

# THE PUBLIC

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The contribution of AI in the tax system

## RIGHTS

The main threats of today's children

## EXHIBITION

Mexico celebrates the 60th anniversary of The Pink Panther

## INTERVIEW

**ALEJANDRA  
MARDONES**  
CEO OF ALTO LATAM





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Children represent the promise of a bright future, but one that depends largely on protecting and promoting their fundamental rights from the beginning. In this edition, we dive into the crucial discussion about children's rights, exploring how we can ensure their fulfillment in an ever-changing world.

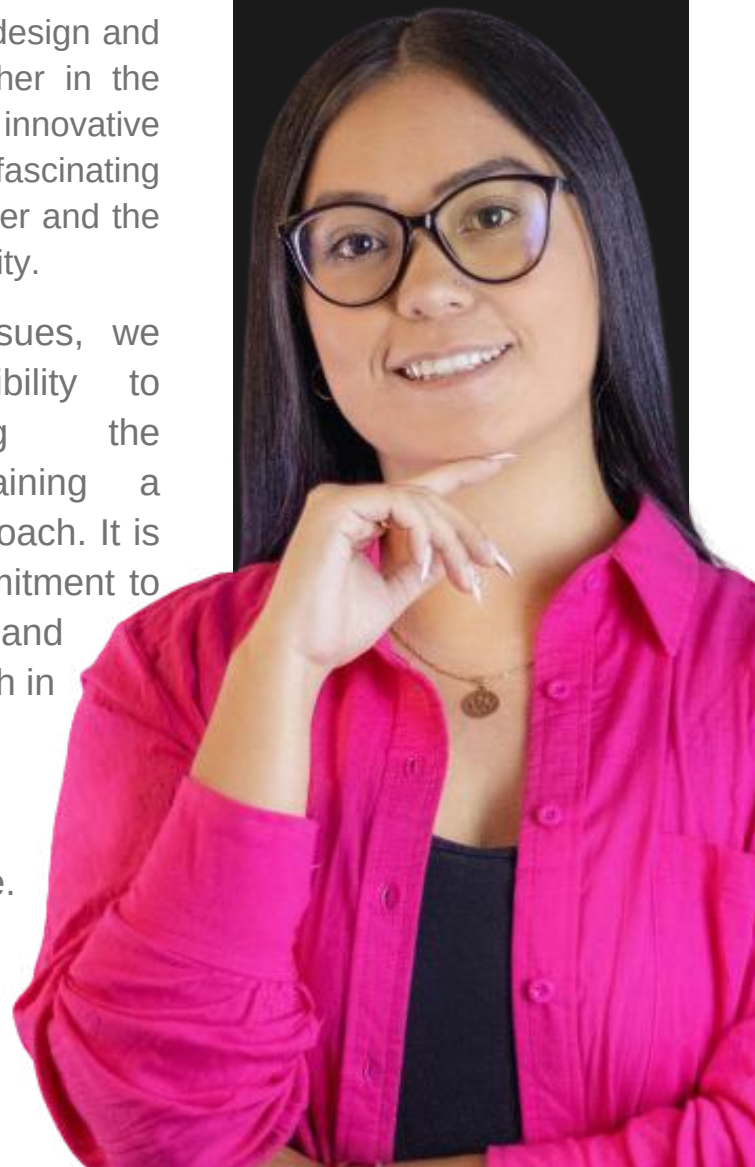
On the cover, Alejandra Mardones, CEO of ALTO Latam, gives us her vision on the importance of asset protection to reduce risks and losses throughout the business chain, since, today, it has become a constant challenge for companies.

As the development of new technologies advances, artificial intelligence is revolutionizing the tax system by offering innovative tools for tax management and compliance. Together with Alicia Chávez, financial partner and tax expert at Consultoría Asesores Senior, we analyze the contribution of AI in tax collection.

The MUMEDI Museum, in Mexico City, celebrates the 60th anniversary of The Pink Panther with a vibrant experience that combines design and creativity: "The Pink Panther in the Mexican RosaVerso", an innovative exhibition that achieves a fascinating fusion between the character and the rich Mexican cultural diversity.

In addressing these issues, we reaffirm our responsibility to continue highlighting the importance of maintaining a humane and ethical approach. It is clear to us that the commitment to the well-being of children and the use of innovation, both in the business and cultural spheres, are fundamental pillars to build a more solid and equitable future.

*Estefani R.*  
**GENERAL EDITOR**



# EDITORIAL





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# SMES INCREASINGLY ADOPT THE TREND OF CONVERSATIONAL COMMERCE

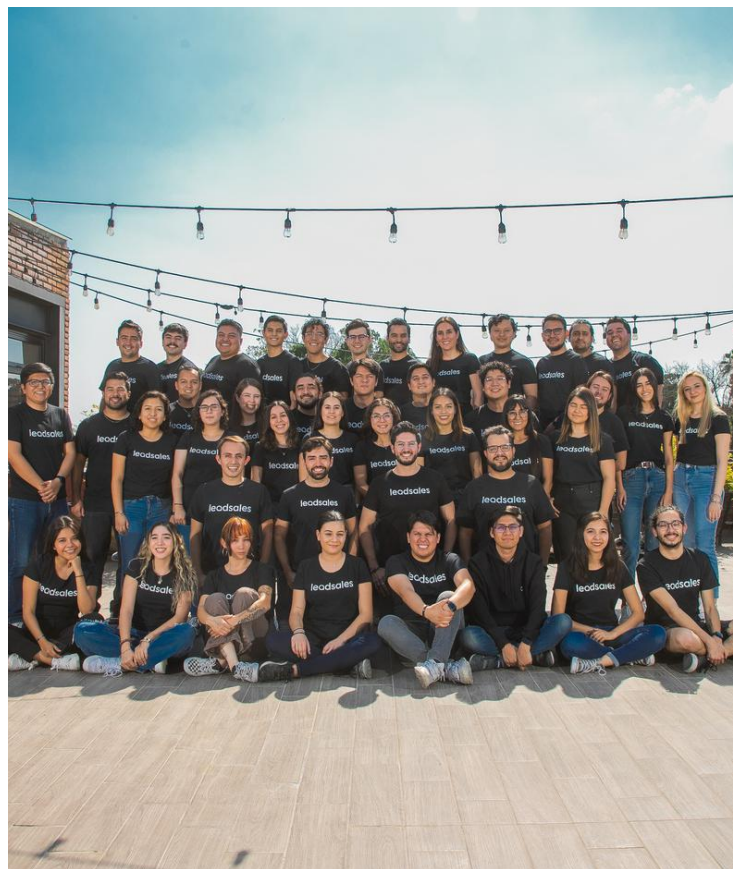
Written by: Estefani Rodriguez

**S**

mall and medium-sized businesses (SMEs), currently more than 60 million in Latin America alone, struggle

to stand out in a sea of fierce competition. In this context, customer service is one of the fundamental pillars to gain ground and stay in the consumer's mind. This is where the Customer Relationship Manager (CRM) comes into play, a technological solution that facilitates the management of interaction with customers.

But CRM is not simply a technological platform; It is a business philosophy that puts the customer at the center of all operations. It allows SMEs to manage the relationship and interaction with their potential consumers, which leads to greater personalization and the creation of solid and lasting relationships.



Leadsales, the CRM to manage WhatsApp, Facebook and Instagram messages, arises in response to the need to optimize interaction with customers.



**“The trend of conversational commerce refers to the fact that companies are increasingly using social networks for instant communication with the aim of selling; However, these platforms are made for communication but not for sales. So when there is an infinite list of messages that begin to accumulate, a CRM is needed to organize the contacts and conversations in a column, as if it were an excel”**

Roberto Peñacastro, CEO and co-founder of Leadsales.



**“We seek to optimize the time of salespeople and people in charge of clients, and that is why we have message programming, quick responses, automations, and something fundamental that we emphasize is decision-making based on data, and in our platform we offer an analytics module. With all this, sales can be tripled, thanks to the better monitoring that is given,” he explains.**

Additionally, CRM provides invaluable strategic insight. By collecting and analyzing data on customer behavior and preferences, companies can identify patterns, trends, and market opportunities. This information allows you to make informed decisions and design more effective marketing strategies, leading to an increase in sales and customer loyalty.



