



24 Years as a :
Branding,
Digital Marketing,
eLearning
IT agency

Serving brands in LATAM and USA.

1RedBrand: Empowering Branding Excellence

Efficient. Scalable. Consistent.

The Challenges of a consistent **Branding** in the **Hotel Industry**:

In today's fast-paced **hotel industry**, maintaining efficient and consistent communication across departments and locations is a challenge. 1RedBrand automates and simplifies these processes, ensuring that every message is timely, personalized, and aligned with the brand's identity.

Our **Solution**:

1RedBrand: Automates adaptations,
reduces costs, and ensures consistent
branding



How 1RedBrand Works

Three User Roles:



The Designer User:
uploads brand-compliant templates



The Unit User
customizes these templates for local
needs — quickly and accurately.



The Authorizing User
reviews, approves, or modifies before
distribution.

Seasonal Promotions and Special Offers: The Challenge of **Speed and Personalization**

- Creating specific promotions for different locations.
- Delays in distributing promotional materials.
- Inconsistent visual identity and off-brand messaging.



**Manual
Adaptation:**
2-3 hours per
piece



With 1RedBrand:
Under **5** minutes per
piece



Campaign Deployment:
Manual: **7-10** days
1RedBrand: **1-3** days

Occupancy Campaigns: **Maximizing Opportunities**

Challenges

- Slow adaptation of promotional campaigns to increase room occupancy during key periods.
- Dependence on external agencies for every campaign adaptation.
- Difficulties managing simultaneous promotions across different markets.

How 1RedBrand Solves It:

- Creation of multi-format campaigns ready for social media, internal screens, and reception brochures.
- Immediate distribution to all properties with centralized approval.
- Ability to segment promotions by customer type (corporate, family, etc.).

Banquets & Events: **Customized Promotions** **for every Event.**

Challenges

- High demand for personalized materials for weddings, conferences, and special events.
- Lack of agility in adapting promotional packages for different dates and regions.
- Inconsistent communication of services and offers.

How 1RedBrand Solves It:

- Fast customization of event materials in minutes, with no errors or inconsistencies.
- Modular templates for promotional packages, adaptable to any occasion.
- Multi-language integration for international events.
- Emailing campaign fully customized for every event budget.

Internal communication (Human Resources): **Keeping Staff Informed and Motivated**

Challenges

- Difficulty communicating internal campaigns on well-being, safety, and training.
- Lack of personalization for different locations and departments.
- Low engagement due to irrelevant messaging.

How 1RedBrand Solves It:

- Quick creation of customized internal campaigns for each department.
- Templates for HR announcements and internal newsletters.
- Approval control to ensure alignment with the corporate strategy.

Cost Savings for your brand:

- Master Template: \$1,000 USD (avg.)
- Manual Adaptation: \$200 USD per format (avg.)

With 1RedBrand:

- One-Time Master Creation
- Unlimited Adaptations Automatically
- Annual Savings: Up to **75% avg.** cost reduction on adaptations.



Case Study:

The Challenge: branding standardization in LATAM

- 150 + Hotels / 5 categories
- 26,655 designs produced annually
- 600+ corporate designs uploaded by headquarters
- 26,055 localized designs adapted by hotel teams.
- NW region: 6,770 adaptations
- CWR region: 4,182 adaptations



Ensured complete **alignment with Marriott's branding standards** across 150+ hotels in Mexico and LATAM in record time.

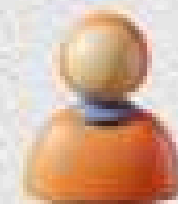
Trusted by Leading Brands Across Multiple Sectors:

- Franchises
- Retail Stores
- Hotel Corporations in México and LATAM
- Healthcare Corporations
- Universities and educational institutions



“1RedBrand streamlined our campaign adaptations, ensuring brand consistency nationwide, **eliminating errors**, and supporting over **160 stores with tailored materials** — a task previously unmanageable in-house. **Our branding is now seamless.**”

– Marketing department, LIVERPOOL”



“With 1RedBrand, we ensure **brand consistency across all our locations**, while **reducing costs and saving time.**”

– Head of Communications, CITY EXPRESS BY MARRIOTT LATAM

More than 1000 licenses in use on the market.

Average 5 minutes to **customize a branding material** per user with 65 different layouts or more.



Let's connect to add
value to your brand:



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Authorized distributor

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