

HBO Extras

HBO Extras Game of Thrones App



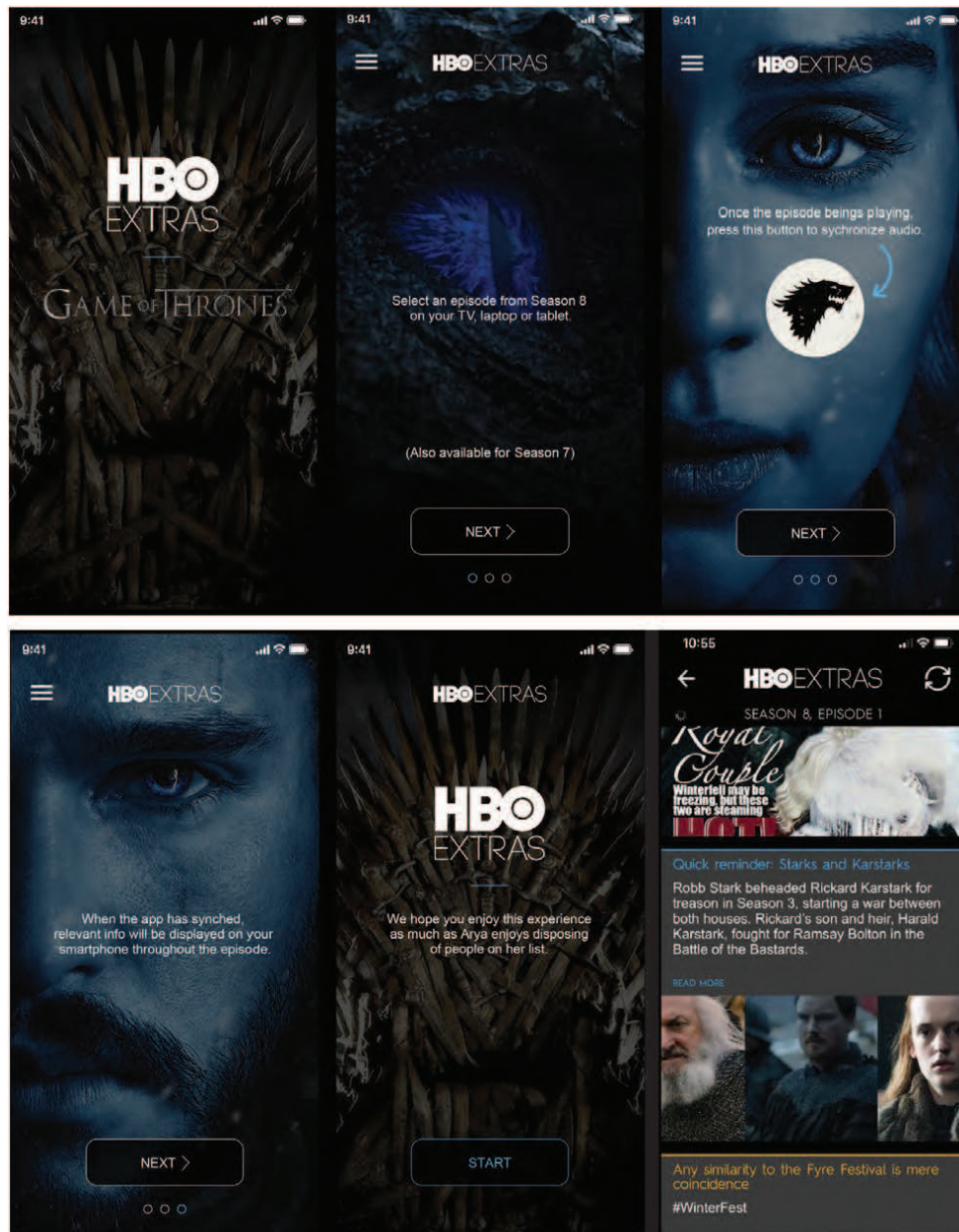
Client:
HBO

Mobile App design for HBO® Extras (Game of Thrones). UI and UX design.

Credits:

Art Director and Design : Johana Ertl

Senior Graphic Designer: Maria Eugenia Rodriguez



HBO Extras

HBO Extras Game of Thrones App





WHAT EVERYONE WANTS TO KNOW ABOUT
GAME OF THRONES
NOW IN THE PALM OF THEIR HAND.

