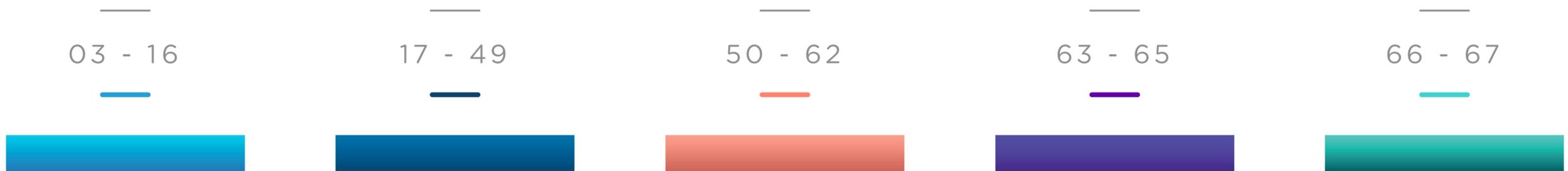




AdvertMind

—  
Welcome



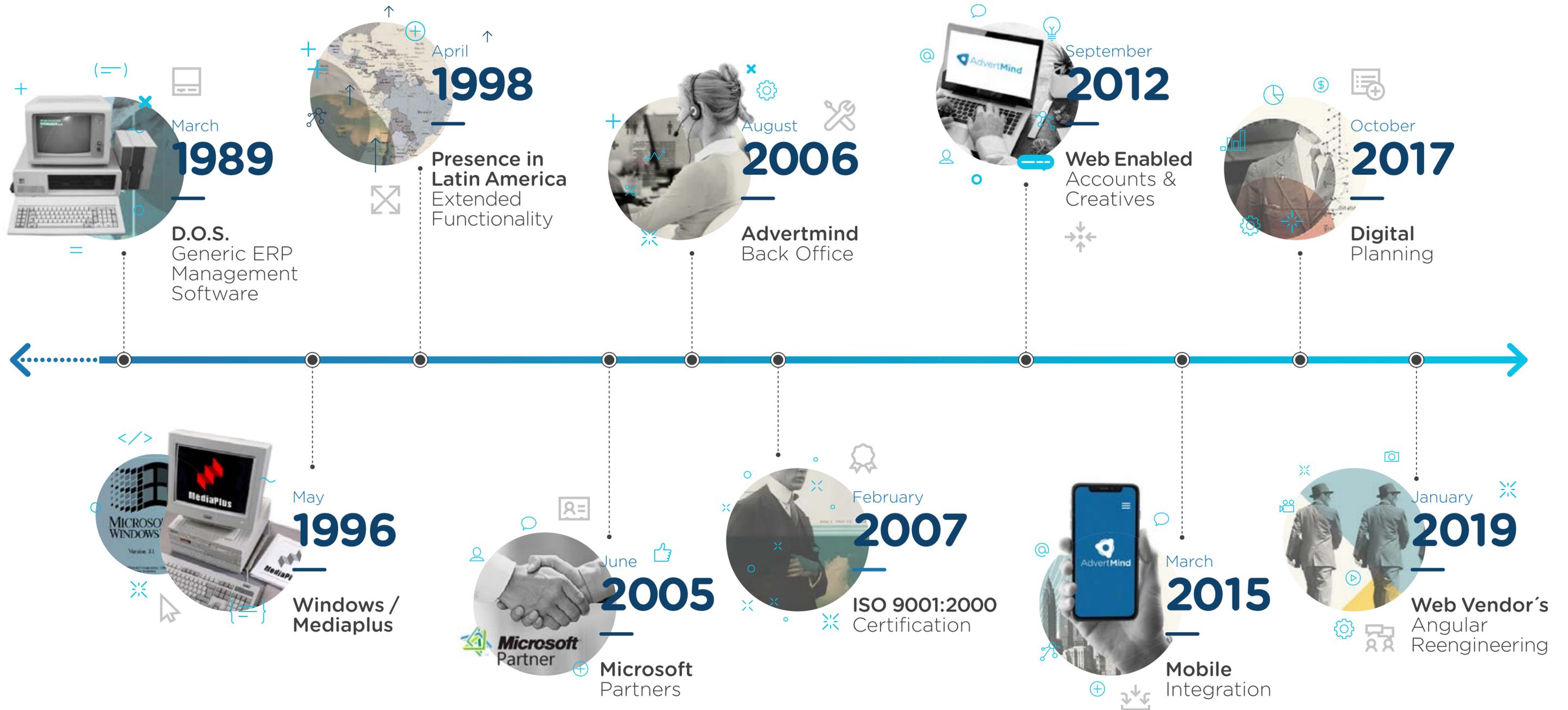


# OUR COMPANY





# Company Timeline



# Presence by Country



**17**  
Countries



**289**  
Agencies



**8.000**  
Users



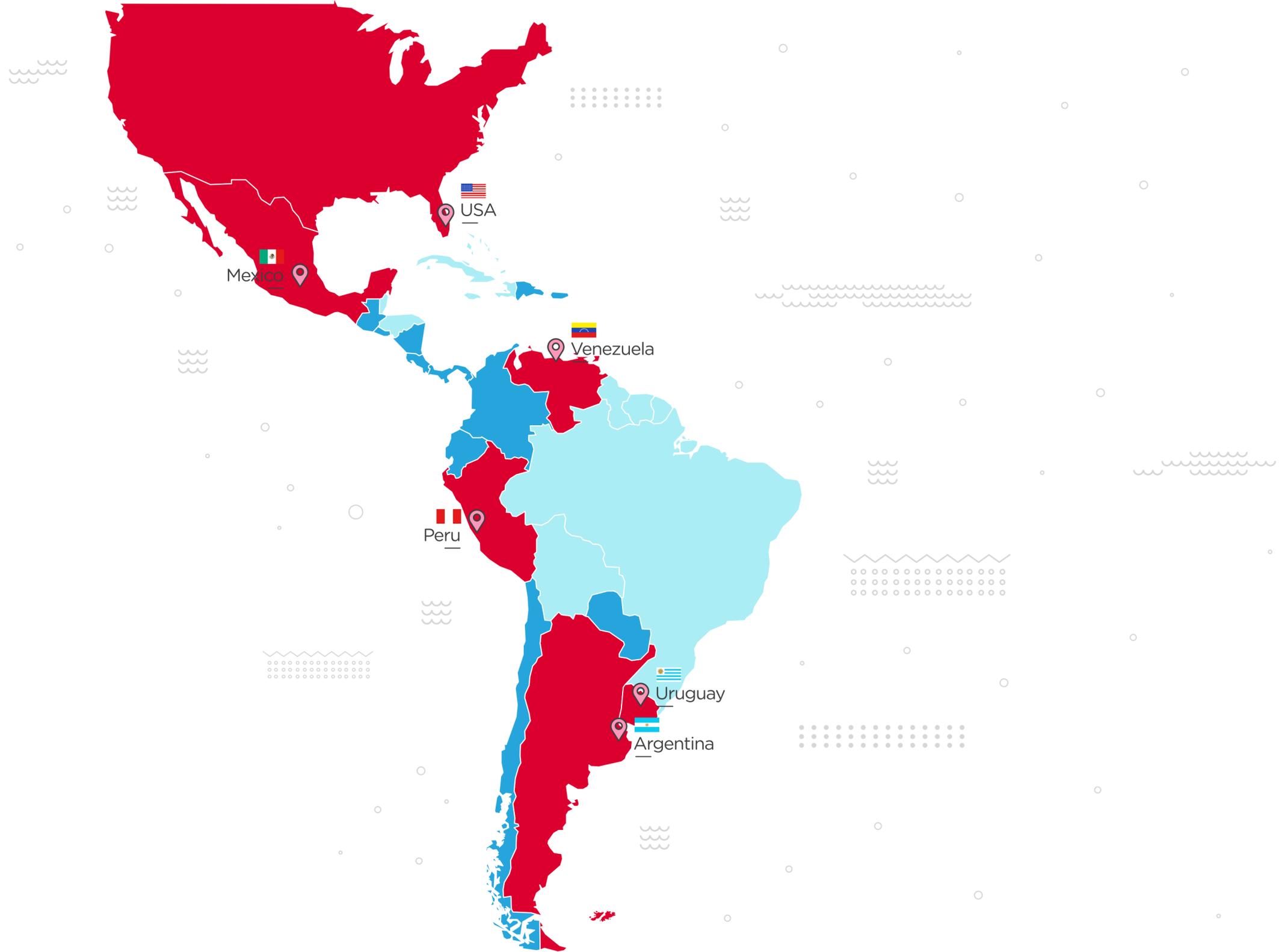
# Presence by Country

Agencies



# Presence by Country

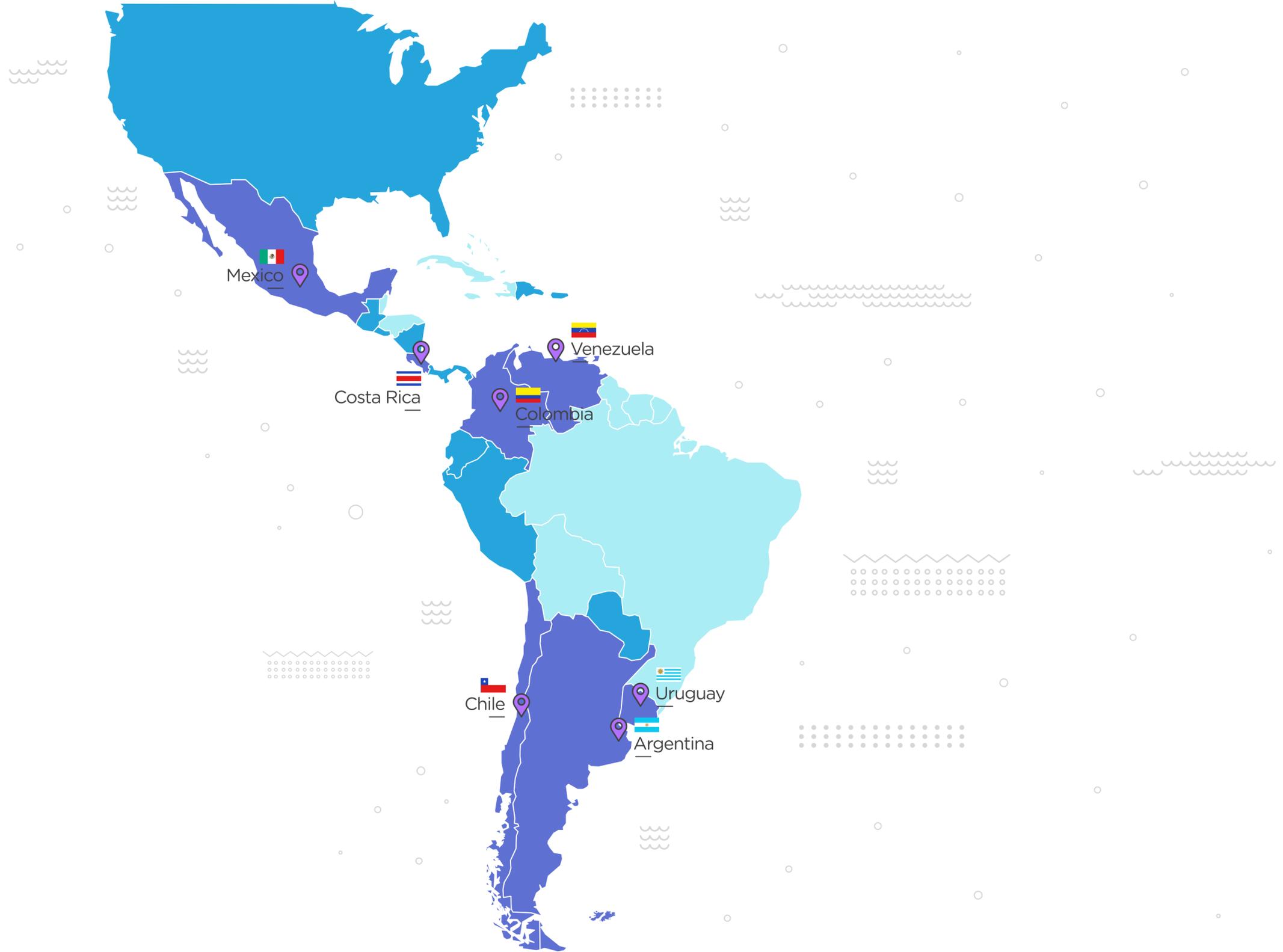
## Agencies



# Presence by Country

## Agencies

WPP



# Presence by Country

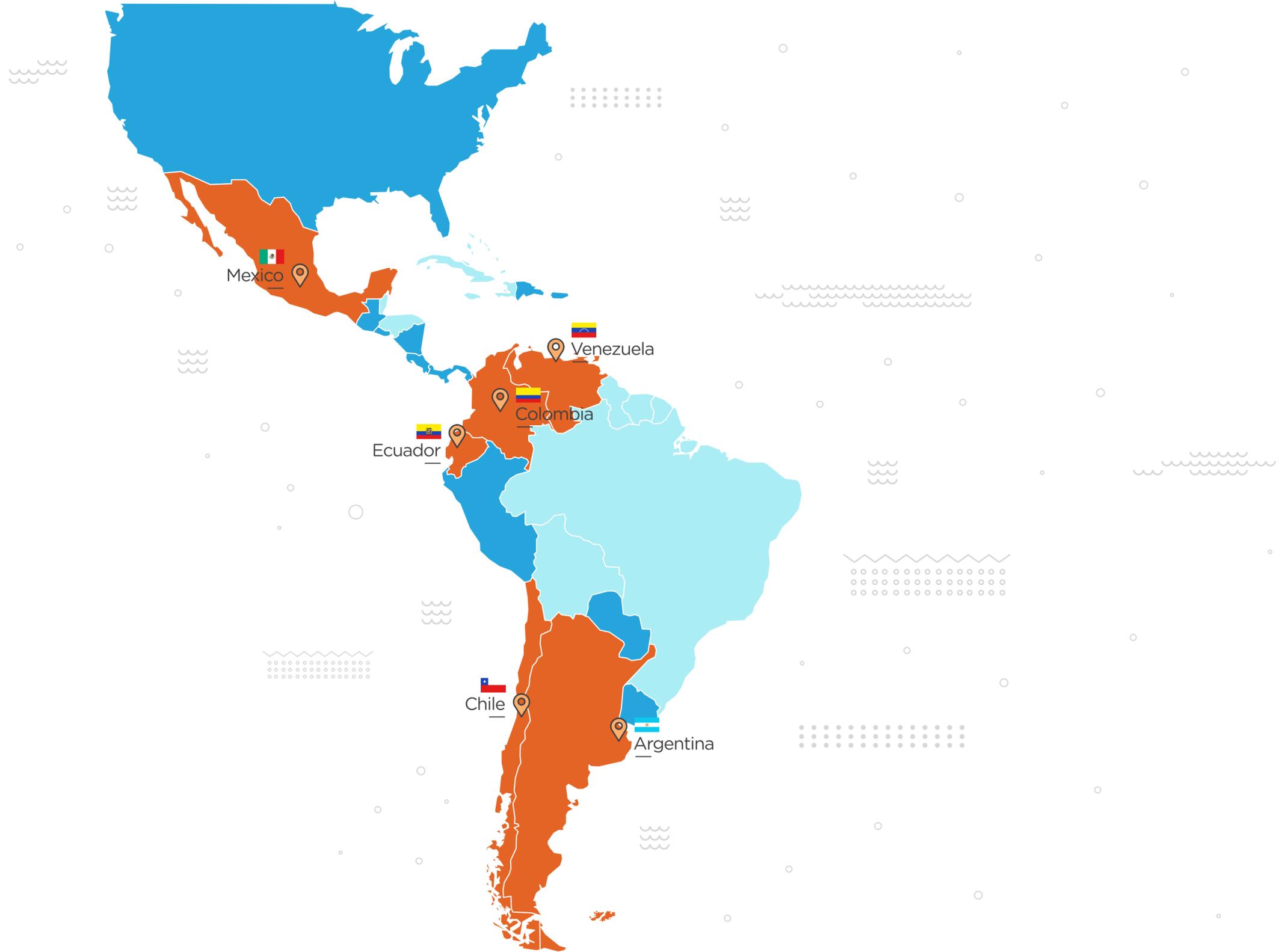
## Agencies



# Presence by Country

## Agencies

**OmnicomGroup**



# Presence by Country

## Agencies



# Presence by Country

## Agencies

**dentsu**  
**ÆGIS**  
network



# Presence by Country

## Agencies



 INDEPENDENTS

# Success Story

## #3 Worldwide GROUP

Client

**13**  
Countries

**40**  
Agencies

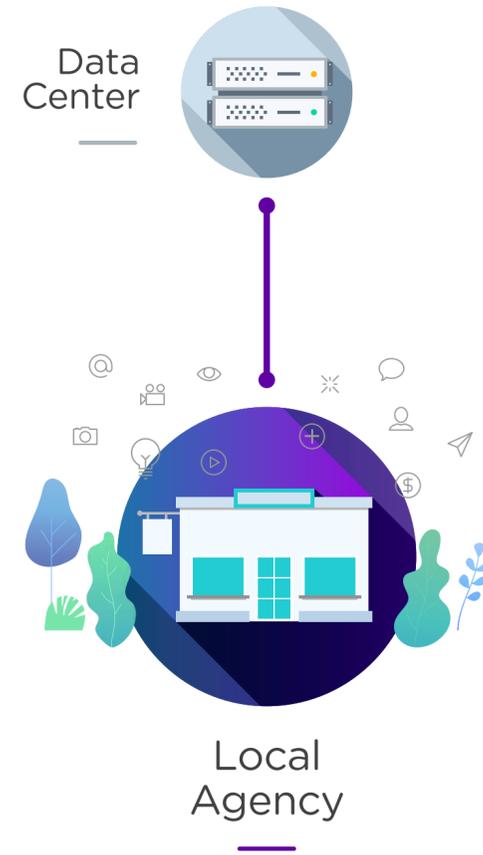
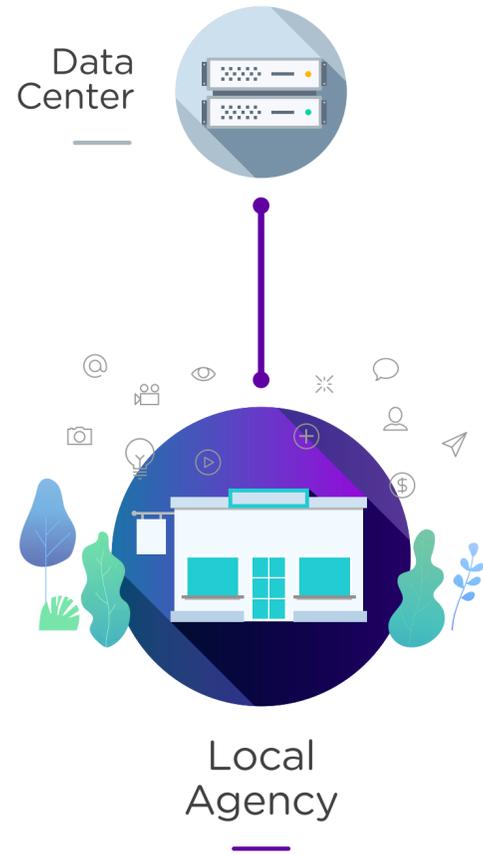
**2.000**  
Users

