdoor advertising to reach a very wide audience, including people who do not consume other traditional media such as television or radio. Complementary to this, interviews were conducted with local store owners, providing a platform to share their stories and artistic inspirations.

“We are proud of the recognition we received at Cannes Lions this year. These campaigns reflect our commitment to creativity and innovation, as well as addressing issues important to our society. Winning these lions is a testament to the hard work and dedication of our team,” emphasizes Fernández, who was recently recognized as one of the 25 most influential marketing leaders, in the Groundbreaker category.



Héctor Fernández, CEO of VML México, was recognized as one of the 25 most influential marketing leaders

The CEO of VML was recognized in the “Groundbreaker” category, highlighting his solid career, his outstanding performance and his ability to adapt to changing market trends and audiences.

The recognition granted by Líderes Mexicanos and Advertising Week highlights Fernández's exceptional contribution to the world of marketing.

This recognition, granted by Líderes Mexicanos and Advertising Week, highlights his exceptional contribution to the world of strategies and creativity. “This achievement speaks of a career of dedication, but also of good teamwork. Whoever says that he achieves everything alone is lying. Everything I have achieved is because I have always been around very talented people who have a lot of capacity and courage that challenges me to be better.”

One of the things that Fernández, who has been in the industry for almost 30 years, likes most about creativity is the ability to solve problems. **“What we do in advertising is just solving business problems,”** he says. For this reason, he affirms that VML México is a creative agency where ideas rule.

“We are a very diverse agency, at this moment in Mexico we have 900 collaborators. These 900 professionals come from very different fields, where there are programmers, engineers, sociologists, psychologists, plastic artists, creatives, editors, art people, etc. That combination of talents is what makes the agency's work so rich, new and fresh,” concludes the CEO.

VML México's success at Cannes Lions 2024 highlights its ability to create impactful campaigns that address social issues and celebrate global creativity. With Héctor Fernández at the helm, the agency demonstrates its leadership in the advertising industry and its commitment to innovation and collaboration.





Alejandro Narro, CEO and co-founder of DG73

TRANSMEDIA STORYTELLING: THE KEY TO CONNECTING BRANDS AND AUDIENCES

A study in the Journal of Consumer Behavior confirmed that storytelling increases the emotional power of advertising.

Written by: Estefani Rodriguez

The magic of transmedia storytelling lies in its ability to change the way brands tell their stories. This technique allows you to build narratives that not only expand your reach, but also deepen the emotional connection with the audience. The iconic brand Barbie, for example, has been able to take advantage of this strategy to remain relevant over time.

Beyond being a simple doll, Barbie's universe extends across

films, licensed products and content on YouTube, creating an immersive experience that captivates and retains its followers. This case exemplifies how transmedia storytelling can transform entertainment and consumption into memorable and meaningful experiences.

According to Alejandro Narro, CEO and co-founder of DG73, this strategy is becoming established as the most effective for brands seeking to stand out in a saturated market. Through multiple platforms, this technique allows you to create experiences that resonate in consumers' memories.



“Having transmedia storytelling has allowed us to focus our business offering on artistic representation, retail, marketing and digital advertising services, making our work a differentiator in the advertising results of clients such as Mattel, PepsiCo, Unilever, Coca Cola, Google , Twitch, Meta, among others,” he shares.

But it is not just about the brand proposing and the consumer observing, the latter is an active part of the experience. **“Transmedia experiences and narrative are among the elements with the best results, because that is where we have seen a transformation for our clients,”** says the CEO.

Whether for advertising, sponsorships, licensing, influencer marketing or activations, experience is the axis of all these facets. So what do audiences find relevant?

- **Consistent messages**, where the conversation is maintained with the public and each piece that makes up the narrative contributes to the central message in a natural way.
- **Different levels of depth in the stories**, which generate not only messages, but also products with which users participate.
- And **customizable content** to distribute by any means.
- A study by the Journal of Consumer Behavior, in 2020, confirmed that storytelling increases the emotional power of advertising. When applied, the coherent and systematic distribution of the brand story achieves effective communication, generating greater reach and deeper impact.
- By telling stories that transcend media and platforms, brands, in addition to transmitting messages, also generate experiences that resonate in consumers' memories, creating lasting loyalty and preference over other brands.

DG73 is a holding company with more than a decade in the industry, which includes the companies Dogma Agency, Gazer and Smash.

MEDICAL INNOVATIONS OF THE FUTURE



REGENERATIVE DENTISTRY

- Goal: growth of full teeth by 2030.
- Clinical trials: begin in July 2024.

WEARABLE AI TALKING DEVICE

- Function: translates the movement of the laryngeal muscles into audible speech.

Benefit: Helps people with dysfunctional vocal cords.

Accuracy: 95%.



RED LIGHT THERAPY FOR THE SPINAL CORD

- Technology: implant that uses red and near infrared light.

Efficacy: Increases cell viability by 45% in animal studies.

Application: Improves the repair of spinal cord injuries.

GENE THERAPY FOR PARALYSIS

- Breakthrough: regenerates nerve fibers and the ability to walk in mice.

Hope: potential treatment for paralysis in humans.



WEARABLE MIND-READING AI

- Device: EEG cap.

