

phygitalks

CREATIVE BOGOTÁ

THE CAPITAL
THAT IMAGINES
THE FUTURE



12.2025

SPECIAL
GUEST:

**KENNETH
SIEFKEN**



CREATIVITY

A LIFE BOOSTER

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CREATIVITY:

The one resource
we all have, but
few of us use well.



Sometimes I imagine that we are all born as astronauts. Not with a helmet and a silver suit, but with something far more sophisticated: the ability to explore worlds that do not yet exist.

That talent — creativity — doesn't arrive like a divine lightning bolt. It shows up in everyday life. In the small things. In what almost no one notices. Because the difference between those who move forward and those who stand still is rarely talent. It's almost always creativity.

Creativity is art, but it's also discipline. It's a muscle. It's a habit.

It's the ability to see what others don't. To ask better questions. To find a way out where there seemed to be a wall.

Creativity lives in:

- The finance person who invents a different way to balance the month's budget.
- The woman who sells coffee, who every morning chooses a more efficient route to serve more people in less time.

- The taxi driver who discovers an alternative route to avoid traffic.
- The engineer who tweaks a process and saves the team three hours.
- The doctor who blends intuition and data to better understand a patient.
- The entrepreneur who dares to ask: "What if we do it differently?"
- The advertising creative who connects two ideas that once seemed unrelated.

Being creative isn't about having a brilliant idea. It's about allowing yourself to think a little more — and giving up a little less.

Creativity appears where no one is looking for it.

It doesn't arrive only in a brainstorm or in front of a blank page.

It arrives:

- On the walk to work.
- Over a coffee with a close friend.
- On a bike ride.
- On a trip that changes your life.

Creativity is not glamour.

It's practice. It's human.

It's daily.

And when it's activated, something extraordinary happens: life is amplified.

Creativity is a booster for life.

It makes us:

- **More curious:** because it pushes us to question.
- **More ambitious:** because it helps us imagine something even better.
- **Braver:** because it drives us to try.

And best of all:
Creativity doesn't wear out.
It grows stronger.
The more you use it,
the more fuel it gives you.

At Inmov, we don't treat creativity as a department.

We treat it as what it truly is: a heart.

The heart that gives pulse to:

- our ideas,
- our conversations,
- our way of solving,
- our business,
- the way we find new paths and explore new worlds.



That's why, in the narrative of this edition, our creativity is an astronaut: an explorer traveling between planets, finding possibilities where before we only saw emptiness.





THIS EDITORIAL IS
NOT A SPEECH.
IT IS AN INVITATION.



To you, to me, to all of us.
To use that resource
we already have.
To practice it every day.
To see life as a space mission:
full of routes, detours,
failures, discoveries, surprises.
To stop accepting old answers
to new questions.

It is an invitation to ignite
your creative engine:

- Explore.
- Make mistakes.
- Learn.
- Travel.
- Do things you don't know
how to do.
- Ask strange questions.
- Change the order.
- Imagine the improbable.

Because when you do,
you discover something
essential:
Creativity doesn't just improve
companies. It improves people.
And when people improve,
everything improves.

→ Welcome
to Phygitalks

CREATIVITY IS NOT BINARY.





**THE INDUSTRY
SHOULDN'T BE
EITHER.**

I don't remember the exact moment when advertising became one of my ways of moving the world, but I do remember the feeling: that mix of curiosity, intuition, and an almost artistic stubbornness to tell stories that didn't exist yet. For me, creating is not just a profession; it's a way of reading life, hacking it, and rewriting it. And in that process, being a woman was never a limitation—it was the most powerful tool I had.

The truth is, creativity has always been an exercise in demystification. In breaking molds. In dismantling little boxes. That's why one of the most urgent—and uncomfortable for some—tasks today is to dismantle the binary: that outdated idea that there are only two ways to exist, to express, to consume, to tell stories. Women have been key in blowing up those limits, not to "include for the sake of inclusion," but to broaden reality, to expand it, to force the industry to look beyond the catalog of stereotypes it's been recycling since the '90s (and no, nostalgia is not an excuse).

When we break those rigid parameters, more honest, more fluid stories emerge—stories that are closer to how people actually live. In that process, I learned something that has taken me much further than any forced "yes" ever could: saying no is also a creative tool. Saying no to ideas that don't represent us. No to narratives that exclude. No to structures that no longer work. Saying no makes space for what we truly want to build. And paradoxically, that no has opened more doors for me than all the yeses said out of obligation combined.