Another crucial aspect of CRM is its ability to improve collaboration within the company. Having a centralized repository of customer information for all departments, from sales and marketing to customer service, promotes smoother and more consistent communication across all touchpoints.

In the case of Facebook and Instagram, they are platforms that serve more to attract customers, and then direct them to a more personalized conversation. In this regard, Peñacastro

mentions: “We have a bot that responds and can filter customers. If you are really interested, it will tell you thank you for contacting us on social networks and will direct you to a WhatsApp. This is where we help companies filter contacts.”

In a business environment where customer loyalty is increasingly difficult to maintain, SMEs cannot afford to overlook the importance of a CRM system. It is not just a tool, but a strategic investment in the long-term success of the company.

## Leadsales in data:

- This year's goal is to reach 10,000 clients throughout Latin America; They currently have almost two thousand clients in 20 countries.
- They propose an annual turnover of 10 million dollars.
- They were included in the “30 business promises of 2024” by Forbes magazine.



# 4 BENEFITS OF USING A SYSTEM

# CRM

IN YOUR  
BUSINESS



## 1 STRENGTHENING THE CLIENT-COMPANY RELATIONSHIP

Personalize communications, promoting customer loyalty and satisfaction.

## 2 PRODUCTIVITY OPTIMIZATION

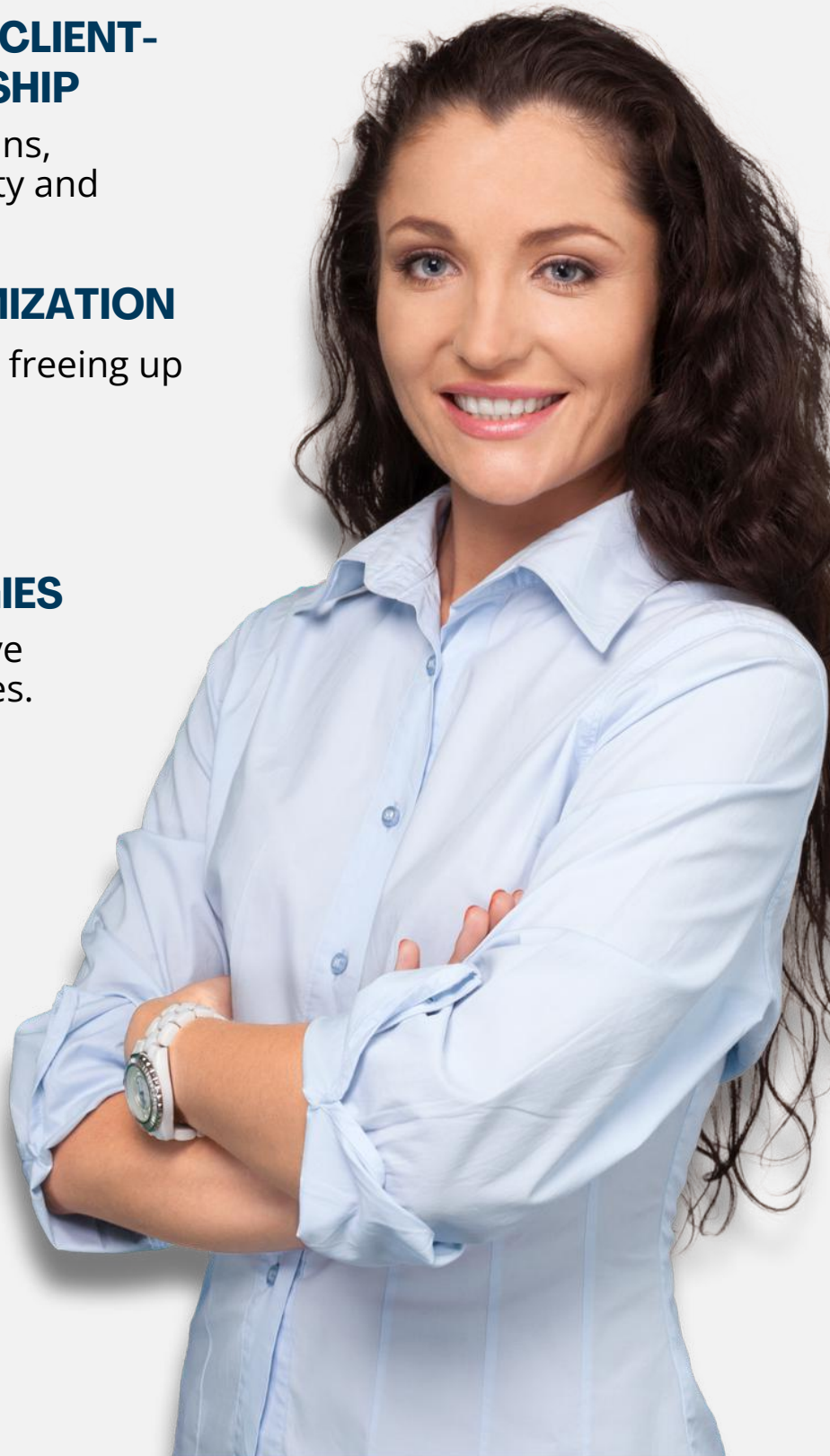
Automate repetitive tasks, freeing up time for other activities.

## 3 IMPROVE SALES AND MARKETING STRATEGIES

Use data to design effective campaigns, increasing sales.

## 4 MORE ACCURATE ANALYSIS

CRM systems provide advanced analytical tools for informed decisions about products, channels and customers.



# ONLY 26% OF BOARD MEMBERS ARE WOMEN IN LATIN AMERICA

Female representation on boards of directors reveals significant imbalances, but at the same time areas of opportunity to promote inclusion.

*Written by: Estefani Rodriguez*

**D**espite the challenges, 60% of women consider the company's reputation to be the most important factor when deciding to join a directory. This suggests that companies that prioritize gender diversity on their boards of directors can attract female talent and improve their corporate image in the market.

Data collected by the recruiting firm Page Executive indicates that in Latin America only 26% of board members are women, which shows a significant imbalance in corporate decision-making, but at the same time an area of opportunity. to promote inclusion and gender equity in this strategic area.

Regarding the role of boards of directors in promoting sustainability, opinions vary.



Elizabeth Paullada, Managing Director and Michael Page.



53% of women consider that developing and defining sustainability strategies for the organization is essential, while 43% highlight the importance of evaluating environmental, social and governance risks and supervising their management.

39% believe that it is crucial to ensure transparency in the disclosure of sustainability information, and 21% highlight the importance of establishing evaluation and compensation criteria in relation to sustainability performance.

In Mexico, in particular, the situation presents additional challenges. With only 19% of board members being women, the country is among those with the lowest percentage of female representation in the region. Additionally, 33% of women believe there is no diversity in management, underscoring the need to address this gap.

While companies are required to disclose the composition of their boards, there are no specific provisions establishing gender quotas. Instead, compositional goals are promoted to encourage greater diversity.

Likewise, there is a growing interest in sustainability. 62% of leaders in Latin America highlight the need to have knowledge about ESG (Environment, Society and Corporate Governance) to be part of management boards and 45% highlight the importance of having skills in risk management.

**“Gender diversity on boards of directors is not only a matter of equity, but also of business effectiveness and competitiveness in the global market. It is essential that companies and governments work together to implement concrete policies and measures that promote greater inclusion and gender equity in corporate decision-making,”** comments Elizabeth Paullada, Managing Director at Michael Page.

**With significant challenges, there is growing momentum toward promoting diversity and gender equity at all levels of business leadership. Of course, addressing these issues is a fundamental strategy for the long-term success and sustainability of organizations in the region.**



# ALICIA CHÁVEZ: “ARTIFICIAL INTELLIGENCE WILL BE THE RIGHT HAND OF THE TAX AUTHORITIES”

Under the lens of AI, the tax system is preparing for an unprecedented transformation, from process automation to fraud detection.

*Written by: Estefani Rodriguez*

**A**

s the development of artificial intelligence (AI) advances, this technology has become increasingly prominent in various spheres of

society. One of the areas where AI is proving its worth is in the tax field, in order to improve efficiency, accuracy and transparency in tax collection.

The implementation of this tool in the tax system offers a series of significant benefits. As a main point, it allows faster and more accurate processing of large volumes of data. AI algorithms can analyze financial information more quickly and thoroughly than traditional methods, leading to more effective detection of potential irregularities or tax evasion.



