

**CREATIVE
TECH** ▶



**SOLUTIONS
PEOPLE**



ABOUT US

We're often described as a "Digital Agency", but our scope extends far beyond that label. **Throughout our extensive 22-year journey, we've meticulously shaped some of the most pioneering digital experiences in the industry.**

We stand by our clients, helping them to achieve every goal, no matter how audacious. Through the years, we've cultivated a deeply **human approach to our work**, rooted in collaboration, enduring relationships, camaraderie, awards, and many remarkably successful undertakings.



SHOW REEL



COLLABORATIONS



NETFLIX



Kellogg's

VANS

HERSHEY'S

GARMIN



mentos



Coca-Cola



MetLife



OfficeMax

Bachoco



SAVILÉ

SKIN.Y.

Up sí vale

Huevocartoon

sushillo



bebbia



ingles individual



Kontempo



GelaFruit

trazendit



CUSTOMIZE THIS PRESENTATION

You can read through this presentation linearly, or you can **explore the sections that pique your interest:**

ABOUT US

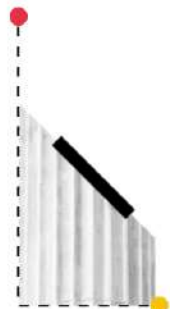
- ▶ [FIGMENT'S PILLARS](#)
- ▶ [THE TEAM](#)
- ▶ [EVERYTHING UNDER ONE ROOF](#)
- ▶ [DIGITAL CREATIVITY](#)
- ▶ [OPTIMIZATION](#)
- ▶ [WE EVOLVE WITH YOU](#)
- ▶ [FIGMENT'S METHODOLOGIES](#)
- ▶ [EXCEPTIONAL VALUE](#)



WHAT WE DO

- ▶ [SOCIAL MEDIA](#)
- ▶ [AV PRODUCTION & POST-PRODUCTION](#)
- ▶ [ANIMATION & VISUAL EFFECTS](#)
- ▶ [SOFTWARE DEVELOPMENT](#)
- ▶ [VIDEO GAME DEVELOPMENT](#)
- ▶ [DIGITAL CREATIVITY AND CONSULTING](#)
- ▶ [GRAPHIC DESIGN](#)
- ▶ [PAID AND ORGANIC MEDIA](#)

FIGMENT FUNDAMENTALS



- Social Media
- Graphic Design
- Video Game Development
- Digital Consulting and Creativity



- Software Development
- Paid and Organic Media
- Animation and Visual Effects
- Production AV and Post-Production



[MENÚ](#)

MULTI-TALENTED TEAM

roles

Programmers
Creatives
Designers
Animators
Social Media Specialists
Paid Media Specialists
Audio Specialists
Project Leaders
Producers
Quality Assurance
Specialists