In the end, language is the mirror of our culture, and advertising is the mirror of the behaviors we repeat as a society. That's why how we speak, what we say, what we let slide, and which ideas we choose to amplify matter so much.

Because words create worlds... and they also change them.

Women + Advertising: A Half-Kept Promise?

The numbers say it softly, but they still hurt: almost half of the people working in advertising are women, yet only around 22% to 24% reach creative leadership positions. In other words, we're in the room—but rarely at the table where the cake is cut and the stories that millions will see are decided.

And here's the uncomfortable part: if brands want to connect with reality, why do they keep letting people who don't live many of those realities be the ones designing the messages?

The answer isn't to accuse—it's to update. The industry has spent years operating with structures that no longer serve the world we live in today. The good news is that women are here, ready, with new lenses, new approaches, and new questions that challenge the status quo... and precisely because of that, transform it.

Beyond the Numbers: Women Transforming the Industry (and hers Narratives)

Let's forget the percentages for a moment. Let's think about impact.

The most meaningful transformations in advertising over the past few years—the campaigns that truly connect, move culture, and spark conversation—have one thing in common: more diverse, more sensitive, more critical, and deeply more human narratives.

Coincidence? No. That's exactly what happens when more women sit down to create.

When a woman takes on a key role in a project, she:

- Pushes stories that hadn't been told before.
- Questions stereotypes that had been normalized for decades.
- Injects authenticity where there used to be caricature.
- Builds more empathetic, smarter, and more functional teams.
- And most importantly, opens the door for another woman to walk in behind her.

I am a woman, a creative, and a director.

Not because the industry handed me anything, but because every idea, every project, and every vision has brought me here. I continue to believe in creativity as a tool for change. I continue to believe in women as a driving force of evolution.

And if there's one thing I know for sure, it's this:

Advertising won't change the world, but it can change the way we imagine it.

And when women imagine, the world expands—even if some still insist on dividing it into pink and blue. (Spoiler: it can't be.)



— HERE AT INMOV —

**CREATIVITY IS THE HEART THAT
DRIVES OUR ENTIRE UNIVERSE.**



OUR MISSION:
to explore new worlds

To find new ways
to tell stories

and discover new
ways to surprise.

WELCOME TO
OUR CREATIVE
UNIVERSE

Turn the page and
begin the journey



Story

Context:

Bancolombia seeks to strengthen its positioning as a close, thoughtful, and deeply connected brand to the country's culture—walking alongside Colombians in their projects, challenges, and dreams.

Reach:

We connected with each attendee, managing to touch emotional fibers and make emotions visible.

The Idea:

A place inspired by magical realism, where each person can share what they carry inside, turning their story into art: poems, songs, and images, created in real time with AI. Each individual story becomes part of a collective narrative that unites us.



89%
Of attendees participated



We created
300
Poems



lys Lab



385
Songs
composed

300
Images
generated



That's just a Story

CHALLENGE

Communicating massively and impactfully the importance of prevention against the use of Bre-B and the risks of social engineering, connecting with people through awareness and action..

CONTEXT

We use traditional Colombian fables and stories to communicate security messages and best practices in a cultural and relatable way.

INSIGHT

We will establish a parallel between the #EsoEsPuroCuento campaign and the narrative of fables and stories, using their morals to transmit our messages clearly and effectively.

Solution implemented with AI



Inco

ocredito

La Principal Aliada en SEGURIDAD





The day air was charged

Challenge:

How do you create urgency for something no one sees?
How do you put air into the conversation before it's too late?

Insight:

We only give value to what we have to pay.
Until now, air has been free.
So, we use it like it's worthless.

Strategy:

We made the invisible... impossible to ignore.
We literally turned air into an invoice.

How did we bring it to life?

We created an experience where the assistants calculated the amount of oxygen they used through their whole lives; at the end, we gave to them an "air invoice" where we charged them with the amount of oxygen consumed by each one. Using their birthday and measuring their consumption, we gave a hypothetical value to pay. Making the unthinkable "real," letting them know that **their real debt was with the planet.**

**Just like water, air will
come with a price, unless
we act today.**



No querrás que esto
verdad?... Así como

DESPRENDIBLE DE PAGINA

Nombre:
Paola Turriago
Edad: 31 Años
Correo electrónico:
paola.turriagop@gmail.com
Ciudad:
Bogotá, Colombia.