**2002**  
Since



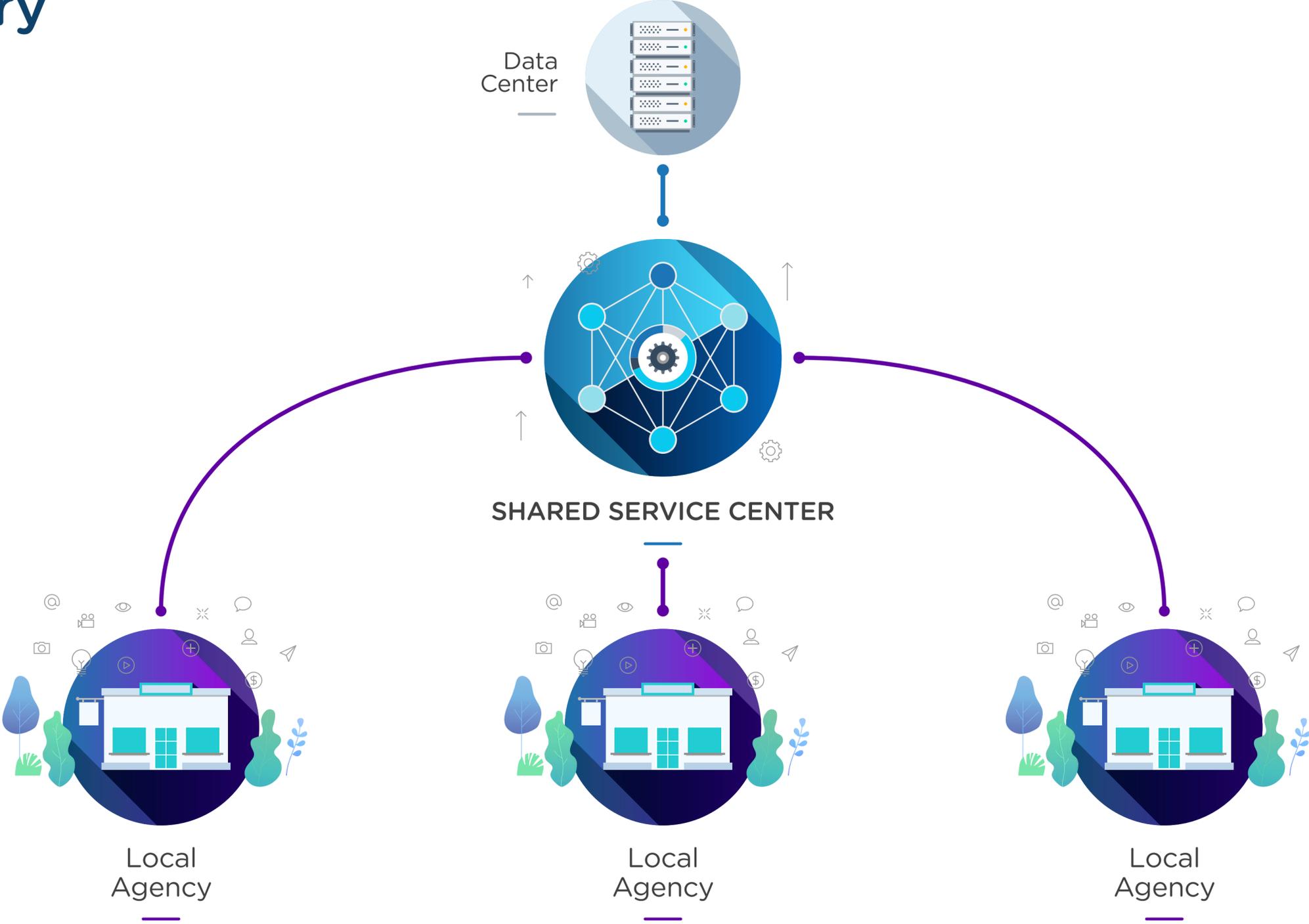
# Success Story

Year  
**2002**



# Success Story

Since year  
**2010**



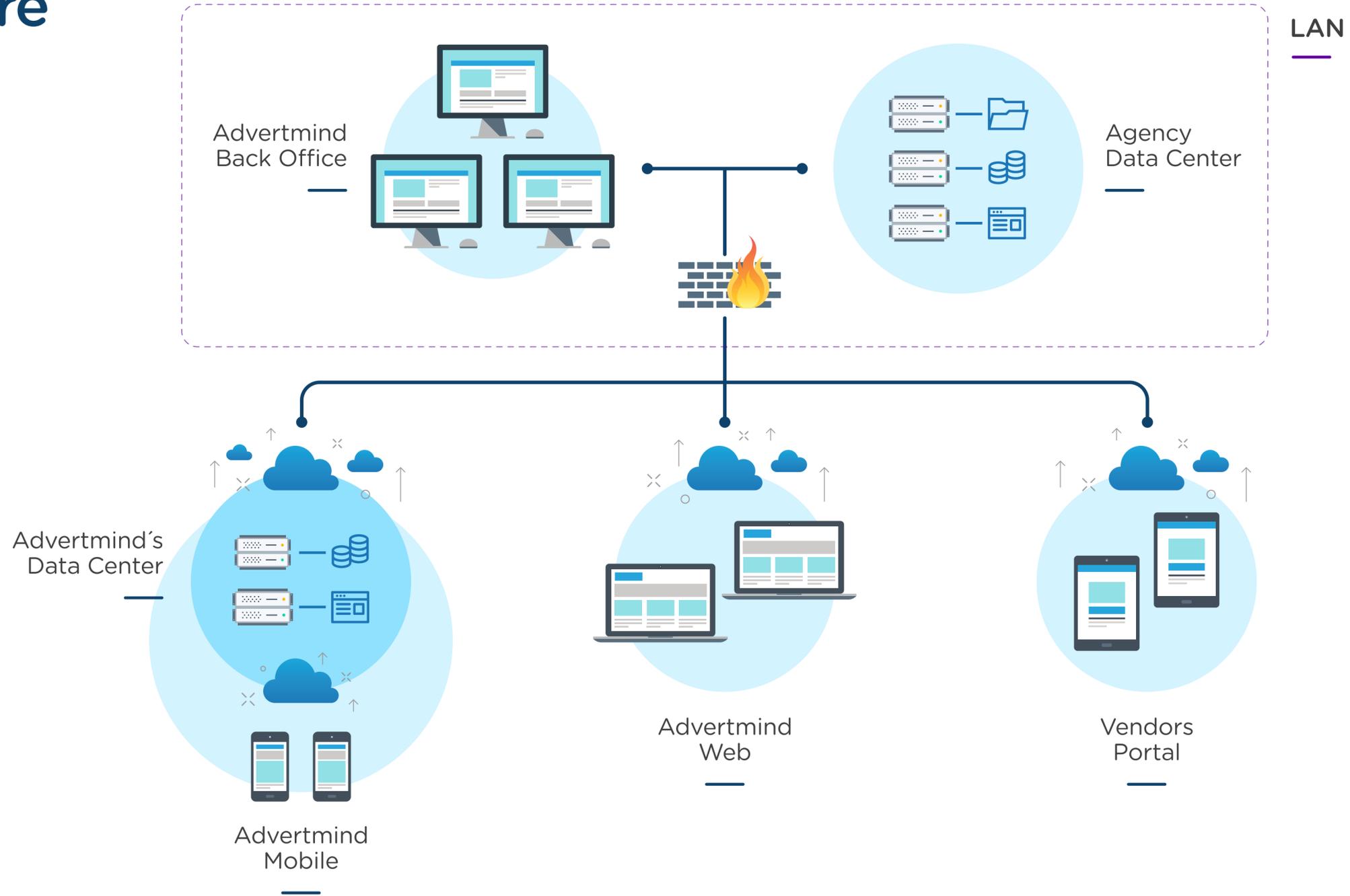


# OUR PRODUCT

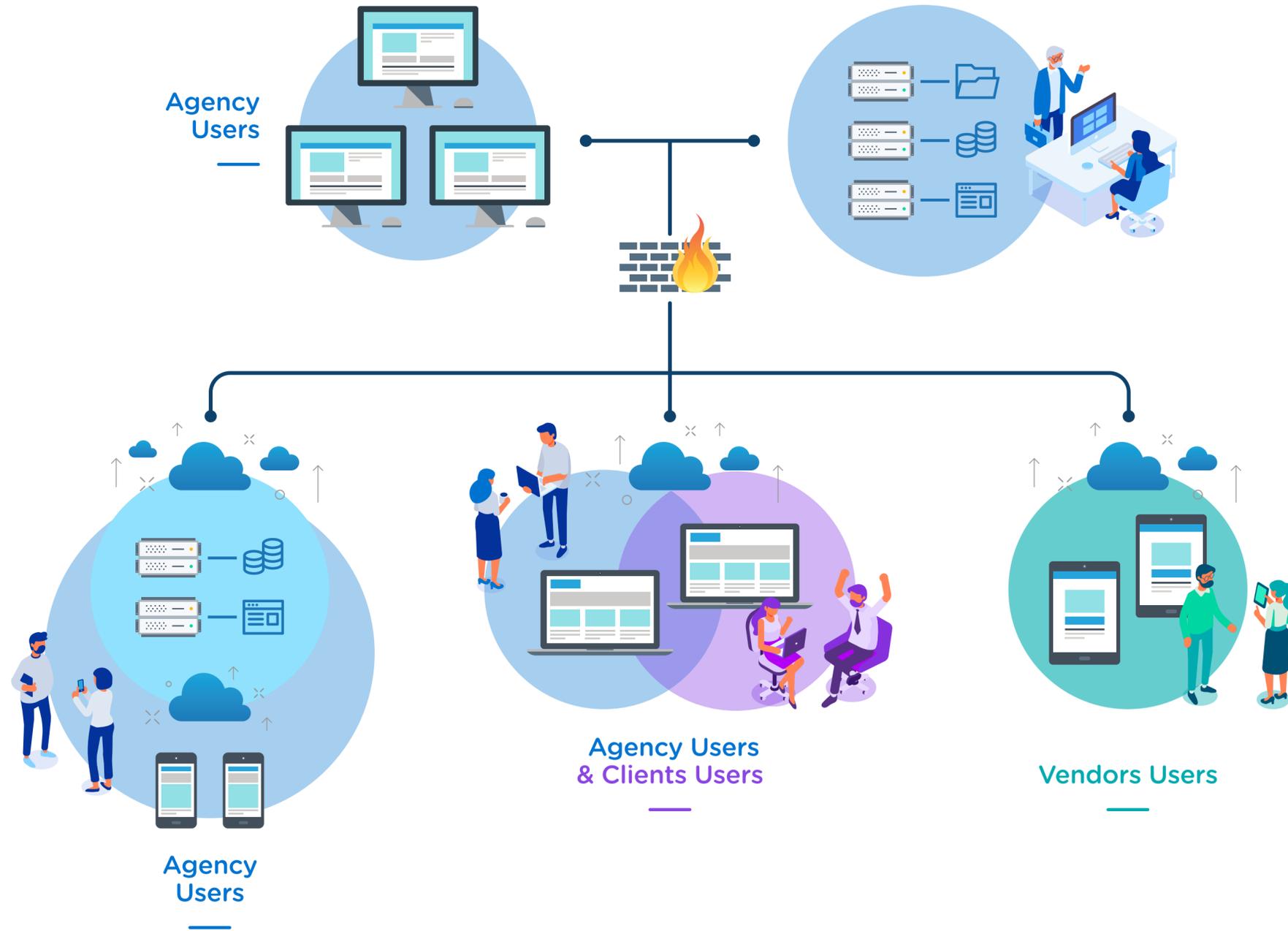




# Software Architecture



# Software Architecture

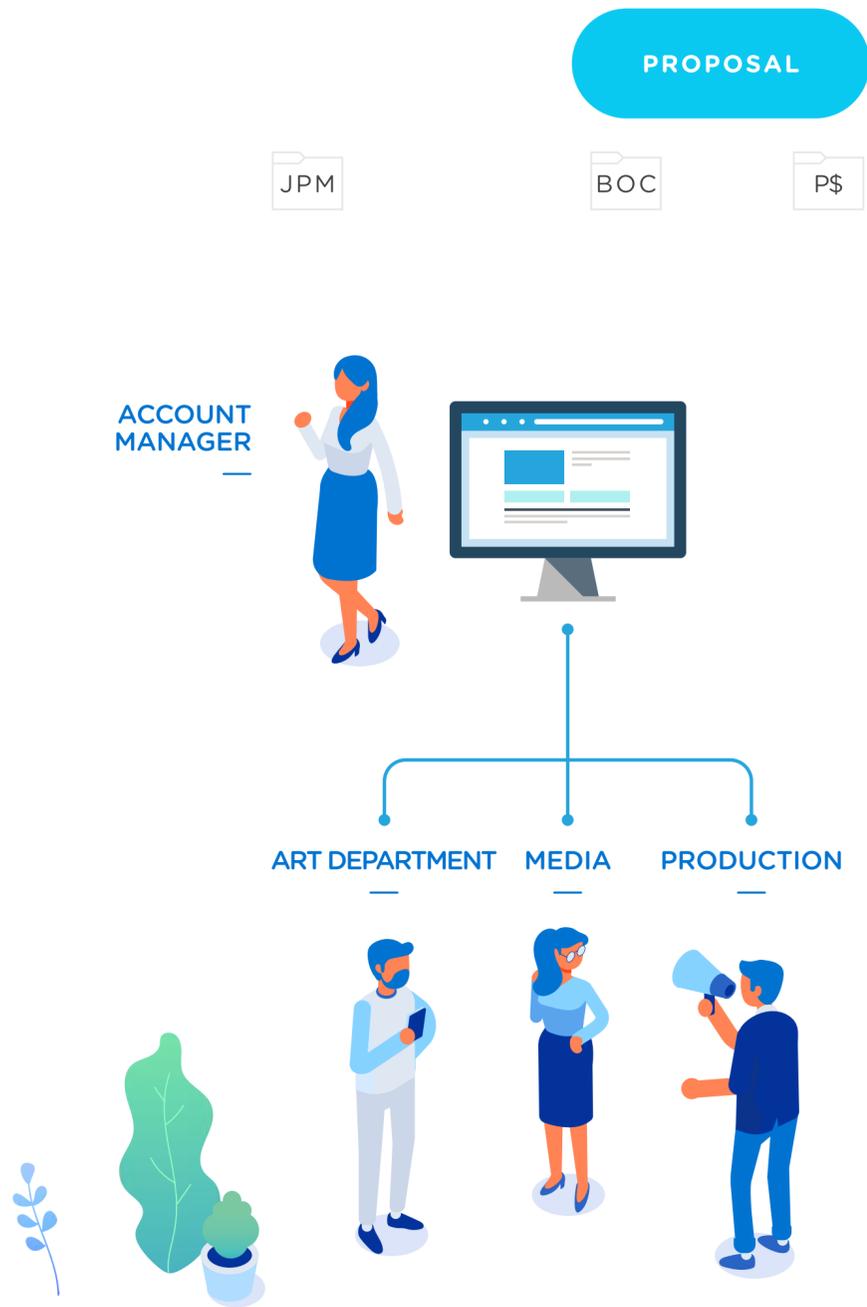








# Workflow



Art department, Media and Production executives, receive specific instructions, assign responsibilities and due dates, and perform their work using department specific tools, to elaborate cost estimates.

All the manpower dedicated to the campaign is assigned to a **Job** through **Time Sheet**, which in turn feeds the profitability analysis.



## JOB NUMBER CONTENT

Client	Prod.	Year	Type	Bill	Nro.
CLI	PR	-	F	5A	0001

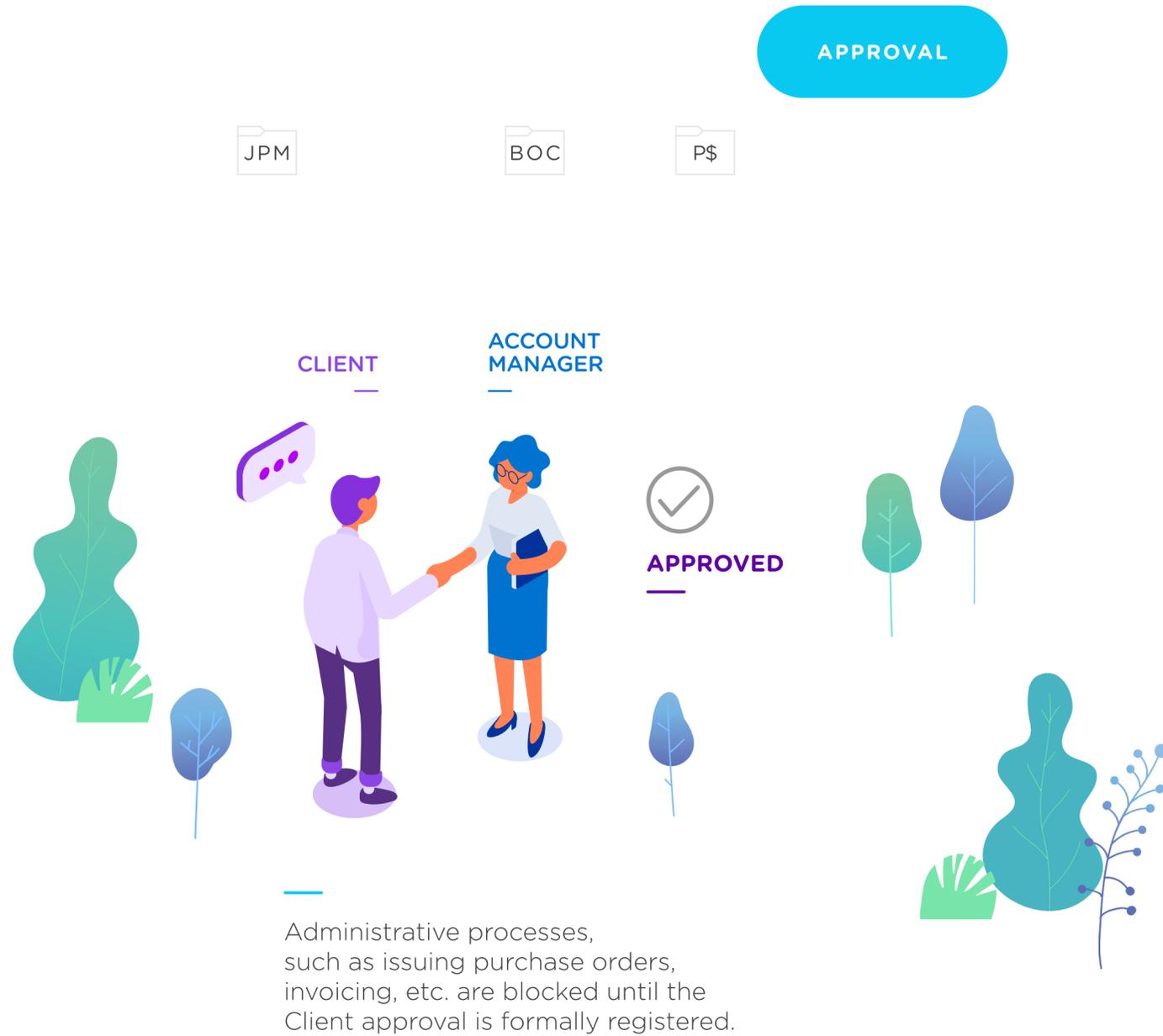
  

INCOME	0
COSTS	-400
TIMESHEET	-800
REVENUE	-1200

Content		Time Sheet		Profitability			
DATE	CONTACT	TASK	PLAN	MEMO	PRODUCTION	STATUS	DESCRIPTION
03-06-19	01						Request for a new job
04-06-19		BRIEF					Strategic Brief
04-06-19		TC					Developing creative ideas
04-06-19		TM					Elaborate TV and Radio Media Plans
04-06-19		TP					Elaborate production cost estimates
08-06-19			01				TV Media Plan
08-06-19			02				Radio Media Plan
08-06-19					01		TV production Cost Estimate
08-06-19					02		Radio production Cost Estimate



# Workflow



AdvertMind
**JOB NUMBER CONTENT**

Client	Prod.	Year	Type	Bill	Nro.
CLI	PR	-	F	5A	0001

INCOME	0
COSTS	-400
TIMESHEET	-800
REVENUE	-1200

Content
Time Sheet
Profitability

DATE	CONTACT	TASK	PLAN	MEMO	PRODUCTION	STATUS	DESCRIPTION
03-06-19	01						Request for a new job
04-06-19		BRIEF					Strategic Brief
04-06-19		TC					Developing creative ideas
04-06-19		TM					Elaborate TV and Radio Media Plans
04-06-19		TP					Elaborate production cost estimates
08-06-19			01				TV Media Plan
08-06-19			02				Radio Media Plan
08-06-19					01		TV production Cost Estimate
08-06-19					02		Radio production Cost Estimate



# Workflow

COMPLETING THE JOB

JPM

BOC

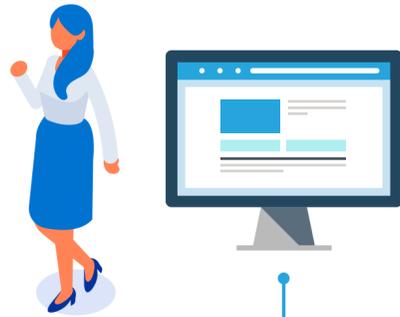
P\$

IC

TM

TP

ACCOUNT MANAGER



