

**EVERY SURFACE, A
STORY TO TELL.**



SOCIAL FOOTPRINT OVERVIEW

Significant social media followers indicate an untapped potential for greater engagement on various platforms.

INSTAGRAM

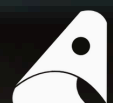
0,17% Engagement rate on the most successful post.
13.634 Followers

FACEBOOK

1.19% Engagement rate on the most successful post.
13.6K Followers.

LINKEDIN

3% Engagement rate on the most successful post.
230 Followers.



ELEVATING DIGITAL PRESENCE

Core Objectives:



Brand Story Amplification
Harness compelling digital narratives to build a legacy.



Community Engagement
Cultivate a vibrant, interactive community around the brand.



Instinctive Brand Recall
Ensuring the brand remains the preferred choice for creative solutions.

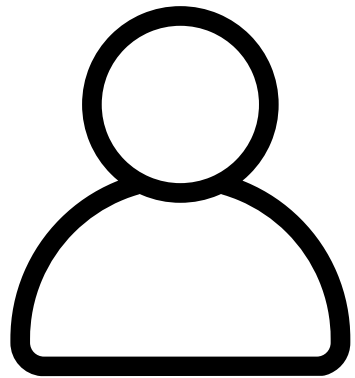


CRAFTING UNIVERSAL CONNECTIONS

The audience is **creative, savvy, and seeking quality.** They're not just customers; they're **creators, businesses, and families looking to bring their visions to life.** Our campaign meets them where they are — on the platforms they frequent, with the stories they cherish.



WHY?



Why clients need
adhesive vinyl?



Why do they buy
Laminates?



Why they used
specialty films?



Because Every Choice Tells a Story!

The clients don't just 'need' adhesive vinyl, 'buy' tapes, or 'use' polarized films – they choose these products to make a statement, to share a message, and to tell their story. **It's not about the product. It's about what the product enables them to express.**





Discover a young couple's journey as they lovingly prepare a nursery, accompany a café owner through the revival of her cherished space, and join a car enthusiast as he meticulously crafts his vehicle's identity. **These are the stories of change and identity that Alpapel empowers with its products.**

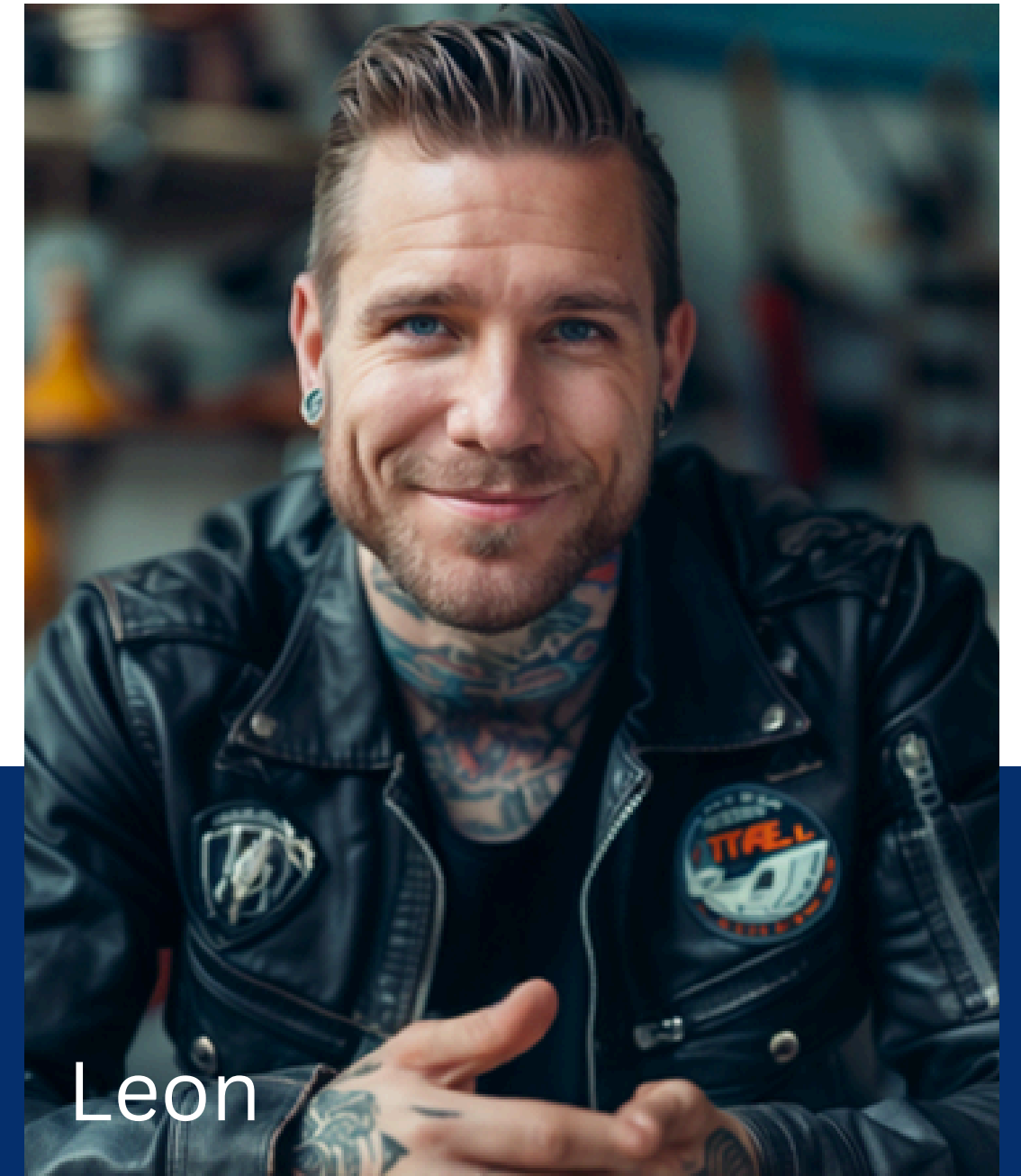
EVERY SURFACE, A STORY TO TELL.



