

AMPLIFY EVERYTHING.

# .About Us



# DENDRA®

**+598 2706 9927**  
**dendra.agency**  
Ing. Luis P. Ponce 1443A  
11602 Montevideo, Uruguay

# AMPLIFY(\*) EVERYTHING.®

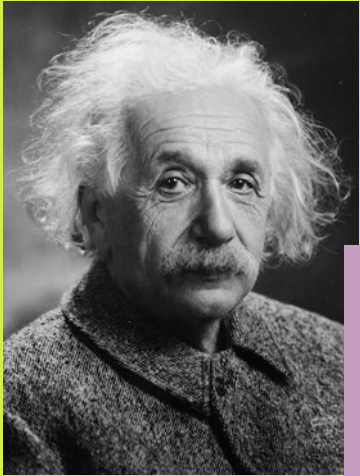
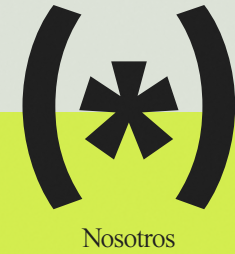
THE BRAND  
MESSAGE  
REACH  
AUDIENCE

**WE ARE MORE THAN A CREATIVE  
AGENCY—WE ARE A FORCE  
DESIGNED TO AMPLIFY YOUR  
BRAND'S VOICE.**





# ABOUT US



AMPLIFY EVERYTHING.

We integrate strategy, design, technology, data, and organization under one roof to create campaigns that capture attention and inspire action. From concept to execution, every touchpoint amplifies the essence of the brands we work with.

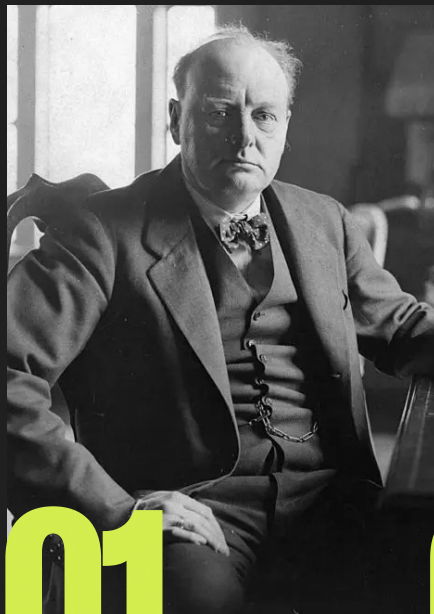
We listen carefully, learn continuously, and think strategically. We transform ideas into impactful realities, collaborating with ambitious individuals and organizations across industries to solve challenges creatively and effectively.





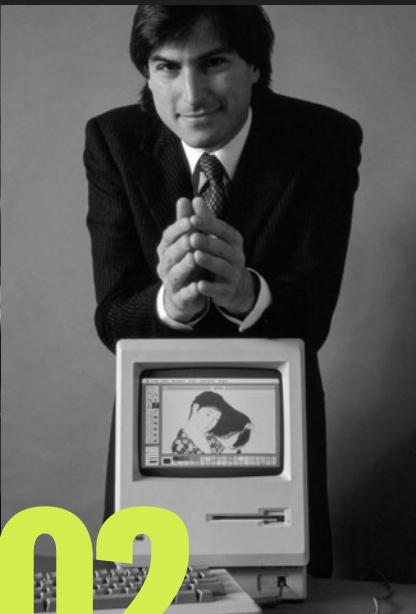
# SERVICES (\*)

