





HOLA

HALLO

SALUT

HELLO





1

# THE AGENCY

WE HAVE BEEN → WORKING ✓  
← WITH LEADING BRANDS  
FOR → 16 YEARS.

---

VIACOM / KIMBERLY-CLARK / DISNEY / GOOGLE / RED BULL / NICKELODEON

---

COCA-COLA / L'ORÉAL / UNICEF / DIRECTV

---



WHAT MAKES US DIFFERENT?

---

1 → **KNOWLEDGE**

---

**CREATIVITY** ← 2

---

3 → **CULTURE**

---

↑ WE CARE ABOUT ↓

# AESTHETICS

↘ IF SOMETHING DOESN'T LOOK GOOD OR ISN'T USABLE, IT HURTS US. WE PAY A LOT OF ATTENTION TO MAKE OUR DESIGNS BEAUTIFUL, STYLISH AND FUNCTIONAL. WE ARE RUTHLESS ABOUT THIS PURSUIT. OUR CODE MUST BE CLEAN. OUR DESIGNS MUST BE FLAWLESS. OUR PRESENTATIONS MUST BE MEMORABLE. DETAILS ARE EVERYTHING.

↑ HOOPLA IS 100%↑

# MERAKI

↘ IS A WORD FROM GREEK AND TURKISH MERAK, WHICH DOES NOT HAVE A DIRECT TRANSLATION INTO ENGLISH BUT CAN BE DEFINED AS DOING SOMETHING WITH LOVE AND CREATIVITY, PUTTING THE SOUL INTO IT.

↑ WE AVOID THE ↓

# COMFORT ZONE

↘ JUST AS NO ONE GETS IN TROUBLE FOR CONTINUING TO DO THE SAME THING, NO ONE REMEMBERS THE JOBS THAT DON'T BRING ANYTHING NEW TO THE TABLE. OUR JOB IS TO PUSH THE BOUNDARIES. LET'S MAKE THE COMMUNICATION THAT WE WOULD LIKE TO EXIST.



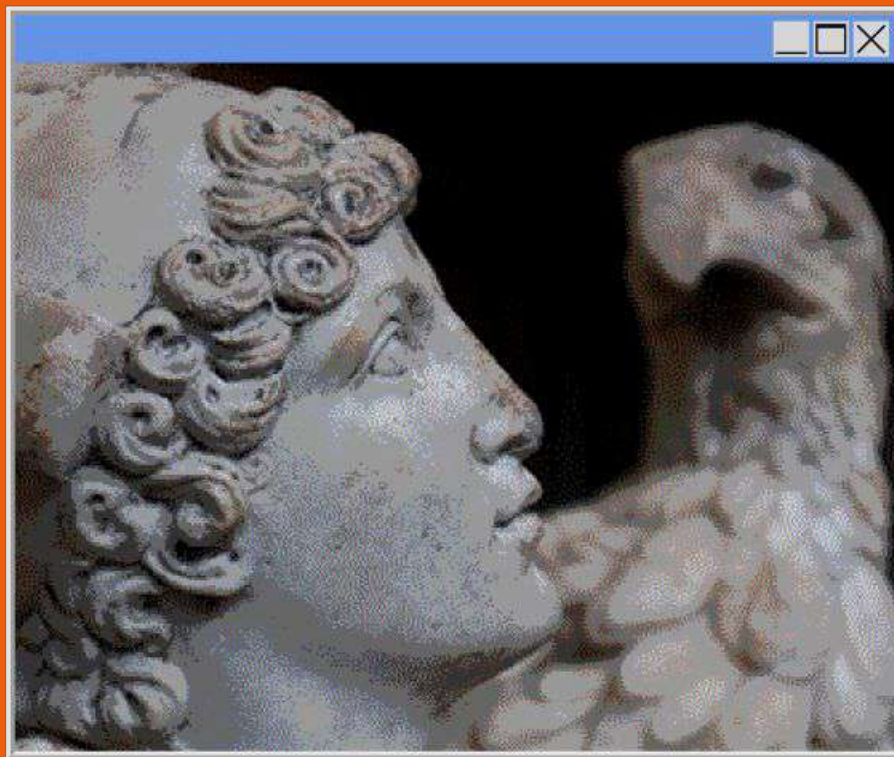
## RECENT RECOGNITION



→ #8 MOST INNOVATIVE  
COMPANY OF 2020  
IN LATIN AMERICA ↗

**LEARN MORE:** <https://www.fastcompany.com/90457950/latin-america-most-innovative-companies-2020>

↘ CLI  
EN ↘  
→ TS



ROEMMERS

SINCE 2020

BANCO SANTA FE

SINCE 2019

EKOGLASS

SINCE 2019

AUTOPISTAS DEL SOL

SINCE 2020

BANCO ENTRE RÍOS

SINCE 2019

GRANIX

SINCE 2019

AUTOPISTAS DEL OESTE

SINCE 2020

BANCO SAN JUAN

SINCE 2019

GRAMON MILLET

SINCE 2020

ICBC

SINCE 2017

BANCO SANTA CRUZ

SINCE 2019

NARANJA X

SINCE 2019

---

↘ CURRENT CLIENTS



**ARGENTINA**

1

TOYOTA

SINCE 2021

NOVO NORDISK

SINCE 2021

VIACOM

SINCE 2014

LEXUS

SINCE 2021

KARVI

SINCE 2021

PRIME VIDEO

SINCE 2019

BLINDEX

SINCE 2019

ADT

SINCE 2022

SALESFORCE

SINCE 2019

---

↘ CURRENT CLIENTS

→ **LATAM**

2

GOOGLE

SINCE 2008

RED BULL

SINCE 2015

SCHAR

SINCE 2019

UNICEF

SINCE 2020

UNEP

SINCE 2022

ATHYNA (australia)

SINCE 2021

---

↘ CURRENT CLIENTS

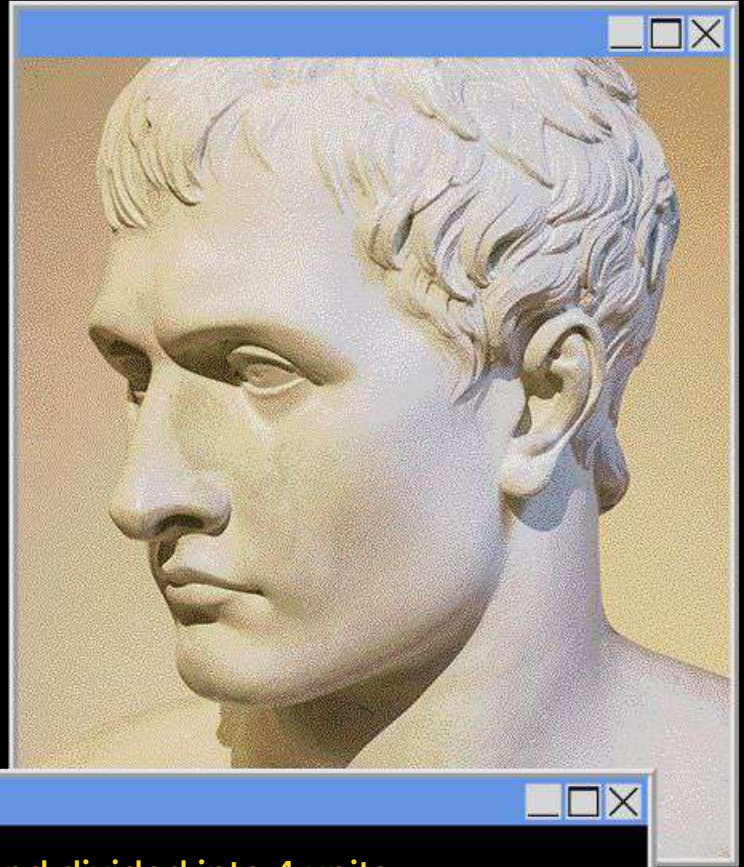


**GLOBAL**

3



→ **FORMALLY** ↘  
**SPEAKING WE ARE**  
→ **A CREATIVE**  
**AGENCY OF** ↔  
↗ **32 PEOPLE** →  
**BASED IN MIAMI**  
**AND BUENOS**  
**AIRES**



And divided into 4 units.

