

Phygitalks



EXPERIENTIAL MARKETING

Creativity and
Collective Memory



MAURICIO PRADA

Stories That Inspire

MEXICO

A Never-Ending
Planet

#QUEHABLELANAT

CURRENT SITUATION

By 2030, we could lose half of the planet's biodiversity. Humanity keeps talking about saving it... but no one is listening to what matters most: **nature**.



TURALEZA

+1M visitors
(4x more than expected)

+30.000
environmental commitments

+100M
pesos in publicity

#QueHable
LaNaturaleza



COP16
COLOMBIA
Paz con la Naturaleza



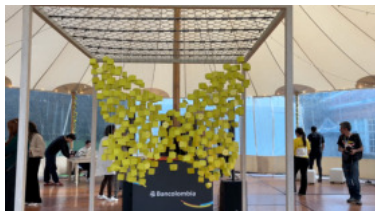
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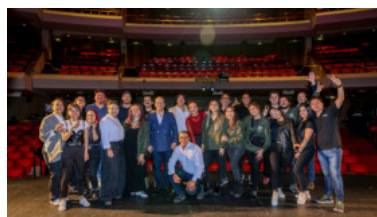


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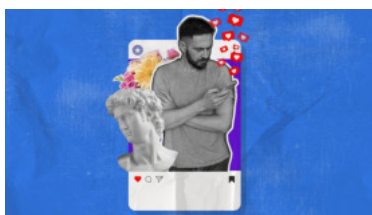


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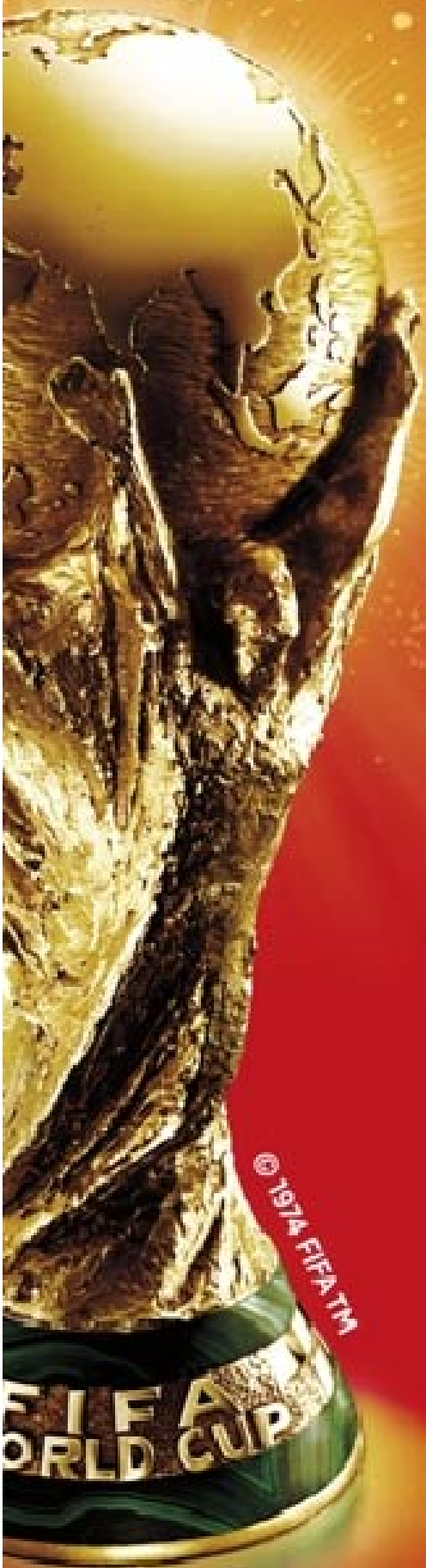
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Click on the image to explore this phygital experience.



FIFA WORLD CUPTM TROPHY TOUR

by
Coca-Cola

*Photo taken from FIFA

Inmov and Its Expansion

Today, our gaze is set on a shared horizon. Experiential marketing, strengthened by our Phygital approach, has become the engine that drives us to create experiences that truly make a difference. From Mexico, we now breathe innovation, technology, and the bonds we nurture to grow in a country rich in opportunities, culture, and talent. Beyond commercial objectives, our greatest ambition is to demonstrate that Latin talent can inspire, compete, and shine on the international stage.

At Inmov Global Network, we believe in a future without borders, where every experience is an opportunity to leave a mark and to continue writing, alongside our clients and partners, a global story that is just beginning. We do what we are passionate about; we do marketing with purpose—for our children, our clients, the people who accompany us, but above all, because we want to do it well, doing good.

The expansion we are experiencing is not merely a business strategy but a shared journey. Each new market has taught us to listen, understand, and connect with new audiences, and to adapt to different ways of thinking, working, and creating. We have discovered that, although languages and cultures may change, there is a common thread that unites us: "the need to create authentic, memorable experiences that foster human connections."

That is why Phygitalks is our perfect excuse to make an impact with real stories—stories that may or may not inspire, but that will surely allow us to connect with you and share more about what we have experienced during these 25 years of journey. Colombia has always been our engine and support. From there, a committed team has offered us not just support, but companionship, ideas, and shared celebrations. Each achievement has been lived as a collective triumph, proving that the strength of our expansion does not come from isolated efforts, but from the union of people who believe in the same purpose.