Nuestros Servicios



01

STRATEGIC  
PLANNING



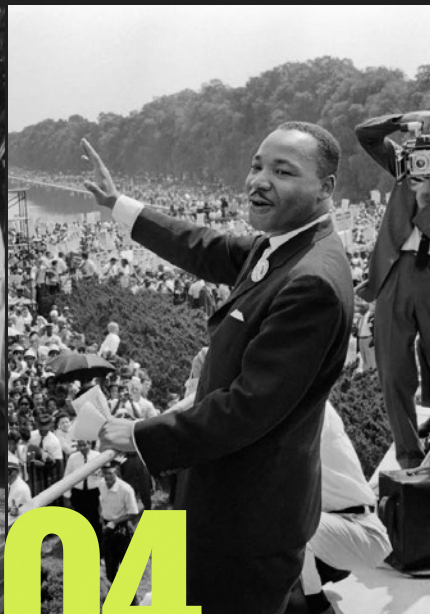
02

CREATIVE  
SOLUTIONS



03

CONTENT  
PRODUCTION



04

AUDIENCE  
INTERACTION



05

PERFORMANCE  
MARKETING

DENDRA®

About Us



WWW.DENDRA.AGENCY

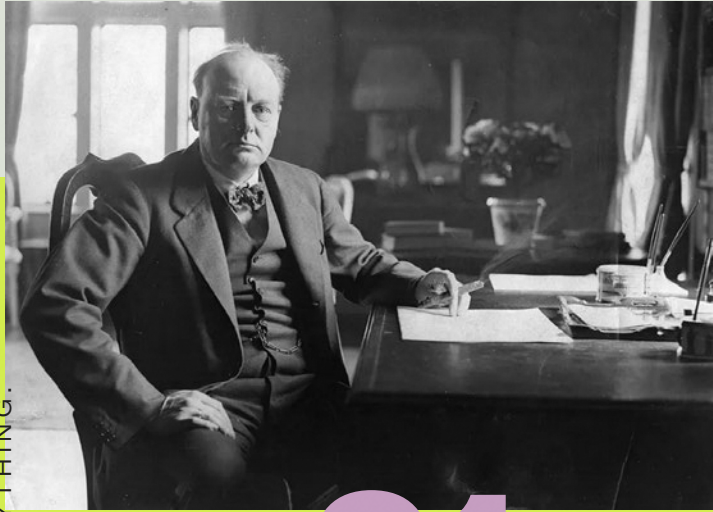
Services

Pag. 04



# STRATEGIC (\*) PLANNING

Planificación Estratégica



01

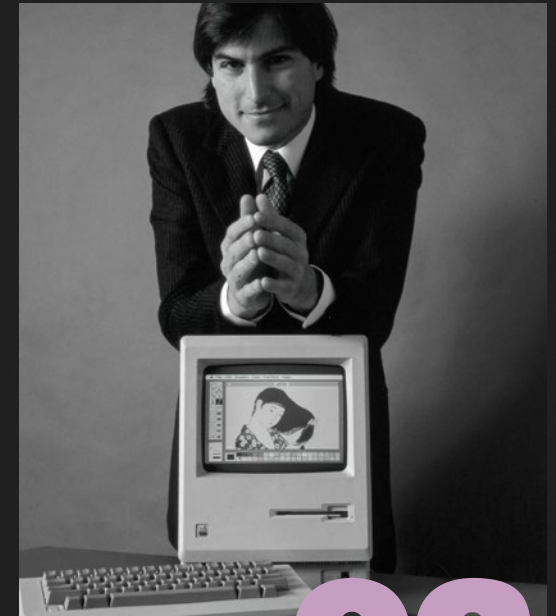
By understanding each industry's landscape and audience behavior, we craft a roadmap that lays the foundation for successful creative solutions.

+ CONTENT STRATEGY + MARKETING ANALYSIS + TARGET ANALYSIS + CUSTOMER JOURNEY + PERSON MAPPING



# CREATIVE (\*) SOLUTIONS

Soluciones Creativas



# 02

AMPLIFY EVERYTHING.

At Dendra, creativity is at the heart of everything we do. Building on strategic insights, we conceive creative concepts told as compelling stories.

**+ COMPETITORS RESEARCH    + CREATIVE CAMPAIGNS    + STORYTELLING**

# DENDRA®

About Us



[WWW.DENDRA.AGENCY](http://WWW.DENDRA.AGENCY)

Services

Pag. 06



# CONTENT(\*) PRODUCTION

Producción de *Contenido*

03

AMPLIFY EVERYTHING.



Whether it's captivating audio, impactful e-commerce visuals, dynamic live broadcasts, stunning photography, engaging social content, or mesmerizing video and motion graphics, we've got it all covered.

+ SOCIAL CONTENT DESIGN + PHOTOGRAPHY + LIVE CONTENT + AUDIO PRODUCTION + VIDEO & MOTION GRAPHICS

**DENDRA®**

About Us



[WWW.DENDRA.AGENCY](http://WWW.DENDRA.AGENCY)

Services

Pag. 07



# PERFORMANCE MARKETING

05

Resultados *Medibles*



AMPLIFY EVERYTHING.



We aim for measurable and tangible results. We connect brands with their audiences through campaigns optimized to generate impact, engagement, and conversion.

+ ONLINE ADS + PROGRAMMATIC SEARCH + E-COMMERCE STRATEGY + VIDEO CAMPAIGNS + SEO

**DENDRA®**

About Us



WWW.DENDRA.AGENCY

Services

Pag. 09



# 04 AUDIENCE(\*) INTERACTION

Interacción de Audiencias

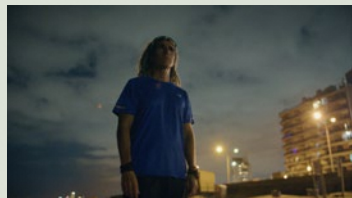
AMPLIFY EVERYTHING.



In today's digital landscape, it's not just about being present on social media; it's about creating meaningful connections with your audience.