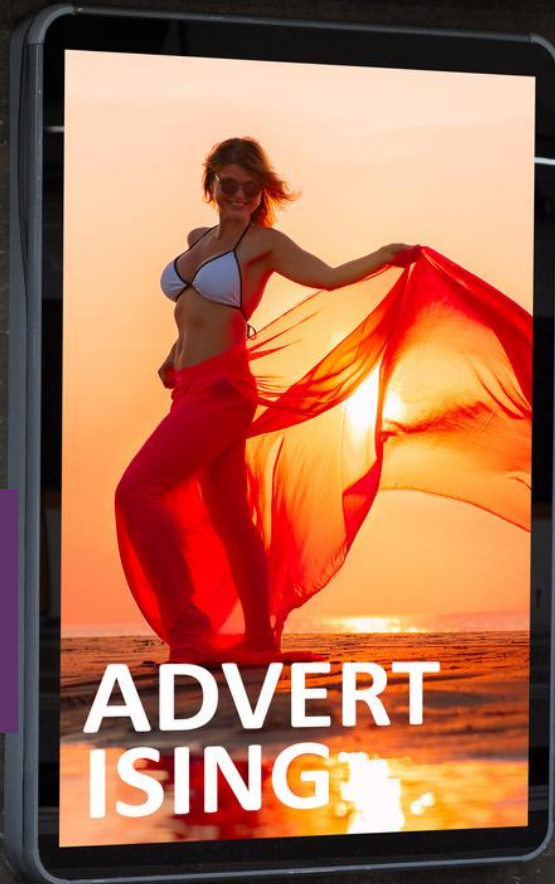
Function: Decodes silent thoughts and converts them to text.

Use: Helps people who cannot speak.

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OSCAR BECERRA: “TEQUILA IS ONE OF THE MOST BEAUTIFUL THINGS”

This drink hides a history full of tradition, strength and passion, becoming a cultural icon of Mexico.

Written by: Esperanza Aguilera



Oscar Becerra, mixologist and bartender

Considered an ancient elixir, tequila is a cultural icon that represents the

identity and pride of Mexico. Although its origin dates back to pre-Hispanic times when people venerated the agave for its connection with the goddess Mayahuel, the history of tequila is a dance between two worlds, a fusion of traditions that gave rise to a unique drink.

According to Aztec mythology, Mayahuel was a young and beautiful goddess guarded by her grandmother. It is said that Quetzálcoatl, the feathered serpent god, convinced her to come down to earth and flee together in love. However, their happiness was short-lived when they realized that Mayahuel's brothers were chasing them. The goddess, who had a magical plant in her possession, transformed herself and her lover into an agave so they could live their romance without fear.

In this way, the agave, as the source of aguamiel, became a symbol of life, fertility and connection with the divine. Native peoples used mead to create fermented drinks that they used in religious ceremonies and rituals.

With the arrival of the Spanish, this tradition was mixed with European distillation techniques, creating tequila as we know it today. Since then, its production has been perfected and regulated, giving rise to a designation of origin that protects the quality and legacy of this drink.

Jalisco's legacy for the world

This distillate has conquered palates around the world, but it has its origin and heart in one place: the state of Jalisco, Mexico. Beyond the mythology surrounding its birth, tequila has become a cultural and economic symbol of vital importance for the region.

Its production is strictly regulated, which guarantees the quality and authenticity of the product. Only five Jalisco municipalities (Tequila, Amatitán, El Arenal, Teuchitlán and Magdalena) have authorization to make this drink.

The production process is complex and artisanal. It begins with the selection and harvesting of the blue agave, a plant that takes between 6 and 12 years to mature.



The agaves are then cooked in stone ovens or autoclaves to extract their sugars. The resulting juice is fermented and distilled two or three times to obtain a pure alcohol. Finally, the tequila is aged in French or American oak barrels for a period that can vary from a few months to several years.

Its production supports thousands of families in Jalisco and generates significant income for the region. According to a Statista report, in 2023 alone Mexico produced 598.7 million liters of this drink.

Today, tequila is enjoyed in various forms: alone, with salt and lemon, in cocktails or as an ingredient in haute cuisine.

Its versatility and unique flavor have made it one of the most popular drinks in the world.

“Tequila is one of the most beautiful things. It has many nuances and peculiarities, it can be floral, woody or it can have a fresh touch. Even a sommelier, if you don't tell him what it is tequila, can confuse him. I consider it to be one of the most difficult drinks to mix,” shares mixologist and bartender Oscar Becerra, who with more than 20 years of experience, has found a great passion for this distillate.

Tequila, in its purest essence, is classified into two main categories: mixed tequila and 100% agave tequila. Mixed tequila contains at least 51% blue agave and may include other sugars. On the other hand, 100% agave tequila is made exclusively with blue agave, which gives it a more complex and distinctive flavor and aroma.

In addition, we can find five main types of 100% agave tequila, which are distinguished by their aging time in oak barrels:

Blanco: also known as silver tequila, this distillate that is aged for less than two months, has a fresh and herbal flavor, ideal for margaritas, cocktails or to enjoy alone.



- **Joven or gold:** it is aged for up to one year. Its golden color is obtained by the addition of natural caramel or colorants. Its flavor is smooth and balanced, with notes of agave, citrus and spices.

Reposado: Reposado tequila must be aged in oak barrels for at least two months, but no more than nine months. Its amber color and more complex flavor make it ideal to enjoy alone or with ice.

- **Añejo:** This tequila is aged for at least one year, but no more than three years. Its deep amber color and aged flavor make it a perfect option to enjoy alone or in more sophisticated cocktails.