HBO EXTRAS is the new HBO® app for Game of Thrones fans, where they'll be able to find additional information about the plot, character anecdotes, behind-the-scenes, fan theories and fun facts while they watch the episodes in real time. *

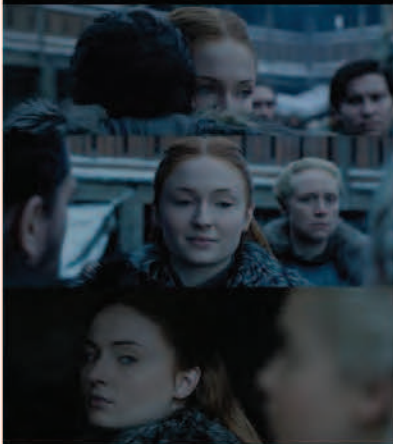


The app is available now and can be downloaded for free through the Apple Store and Google Play.





SEASON 8, EPISODE 1



Where did Daenerys get such a crazy idea?
Here's a compilation of Sansa's hateful stares.



SEASON 8, EPISODE 5

01:17:56



A thoughtful moment with Tyrion at the rearguard

This striking shot uncovers Daenerys' army devastating power. An army Tyrion can't control. He's not the leader so as to accept a surrender and he has no other choice but to wait for the bells to toll.



This is Cersei's last line of defense

And she's absolutely petrified. Daenerys has destroyed both the Iron Fleet and the Golden Company. The Lannister army is there, neither



SEASON 8, EPISODE 6

00:11:14



Tyrion confirma su miedo más grande
la muerte de su hermano Jaime, la persona que más ha querido a lo largo de su vida. En el episodio anterior, tuvo la oportunidad de expresar sus sentimientos:

READ MORE



La inequívoca distinción de Jaime Lannister

Desde que le cortaron la mano —en retaliación por salvar el honor de Brienne (temporada 3, episodio 3), Jaime usa una mano de oro que fue creada especialmente para él, que para bien o para mal, lo hacía



SEASON 8, EPISODE 1



The legendary George Lucas was present while this scene was shot

"When we were told George Lucas wanted to visit us we thought maybe it was a practical joke" said David Benioff, executive producer of GoT. "For so many of us he was the one who started our obsession with this big epic, storytelling.