with degrees in

Marketing
Engineering
Music
Film
Writing
Art
Animation
Psychology

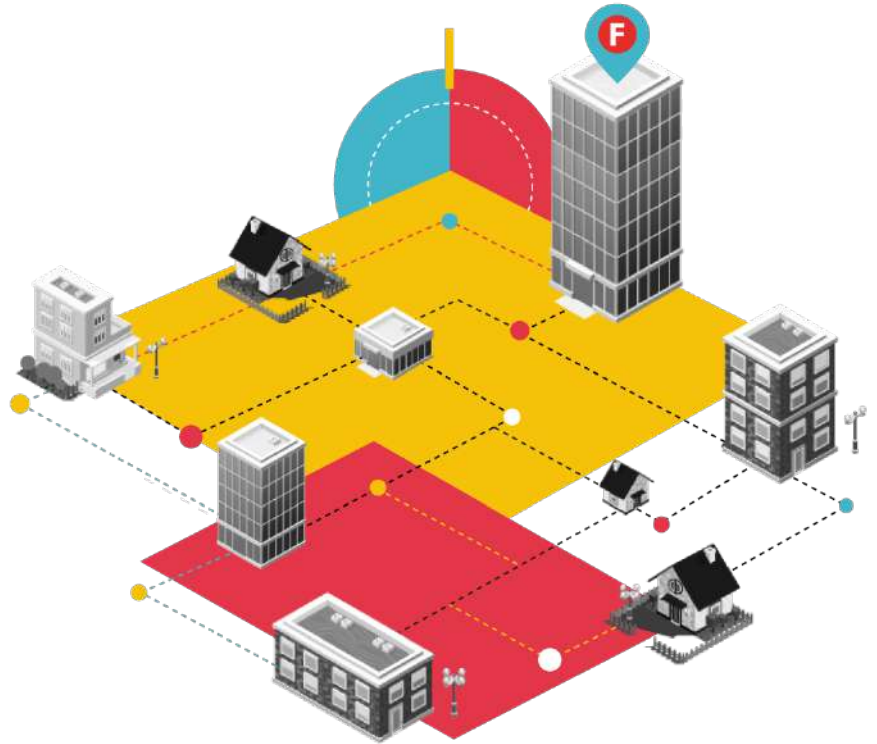


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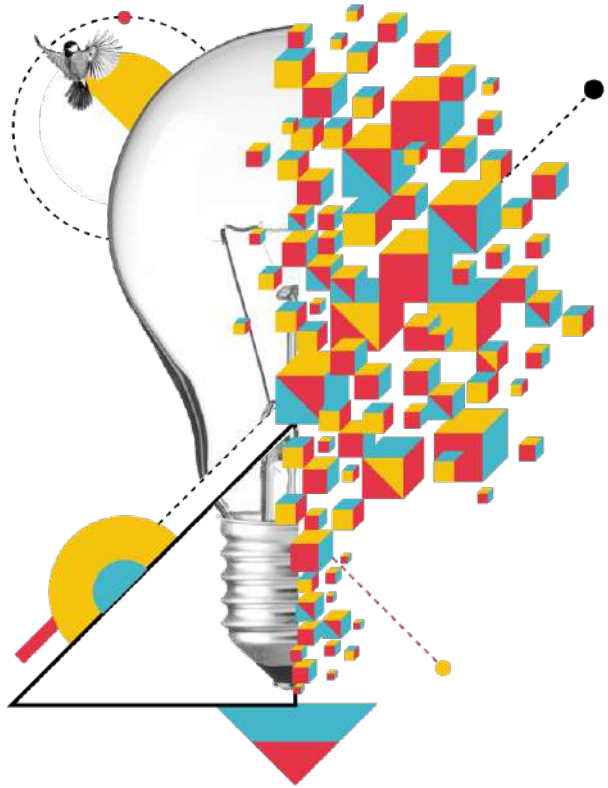
EVERYTHING UNDER ONE ROOF

Virtually all our offerings are managed and produced internally. You can say goodbye to the complexity of juggling multiple agencies at once.

In a world filled with diva-agencies, we stand apart. While numerous firms outsource work and only inflate costs, here **you have a single touchpoint** that embodies a team of over 35 experts, ready to cater to your needs across a spectrum of digital specialties.



[MENU](#)



DIGITAL CREATIVITY, NOT THE OLD FASHIONED WAY

Numerous clients entrust Digital Creativity completely to their "creative agencies." This paradigm is antiquated. Often, traditional creatives grapple with an incomplete grasp of technology—its mechanics, potential, and associated expenses. We'll give you **ideas that remain unexplored** by conventional agencies. They simply don't understand tech like we do.



[MENU](#)

OPTIMIZATION IS INGRAINED IN OUR DNA

Optimization is a cornerstone of our company's strategies. We perpetually experiment with novel tactics and **meticulously measure** their impacts. Every facet of our operations undergoes continuous iteration and assessment, empowering us to make informed decisions grounded in **data** rather than intuition. The result? You reap amplified value from your investment with us.



[MENU](#)

THE LAST AGENCY YOU'LL EVER NEED

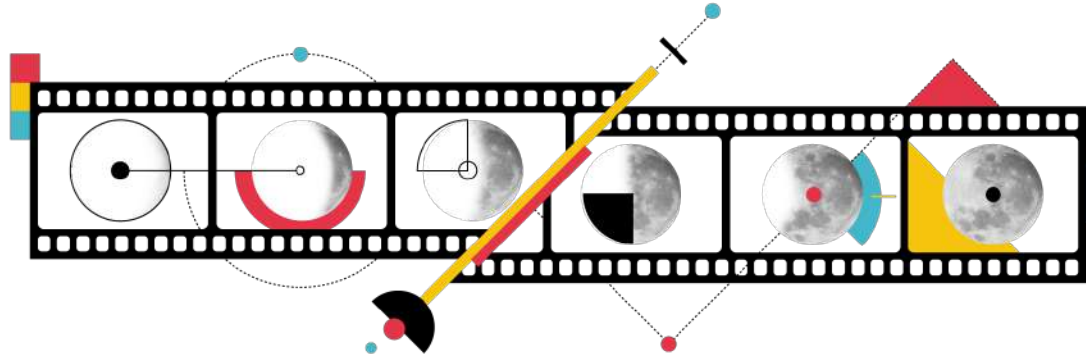
We possess the capacity to cater to your needs, no matter the industry or scale of your business. Are you a multinational corporation? No worries, we already serve several. Operating a unique startup? That's a breeze too. Figment is **versatile** enough to evolve and **adjust to your demands**, even as your project experiences rapid expansion. Our team's growth will mirror your brand's in lockstep.



[MENU](#)

FIGMENT'S UNIQUE METHODOLOGIES

Our methodologies, honed over 21 years, ensure that your digital endeavors shine brightly. We also combine them with external philosophies like Design Thinking. These distinctive strategies make us better than our peers, and allow us to deliver outstanding results.



