

Junior González

Strategy Portfolio **2022**

1. *Mandatory* introduction

It's only 4 slides, don't worry

Hi.

First of all, thank you for taking the time to read this.

Perhaps I sent this to you directly, or maybe someone else forwarded it to you. What really matters is that you are reading it.

What I want to achieve here is three things:

- 1. Not lose your time (i.e. you being able to make a judgment call rather quickly)*
- 2. Show my work, and how I work (also rather quickly)*
- 3. Have you know me a bit*

I'm Junior.*

I'm an overall creative with a passion for strategy and design.

I was born and raised in Venezuela, then I went to school in Barcelona, and now I'm based in Dubai. In a non-skill sense, I'm intensely curious about creativity...

...Actually, you can read a (slightly) longer version of this whole spiel on my site, but I'm not going to link it just now, as it will likely digress too much.

You're already a few slides in and you don't really know anything about how I work (yet).

*Junior is my actual, legal, real name (my parents gave me a branding challenge from day one)

How I tackle a brief

Basically – I try to work backwards to the ‘why’.

Before I even start building a creative brief or a response deck, I have to, at the very least in my head, crack the ‘why’ in some way, as that will inform the rest of the creative process.

Why is the client asking for *this*? *This*, specifically. Is it the right thing to do for their brand? Will people care? And if they do, will it be for the right reasons? Is this a knee-jerk reaction to a trend? Will it seem completely out of touch in 6 months? Is it worth the risk? Who is the client really doing this for? Is it to impress their boss? Do they genuinely care about the end consumer?...

...OK, maybe the above is a stretch. We obviously can’t know everything about a brief. But I try to gather as much useful information as possible that will help me and the team have a competitive edge, and do something that’s not only the groundwork, but *different*.

Proessionally speaking

It usually goes something like this (highly dependent on the project type and ask, though):

- 1. Research.** Deep diving. Bookmarking. A road map of the knowns and unknowns
- 2. Define.** Answer some of our own questions. Leaps are done here
- 3. Experiment.** Dilute the problem. Develop an insight that gets closer to a solution (Eureka moment, ideally)
- 4. Communicate.** To the team, to the client, and ultimately to the audiences and end users

That's it, in a nutshell. Inside of each step that are multiple steps, that depending on the ask, client and context, will be more or less developed. And like the scientific method or the design thinking process, it's possible this will need some looping into itself at some point.

2. Case studies

Confidential

Case Study #1

Brief: Celebrate Batman's 80th Anniversary

Problem: nobody in the region cares, really, except for superfans

Opportunity: use Warner Bros. World AUH and Comic Con NY as platforms to drive worldwide traffic to the park

Selected slides from a full creative proposal.

1 Search for the #BatFan

What does it take to be a Batman fan?

What limits are you willing to go to?

We invite video entries that reveal fun, unexpected, wonderful, even mind-boggling fan stories.

Let's reward these fanatics. At the core, Batman's 80th Anniversary is for them! It's happening because of them, and their continued fandom and support. They're the ones who believe in Batman and want to see his story continue.

2 The BatFan Movie

The fans are just as much part of the ongoing recreation of Batman.

They help enliven the franchise and keep the characters alive – they keep the DC Comics creators going.

The franchise is constantly evolving and finding new expressions – as is the case with the creation of Gotham City at WBW.

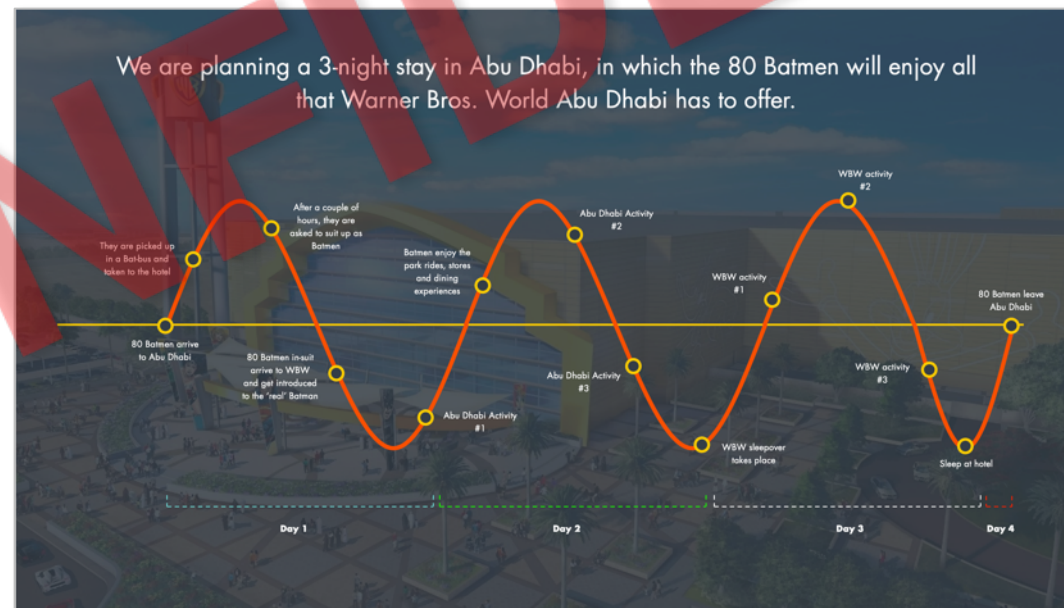
This is an opportunity to really celebrate fan culture, and also place focus on the cultural importance of **FAN FICTION** (where fans write and create their own stories to expand the comic book universe).