Of course, each country presents unique challenges on personal, professional, and family levels: different budgets, ambitious goals, intense competition, and diverse consumer dynamics.

Yet it is within these challenges that we find opportunities to grow. We adapt with flexibility, creativity, passion, and technology—but also with the transparency and commitment that make brands trust us. Because in the end, trust is the true bridge that allows us to build lasting relationships and solutions that transform.

Welcome to Mexico, and enjoy this journey—I will be your host.

Juan Pablo Remolina





*Photo taken from Behance



#MyNextChapter

When a bank becomes the guardian of our dreams.

In a world saturated with advertising messages, there are campaigns that manage to go beyond a simple ad. They are the ones that touch our souls, connecting with something deep and universal: our dreams. At the recent Gabo Festival, an event that celebrates the essence of journalism and free expression, Bancolombia, together with Inmov, took a bold step by transforming its #MyNextChapter campaign into an unforgettable experience.

The Art of Storytelling

In its new vision, Bancolombia doesn't just want to be a financial institution. It aspires to be the guardian of Colombians' stories. The hashtag #MyNextChapter was born from this premise: that people, in their own voices, share their goals, their hopes, and the dreams still waiting to be written. The question was: how to bring this idea to life at a festival that breathes art and journalism?



The response was a tremendous creative challenge. The agency, aware that the most powerful messages are those that are felt and experienced, decided to create a Phygital (physical and digital) experience. It was about combining the immediacy of technology with the magic of the analog to connect with the purest emotions. The result was the Story Lab, a space where dreams turned into art.

A Journey Through Dreams

Imagine this: a Gabo Festival attendee steps up to a microphone and, in just one minute, shares their next chapter. Perhaps it's the dream of writing a book, traveling to a remote place, or starting a business. What followed was pure magic.

That person's story was simultaneously transformed into three unique works of art.

First, technology turned the narration into a song created entirely with artificial intelligence – a melody that captured the essence of the dream. Meanwhile, a poet, using a typewriter, composed a live poem, a piece of writing that gave voice to the emotion of the story. Finally, the same AI painted a picture inspired by the aesthetics of Gabo's magical realism – a visual artwork that immortalized the aspiration.

At the end of the experience, each participant took home a tangible keepsake: their song, their poem, and their painting. It wasn't just a gift; it was the materialization of their dream, proof that once shared, aspirations come to life.

The Butterfly and the Threads of Connection

But the experience didn't end there. As participants left the lab, they encountered a peculiar sculpture: a butterfly. Seen from any angle, its shape looked confusing and abstract, but when viewed head-on, from the center, the iconic yellow butterfly of Gabo was revealed. This artwork, crafted from recyclable wood, symbolized a profound truth: we all have different dreams and perspectives, yet deep down, we are all connected by a common story.

Each participant was asked to share a word that described the emotion they felt during the experience. Words like 'emotion,' 'hope,' and 'inspiration' were written down and placed on the sculpture. In this way, the butterfly came to life, becoming a collective testimony to everyone's dreams.





The Power of Connection and the Pride of Real Impact

After an exhaustive process of research and analysis, the agency understood that humans have told stories since the beginning of time through music, images, and writing. On one hand, music is what most activates the brain—supporting memory, learning, and emotional connection. That is why music was chosen as a key path to emotionally connect with people. On the other hand, humans have shared stories through images since prehistoric times, when cavemen created cave art to tell their narratives. From there, we evolved through painting, impressionism, the avant-garde, then photography, and now the audiovisual era; this also had to be included in the experience. And finally, there is writing, which since ancient times has been one of the primary tools for us to communicate and to tell our stories and dreams.

This deep connection—an emotional reaction—is what makes art resonate within us. And in this case, the combination of these three disciplines, together with

technology, was the key for Bancolombia's campaign to leave an unforgettable mark on those who experienced it.

At Inmov, we design projects that go beyond the Phygital concept – we strive to ensure they create a deeper, lasting impact., they confess from the agency. For them, this means going beyond the blend of digital and analog; it's about considering sustainability, emotions, and the impact it can have on people, thus creating much stronger proposals.

The proof of this lies in the details: the materials used, such as recyclable wood, were carefully selected. And the message – a sensitive, emotional act – was amplified



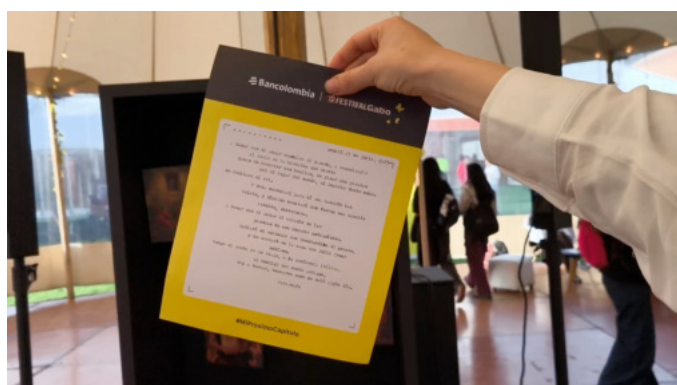
by working with two brands that are 'supremely emotional': the Gabo Festival and Bancolombia. 'When we combine our strength in technology with the great ideas we have, and add to that the sustainable, the artistic, the poetic, we create something that truly impacts people,' they said. 'When we went to see the experience at the festival, every 20 minutes someone came out crying,' confessed the campaign's creative.