/ / / /





**Hoopla Films**

**Hoopla Media**

**Hoopla Studio**

**Hoopla Creative Hub**





**HOOPLA  
REEL**

→ CLICK TO WATCH ↴

<https://bit.ly/hoopla-reel>



# HOOPLA ✓ ↔ FILMS

## SERVICES

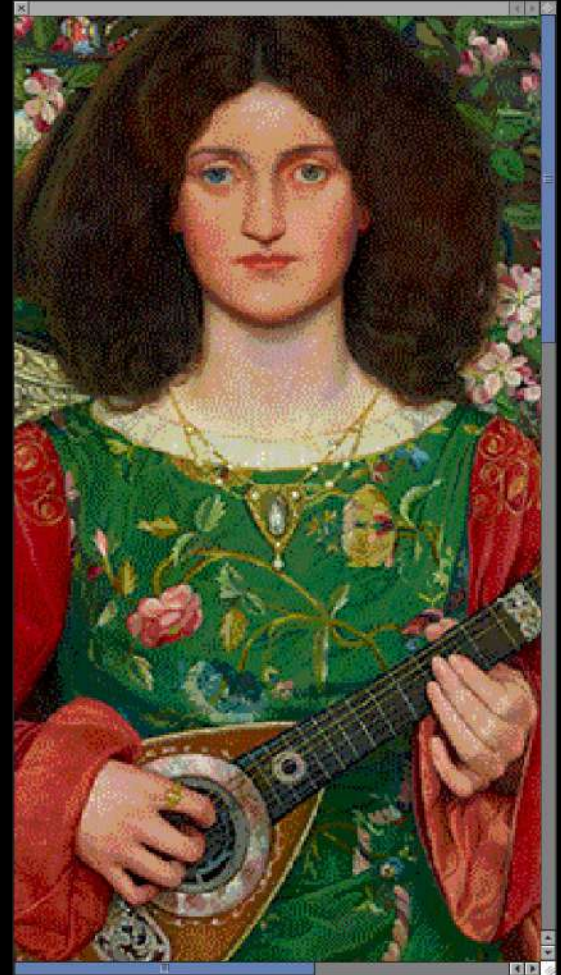
→ PRODUCTION

POST-PRODUCTION ↔

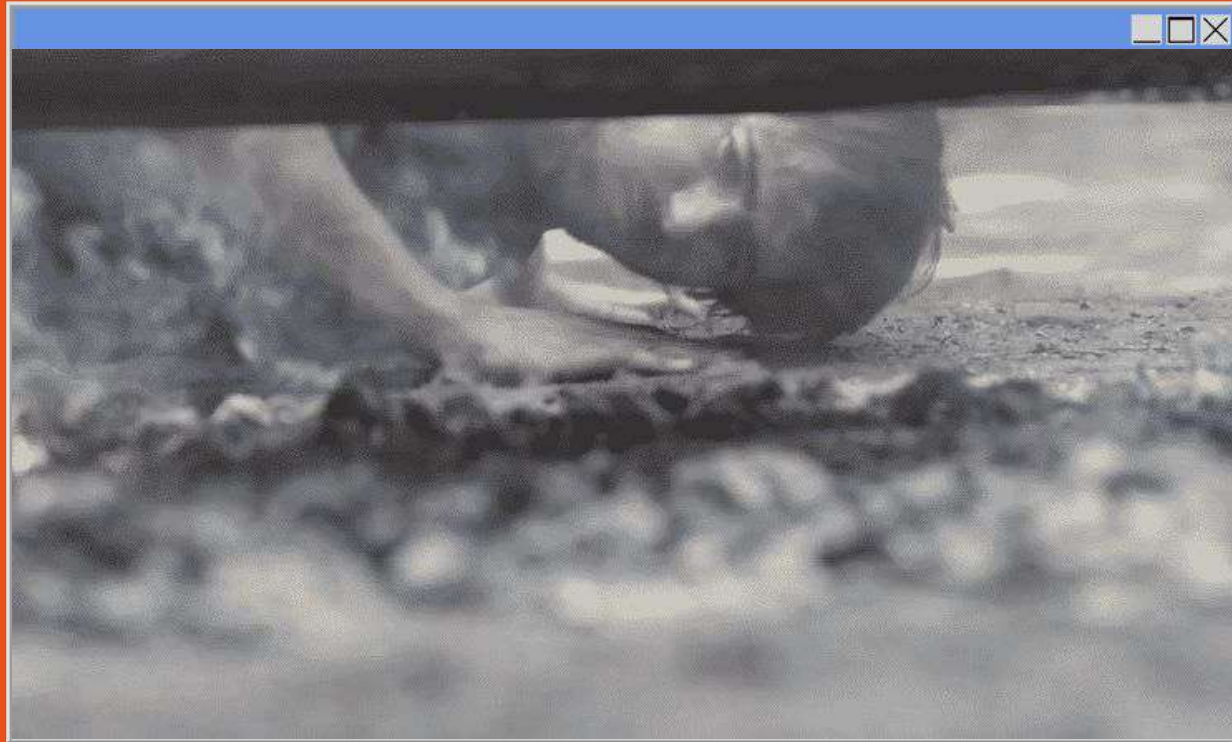
SERVICE ↖

↳ PHOTO

**LEARN MORE:** <https://films.hoopla.la>



# ↘GOOGLE ↔ CREATORS



→ CLICK TO WATCH ↴

YOUTUBE + LOCOS POR EL ASADO





→ CLICK TO WATCH ↴

[GOOGLE COMUNIDADES RURALES](#)

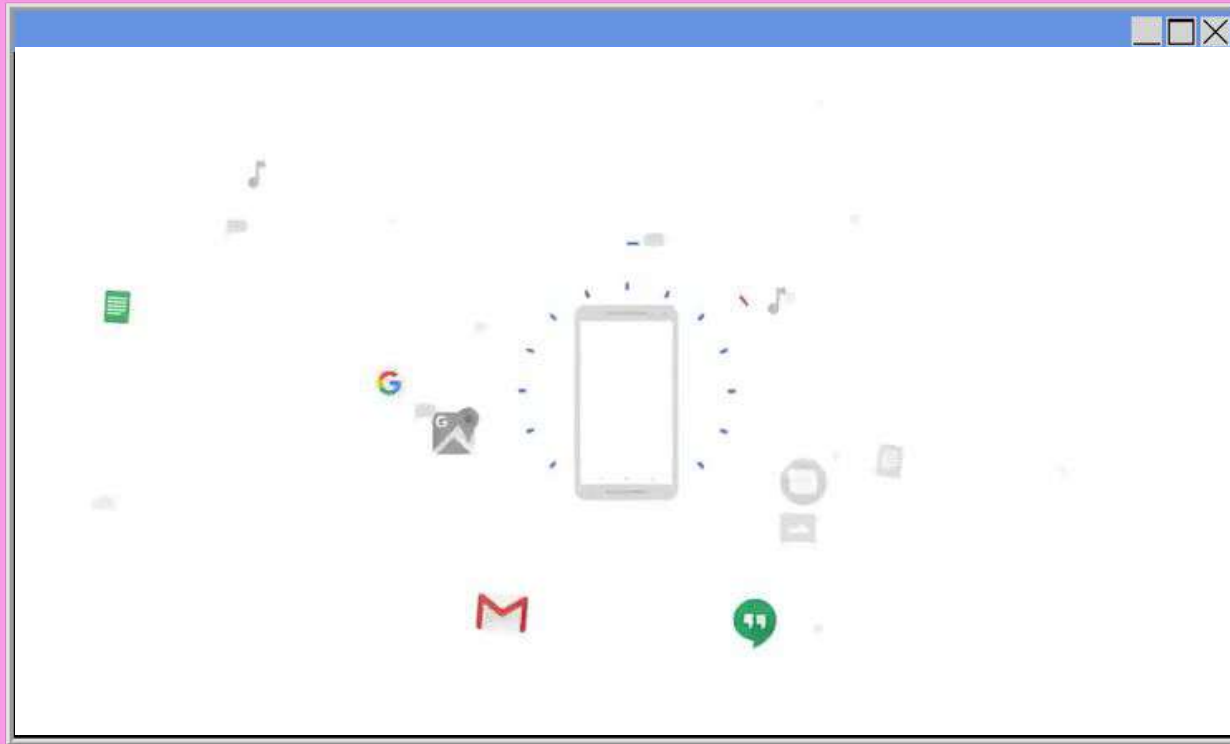
↘ PLUTOTV ↔ ANIME



→ CLICK TO WATCH ↴

PLUTO TV + ANIME

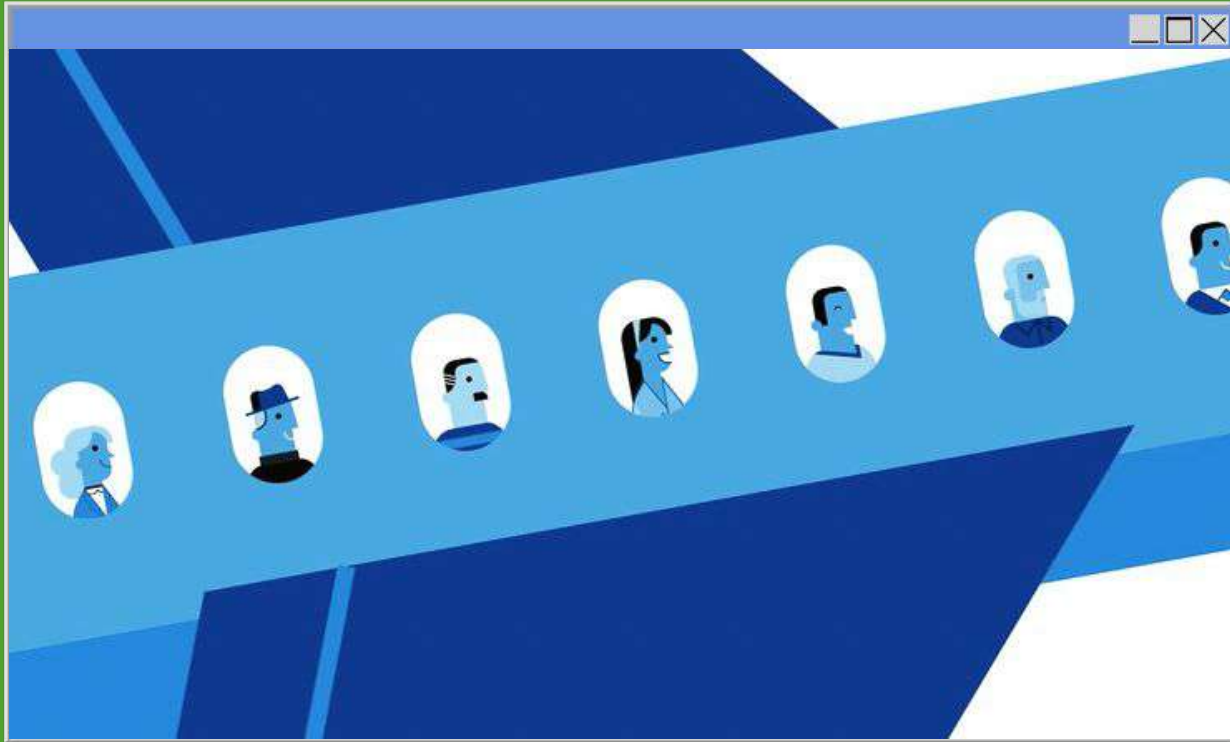
# ↘GOOGLE ↔ DATALLY



→ CLICK TO WATCH ↴

[DATALLY](#)

# ↘ BBVA ↔ TUTORIALES



→ CLICK TO WATCH ↴

[BBVA - TUTORIALES](#)

↘ UNEP ↔ WFF



→ CLICK TO WATCH ↴

UNEP - WFF



HOOPLA ✓  
↔ FILMS



PHOTO ↙

PRODUCT ↘



Facu Garay



Facu Garay

→ DOCUMENTAL





FASHION ↵



FOOD STYLE ←





# HOOPLA ←

## STUDIO

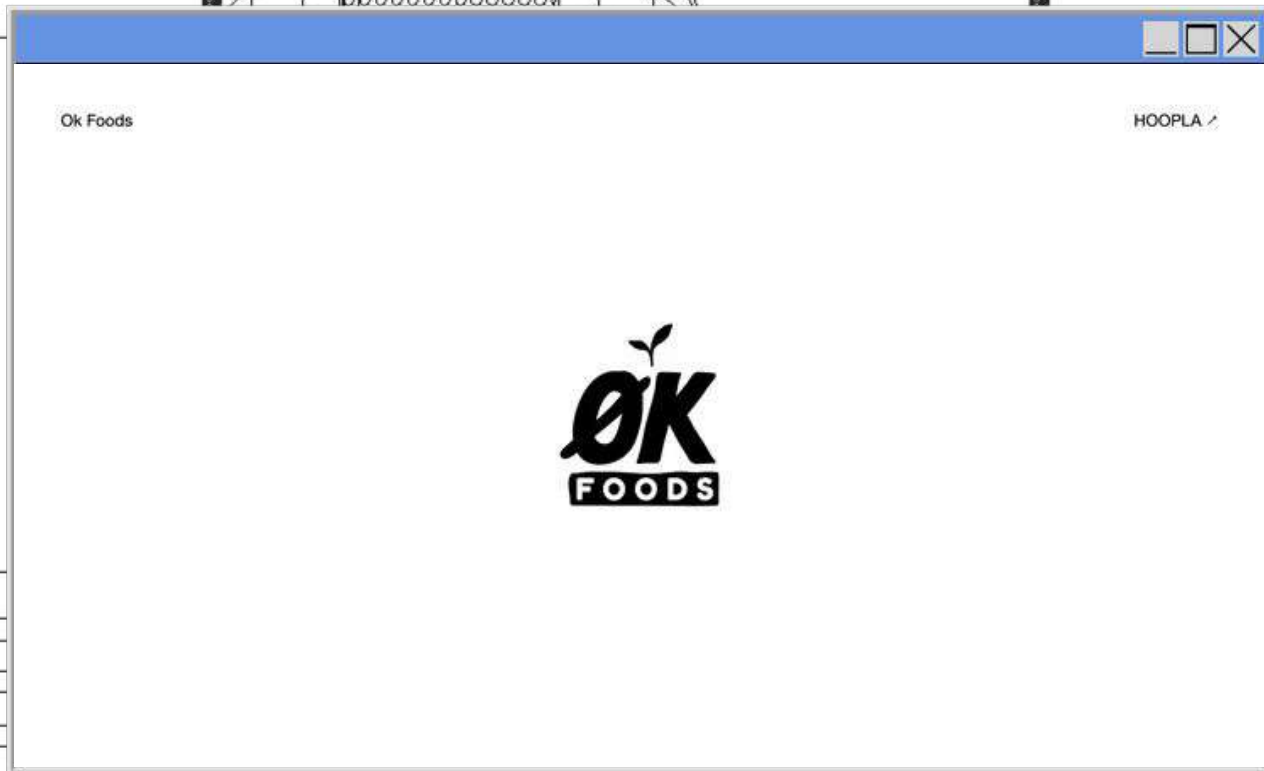
→ WITH A TALENTED IN-HOUSE  
TEAM, ↗ WE CREATE ↘ DIGITAL  
CONTENT, ↖ THAT IS AESTHETIC,  
FUNCTIONAL AND MEMORABLE.