Account managers request the different departments for the completion of their tasks, using the **internal communication tools** provided by **AdvertMind**.

MEDIA

PRODUCTION



AdvertMind

JOB NUMBER CONTENT

JOB NUMBER	Client	Prod.	Year	Type	Bill	Nro.
	CLI	PR	-	F	5A	0001

INCOME	6000
COSTS	-4200
TIMESHEET	-1100
REVENUE	700

Content		Time Sheet		Profitability			
DATE	CONTACT	TASK	PLAN	MEMO	PRODUCTION	STATUS	DESCRIPTION
03-06-19	01						Request for a new job
04-06-19	01	BRIEF					Strategic Brief
04-06-19	01	TC					Developing creative ideas
04-06-19	01	TM					Elaborate TV and Radio Media Plans
04-06-19	01	TP					Elaborate production cost estimates
08-06-19			01			APPROVED	TV Media Plan
08-06-19			02			APPROVED	Radio Media Plan
08-06-19					01	APPROVED	TV production Cost Estimate
08-06-19					02	APPROVED	Radio production Cost Estimate
	01						Meeting with Client for approval
		TM					Execute TV Plan
		TM					Execute Radio Plan
		TP					Production of 30"and 60"TV spots
		TP					Production of Radio Jingle



# Workflow



**BUYING**

AdvertMind

**JOB NUMBER CONTENT**

JOB NUMBER	Client	Prod.	Year	Type	Bill	Nro.
0001	CLI	PR	-	F	5A	0001

INCOME	7000
COSTS	-4800
TIMESHEET	-1300
REVENUE	900

Content		Time Sheet		Profitability			
DATE	CONTACT	TASK	PLAN	MEMO	PRODUCTION	STATUS	DESCRIPTION
03-06-19	01						Request for a new job
04-06-19	01	BRIEF					Strategic Brief
04-06-19	01	TC					Developing creative ideas
04-06-19	01	TM					Elaborate TV and Radio Media Plans
04-06-19	01	TP					Elaborate production cost estimates
08-06-19			01			APPROVED	TV Media Plan
08-06-19			02			APPROVED	Radio Media Plan
08-06-19					01	APPROVED	TV production Cost Estimate
08-06-19					02	APPROVED	Radio production Cost Estimate
	01						Meeting with Client for approval
		TM					Execute TV Plan
		TM					Execute Radio Plan
		TP					Production of 30"and 60"TV spots
		TP					Production of Radio Jingle



# Workflow

**FINISHING THE JOB**

JPM

BOC

P\$

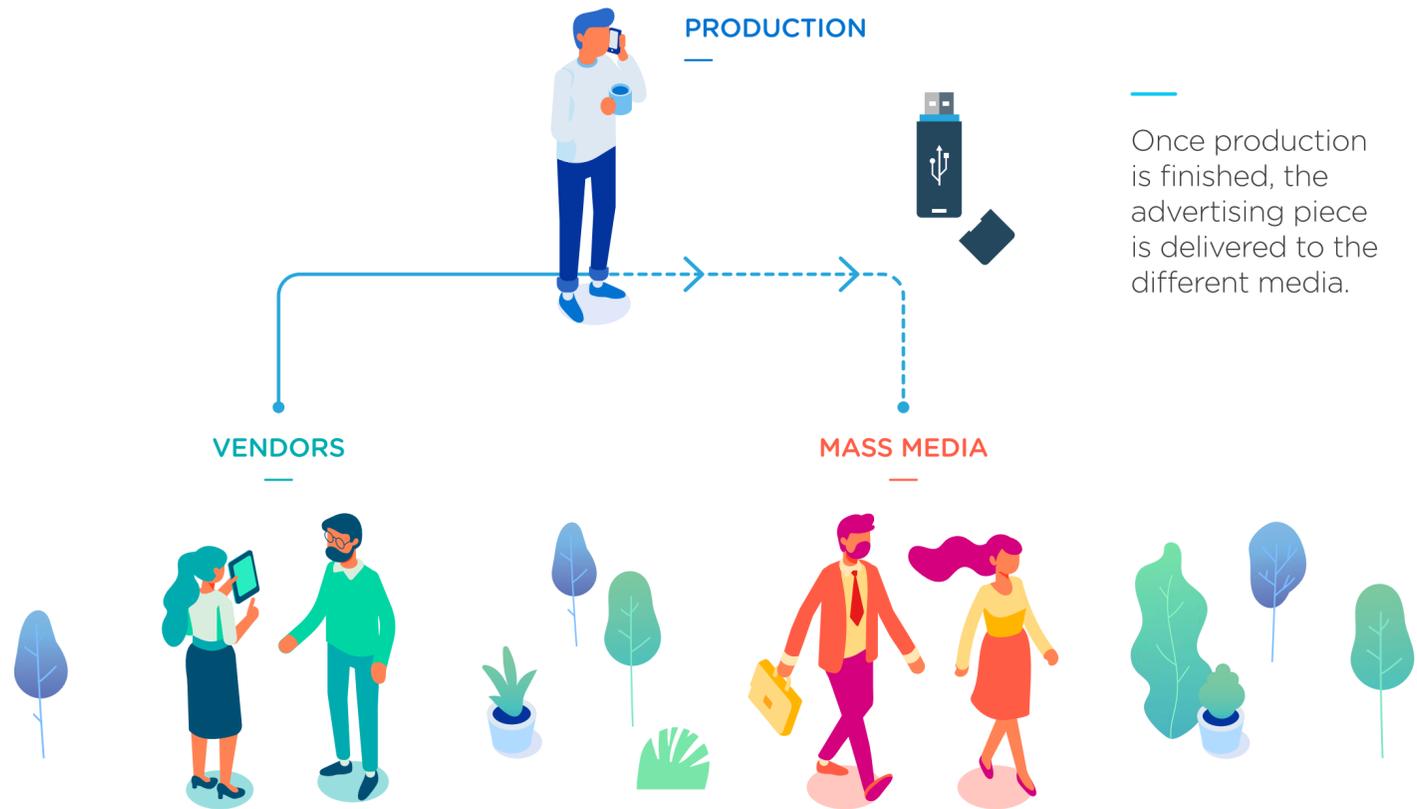
IC

TM

TP

OP

OM



Once production is finished, the advertising piece is delivered to the different media.