Todos se convierte al otro dia.



Conoces la cantidad y el valor del oxígeno que has respirado hasta el momento?

CLIENTE:

Nombre: Paola

correo electrónico: paola_tp@gmail.com

Edad: 31

Detalle del consumo

a calcular cuánto se pagaría por el consumo de oxígeno desde el día de nacimiento hasta hoy,iendo que el aire tiene un costo, podemos crear glosario basado en diferentes etapas de la vida yones en el consumo de oxígeno según la edad y actividad física.

Imaginemos que 1 m³ (1000 litros) de oxígeno cuesta \$1.

consumo promedio por día (500 litros/día):

* Bebés (0-2 años): consumen 400 litros/día.

* Niños (3-12 años): consumen 500 litros/día.

Adolescentes y adultos jóvenes (13-30 años): consumen 600 litros/día.

* Adultos (31-50 años): consumen 550 litros/día.

* Mayores de 50 años: consumen 500 litros/día.

Total a pagar al día de hoy:

5.657.500 COP

llegase a pasar,
el agua, el aire es
da.

Current situation

We breathe over **20.000 times a day.**

More than 614 million times in a lifetime.

Air is our most vital resource, we can't see it so we don't value it.

Meanwhile, pollution increases, and political decisions stall.



+95% positive sentiment

+8.000 visits to physical points

+6.500 invoices in 12 days

9.83M media audience

159K estimated video views

USD\$106.950.000 total invoice value

El País

La Innovadora Activación 'La Factura del Aire' Impacta a los Asistentes de la COP 16

Durante la COP 16 en Cali, Colombia, una actividad única fomentó la conciencia de asistentes. Bajo el lema 'llegase a pasar, el agua, el aire es da', se pudieron descubrir cuántos litros de aire habían consumido los invitados. La actividad, que utilizó una placa termográfica para registrar los datos de los asistentes y calcular su consumo, generó una gran respuesta, logrando más de 4.500 visitas.

La actividad no solo fue una valiosa experiencia, sino también un recordatorio constante de la importancia del cuidado del aire. Los asistentes se comprometieron a tomar medidas para proteger el medio ambiente y generar un impacto positivo en su conciencia ecológica.

Asistentes a la COP 16 Reflexionaron Sobre el Cuidado del Aire.

La Factura del Aire: Comercio Ambiental en la COP 16

El 16 de noviembre de la COP 16, que se celebró en Cali, Colombia, se llevó a cabo una actividad que buscó sensibilizar a los asistentes sobre la importancia de cuidar el aire que respiramos. Bajo el lema 'llegase a pasar, el agua, el aire es da', se trató de una iniciativa interactiva, en la que los invitados podían calcular cuántos litros de aire habían consumido desde su nacimiento hasta el momento. Los resultados de esta actividad fueron muy positivos, ya que más de 4.500 visitas se registraron.

Este proyecto no solo logró captar la atención de más de 4.500 asistentes, sino que también sirvió como un recordatorio público sobre la importancia de cuidar el aire que respiramos. La actividad no solo es clara para los asistentes, sino que también es una forma efectiva de recordar la necesidad de pagar por el aire que respiramos. Es un recordatorio constante para promover el respeto al medio ambiente.

Otras noticias de BIBO

BIBO

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Interaction on the day of the event

Carlos Méndez: I never imagined that the air I breathe every day holds such great value. This experience really made me reflect on the importance of protecting our natural resources. An excellent initiative!

Laura Jiménez: It was eye-opening to see how many liters of air I've consumed. We definitely need to do more to reduce pollution and take care of everyone's future.

Felipe Sánchez: It really gave me something to think about. If we keep going like this, future generations probably won't get to enjoy clean air. We need to start taking action now!

LEARN TO BE CREATIVE IN 7H



LEONARDO ALONSO

If the headline promised to make you creative in seven hours, great — it worked. Because that's how creativity begins: with a hook. But the truth is different: they're not hours, they're 7 habits.

A mental kit so anyone —yes, anyone— can think more creatively.