HOOPLA ←  
STUDIO

**BRANDING**

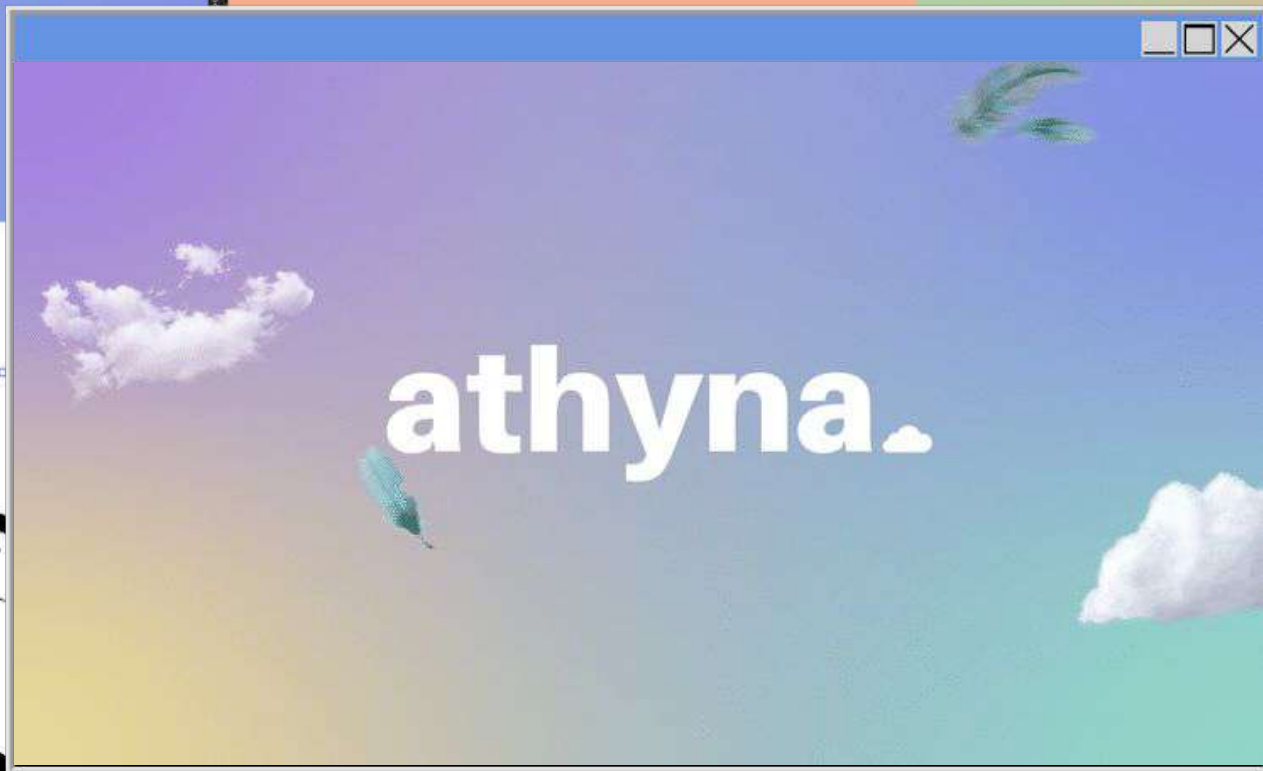




→ CLICK TO WATCH ↴

LOGOFOLIO 2023

SOME  
OVEN



→ CLICK TO WATCH ↴

ATHYNA BRANDING

Rolopac®

CUIDÁ LO QUE

FILM

CONTIENE  
UN ROLLO

Rolo

CUIDÁ LO QUE

Rolopac®

CUIDÁ LO QUE QUERÉS

PAPEL ALUMINIO

UN ROLLO  
7,5 MTs  
X 28 CM

CLICK TO WATCH ↴

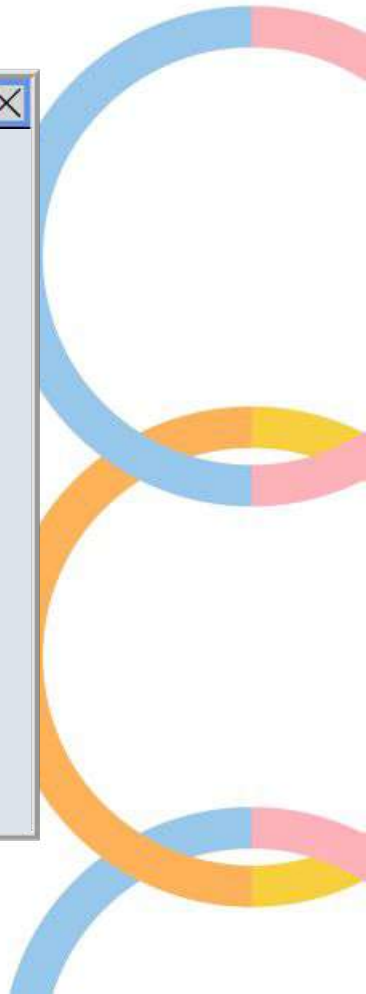
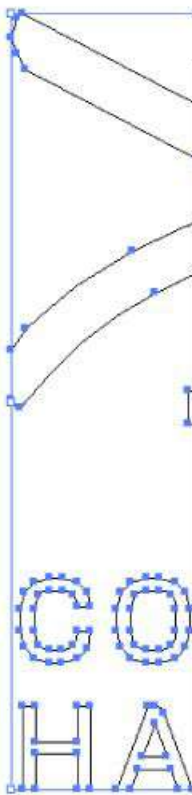
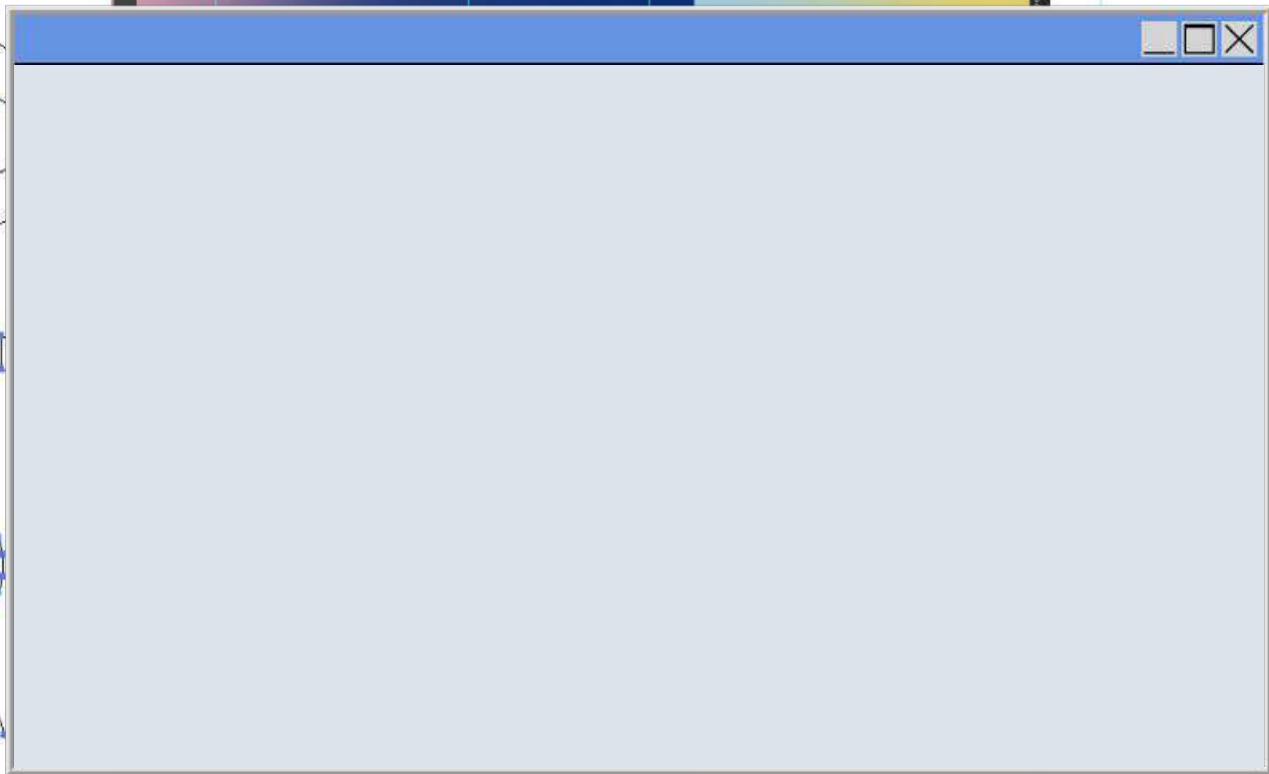
ROLOPACK BRANDING

A computer window with a blue title bar and standard window controls (minimize, maximize, close) in the top right corner. The window has a white background and displays the text "FEAST2T" in a large, bold, green, sans-serif font. The background of the entire image is a collage of yellow and green papers with the word "FEAST" and other branding elements.

