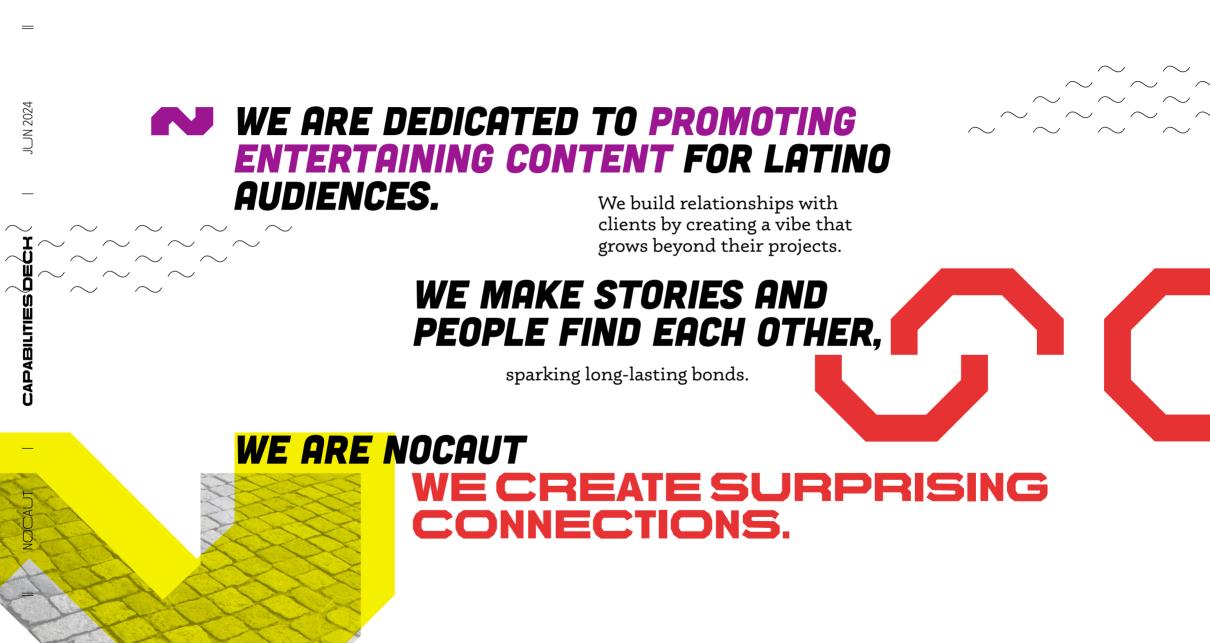
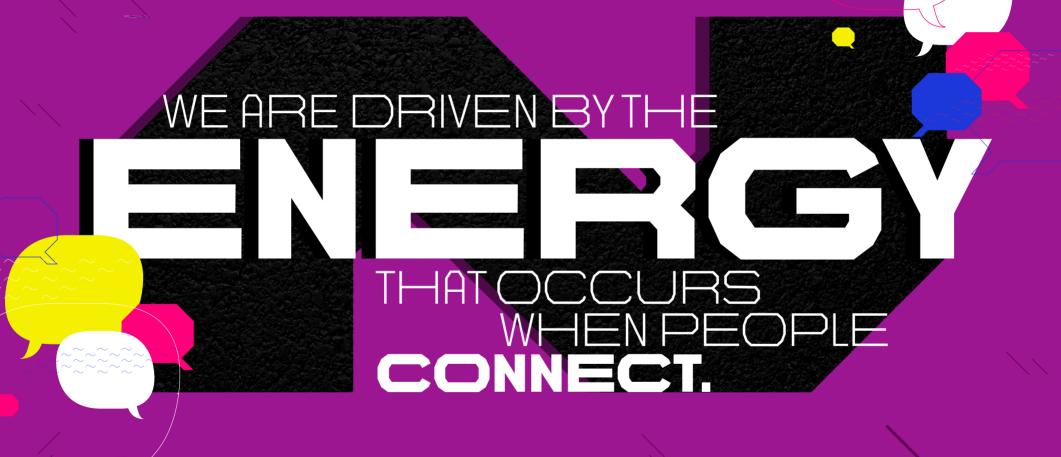


Some pages with text, illustrations and colors that represent the emotions you'll experience working with us.

CAFAEIL DECH







NMN

eople ven PEOPLE CONE FIRST, AND NOEA KNOWS IT.