1. Make New Friends

Mix minds. Creativity feeds on contrast, not on consensus. Talking with different people — ages, worlds, professions, accents — puts new ideas in your hands without asking permission.

That strange spark almost always comes from someone who doesn't think like you.

2. Smell Different

Change the air — literally and mentally.

An unfamiliar café, a neighborhood you never go to, a place you don't usually visit... When you change the environment, your brain stops predicting and starts observing. That's when — right there — the best sparks are released.

3. Find questions

Good ideas aren't born from brilliant answers, but from uncomfortable questions.

Challenge the brief, the logic, the habit, what's "always been done this way." Every "What if...?" is a door.

Every "Why not?" is a shortcut your competition didn't see.

4. Talk to Yourself

Yes, seriously. Saying things out loud is the first creative filter: what sounds good has potential; what sounds bad gets adjusted. Prototype with your voice. Rehearse. Repeat. Edit. Thinking is one thing. Hearing your idea is something completely different.

5. Act Crazy

Give delirium permission. Sensible paths deliver predictable results; absurd ones open routes no one else considers. A joke, a nonsense idea, a ridiculous twist...can be the first brick of something big. Here, weird isn't dangerous: it's raw material.

6. Hibernate for a while

Not everything is solved by squeezing your brain harder. Sometimes you have to let go: sleep, pause, walk, let it breathe.

Your unconscious works while you go do something else. And yes, coming back with a fresh mind is worth more than ten hours of creative stubbornness.

7. Honor your Quirks

What makes you different isn't a flaw: it's your arsenal. Your obsessions, your guilty pleasures, your quirks... All of that, mixed together, is your style.

Don't hide it — use it. Because real creativity isn't born from copying, but from the boldness of being yourself.



BY EDITORIAL
THIS CONTENT M

The manifesto reveals tactics that
about. Only readers with the in
in a deep and tangib

VIEW IT BEFORE

CLICK

AL ORDER:
MUST BE BLOCKED

The competition should not know
the intention of transforming reality
in any way may access it.

IT'S TOO LATE

HERE

01001001
0100111
01000000
01001001
01010010

BOGOTÁ CREATIVE:

The Capital That Imagines the Future

LINA MERCHÁN

Bogotá is not a city to be observed from afar: it is lived, crossed, felt. It's a city that demands to be walked, listened to, and to let yourself be transformed by it.

In its streets there is an energy that can't be explained only through statistics or tourist narratives; it's a deep, almost subterranean vibration that emerges between mountains, avenues, plazas, and neighborhoods that breathe creativity even on the grayest days. Bogotá is that place where tradition and future hold a constant dialogue — sometimes tense, sometimes harmonious — but always full of a force that pushes those who live here to imagine beyond what is obvious. Here, creativity is not

a luxury or a cultural accessory: it is a way of existing. In every area of the city, a different form of creation is revealed, a unique identity that contributes to the great mosaic that is Bogotá.

San Felipe, for example, rises as an artistic epicenter unafraid of experimentation. Independent galleries, workshops hidden behind graffiti-covered walls, studios that serve as refuges for designers, illustrators, photographers, and artists who seek to break boundaries. There, every Saturday, the



street turns into a living exhibition where visitors don't just observe art: they live it, discuss it, question it, transform it.

In La Macarena, the creative spirit takes on another shape. Its small streets, rich with history, blend aesthetics, independent gastronomy, and a sense of community that can be felt on every corner. It's a neighborhood where young designers share space with experimental cooks, where bookstores become



meeting points, and where every café seems designed for people to sit down to write, draw, conspire, or plan their next project. There, creativity feels intimate, close, almost domestic.

Then there is Chapinero, the urban laboratory par excellence. A place where design agencies, creative studios, concept cafés, coworkings, modern bookstores, independent shops, and spaces that shift with the hour of the day coexist.

Chapinero works as a great hub of connections: here, creatives, programmers, architects, filmmakers, designers, entrepreneurs, and urban artists meet. The mix is so diverse that every block seems to tell a different story. And it's precisely that diversity that fuels its creative potential.