# FEAST2T

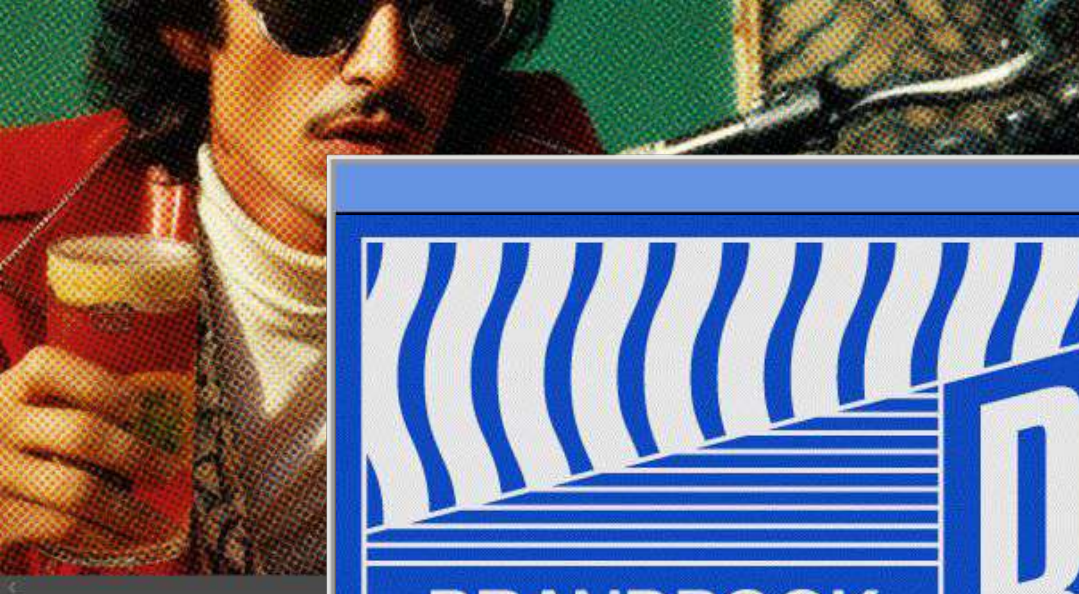
FEAST BRANDING



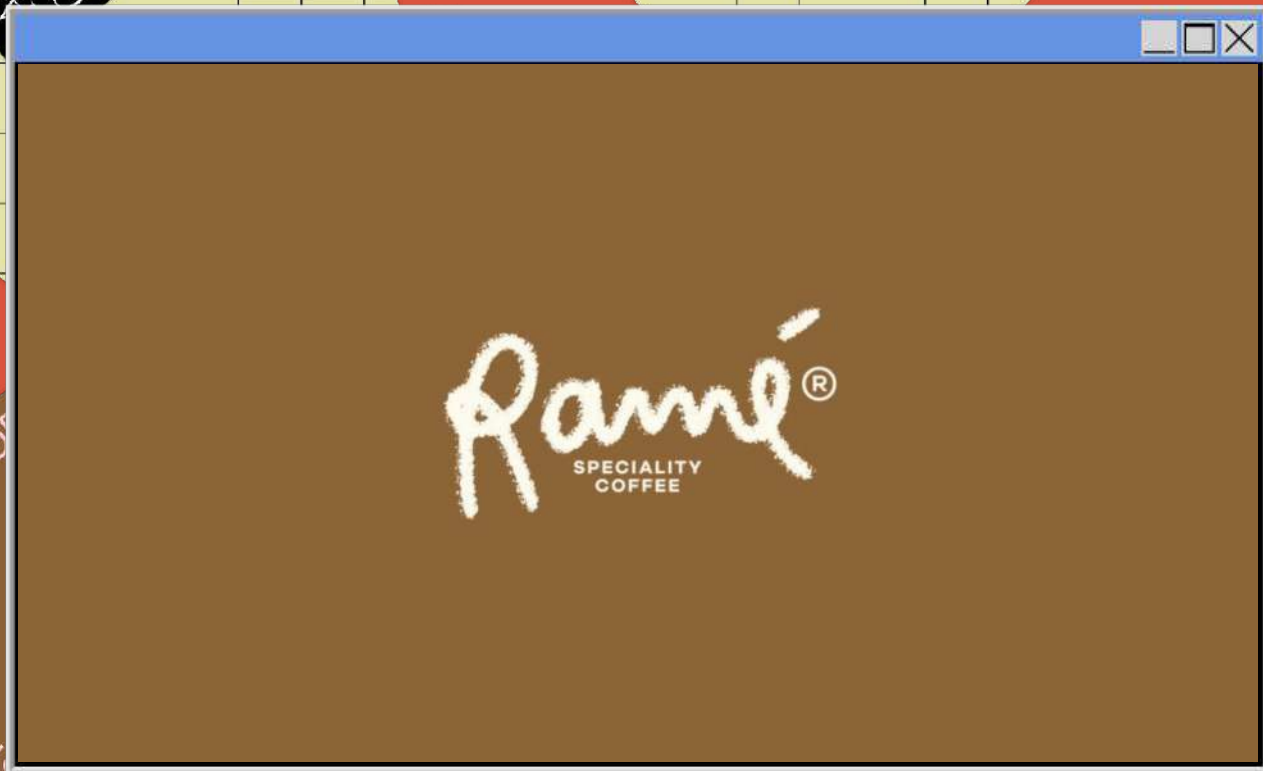


→ CLICK TO WATCH ↴

CODE HARD BRANDING



RIDI BRANDING



RAME BRANDING



SO HA  
TOGE

ARG.