3 80 Batmen, 80 Challenges

Here we aim to bring to life the world of the Caped Crusader and his adventures, in much the **same way that WBW does.**

We can leverage the fact that we're in NYC – the architectural inspiration for Gotham City.

Bringing in live action, Hollywood style stunts, or just provoking the Batmen cosplayers into action in ways that they were definitely not expecting.



Abu Dhabi Bat School

We create our own unique event within Gotham City at Warner Bros. World Abu Dhabi that fuels fans' fandom even more.

Meet and learn from the writers, artists, actors, and discover backstories.

Learn to speak like Batman. Move, think, act like Batman.

There is a lot of potential here to establish a "particular" circuit in which the 80 Batmen will be able to test their abilities when wearing the suit, and great content for the video edit.

Amplification thought: the "final lesson" will be taught by none other than the "real" Batman, and will be a climactic point in which

Invitation: Gliding into the DMs

Since, the only requirements for being a winner of the "Search for the #BatFan" were to: 1) Have a social media account, and 2) Submit a video/image on social media showcasing your fandom, we think engaging them on those platforms is the best way to announce who the 80 Batmen will be.

A private account on several social media channels will be created, as the "real" Batman (location: Abu Dhabi), and he'll send to each of the 80 winners a **personalized message congratulating them** on being a winner of the "Search for the #BatFan".

Each of them, alongside 79 other winning Batmen, are invited to go to Warner Bros. World Abu Dhabi to meet him, his home and spend a fantastic weekend with the "real" Batman. Details are also given to all 80 Batmen through direct messaging (and this is great because they can ask questions they may have).

Website/Social Media takeover

As part of the campaign, a rather cost effective and **impactful way** to get the message across to a wide array of audiences is to take over already popular and visited websites that are owned by Warner Bros.

Amongst the channels we can potentially temporarily transform to focus on the campaign are:

- DC Comics website and social media (IG and TW)
- Warner Bros. website and social media (IG and TW)
- WBWAD website and social media (IG and TW)

Additionally, we can reach out to several known cosplayers to spread the word around and amplify the message further.

Microsite

This is where many of our precomms ideas would live, as we find it is great way to have a public-facing platform that's not as messy as a hashtag search, and that we can control more than any social media channel.

Another benefit is that we can host user generated content from several platforms, not just one [i.e. we can show Twitter, Instagram and Facebook videos and images all on the same feed].

Additionally, we can easily showcase a live leaderboard and which submissions are in the top.

We would have to decide if we implement a voting mechanism inside the microsite that works either separately from the social media numbers (retweets, likes, etc...), alongside them or if we just not implement a voting mechanism within the microsite at all.

COMING

This is a reduced version of the creative brief, shortened for dramatic purposes.