Before computers, before animated videos, TV and rushing deadlines, before everything else there were only three friends. Natural autodidacts, they developed a great ability to adapt to technological changes. There was between them a bulletproof chemistry and desire to do things differently.

By collaborating, sharing and working on what they felt passionate about, they found their own brand.

Quickly, Nocaut transformed into a bigger family that, by adding more friends who were experts in different disciplines, bet on their uniqueness as the key to confronting their main challenge: to always transmit a



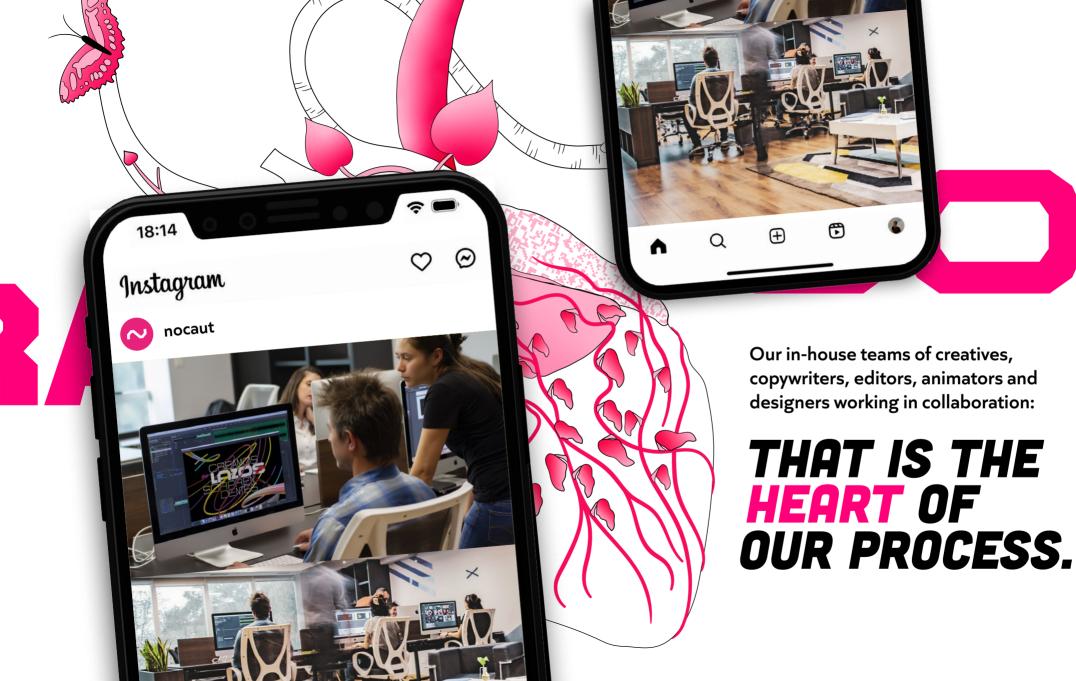


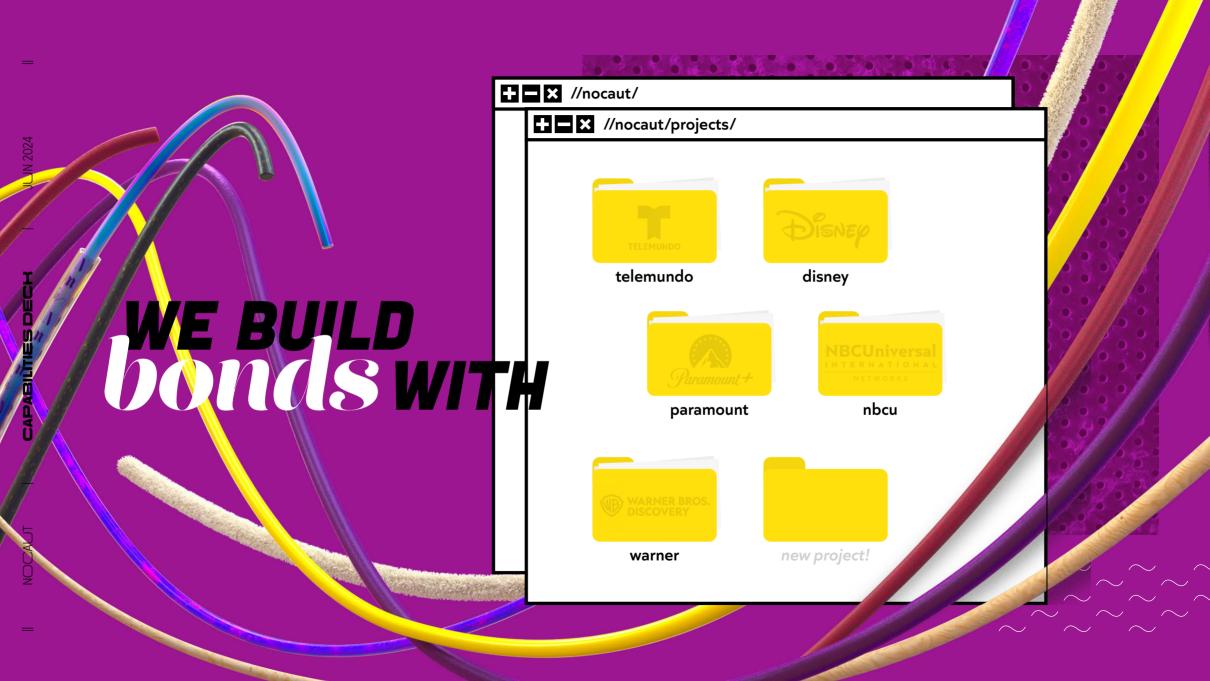












We are part of the growth of the Latinx culture. We take on our clients' challenges as our own, we fall in love with their content and we bring the potential of storytelling to people.

This is our toolkit:

CREATIVE STRATEGY DISCOVERY AND RESEARCH CONCEPT DEVELOPMENT COPYWRITING **STORYBOARDING ILLUSTRATION** DESIGN **MOTION GRAPHICS EDITING** AUDIO AND VIDEO POST PRODUCTION ORIGINAL SCORING



We look for any possible connection between the needs of the client, the spirit of the content and the concerns of the people it is geared towards.

We form specific teams for each project. This dynamic keeps us versatile and agile, allowing us to reduce timeframes and provide the highest quality in our deliveries.

In addition, at every step we advance through constant back-and-forth with our client to refine the creative path and strengthen ideas.

HOW DO WE DO IT?

It's all about connecting people, searching for those bonds that will guarantee quality project development.



We get to know our client through an array of questions that help us discover the characteristics of the project and the brand.

We study the company and its universe. We obsess over the past, present and future of the content to be promoted. We share our research and complete it with the client's vision.

NOCAUT'S PROCES

We search for references, draw conceptual lines and return to the client with an in-house dynamic. Once the chosen path is defined, we develop a PowerDeck™ presentation which includes the main concept, a visual landscape and motivations of the Creative Director.



Once we have defined the campaign's rollout schedule, we bring together an exclusive team that will work on the project using a holistic approach. We focus on every detail, finalize and deliver.