These testimonials are not just data; they are proof that the goal was achieved. It wasn't merely a beautiful experience, but an

act of empathy – a way of telling Colombians that their dreams matter, that they are not alone, and that there is an ally ready to listen and be part of their next chapter. At a festival dedicated to words, Bancolombia showed that some stories are told with the heart.

What's your next chapter? Why not share it?

Carolina Castillo





*Foto tomada de Geared for Green

Geared for GREEN

Turn events into acts of love for the planet.

Every event in Miami – from concerts and grand openings to conferences and activations – leaves behind more than just memories. It also leaves waste: plastics, banners, booths, uniforms... things that, decades ago, would have been thrown away without a second thought. But what if I told you that today those “leftovers” could become the next conversation applauded on social media?

Geared for GREEN isn't just another recycling company. It's more like a modern-day alchemist that transforms waste into resources – and, in the process, turns a city that loves to celebrate into a city that celebrates more responsibly.

This organization understands something key: caring for the planet isn't just ethical, it's also business-smart. Their CORE 4 model combines transparency, traceability, economic value, and social connection. No

tricks – just a real commitment to ensuring that what gets discarded today can add value tomorrow. [1]

Products with Purpose (and Attitude)

Here's the exciting part: we're not talking about just any cardboard recycling. We're talking about:

- CIRQBOARD™: polymer sheets made with 74% recycled plastic. Yes – each panel contains the equivalent of 1,620 plastic bags. Strong, durable, and stylish. Perfect for signage, stage sets, or lightweight furniture. [2]
- Uniforms made from recycled bottles: think about it – the same bottles you used at your picnic could reappear as the shirt someone wears at a trade show. Sustainable and chic. [2]
- Furniture, flooring, and décor developed together with APEX. [2]

- Sustainable Furnishings: all made with post-consumer materials, yet designed to last and look good. [2]
- RegenerateX: their own blockchain system that tracks the circular cycle in real time – what's recovered, where it comes from, how many tons of CO₂ are saved – with a dashboard anyone can understand. Pure transparency.

Oh, and there's more in their catalog (G4G Family of Companies): customized sustainable products, sustainable design labs, recyclable packaging, AI technology to monitor recycling, school solutions, and even programs that give back a portion of profits to partner NGOs. [1] [2]



More Than Just Recycling

They don't show up at an event just to place a recycling bin (though they'll certainly do that). Geared for GREEN:

- Analyzes event waste (what's there, how much it weighs, where it ends up).
- Designs a strategy to maximize recycling and reuse.
- Implements logistics, collects, and processes the materials.
- Manufactures new products (furniture, uniforms, signage).
- Communicates the impact through educational campaigns, dashboards, and engagement.

- Close the loop: from waste to resource again, placed back in the hands of the community or the company that requested it. [1]

The result is not just less trash, but events that leave behind smiles and awareness – not garbage bags.





Miami as an Example

Since 1985, when they began this journey, they have recycled more than 1.7 billion pounds of materials and reintroduced 950 million pounds as sustainable raw materials for new products. [1]

Can you imagine a conference with recyclable booths and stages, sponsors dressed in sustainable apparel, and attendees connected to screens, watching the real-time dashboard?

These are just some of the wonders that Geared for GREEN makes possible. On top of that, companies save money, attendees celebrate without guilt, and the city of

Miami learns the value of responsible entertainment.

Miami may be famous for its parties... and now, also for how it makes them sustainable.



*Foto tomada de Freepik



A closing for the heart(and the mind)

Imagine a carnival where the only “waste” is a recycled idea that inspires the next one. That’s what happens when companies and people decide the planet is an active part of the stage.

At Geared for GREEN, every CIRQBOARD sheet, every recycled uniform, every green dashboard is a small living revolution. Because caring for the planet is no longer what you do—it’s how you celebrate.

[1]: Information taken from the “Leadership,” “Services,” and “About” sections of gearedforgreen.com.

[2]: Details about CIRQBOARD™, clothing made from recycled bottles, and RegenerateX are available on the official Geared for GREEN website.

Olga Lucía Arciniegas





Mauricio Prada

From Guamo, Tolima to the world, a man who turns projects into experiences.

I love it when an interviewee inspires me to the point of giving me goosebumps. And that's exactly what happened when I spoke with Mauricio Prada, a man who has walked a fascinating path: from selling phone cards to pay for his university studies, to leading world-class projects such as Expo Dubai, COP16, and the upcoming World Expo in Osaka.

Because Mauricio is not just a successful professional. He is a man who vibrates with life, who laughs at himself, who remembers his roots with pride, and who, with natural charisma, spreads enthusiasm to everyone who listens to him.

A boy from Guamo with a cardboard box

His story begins in El Guamo, Tolima, in a “campo campo” farming family, as he likes to say. There, he learned both humility and the harshness of life. When he arrived in Bogotá to study, he carried only the essentials in a cardboard box. “It was very hard to break into the city’s social circles; insecurity feels magnified by 300%,” he recalls.

But that feeling of being different eventually became his greatest strength: “Who I am makes me stand out in a homogeneous world. My small-town stories—others haven’t lived them. I learned to recognize and embrace that.”