Extra Añejo: Extra Añejo tequila is aged in oak barrels for at least three years. Its dark amber color and deep, complex flavor make it ideal for special occasions or for collectors.

“The [tequila] intake techniques are advancing as we also improve our palate, that is the reality. For example, the practice of tequila with lemon and salt was initially used with older tequila to neutralize flavors that were not so pleasant,” explains Becerra.



But he adds that tequila processes have been modernized: “now we have better tequilas, our palate has also been refined with culture. Even in gastronomy, we can now pair with much better things to be able to have more harmony with the product.”

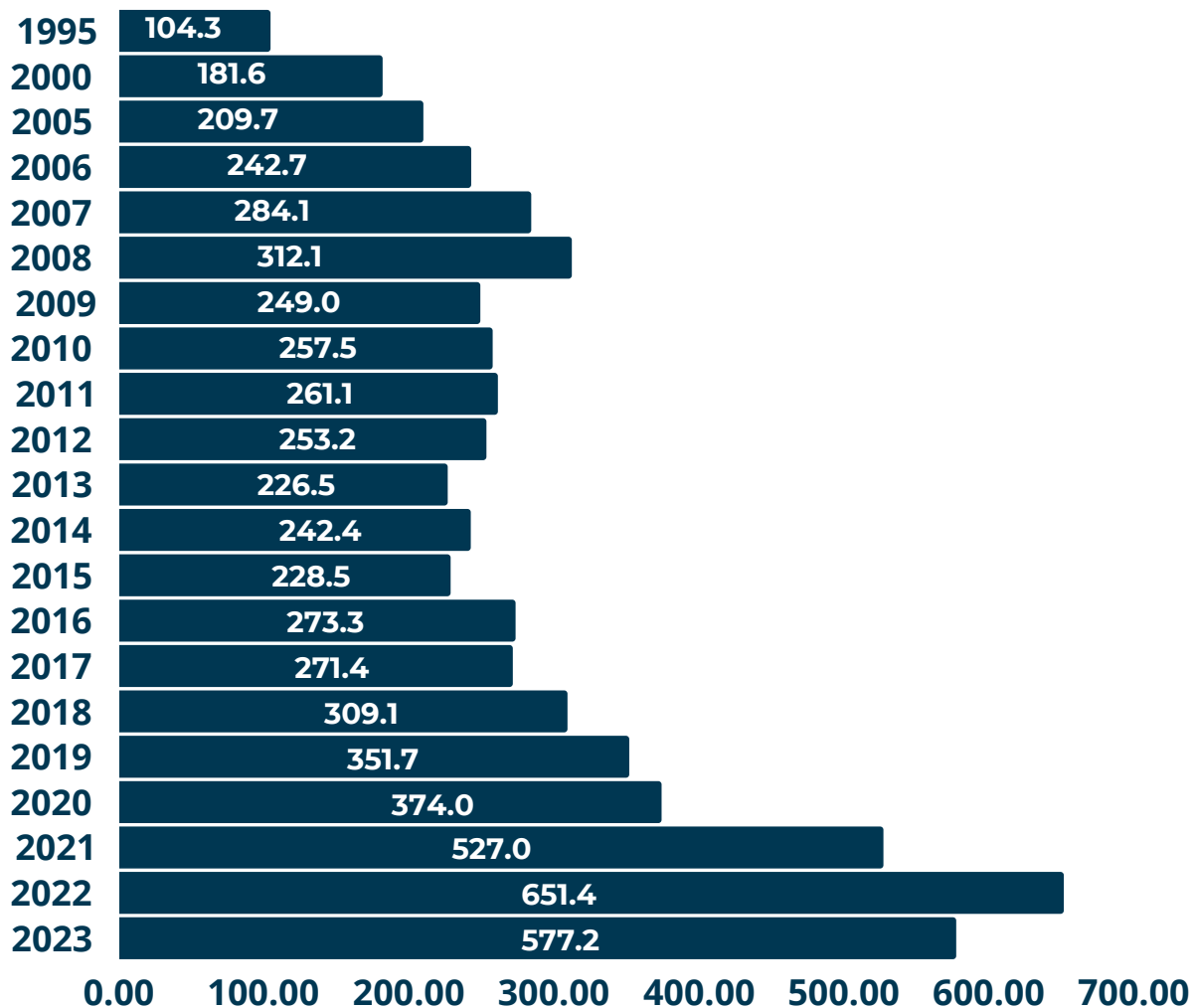
Tequila is more than just a drink, it is a symbol of identity, tradition and pride for Mexico. Its legacy continues to grow with every bottle produced and every sip enjoyed, carrying with it the essence and spirit of a unique land.

“Beyond production, agave, the fundamental base of tequila, is closely related to our past as Mexicans, because they are very strong plants and grow everywhere, even under stones,” concludes the mixologist.



TEQUILA PRODUCTION IN MEXICO FROM 1995 TO 2023 (IN MILLION LITERS)

In 2022, nearly 651 million liters of tequila were produced in Mexico, the highest volume recorded in the entire study period. Between 2000 and 2023, tequila production in the country increased by 120%.



Source: Statista



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NANOTECHNOLOGY OPENS NEW POSSIBILITIES FOR AIR DECONTAMINATION

Photio's innovative technology manages to imitate the photosynthesis process to degrade polluting gases.