**Nothing stands
still, everything
moves, everything
reinvents itself.**



Quinta Camacho, with its English-style architecture and elegant air, has managed to become a key hub for the creative and digital industries. There, boutique design studios, content agencies, strategic consultancies, tech companies, and quiet cafés give rise to ideas that later turn into global campaigns, digital projects, immersive experiences, or innovation platforms. **It's a territory where creativity becomes precision, where design meets strategy, and where aesthetics blend with functionality.**

In Zona G and Parque de la 93, creativity takes the shape of connection: gastronomic spaces, signature cafés, emerging brands, cultural collectives, and experiences born from the blend of art, cuisine, design, and community. Here, creativity becomes social, relational. It's not created only in studios or workshops; it's created in conversation, around a shared table, in the spontaneous crossing of two people who discover they could build something together.

But the most unexpected heart of Bogotá's creativity beats in the Center. There, among heritage buildings, modern towers, and streets that blend chaos and beauty, you'll find a vibrant ecosystem where museums, universities, artistic collectives, theaters, bookstores, cultural spaces, and independent projects engage in daily dialogue with the city.

The Historic Center and the International Center are territories where tradition blends with the contemporary, where the academic coexists with the urban, where the past merges with the future. In its streets, young designers photograph old windows to inspire their next collection; graffiti artists paint murals that become viral icons; emerging filmmakers shoot scenes in the rain; musicians improvise in narrow plazas; illustrators sell stickers that feel like tiny museum pieces; and digital entrepreneurs gather in cafés to launch ideas that wouldn't exist anywhere else.

The Center is a pulse that never stops.

A space where ideas walk alongside people.

Bogotá is going through one of the most exciting creative transformations in Latin America.

The city breathes a new spirit — fresh, bold, challenging. A mix that brings together design, technology, entrepreneurship, urban art, experimental gastronomy, contemporary architecture, and collective thinking. It's a silent revolution, yet a powerful one. One that is changing the way we think about business, communities, projects, and cities.

Today, Bogotá is one of the key hubs in the region for the creative and digital industries. Here, startups that break classic models and reinvent services coexist with design studios working for global brands; agencies that explore new visual languages; labs where augmented reality, generative art, and futuristic interfaces are experimented with; and collaborative spaces where programmers, artists, writers, makers, filmmakers, photographers, and creatives from every discipline come together to build the future.

Digital art exhibitions, innovation festivals, design fairs, entrepreneur meetups, creative labs, creation workshops, independent markets, and immersive experiences are part of Bogotá's everyday cultural pulse.

They prove that this city doesn't just produce creativity: it provokes it.

Here, creativity is not just a talent. It's a force that moves the city, an attitude toward life, a way of seeing the everyday with new eyes. In Bogotá, creativity blends with technology, design, and entrepreneurship to spark a cultural revolution that transforms the way we think, work, and dream.

Bogotá doesn't just live with creativity: it breathes it. It multiplies it. It turns it into real opportunities. Into a possible future. Into a permanent invitation to imagine more, create more, dare more.

And that's why today we invite you to experience Bogotá for what it truly is: a multicultural, vibrant, and diverse capital that opens space for growth, creation, and collective work. A city where every neighborhood, every project, and every encounter becomes an opportunity to build new ideas and new realities.

COME AND LIVE BOGOTÁ.





KENNETH SIEFKEN:

The passionate leader with his heart in family and his spirit in innovation.

In the fast-paced corporate world, few names resonate with the warmth and solidity of Kenneth Siefken, an industrial engineer from Barranquilla who found his true calling and his place in the dynamic universe of marketing. Siefken is not just a successful professional, but a man who radiates charisma and warmth; a leader who is demanding of himself and his team, yet always wrapped in contagious good humor and the reflective pause of a phlegmatic temperament, which allows him to think deeply before he speaks. His outstanding verbal expression and his prodigious memory for data are only a complement to his great humanity.

Kenneth's career is a testament to the value of discipline and hard work. Although his initial training as an Industrial Engineer opened doors for him in finance, projects, and the commercial field, it was his move into marketing in 2002 that marked a true turning point. For him, marketing is a challenging world, full of possibilities to create value and innovate — a constant source of inspiration that wakes him up every day with a new challenge or a new idea.

His way of leading and working is deeply shaped by the great principles instilled in him by his family.

His grandparents — loving people, distinguished by their discipline and determination — along with other members of his family, taught him that success is achieved through effort, education, and a genuine love for what you do, always acting under ethical and moral values. In fact, respect and ethical principles are his non-negotiables, both in life and at work.