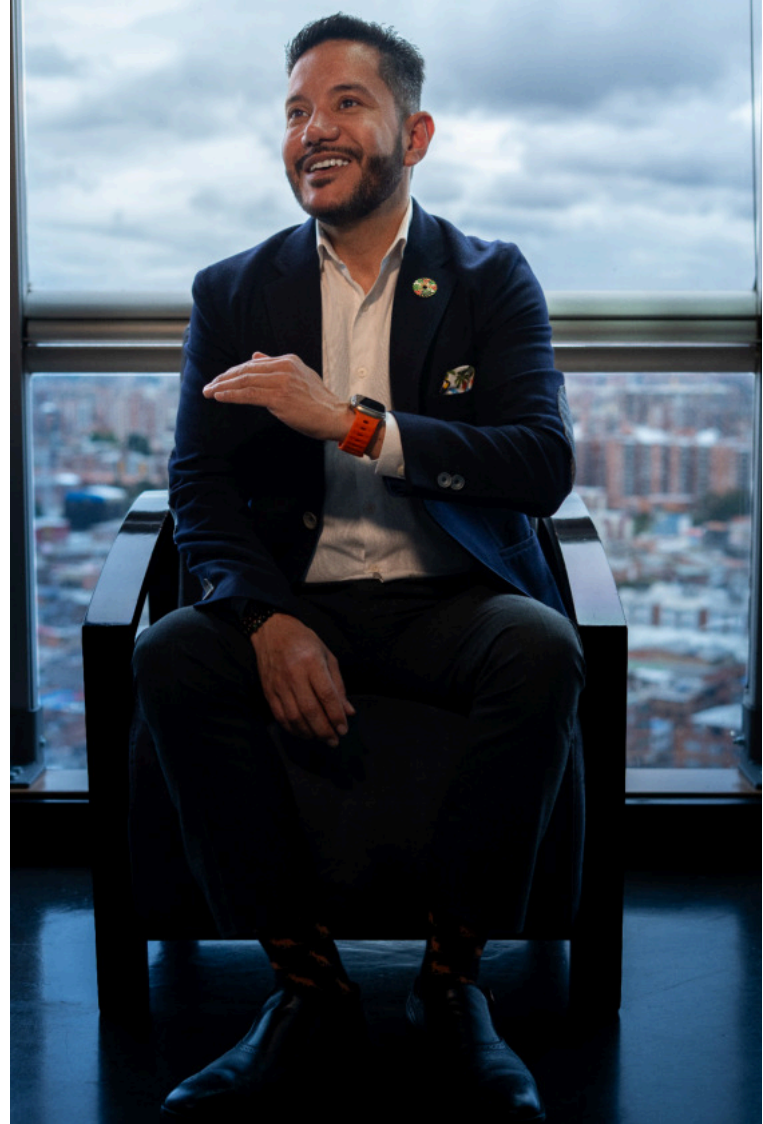
In his early years, Mauricio worked as Legal Director at a brokerage firm. His life seemed destined for numbers and law. But destiny had other plans: in 2010, during Expo Shanghai, he met Gustavo Gaviria Ángel, who would become his mentor.

“He kind of adopted me,” Mauricio says with a smile. “He taught me how to structure projects, how to manage resources. That’s when I realized this was what I loved.”

That was the beginning of a journey that would take him to leading roles: Executive Director at Expo Milan, manager of Expo Dubai, and leader of international projects with brands like FC Barcelona in Latin America, COP16 in Colombia, and the upcoming FAO summit in Cartagena. Today, he also works with Bogotá’s City Hall on the UN’s World Cities Day.

Few would imagine that one of his greatest lessons came from a humble job: selling discount cards over the phone to pay for university.

“That was the best job of my life,” he says without hesitation. It was there he discovered his gift for connecting with people, for attracting them with his energy and words. That experience would shape



his leadership style: approachable, authentic, and trustworthy.

Mauricio admits, with disarming honesty, that shyness was one of his biggest challenges. “I was super shy—I used to have panic attacks in meetings with ministers,” he confesses.

How did he overcome it? Through exercise, discipline, and relentless practice. “I just kept at it and at it, until one day I realized I was on the other side. And I still like it because it gives me that cutu cutu, that adrenaline that keeps me alive.”

It’s his way of reminding us that fear never fully disappears—but it can be transformed into energy.

With honesty and self-love, Mauricio made a decision: never to be employed again. That’s how Crea Global was born, a company focused on high-impact projects and on partnering with clients as true allies, not just service providers.



At the end of the day, we are a family. My greatest reward is seeing others grow and the opportunities that open up for them.”

Mauricio believes in the long term, in patience, and in resilience. “The short term will never be an option. Building requires stages, failures, lessons, and a lot of effort.”

His legacy, he says, will be having understood that together we can achieve more: “The sum of efforts always produces a greater result.

On Artificial Intelligence and Real Life

A man of grand stages, he also reflects on current times. He acknowledges that Artificial Intelligence is a reality, but insists: “Human value remains irreplaceable. Experience, personal contact, who we are... that will always be there.

The pandemic, he adds, led him to

reevaluate in-person interactions. “Today we know that face-to-face encounters have a value that nothing can replace.

The Man Behind the Professional

Behind the executive is a man who loves running (“it’s the best meditation”), who enjoys his dog and his plants every morning, and who marvels at nature.

His palate never forgets his roots: tamales from Guamo, a good chicharrón, and even the liver stew with “oreja de perro” arepa he used to have for breakfast.

“I used to be a big partier, the life of the town’s party,” he confesses with a laugh. “But now I prefer being at home with my family. That’s what I enjoy the most.”