**“Today, with artificial intelligence applied in the field of taxes, it will be possible to make reviews almost in real time and have much more precise control, which reduces workloads for tax authorities. On our side, the delivery of information also becomes much more dynamic, since it is no longer so manual and that makes it easier for us to avoid errors.”**

Alicia Chávez, financial and tax partner at Senior Advisor Consulting.



Another important aspect is the improvement in the taxpayer experience. AI-based systems can automate processes such as filing tax returns and responding to queries, making compliance with tax obligations simpler and faster.



“Here in Mexico there are electronic signatures, which can now be renewed through AI. During the pandemic, many updates of this famous signature, which all taxpayers have, expired and since we could not go to the offices of the tax authorities, the renewals began to be done through a recording of the person (face and voice). so that they can be identified and thus avoid going in person,” explains the specialist.

However, the use of AI also comes with challenges and concerns. One of the main challenges is to ensure the privacy and security of tax data, especially in a context where the collection and analysis of large amounts of personal data can raise concerns about the protection of confidential information.



“Security still needs to be strengthened, since now even a person's voice can be matched. For this, there is a fairly large budget for this year called the Master Plan in Mexico, which is focused only on artificial intelligence, precisely to put security locks so that there is no mismanagement by the firm,” he points out.

**In the future, it is expected that there will be a complete implementation of the entire tax system, with a platform that allows various services. In this regard, Alicia highlights: “There are still procedures that are done in person, but what is being sought is that everything can now be done even if you are in another place or country.”**

The integration of AI into the tax system represents a unique opportunity to improve tax collection. However, it is essential to address the challenges associated with its implementation, to ensure that the benefits of this technology are fully exploited for the benefit of society.

“Artificial intelligence will be the right hand of the tax authorities because it will allow them to have a much more useful tool and optimize processes that previously took a lot of time,” concludes the expert.



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# AQUAPONICS: A RESPONSE TO WATER SCARCITY IN AGRICULTURE

Being a recirculating system that integrates soilless cultivation and fish farming, it can reduce water consumption by up to 90% compared to traditional agriculture.

*Written by: Esperanza Aguilera*

**A**

griculture is a pillar that supports the world's diet, but demographic growth and the effects of climate change have led

This activity increases pressure on water resources, leading to significant food security challenges. Given this reality, it is imperative to look for new methods of food production that respond to the difficulties.

Currently, irrigated agriculture, which covers approximately 20% of the cultivated area globally, plays a crucial role by contributing 40% of total food production. However, 70% of the water extracted in the world is used in this practice, according to data from the World Bank.

In this scenario, aquaponics becomes a sustainable alternative



which integrates the production of hydroponic crops (cultures in water) and aquaculture (fish farming) in a symbiotic system. Fish waste provides ammonia that is converted by bacteria into nutrients for plants, while plants filter and purify water by absorbing it.

This continuous cycle creates a balanced and self-sufficient environment, without the need for additional chemical fertilizers, while increasing efficiency in the use of resources such as water.

According to the Food and Agriculture Organization of the United Nations (FAO), aquaponics can reduce water consumption by up to 90% when compared to irrigated agriculture. While a traditionally grown tomato requires 180 liters of water, in this system it requires only 35 liters.



However, in this type of crops there are plants that work better, explains Witiman Andrés Canacue, CEO of AFO Aquaponics: **“Leaf plants, such as lettuce, chard and spinach, tend to adapt better to aquaponics because they are smaller. and demand fewer nutrients. But plants with fruits such as tomatoes, peppers and cucumbers can also develop.”**

Likewise, Fernando Calleja, founding director of Acuaponía Verticaltiva, comments: **“Fish like tilapia, at least in Mexico, are better adapted to this system, as they are semitropical species. In colder environments, koi fish is usually used, and trout is even farmed in some areas.”**



In addition, aquaponics emerges as a great alternative to create self-consumption or communal economies, which not only addresses food scarcity, but also promotes autonomy and support for more vulnerable groups.

**“We are used to working with communities. We seek to generate an impact on farmers by teaching them new tools and cultivation techniques that improve production. You can produce 4 times more with aquaponics than traditional production,”** says Calleja.

While aquaponics can be very productive and economically profitable in the long term, one of the main obstacles is the high costs it still entails compared to conventional farming.



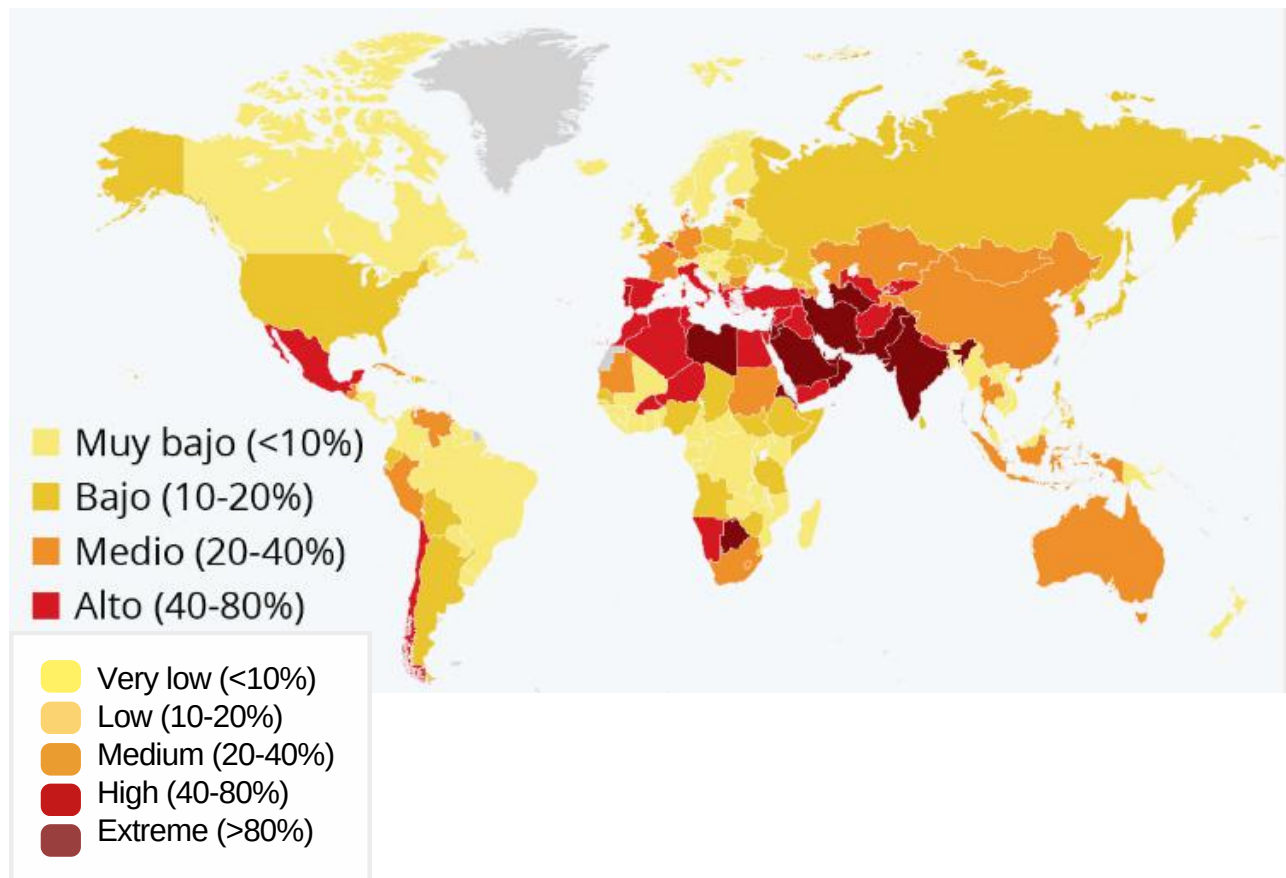
**“One of the great challenges is to ensure that at some point our aquaponic products are worth the same as a traditional agricultural product. For now, production costs are a little higher and although we have managed to have great acceptance within the organic market, the commercial barrier of competing on costs has not yet been overcome,”** says Canacue.