Written by: Esperanza Aguilera

A

ir pollution is a major environmental problem that affects the health of people, ecosystems and the planet in general.

general. According to the World Health Organization (WHO), 99% of the world's population breathes polluted air, which leads to cardiovascular diseases, strokes and lung problems.

Among the main causes of this pollution is the emission of harmful gases by industries, transportation and the burning of fossil fuels. According to a Greenpeace report, this last activity causes around 4.5 million deaths annually worldwide. Additionally, the automotive industry contributes 36.8 billion tons of CO₂ per year.



Various strategies have emerged in the search to counteract this problem. Planting trees, for example, has been a natural alternative with great potential, but it is not as simple as it seems. While it is true that trees act as "air filters" by absorbing carbon dioxide and releasing oxygen, large-scale reforestation requires considerable time and resources.

Given this, Photio emerges as an innovative alternative to combat air pollution. This technology uses nanoparticles that, when integrated into construction materials such as paint, concrete or asphalt, activate a photochemical process that imitates photosynthesis.

Through this process, Photio captures and degrades polluting gases such as carbon dioxide, carbon monoxide and nitrogen oxides, transforming them into inert and non-harmful substances for the environment.

"We always say that it works like a tree because it is a very useful equivalence to be able to show what the product generates, but it is quite far from being photosynthesis. The Photio reaction is chemical. The additive uses catalysts that, when interacting with a light source, whether natural or artificial, accelerate a reaction that degrades polluting gases in the air" explains Matías Moya, CEO and co-founder of Photio.



Implementing this additive on a large scale has the potential to transform cities and communities, creating environments with cleaner, healthier air. Its ability to efficiently capture and degrade pollutants, in addition to its versatility and durability, make it a sustainable tool to combat air pollution and move towards a more sustainable future.

"Photio is not a replacement for the tree, the tree is simply a metric that helps us bring technology closer to people, but Photio does not have the same functionality at an environmental level. One square meter of a surface with Photio has the same decontaminating potential as two trees, but it is just that. It does not compare with the ability to generate oxygen or shade, nor all the other benefits that the tree generates," adds Moya.

Currently, Photio has focused on working with paints and construction materials, which has led them to work with different real estate and construction companies in Mexico, Chile, Peru, Argentina, Colombia, among others.

They have collaborated in various initiatives. Together with VíasChile, they painted more than 3,200 square meters of side walls of the Central Highway in the Metropolitan Region. In addition, more than 1,600 square meters were intervened in facilities of the Bupa clinic network, thus contributing to air decontamination.



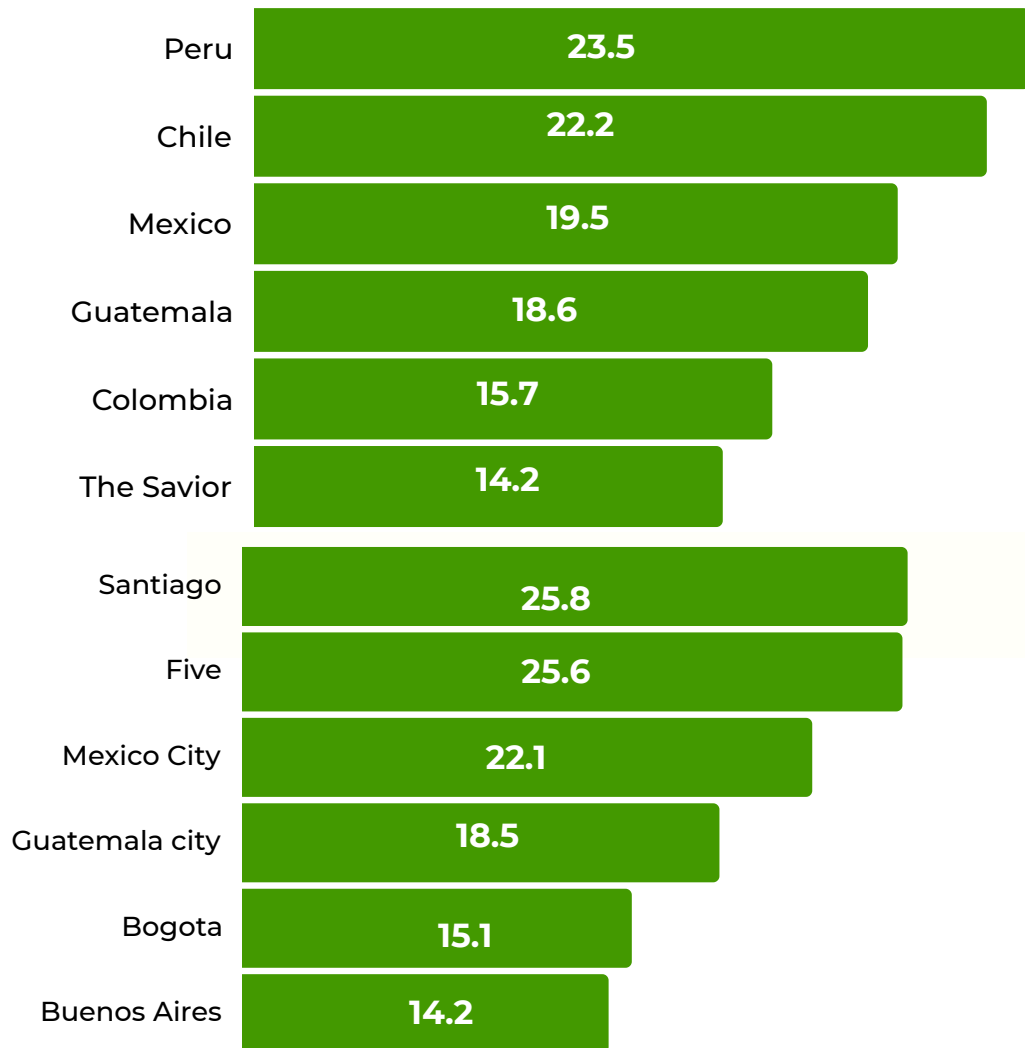
“We focus on working with construction materials mainly because we need exposed area for the chemical process, and what better than having a building, a road or any type of solid infrastructure as an element that can generate some type of positive impact on the environment ”, comments the CEO.

