



THE **POINTS**



Tribu **DDB**^o

On December 25th, Tribu made another mark in their story moving from Tribu Saatchi & Saatchi to Tribu DDB. Today we have presence in all of Central America with agencies designed and dedicated to each of the countries in our region.

As a part of DDB Worldwide, we have the influence and the support of the most important advertising network in the world, which is why we can say that Tribu DDB is the reflection of integration, evolution, technology and talent in a new and fresh proposal for the clients in each country of Central America, both for local and regional business.

In this section, we invite you to get to know part of our vision, the 10 points that support our agencies in order to detune creativity, to give courage, to establish relationships, design experiences and everything that, in our times, is indispensable to create brands that inspire and stand the test of time. In each of these points you will find a mere brushstroke of what Tribu DDB means.



1. Starting point: **MEANING**

We can live in one of the three possible levels: one of survival, one of success and a final one of significance. Unfortunately, many live barely to survive whilst the rest celebrate success, entertained with more than what they need. We prefer to give significance to our lives.

Just as the life of one person has no meaning without a superior purpose, so does that of a company. This is why like to live happily and intensely in a level of relevance and transcendence, because it allows us to reach a purpose.

This is how we do it at Tribu DDB.



2. Focal point: **INFLUENCE**

Day after day we influence with our ideas to make Central America a better place.

We always reach our superior purpose to influence with award winning creativity for the brands of our commercial partners. We focus on creating relationships for the sustainability of their business and the planet, as well as ours we currently live in and so will future generations.

We adopt and adapt the strategic concepts and philosophy of DDB in order to manage a balanced fusion with our own ideas, principles and values.

Together we design the future of Tribu DDB until it has converted into a sustainable example of inspiring influence.



3. Meeting point: **INTEGRATION**

As one main agency with presence in each country, our model is effective with technological support as no other; this makes Tribu DDB a perfect example of integration.

From new media to traditional media, with talent from Panama to Guatemala, Tribu DDB is the most solid option in the region. With the most daring ideas and proven paths, with the global vision and local understanding, from the own version of Tribu DDB in each country of Central America to the resources in all of global DDB.

Tribu DDB is integration of systems, tools and resources as well as one main creative spirit, an organization designed to provide extraordinary results and obsessive execution of perfection.



4. Point of support: **ORGANIZATION**

The organization will continue with people as a priority, with a succession of success, constant replacement and intentional guardianship. A company cannot be named “Tribu” and not be a tribe, because our culture is naturally cheerful, humanitarian and very fun with a passion for personal and collective growth.

At Tribu DDB we build based on a conservative organization when it comes to financial systems and controls. Like our Silent Partner: our powerful and integrated ERP to our preferred commercial policies for media services and other suppliers. Tribu DDB proves that it is possible to have a daring and bold creative agency with a solid organization.

With more than 21 years of exemplary organization, Tribu is a case study for INCAE and is visited by their candidates to MBA before the conclusion of their studies.



5. Point of attention: **EFFECTIVENESS**

More than just a network of agencies, Tribu DDB is one great agency with presence in each country in Central America. An effective and punctual company carries out creativity.

With a powerful communications and technological platform, the location of the creative teams is transparent so that we can focus on speed, cultural differences and local opportunities.

By creating two intensely creative poles in San José and Guatemala and adding the effective operations designed for each country, the clients of Tribu DDB in Central America benefit from the concentrated talent of strategic, multi-cultural and creative talent.

The single point of contact in each country is characterized by a compromise between effectiveness and results.



6. Point of discord: **CREATIVITY**

Even if emotions take you to actions and reason only takes you to conclusions, traditional advertising is characterized by being excessively rational and informative.

Anybody can make an ad, but not a brand. At Tribu DDB we avoid the conventional and explore the maximum power of creativity by proposing a balance between our commercial partners and the creative teams. The road to success is full of failures and a good client-agency relationship must accept a reasonable dose of risk, audacity and rejection.

In the constant search for the most creative talent of the market and our own sustainability, at Tribu DDB we participate in the biggest and most inspiring creative festivals in the world in order to achieve and reach our maximum potential in benefit of our commercial partners.

At Tribu DDB we focus on winning creativity as our main added value.



7. Point of return: **ATMOSPHERE**

After love, there is nothing more important than to serve. This is why at Tribu DDB we are dedicated to give back to the environment and to the community that allows us to exist.

More than just a subject of commercial social responsibility, at Tribu DDB we believe in a conscious acceptance of the cycles of life and our essential role.

At Tribu DDB we join at least one charity, organization or cause as our creative contribution and we work towards becoming a friendly operation to achieve a carbon-balanced environment.

In the emotional dimension of the people at Tribu DDB, the work environment favors a secure coexistence and integral harmony.



8. Cardinal point: **ATTRACTION**

There is nothing more expensive in advertising than to go unnoticed. This is why the principal is attention. However, who wants another interruption? Is there anyone who would like to see another salesman in his life? Who asked for an additional ad?

Our creativity is the art of seduction. In the context of thousands of brands in the world, we influence to make ours relevant, seductive and irresistibly attractive. This is why brands must be authentic and profoundly committed. There are too many lies out there in the world to add another.

Our commercial partners are focused on improving their products and services so they become better, trustworthy and secure and they understand that Tribu DDB is their creative link when it comes to design, experience and connection.

In order to attract people we need to understand them like no other. We must first begin by understanding people better than our clients, discover their hidden truths, their limits and motivations, the triggers to their emotions and the way to connect in order to achieve attraction.



9. Concentric point: **RELATIONSHIP**

Whilst a consumer buys, a person lives.

Many brands forget that a relationship is much more profitable than a single transaction. We are beings that depend on relationships, we live in a time in history of mass communication and like human swarms we influence each other like never before.

This is why at Tribu DDB we add the emotional focus to the rational, the contributions and proposals of the swarm intelligence concept. We recognize the transforming roll, intensity and speed that social media provides, the digital communication and transparency that screens provide, from a computer, a stand, a mobile phone or on the street.

To attract into a relationship, we influence people in the middle of their daily life, integrating and adding experience that vow to repeat over and over again.



10. Final point: **RESULTS**

At the end there's always a beginning. Because of this, at Tribu DDB we stay focused on results, to carry on later.

Although pressure for results is usually short term, our organization is focused on the importance of supporting them long term.

The future is a consequence of the decisions we make today. We make our decisions based on that which we believe in, our vision, our principals and values.

We celebrate results and creativity; we celebrate errors and actions, durable relationships and the service to others.

That which is celebrated, tends to repeat itself.