

The background of the image is a solid dark purple color. It features several large, overlapping, rounded shapes in various shades of purple and magenta, creating a layered, abstract effect. The shapes vary in opacity and color, with some appearing as darker purples and others as lighter, more vibrant magentas. The overall composition is clean and modern.

Berry Whale™

Strategic partners



OOH!
Marketing Turístico

友好中国



SAXION
University
of Applied
Sciences

UNIVERSIDAD DE
GUANAJUATO



Index

1 About Berry Whale

Why Berry Whale?

2

3 Services

Clients


4

5 Case studies

Contact us

6


About Berry Whale



Berry Whale is Latin America's leading tourism marketing agency. We specialize in the implementation of technology, marketing, communications and PR solutions for the tourism industry.

We have over 10 years of experience designing positioning and promotional strategies for regional and global brands. This trajectory has allowed us to add value to over one hundred brands, companies, individuals and governments in over a dozen countries.

Our clients have given us a valuable contribution, honoring us with our past achievements and a continued commitment towards excellence.



Our **mission** consists in providing high-level specialized services. We are characterized as being a passionate, highly-engaged and motivated team.

The honesty, loyalty and integrity of every member of our professional team constitute our core values and what sets our organization apart from its competitors.

Memberships & accolades



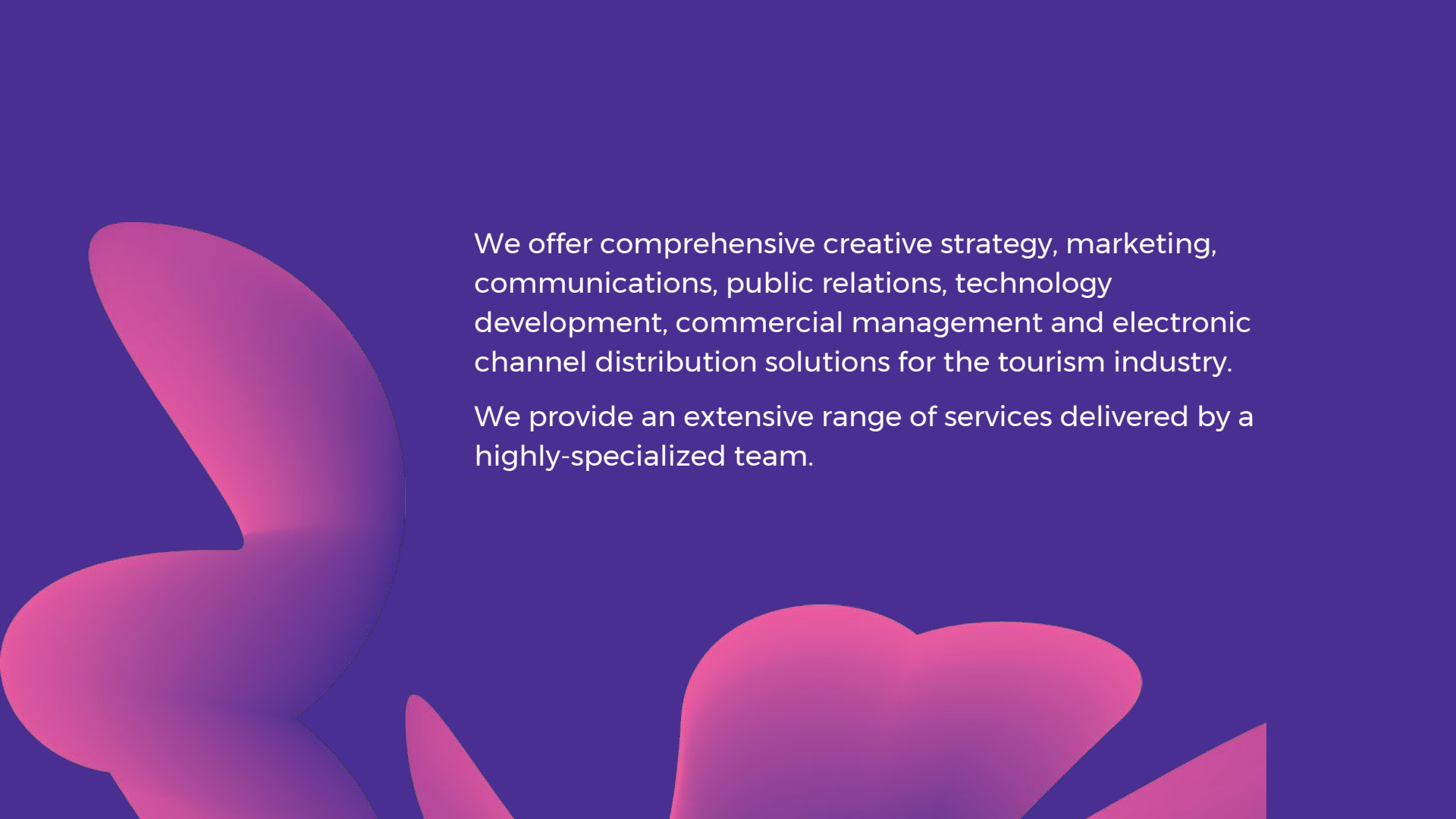
The background features a gradient from light pink to deep purple, overlaid with large, soft-edged, wavy shapes in shades of pink and purple. The text is centered in a bold, white, sans-serif font.