This technology is constantly evolving, with improvements in its efficiency and development. Applications in textiles, furniture and other materials are also being explored, further expanding its potential to positively impact our environment.



AIR POLLUTION IN LATIN AMERICA

Countries and capital cities in Latin America with the highest concentration of particles in the air in 2022*



Source: The World Bank
Fuente: The Global Economy

PLANETA
EN VERDE

THE AGRICULTURE OF THE FUTURE IS COMMITTED TO WATER MANAGEMENT AND ENVIRONMENTAL SUSTAINABILITY

During Agrofest 2024, in Peru, agricultural entrepreneurs spoke about sector trends, improvements and innovation.

Written by: Estefani Rodriguez

The Agrofest fair, in Peru, is an event on modern agriculture that annually brings together the most important actors of the sector worldwide. Topics such as drip irrigation technology, regenerative agriculture and biological contamination in food factories were some of the

topics that were addressed during the event and that will set a trend during 2024.

Among the challenges that agriculture faces today, water management in the agricultural sector has several critical dimensions, ranging from optimizing the use of the resource to environmental protection and adaptation to climate change.



“Water is life and without water there is no economic development. We have to save water and treat it, and to do that we have to do it with the appropriate technology,” says Diego Szeinberg, general manager of Relix Water in Peru.

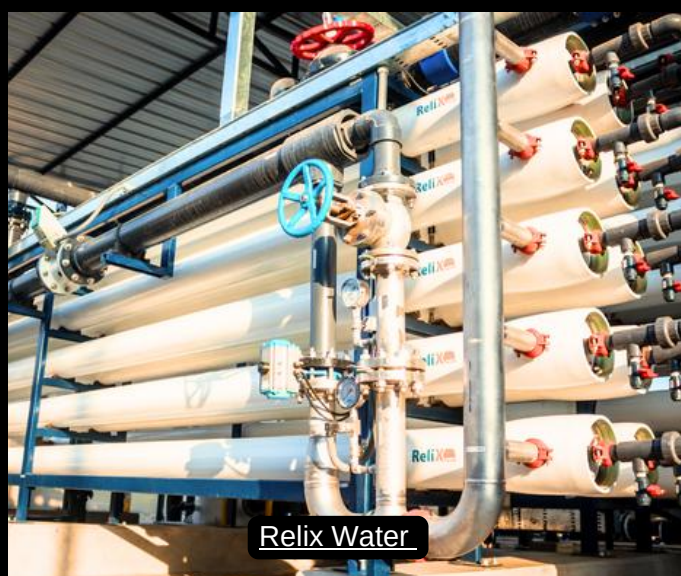
In this regard, drip irrigation technology stands out as the best innovative and efficient technique. It consists of applying water directly to the root zone of the plants through a network of pipes, valves and emitters, allowing a uniform and controlled distribution of water.

“This technology was invented in Israel many years ago. Watering outside the plant area, far from wasting water, brings the impact of diseases, fungi and bacteria. On the other hand, drip irrigation reaches a water use efficiency of 90%,” says Szeinberg.

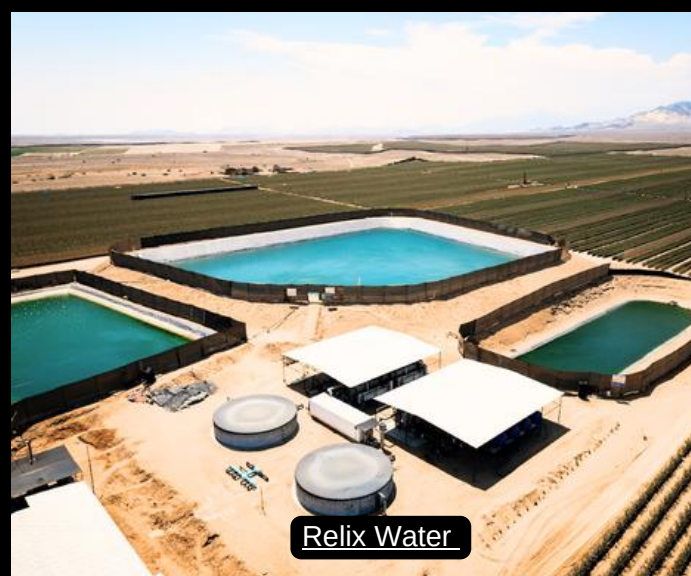


Diego Szeinberg, general manager of Relix Water in Peru

On the other hand, agriculture is one of the human activities that impacts the environment the most, contributing to deforestation, loss of biodiversity and climate change. Implementing sustainable agricultural practices, such as crop rotation, the use of biofertilizers, and integrated pest management, can reduce these negative impacts.