We methodically document the development of the project and together with the results of the campaign we deliver a final report. Alongside the client, we proceed with a performance evaluation and celebrate a new surprising connection.



GASTON SOSO

Gaston has waited many years to find the explanation to many things. On his journey, he almost became a Social Communicator, he almost learned how to play bass, he almost learned how to be an actor and he almost became a champion fencer in a competition with only three participants.

Today, he really enjoys listening to people in order to discover what they actually need and be able to help them. At Nocaut he does this all the time, he listens as much as he can so that each project can develop with a unique character and so that the teams that are formed around each challenge enjoy the experience and are empowered to use their capabilities to the max.

Sometimes, he can't even explain to himself how he is able to spend his days doing almost everything he enjoys in life.





SEBASTIAN CARAZAY

When he was four years old, Sebastian climbed up his parent's black and white television set and slammed it on the floor: what he really wanted to do was to see whether the miniature world that surprised and illuminated him so much was inside.

And yes, he concludes today, many years later, that inside TVs, mobile phones, and infinite screens, there is a world that continues to surprise him but that now he also forms a part of-directing, filming, editing, writing scripts. A planet of marvelous ideas created out of images and sounds.



PARTNER / CREATIVE DIRECTOR

RODRIGO JÁVEGA



There is something Rodrigo has always intuited: Between all things there are secret connections, yet it is possible to discover them.

That has led him to be restless in his curiosity, and to always search for those points of contact between images, movements, colors, typographies, dialogues, sounds, that is to say, all of those things with which stories are built and that help us learn about the world.

In Nocaut, Rodrigo supervises the complete creative process and visual proposals of all projects, or, as he sees it, he works with fascinating energy to find new surprising connections.



You can find more case studies and information at:

NCCAUT.TV

THANKYOU