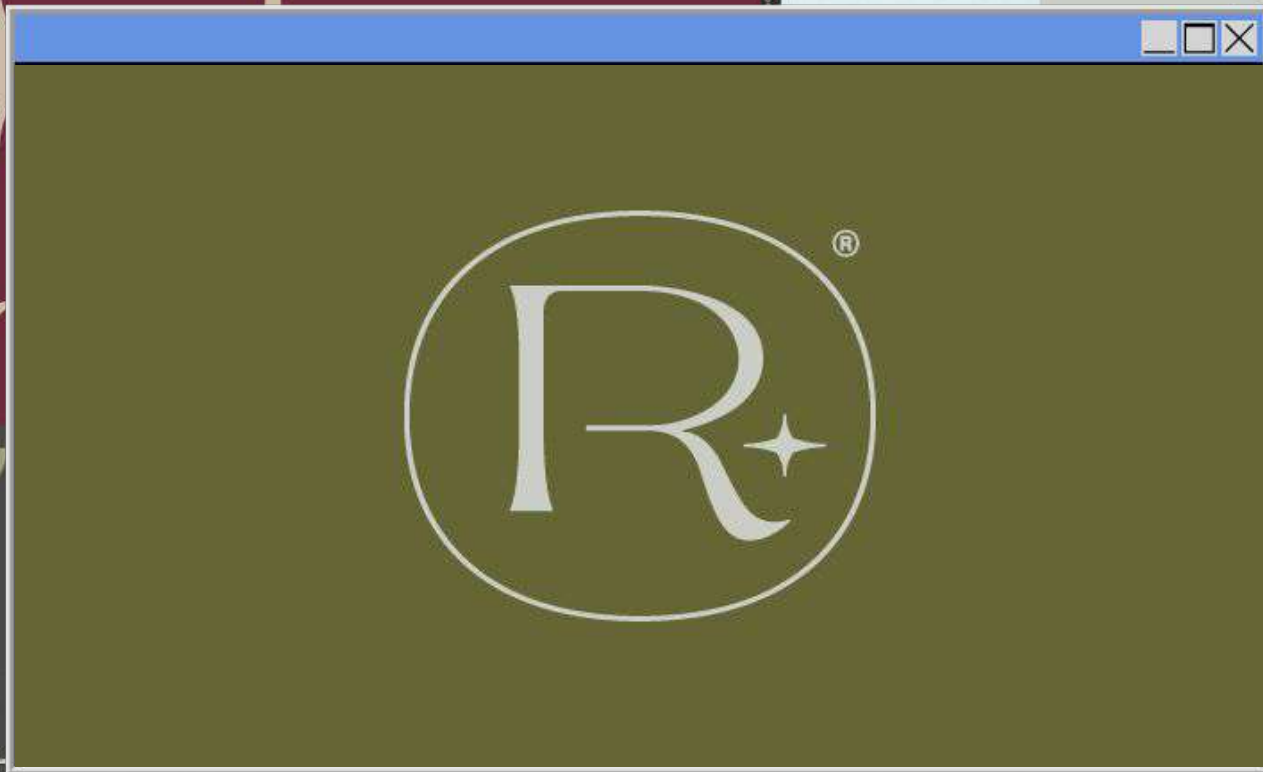
DDL SOCIAL CLU

SWEET  
OTHE  
*ucke*  
TOW

L CLUB



DDL BRANDING



RAYENTRAY BRANDING



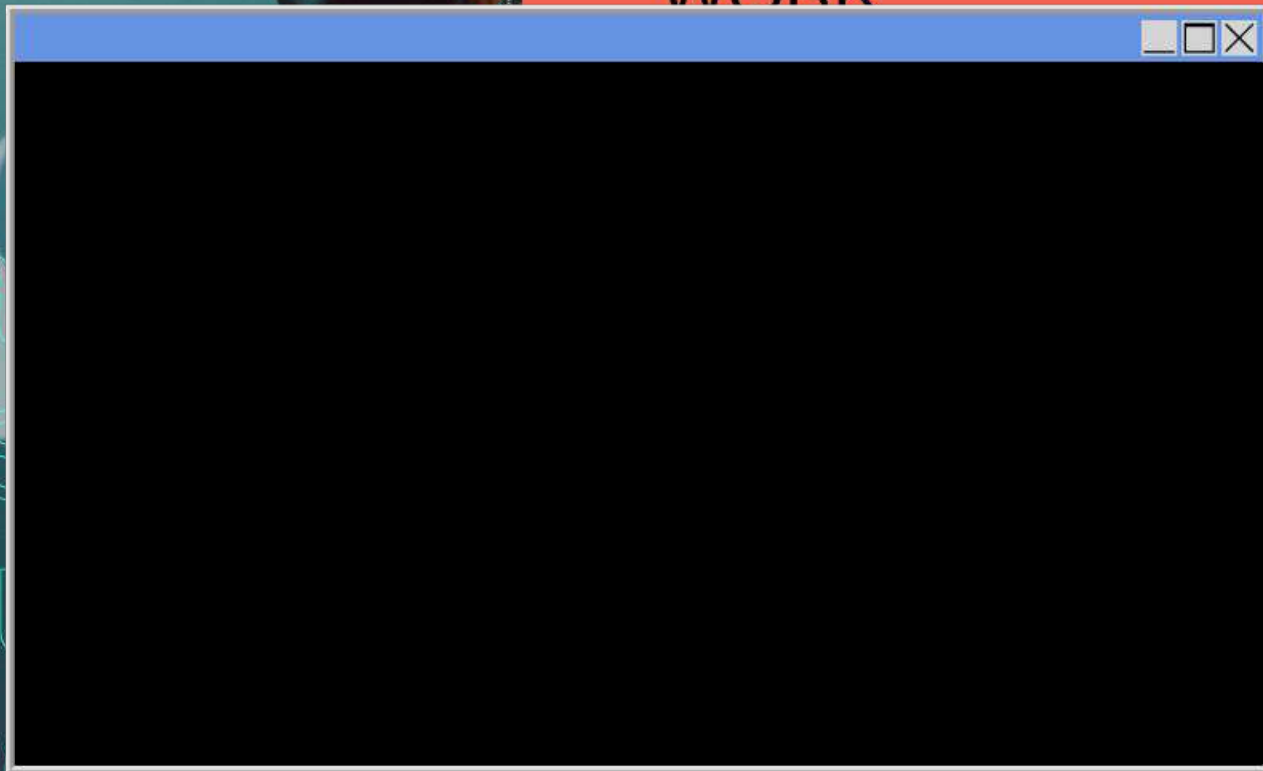
HOOPLA ←  
STUDIO

**WEBSITES**



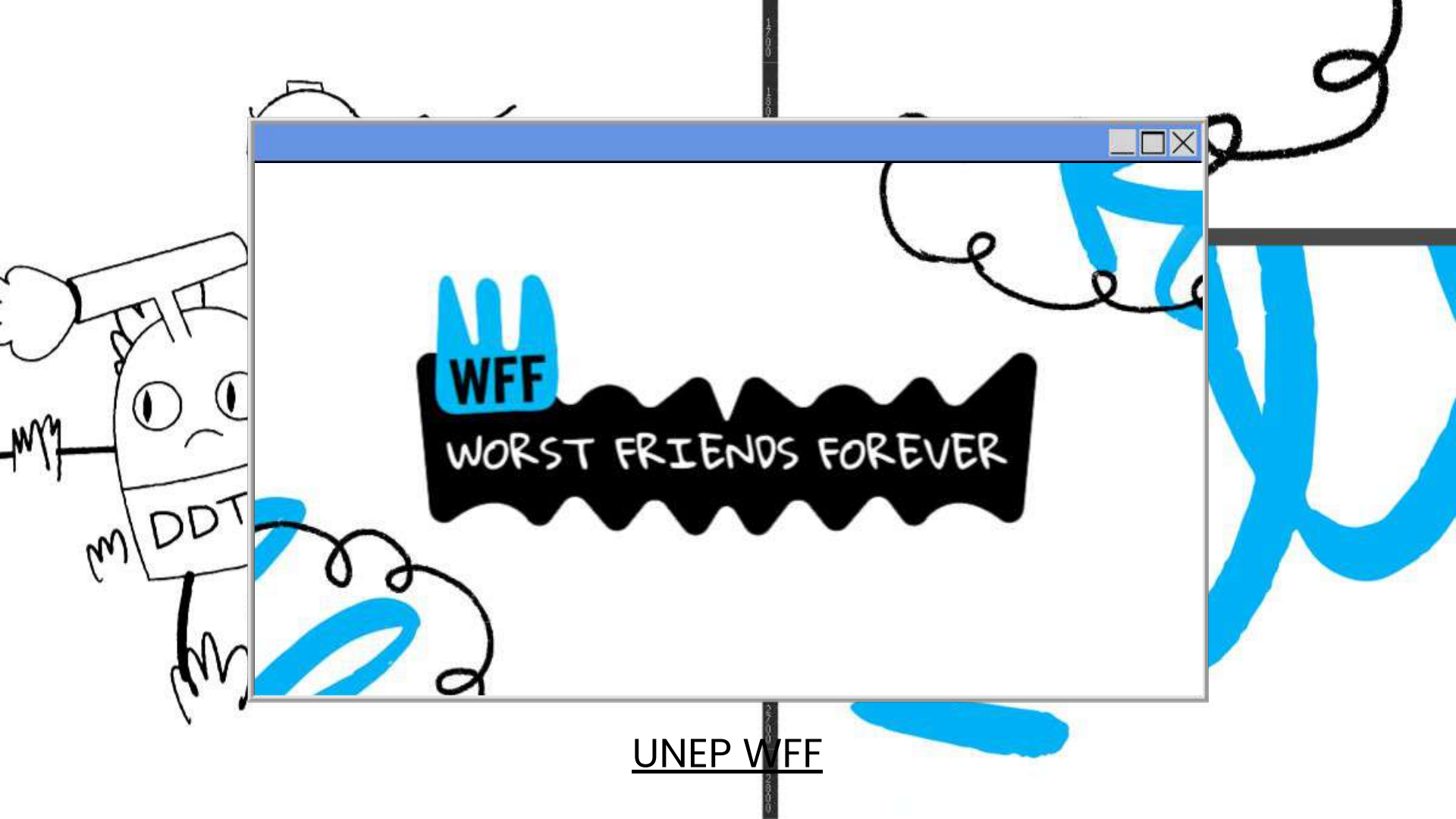
Home

WORK

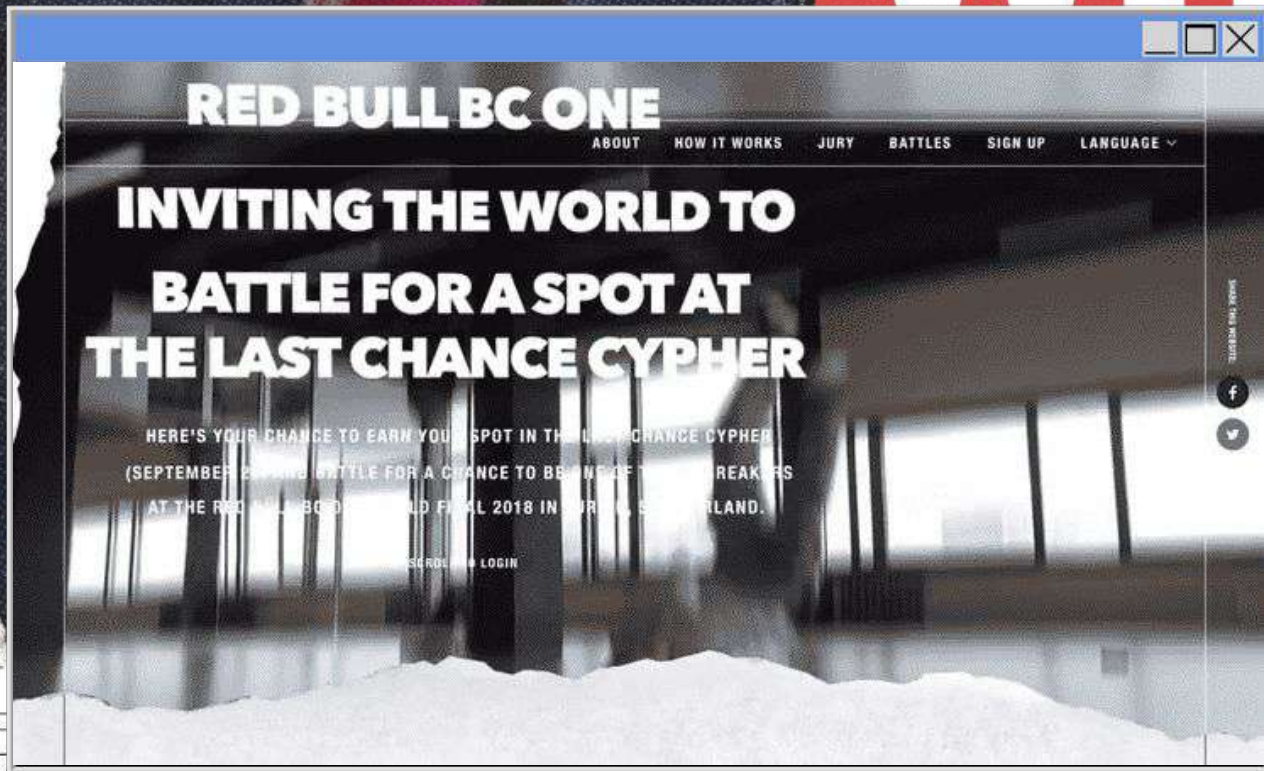


→ CLICK TO WATCH ↴

RIGHTCUT WEBSITE



UNEP WFF



→ CLICK TO WATCH ↴

RED BULL E-BATTLE WEBSITE





→ CLICK TO WATCH ↴

3D SPIDEY WEBSITE

# WEBSITES ←

## → RED BULL BC ONE

HOW TO INCREASE THE HYPE OF AN ACTION BEFORE THE EVENT.



## → RED BULL TRAVELS IN SOUTH AMERICA

ROAD TRIP + DIGITAL: HOW TO MAXIMIZE A SHORT-TERM ACTION.



# WEBSITES ←

## → RED BULL “BATALLA DE GALLOS”

HOW TO INCREASE THE HYPE OF AN ACTION BEFORE THE EVENT.



## → RED BULL WORD MAP

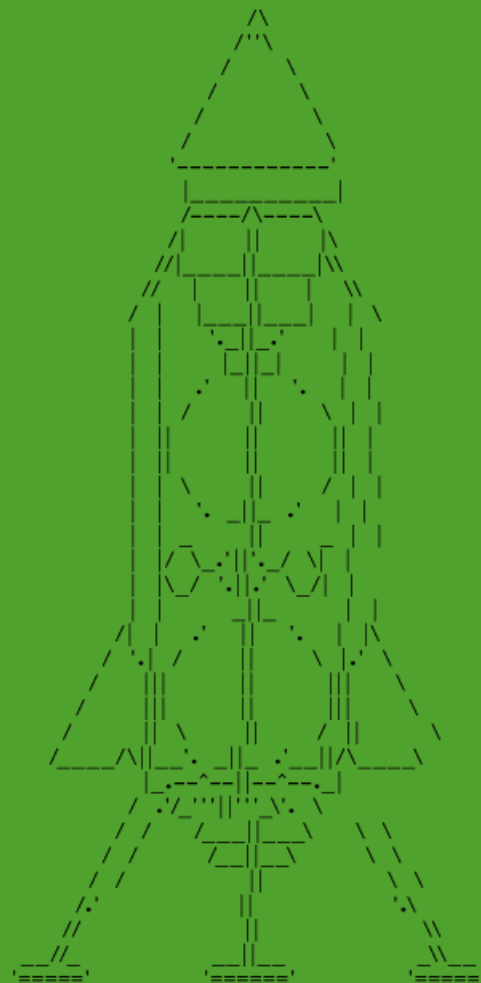
ROAD TRIP + DIGITAL: HOW TO MAXIMIZE A SHORT-TERM ACTION.



HOOPLA ←  
CREATIVE HUB

# **SOCIAL MEDIA**

CONTENT ←





SWVL

SE PRONUNCIA:

SUÍVL

PERO QUIERE DECIR  
VAN ROJA QUE ME LLEVA  
Y ME TRAE SIN HACER FILA



O QUIERE DECIR  
TENÉS TU ASIENTO  
RESERVADO



O TAMBIÉN LE PODES DECIR  
EL TRANSPORTE QUE  
TE LLEVA A OTRO NIVEL



SWVL

TRANSPORTATE A OTRO NIVEL

Lunes 25/04 - Trying to catch the bus

INSTAGRAM  
Feed Carrusel



→ Schaer  
↘ PIEZAS RRSS ↙



schaerglutenfree

Hoy a las 12:15

Do you want to see a magic trick? ✨  
When you get together with your friends, try one of our new Pizza Veggie Vegan and see what happens next.



**SUDDENLY EVERYONE IS VEGAN.**

3.675 2.475 comentarios 1.928 veces compartido



Me gusta



Comentar



Compartir



schaerglutenfree X

Hoy a las 12:15

Never throw a cake at someone. You never know if they have a gluten intolerance 🤔



Schär

@schaerglutenfree

Latest update on the Mona Lisa incident at the Louvre last week: she's not feeling great. Could it be gluten? 🤔



3.675 2.475 comentarios 1.928 veces compartido



Me gusta



Comentar



Compartir

→ Schaer  
↘ PIEZAS RRSS ↙



schaer glutenfree

Hoy a las 12:15

100 years ago we dreamed about a better world. And we still do! 🍌

Are you with us? See you at  
[SeedABetterWorld.schaer.com](https://SeedABetterWorld.schaer.com) 🌍