Relix Water



Relix Water

“Peru already has a proposal and protocol for organic agriculture that is sustainable, sustainable and permanent. The country has to understand that the world has already changed, and that the consumer no longer wants more chemical inputs. If we do not find answers, we are going to die as farmers and as producers,” says Jorge Raygada, president of Perú Justo y Orgánico.

Regenerative agriculture is a model that seeks to restore the health of agricultural ecosystems and increase resilience to climate events. “Natural resources are what give life to plants, such as climate, water and soil. We cannot control the climate, but we can control the water and soil,” says Raygada.

After years of research, the members of Perú Justo y Orgánico have managed to demonstrate that the earth itself offers the conditions for the plant to grow, reproduce and produce.



Jorge Raygada, president of Perú Justo y Orgánico

“Therefore, we have discarded everything that is chemical fertilization and all other variables that affect not only the plant and the soil, but the general climate of the world,” guarantees the president of the association.

Another point to highlight is biological contamination in food factories, which represents a significant challenge for sustainable agriculture and food security. This type of contamination refers to the presence of pathogenic microorganisms such as bacteria, viruses, fungi and parasites, which can proliferate in inadequate hygienic conditions within food processing facilities.

To mitigate these risks, it is essential to implement strict health control measures and carry out constant monitoring. “It is microbiologically proven that the use of water with detergent reduces 80% of the microbial load, giving way to the action of the disinfectant, which will have the task of working only 20%; “This way we have the ability to work at 100%,” says Jenny Johanna Rojas, senior commercial director of food processes at Spartan Perú.

In this way, we contribute to better agriculture by ensuring that agricultural products reach the market in optimal conditions, free of biological contaminants. “The cleaning frequency should be daily, especially the equipment that has direct contact with the food, such as the cylindrical brushes, the belts, the baskets themselves and all those areas where the fruit passes,” Rojas recommends.

Approaching agriculture from various angles is crucial to face the challenges of the 21st century. Furthermore, investing in more sustainable agriculture, efficient and resilient



ensures the food supply for future generations, and also contributes to more equitable economic and social development, while protecting the environment.