Listening to Mauricio Prada is like traveling through contrasts: from the shy boy with a cardboard box to the man negotiating with ministers; from telemarketing to world expos; from fear on stage to the thrill of adrenaline.

His story inspires because it's not perfect: it's made of weaknesses, panic attacks, shyness, and doubts. But also of resilience, discipline, and a charisma that makes him a natural leader.

Perhaps that is the greatest lesson: there is no instant magic. What exists is work, patience, respect, trust, and above all, the ability to turn vulnerability into strength.

And when you listen to him, all that's left to say is: thank you, Mauricio. Because some interviews feel like mere formalities... and then there are those that inspire you to the point of giving you goosebumps.

Ola Lucía Arciniegas .





MÉXICO

Mexico City – The Eternal

Landing in Mexico City is like touching down on a planet that never ends. There's a moment during the approach when the window becomes a living map of rooftops, water tanks, and clotheslines; a sea of metal sheets and concrete that seems ready to swallow the plane. You swear you're about to touch down in someone's living room—and then, suddenly, there's the runway. Welcome to the gentle monster.



*Photo taken from Alltrippers



*Photo taken from Livescience

Migration is not Disneyland. Long lines, tired faces, the usual bureaucratic dance. But here, they hand you a piece of paper that looks like currency: substantial weight, golden filigree, a baroque wink in the age of PDFs. A small detail, yet it says so much. This country still puts soul into paperwork.

Then comes the traffic—a language learned by trial and error. I grew up in Bogotá; I know what hostility behind the wheel feels like. But Mexico City plays a different game: fewer insults, more surgical precision. Four lanes where other cities barely manage two. Grills brushing inches apart, motorcycles drawing impossible lines, all flowing like

an underground current that understands stopping is not an option. Here, social distancing never applied to cars.

Polanco was my first refuge. Walking its streets is like listening to a Latin mixtape: façades that smell of Madrid, Buenos Aires, Bogotá; mansions with centuries-old trees; parks appearing as if conjured by a green magician. Impeccable cafés, bakeries that don't forgive the diet, and that city tone that welcomes without asking your last name. But just cross a few avenues and the scene changes: Chapultepec Forest with daredevil flyers, stalls selling grasshoppers within reach (yes, I took a



bag), entire families feeding ducks, a temperate afternoon stretching like a long sobremesa.

I came mostly to work, and that's part of Mexico City too. Santa Fe raises its glass towers over an old ravine; boardrooms full of suits for a single elevator. Once I walked in alone to negotiate software at a table that looked like a national team of lawyers. Professional, aggressive, with that courteous edge that cuts with a smile. Win or lose, it doesn't matter: by night, the adversary signs a truce with a hug, an "let's have dinner", and the certainty that tomorrow, hungover, they'll measure each other again as lifelong friends. Here, they debate hard and live even better.

Night in the city: be prepared. I lean toward mezcal—the tequila tastes like fulfilled promise, mezcal like a secret. Cantinas give you a clean table and an excuse to talk. In Roma and Condesa, design feels more like art than furniture; in the Centro, a century-old bar watches you without nostalgia. In those early mornings, churros from El Moro sustain



*aPhoto taken from iatseguros



*Photo taken from Travel Mexico solo

what dignity remains, and if your body holds up, a birria or pozole the next morning restores your humanity.

Eating here isn't tourism—it's education. Yes, I've experienced flawless tables, sparkling linens, choreographed service. But none of those dinners haunt me like the right tacos at the right corner. El Farolito is my confessable indulgence; I know there are better options, I know the debates never end, but we all have our private altar. And still, the city forces you to expand the map: midnight suadero at a mechanic's shop turned taquería, Sunday barbacoa

smelling of Hidalgo, fish with attitude in a dining hall that feels like the beach, warm tlacoyos on the sidewalk, tortillas being born on a griddle like little suns. The al pastor—Lebanese heritage on a red trompo—is international diplomacy: it doesn't matter where you come from, here you're family if the juices drip on your wrist.

There's a heartbeat that runs down Eje Central, crosses La Merced, rises along Insurgentes, and winks at Arena México. Lucha libre is Greek theater with masks and screams: heroes and villains, wide-eyed children, adults leaving cynicism in the coat check. The city is exaggerated and precise, kitsch and solemn, and you understand why. At 2,240 meters, the air feels different. The smell of gasoline blends with masa and jacarandas when they bloom. In winter, the light cuts sharply; in summer, the sky threatens and never delivers.



*Foto tomada de Ubereats

The people... there lies the key. They say that great capitals produce tough inhabitants, that true soul resides in the provinces. And maybe that's true—perhaps Oaxaca, San Luis Potosí, or San Miguel offer a more immediate sweetness. But the chilango has something else: weathered skin and an open hand. A top-level professional who also knows how to break the schedule to take you to a neighborhood cantina. A partner in mischief who learned to survive one of the most complex cities on the planet without losing the habit of asking, "Have you eaten yet?"

Mexico City is a catalog of contradictions that works. You can have breakfast at a marble bar with a French press and two hours later be in a market where the knives never rest and the fruits taste like primary colors. You can defend a project in front of an impossible board and finish with a conversation that cures the bile. You can hate the traffic at two in the afternoon and forgive it at nine at night, when a sweet potato vendor whistles his steam-powered song and the street feels like a stage.