#Schar #Schaer #SeedABetterWorld



👍❤️👤 3.675 2.475 comentarios 1.928 veces compartido



Me gusta



Comentar



Compartir



schaer glutenfree X

Hoy a las 12:15

A visual representation of our heart melting for the little things 🍌

#Schar #Schaer #glutenfree



👍❤️👤 3.675 2.475 comentarios 1.928 veces compartido



Me gusta



Comentar



Compartir



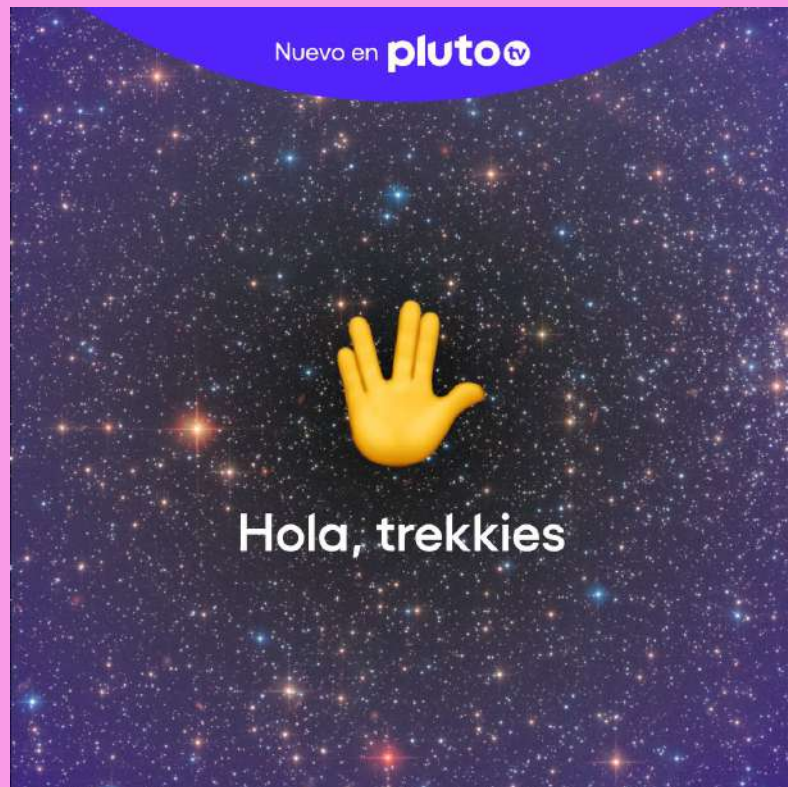
→ PLUTO TV

↘ PIEZAS RRSS ↵



→ PLUTO TV

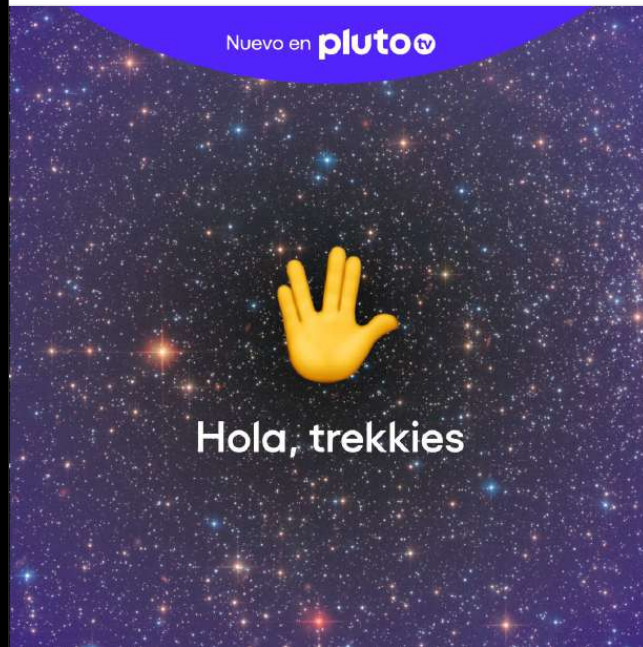
↘ PIEZAS RRSS ↵



plutotv\_latam

Hoy a las 12:15 🌐

Sr. Spock y Kirk aterrizan HOY en #PlutoTV!  
La saga geek favorita de todas las galaxias conocidas merece MARATÓN.  
#StarTrek #Trekies



👍❤️👹 3.675 2.475 comentarios 1.928 veces compartido



Me gusta



Comentar



Compartir



→ CONMEBOL

↳ PIEZAS RRSS ↵



conmebol

Hoy a las 12:15 🌐

Si un extraterrestre pregunta qué es el fútbol, respondemos con tu foto. Hace un mes te fuiste, y sigues más presente que nunca.

[#EL10ETERNO](#)



3.675 2.475 comentarios 1.928 veces compartido



Me gusta



Comentar



Compartir

→ CONMEBOL

↳ PIEZAS RRSS ↵



conmebol

Hoy a las 12:15

¿Hay algo más lindo que animarse a volar y agarrar el balón de lleno?

Cuéntanos tu mejor #Chilena 🇨🇱

(No vale exagerar! 😜)

Sigue las #EliminatoriasFútbolPlaya en @conmebol.



👍❤️👹 3.675 2.475 comentarios 1.928 veces compartido



Me gusta



Comentar



Compartir

Guru- Story- Interactiva



Respuestas a los comentarios de la gente





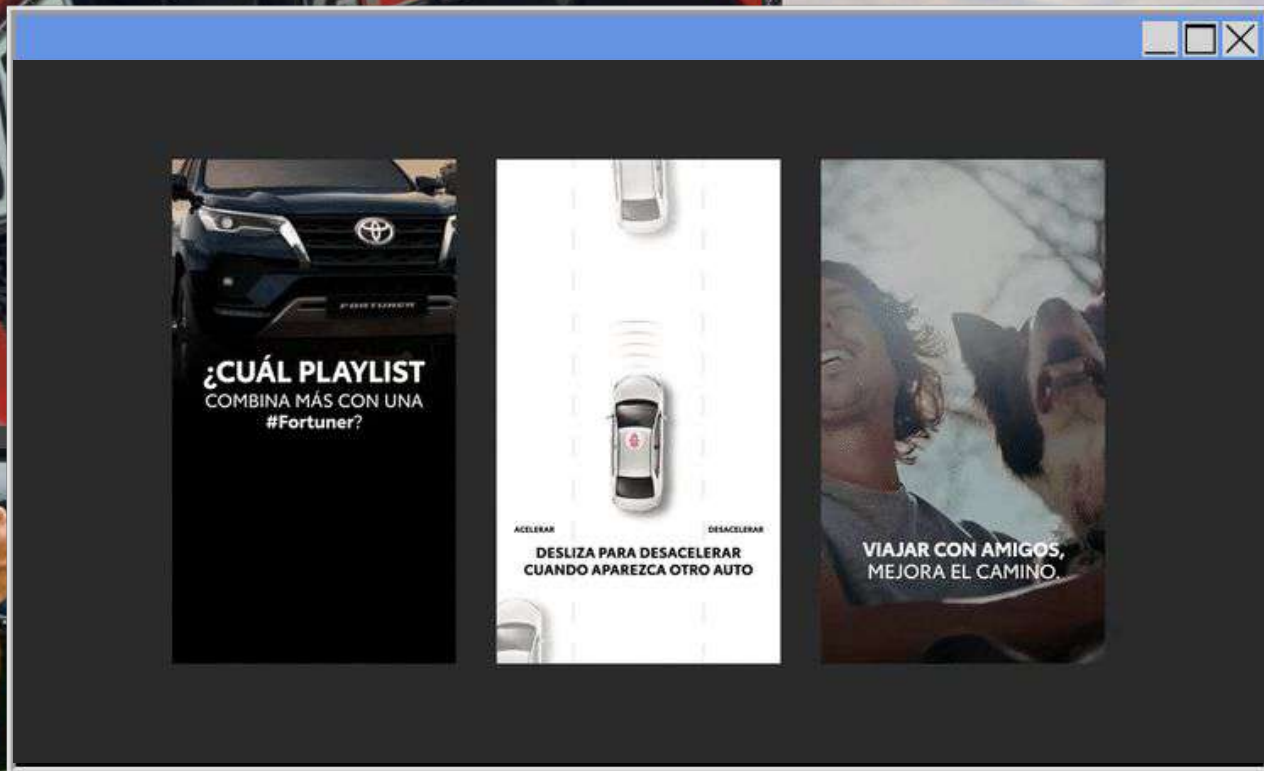
## Formas de comer - Story - Carrusel



MAC COSMETICS \ LANZAMIENTO DEL INSTAGRAM DE MAC COSMETICS



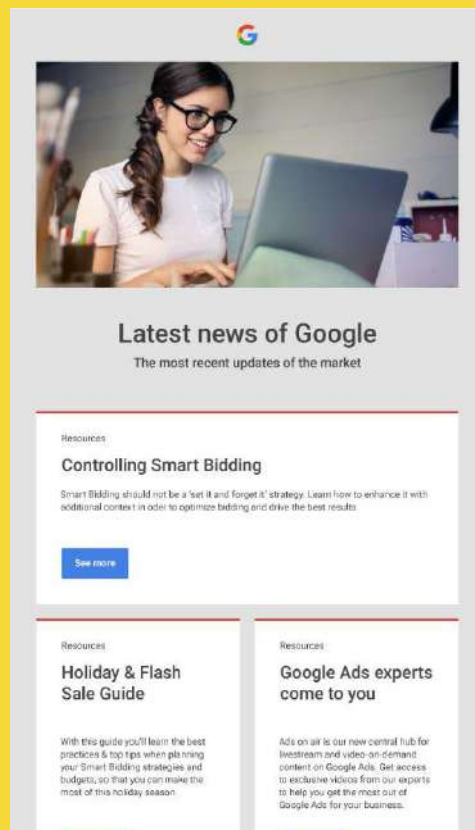
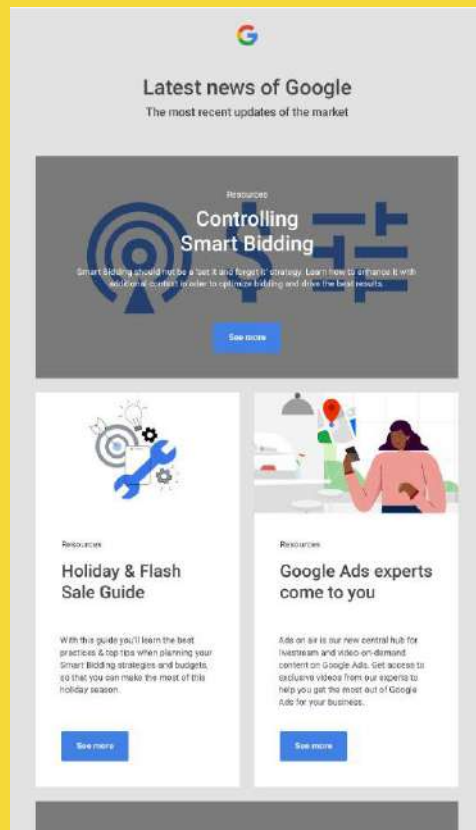
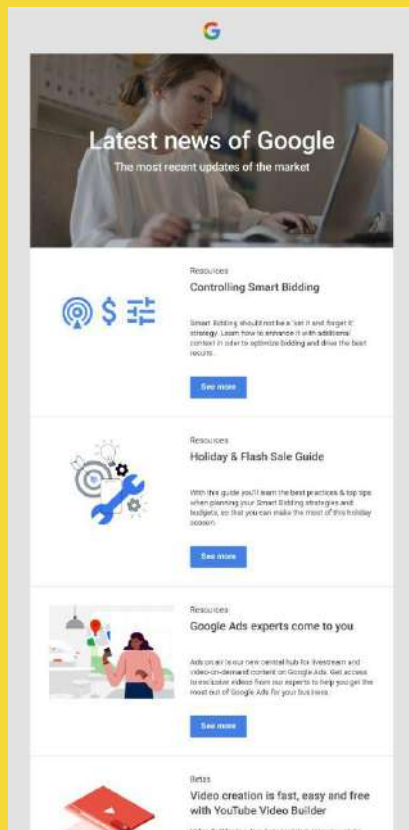




→ CLICK TO WATCH ↴

TOYOTA LATAM SOCIAL MEDIA

# EMAILINGS ←



# BANNERS ←



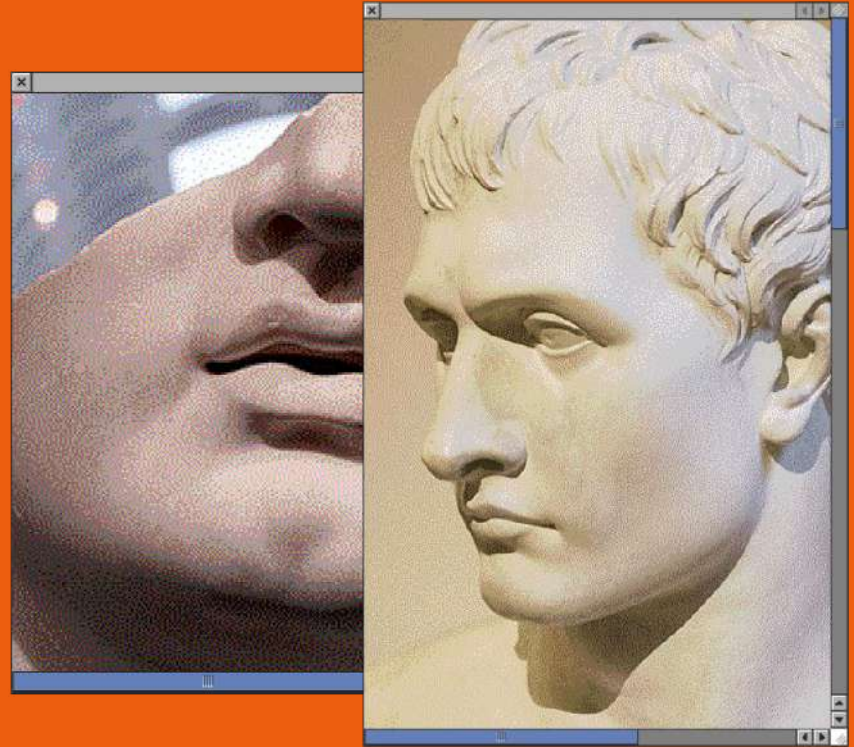


## BANNERS ←



# HOOPLA ← CREATIVE ↳ HUB

→ OUR CREATIVE APPROACH IS  
DESCRIBED AS THE SCIENCE OF  
TELLING ↙ ↗ SMALL  
STORIES.