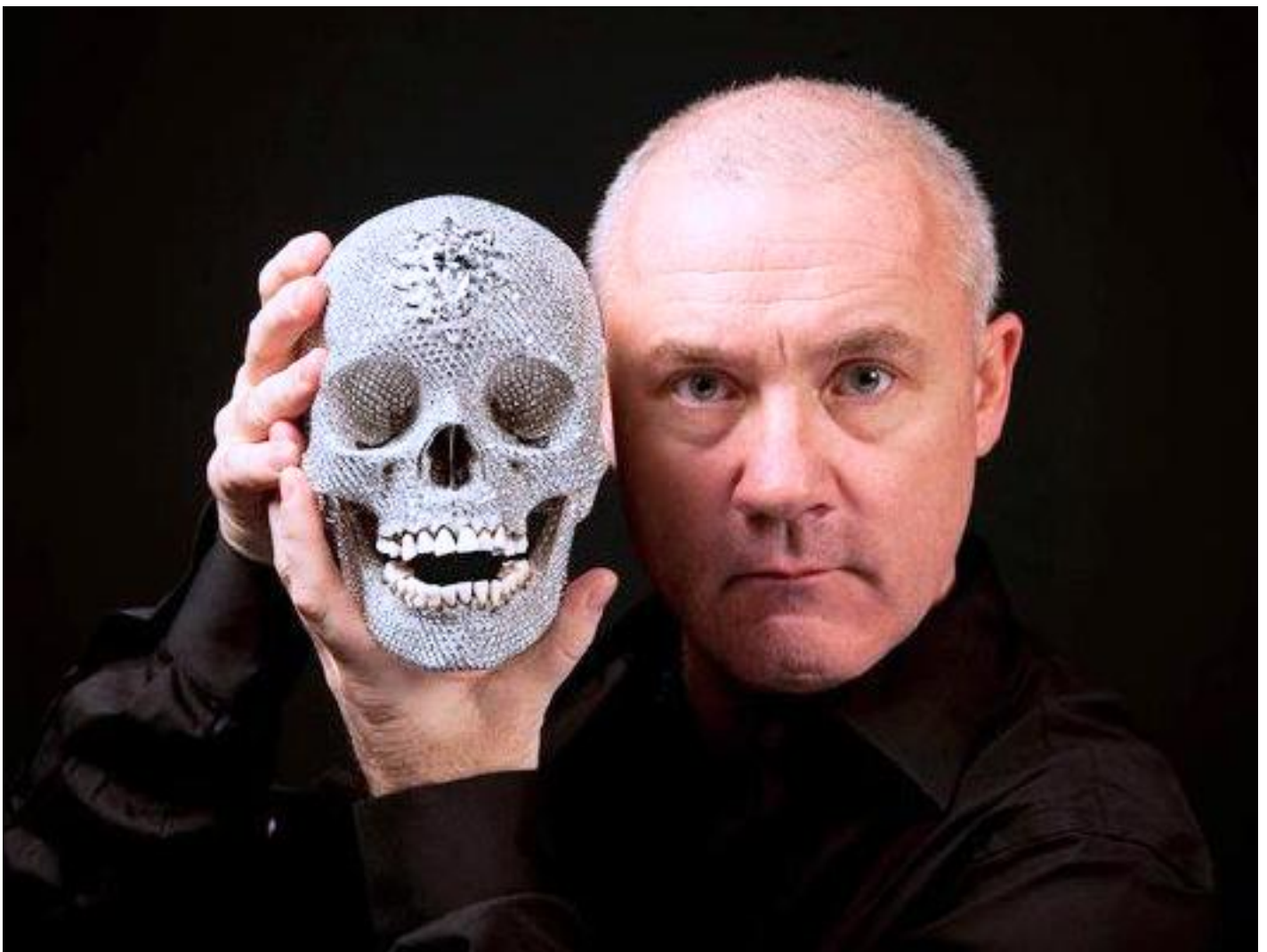


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SUSTAINABLE BEAUTY

A DANCE BETWEEN THE ETERNAL AND THE FINITE IN THE DAMIAN HIRST EXHIBITION

Written by: Esperanza Aguilera



The controversial artist comes to the Jumex Museum to challenge the conventions of art by exploring death, horror and beauty.

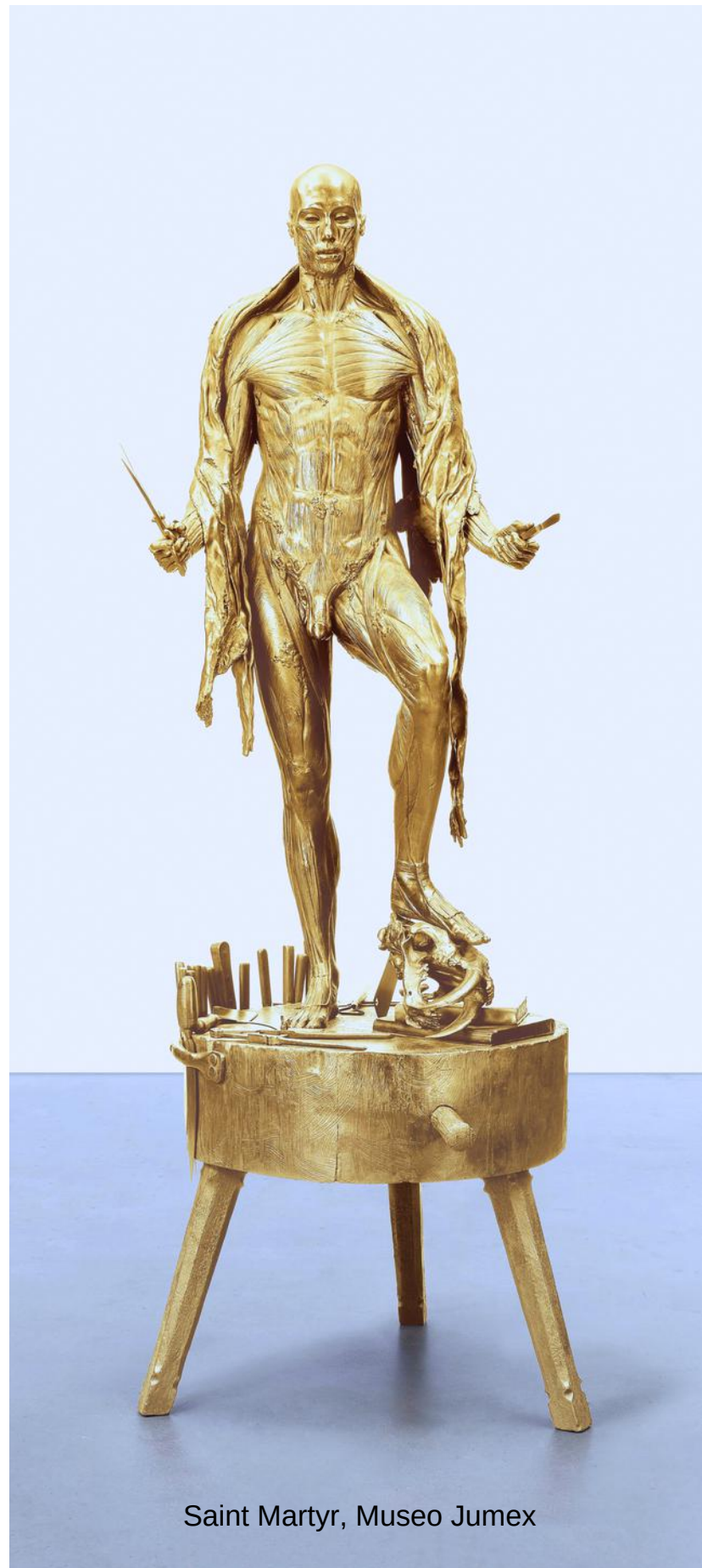
Live forever (for a moment), this paradox that contains the longing for eternity that faces the raw

reality of death, is the name and main theme of the exhibition by the English artist Damien Hirst, at El Museo Jumex in Mexico City.

It is a retrospective of the artist's career where beauty and horror are intertwined in a deep reflection on life, death and transcendence. The exhibition, which marks the first time that Hirst's work has been presented in a Latin American museum, is the centerpiece of the Jumex's tenth anniversary celebration.