In a world increasingly affected by climate change, aquaculture can be key, because although it still faces challenges, it provides a sustainable response to water scarcity, and also opens new perspectives for food production by allowing food to be grown in more controlled terms. of nutrients and free of pesticides.



# WHICH COUNTRIES ARE MOST AT RISK OF RUNNING OUT OF WATER?

Level of vulnerability to water stress in the world\*



\* According to the proportion of water used annually with respect to the available supply.

Fuente: 2020 Ecological Threat Register

Source: Statista





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Trends in  
agribusiness



# ECOSYSTEM BENEFITS OF URBAN TREES

They promote urban biodiversity by providing habitat and food for various species.

Proximity to urban green areas improves physical and mental health.

They absorb up to 150 kg of CO<sub>2</sub>, contributing to the mitigation of climate change

The mature tree regulates the flow of water, helping to prevent flooding and reducing the risks of natural disasters.

They act as filters for urban pollutants and small particles.

In wooded landscaping, they increase the value of properties in the area

They reduce the need for air conditioning and heating.

# THE MAIN THREATS OF TODAY'S CHILDREN

School dropouts, malnutrition, lack of basic services, among others, emerge as serious obstacles for contemporary children.

*Written by: Leonardo Rodriguez*







**I**n the modern world, children's essential rights are being violated due to a series of challenges emerging and that are complex in nature. From the lack of access to education to the physical and mental repercussions derived from displacement, children are confronted with obstacles that compromise their well-being and comprehensive development.

On November 20, 1989, the United Nations General Assembly

The United Nations adopted the Convention on the Rights of the Child, a treaty that establishes the fundamental rights of children under 18 years of age in 54 articles. According to UNICEF, it is the most ratified treaty in history, with the obligation to comply with it in 196 states, and it has been crucial in addressing specific problems that affect children and adolescents.

However, in a world that is constantly changing, children face a number of challenges that can have a significant impact on their well-being and development. Next, we will analyze the main threats that children face in today's world, in line with the principles established in the Convention on the Rights of the Child.

## School dropout

School dropouts are a worrying problem that deprives children of their fundamental right to education, as established in article 28 of the Convention. This phenomenon entails a series of challenges, including an increased risk of unemployment, the possibility of involvement in criminal activities, among other problems.

According to UNICEF, more than 303 million children between the ages of 5 and 17 lack school enrollment worldwide. Furthermore, it highlights that in countries affected by conflict or disasters, 2 out of every 5 young people aged 15 to 17 have never completed primary school.

**“The reasons that lead to dropping out of school are varied, among these are neurodevelopmental disorders, lack of economic resources, teenage pregnancy and lack of motivation,”** details Regina Moromizato, founder of the Semilla Azul association.



## Malnutrition

Child malnutrition affects the right to health and adequate nutrition of children, as established in articles 24 and 27 of the Convention. Despite progress in the fight against malnutrition, millions of children around the world still suffer from the devastating consequences of malnutrition.

In 2022, according to the WHO, 149 million children under 5 years of age were stunted and 45 million were wasted. Likewise, it points out that malnutrition causes half of the deaths in this age group, especially in low- and middle-income countries.

The specialist in early childhood education indicates that: **“malnutrition can arise from the lack of knowledge and access to nutritious foods by families, which deprives children of essential nutrients, affecting their brain development and generating chronic health problems.”** .



## Lack of basic services

The lack of access to basic services, such as medical care, clean water and adequate housing, compromises the right of children to a standard of living adequate for their physical, mental, spiritual, moral and social development, as established in article 27 of the Convention.

According to UNICEF, approximately 2.2 billion individuals lack access to safe drinking water, while around 4.2 billion do not have access to safe sanitation services. Furthermore, in 2020, there were nearly 1.8 billion people without adequate shelter.

**“To reduce this lack, the prioritization of the right to access basic services must be legally established, which implies that the State is obliged to implement programs to build works and infrastructure in the most needy areas,”** says Martin Soto, legal specialist.



## Child abuse

Child abuse violates the fundamental rights of children to protection against all forms of violence, as set out in Article 19 of the Convention. This threat includes all forms of violence against children under 18 years of age, such as physical, sexual and emotional abuse inflicted by others.

UNICEF estimates that nearly 1 billion children suffered physical, sexual, emotional abuse or neglect in 2022 worldwide. Furthermore, since 2005, at least 120,000 children have been killed or maimed due to armed conflicts on every continent.

In this regard, Moromizato mentions that: **“Violent environments have a significant impact on children’s social behavior, which develops difficulties in establishing healthy relationships. Likewise, these environments can generate extreme anxiety or violent behavior in children.”**



## Displacement

Forced displacement, due to armed conflict, natural disasters or persecution, threatens children's right to protection and security, enshrined in article 22 of the Convention. This challenge poses significant risks that seriously undermine the well-being and development of infants.

UNHCR's annual Global Trends report highlights that the number of people displaced by conflict, violence, persecution and human rights violations reached 89.3 million in 2021. This represents an increase of 8% compared to the previous year.

**“Migrations generate stress in children, affecting their physical and mental health. This is due to poorly managed situations, with uncertainty, stress, lack of access to basic services and limited comfort in caring for children during displacement,” says the founder of Semilla Azul.**

Children today face a series of complex challenges that require an urgent response. It is essential to address these threats comprehensively, focusing on the well-being of minors. Through a commitment to protecting children and strengthening support systems, we can ensure a promising future for future generations.

### Figures to consider:

- The number of people without access to basic services is expected to increase to 3 billion by 2030 (UNICEF).
- By 2030, an 8% increase in young people aged 10 to 19 outside the school system is projected, exceeding 1.3 billion (UNICEF).
- US\$1.05 billion will be needed for child protection in armed conflict in 2024, rising to US\$1.37 billion in 2026 (Save The Children).



# “OUR CHILDREN, OUR MOST IMPORTANT PROJECT”

PROVIDE UNCONDITIONAL LOVE AND SUPPORT TO CULTIVATE A POSITIVE SELF-IMAGE FROM AN EARLY AGE. ENCOURAGE INDEPENDENCE BY PERFORMING SIMPLE TASKS ON THEIR OWN. CELEBRATE ACHIEVEMENTS AND ENCOURAGE PERSEVERANCE TO BUILD YOUR CONFIDENCE.

- 4. PROVIDE A SAFE ENVIRONMENT TO EXPLORE AND DEVELOP SKILLS.
- 5. PROMOTE OPEN COMMUNICATION TO EXPRESS EMOTIONS IN A HEALTHY WAY.
- 6. MODEL A POSITIVE AND RESILIENT ATTITUDE TO FACE CHALLENGES WITH OPTIMISM AND MANAGE STRESS EFFECTIVELY.

Prepared by: Pilar Astupiña, with information from:

Dr. Regina Moromizato I.  
Associate Professor of the Faculty of Education  
Pontifical Catholic University of Peru Founding Director of Semilla Azul



Exclusive interview

# **HIGH: “WE CREATE SAFER COMMUNITIES FOR PEOPLE’S PEACE OF MIND”**

**Joint work with  
the Mexican  
authorities and  
its  
methodology  
allow  
organizations  
to preserve  
their assets.**







*Written by: Pilar Astupiña*

**T**

he protection of assets, reduction of risks and losses in multiple sectors, has become a constant challenge for companies, which

They seek to protect their most valuable assets and at the same time help to form safer communities where their clients, collaborators and the general public can coexist in the best way.

Under this context, ALTO was born, a transnational that provides solutions to companies and organizations to make them safer and more profitable; and which, currently under the direction of Alejandra Mardones, CEO in Latin America, aims to change the face of crime in the countries where it is present.

**“ALTO was founded in Chile in 2005 with the perspective of a social initiative with the objective of reducing crimes in the retail industry, and thus generating a positive impact in that country. Little by little, this model was extended to different companies with the purpose of protecting their assets, reducing risks and losses, as well as creating safe spaces. To date we have more than 300 clients from different industries in five countries, Mexico, the United States, Chile, Colombia and Spain.”**

Alejandra Mardones, with training in Civil Engineering and collaborator of the company since 2008.



For more than 10 years in Mexico, ALTO has had great growth due to its service focused on legal crime management, process consulting and strategic communication, which aim to reduce operational risks that produce losses.

To date, more than 25 thousand points from various industries, including retail, e-commerce, shopping centers, automotive, cement, casino, chemical and cargo transportation, hold the ALTO seal, which has managed to position itself as symbol of safety, immediate response and search for restorative justice.