**AdvertMind**

**JOB NUMBER CONTENT**

Client	Prod.	Year	Type	Bill	Nro.
CLI	PR	-	F	5A	0001

INCOME	8000
COSTS	-5400
TIMESHEET	-1500
REVENUE	1100

Content		Time Sheet		Profitability			
DATE	CONTACT	TASK	PLAN	MEMO	PRODUCTION	STATUS	DESCRIPTION
03-06-19	01						Request for a new job
04-06-19	01	BRIEF					Strategic Brief
04-06-19	01	TC					Developing creative ideas
04-06-19	01	TM					Elaborate TV and Radio Media Plans
04-06-19	01	TP					Elaborate production cost estimates
08-06-19			01			APPROVED	TV Media Plan
08-06-19			02			APPROVED	Radio Media Plan
08-06-19					01	APPROVED	TV production Cost Estimate
08-06-19					02	APPROVED	Radio production Cost Estimate
	01						Meeting with Client for approval
		TM					Execute TV Plan
		TM					Execute Radio Plan
		TP					Production of 30"and 60"TV spots
		TP					Production of Radio Jingle



# Workflow

BILLING

JPM

BOC

P\$

IC

TM

TP

OP

OM

FINANCE



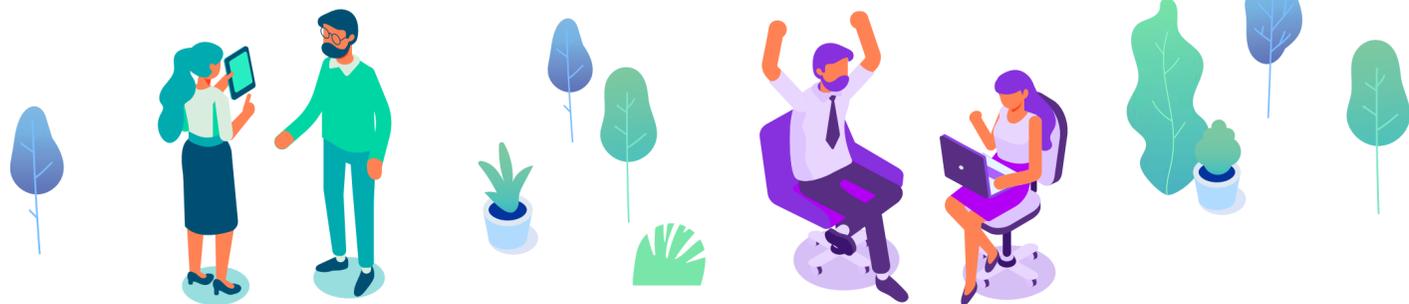
Advertmind offers a simple and efficient module to control and register vendor invoices, as well as an automated process for Client billing (Media, Production and Fees).



VENDORS



CLIENT



AdvertMind

JOB NUMBER CONTENT

Client Prod. Year Type Bill Nro.  
 JOB NUMBER CLI PR - F 5A 0001

INCOME 9000  
 COSTS -6000  
 TIMESHEET -1700  
 REVENUE 1300

Content Time Sheet Profitability

DATE	CONTACT	TASK	PLAN	MEMO	PRODUCTION	STATUS	DESCRIPTION
03-06-19	01						Request for a new job
04-06-19	01	BRIEF					Strategic Brief
04-06-19	01	TC					Developing creative ideas
04-06-19	01	TM					Elaborate TV and Radio Media Plans
04-06-19	01	TP					Elaborate production cost estimates
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08-06-19			02			APPROVED	Radio Media Plan
08-06-19					01	APPROVED	TV production Cost Estimate
08-06-19					02	APPROVED	Radio production Cost Estimate
	01						Meeting with Client for approval
		TM					Execute TV Plan
		TM					Execute Radio Plan
		TP					Production of 30"and 60"TV spots
		TP					Production of Radio Jingle



# Workflow

PAGO

JPM

BOC

P\$

IC

TM

TP

OP

OM

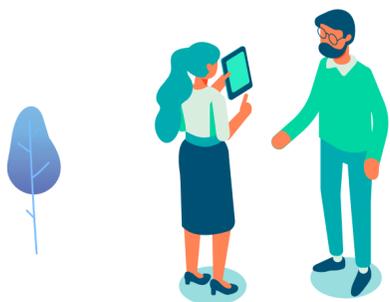
FINANCE



For the treasury area, **AdvertMind** offers many options to record all kinds of payments and collections, and their subsequent reconciliation, including direct interfaces with Banks, to dramatically simplify the process.

VENDORS

CLIENT



## JOB NUMBER CONTENT

JOB NUMBER

INCOME   
 COSTS   
 TIMESHEET   
 REVENUE

Content

Time Sheet

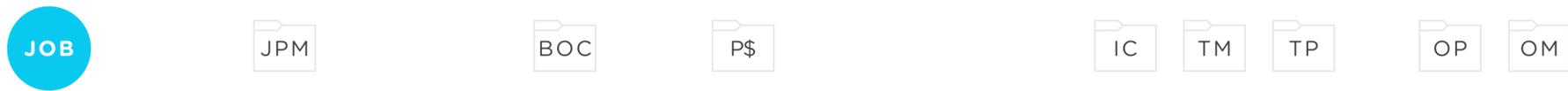
Profitability

DATE	CONTACT	TASK	PLAN	MEMO	PRODUCTION	STATUS	DESCRIPTION
03-06-19	01						Request for a new job
04-06-19	01	BRIEF					Strategic Brief
04-06-19	01	TC					Developing creative ideas
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	01						Meeting with Client for approval
		TM					Execute TV Plan
		TM					Execute Radio Plan
		TP					Production of 30"and 60"TV spots
		TP					Production of Radio Jingle



# Workflow

MANAGEMENT



**AdvertMind** consolidates information and generates all kind of reports that simplify management processes, analysis and audits. Profitability by Client / Product / Type, legal reports and pivot tables are just a few of the many reports provided by **AdvertMind**.



## JOB NUMBER CONTENT

Client: CLI | Prod.: PR | Year: - | Type: F | Bill: 5A | Nro.: 0001

INCOME	10500
COSTS	-6900
TIMESHEET	-2000
REVENUE	1600

DATE	CONTACT	TASK	PLAN	MEMO	PRODUCTION	STATUS	DESCRIPTION
03-06-19	01						Request for a new job
04-06-19		BRIEF					Strategic Brief
04-06-19		TC					Developing creative ideas
04-06-19		TM					Elaborate TV and Radio Media Plans
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08-06-19			01			APPROVED	TV Media Plan
08-06-19			02			APPROVED	Radio Media Plan
08-06-19					01	APPROVED	TV production Cost Estimate
08-06-19					02	APPROVED	Radio production Cost Estimate
	01						Meeting with Client for approval
		TM					Execute TV Plan
		TM					Execute Radio Plan
		TP					Production of 30"and 60"TV spots
		TP					Production of Radio Jingle



# Workflow

MANAGEMENT



**AdvertMind** consolidates information and generates all kind of reports that simplify management processes, analysis and audits. Profitability by Client / Product / Type, legal reports and pivot tables are just a few of the many reports provided by **AdvertMind**.



AdvertMind

CONTACT REPORT

	Client	Prod.	Year	Type	Bill	Nro.
JOB NUMBER	CLI	PR	-	F	5A	0001
MAIN CLIENT	CLI	REPORT #	0001			

ISSUE DATE	04 - 06 - 2019
MEETING DATE	04 - 06 - 2019

Description

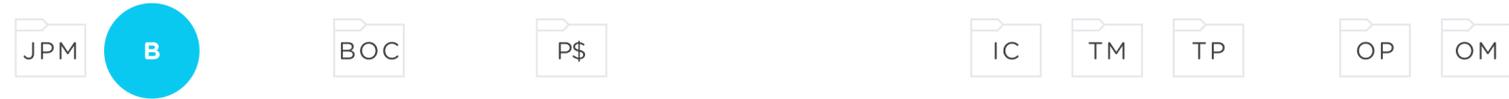
Send by email

The new advertising strategy was defined.



# Workflow

MANAGEMENT



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AdvertMind
**BRIEF DOCUMENT**

---

	Client	Prod.	Year	Type	Bill	Nro.
JOB NUMBER	CLI	PR	-	F	5A	0001

	SKETCHES	TASK #
TASK DESCRIPTION	SKETCHES	0001

REQUEST DATE: 04 - 06 - 2019

**Brief Guide**

- 1. Action required
- 2. Who it is the recipient of this action?
- 3. Who exactly are we talking about?
- 4. What do they think about the brand and the competition?
- 5. Which is the main promise?
- 6. Why are they going to believe us?
- 7. Tone of voice
- 8. Required and mandatory elements
- 9. Guideline presentation

The prepare delivery of sketches according with concepts spoken with Client.



# Workflow

MANAGEMENT



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**TASK**

---

JOB NUMBER Client Prod. Year Type Bill Nro.

CLI | PR | - | F | 5A | 0001

REQUEST DATE 04 - 06 - 2019

TASK DESCRIPTION SKETCHES

RECIPIENT DIEGO GARC

TASK# 001

**Description**

Please design campaign for TV, Radio and Press.



# Workflow

MANAGEMENT



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AdvertMind

MEDIA PLAN

Client: CLI | Prod.: PR | Year: - | Type: F | Bill: 5A | Nro.: 0001 | REQUEST DATE: 04 - 06 - 2019

TASK DESCRIPTION: CAMPAIGN DESIGN | PRODUCT: PRO | ESTIMATE: 001

Grid

DESCRIPTION	RATING	Mo 14	Tu 15	We 16	Th 17	Fr 18	Sa 19	Su 20	Mo 21	Tu 22	We 23	Th 24	Fr 25	Sa 26	Su 27	AMOUNT
Canal 9										2		2		2		16.000,00
La Noche del Domingo	0,0	0,0				0,0										16.000,00
Radio FM del Sol	0,0	10	10						10		10	10	10			1.620,00
Canal 9	0,0	10	10	10					10	10	10	10	10			1.620,00
La Noche del Domingo	0,0	1														12.000,00
Radio FM del Sol	0,0	1														12.000,00

Rejected | Bought | Billed | Issued



# Workflow

MANAGEMENT

JPM

BOC

P\$

IC

TM

TP

OP

OM

F

P



**AdvertMind** consolidates information and generates all kind of reports that simplify management processes, analysis and audits. Profitability by Client / Product / Type, legal reports and pivot tables are just a few of the many reports provided by **AdvertMind**.

AdvertMind

INVOICE

Client Prod. Year Type Bill Nro. REQUEST DATE

JOB NUMBER CLI | PR | - | F | 5A | 0001 04 - 06 - 2019

CLIENT CLI PRODUCT PRO SUBJECT Summer S. ESTIMATE 001

ACC.#	CONCEPT	AMOUNT
001	Agency services fee	32.000,00
002	VAT	14.000,00
003	Accounts Receivable	7.000,00



# Workflow

MANAGEMENT

JPM

BOC

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**AdvertMind** consolidates information and generates all kind of reports that simplify management processes, analysis and audits. Profitability by Client / Product / Type, legal reports and pivot tables are just a few of the many reports provided by **AdvertMind**.

**AdvertMind**

RECEIPT

BENEFICIARY  COLLECTION DATE

TOTAL COLLECTED  RECEIPT #

CONCEPT	AMOUNT	PAY METHOD	VOUCHER TYPE	VOUCHER #
INV-N0001-000-0084/5	32.000		Invoice	0001-000-0084/5
INV-N0001-000-0084/1	14.000		Invoice	0001-000-0084/1
INV-N0002-00028	7.000		Invoice	0002-000-00028
INV-N0001-00029	44.000			
WITHHOLDING	-1.000			
National Bank Acct	-5.000	Wire		



# Workflow

JPM

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MANAGEMENT

TS

P



**AdvertMind** consolidates information and generates all kind of reports that simplify management processes, analysis and audits. Profitability by Client / Product / Type, legal reports and pivot tables are just a few of the many reports provided by **AdvertMind**.

**AdvertMind**

**TIME SHEET**

Client Prod. Year Type Bill Nro.  
 JOB NUMBER CLI PR - F 5A 0001 DATE 04 - 06 - 2019  
 CLIENT CLI PRODUCT PRO SUBJ Summer Season

DEPARTMENT	RESPONSIBLE	HOURS	COST
Client Services	Pablo	92.00	1.000
	Daniel	53.00	800
Creatives	Agustín	22.00	300
	Gerardo	8.00	100
Production	Mariela	14.00	1.500
	Carlos	9.00	3.500
<b>Grand Total</b>		<b>198,00</b>	<b>7.200,00</b>





# Workflow

MANAGEMENT

JPM

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**AdvertMind** consolidates information and generates all kind of reports that simplify management processes, analysis and audits. Profitability by Client / Product / Type, legal reports and pivot tables are just a few of the many reports provided by **AdvertMind**.



## JOB NUMBER CONTENT

Client: CLI | Prod.: PR | Year: - | Type: F | Bill: 5A | Nro.: 0001

INCOME: 10500  
 COSTS: -6900  
 TIMESHEET: -2000  
 REVENUE: 1600

Content

Profitability

DIRECT COSTS & EXPENSES		BILLING	
VENDOR	VOUCHER	VENDOR	VOUCHER
Vendor 1	INV-N0001-000-0084/5	Vendor 1	INV-N0001-000-0084/5
Vendor 2	INV-N0001-000-0084/1	Vendor 2	INV-N0001-000-0084/1
Vendor 3	INV-N0002-00028	Vendor 3	INV-N0002-00028
Vendor 4	INV-N0001-00029	Vendor 4	INV-N0001-00029
Vendor 5	INV - PENDING	Vendor 5	INV - PENDING