- ✦ MEDIA BUYING
- ✦ SOCIAL MEDIA MANAGEMENT
- ✦ CONTENT CALENDARIZATION
- ✦ COMMUNITY MANAGEMENT
- ✦ INFLUENCERS MANAGEMENT





# PROJECTS

# THAT



# UNITE

# OUR BEST.

AMPLIFY EVERYTHING.





MiRedpagos

# ESTÉS DONDE ESTÉS

Traditional Media + Digital

NO MATTER WHERE YOU ARE



## About the Campaign

“Estés donde estés” (“No matter where you are”) is a campaign for MiRedpagos, showcasing how the app brings Redpagos’ services to users’ fingertips anytime, anywhere. It highlights the app’s ability to simplify lives by adapting to users’ routines and needs.

The campaign features real users in everyday situations, emphasizing the app’s versatility, convenience, and seamless integration into daily life, reinforcing that Redpagos is always with you.

AMPLIFY EVERYTHING.





Redpagos

# LA PLATA JUSTA

Traditional Media + Digital

THE RIGHT AMOUNT

## Objective

In a digital world, how do you promote cash withdrawal without feeling out of place? This service is essential for Redpagos, so we collaborated with their data team to analyze user profiles and conducted a focus group. The main insight: “Many use it to withdraw an exact amount.”

We delved deeper and uncovered a variety of reasons, which reminded us of the classic game **“Without repeating or prompting.”** This inspired the idea: turning the campaign into a game.

## The Result

With a limited budget, we optimized resources and worked with CRUDO production company. The result was a creative and impactful campaign that left its mark.



## The Ideal Host

Rafa Cotelo was the perfect choice—a relatable and versatile presenter capable of connecting with audiences across television, radio, outdoor media, and digital platforms.





Garmin Pay

# CORRÉ LIVIANO

Traditional Media + Digital

RUN LIGHT



AMPLIFY EVERYTHING.



## About the Campaign

“Run Light” is a campaign developed for Garmin Pay, the digital payment service through smartwatches. Based on the insight that runners and athletes training for long hours need to carry as little as possible to maximize performance, the campaign highlights how Garmin’s innovative technology enables them to leave wallets and cards behind.

To bring this message to the screen, we produced a spot featuring Aníbal Lavandeira, a renowned trail runner and marathoner. There’s no one better than him—capable of running for up to 12 hours straight—to embody the freedom of ‘running light.’

# DENDRA®

About Us



WWW.DENDRA.AGENCY

Our Work

Pag. 12



Onsen BathTubs

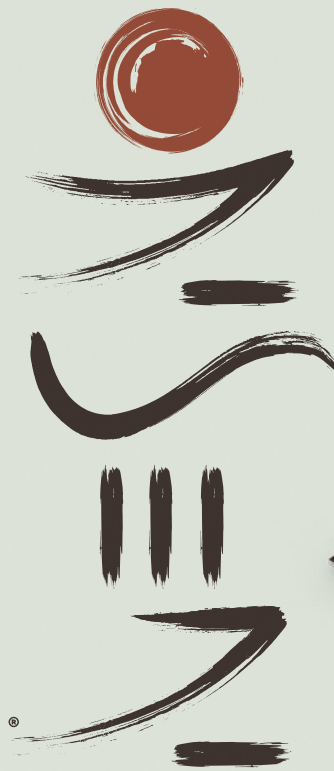
**ONSEN**

Brand Identity Development

**Objetivo**

Onsen, a premium bathtub brand, required a brand identity that transcended a simple logo to become a complete philosophy. Inspired by the Japanese concept of “Onsen,” which emphasizes holistic well-being, the identity was designed to evoke luxury, elegance, and a deep connection to nature, while remaining true to simplicity and purity.

The identity was crafted to reflect Onsen’s core values, highlighting the natural elements of water, air, earth, and fire. The visual system captures the essence of well-being, luxury, and sophistication, positioning the brand for expansion into international markets.

IMMERSE  
INTO NATURE

ONSEN.UY





Midinero

# APRETÁ EL POMO

Beach Activations in Montevideo  
+ Influencer Marketing + Radio

SQUEEZE THE FUN

## Objective

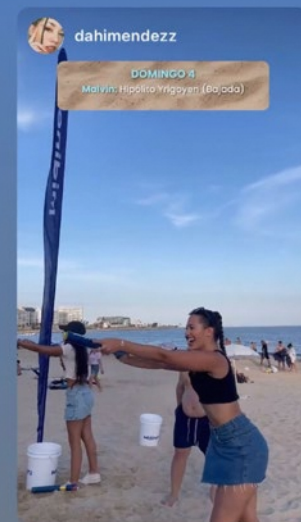
In February, ahead of Carnival week and during the summer season, we created a beach game in Montevideo to spark excitement and hand out plenty of prizes.