I'm not here to sell postcards. This city

exhausts you. It raises its voice without permission. It steals your time and returns it with interest if you know where to look. But if you surrender to its rhythm—if you let yourself be carried by the line, by the crowded metro, by the broken sidewalk leading to a taquería you didn't know you needed—Mexico City becomes a teacher. It teaches you that chaos can cook, that hospitality doesn't need ribbons, that memory lives in twenty-peso plates and three-hour sobremesas.

Mexico City is eternal not only because of its vastness, but because of the living spaces it carves out with elbows. Because the day is never enough, because its flavors take decades, because its stories stick to your palate. It smells of masa and gasoline, of coffee and rain that never arrives. It's harsh when necessary and gentle when you sit at the table. And if I've learned anything here, it's simple: in this city, as in the kitchen, love is shown through work. And work, when done well, tastes like home.

Juan Fernando Botero





Experiential Marketing

When Creativity Becomes Collective Memory

Marketing has always tried to convince us with ads, jingles, or spectacular billboards along the highway. But there is a different territory—riskier and more exciting—where the brand stops talking and starts making you feel. That is the realm of experiential marketing, and it is exactly where, at Inmov, we have played, dreamed, struggled, and celebrated for years.

We're not talking about campaigns that last 30 seconds on television. We're talking about experiences that stay in people's memories for years, turning a product from just a product into a generator of experiences.

Creating that kind of magic isn't easy. It requires unique human talent, resilience to handle last-minute changes, and an



almost poetic ability to transform chaos into spectacle. And yes, it also requires a few anecdotes that seem straight out of a movie.

Behind every unforgettable experience, there's a behind-the-scenes full of tension.

Imagine this: eight months working on a project. Everything approved, everything running smoothly. And then, suddenly, a new person joins the client's team.

They have fresh ideas, want to change almost everything, redo what had already been approved. The client, excited, says yes. Until the budget appears. That's when

the story changes: "Better go back to what we had before."

In those moments, in my humble opinion, it's easier to coordinate a few monkeys for a photo than to unify so many ideas in a single project.

And yet, that's where the magic lies: in the end, it gets done. Because creativity doesn't die in the discussion; it reinvents itself.

At Inmov, clients rarely settle for the ordinary. They demand the extraordinary.

There are international tenders where we compete with world-renowned agencies. There are projects that demand not only creatives, but also engineers and architects—because the dreams we are asked to bring to life often defy the laws of physics. And yet, we've been there. Designing impossible stages, activations that once seemed like fantasy, campaigns that blend architecture with art. The result is never just about filling a space, but about filling memories.

Stories That Turn Into Legend

Experiential marketing isn't measured only in ROI. It's measured in stories that are told years later.



Click the image to explore this phygital experience.

Like that time in Bogotá. We had everything ready for an event with 6,000 people—catering, setup, lights, music. Even a banquet with 220 roasted pigs waiting to be served. And then, a curfew. The event died before it even began. What did we do? We turned frustration into opportunity: the pigs were donated to foundations. The event wasn't experienced in a venue, but it fed hundreds of people who needed it more. That night, there were no ovations or selfies, but there was gratitude. And that, too, is an experience.





That same night, Grupo Niche, who had traveled to be the cherry on top, ended up in a hotel... not to perform, but to sleep. The story remained a curious memory: the concert that never happened. Or the time we needed to transport a gigantic trophy and time wasn't on our side. Traffic was an impossible enemy—until a fire truck appeared, sirens blaring, clearing the way as if we were responding to a national emergency. We were: the emergency of keeping a promise. And, of course, the convention where the entire Inmov team ended up transformed into bartenders and servers. We served cocktails, arranged trays, collected glasses. Creativity stepped off the stage and put on an apron. Because sometimes the best experience is simply solving things with a smile.

In short, the only thing left is traveling to the moon. But don't worry—that day will come. And when it does, we'll already have the renders, logistics, and space uniforms ready.

All these stories have one thing in common: the people.

Because you can have the best budget, the most spectacular render, the most demanding sponsors. But without a human team capable of turning chaos into emotion, nothing works. Experiential marketing relies on creatives who imagine, producers who bring ideas to life, designers who translate concepts into atmospheres, and an invisible army of people working behind the scenes.





It's that unique human talent that allows projects to survive last-minute changes, that turns unforeseen challenges into solutions, and that transforms the client's dreams into unforgettable experiences.

Why does someone remember an event for years? Not for the lights, the stage, or the food. They remember because they felt something.

Creativity at this level isn't measured in billable hours or meters of fabric. It's measured in goosebumps, spontaneous laughter, and photos shared over and over again.

A product stops being a product when it sparks an emotion. A bottle of water becomes the star of a festival. A booth transforms into an emotional refuge. A launch turns into a story told at a dinner years later.

When experiential marketing works, it stops being marketing. It becomes collective memory.

It stops being a brand trying to sell. It becomes a shared memory among hundreds—or thousands—of people who lived the same moment together. An intimate memory, and yet, a collective one.



That is the true power of what we do: turning an idea into an experience, and an experience into a legacy.

We can talk about numbers, budgets, tenders, tons of structures, kilometers of wiring. But none of that matters if we don't leave an emotional mark.

True success lies in that one person who, months or years later, says: "Remember that event? It was amazing."

That is the legacy of experiential marketing. And that is why, at Inmov, we keep dreaming, creating, and building memories.