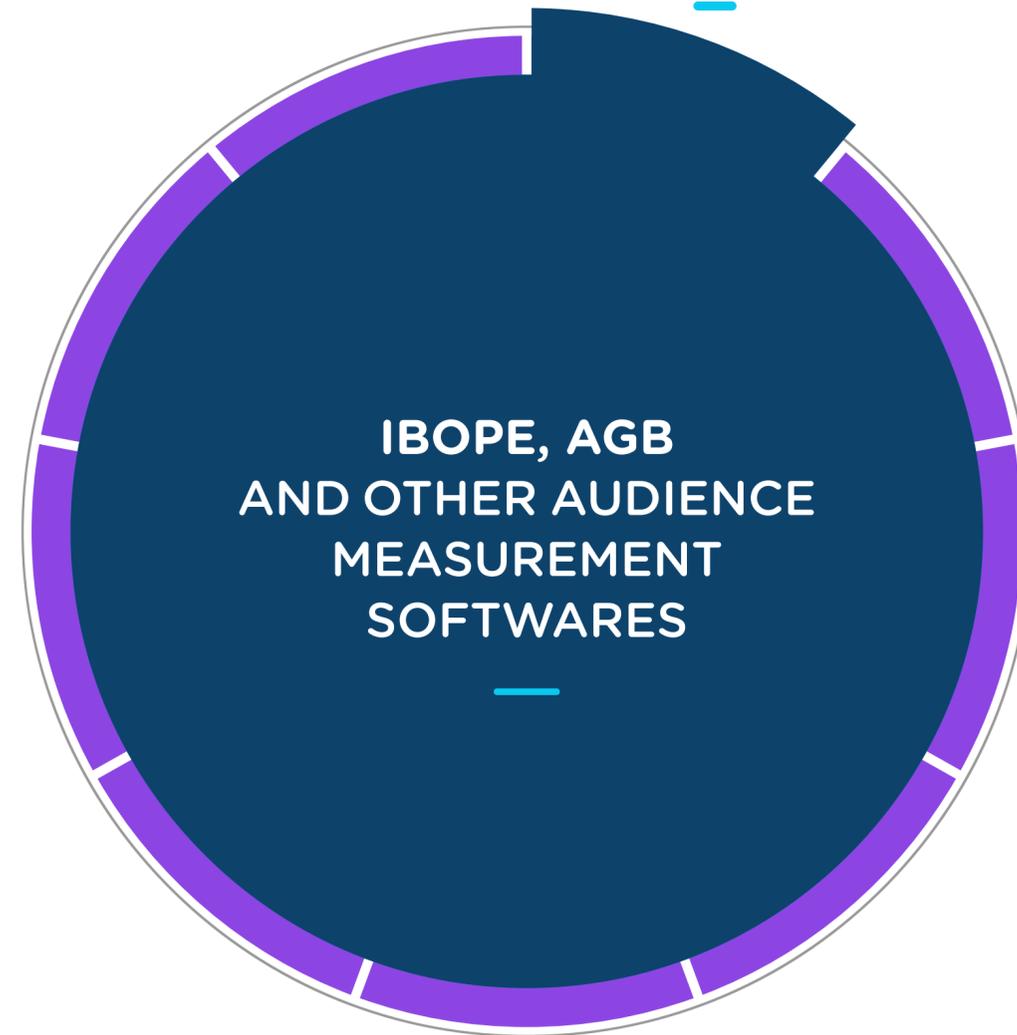
# Interfaces with External Entities



# Interfaces with External Entities



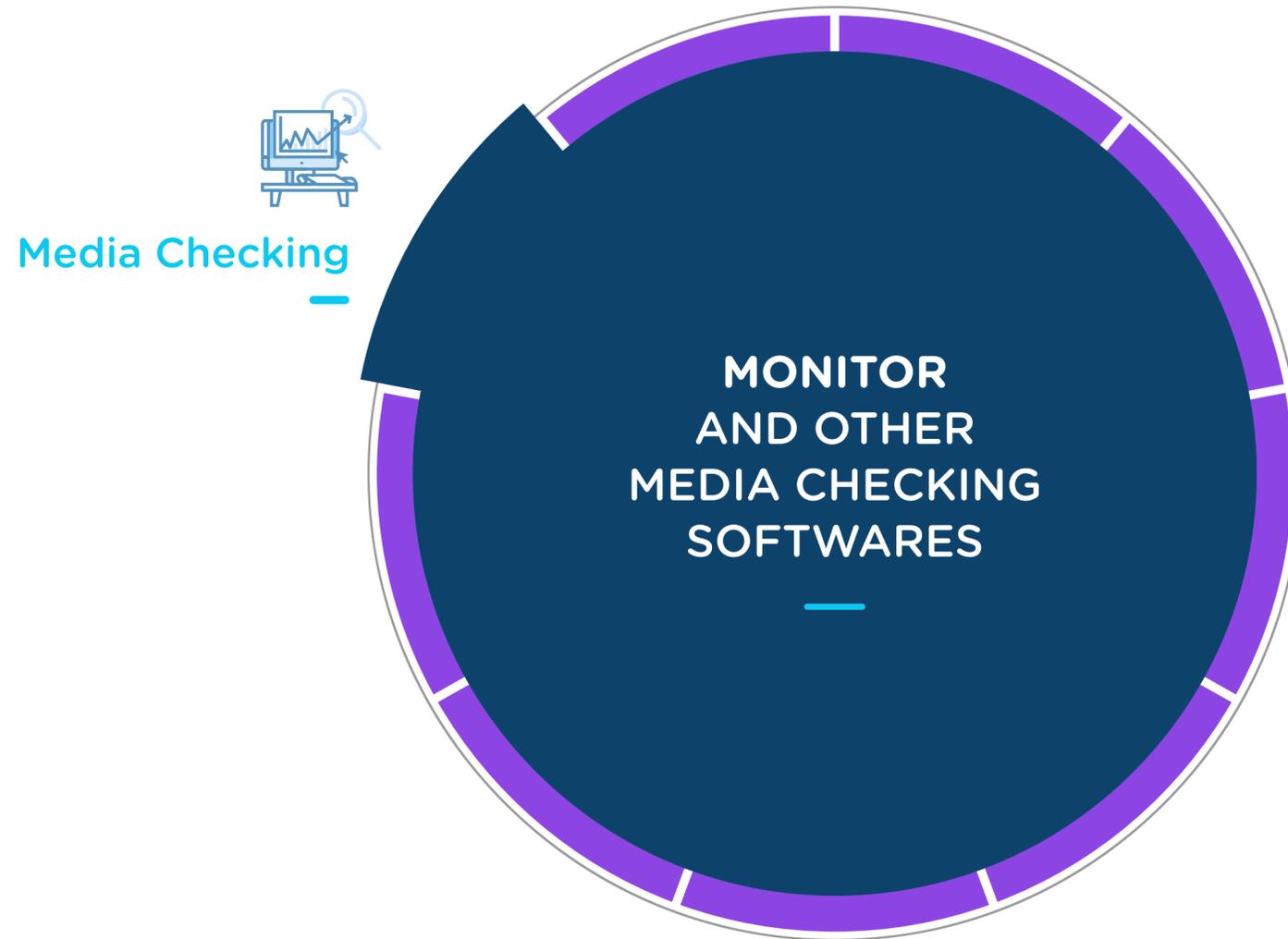
Rating Information



# Interfaces with External Entities

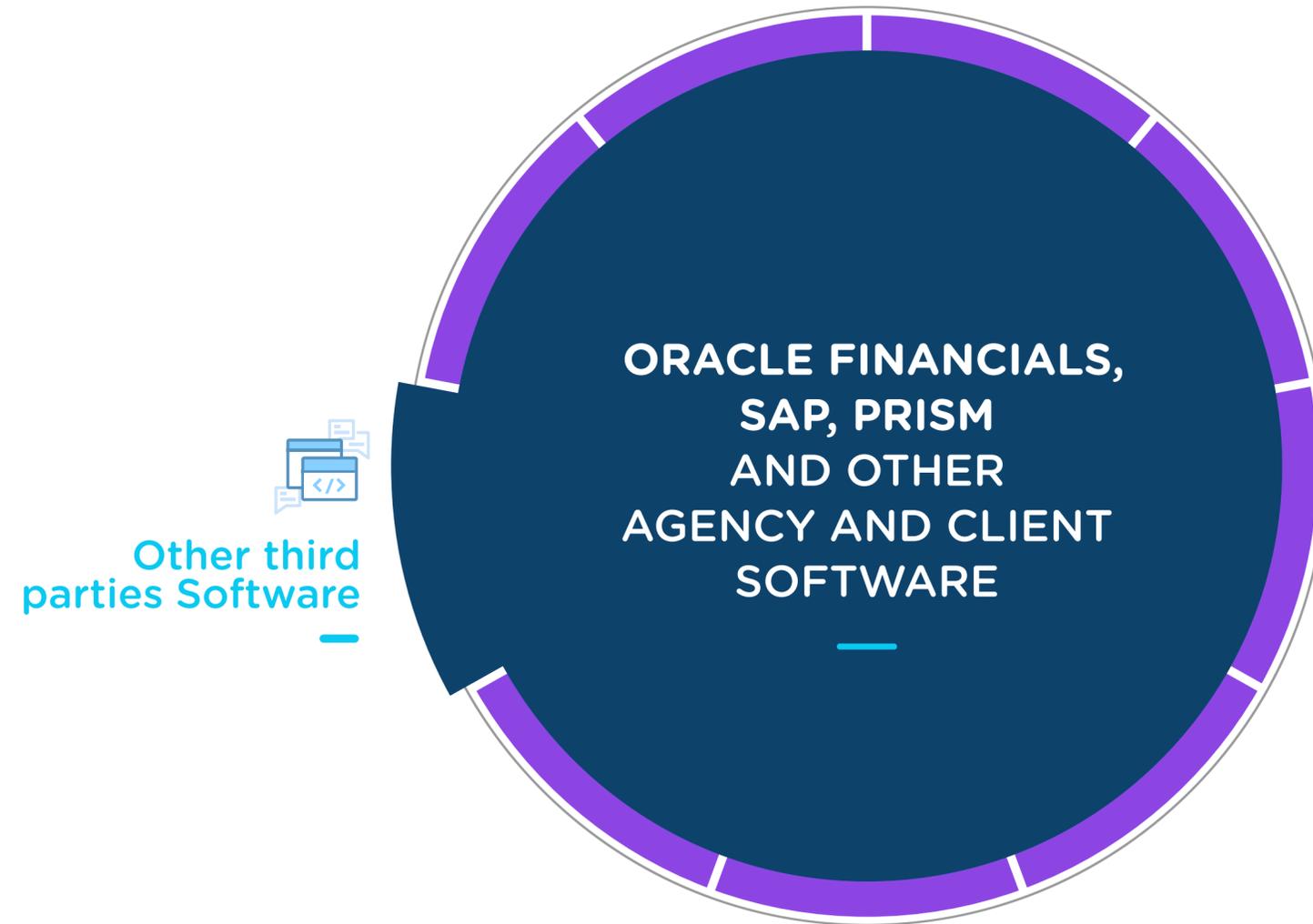


# Interfaces with External Entities

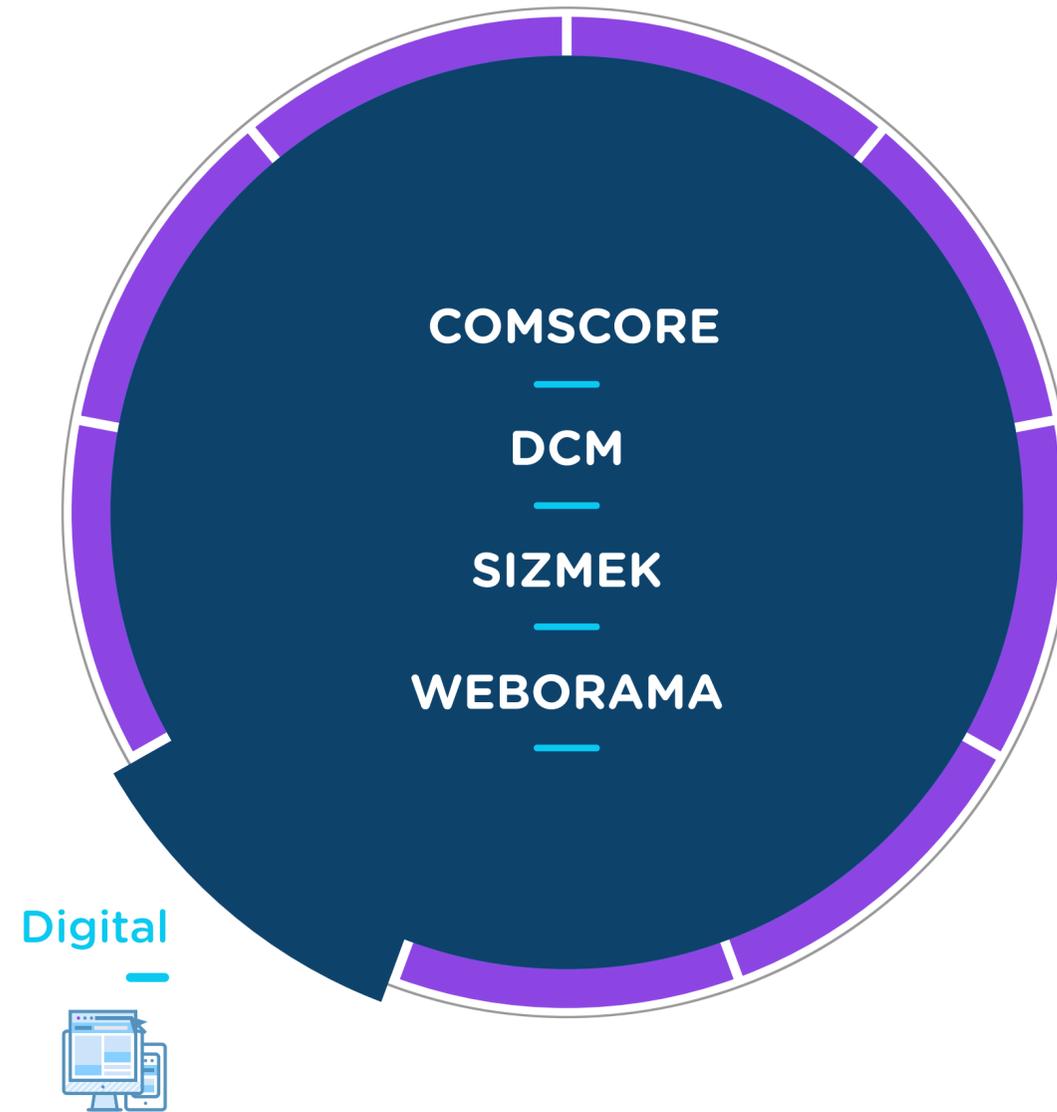




# Interfaces with External Entities

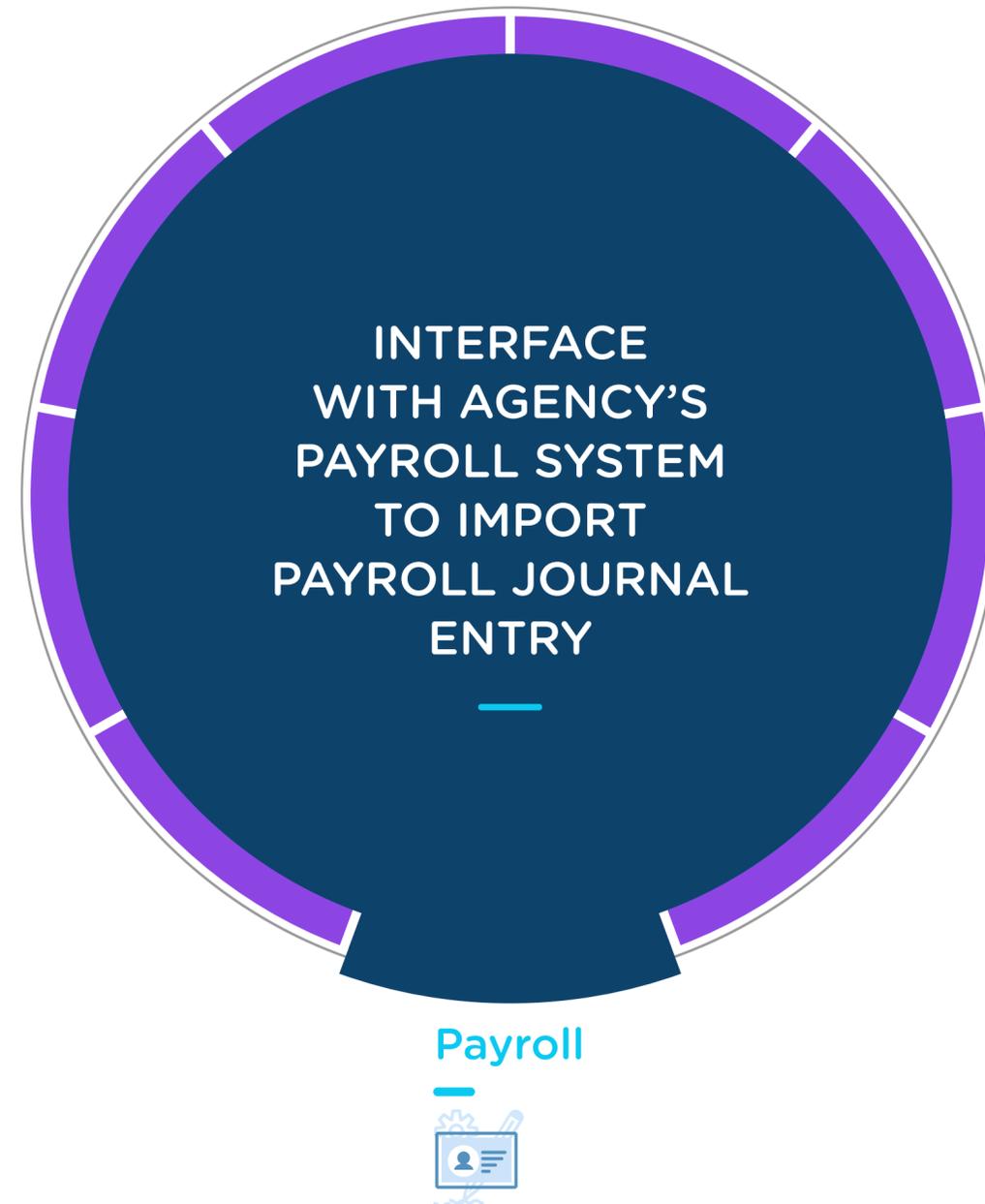


# Interfaces with External Entities



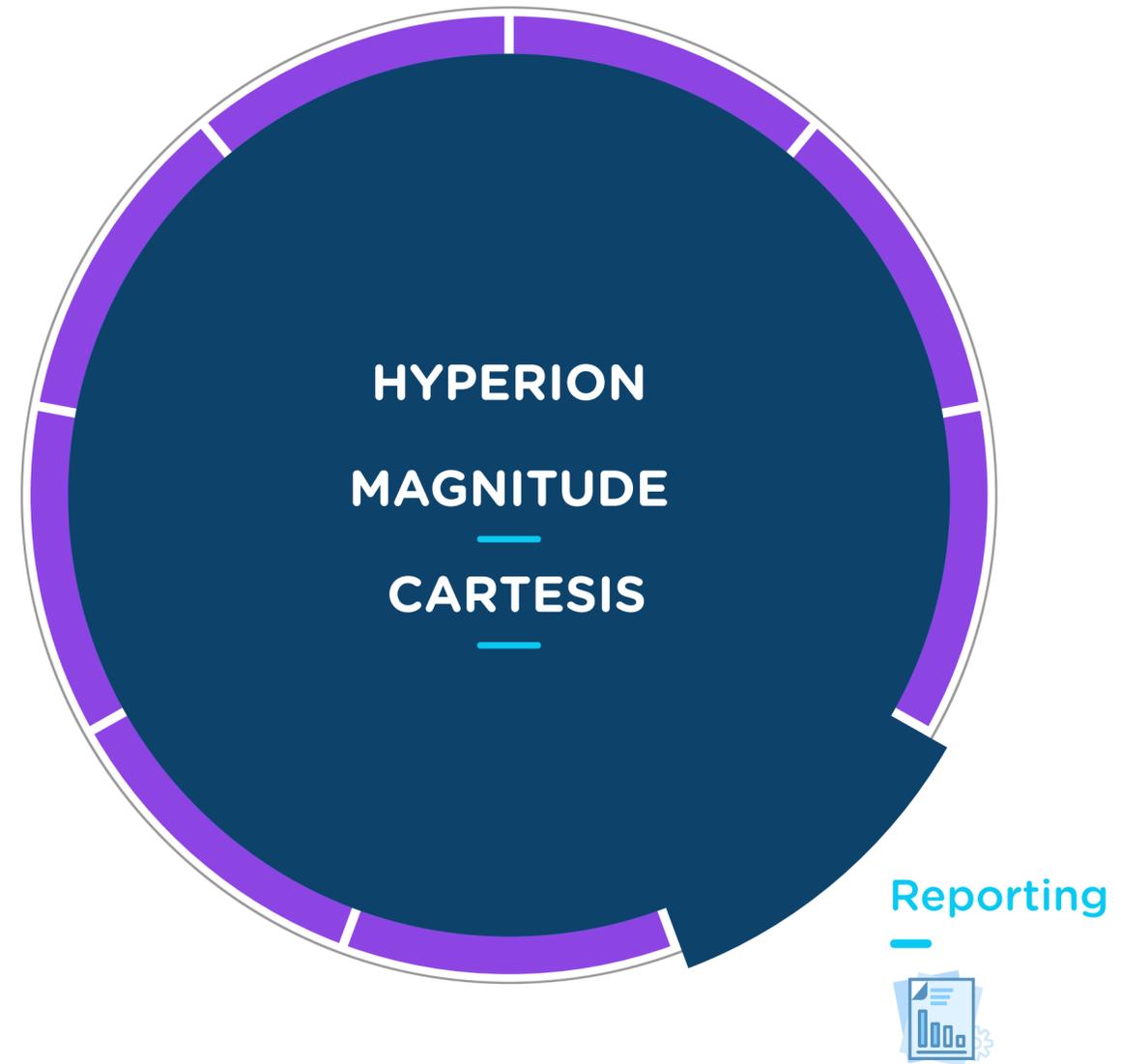