ALTO's methodology has allowed it to dismantle 70 gangs of shepherds,

an average of 60% recovery of merchandise, 95% sentencing power and a great capacity for judicialization in situations that were not viable to be addressed through a legal process.

Likewise, and as part of its strengths, technology has made an enormous difference in the reporting, attention and monitoring in real time of any anomaly or criminal act.

**“We incorporate the use of technology to protect physical assets (in facilities) and in motion (route), through its Alliance platform through which incidents can be reported in real time, on the website or by telephone, and thus obtain**



accompaniment until the arrival of the authorities,” says Alejandra Mardones. “For us, technology is an additional tool that allows us to be more efficient, make the integration of information more agile and facilitate communication with our clients because we do not sell them a platform or legal services: we offer them the reduction of their loss,” he points out.

In a sector headed mostly by men, Alejandra Mardones recognizes that it has been very interesting to witness how the role of women has changed in the field of crime prevention: “Along the way, women have been opening gaps and demonstrating that we can make decisions and implement protocols to prevent crimes and create spaces for more women to pursue a career in this field,” she says.



“It fills me with pride to lead this change within ALTO, where we know that women have sufficient preparation and character to lead teams. Today, more than 50% of the areas are headed by women and not because they meet a gender quota, but because in the workplace, in hearings, in confrontations, before authorities and giving results, their professional growth has been sustained while respecting their personal life”.

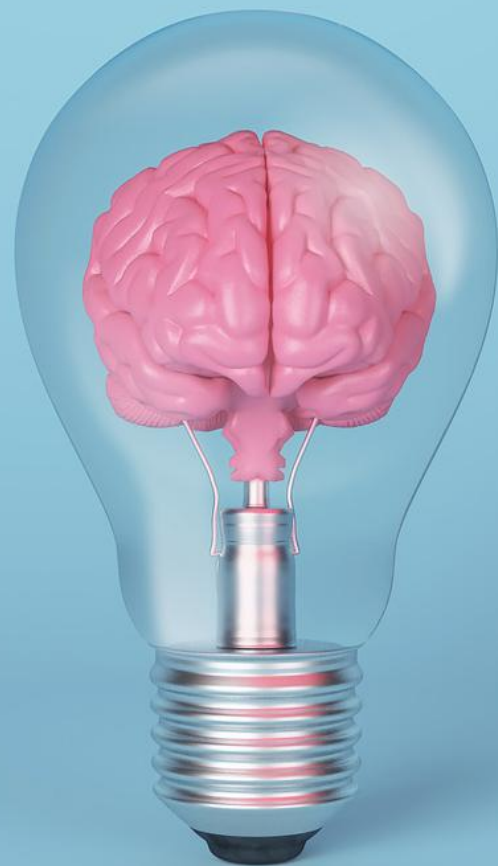
In Mexico, the company has managed to position itself in the retail sector; However, in the next five years, its strategy will be focused on consolidation in the logistics, manufacturing, consumer and automotive industries. Alternatively, its methodology will continue to focus on deterrence to prevent criminal acts from being committed, and even reduce the possibility of recidivism.

“In addition, we will continue to forge strategic alliances to advance our purpose as a company: together create safer communities where people are calmer, feel safe when going to work, for fun or shopping. We are working to make it happen, but we also depend on the rest of the elements of the process working, but we are sure that we will continue to collaborate successfully with authorities, clients and, especially, with the people,” he concludes.

# MARKETING & ADVERTISING

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Brand &  
Media Director  
de Kantar México

**PEDRO LÓPEZ**



# DIGITAL X-RAY: MEXICAN WOMEN AND THEIR CONSUMPTION IN THE ONLINE WORLD

An in-depth analysis reveals the digital habits of women in Mexico, their advertising preferences and how their media consumption patterns have changed.

*Written by: Estefani Rodriguez*

**I**n the post-pandemic era, digital consumption habits have undergone notable transformations. A recent study of the behavior of Mexican women in the digital sphere, prepared by Kantar, a leading global data, insights and consulting company, revealed a fascinating panorama of their media consumption and their relationship with online advertising.

Mexican women show great activity in the online world, with a significant percentage dedicated to various activities. From consuming stories on social networks to making virtual purchases, their presence in the digital ecosystem is notable.

In this regard, Kantar mentions that during 2023, 88% of Mexican women consume stories



on social networks, while 87% dedicate their time to online video, 84% go to streaming and, thanks to the wide variety of categories in e-commerce, 82% buy online.

**“Social media plays a very important role, at least for women. Stories on social networks are the main medium, and 9 out of 10 women are practically consuming advertising through stories. Likewise, digital video has become an important medium, and not only what can be found on networks but also on entertainment channels.”**

Pedro López, Brand & Media Director of Kantar Mexico.



A key aspect is their preference for non-intrusive forms of advertising, such as product placement (88%) and influencer-generated content (79%). This indicates a trend towards more subtle and organic forms of advertising instead of traditional ads.

“If marketing teams want to influence Mexican society more quickly, they have to know that women are the main consumers of innovations and also the most receptive to advertising. They like to receive ads through these media, and unlike men, the less intrusive and influencer content becomes very relevant to them,” she points out.

In terms of platform preference for viewing advertising, Instagram leads the way with 37%, closely followed by Facebook (35%) and TikTok (34%). This reflects the diversity of platforms that women use and where they are exposed to advertising messages.

Within the media, there are some that Mexican women now consume more and more compared to previous years. The point of sale grew from 64% to 76%, while podcast consumption also grew by 9 points to 64%.

In relation to this, López declares: **“Podcasts are the innovation of radio, and now they are becoming relevant in terms of the consumption of this type of content. According to the study, women increasingly consume podcasts, but it is still not a medium that brands are taking advantage of heavily to introduce advertising or to send their message to consumers.”**

The high participation of Mexican women on online platforms and their preference for more subtle forms of advertising present challenges and opportunities for brands seeking to connect with this market segment. Adapting to these trends and understanding the complexity of their digital behavior will be crucial to any effective marketing strategy in the future.



**“Companies must have short and long-term campaigns within digital contexts for better brand construction. In 2024 and in years to come, omnichannel experiences, that is, complementing the digital with the physical, become a crucial factor to govern more successful campaigns,”** recommends the executive.





# CRISTIAN BERNARDINI: “TO ILLUSTRATE IN LITERATURE IS TO REINTERPRET EACH STORY”

The work of illustration involves transforming each story into a unique visual experience, which enriches the literary narrative with creativity.

*Written by: Esperanza Aguilera*

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rom ancient manuscripts to the present day, illustration has marked an extraordinary journey, transcending eras and cultures.

In books, it has merged with words, becoming

into an inseparable element that enriches the narrative, crossing linguistic barriers and connecting readers with stories and emotions in an impactful way.

The origin of illustration dates back to the first vestiges of human expression, where paintings



Rock paintings in ancestral caves reveal the innate need of human beings to represent their environment and their experiences through the visual.

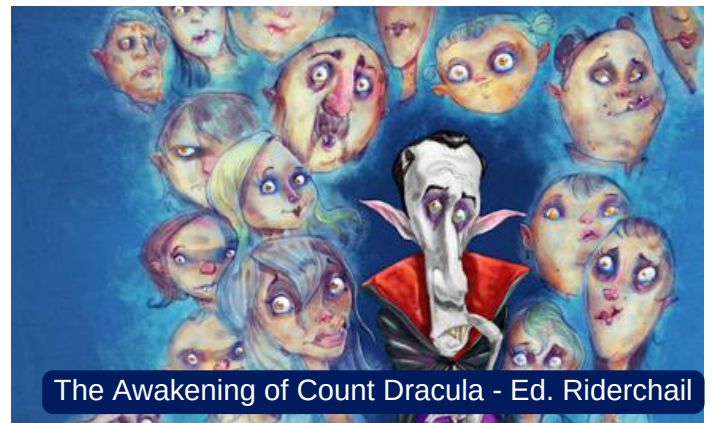
In ancient times, the presence of handmade images in manuscripts revealed the importance given to them to transmit knowledge, which ended up being consolidated in the 15th century with the arrival of the printing press.

Finding in this art not only a means of beautification, but an essential tool to enrich communication.