Because, in the end, the stages are taken down, the contracts end, the lights go out. But the emotions... those stay.

Olga Lucía Arciniegas





Marketing for Everyone

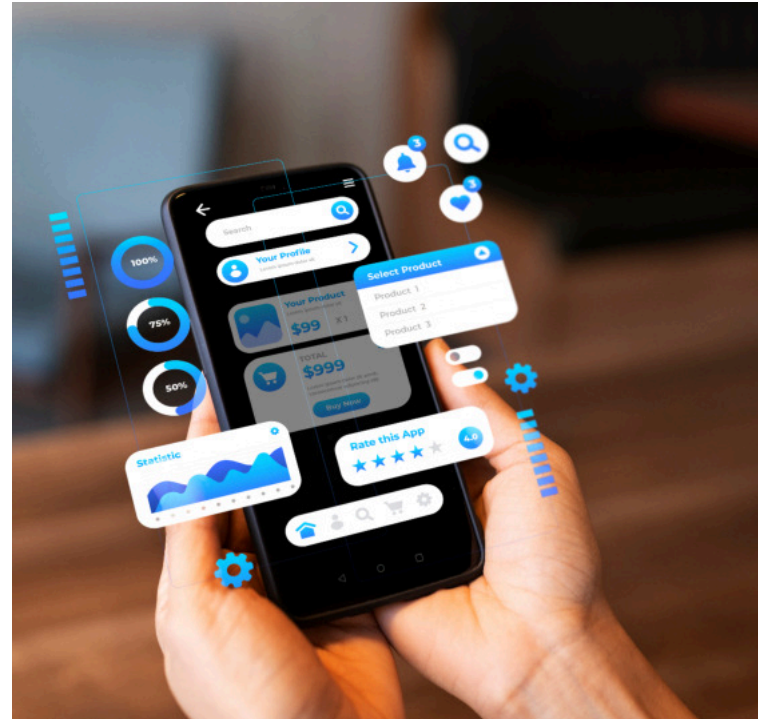
The Marketing Dictionary Nobody Asked For

Marketers—yes, us—have a special talent: we invent strange words to describe “simple” things that still require creativity to communicate. And we don’t do it just to sound smarter (well, sometimes we do), but because the industry is so full of anglicisms, metrics, and complex concepts that if we don’t invent labels for everything, we lose control.

So, for this second edition of *Phygitalks*, I’m bringing you a survival kit for talking to a marketer in a formal meeting, a brief presentation, or even just a weekend lunch.

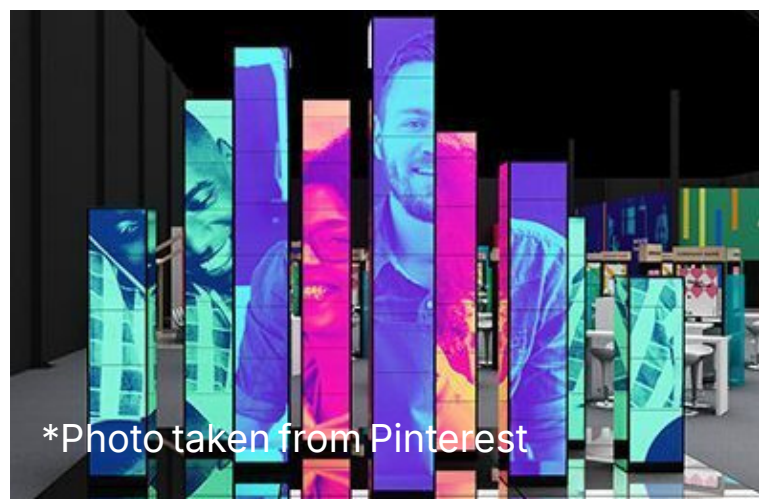
Let's start with a glossary of the 10 most used words or concepts these days. A glossary for non-marketers, called: The 10 Deadly Sins of Marketing.

- **KPI (Key Performance Indicator):** What your boss asks in the meeting: "So, what's the KPI?" Translation: a number we use as a compass in a project, campaign, or proposal. Could be sales, likes, or how many people downloaded and used your app.
- **Funnel:** The magical marketing funnel. Supposedly, 1,000 people go in at the top and 10 customers come out at the bottom. (Spoiler: it's never that perfect.)
- **Engagement:** A fancy word for: "how much do people actually care about what we do?" If they left you on read on WhatsApp, your engagement is zero.
- **CTA (Call to Action):** That little phrase that tells people what to do (or what we want them to do): "Buy now," "Download for free," "Click here or your life will never be the same."
- **ROI (Return on Investment):** The holy grail for finance folks: for every dollar we spend on this campaign, how much comes back? If the answer is less than 1, we have a problem.
- **Leads:** No, not a rock band, nor small energy-saving lightbulbs. These are people who gave us their contact info because they were interested in what we offer—and if we do our job right (with love, of course), they're very likely to become customers.
- **Segmentation:** Dividing people into little groups to understand them better and figure out how to give them what they want.



Just like in school, when they separated the kids who were good at sports, from those who played chess, and from those who liked listening to music on their Walkman.

- **SEO (Search Engine Optimization):** The art of getting Google (and now AI) to like us. It's like being popular in school, but with algorithms to monetize it.
- **Branding:** The DNA of your brand. What makes people see a bitten apple and think "Apple" instead of "your kid's lunchbox."
- **Phygital:** Our favorite word. It's the mix of physical and digital: the promo you see on Instagram that then activates in-store, or vice versa.