Why Berry Whale?

- Experience and understanding of the travel and tourism industry
- Technology-led approach
- Attention to detail
- Personalized service
- Multicultural team of professionals
- Regional presence with a global reach

The background features a gradient from light pink to deep purple, overlaid with large, soft-edged, wavy shapes in various shades of pink and purple, creating a dynamic and modern aesthetic.

Services

The background is a solid dark blue. On the left side, there are several large, overlapping, abstract shapes in shades of pink and magenta. These shapes are organic and fluid, resembling stylized leaves or petals. One large shape is on the left, and another is at the bottom right. The text is positioned in the upper right quadrant of the image.

We offer comprehensive creative strategy, marketing, communications, public relations, technology development, commercial management and electronic channel distribution solutions for the tourism industry.

We provide an extensive range of services delivered by a highly-specialized team.



We provide an extensive range of services provided by a highly-qualified professional team

- Branding
- Website and mobile app development
- Marketing and advertising
- Market research
- Software solutions
- PR & Communications

Branding

Strategic branding

Brand development

Brand management

Brand monitoring and evaluation

Brand audit

Competition analysis

Website and mobile app development

Project management

Website audit

Strategy and planning

Information architecture

Web programming

UX/UI

Web maintenance

Interface design

Microsite development

Content production

Content management

Mobile app development

Booking engine integration

E-Commerce

Online payment gateway integration

Marketing and advertising

Digital strategy

Print media advertising

Social media strategy

Creative strategy

SEO (Search Engine Optimization)

Social media manuals and editorial calendar design

Landing page optimization

SEM (Search Engine Marketing)