Today, creativity, talent and technology have positioned illustration as an invaluable form of expression that transcends the limits of the imagination. Thus creating a synergy between visual art and the written word in the construction of imaginary worlds.



Editorial Santillana



The Awakening of Count Dracula - Ed. Riderchail



Pinocchio - Editorial AZ



Tapa Editorial Letra Impresa



Through illustration, books come to life in a unique way. The images not only complement the story; Every illustration is a narrative that can add depth to the work, enriching the reading experience.

The artistic styles, color palettes and techniques used by illustrators can significantly influence the perception of the story, offering a new dimension to literature.

The process of illustrating involves much more than simply putting images on paper. **“When you work as an illustrator it is important to know who your illustration is aimed at. Each illustration is a reinterpretation of the text and the idea is always to communicate through drawing,”** says Cristian Bernardini, Argentine cartoonist and illustrator.

Bernardini studied Graphic Design at the University of Buenos Aires. He has illustrated children's books such as *The Awakening of Count Dracula*, *The Rain and the Five* and *The Cat Who Came Back from War*. **“I always liked to draw. Drawing is the first language that one uses, beyond oral,”** he mentions.





The interpretation of each text through animation is a creative and reflective process, where the illustrator has the opportunity to contribute their own vision and enrich the original narrative.

“Currently, I try to give a different style to each project because I like to vary my animation a little. When I started I didn't quite understand the idea of having a particular style, but it is something that you develop over time,” concludes Bernardini.



Comic Laura and Alan - Ed AZ



Comic Laura and Alan - Ed AZ

Through the work of artists like Cristian, the ability of illustrators to communicate emotions through drawing stands out, leaving a unique mark on each project.

In an increasingly visual world, illustration becomes a bridge between text and imagination, transporting readers to dream worlds and offering new perspectives on stories.





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# PLASTIC RECYCLING IS TRANSFORMING THE CONSTRUCTION INDUSTRY

Green Bricks is leading the way in sustainable construction, transforming plastic waste into innovative solutions on the path to a circular economy.

*Written by: Esperanza Aguilera*

**I**n a world increasingly aware of environmental impacts, the plastic problem has become a pressing concern. With millions of tonnes of plastic produced annually and a significant portion ending up in oceans, landfills and natural ecosystems, the need to address this challenge becomes increasingly urgent.

According to data from the United Nations (UN), currently, humans produce more than 430 million tons of plastic per year, of which two thirds are short-lived products, which quickly become waste. .

Likewise, the immense amount of discarded plastic becomes even more evident when knowing that one million plastic bottles are sold every minute around the world, and each of these bottles takes between 450 and 1,000 years to decompose, according to a National Geographic article.

Moving towards a circular economy to address the problem involves not only reducing the consumption of plastics, but also rethinking their design and production to facilitate their recycling and reintegration into the supply chain. Taking this approach can mitigate the environmental impacts of plastic, but would also open up new economic and innovation opportunities.

A study carried out by the Ellen MacArthur Foundation estimates that, if action is taken, the circular economy has the potential to reduce 80% of annual plastic waste by 2040.

reach the oceans and reduce greenhouse gas emissions by 25%.

In this regard, Green Bricks is a Chilean company that has created an innovative concrete, called “hormipet”, based on plastic bottles, with which they manage to recycle more than 1,250 bottles for every square meter built.

**“At first it was difficult for people to accept our idea of adding plastic to the construction material, but we have managed to create an ideal formula that fuses plastic with a binder and is as resistant as traditional concrete”**

Erwin Uribe, founder and CEO of Green Bricks.









The popularity of plastic in our daily lives is due to its lightness, low cost and versatility. Although this has led to the environmental crisis we face today, harnessing these features in construction through recycling offers an innovative way to address the challenge.

By integrating recycled plastics into the manufacturing of building materials, not only is plastic waste reduced, but products with interesting properties are also obtained.

**“Among the most notable characteristics of the hormipet is that, being made partly with plastic, it results in lighter materials such as building blocks that are 2 to 3 kilos lighter compared to conventional ones, which has made it ideal for seismic zones.”**, comments the CEO.

Furthermore, Uribe points out that, by eliminating complex chemical processes, plastic recycling becomes more accessible and viable. This implies that the costs and energy necessary for its treatment are reduced, managing to produce 1,000 kg of less CO<sub>2</sub> for every 6 square meters built with hormipet.

**“At the moment we recycle rigid plastics. Our processes are simple, they do not need any treatment, but we always do research to know what type of plastic it is and where it comes from, depending on that we use it,”** he adds.



With this, they have managed to create construction materials such as wall coverings, blocks, furniture and kitchen countertops. Leading them to collaborate in different social impact projects such as the restoration of a field in a school or ecological flower pots for a plaza.

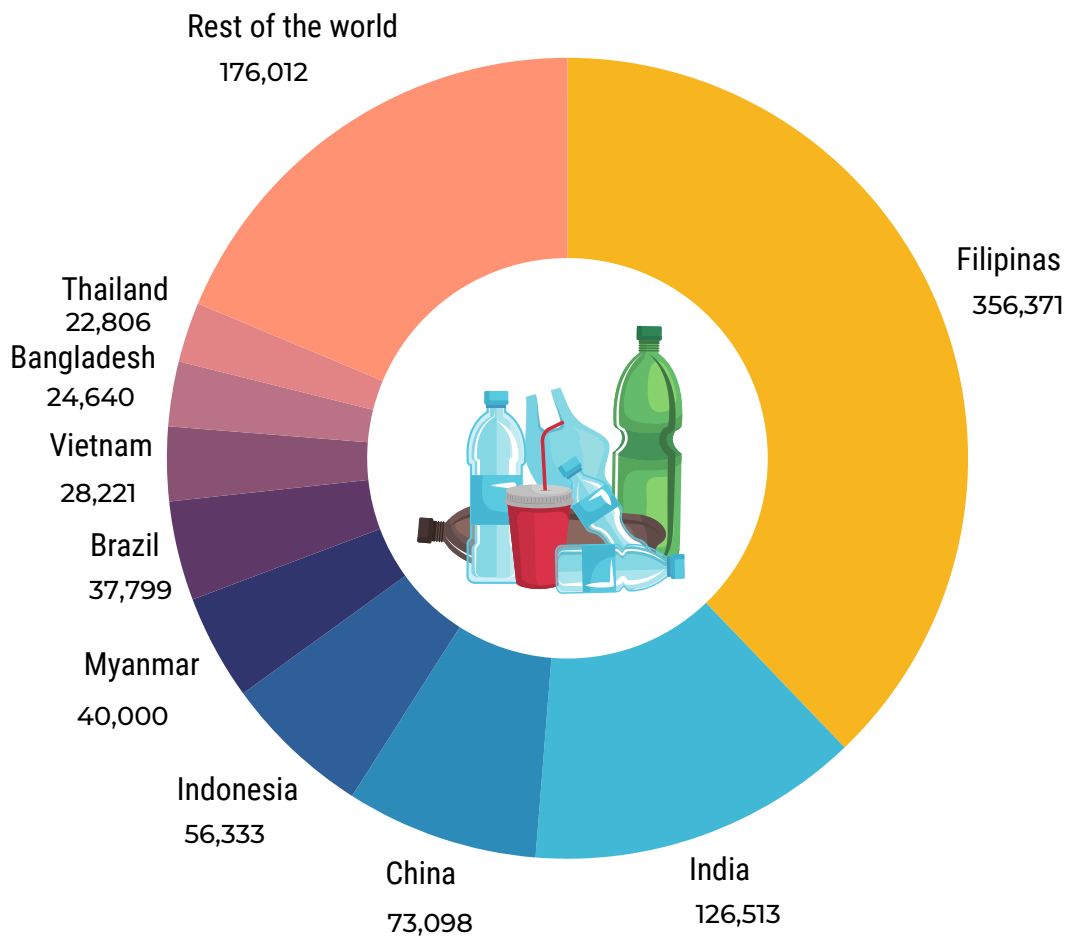
However, the transition to a circular economy is not an easy task. It requires the collaboration of multiple actors, from governments and companies to individual consumers. Strong policies are needed to encourage innovation and investment in recycling infrastructure, as well as incentives for companies to adopt more sustainable practices.