[MENU](#)



OUTSTANDING PRICE/EXPERTISE RATIO

Our accomplishments are backed by an unmatched Price/Expertise ratio. The **strategies** we propose are **tailored to your budget** and yield tangible, exceptional outcomes. Our focus isn't on accumulating awards...even though we don't turn them down when we get them.

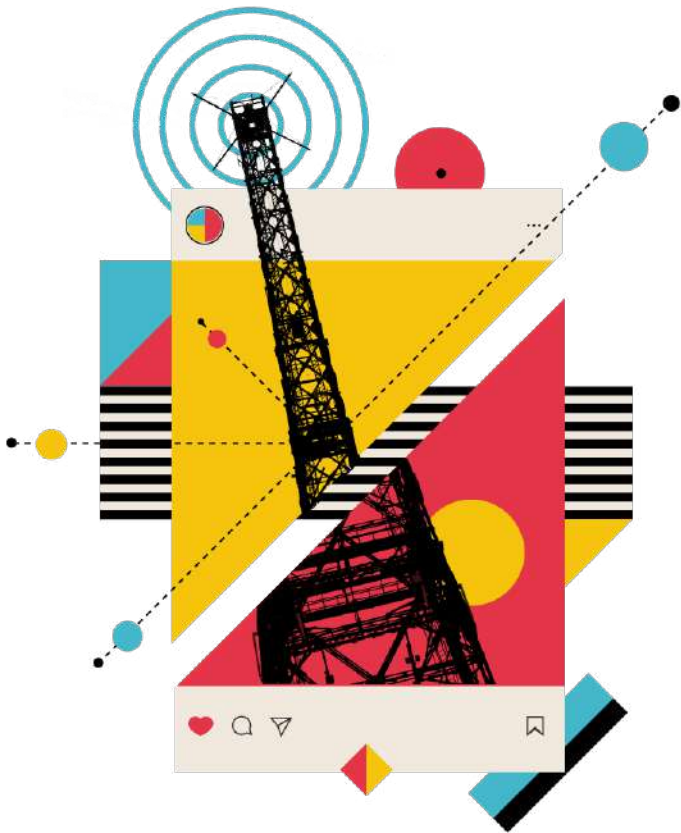
Our true goal is to ensure your achievements transcend your objectives, with minimal hassles. Oh, and we're not opposed to enjoying the journey while working together, and having a little fun along the way.



[MENU](#)

WHAT WE DO





SOCIAL MEDIA EXPERTISE

The realm of social media has evolved into the forefront of marketing. At **Figment**, we use exclusive techniques to establish, nurture, and amplify social media footprints.

This ensures **your message resonates with an ever-expanding audience**. From crafting top-tier content and engaging with each comment to interpreting reports and data, we labor relentlessly to ensure your social presence reflects the vigor and dynamism of your brand.



[MENU](#)

SERVICES

SOCIAL MEDIA

- Community Creation and Management
- Data Reporting and Analysis
- Content Creation and Management
- Continuous Monitoring
- Crisis Management
- Social Listening Implementation
- Advanced Social Management System
- Style Correction
- Mass Mailings



FACTS & NUMBERS!

We curate valuable content and oversee social media accounts that collectively encompass an audience of over **3.5 million subscribed users**. Many of these communities were built from the ground up by us.



[MENU](#)

SUCCESS STORIES

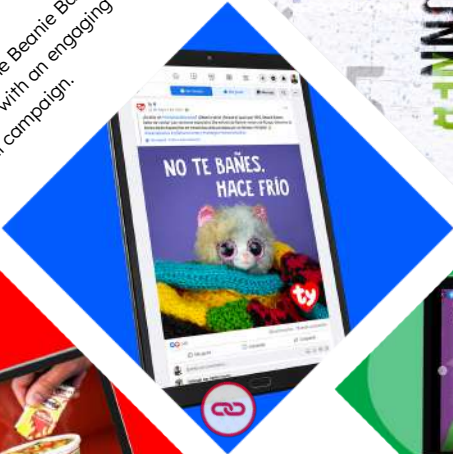
SOCIAL MEDIA



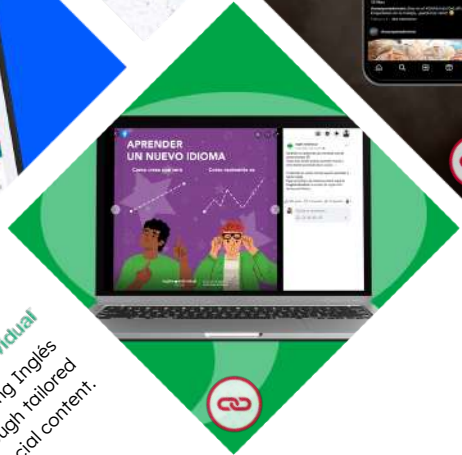
Innovative creativity and design for Nissin's social media presence.