Case Study #2

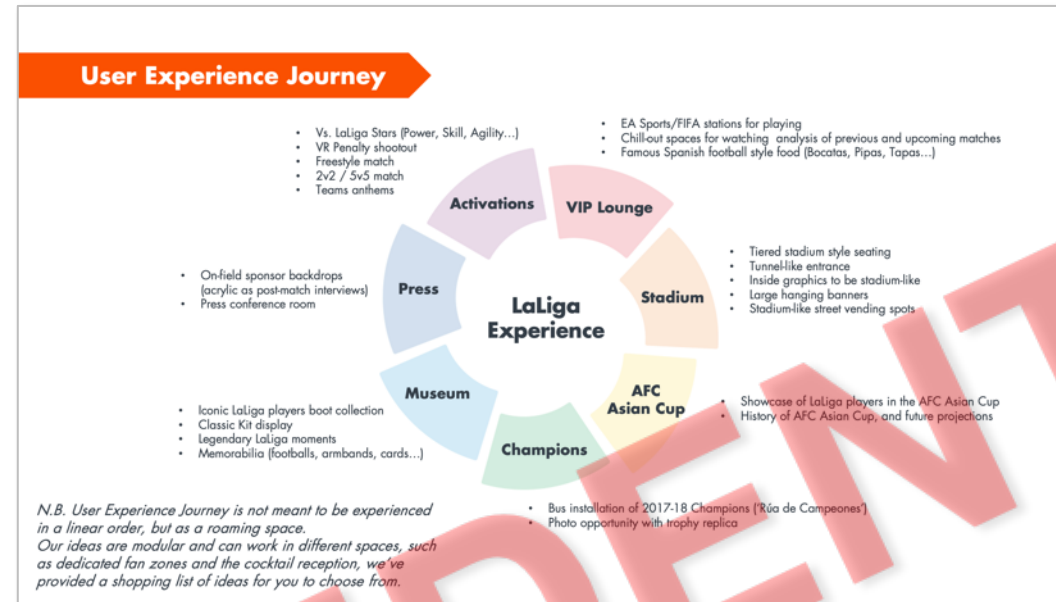
Brief: Create a FanZone dedicated to LaLiga for the upcoming AFC Cup

Problem: LaLiga is not top of mind as a football league for audiences in Dubai, beyond Madrid and Barça

Opportunity: showcase the richness and uniqueness of LaLiga – unparalleled players, diehard fans and the best teams – convince audiences this is the best league in the world

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Activations Vs. LaLiga's stars

Idea description: Watching athletes on TV every Sunday sometimes takes away from the magic, and feels that these elite footballers perform on a weekly basis.

In order to put these skills in context, an area for guests to test themselves against the best of the best would demonstrate why these players are in the top of their game.

Key elements:

- Metrics that select players have achieved in matches are the base of this area. For instance, the most pick-up touches a player has done in-match can be replicated in a controlled environment.
- Several aspects can be measured in relatively small confines, such as sprint speed, jumping height, ball control and finesse.
- Potential for tech to be used for measuring certain aspects, such as...

AFC Asian Cup The AFC Asian Cup connection

Idea description: There is only a handful of active Asian players in LaLiga, so to draw a clear connection between continents, the most prominent ones are highlighted in this activation.

Akram Afif (Villarreal & Qatar), **Fahad Al-Muwalled** (Levante & Saudi Arabia) and **Takeshi Inui** (Bells & Japan) are a few of the Asian and Middle Eastern stars that are on Spanish teams squads, making for a relatable face that guests can appreciate.

Key elements:

- As there are two football teams in question for each player, each of their kits is split in half to reflect their club and their country.
- Further items can be added to shelves, locker-room style, for...

Champions Winner's bus

Idea description: As it is tradition, the winner of LaLiga goes out to the streets of their city to celebrate with the locals. The trophy is showcased and passed around so all teammates lift it.

A bus installation will give guests an idea of how it feels to celebrate winning LaLiga, with a trophy replica and branded walls that mirror how last year's champions felt.

Key elements:

- Great way for fans, new and old, to familiarise themselves with the new trophy design.
- Unique photo opp for families and groups.
- Could be amplified through the installation of a sound system that replicates the sounds of cheering fans.

Our ambition is to create a **multi-functional environment and modular experiences** with individuality and fan fulfillment at its core.

The space will be **truly LaLiga**, playing on key elements from your logo, sleek installations and stand-out messaging and imagery.

The space will encourage **guest interaction at all touchpoints** – test yourself against LaLiga's top stars, throw down on FIFA, or enjoy Spanish-themed F&B stations plotted throughout the space.

As an experience, the event will be enjoyable for newcomers, those in the know and contrasted experts.