**“There is still a long way to go to reach the goal. We want to transform Arauco and make it the first sustainable city in Chile, but to do this we have to work hand in hand with the municipality. Although it is complicated, we are moving forward and we want to generate a circular economy model with a global impact,”** concludes Uribe.



# THE COUNTRIES THAT POLLUTE THE OCEANS THE MOST WITH PLASTICS

Annual amount of plastic waste reaching the oceans, by country (in tons)



Source: Lourens J.J Meijer et al (2021) via science.org

Source: Statista

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INTO REALITY**



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# THE PINK PANTHER MERGES WITH MEXICAN CULTURE IN A UNIQUE EXHIBITION

*Written by: Esperanza Aguilera*





In an outstanding collaboration between the company Metro-Goldwyn-Mayer (MGM), owner of the Pink Panther brand, and the Mexican Museum of Design (MUMEDI), "The Pink Panther in the Mexican RosaVerso" emerges. This innovative exhibition achieves a fascinating fusion between the character and the rich cultural diversity of the country.

The Pink Panther, born in 1963 as a cartoon in the credits of the film of the same name directed by Blake Edwards, soon became a pop culture icon. Created by animator Friz Freleng, The Pink Panther enchanted audiences with its elegance and quirky style.

Its uniqueness with the absence of dialogue and the ability to communicate emotions through its visual charm and unmistakable music soon led it to become an international phenomenon. Since its debut, it has captivated audiences of all ages, becoming a symbol of humor and sophistication.

For this reason and to celebrate the 60th anniversary of the emblematic cartoon, the exhibition creates a constant dialogue with Mexican culture through more than 60 artists. From paintings and sculptures to wrestler masks and bags, all of the works in the museum are not only on display, but also for sale.





“We gave the creatives the opportunity to take ownership of the character and do whatever they wanted. It resulted in very interesting pieces. “So people come here and find The Pink Panther and also information on graphic design, industrial design, fashion design, architecture, and that is what makes the subject more valuable.”

Álvaro Rego García de Alba, Director of the Mexican Museum of Design (MUMEDI)







The exhibition took the museum 10 years of preparation and negotiations, from when the character turned half a century until now, his 60th anniversary. Each work was approved by MGM and great care was taken with the image of the iconic drawing.





**“In this exhibition we bring together creatives with whom we have already had the pleasure of working and whose work we love, as well as new and young talents. For us, the variety of pieces and techniques makes the exhibition more appreciated and that is why we decided to put the works on sale, to give a more important role to the authors,”** mentions the director.



**The MUMEDI Museum in Mexico City celebrates the 60th anniversary of The Pink Panther with a vibrant experience, combining design and creativity.**





The unique character of this emblematic cartoon now unites with Mexican culture in the exhibition "The Pink Panther in the Mexican RosaVerso", which will be on display until April 30, 2024. Definitely, the fusion between the creativity of MGM and the MUMEDI art gives life to a unique experience that transcends borders.





# MERLIN CHAMBI: “THE PATH OF HISTORY IS AN ENDLESS SEARCH”

The Merlin Library is transforming historical dissemination on YouTube, fusing academic rigor and accessibility to forge a culture of research.

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*Written by: Esperanza Aguilera*

**“No one is going to see you. Nobody cares about history. Your channel is doomed to failure,”** reads a Merlin reel on Facebook, and it is no wonder. In a society that is often lost in an incessant bombardment of information, [Merlin's Library](#) ([La biblioteca de Merlín](#)) is an oasis for all those passionate about research and history.

Historical events aroused great interest in Merlin since his childhood, which led him to study History formally and become a teacher. However, he found on the Internet the perfect medium to continue with historical dissemination, but in an entertaining and at the same time academic way, different from other channels.



**“There is a very varied history offering on YouTube, but what I had always noticed is that 'history YouTube channel' used to be associated with a 'history curiosities' channel.**

Today, with a community that exceeds 100 thousand subscribers, Merlín has turned his channel into a platform committed to teaching research. In his own words, “beyond the dissemination of the story, a hallmark of the channel has always been to create a culture of investigation.”

With a simple narrative style, fused with curious data, but above all supported by a solid bibliographic base, each of its contents is visualized as a window to the past supported by erudition and academic rigor.

**“I am a historian by profession. Coming from an academic environment, I learned that sources are very important and I noticed that it was a weak point in other channels of this discipline. So I started making videos based on bibliography and, even more so, on updated bibliography,”** he explains.

Through his channel, says Merlín, he seeks to reduce the gap between academia and the general public, bringing the wealth of historical knowledge to an accessible and popular language.

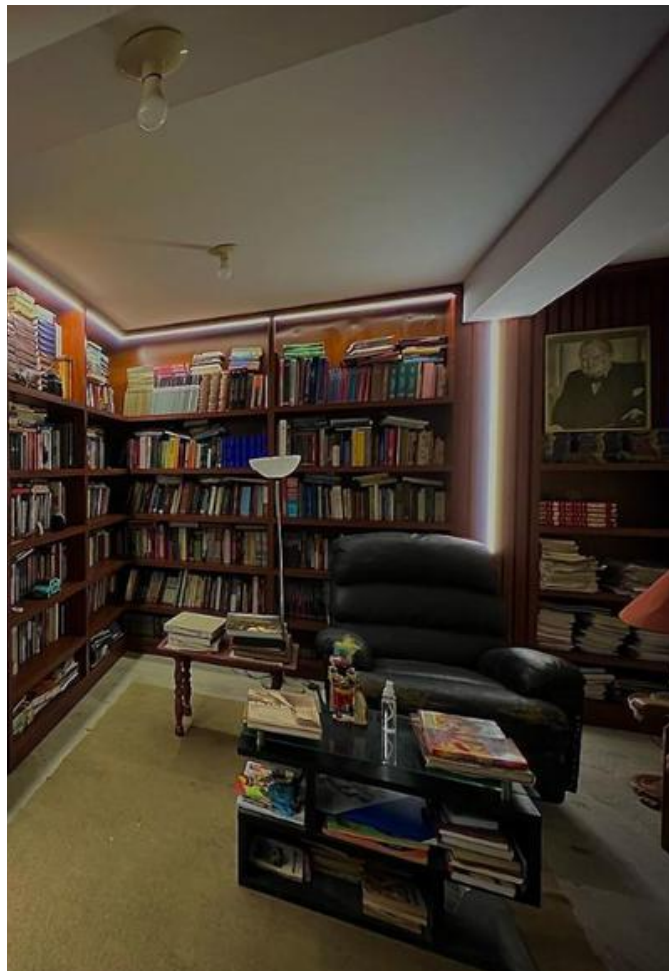


**“There are people who say that social sciences are useless careers. This is the result of so many years of disconnection between these disciplines and the people. The arts have become an essential part of human beings, little more than a hobby. “I try to counteract that a little,”** he says.



More than four years of historical dissemination have not gone unnoticed, since Merlín was recently recognized by the National Academy of History of the Historical Institute of Peru, which for him is **“an impulse to continue contributing to the culture of research.”**

**"The social sciences are usually a very conservative field. For me it was very pleasant that they recognized the efforts I make and this gives me a very strong tool since many people continue to watch the channel with many doubts. Now there is support for part of the Academy and that allows me to generate trust, especially in new subscribers,"** he stated.



Of course, Merlín is a benchmark in the dissemination of history through digital platforms, combining academic solidity with an accessible and exciting approach. His recent recognition is a testimony to the value of his work in promoting the culture of research and opening new perspectives in the world of social sciences.

**“Pure literature careers allow you to rebuild yourself. They teach you that the world is not as you thought, but more complex and they guide you on a journey whose objective is the search for what is certain. Those who venture down the path of history must have a broad criteria because this is an endless search; The information is always updated. “It's what I like about history,”** he concludes.