**LEARN MORE:** <https://hub.hoopla.la>

# HOOPLA ← CREATIVE ↳ HUB

## SERVICIOS

→ BRANDING

BRANDED CONTENT ↔

EDITORIAL ↖

↳ U.G.C.

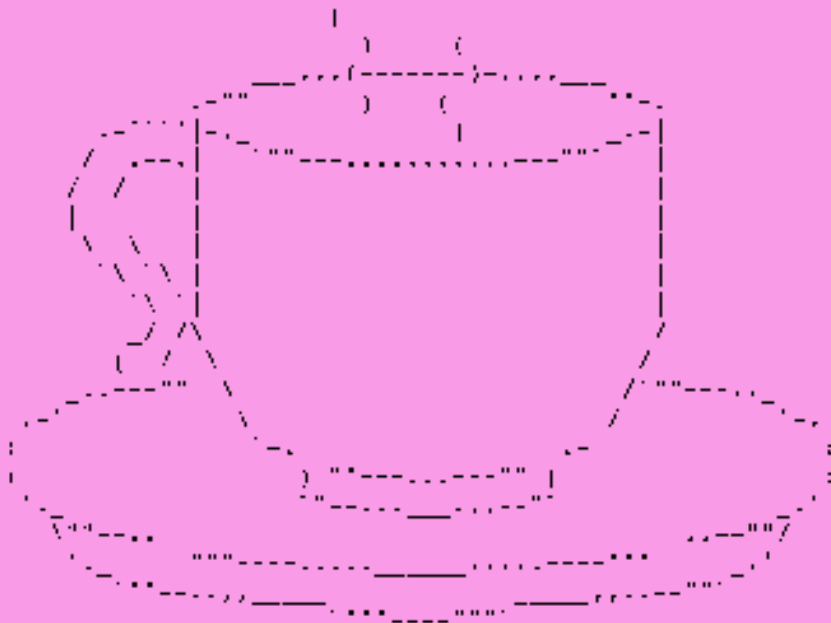
BRAND PLANNING ←

↘ CAMPAIGN CREATIVITY

ART DIRECTION ↙

INFLUENCERS MARKETING

EVENTS



**LEARN MORE:** <https://hub.hoopla.la>

# YOU TUBE SPO TS

↙   ←   ↘   ↔





## DIGITAL ASSETS ↘ YOUTUBE SPOTS



→ CLICK TO WATCH ↴

KARVI [PAREJA](#)

KARVI [GOBERNADOR](#)

KARVI [TERAPIA](#)

## AMAZON PRIME VIDEO ↘ CASO

Over the past twelve months, we've been immersed in the creative and comprehensive production of 20 videos for the Prime Video Latam YouTube Channel, collaborating with over 30 of Latam's most prominent influencers, YouTubers, Twitch streamers, comedians, and streamers.

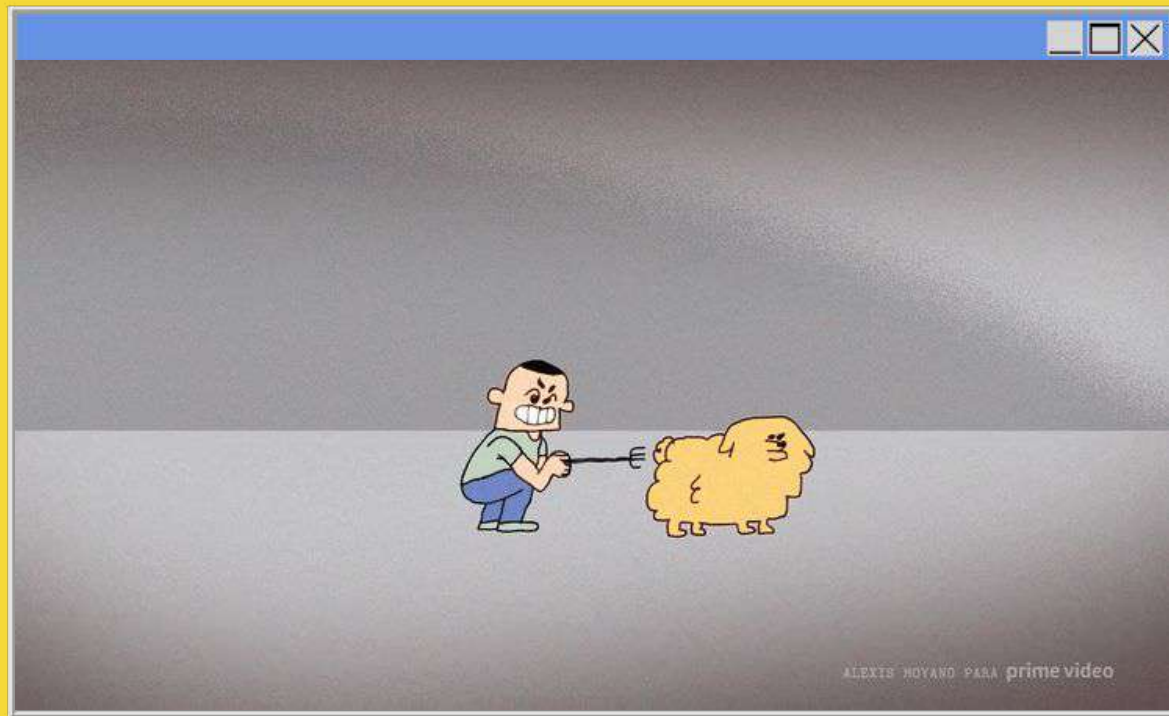
This project wasn't just a series of videos; it was about crafting a universe where each episode was a pivotal piece in a meticulously orchestrated content strategy.



→ [CLICK TO WATCH ↴](#)

[VIDEO CASO](#)

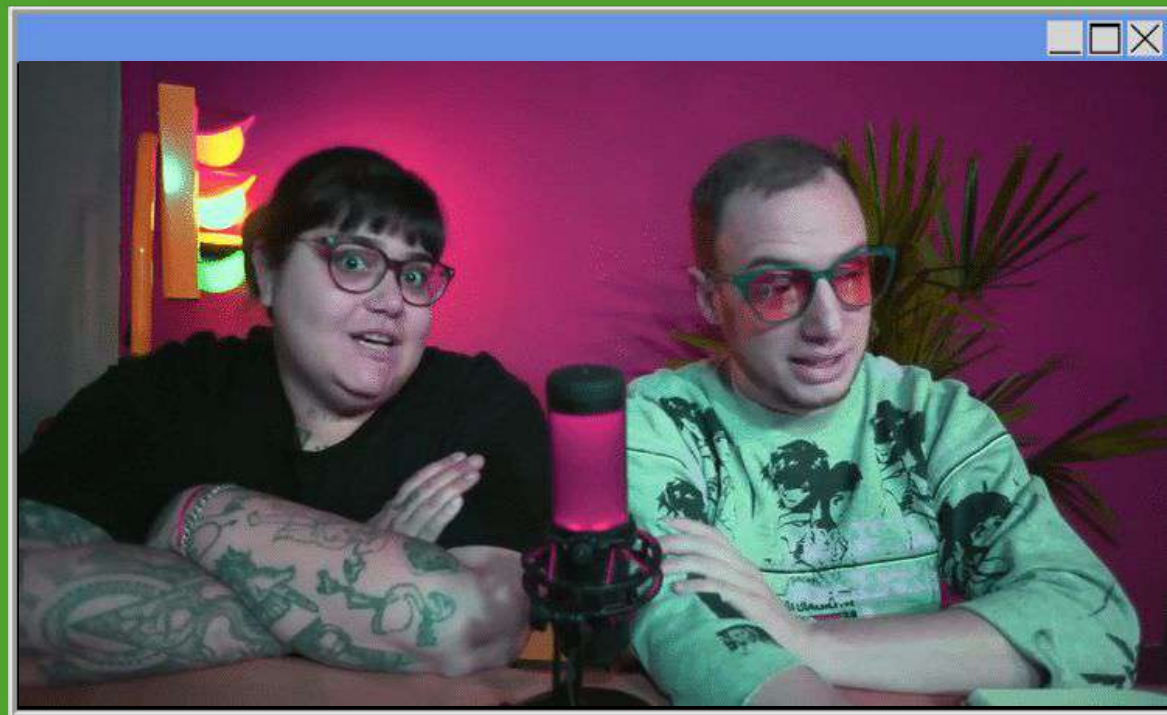
AMAZON PRIME VIDEO ↘ YOUTUBE CHANNEL



→ CLICK TO WATCH ↴

TODOS EN TODAS PARTES AL MISMO TIEMPO

AMAZON PRIME VIDEO ↘ YOUTUBE CHANNEL



→ CLICK TO WATCH ↴

ANTIFOMO



[AMAZON PRIME VIDEO ↘ YOUTUBE CHANNEL](#)



→ CLICK TO WATCH ↴

[LA SERIE DETRÁS DEL MEME](#)



## ↗ DIRECTV ↔

↘ FROM 2014 TO 2019

WE HAVE DONE MULTIPLE WORKS FOR DIRECTV ARG, DIRECTV COL AND DIRECTV LATAM.

SPOTS FOR CAMPAIGNS, SERIES LAUNCHINGS, LEAGUE PROMOTIONS, BANNERS, NEWSLETTERS, ETC.

IN SOME CASES CREATING THE KV, THE CONCEPT AND THE CREATIVITY. IN OTHER CASES ADAPTING THE KV TO MULTIPLE FORMATS.