Elevating the Beanie Babies Toy Line with an engaging social campaign.



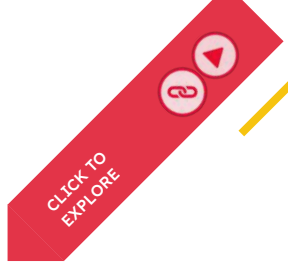
inglés • individual
Empowering Inglés Individual through tailored social content.



Crafting dynamic content for Garmin's social media channels.



Building a flourishing community to showcase Lesaffre's baking expertise.





VIDEO GAME DEVELOPMENT

Creating bespoke video games or an interactive digital experience tailored for a brand demands remarkable expertise. At Figment, we have what it takes, and more, to achieve your advergaming goals. Whether you're pursuing a mobile platform adventure or venturing into the realms of Virtual Reality or the Metaverse, we've got your back. **Advergaming is one of our core strengths**, and although few can build these experiences, they offer pivotal opportunities in modern marketing strategies.



[MENU](#)

SERVICES

VIDEO GAME DEVELOPMENT

- Mobile Games (iOS and Android)
- Virtual Reality
- Augmented Reality
- Metaverse
- Roblox World Creation
- 3D Modeling
- Character Design
- Dynamic Programming
- Body Detection with Kinect
- App and Web Mockups and Prototypes
- Interactive Directories
- 2D and 3D Video Game Development



FACTS & NUMBERS!

Our apps have been downloaded millions of times in **more than 170 countries**. One of our apps even soared to the **#6** spot on Mexico's App Store charts. We clinched the Best Mobile Game of the Year for one of our Virtual Reality apps. We stand as one of the few agencies that have successfully established a strong foothold in the Metaverse.



[MENU](#)

SUCCESS STORIES

VIDEO GAME DEVELOPMENT



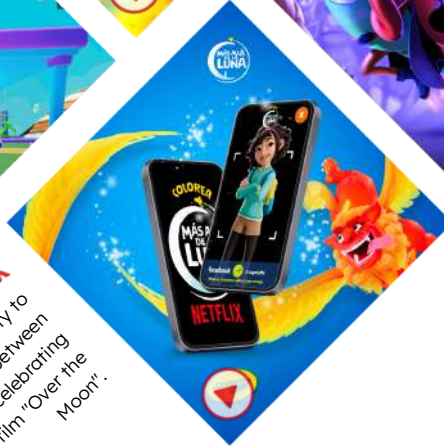
Engineered an Augmented Reality app to showcase the innovative features of Audi's A4 model.



Crafted a captivating metaverse within Roblox for awareness and branding, immersing users in the world of Crayola Toys' Color Pets.



Unleashed digital creativity to foster engagement between Netflix and Crayola, celebrating the release of the film "Over the Moon".



Pioneered an Augmented Reality experience in collaboration with Crayola, enabling dynamic interaction with characters featured on Kellogg's cereal boxes.



CLICK TO EXPLORE



Designed and developed a platform game for mobile devices that strategically promotes the Bologoma line of products.



Produced an interactive Augmented Reality prototype presentation for EY's visionary train project.



[MENU](#)





AV PRODUCTION AND POST-PRODUCTION

In today's world, video stands as one of the most powerful means of communication. Our expertise spans a wide spectrum, from crafting a wide array of content for social media to honing in on a concise 20-second segment tailored for nationwide airing. Over the years, **our creations have appeared on screens across numerous platforms**, making it quite probable that you've already crossed paths with our work.



[MENU](#)

SERVICES

AV PRODUCTION AND POST-PRODUCTION

- Editing
- Animation
- On-location Image Capture
- Aerial Shots with Drones
- Green Screen Utilization
- Live Streaming
- Event Coverage
- Product Shots
- E-commerce Product Photography
- Photographic Surveys
- Event Coverage



FACTS & NUMBERS!

We generate **more than 250 videos each year**. Our dedicated studio is equipped with cameras, lighting setups, drones, and specialized equipment—all meticulously tailored for the creation of digital content.



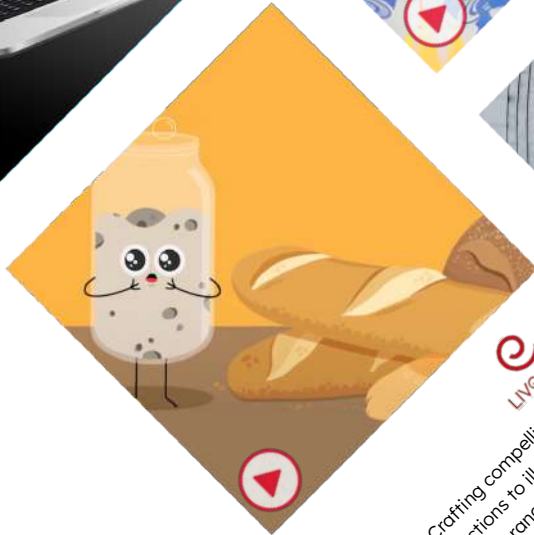
[MENU](#)

SUCCESS STORIES

AV PRODUCTION AND POST PRODUCTION



Integrating video creation as a pivotal component of comprehensive digital marketing, synergizing with website establishment and social media debut.