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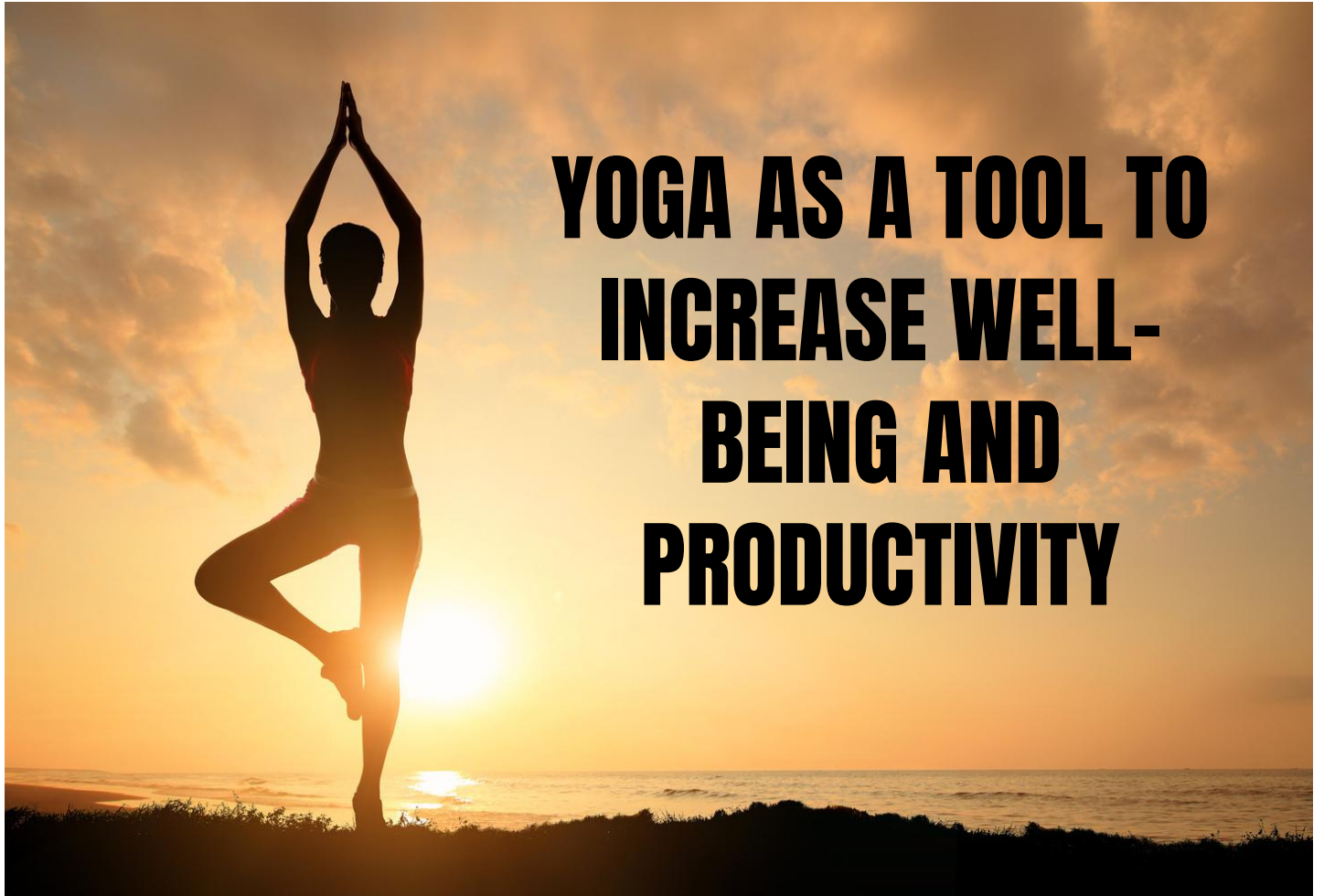
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# YOGA AS A TOOL TO INCREASE WELL-BEING AND PRODUCTIVITY

Ethical fashion merges into the world of footwear, offering a conscious alternative for those looking to combine style with their values.

*Written by: Estefani Rodriguez*

**T**he demands of work, tight deadlines, and endless hours in front of electronic screens can leave people exhausted both physically and mentally. Faced with this, an ancient practice is gaining more and more recognition as an effective tool to counteract work stress: yoga.

This discipline, which combines physical postures, breathing techniques and meditation, has proven to be an effective way to reduce stress and promote general well-being. **“Work stress also causes physical problems such as headaches and back contractures, due to poor sitting positions,”** says Cintya Torres Altez, yoga instructor.

One of the ways yoga helps reduce this type of stress is through its breathing techniques. Conscious, deep breathing, known as "pranayama", calms the nervous system and helps relieve anxiety or tension during times of heavy workload.

**“Yoga helps you deal with this situation in a natural and spontaneous way, that is, without the need for pills that ultimately contaminate our body. By working mainly with breathing, this discipline suggests that we can change emotion if we change our way of breathing,”** he emphasizes.

Meditation, another key component of yoga, can also be beneficial for stressed workers. Regular practice helps calm the mind, clear thoughts, and cultivate mindfulness. This can be especially useful in hectic work environments, where the ability to focus on one task at a time can make the difference between success and failure.

On this occasion, Cintya recommends doing yoga nidra, since it is gentle and requires few movements. **“Here you focus a lot on nasal breathing, to such a degree that it resembles meditation. And for people who can't find time to have a session, they can do stretching positions every once in a while in their chairs or offices. The mere act of stretching is a principle of yoga practice,”** he explains.

In addition to individual benefits, yoga can also foster a healthier and more collaborative work environment. Companies that offer yoga classes or designated spaces for practicing this discipline can help build more cohesive teams and reduce work absenteeism due to stress-related illnesses.





**“Three to one class per week of 45 minutes each is recommended. Yoga is so active on the body that even having one session a week, people can notice the changes,”** concludes the instructor.



Thus, yoga emerges as a powerful practice to combat work stress in the modern world. By integrating practices such as mindful breathing, stretching, and meditation, workers can experience significant improvement in their physical and mental well-being. As a result, businesses can reap the benefits of a healthier, happier, and more productive team.





# ENVIRONMENTAL POLLUTION INCREASES RESPIRATORY DISEASES

*Written by: Estefani Rodriguez*

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Climate change has altered the length of the seasons and with it, increased exposure to various allergens, which could affect health.





**T**he increase in environmental pollution has triggered a silent health crisis around the world. In areas densely populated urban areas, air quality has deteriorated rapidly, exposing millions of people to a variety of respiratory diseases.

Medical experts warn that fine particles present in polluted air can penetrate deep into the lungs, causing inflammation and cellular damage. This damage can manifest itself in a variety of ways, from mild symptoms such as cough and shortness of breath to debilitating chronic diseases, which reduce quality of life and can even lead to premature death.



The population most vulnerable to these respiratory diseases are children. **“Minors have an immature immune system and it is easier for the development of all allergic inflammatory diseases to occur; that is, it includes eyes, nose, throat and lungs. However, today, any human being who has contact with contamination becomes a potential patient,”** says Dr. Juan José Xochihua, specialist in allergy and clinical immunology.



Dr. Juan José Xochihua, specialist in allergy and clinical immunology.

Generally, the environmental problem can only cause irritation, with symptoms such as dry nose, obstruction or sneezing on days when there is contamination or environmental contingency. **“But in the case of a disease as such, the symptoms will become more persistent over time. A case of rhinitis can be diagnosed, for example, if the discomfort was present for at least 12 weeks,”** he explains.

In the face of this growing threat to public health, it is imperative that measures be taken to address environmental pollution. Stricter government policies, investments in clean energy and changes in individual behavior can help reduce toxic emissions and improve air quality in our cities.

In the specific case of personal habits, Xochihua recommends cleaning your nose frequently. **“Just as one brushes one's teeth to prevent the accumulation of bacteria and the appearance of cavities, the nose is basically the place where we constantly breathe in air, which is dirty, contaminated and dusty. Precisely based on current pollution, an excellent alternative is to wash the nose and there are methods with which we can clean the nose to avoid inflammation.”**

It should be noted that one of the main factors of respiratory diseases is the changes in seasons. Throughout the year we have all types of weather, but with climate change, the duration times of each



season are changing, and this causes plants or flowers to also have changes in their patterns. For example, pollen can be present for much longer or come in greater quantities, causing people to have a longer exposure to the “enemy” and, therefore, suffer more symptoms.

**“If I have a problem that has no justification and the symptoms are very recurrent, we must avoid self-medication because at the end of the day we could be delaying a diagnosis, which could even prevent any complications from developing,”** concludes the specialist.

Ultimately, the fight against respiratory diseases caused by environmental pollution requires a coordinated approach at the local, national and international levels. Only through decisive and collaborative action can we protect the health of future generations and preserve the fundamental human right to breathe clean, healthy air.





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