## DIGITAL ASSETS ↘ DIRECTV BANNERS



**NADIE TE DA MÁS  
EN DEPORTES**  
☎ 0810 333 9953

**APROVECHÁ AHORA**

 DIRECTV



**NADIE TE DA MÁS  
EN DEPORTES**  
☎ 0810 333 9953

**APROVECHÁ AHORA**

 DIRECTV



**NADIE TE DA MÁS  
EN DEPORTES**  
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**APROVECHÁ AHORA**

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☎ 0810 333 9953



 DIRECTV

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MÁS EN  
DEPORTES**

**APROVECHÁ AHORA**

☎ 0810 333 9953

## DIGITAL ASSETS ↘ DIRECTV BANNERS



**\$1.500**  
ABONO MENSUAL  
**HASTA  
FIN DE AÑO**

DIRECTV



**\$1.500**  
ABONO MENSUAL  
**HASTA  
FIN DE AÑO**

DIRECTV



DIRECTV  
**BLACK  
WEEK**  
¡El Black Friday dura toda la semana!  
**50% OFF X 12 MESES**  
+ DIRECTV GO GRATIS



DIRECTV / SUNDANCE  
**SUNDANCE  
FILM FESTIVAL**  
DIRECTV Y SUNDANCE TV TE LLEVAN A ESTADOS UNIDOS

DIRECTV



## DIGITAL ASSETS ↘ DIRECTV BANNERS



**DIRECTV** pre-pago

BAJAMOS LA *Recarga* MINIMA

ANTES \$190  
**\$100**

▶▶▶▶



CONTRATÁ AHORA  
**DIRECTV HD**

**DIRECTV**



**SUPER  
PROMO**

APROVECHÁ AHORA

**VISA** | **DIRECTV**

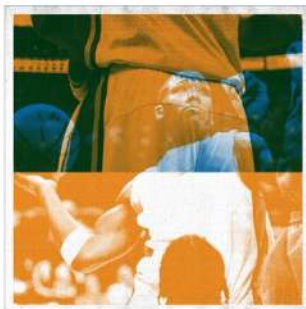
☎ 0800 222 0341



**NADIE  
TE DA MAS EN  
DEPORTES**

**DIRECTV** APROVECHÁ AHORA ☎ 0810 333 9953

## DIGITAL ASSETS ↘ DIRECTV BANNERS



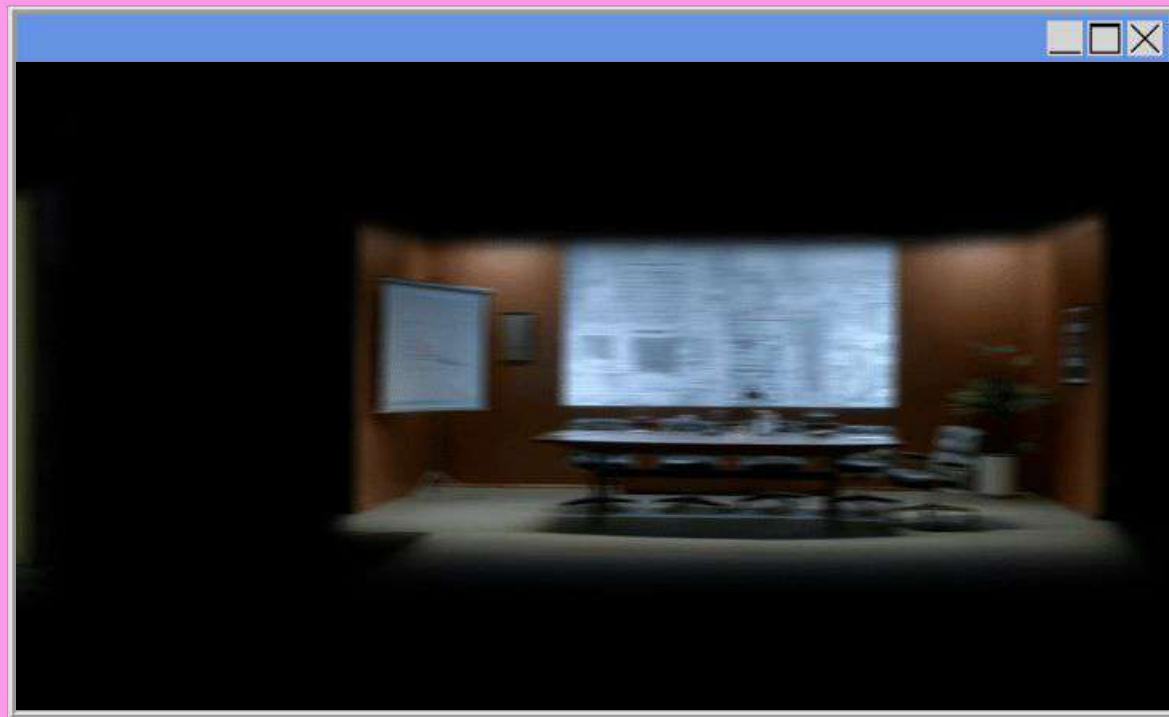


**DIRECTV**  
Verlo es vivirlo

**QUIERO VER**

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## DIGITAL ASSETS ↘ YOUTUBE SPOTS



→ CLICK TO WATCH ↴

KUN AGÜERO – [CURSO DE PREPARTO](#)

KUN AGÜERO – [CUMPLEAÑOS](#)

KUN AGÜERO – [EN LA OFICINA](#)



## DIGITAL ASSETS ↘ YOUTUBE SPOTS



→ CLICK TO WATCH ↴

COPA AMÉRICA: [AMIGO PIEDRA](#)

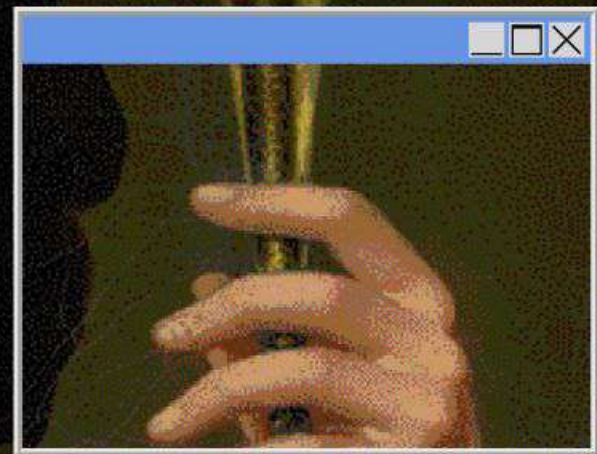
COPA AMÉRICA: [TÍO](#)

COPA AMÉRICA: [FLOR LA TACAÑA](#)

# DIGITAL ASSETS → NEWSLETTERS

[illegible][illegible][illegible][illegible]





**MEMORABLE  
CASES**

MEMORABLE CASE ↗  
↗ RED BULL



→ RED BULL E-BATTLES:  
ONLINE BREAKDANCE  
COMPETITION.

BREAKDANCE EXPANDS TO THE DIGITAL WORLD  
AND NOW REACHES EVERY CORNER OF THE  
PLANET.

<https://www.redbull.com/int-en/event-series/bc-one>  
<https://www.youtube.com/watch?v=ipy0SIWIOAM>



MEMORABLE CASE ↗  
↔ GOOGLE



→ MICHELLE OBAMA:  
"LET GIRLS LEARN EN  
ARGENTINA".

→ MICHELLE OBAMA ARRIVED IN ARGENTINA  
FOR THE FIRST TIME AND WANTS TO HEAR  
WHAT CENTENNIALS HAVE TO SAY.

<https://www.youtube.com/watch?v=tnwlsxOyWUE>

MEMORABLE CASE ←  
↑ GOOGLE



→ POPE FRANCIS  
RECEIVES YOUTUBERS.

→ HOW DO YOU GET A GENERATION THAT  
SPENDS MOST OF ITS LIFE ONLINE AND IS  
HEAVILY INFLUENCED BY YOUTUBERS  
INTERESTED IN HEARING THE POPE SPEAK?

<https://www.youtube.com/watch?v=dSQ89Rb0lOs>

# ↘ ¿WHAT DO OUR CLIENTS ↔ SAY?

## THE REVIEW

"HOOPLA WAS A KEY PARTNER IN DEVELOPING AND EXECUTING BOTH IDEAS, OVER ACHIEVING THE DESIRED GOALS."

5.0 ☆☆☆☆☆

QUALITY	5.0
SCHEDULE	5.0
COST	5.0
WILLING TO REFER	5.0

## THE REVIEWER

MARKETING MANAGER,  
GOOGLE ARGENTINA.

LUCAS ANSALDO

**LEARN MORE:** <https://clutch.co/profile/hoopla>





[illegible]



"PEOPLE

ON WHAT

ACT

THEY

REMEMBER

**NOT ON WHAT  
THEY → FORGET"**

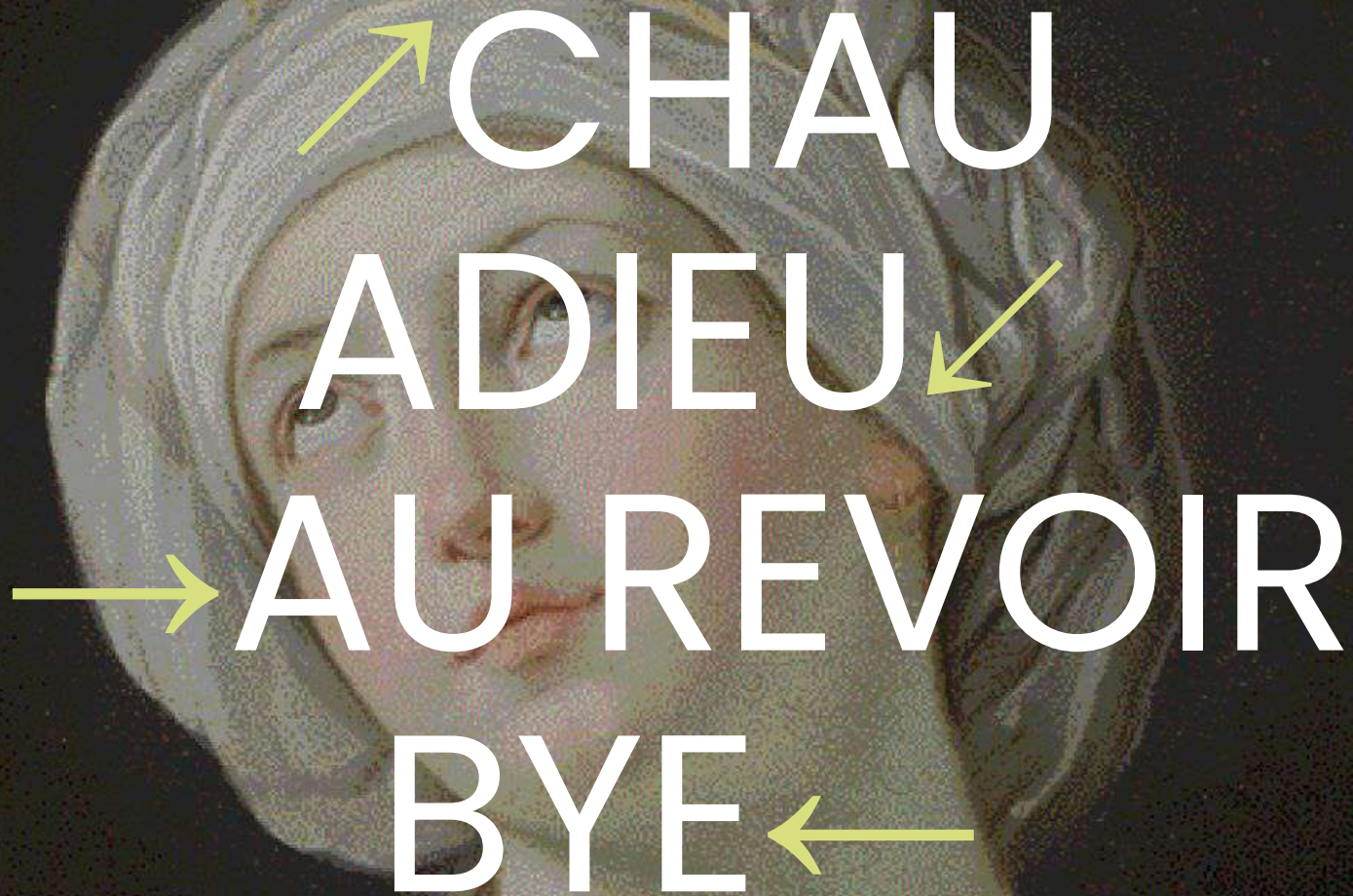
IMPOSSIBLE TO IGNORE → CARMEN SIMON

**"THE WHITE RABBIT PUT ON HIS SPECTACLES.  
WHERE SHALL I BEGIN, PLEASE YOUR MAJESTY  
HE ASKED. BEGIN AT THE BEGINNING, THE KING  
SAID GRAVELY, AND GO ON TILL YOU COME TO  
THE END: THEN STOP."**



Lewis Carroll

**HOOPLA**



↗ CHAU  
ADIEU ↘  
→ AU REVOIR  
BYE ←