Trip Advisor positioning and advertising

E-mail marketing

Social media strategy

OTA positioning and advertising

Media purchase

Social media management training

Travel search engine positioning and advertising

Media planning

Online reputation management

Out-of-home advertising

Digital media advertising

Social media advertising

Market research

Concept testing

Competitor research and analysis

On an offline mystery shopper

Usability studies

Web analytics technical implementation

Social media analysis

Online surveys

Web analytics tag audit

KPI monitoring platform development

Market analysis and research

Web analysis

Online reputation management

Product analysis and research

Software solutions

CRM strategy design

E-Commerce

IPMS (Property Management System)
Implementation

CRM
implementation

RMS (Revenue Management System)
implementation

ICMS (Content Management System)
implementation

PR and Communications

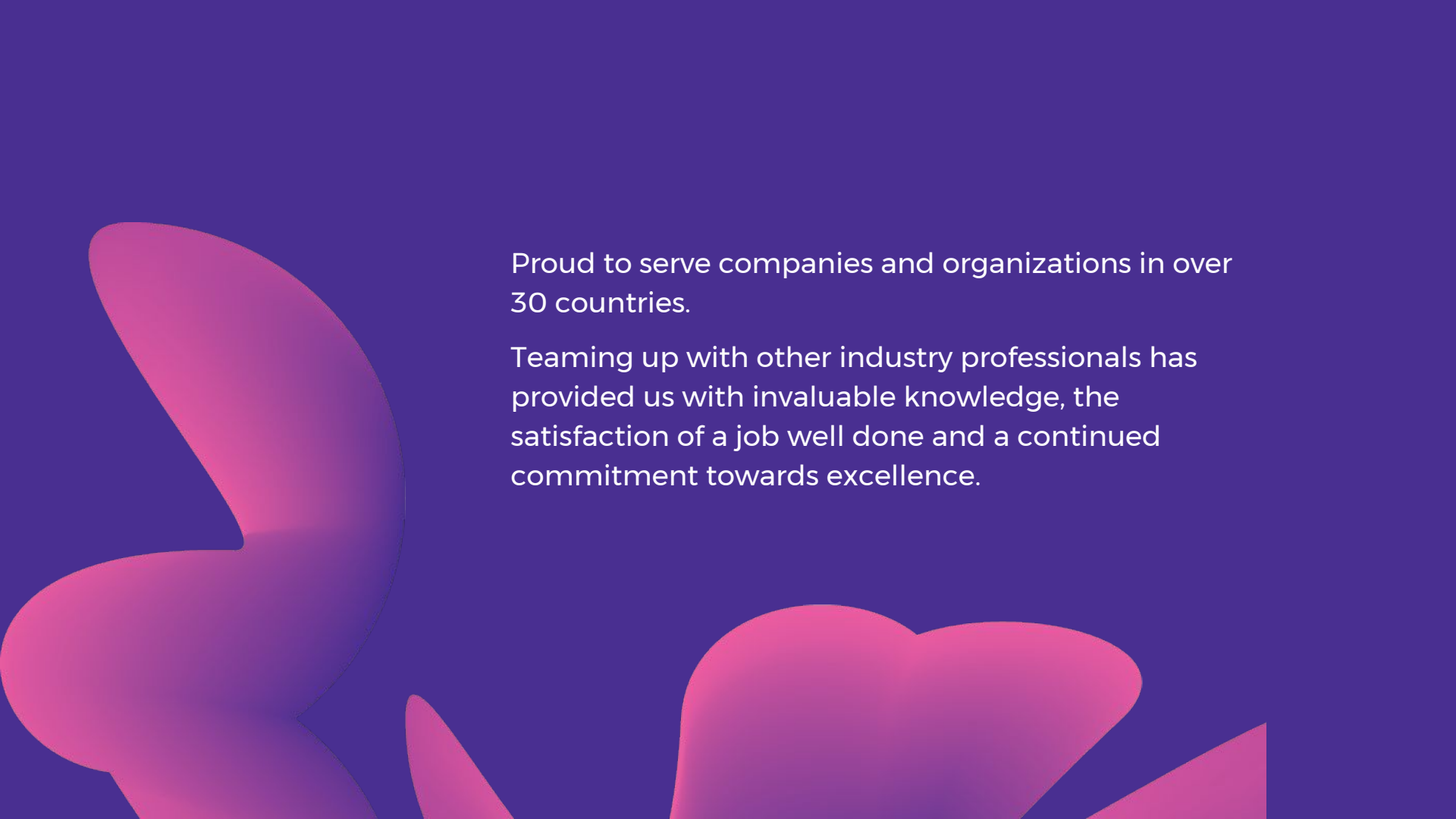
PR strategy	Press trips	Institutional web development
Events and press conferences	Media monitoring	Catalog, trademark and institutional brochure printing
Media contact	Multimedia production	Content management
Crisis management	Video and photography production	Content creation in English, Spanish, French, Russian, German, Mandarin Chinese and Portuguese languages

Other services

Online marketing consulting	Central purchasing body and logistics management for hotels	Tourist product development
Project development strategy for tourist destinations	Electronic channel management	Business plan development and support for Destination Management Organizations (DMO's)
Destination management	Revenue management	Feasibility studies
Supply chain management	Master plan for tourist destination development	Protected area management plan design

The background features a gradient from light pink to deep purple, overlaid with large, soft-edged, wavy shapes in various shades of pink and purple. The word "Clients" is centered in a white, bold, sans-serif font.

Clients

The background is a solid dark blue color. On the left side, there are several large, overlapping, abstract shapes in shades of pink and light purple. These shapes resemble stylized leaves or petals, with smooth, curved edges. They are positioned in the lower-left and lower-right areas, partially overlapping each other and the text area.

Proud to serve companies and organizations in over 30 countries.

Teaming up with other industry professionals has provided us with invaluable knowledge, the satisfaction of a job well done and a continued commitment towards excellence.

Destinations



Tour operators and agencies



Booking.com



Hotels and vacation clubs



Finance and legal



Consumer and luxury



LOUIS VUITTON

Digicel

Claro



RON
BARCELÓ



**WESTERN
UNION** | |

AVIS

Sports



FIFA

TranCycle
CARDIO STUDIO



The background features a gradient from light pink to deep purple, overlaid with large, soft-edged, wavy shapes in various shades of pink and purple, creating a layered, organic effect.

Contact us



Offices

- **Argentina**

Lavalle 1474 Piso 5 Oficina A
Ciudad de Buenos Aires T:
(54) 11 4373 9292

- **Mexico**

Bldv. Fco. Medina Ascencio
3987
Int. 302, Marina Vallarta T.
(52.322) 293-3704

- **Canada**

987 Dempsey RD, North
Vancouver
Columbia Británica T.
(778) 838-9093

- **Dominican Republic**

Calle Dr. Jacinto Ignacio Mañón 7
Ensanche Paraíso
Santo Domingo T. (829) 954-5773

The logo features two stylized, 3D-rendered whale tails in a vibrant pink color, set against a dark blue background. The tails are positioned on the left and right sides of the frame, with the text centered between them.

Berry Whale™