# Interfaces with External Entities



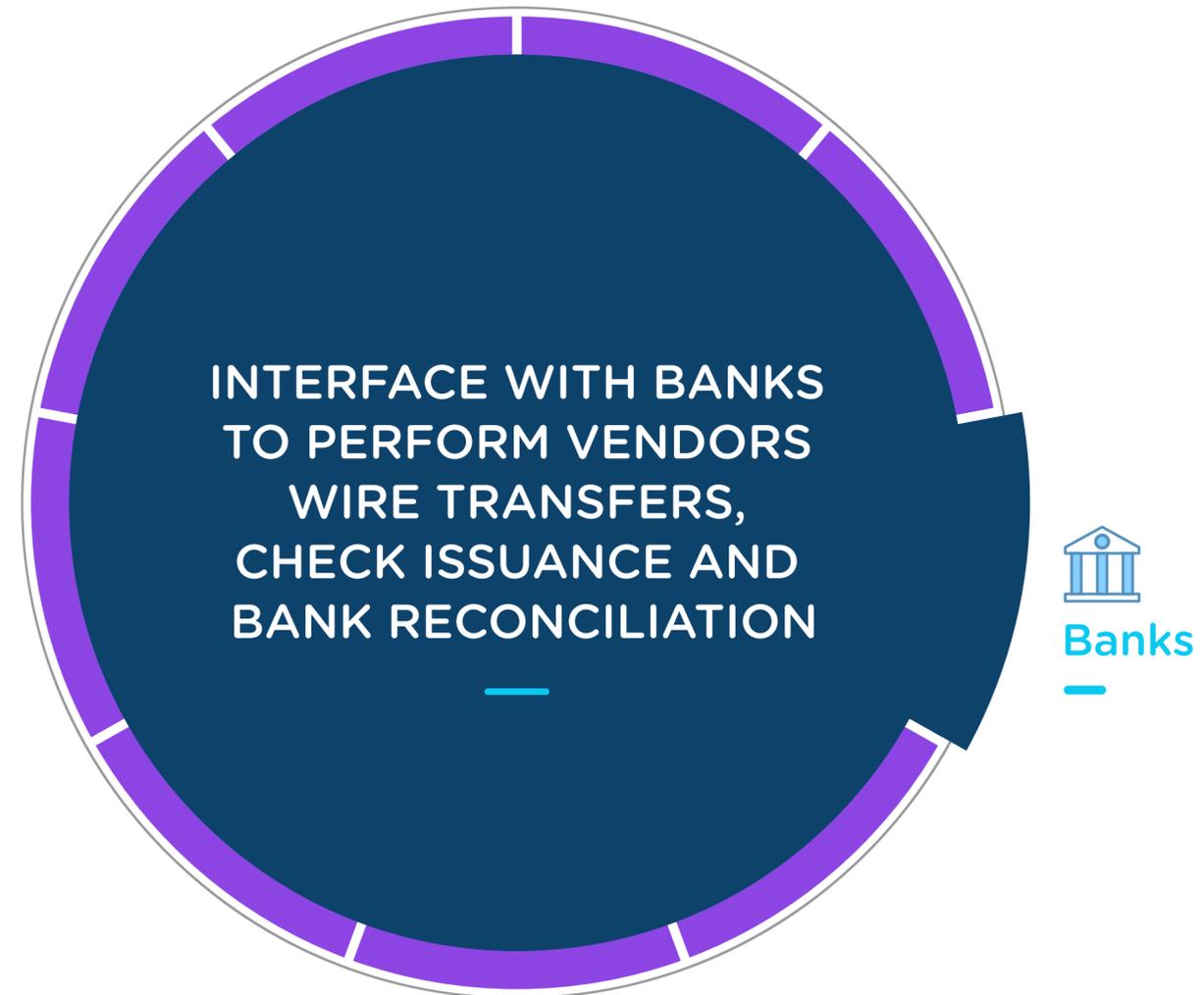


# Interfaces with External Entities



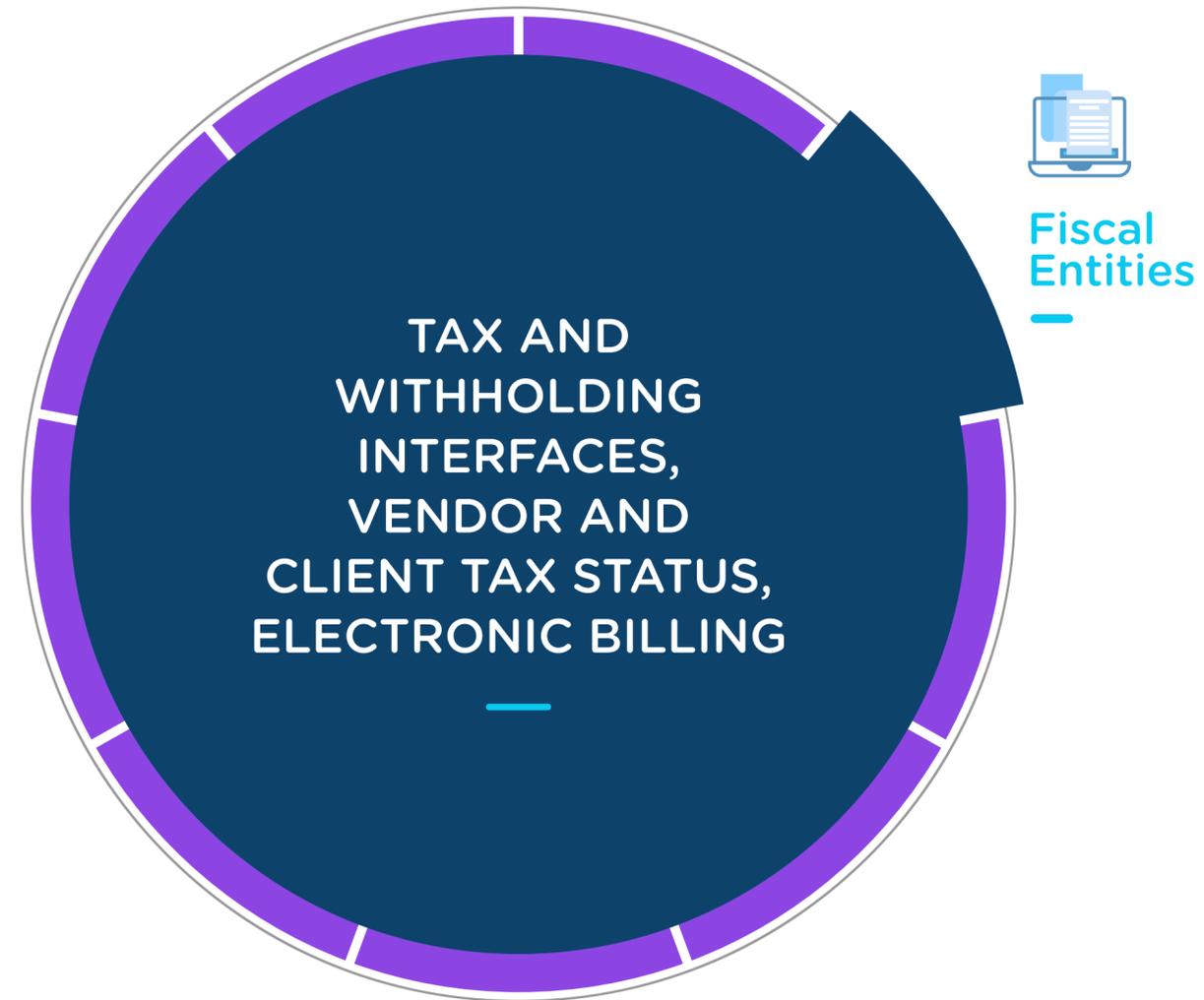


# Interfaces with External Entities





# Interfaces with External Entities





# Our Products



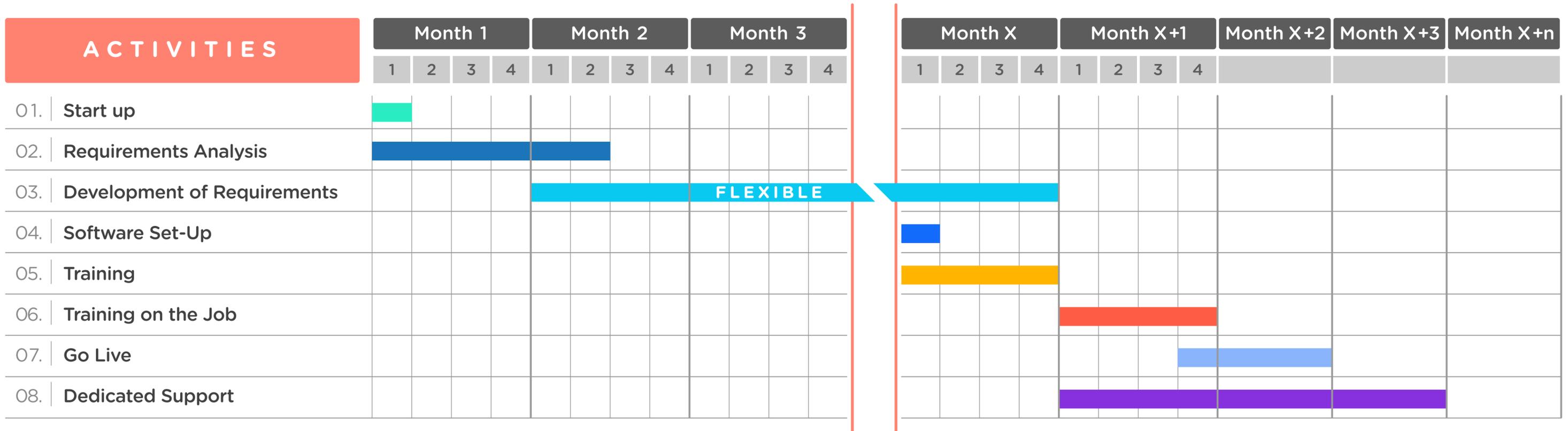


# OUR SERVICE



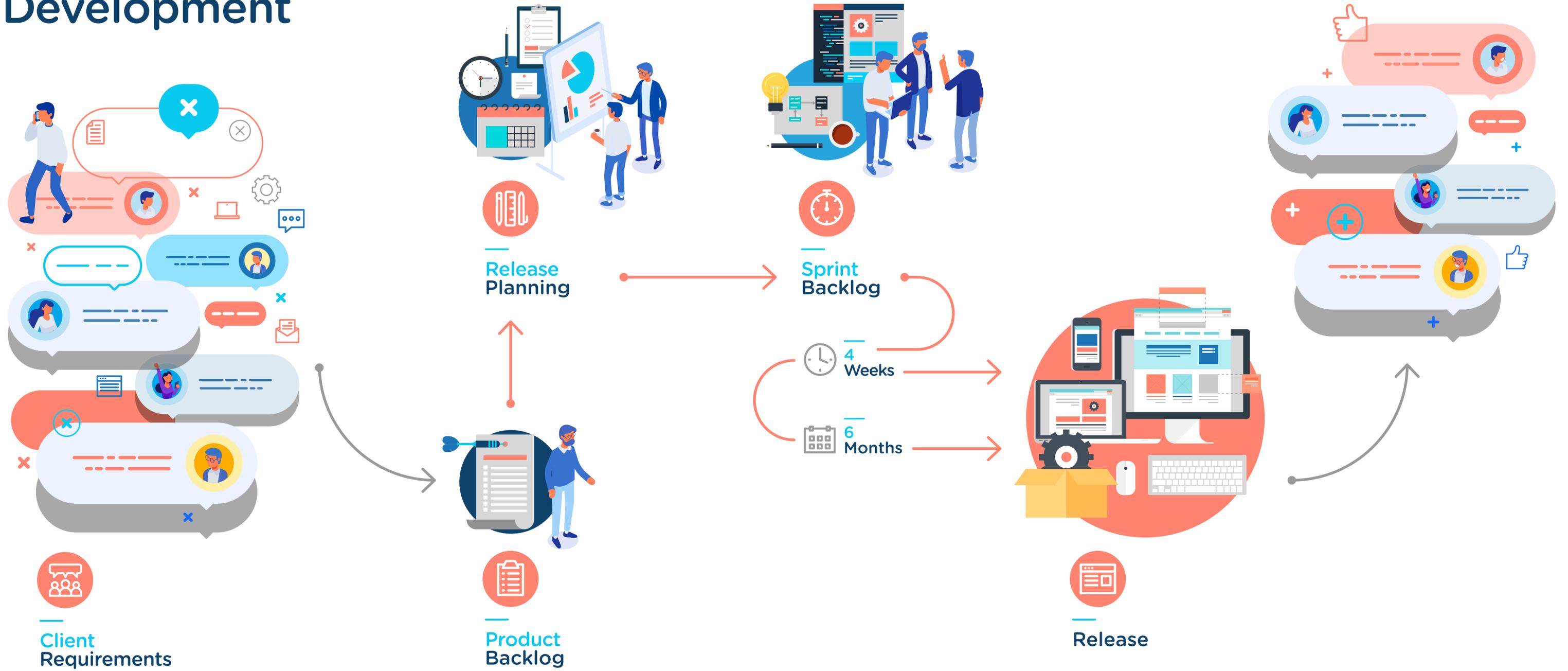


# Implementation Plan



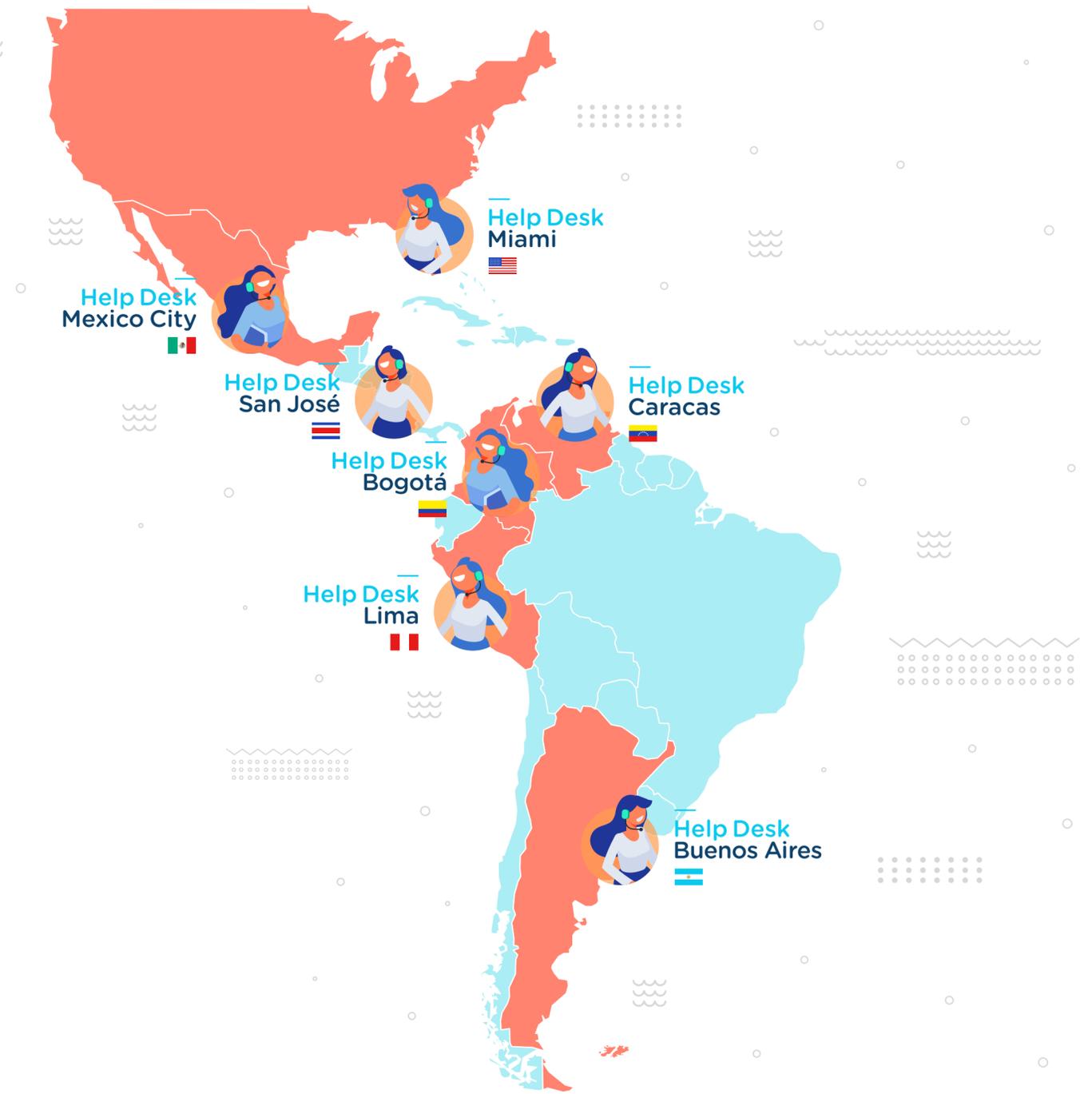


# Software Development



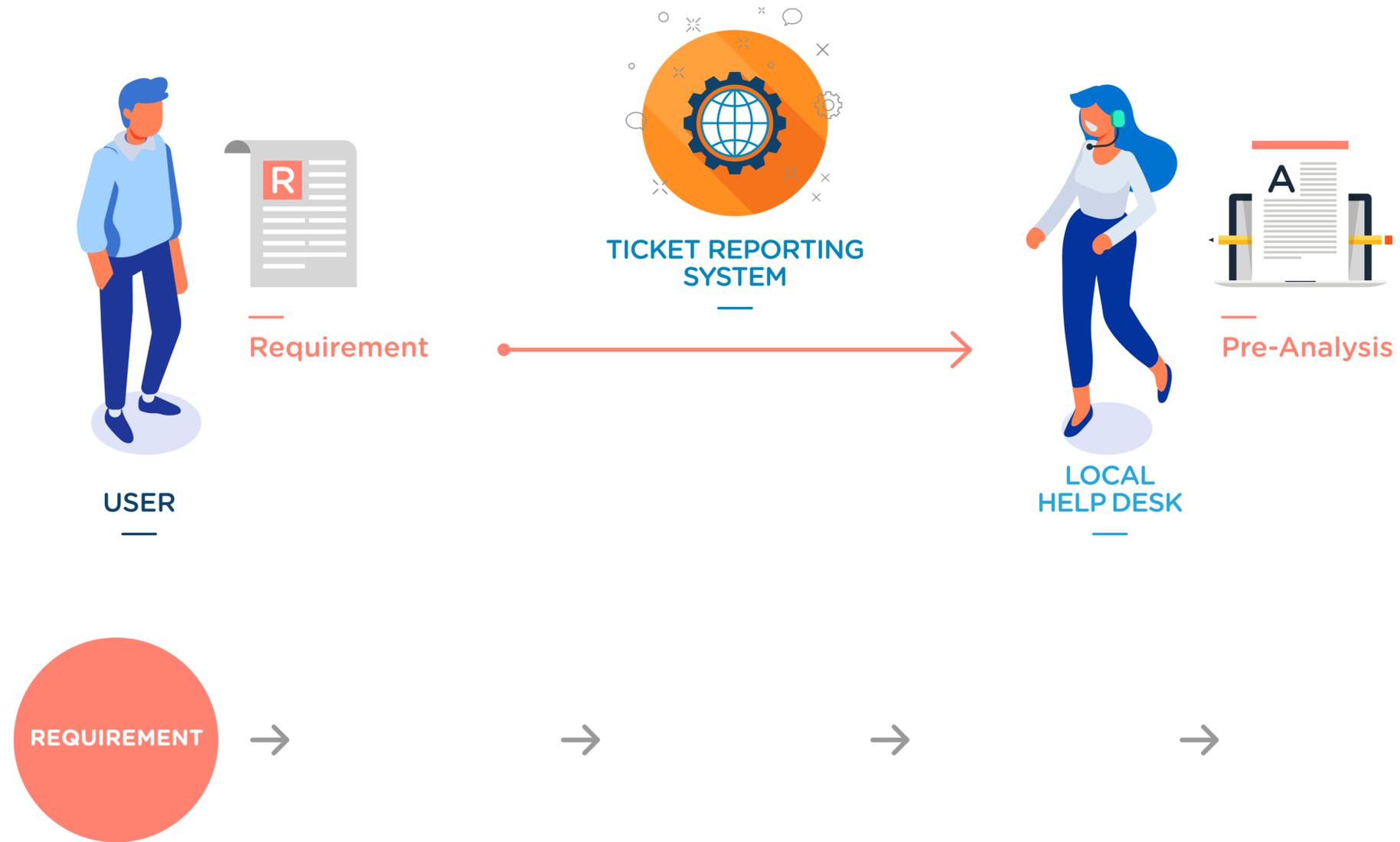