Case Study #3

Brief: Showcase Instagram's products as a storytelling vehicle to the Dubai Lynx audience

Problem: People are likely getting tired of marcomms tools, and it's a lot of effort to get them onboard with a new one

Opportunity: Utilise the House of Instagram brand as a fresh start, engaging attendees in unexpected ways

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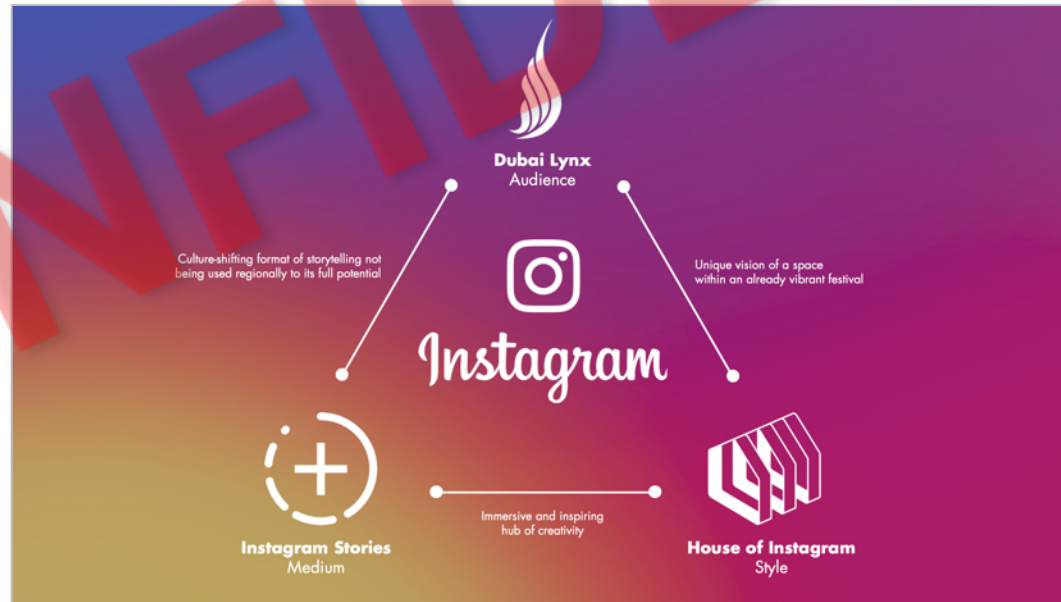
Our point of view

From a consumer side, guests don't really care about new features; they care about **how new features benefit them** and how cool they look when using them.

Similarly, from an industry side, the addition of functionalities can be **overwhelming to implement**, especially when a streamlined process has been used already.

There is also the learning curve to creating content, particularly branded content, as there is visual and narrative languages and cues that Instagram users respond to better when brands roll out campaigns (**a third of the most viewed Stories** are from businesses).*

*Instagram Internal Data



Who are we talking to?

- Tech and social media savvy creatives that can't wait to use and explore the next storytelling medium.
- Creatives that are a bit in the dark about the latest social media trends, but still curious and inspired.
- Speakers, nominees and juries that are going to Dubai Lynx as part of the event, and will look for interesting spaces.
- Creative Agencies and Brands seeking unique opportunities regarding new media.

User Experience Journey

House of Instagram: Dubai

Learn: *NGO-sponsored Hack for Good sessions will take place in the same place as the speaker sessions. Modular classroom style area. Run based on sessions and speaker slots.

Inspire: Stories-based content displayed across screen throughout the stand.

Share: House of Instagram style photo activation with various props.

Refill: Slack Messenger Coffee Bar installation with a barista.

Key objectives

- Generate **high footfall** for the activation to increase brand awareness
- Increase in **Instagram Stories users**, quantity of posts and interactions*
- Immerse users with photo opps, using the **House of Instagram** style guidelines for the first time in the region
- Prompt guests to make new content using a fresh vehicle for narratives (Instagram Stories)*
- Motivate guests to **create** through inspirational speakers (measured attendance)
- Boost product value with creatives and potential users (B2C/B2B)

*Targeted growth highly dependent on wider comms strategy (i.e. hashtag creation, FB Live stream, etc...)

Case Study #4

Brief: Create an amazing experience for attendees of GITEX that visit the Misk Innovation space

Problem: Likely, nobody in attendance knows what Misk Innovation is, what it stands for or what they do

Opportunity: Misk Innovation has the eyes of the world to show everyone what they are about, and start solidifying in the innovation sphere as a serious player

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Selected slides from a full creative proposal.



Case Study #5

Brief: Celebrate 300 Saudi women getting their driving licenses, and becoming Uber partners

Problem: There's a lot of conflicting feelings regarding pride and modesty, and striking a respectful and engaging balance is quite complicated

Opportunity: Uber can position itself as a first-adopter and first-'empowerer' of the KSA across multiple demos, including working-age women

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Celebrating

As Uber's commitment to female drivers in the KSA solidifies, it is only natural that a celebration of the ongoing success of these women takes place.

We will help 300 women celebrate and commemorate this milestone moment in the KSA's history, empowering them to become the main protagonists of their own story.