Damien Hirst has built a career that has scandalized the world since the 1980s. His work, loaded with provocation and symbolism, explores the limits of the beautiful and the macabre, the sacred and the profane. The artist achieved fame for using animals preserved in formaldehyde for his works, challenging traditional notions of aesthetics in a game of chance and creativity, which questions the artistic process itself.

The exhibition offers a complete tour of his career, covering works from 1986 to 2019, and including some of his most iconic series such as "Medicine Cabinets", "Natural History", "Spin Paintings" and "Cherry Blossoms".



Saint Martyr, Museo Jumex

“The most present theme in the work, as the title of the exhibition suggests, is our relationship with death, a universal and unforgettable fact. The artist explores it from the point of view of religion, science, medicine, art, museums and economics. All of these are cultural systems that look for ways to make sense of or explain the reality of death and the value in life,” explains Kit Hammonds, curator of the Jumex Museum.



Museo Jumex

However, upon arriving in Mexico, Hirst's work has generated a unique dialogue with the culture, allowing a reinterpretation of his pieces. As is known, in the country death is not a taboo subject, but rather it is celebrated as a natural part of life and a symbol of transcendence. This vision has impacted the perception of the exhibition, adding a new layer of meaning to the provocative creations, says Hammonds.



Museo Jumex



Museo Jumex

Among the most important pieces are sculptures of animals such as a 1.2 meter long tiger shark, and paintings of mutilated butterflies. These works, which play with beauty and horror, are a dance between the fragility of existence and the wonder of nature.

Furthermore, **“there is a lot of black humor in the works. Many times the titles of the works play with what you see and change the perspective of the work or open new possibilities for its reading,”** he mentions.

the curator, encouraging visitors to appreciate these small details that change the interpretation of each piece.

Living forever (for a moment) is an experience that does not leave you indifferent. It is an invitation to reflect on our own beliefs and values in the face of the inevitability of death. It is also a journey through the mind of an artist who has transformed art into a mirror, reflecting the darkest and lightest aspects of human nature.





6 TRENDS IN BUSINESS TRAVEL TO CREATE EXPERIENCES

The hotel industry adapts to a new profile of corporate traveler.

Written by: Esperanza Aguilera

From digitalization to increasing attention to personal well-being, the business travel landscape is changing significantly. It is no longer simply about fulfilling work obligations, but about creating more balanced and enriching experiences.

Historically, business travel has been essential to attend meetings, conferences, and visits to clients or suppliers. However, today these movements seek to devirtualize commercial relationships, allowing for more effective interaction. Here we present 6 trends:

1. Digital transformation

Technological advances are redefining the traveler experience. The implementation of artificial intelligence, contactless technology and IoT-based solutions have improved the efficiency and personalization of rooms. From simplifying reservations to personalizing in-room services, digitalization offers a more comfortable and adapted experience.



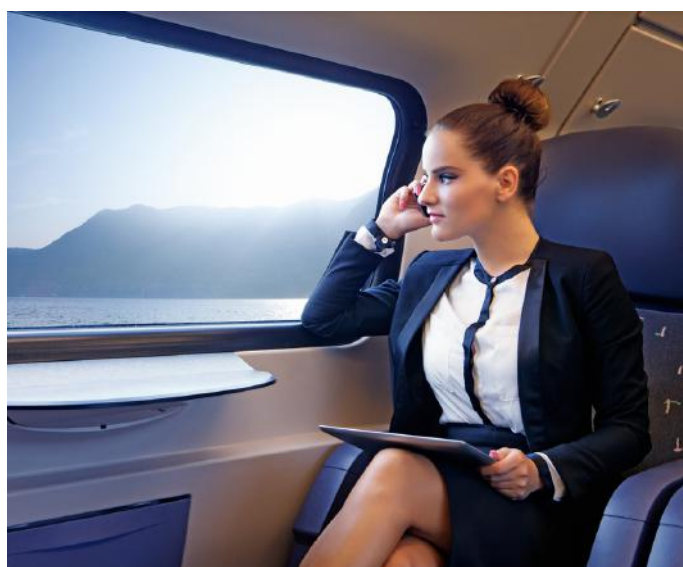
2. Focus on traveler well-being

Work-life balance has become a priority. Hotels are responding with amenities that promote wellness, such as gyms, spas, relaxation areas and healthy food options. Sleep quality and stress reduction are also important focuses for business travelers.



3. Sustainability and corporate responsibility

Environmental awareness is influencing corporate travel policies. Companies are choosing sustainable suppliers and promoting responsible tourism practices among their employees. This includes taking advantage of free time to learn more about destinations and participate in ecological activities.





5. Bleisure trips

The combination of business and leisure, known as bleisure, is booming. Travelers seek to extend their stays to enjoy recreational and tourist activities. This trend reflects the importance of balancing work with pleasure.

4. Flexibility and remote work

The pandemic has accelerated the adoption of remote work, allowing employees to combine corporate travel with periods of flexible work. Hotels that offer amenities for work, such as high-quality Internet and adapted spaces, are increasingly in demand.



6. Personalization and customer experience

Business travelers expect personalized services that fit their individual preferences. Collecting data through technology allows hotels to anticipate guest needs and offer a more tailored and satisfying experience.

Understanding and adapting to emerging trends can provide a competitive advantage for establishments seeking to attract this specific clientele. On the other hand, business trips become a combination of efficiency, balance and personal enrichment, where each trip is an opportunity to grow and explore.



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