Crafting compelling video productions to illuminate the wide-ranging benefits of sourdough to a diverse audience.



Expertly executing compositing and seamless integration of elements to tailor commercials for optimal resonance within the Mexican market.



Diligently overseeing the production and editing of the showcased video on the shopping mall's official website.

CLICK TO EXPLORE



[MENU](#)





SOFTWARE DEVELOPMENT

Our programming team has a wealth of accomplishments, and stands ready to shape the digital solution you envision. From creating minimalist yet impactful websites to architecting Loyalty Programs. **Our team possesses a profound command of various modern programming languages and frameworks** essential for bringing your project to fruition.

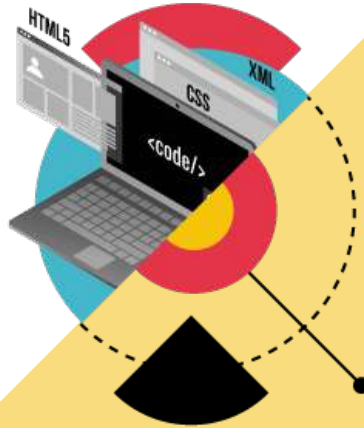


[MENU](#)

SERVICES

SOFTWARE DEVELOPMENT

- Loyalty Programs
- Websites
- Web Apps
- Landing Pages
- Blogs
- Online Promotions
- Corporate Apps
- Proprietary Social Networks
- Analytics & Tracking
- Cybersecurity
- Hosting Management
- Copywriting
- Translation
- Maintenance
- E-commerce
- Server Monitoring
- Website and App Mockups and Prototypes



FACTS & NUMBERS!

We have conceptualized and introduced hundreds of digital products to the market. Our systems handle transactions totaling **over \$150,000,000 MXN annually.**



[MENU](#)

SUCCESS STORIES

SOFTWARE DEVELOPMENT



Creation of a loyalty program aimed at boosting visits and sales within the shopping mall.



Conception, production, and development of the AAA virtual collectors album in collaboration with Hershey's and Peñón Pelo Rico.



Innovative promotional campaigns and mini-game development for Chupa Chups.



Creative design and development of a virtual album featuring collectible stamps for the movie "The Dark Knight Rises."



CLICK TO EXPLORE



Creative design and programming of the Mentos Mexico website.



THOPYRBANA
Crafted a website to embody the magnificence and style of each project, seamlessly blending design, photography, organization, and technology.



[MENU](#)



DIGITAL CREATIVITY AND CONSULTING

At the heart of it all lies creativity—a pivotal force that drives remarkable outcomes. Even the most skilled artists and programmers can be limited by the quality of the initial idea. This is where our meticulously refined processes shine. We curate ideas that are not only exceptional but truly pioneering, setting us apart from the rest.

Embracing cutting-edge technologies isn't just a tagline for us; it's a way of life. We're not your typical creative agency; **we're technology enthusiasts who integrate innovation seamlessly**, giving us an unparalleled advantage. This is why we consistently deliver on the digital field at a level of excellence that traditional old school creative agencies often miss.

In tandem with this, we extend consultancy services that draw from the practices of the world's leading creative groups, all offered at incredibly accessible rates.

[MENU](#)



SERVICES

DIGITAL CREATIVITY AND CONSULTING

- Digital Creative
- Target Definition
- Target Interviews
- Digital Strategy
- Game Design
- Storyboards
- Scripts
- Future Service Design
- Blockchain & AI as Business Models



FACTS & NUMBERS!

Our ideas have given rise to some of the most innovative digital campaigns in Mexico. Our clients attribute significant revenue gains—amounting to hundreds of millions of pesos—to these ventures. This remarkable accomplishment is underscored by **three Effies**, the most important marketing awards in the nation.



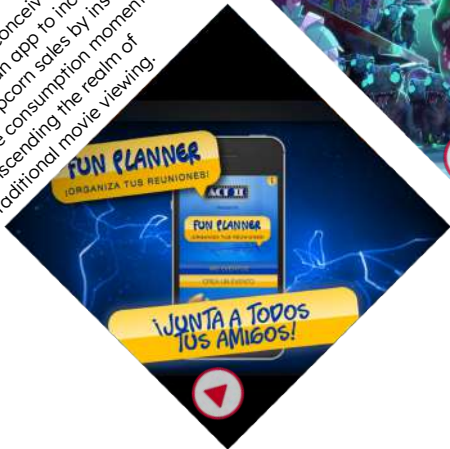
[MENU](#)