# Help Desk



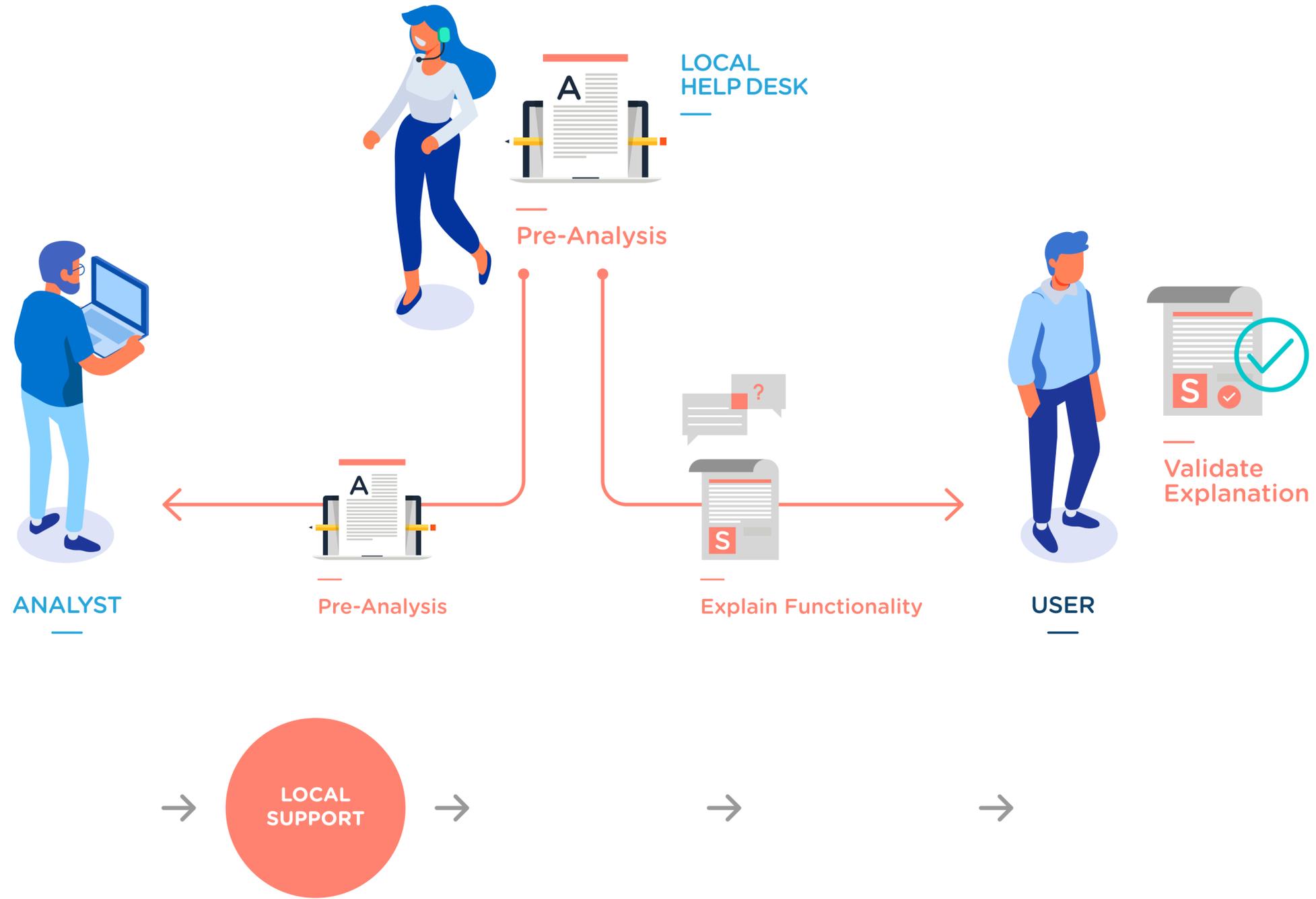


# New Requirements



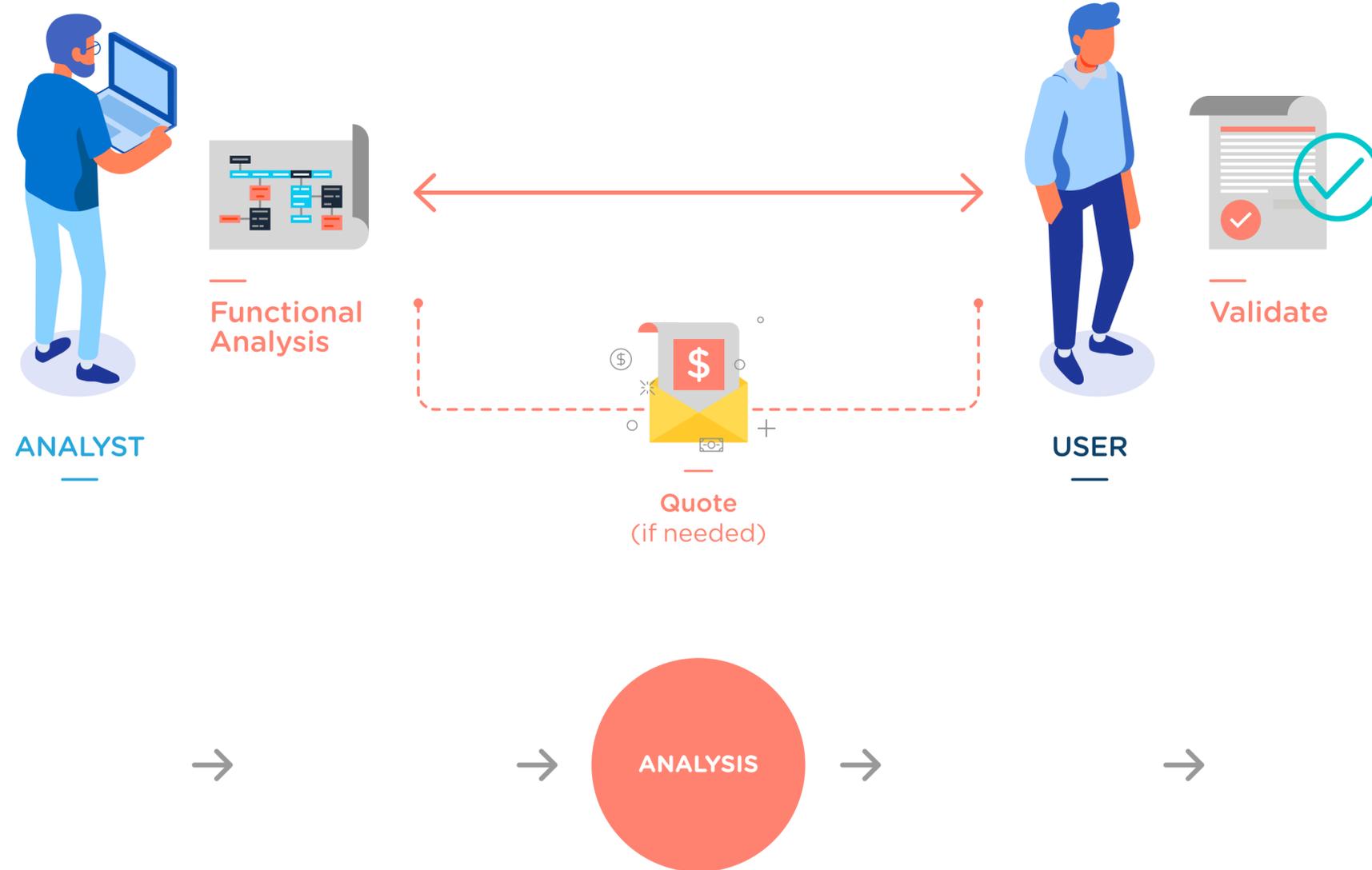


# New Requirements





# New Requirements



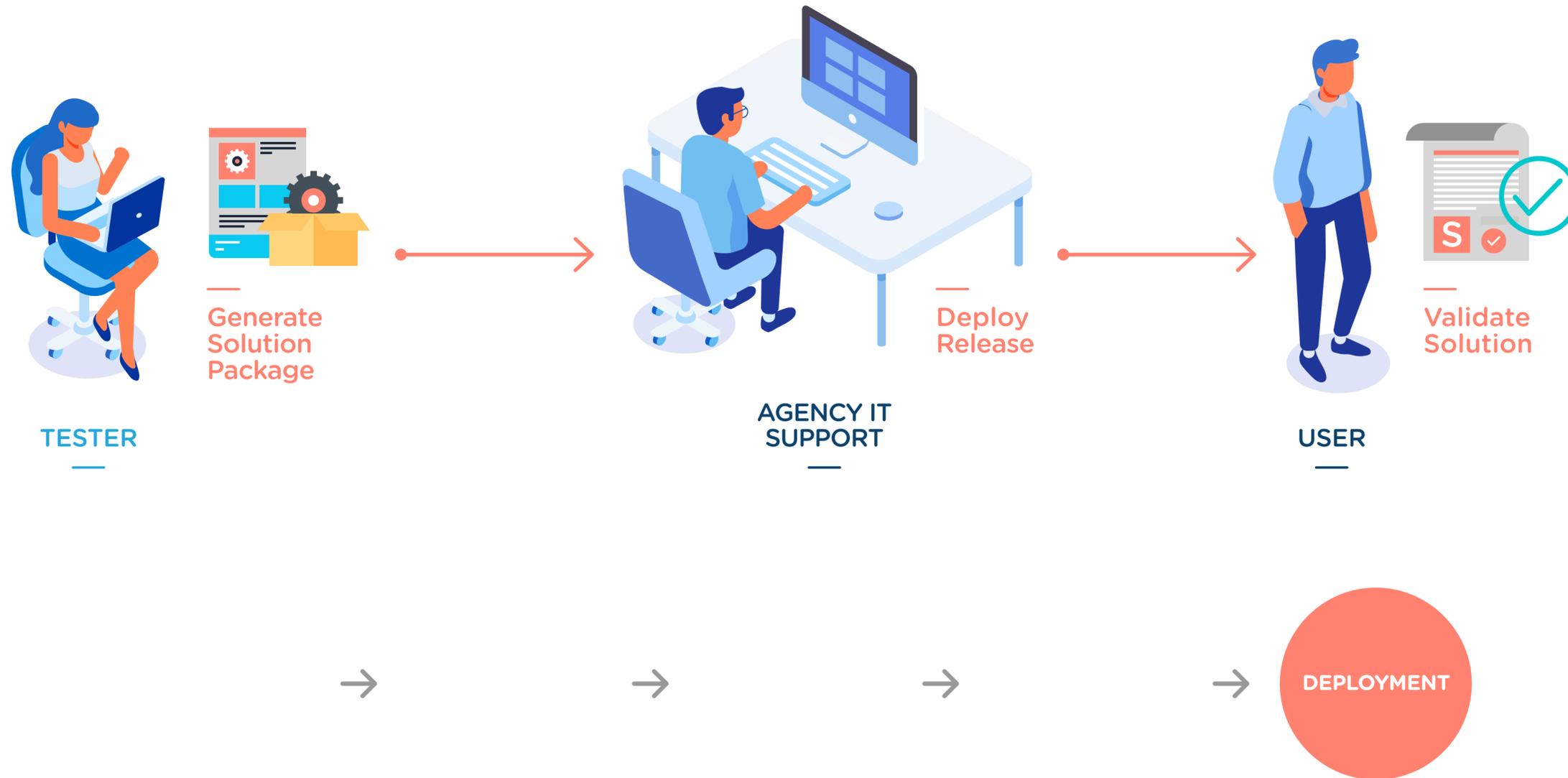


# New Requirements



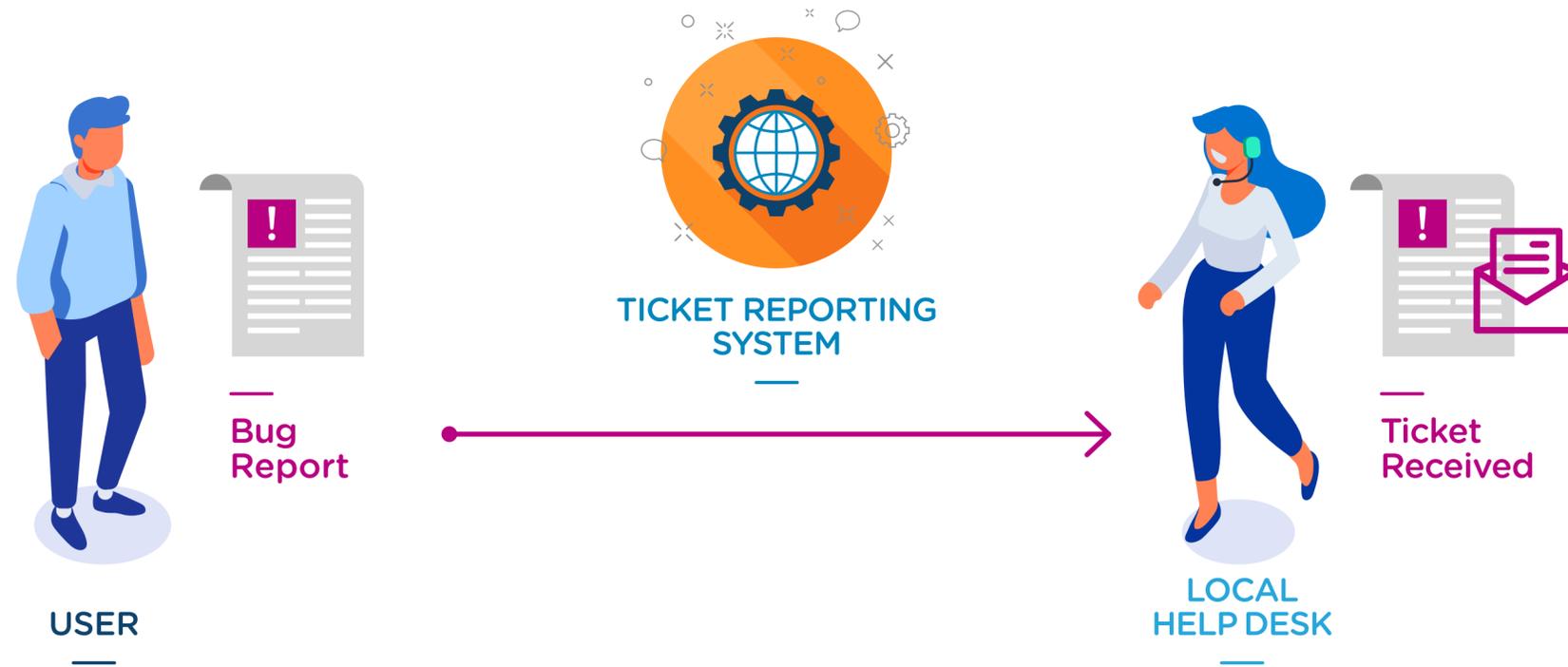


# New Requirements



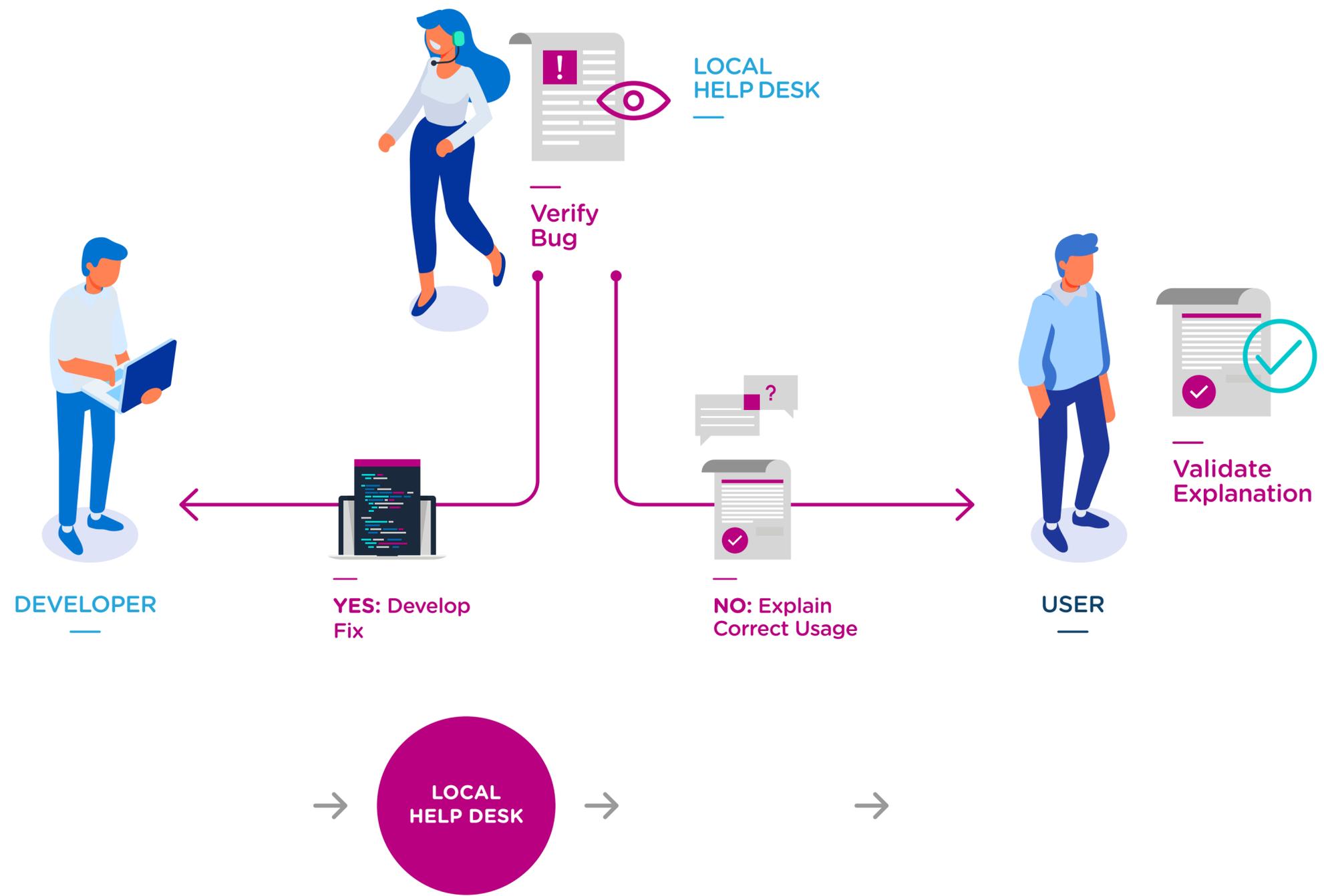


# Bug Report





# Bug Report



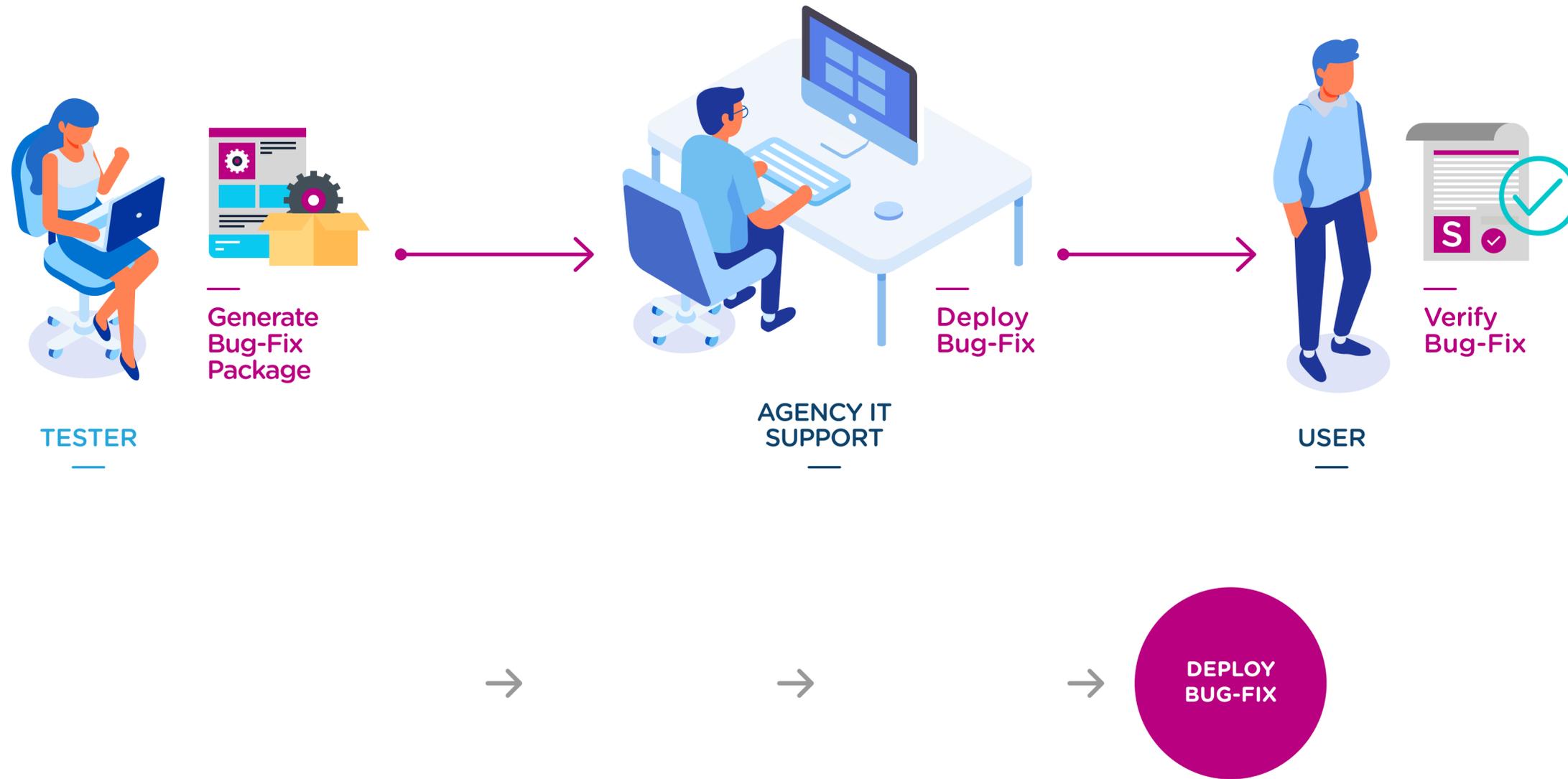


# Bug Report





# Bug Report





# LOGISTICS & OPERATIONS





# Our Offices



  
**Company's Headquarters in Argentina**

 **Office in USA**

Help Desk

 **Office in Costa Rica**

Help Desk

 **Office in Colombia**

Help Desk

 **Office in Mexico**

Help Desk

 **Office in Venezuela**

Help Desk

 **Office in Peru**

Help Desk





# Our Organization





# ECONOMIC PROPOSAL



# Economic Proposal



For economic proposal  
contact us :

[info@advertmind.com](mailto:info@advertmind.com)

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Thank  
You!