Hannah



Ana



Leon



David



Moodboard



SHARING THE STORY

To ensure our narratives reach and resonate, we've crafted a **multi-channel distribution strategy that aligns with audience's behaviors and preferences.**

Distribution Plan:

- The full commercial will premiere **across all platforms**, creating a unified launch event.
- Segmented story content will be tailored for each platform — shorter, poignant pieces for **Instagram reels**, detailed posts for **Facebook**, and professional highlights for **LinkedIn**.
- Boosted **Instagram stories** will help reach new costumers with an special CTA.



GROWTH GOALS

The campaign is designed to **amplify Alpapel's social media engagement**, gaining **trust and recognition** from the users and paving the way to build a solid social media presence that will guide to getting conversions through relatable storytelling.

Objectives:



Elevate engagement to **2.23%** (*industry standard*).



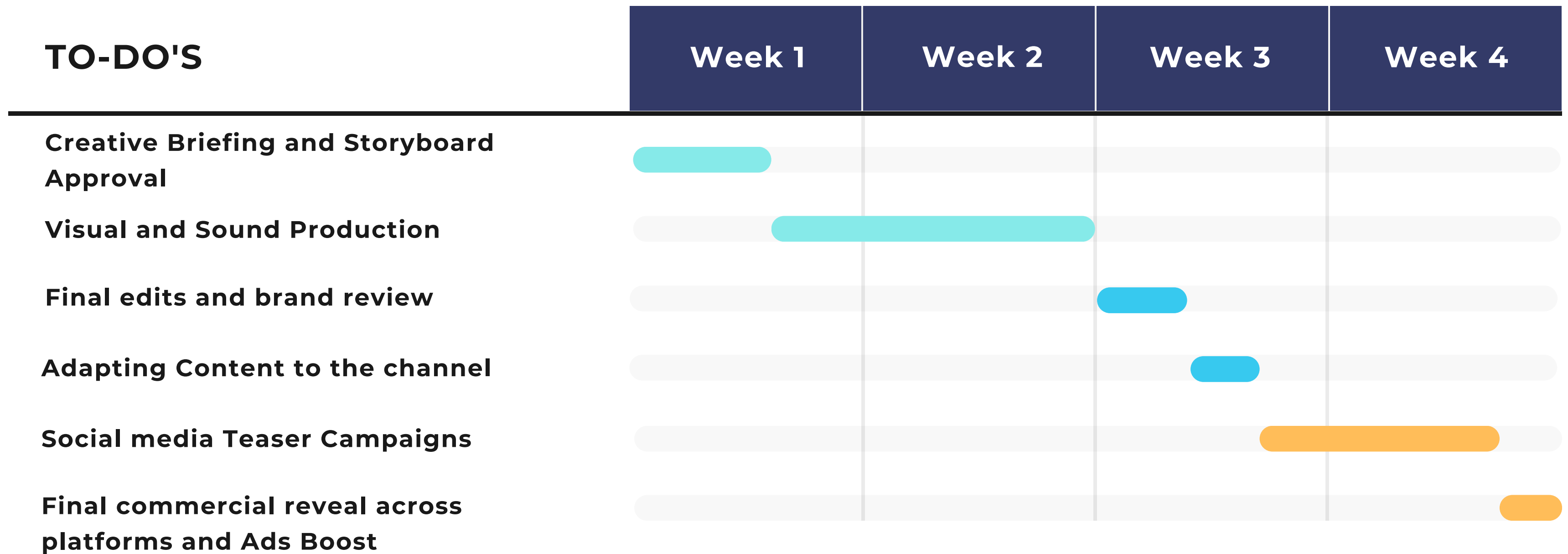
Reach a **2%** of engagement (industry standard).



LinkedIn Solify the **2%** engagement and **establish a professional image.**



ROADMAP



THE STORY BEGINS HERE

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