SUCCESS STORIES

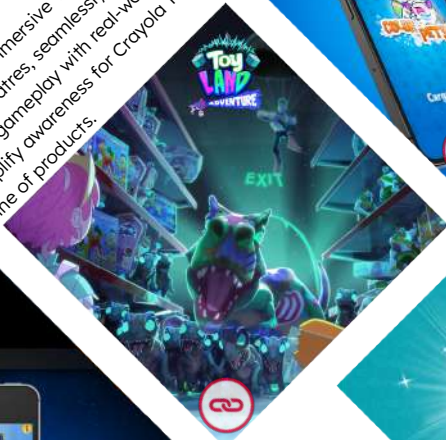
DIGITAL CREATIVITY AND CONSULTING



Strategically conceived and developed an app to increase Act II popcorn sales by instigating diverse consumption moments, transcending the realm of traditional movie viewing.



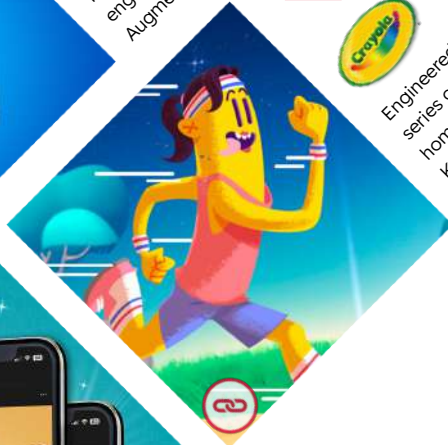
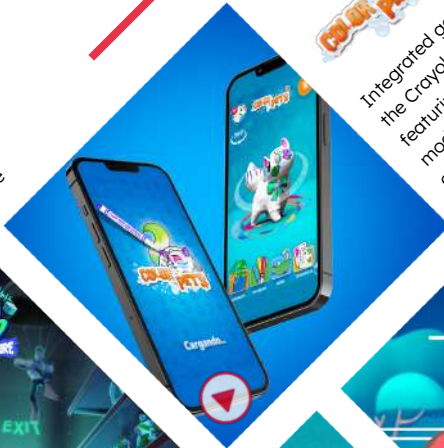
Crafted an immersive VR experience within movie theatres, seamlessly merging screen-based gameplay with real-world gaming to amplify awareness for Crayola Toys' diverse line of products.



Pioneered a thriving community platform, that became Mexico's primary hub for homemade baking enthusiasts while effectively promoting Tradipari's yeast products.



Integrated gameplay into the Crayola Juego Pack app, featuring interactive 3D models that users can engage with and enjoy in Augmented Reality.



CLICK TO EXPLORE



Engineered a captivating series of interactive out-of-home games for Microsoft's Kinect platform, showcased during Crayola's dynamic Sigue Creando event.





GRAPHIC DESIGN

Design is woven into nearly every facet of Figment's endeavors. **Our team of award-winning designers** excel in crafting artwork that resonates with modern audiences. From crafting key art for national product launches to generating a multitude of daily pieces for social media platforms, we are at the forefront of visual creativity. Furthermore, our art department boasts extensive UI/UX expertise, pivotal in crafting the digital interfaces that underpin our websites, apps, and interactive experiences.



[MENU](#)

SERVICES

GRAPHIC
DESIGN

- UI/UX Design
- Brand Identity
- Logos
- Social Media Content Design
- Typographical Art
- Illustration
- Concept Art
- Key Art Creation
- Moodboards
- Print Media Design



FACTS & NUMBERS!

Our design and UI/UX accomplishments have garnered many awards, including multiple National Design Awards. We've also been honored with the distinguished Latin American Design Award—a distinction spanning the entire Latin American region—as well as multiple Clap Awards, an innovative international competition. Our designs have reached **tens of millions** of potential consumers.



[MENU](#)

SUCCESS STORIES

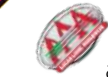
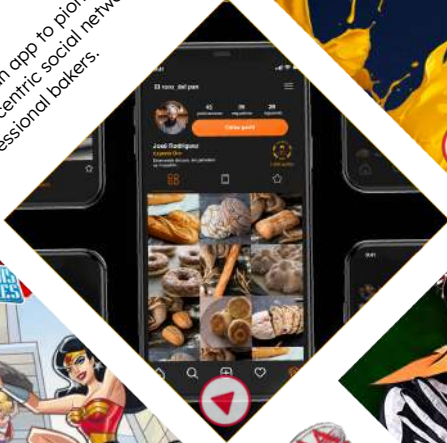
GRAPHIC DESIGN



Crafted an interactive virtual collectors album design, leveraging DC Comics artwork for Crazy Dips.



Devised an app to pioneer the first photo-centric social network for professional bakers.



Developed an interactive virtual collectors album design with the AAA Luchalibre league for Pelón Pelo Rico and Hersheys.



Designed the master graphic for Crayola's Tempera Paints' launch.