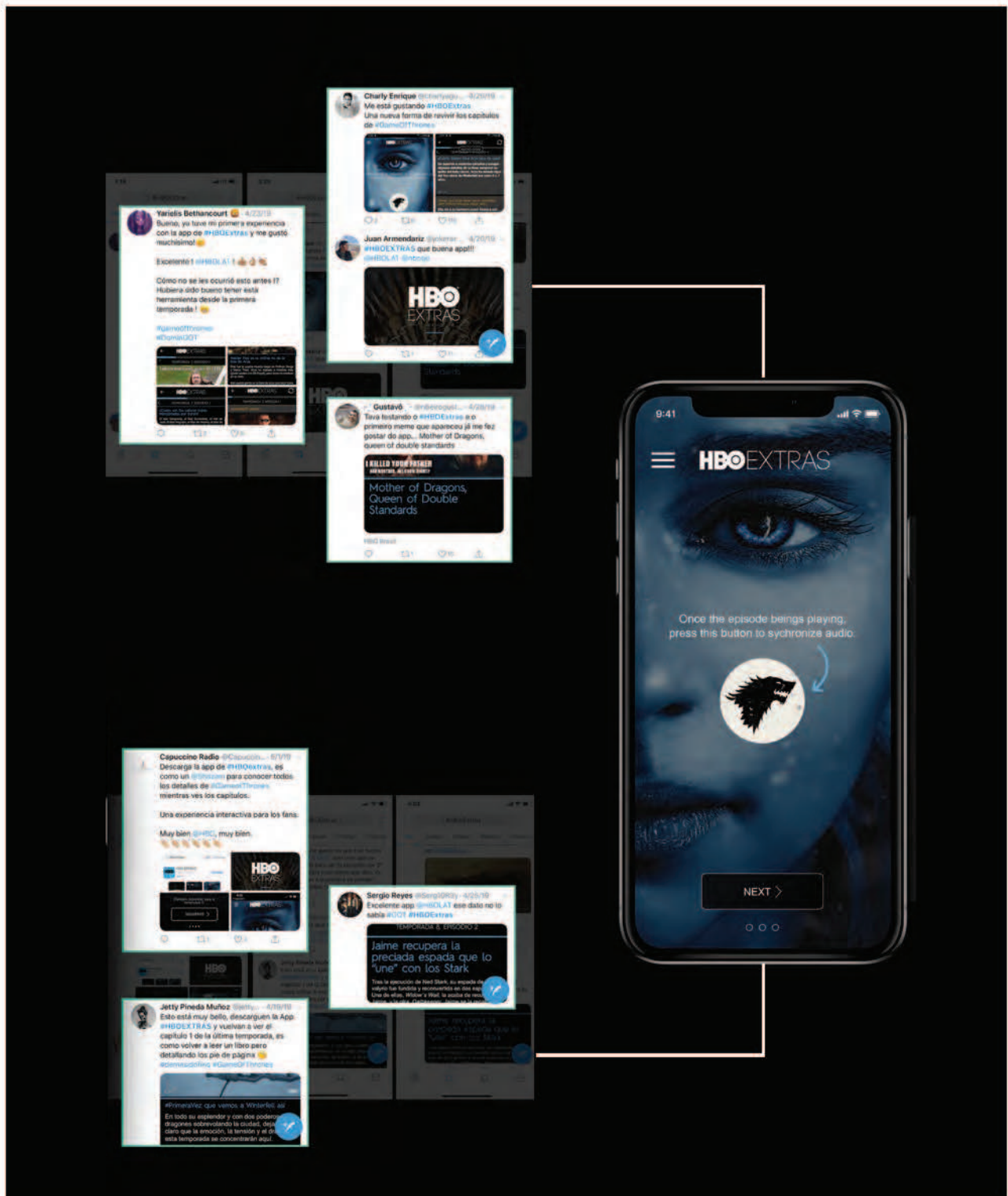
SOURCE:
GAME REVEALED, HBO

HBO Extras

HBO Extras Game of Thrones App



LATAM Trending Topic on twitter



Pets 2 Premiere

Cine Bajo Las Estrellas

STUDIO
UNIVERSAL

Client:

Studio Universal

Branding and design for artworks for the premiere of Pets 2 with Universal Pictures International and La Costeña, México.

Credits:

SVP Marketing, Digital, On Air: Marcello Coltro

Marketing VP: Tahiana Adrian

Marketing Director Mexico: Israel Jaime

Marketing Coordinator: Sarahi Bañuelos

Executive Creative Director: Johana Ertl

Art Director and Graphic Design: Maria Eugenia Rodriguez

Senior Graphic Design: Maria Cristina Sandoval

2019 Promax Latin America Awards

Category: S 01 Experiential Or Stunt Promotion For A Consumer Event

Award: Gold Award / ID 235687

Entry Name: CBLE Sales Petmier Pets 2

Company: NBCUniversal International Networks



Pets 2 Premiere

Cine Bajo Las Estrellas

STUDIO
UNIVERSAL

**CINE BAJO
LAS ESTRELLAS**
EDICIÓN ESPECIAL PETFRIENDLY



**CINE BAJO
LAS ESTRELLAS**
EDICIÓN ESPECIAL PETFRIENDLY



**CINE BAJO
LAS ESTRELLAS**
EDICIÓN ESPECIAL PETFRIENDLY



StarPower E! Campaign

KeyArts Design



Client:

E! Entertainment Television

KeyArt design for the E! Entertainment Television
Star Power Campaign / Alejandra

Credits:

Executive Creative Director: Johana Ertl

Creative Director: Raquel Morely

Art Director: Maria Eugenia Rodriguez

Senior Graphic Design: Ambar Giraldo / Clareana Colina

Nomination:

Promax Awards

Latin America 2019

Category: P02 "General
Print Art (Key Art)"

Finalist:

Promax Awards

Latinamerica 2019

Category: GENERAL
PRINT/OUTDOOR/
ENVIRONMENTAL/TRANSIT AD



StarPower E! Campaign

KeyArts Design



Client:

E! Entertainment Television

KeyArt design for the E! Entertainment Television
Star Power Campaign / Angie / Carla

Credits:

Executive Creative Director: Johana Ertl

Creative Director: Raquel Morely

Art Director: Maria Eugenia Rodriguez

Senior Graphic Design: Ambar Giraldo / Clareana Colina

Nomination:

Promax Awards Latinamerica 2019

Category: P02 "General Print Art (Key Art)"



Angie



Carla

StarPower E! Campaign

KeyArts Design



Client:

E! Entertainment Television

KeyArt design for the E! Entertainment Television
Star Power Campaign / Lia / Group

Credits:

Executive Creative Director: Johana Ertl

Creative Director: Raquel Morely

Art Director: Maria Eugenia Rodriguez

Senior Graphic Design: Ambar Giraldo / Clareana Colina

Nomination:

Promax Awards Latinamerica 2019

Category: P02 "General Print Art (Key Art)"



Lia



Group

Luana e de Lua

KeyArts Design



Client:

E! Entertainment Television

KeyArt design for the E! Entertainment Television Luana e de Lua Brasil

Credits:

Excutive Creative Director: Johana Ertl

Creative Director: Raquel Morely

Art Director: Maria Eugenia Rodriguez

Senior Graphic Design: Maria Cristina Sandoval

Nomination:

Promax Awards Latinamerica 2019

Category: P02 "General Print Art (Key Art)"



Cambíame el Look S03

KeyArts Design



Client:

E! Entertainment Television

KeyArt design for the E! Entertainment Television Cambíame el Look (How do I look) Season 3 LATAM

Credits:

Excutive Creative Director: Johana Ertl

Creative Director: Raquel Morely

Art Director: Maria Eugenia Rodriguez

Senior Graphic Design: Valentina Cordido

Nomination:

Promax Awards Latinamerica 2019

Category: P02 "General Print Art (Key Art)"



Beleza GG KeyArts Design



Client:

E! Entertainment Television

KeyArt design for the E! Entertainment Television Beleza GG Brasil

Credits:

Executive Creative Director: Johana Ertl

Creative Director: Raquel Morely

Art Director: Maria Eugenia Rodriguez

Senior Graphic Design: Ambar Giraldo

Nomination:

Promax Awards Latinamerica 2019

Category: P02 "General Print Art (Key Art)"



Beleza XL

KeyArts Design



Client:

E! Entertainment Television

KeyArt design for the E! Entertainment Television Beleza XL Latam

Credits:

Excutive Creative Director: Johana Ertl

Creative Director: Raquel Morely

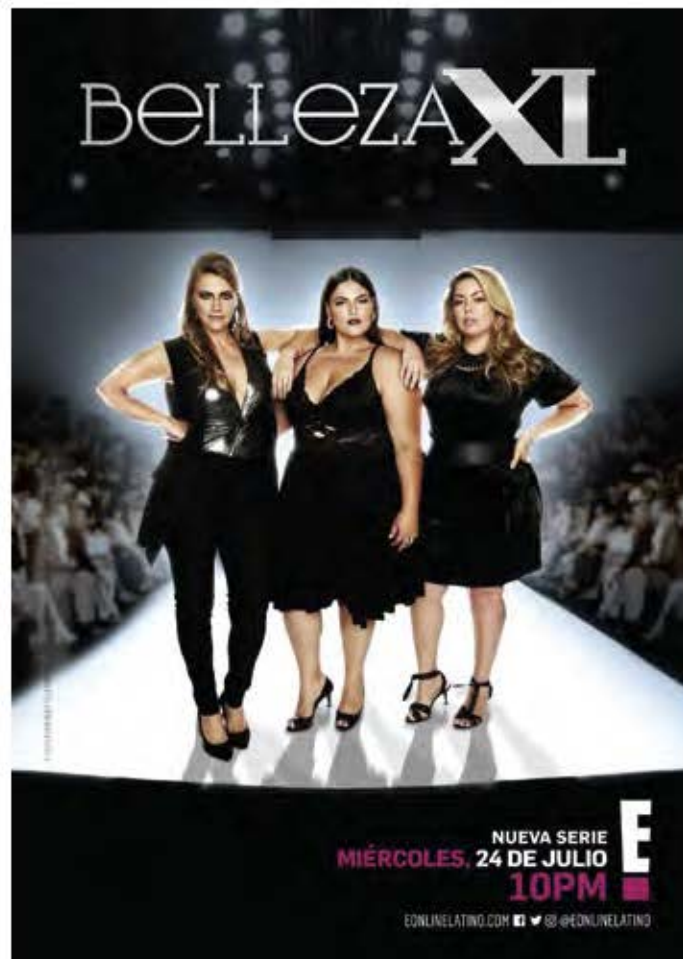
Art Director: Maria Eugenia Rodriguez

Co-art Director: Valentina Cordido

Nomination:

Promax Awards Latinamerica 2019

Category: P02 "General Print Art (Key Art)"



Vozes E! Campaign

KeyArts Design



Client:

E! Entertainment Television

KeyArt design for the E! Entertainment Television Brasil Vozes E! Campaign

Credits:

Excutive Creative Director: Johana Ertl

Creative Director: Raquel Morely

Art Director: Maria Eugenia Rodriguez

Senior Graphic Design: Valentina Cordido

Nomination:

Promax Awards Latinamerica 2019

Category: P02 "General Print Art (Key Art)"



Alto Leblon

KeyArts Design



Client:

E! Entertainment Television

KeyArt design for the E! Entertainment Television Alto Leblon Brasil

Credits:

Executive Creative Director: Johana Ertl

Creative Director: Raquel Morely

Art Director: Maria Eugenia Rodriguez

Senior Graphic Design: Maria Cristina Sandoval

Nomination:

Promax Awards Latinamerica 2019

Category: P02 "General Print Art (Key Art)"



Play Ground Upfront

Play
Ground

Client:

Play Ground

Implementation / tool kit for design, marketing and sales teams of visual identity for Playground Latin America

Credits:

Executive Creative Director: Johana Ertl

Art Director: Maria Eugenia Rodriguez

Senior Graphic Design: Clareana Colina



Play Ground Upfront

Play
Ground

Muestra puntos de vista diversos
con un tono atrevido y sorprendente.
Inspira una **conversación social**
directa, vanguardista y significativa.

Play



Ground

Play



Ground

REACH
REACH
REACH

REACH
REACH
REACH

REACH
REACH
REACH

SHARE LIKE DO

PlayGround

SHARE LIKE DO

Play



Ground

Like
Share
Do



TRANSACCIÓN SOCIAL



59% de los usuarios consume videos online a diario

3 de cada 10 usuarios usan ad blockers al menos 30d

En Facebook se consumen 100 millones de horas de video diariamente

REALITY CHECK

Branded content tiene un ad recall 59% más alto que el Facebook on display

87% de los anunciantes que han incluido branded content en su inversión en Facebook, creen que fue una estrategia efectiva

Los videos de videos branded (sponsored) aumentaron un 258% en Facebook y 133% en YouTube entre 2015 y 2017

Syfy Cospital

Latin America Comic Con 2018



Client:
Syfy

Syfy Cospital Cart design for Latin America Comic Con 2018.
Cosplay Hospital (Cospital) for Comic Con attendants to fix their cosplay.

Credits:

SVP Marketing, Digital, On Air: Marcello Coltro
Marketing VP: Tahiana Adrian
Marketing Director Southern Cone: Raul Miranda
Marketing Manager Colombia: Andres Veloza
Marketing Director Mexico: Israel Jaime
Executive Creative Director: Johana Ertl
Art Director and Graphic Design: Maria Eugenia Rodriguez

2018 PromaxBDA Latin America Awards

Category: S 01 Experiential Or Stunt Promotion For A Consumer Event

Award: Silver Award / ID 211124

Entry Name: SYFY Cospital en Comic Con

Company: NBCUniversal International Networks



Syfy Cospital

Latin America Comic Con 2018

SYFY



¿RASGADURAS, BOTONES PERDIDOS, HILOS SUELTOS?
SIN PROBLEMA ES COSA DE FANS



Syfy Comic Con

Latin America Comic Con 2018



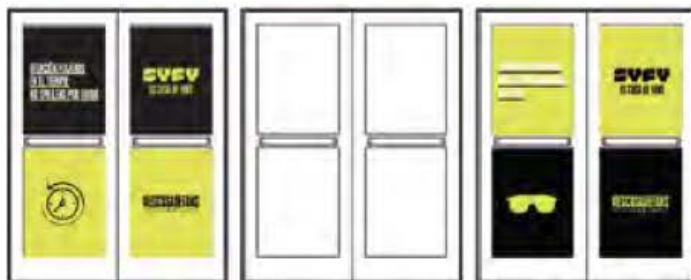
Client:

Syfy

Syfy corporate design and applications for Comic Con 2018 Chile Argentina Ecuador and Colombia

Credits:

Art Director and Graphic Design: Maria Eugenia Rodriguez



Syfy Comic Con Latin America Comic Con 2018

SYFY



¿RASGADURAS, BOTONES PERDIDOS, HILOS SUELTOS?
SIN PROBLEMA ES COSA DE FANS



**¿LOS MUERTOS
VIVIENTES PUEDEN
COBRAR EL**



COSPITAL

SYFY

**¿LOS MUERTOS
VIVIENTES PUEDEN
COBRAR EL
SEGURO DE VIDA?**



La Increíble Experiencia de Ser U

NBCUniversal International Upfront 2018

NBCUniversal
INTERNATIONAL
NETWORKS

Client:

NBCUniversal International Networks

Presentation, Branding and corporate applications for the event and Stage Mapping. Latin America / Andes / Caribbean

Credits:

Executive Director: Johana Ertl

Art Director and Graphic Design: Maria Eugenia Rodriguez

Senior Graphic Designer: Maria Cristina Sandoval

Graphic Designer: Valentina Cordido



La Increíble Experiencia de Ser U

NBCUniversal International Upfront 2018

NBCUniversal
INTERNATIONAL
NETWORKS



Discovery Channel Upfront 2018



Client:

Discovery Channel

Upfront Discovery Channel 2018 Presentation Branding, corporate applications for the event

Credits:

Executive Creative Director: Johana Ertl

Art Director and Graphic Design: Maria Eugenia Rodriguez

Video Sequence

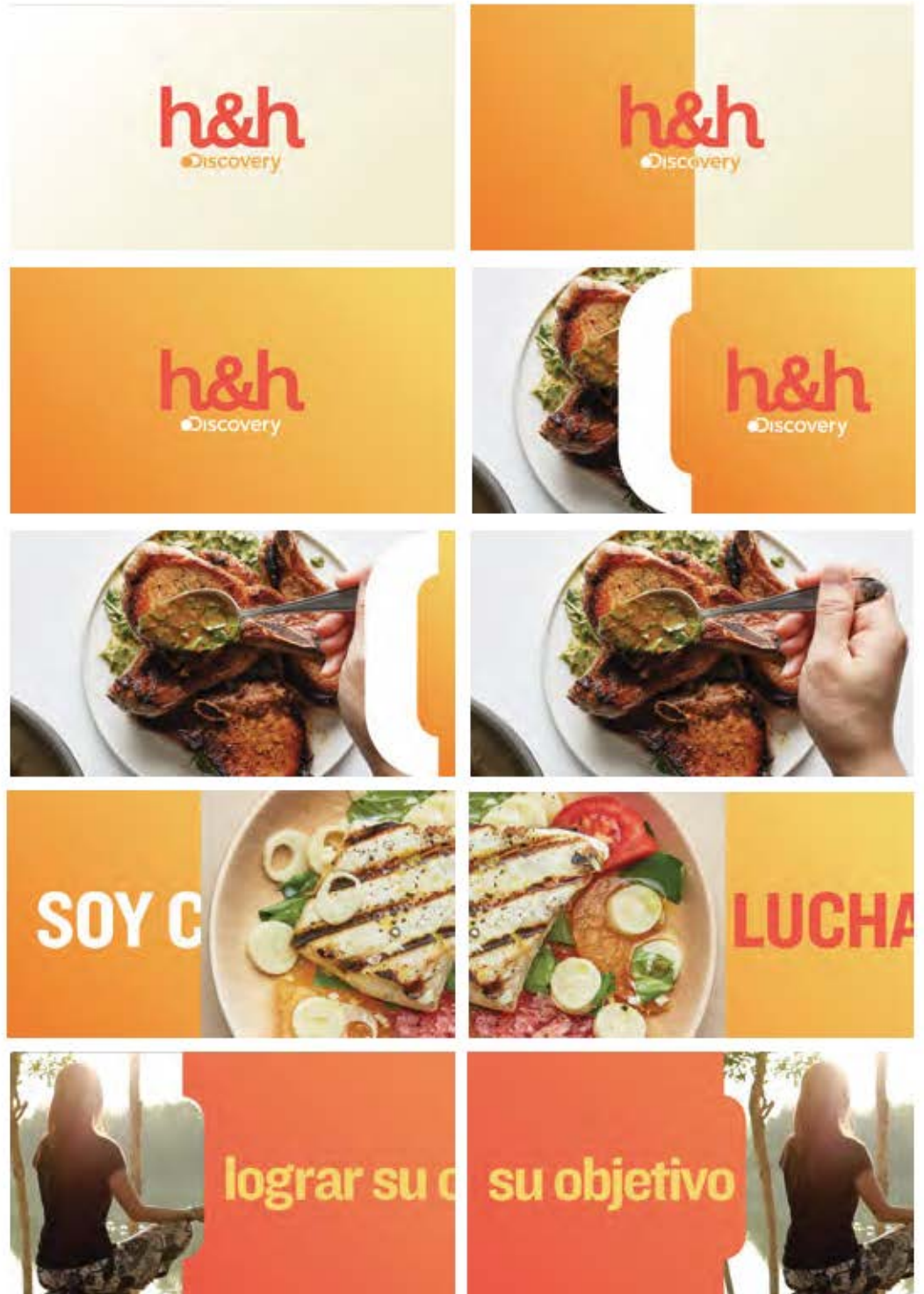


Discovery Channel

Upfront 2018



Video Sequence

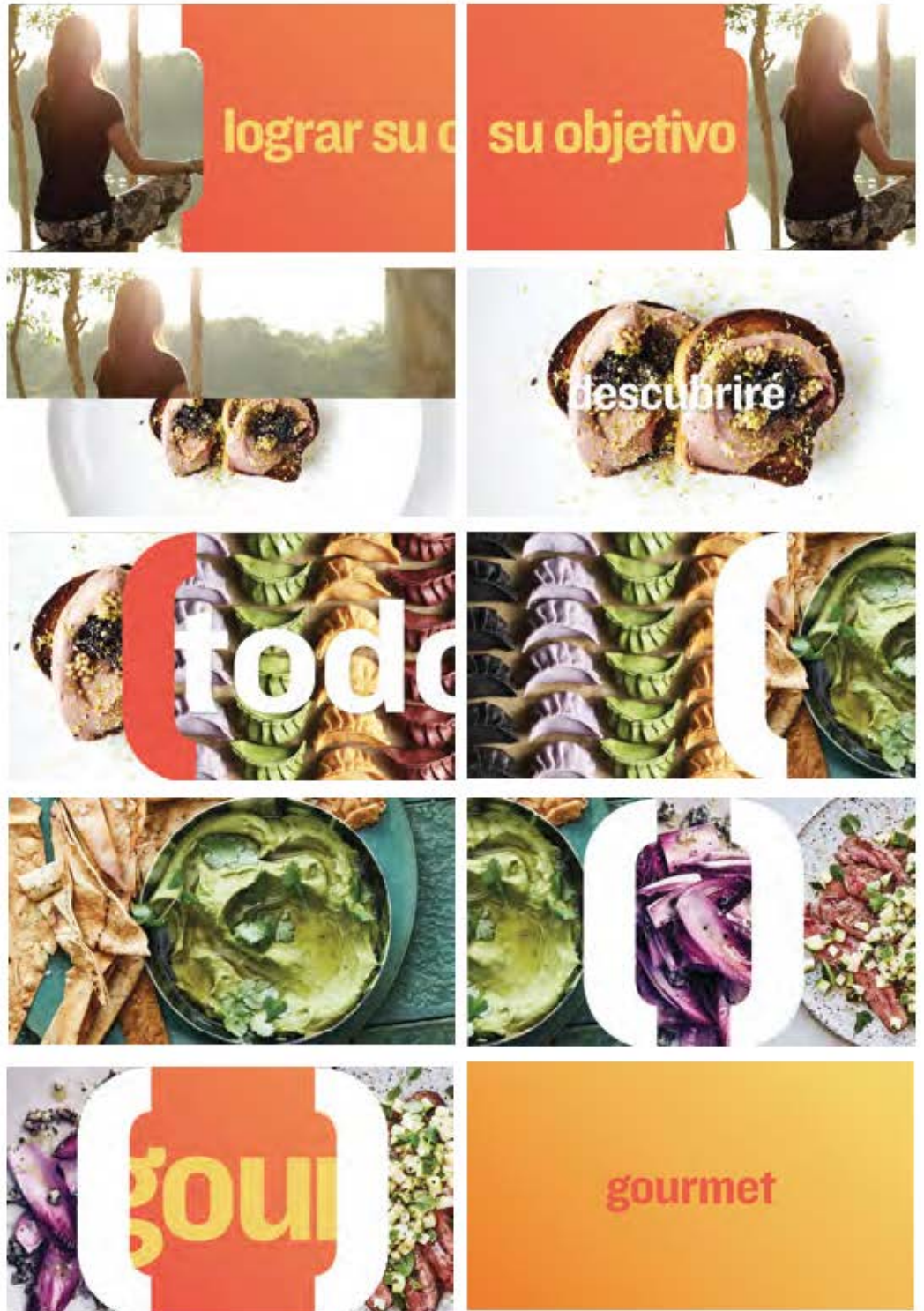


Discovery Channel

Upfront 2018



Video Sequence



Discovery Channel

Upfront 2018



Video Sequence



Discovery Channel

Upfront 2018



Shift Happens

Telemundo Upfront 2017



Client:

Telemundo Networks

Visual identity of the Upfront 2017 of Telemundo Networks

Telemundo / Telemundo Deportes / Universo

Press presentation / Sales video Telemundo celebration

Image and applications of the event. Shift Happens

Credits:

Executive Creatice and Art Director : Johana Ertl

Senior Graphic Design: Maria Eugenia Rodriguez



Telemundo Networks

Upfront 2017



Shift Happens

Telemundo Upfront 2017



Video Sequence



Shift Happens

Telemundo Upfront 2017



Video Sequence

Something's Different!

“Telemundo Rethinks to reach New Audiences”
Spanish-language network introduces edgier series that appeal to changing tastes

“Telemundo Rethinks Telenovela to reach New Audiences”

Spanish-language network introduces edgier prime-time series that appeal to changing tastes

—WSJ

“Telemundo Targets Millennials”

Partners With BuzzFeed, Mashable, Vox

—MediaPost

! DIOS MÍO !