*Photo taken from Pinterest

Once we internalize part of this glossary, we start to understand the problem of speaking like a marketer. Imagine this scene:

In a meeting, the marketer stands up and says:

“Our funnel is showing a low CTR in the middle stage; we need to reinforce top-of-mind awareness with branded content to optimize ROI and improve engagement.”

On the other side, someone thinks:

“What did this guy just say? Is that serious, or do we fix it with some Tylenol?”

That’s the problem. Marketing shouldn’t be an alien language. It should be common sense with a lot of creativity. Because, in the end, we all do marketing every day: when we convince someone to watch our favorite show, when we choose what to wear on a date, or when we recommend a restaurant, we’re always trying to achieve a goal.

So now, if you’ll allow me, I’d like to make this “talk” a bit more fun by translating alien concepts into human terms. Let’s take those 10 terms and put them into real-life examples:

- **KPI:** When you go to the gym, your KPI is how many kilos you lift on the weights or how many steps your smartwatch should record after an hour-long walk.

- **Funnel:** It’s like a party: you invite 100 people, 50 say they’ll come, 20 actually show up, 10 stay until the end, and 2 help you clean up.
- **Engagement:** When you post a photo on Instagram and your mom, your ex, and your dog (yes, with their own account) comment and like it. If you’re lucky, it even gets shared in someone’s stories.
- **CTA:** The “Do you want to go out with me?” of campaigns.
- **ROI:** That moment when you spent \$100 on flowers and chocolates and scored a second date: positive ROI.
- **Leads:** The stack of business cards you collect at a fair or event, or phone numbers scribbled on napkins after a great party—but in digital form.
- **Segmentation:** The Netflix or Spotify of life: everyone controls their own profile.
- **SEO:** Making sure that when someone googles “I have a headache,” your pharmacy brand shows up instead of a Wikipedia article.
- **Branding:** What makes you recognize Coca-Cola without seeing the logo, or makes you think of a clown and suddenly crave a burger with fries and mayo.
- **Phygital:** When you scan a QR code on a poster and magically a coupon appears on your phone, which you

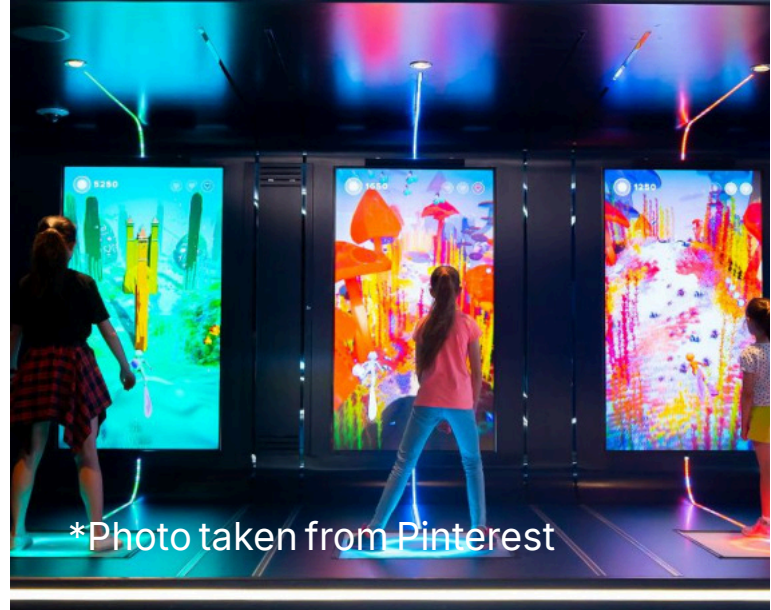


then have to redeem in-store. If you snap a photo and post it on social media, you'll be the envy of everyone.

But... why do we speak like this? Because marketing is like fashion: it reinvents itself every season, more sophisticated and aligned with the world's changes. If yesterday we talked about "clients," today we say "users"; if before it was "advertising," now it's "content." Part ego, part necessity, part trend, but mostly passion and the desire to reinvent the world with ideas.

And that's fine. What matters is that behind all those flashy words, there's a clear and useful concept. It's not about sounding smart; it's about connecting and making an impact. About humanizing what we do—and, of course, doing it with passion and purpose.

We want marketing to become an everyday superpower. To share that secret no one tells you: we're all marketers, whether we admit it or not.



When you choose how to tell your story in an interview or even through the photos you post on social media, you're doing personal branding.

When you ask for a discount at the market and convince the seller to give you two mangos for the price of one, you're optimizing your ROI.

When you give a creative name to your WhatsApp group with friends, you're creating memorable content.

Marketing isn't a department; it's a human skill, a way of life that needs to be optimized minute by minute. That's why the next time someone in marketing talks to you about KPIs, funnels, or ROI, don't run away. Ask confidently—and if the answer can't fit on a napkin, we're probably doing a bit too much show.

Because in the end, the best marketing isn't the one that uses the flashiest words—it's the one that makes you smile, sheds a tear, or simply moves you to action.

So, if you got lost in this glossary, don't worry: next time a marketer tries to talk to you, take a deep breath, remember this guide, and think: "In the end, it all comes down to people, data, stories, brands, clients, and memorable human connections."

That's real marketing.
Oscar Parra Cortés





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