We want them to feel special and proud about their achievements, and above all, make them feel appreciated.

To accomplish this, we will implement brand activation and experiences that'll be fun and useful, making for landmark event in Uber's history within Saudi and the GCC.



Driving Class of '19

One of our main objectives is to get this group of women to feel not only proud of themselves, but also of each other, and the power of change that's within each and everyone of them.

To give them a sense of unity, we are proposing we name this group the 'Driving Class of '19', as they will, after this ceremony, all be able to drive freely and legally in the KSA streets.

This will of course permeate throughout the event, giving it a specific sub-identity that lives within the all-encompassing Uber branding.

Giveaways

Celebration letters

Along with the gift bag guests will be presented with a letter of celebration and commemoration.

Two letters will be created, one for the female guests who have completed the scheme and one for the speakers, partners and VIP's who have contributed to the Graduation evening.



Experience overview

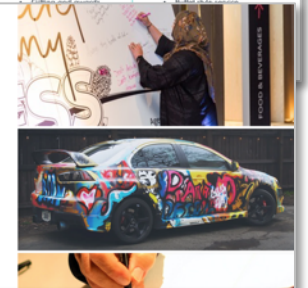
	1. Guest Welcome	2. Meet and Mingle	3. Celebrate	4. F&B
Entrance	Outdoor environment that offers up a warm welcome in private surroundings.	The heart of the action with simple touch points that engage the guests including photographable opportunities. Live music to create warmth and atmosphere.	A celebration of the women's achievements delivered by some of the most influential people from Al-Nahda, Uber and beyond.	When a family sits together, they stay together. A focal chance to celebrate and mingle over food and refreshments. Use music to create warmth and atmosphere.
My Journey	Be welcomed by the Uber team.	A focal point for the women to meet their fellow graduates, socialize and converse. Also a prime opportunity to engage with key Uber partners.	Inspiring and pride-inducing conversations and presentations delivered to instill a sense of achievement in the 300 women.	Bring women from all walks of life together in unity over a carefully selected menu.
My Gift	<ul style="list-style-type: none">Uber brandingDirectional signage from floor to ceiling	<ul style="list-style-type: none">Partner stands / sponsorships smartly built into the scheme	<ul style="list-style-type: none">Live presentationsInspirational talks	<ul style="list-style-type: none">Inspiring messaging throughout catering elements

Location: Exterior

Crowdfunded Activations

There'll be several touchpoints that'll require the attendees' input and creativity, namely:

- My Success Wall:** guests are invited to write their thoughts on a wall, that'll have a powerful graphic based around a strong message (e.g. "I drive myself because...")
- Tagged Ride:** a blank canvas with a fun twist; a white sedan that's meant to be tagged and 'pimped' by all attendees.
- Coffee Book:** a bio-format empty book.

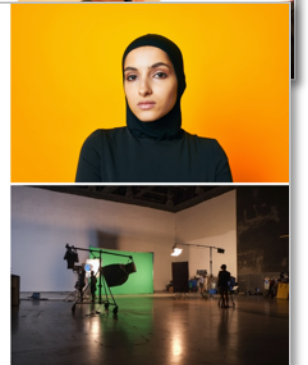


Location: Entrance and foyer area

My Story

Throughout the venue, mainly the entrance and foyer areas, there'll be multiple digital outputs on which female Uber partners will tell their stories.

Individual partners will be reached out to, and they'll be able to express, in their own words, what this journey has been like, and how they've empowered themselves to reach their goals, as well as what's in store for them in the future.



3. Other relevant info

Almost done!

Wrapping up

I hope the above has shown you a bit about how I operate.

My goal is to convey what I do and how I do it, and in a broad sense fill out potential gaps regarding capabilities and skills you may have.

The next couples of slides should help wrap up this deck nicely.

In a purely-skill sense:

Strategy	Creative Strategy	Destination Strategy	Copywriting
Content Writing	UX Design	Service Design	Editorial Design
Scripting	Ideation	Brand Development	Storytelling & Storyboarding

Also important:

- MS Office (PPT, Word and Excel)
- Adobe CC (Illustrator, Photoshop and InDesign)

Clients I've worked with:

Uber



ADIA



NETFLIX



Contacting me

If any of the above seems of interest to you, do contact me at contact@juniorgonzalez.es, on [LinkedIn](#) or at +971 56 815 15 16

Also – (here's the payoff from page 4) you can find out more about me on my [site](#).

And in case you want to read more about what I've done, see [my CV](#) here.

Thank you once more for your time and interest.

Junior.