LEGADO
CREATIVE

Let's build a legacy that endures together.

Legado Creative was born in 2024 from the passion of a group of creatives who believe in the power of design, photography, and video as vehicles for connection and change. We specialize in creating unique visual legacies that capture the essence of each brand, adapting to various styles and trends.

Our team combines innovative design with impactful audiovisual production, ensuring that each project tells a memorable story.

At Legado Creative, we don't just create; we leave a mark.

03 Marketing
and Advertising Strategy

04 Creativity
and Graphic Design

05 Content
Production

06 Analysis
and Reporting

Marketing
and Advertising Strategy

1. Market Analysis

Objective: *Conduct thorough research to understand market trends, consumer behavior, and the brand's competitive position.*

Actions: *Study of audience segments, competitor analysis, identification of market opportunities, and evaluation of product/service demand.*

Outcome: Gather key insights to make informed decisions and establish a strategic direction.

2. Strategy Development

Objective: *Develop a communication strategy that aligns with the brand's values and the expectations of its target audience.*

Actions: *Defining positioning, value proposition, key messaging, and communication plans.*

Outcome: *Strengthen the brand identity and ensure its connection with consumers through clear and consistent messaging.*

3. Campaign Planning

Objective: *Design integrated advertising campaigns that align with the brand's objectives, budget, and audience channels.*

Actions: *Selection of appropriate channels (digital, traditional, etc.), crafting of creative concepts, and budget allocation.*

Outcome: *Efective execution of campaigns that reach the right audience, on the right platforms, with a well-defined budget.*

Creativity
and Graphic Design

1. BrandIdentityDesign
Objective: *Develop visual elements that represent the brand's personality and values.*
Actions: *Creation of logos, color palettes, typography, and other visual assets that define the brand's visual identity.*
Outcome: *A cohesive brand image that resonates with the target audience and is easily recognizable.*

2. AdvertisingMaterialDesign
Objective: *Design advertisements for both traditional (print, billboards) anddigital (banners, social media images, video ads) media.*
Actions: *Crafting of creative visual elements tailored to each medium and platform.*
Outcome: *Engaging and visually appealing advertisements that communicate the message eVectively.*

3. PackagingDesign
Objective: *Create packaging that stands out on the shelf and enhances the consumer's perception of the brand.*
Actions: *Development of product packaging, labels, and other visual elements that make the product attractive and memorable.*
Outcome: *Packaging that not only protects the product but also increases its appeal and reinforces the brand's identity.*

Content Production

1. Video Production

Objective: *Create compelling video content for advertising, social media, brand documentaries, and promotional videos.*

Actions: *Scriptwriting, filming, editing, and producing video content tailored to the target audience and campaign goals.*

Outcome: *Engaging videos that eVectively communicate the brand message and encourage viewer interaction.*

2. Professional Photography

Objective: *Produce high-quality photographs for advertising campaigns, social media, catalogs, and other marketing materials.*

Actions: *Organizing and executing photo shoots that capture the essence of the brand or product.*

Outcome: *Visually captivating images that enhance the brand's storytelling and appeal to the target audience.*

3. Content Writing

Objective: *Develop written content that is informative, persuasive, and aligned with the brand's voice.*

Actions: *Writing blogs, product descriptions, copy for ads, and other forms of marketing content.*

Outcome: *High-quality written content that drives engagement, builds trust, and supports marketing objectives.*

4. InteractiveContentCreation

Objective: *Develop interactive visual content that engages users and provides a more immersive brand experience.*

Actions: *Creation of infographics, surveys, contests, quizzes, and online experiences that foster user interaction.*

Outcome: *Interactive content that boosts user engagement, increases time spent with the brand, and enhances brand recall.*

Analysis and Reporting

1. Performance Measurement

Objective: *Monitor and analyze key performance indicators (KPIs) to evaluate the eVectiveness of advertising campaigns.*
Actions: *Track metrics like reach, impressions, engagement, conversions, and more, across all platforms.*
Outcome: *Data-driven insights that inform decision-making and help refine future campaigns.*

2. Reporting Results

Objective: *Provide detailed reports on campaign performance and results.*
Actions: *Create comprehensive reports that summarize the campaign's reach, audience engagement, conversions, and return on investment (ROI).*
Outcome: *Clear, actionable insights that demonstrate the impact of advertising eVorts and inform optimization strategies.*

LEGADO
CREATIVE

GET IN TOUCH

We create graphics and visual content that not only inform.

📍 **Minnesota, USA.**

✉ **andres@legadocreative.com**

📞 **+1 612-432-1740**