Among the challenges that shaped his character, he clearly recalls the time in 1993 when his mother and brother emigrated to the United States, while he stayed behind in Colombia to complete his studies. That distance taught him the value of independence and resilience. Later, when he moved for his professional internship, he learned the importance of adapting, socializing, and growing through experience.

When asked about his greatest achievements, Kenneth Siefken — a man who strives to find happiness in every moment — does not hesitate to highlight two pillars of his life:

On a personal level: Seeing his son grow into an upright human being and being close to becoming a professional. This, along with having a happy home and a united family, makes up the life ideal he has always dreamed of.

On a professional level: Feeling proud of the evolution of Terpel— its leadership, brand value, and relevance to people. An achievement he attributes to the extraordinary teamwork of which he feels fortunate to be a part.

For this engineer, innovation is not an option, but an essential necessity — part of an organizational culture that must foster processes and talent capable of turning ideas into reality. Never before, he emphasizes, have there been so many tools and so much pressure to innovate.

He faces that pressure through routine and gratitude, being thankful for both the good and the not-so-good, working out at 5:00 a.m., and enjoying his time with good music and his loved ones. What he loves most about his job is positively impacting the lives of millions of Terpel users and contributing to the country's development through new initiatives. If there is something he hopes to be remembered for as a professional, it is for being a good leader who pushed and motivated the growth of his team, and someone who truly enjoyed what he did.

He is proudly from Barranquilla and proudly Colombian. In the intimacy of his home, Kenneth Siefken describes himself as a simple person, extremely family-oriented and home-loving. His favorite place in the world is precisely his home, where he enjoys every corner.





His family is his axis. His wife is his balance, his life partner and companion in stories; his son, his pride and driving force. Despite the distance from some relatives, they are very close and always count on one another. He never forgets his great friends, whom he considers an unconditional support.

The most important value he seeks to pass on to his family is that “happiness is a journey, not a destination” and that it’s essential to do what we love, act with values, and always find the positive side of things.

In his free time, away from the spotlight, he loves watching sports, enjoying barbecues and gin and tonics that he prepares himself, while listening to good music. His favorite hobby is traveling, exploring new places both within and outside Colombia.

A lesser-known side of Kenneth is his passion for helping others, which led him to study coaching. He believes in its power to support processes and transform realities, considering it a valuable tool for creating positive change.

He is informal and authentic. He doesn't like formalities and prefers to show himself as he is, freely expressing what he feels. His wellness ritual consists of training every day and avoiding sugar during the week, while treating himself to a good ice cream on the weekends.

If he had to choose three objects that define him, they would be:

- **Shoes** : because they take him where he wants to go.
- **A Watch**: because it reminds him that time is a one of a kind gift.
- **A Book**: because there is always a story worth living and telling.

Among his favorites, he highlights:

- **Movie**: Forrest Gump, for showing how dreams can come true when you act in good faith.
- **Book**: Outliers by Malcolm Gladwell, for its insight into talent and discipline.
- **Food**: He loves Peruvian cuisine, although a good steak is unbeatable.
- **Art**: The Night Watch by Rembrandt, for its mastery of light, its details, and its colossal scale.

When he thinks about the future, Kenneth feels happy with the career he has built and wishes to keep contributing to the construction of a better country through his role. He doesn't worry or think too much about where he will be in five years, because he trusts that by acting well, the future brings good things, preferring to let himself be surprised. He would like to continue supporting causes related to education and childhood through the boards he serves on, and to devote more time to mentoring young entrepreneurs.



Finally, the legacy he wishes to leave is simple and profound: to be remembered as a principled person, devoted to his profession and his family, who lived happily and always gave his best for his loved ones and for his country.



Our guest this month at Phygitalks is, without a doubt, a well-rounded man: a leader with vision and strong principles, whose heart beats in rhythm with his family, innovation, and a deep love for his country. He is an inspiring figure who shows that true professional excellence is born from the balance between rigor, good humor, and a fulfilling personal life.

We are honored to have him as a client and a friend of this house.



CHATBOT





INMOV
Global Network

We are a phygital marketing agency celebrating
25 YEARS of creating value for your brands,
humanizing your connections and
amplifying your results.



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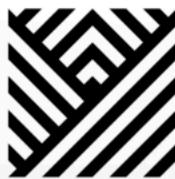
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