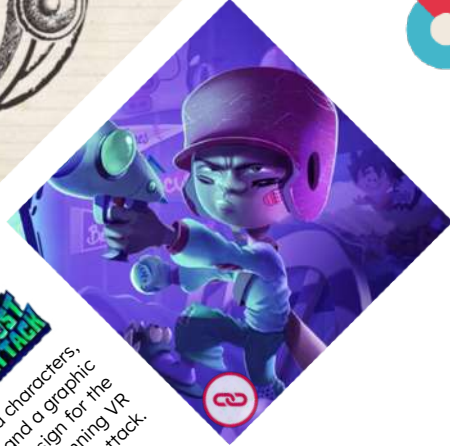
CLICK TO EXPLORE



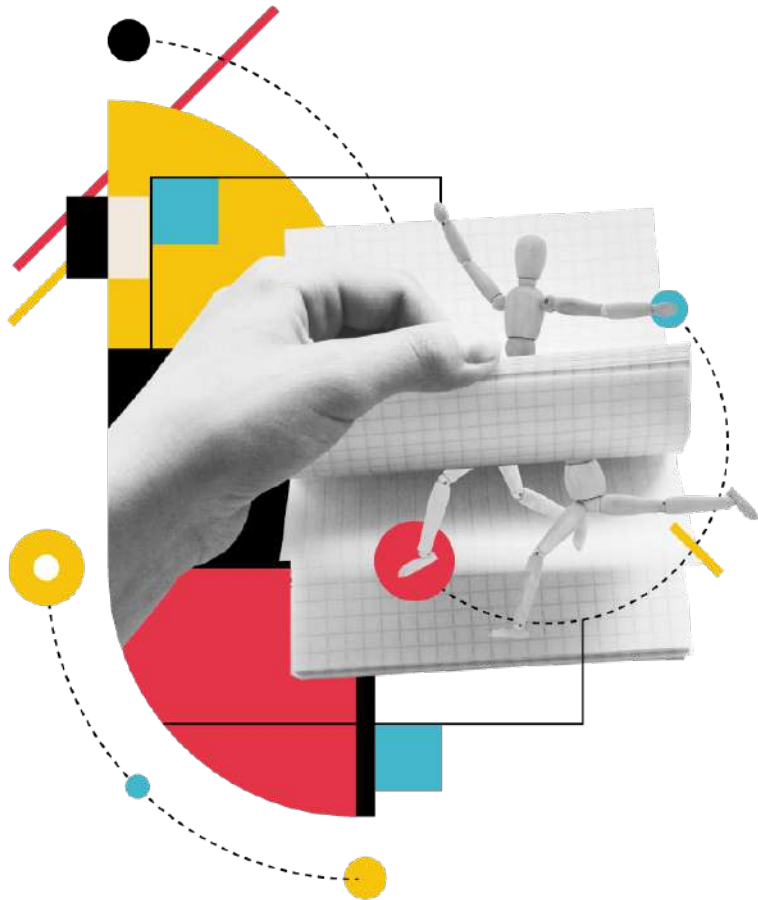
Generated a creative visual concept, design, and interactive system to produce ringtones from a diverse array of music genres.



Created characters, worlds, and a graphic interface design for the award-winning VR game, Ghost Attack.



[MENU](#)



ANIMATION AND VISUAL EFFECTS

Looking for captivating animation or stunning visual effects? With **decades of combined expertise**, our accomplished specialists can create stunning CGI sequences for you. We command a wide variety of animation techniques and excel in seamlessly integrating top-tier visual effects into your videos. We'll bring your creative visions to life on screen, enhancing your brand's impact on every single potential consumer.



[MENU](#)

SERVICES

ANIMATION AND VISUAL EFFECTS

- CGI
- 3D Modeling
- 3D Animation
- Special Effects
- Vector Animation
- Typography Animation
- UX/UI Simulation
- Compositing
- Motion Tracking
- 2D Animation
- Illustration Animation
- Storytelling
- Rotoscoping
- Green Screen
- Animated Logos
- Character Animation



FACTS & NUMBERS!

Our content **has reached a staggering 60 million individuals** across digital media, national TV, and cinemas in Mexico, Asia, and other markets around the globe. Chances are high that you've already experienced our creations, even if you're not consciously aware of it.



[MENU](#)

SUCCESS STORIES

ANIMATION AND VISUAL EFFECTS

EGO

Transformed various Ego commercials through skilful animation and editing techniques.



OfficeMax

Conceived and designed a sequence of cost effective TV commercials to convey Office Max's promotions.



Produced a vibrant 3D animated bumper for Del Fuerte.



Sabor natural sin conservadores



Rotoplas

Created captivating animations to tell emotive stories revolving around Rotoplas products.