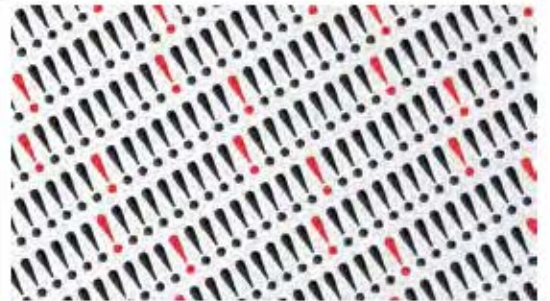
“Telemundo Tops Univision for Historic TV Ratings Win”

—*THE HOLLYWOOD REPORTER*

! DIOS MÍO !

“Telemundo Tops Univision for Historic TV Ratings Win”

—*THE HOLLYWOOD REPORTER*



Telemundo is changing

Shift Happens

Telemundo Upfront 2017



Video Sequence

Telemundo is changing the game



A new approach to



A higher level of



quality



music

An original take on

musical
series

Shift Happens

Telemundo Upfront 2017



Video Sequence



A new bet on
larger than life

events



Shifting

Shaping

Shaping

Leading



Redefining
Hispanic Media

Shift Happens

Telemundo Upfront 2017



Video Sequence



shift
happens.

shift !
happens !

(And we couldn't be happier)

shift
happens !

(And we couldn't be happier)

Shannarah Chronicles

OOH Campaign



Client:
Syfy

Creation and Integration of the characters from the new series "Shannarah Chronicles" within the world of the Syfy channel for its promotion in digital, print and OOH media.

Credits:

Art Director: Maria Eugenia Rodriguez

Senior Graphic Designer: Maria Cristina Sandoval



Doctor Who

La Mole Comic Con 2016

Syfy

Client:
Syfy

Presentation event for the New Series of Syfy Doctor Who at
La Mole Comic Con 2016

Credits:

Executive Creatice and Art Director : Johana Ertl

Co-Creative Director and Graphic Design: Maria Eugenia Rodriguez



Doctor Who

La Mole Comic Con 2016

Syfy



Pepsico AOP Summit

2017 Pepsico Summit



Client:
AOP

Design and corporate applications for the 2017 Latin America AOP Summit by Pepsico.

Credits:

Executive Director : Erik Perez Rubio

Creative Director: Christian Soler

Senior Graphic Designer: Maria Eugenia Rodriguez



Pepsico AOP Summit

2017 Pepsico Summit



PEPSICO



E! Entertainment Television Upfront 2015



Client:

E! Entertainment Television

Presentation, Branding and corporate applications for the 2015 Upfront and Stage Mapping. Sales and Affiliates.

Credits:

Art Director and Design : Johana Ertl

Senior Graphic Design: Maria Eugenia Rodriguez

Graphic Design: Maria Cristina Sandoval



E! Entertainment Television

Upfront 2015



Enciende la Creatividad

Upfront SPTLA / Sony and AXN



Client:

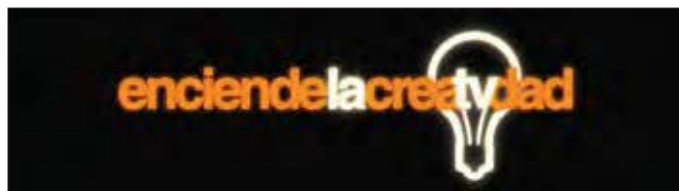
Sony Pictures Television Latin America

Presentation, Video Inserts, Branding and corporate applications. Argentina, Mexico and Brazil.

Credits:

Art Director and Design : Johana Ertl

Junior Graphic Design: Maria Eugenia Rodriguez



Enciende la Creatividad

Upfront SPTLA / Sony and AXN



Think Out Of The Box

Sales video MGM and Casa Club TV



Client:

MGM Networks Latin America

Design and animation of Think out of the Box video for the Upfront

Credits:

Creative Director and Design : Johana Ertl

Junior Graphic Design: Maria Eugenia Rodriguez

18th Annual Communicator Awards / 2012

Category: Film/Video — Self Promotion

Award: Silver Award of Distinction: 1170

Entry Name: Think Out Of The Box

18th Annual Communicator Awards / 2012

Category: Film/Video — Use of Graphics

Award: Silver Award of Distinction: 1172

Entry Name: Think Out Of The Box



Think Out Of The Box

Sales video MGM and Casa Club TV



Think Out Of The Box

Sales video MGM and Casa Club TV