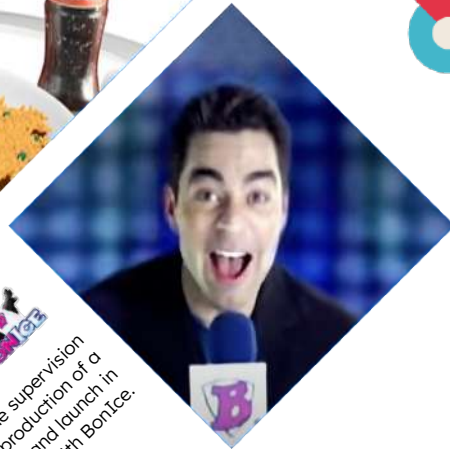


Coca-Cola

Developed an eye-catching 3D animated bumper for Coca-Cola.



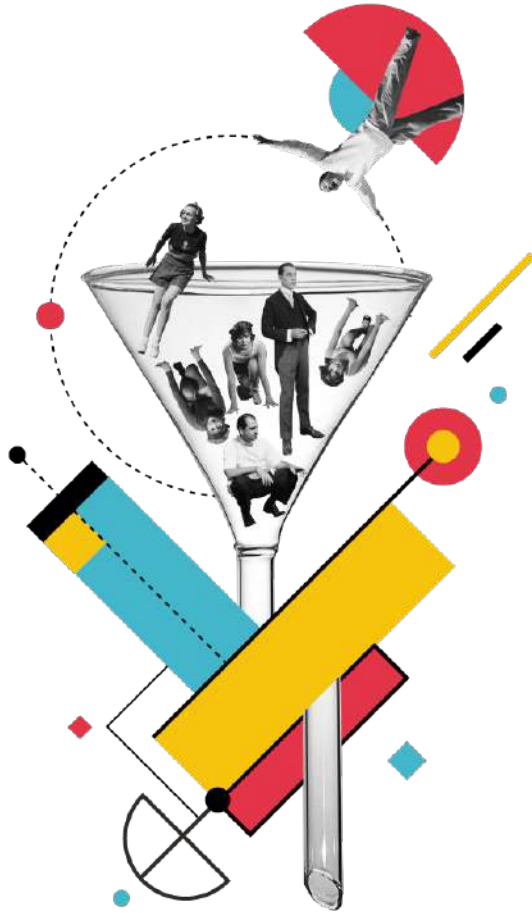
Oversaw the supervision and post-production of a brand launch in partnership with BonTice.



CLICK TO EXPLORE



[MENU](#)



PAID AND ORGANIC MEDIA

A remarkable digital product is ineffective if you can't take traffic to it. We can attract vast amounts of traffic to your digital product. We've guided millions of individuals to explore, interact with, and download our digital creations. For several enterprises, we've become their main source of customers. **Our ability to position your business in front of large audiences rapidly and efficiently** generates significant exposure in a short span of time, and **can increase ROI substantially.**



[MENU](#)

SERVICES

PAID AND ORGANIC MEDIA

- Social Media Traffic
- Website Traffic
- E-commerce Campaigns
- Engagement Campaigns
- Reach Campaigns
- SEO
- App Download Campaigns
- Lead Capture
- Campaign Optimization
- Advertising Funnel Strategy



FACTS & NUMBERS!

Our Paid Media department garners an annual total of **over 574 million advertising impressions** through campaigns spanning multiple platforms. A recent success story involves a client who managed to triple their revenue within just a few months, all thanks to the leads generated by Figment.



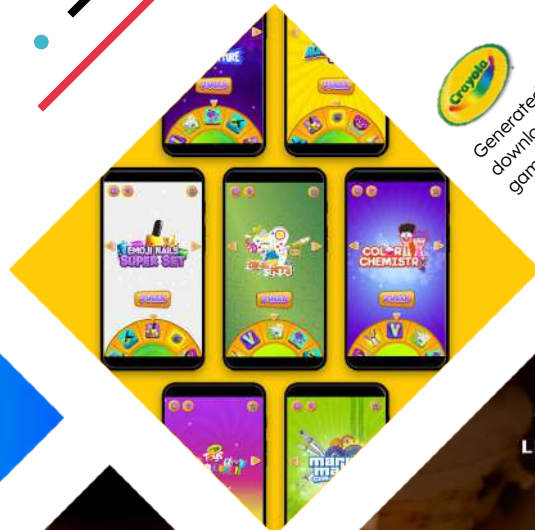
[MENU](#)

SUCCESS STORIES

PAID AND ORGANIC MEDIA



Successfully tripled attendance and sales in January 2023 compared to 2022 at Omilaser, achieving an impressive tripling of ROI.



Generated over 1,800,000 downloads for this multi-game application.

CLICK TO EXPLORE



Executed an online campaign resulting in the sale of 4 million units of Crazy Dips—double the promotions top estimate.



Effectively implemented digital strategies that led to the acquisition of over 1,300,000 followers across three key social media endeavors.

[MENU](#)





THANK YOU