## Execution

We handled everything, from game prototyping and client validation to manufacturing, maintenance, and fine-tuning after each activation.

Our team was present both days, capturing dynamic content with a cameraman and a drone operator.

We also coordinated the presence of Dahiana Méndez as the host. Dahiana created engaging content, strengthening the connection between the activation and the digital space.



AMPLIFY EVERYTHING.

# DENDRA®

About Us



WWW.DENDRA.AGENCY

Our Work

Pag. 14



McDonald's

# MC DÍA FELIZ

Landing Page

MCHAPPY DAY

## About the Campaign

**A Happier McHappy Day for Everyone.** Together with the development team, we designed a digital system to streamline the participation of public figures in the McHappy Day charity event. Through an intuitive website, participants could quickly and easily register by scanning a QR code. This system allowed them to indicate their availability, choose the location, and select the time slot that best suited them, ensuring a seamless and organized experience for both the celebrities and the event.

AMPLIFY EVERYTHING.





Midinero

# EL SUELDO RINDE

Radio (Commercials), Print, Digital.

**MAKE YOUR SALARY STRETCH**



## Objective

To position Midinero's Alimentación product, we developed the campaign 'El sueldo rinde' ('Make Your Salary Stretch'), focused on showing how workers can make the most of their salary while reducing costs for companies. Based on the insight 'Salaries are never enough,' the campaign used the shopping cart as a symbol of economic well-being.

In addition to radio spots depicting everyday situations, we created an animated video with vignettes and dialogues to extend the campaign into the digital world, effectively connecting with both workers and companies in an engaging and impactful way.



AMPLIFY EVERYTHING.

# DENDRA®

About Us



WWW.DENDRA.AGENCY

Our Work

Pag. 16



Montes del Plata

# 3D MASCOT

Concept + Design + Modeling

## About the Mascot

For Montes del Plata, we conceptualized, designed, and modeled their institutional mascot to personify the company's core values. The lion, chosen as a symbol of excellence and growth, was created to serve as a visual guide in internal presentations, effectively enhancing communication and reinforcing the company's identity.



AMPLIFY EVERYTHING.

**DENDRA**

About Us



[WWW.DENDRA.AGENCY](http://WWW.DENDRA.AGENCY)

Our Work

Pag. 17

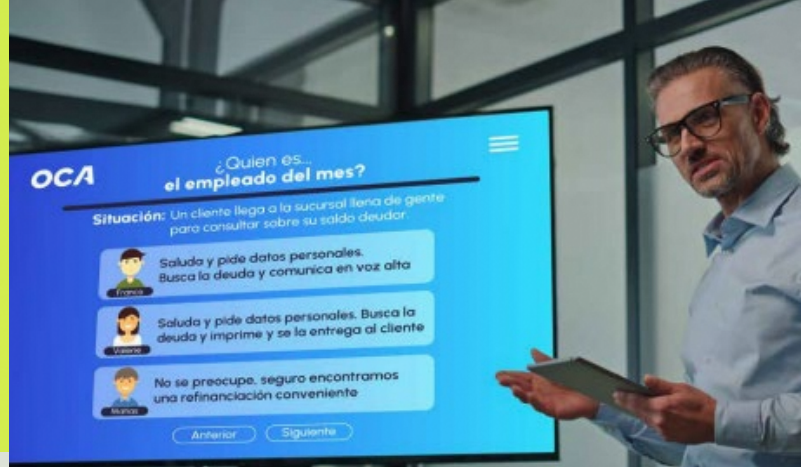


OCA

Trabajos

# OCASIÓN CX DAY

Interactive Games Activation



## About the Campaign

As part of CX Day, we conceptualized and developed “OCAción Especial,” a trivia app designed to turn internal learning into an interactive and engaging experience. Alongside the app, we created complementary gamified activities to optimize learning and encourage collaboration among employees, fostering reflection on the company’s values and culture.

These activities, both digital and in-person, not only reinforced the objectives of Human Resources and Customer Experience but also strengthened team spirit and a sense of belonging. The gamified approach transformed training into a memorable experience, delivering an innovative and effective activation.





Montes del Plata

Trabajos

# REBRANDING

Video Showcasing Montes del Plata's New Identity

## Objective

For Montes del Plata, we developed a video to showcase their brand identity renewal, highlighting the communicative potential of the new visual system. The objective was to clearly and attractively convey the essence of the rebranding and how it reinforces the company's values and vision.

Through carefully selected visuals and a narrative-driven approach, the video successfully captured the brand's evolution and its commitment to innovation and sustainability.

AMPLIFY EVERYTHING.





Hyundai

Trabajos

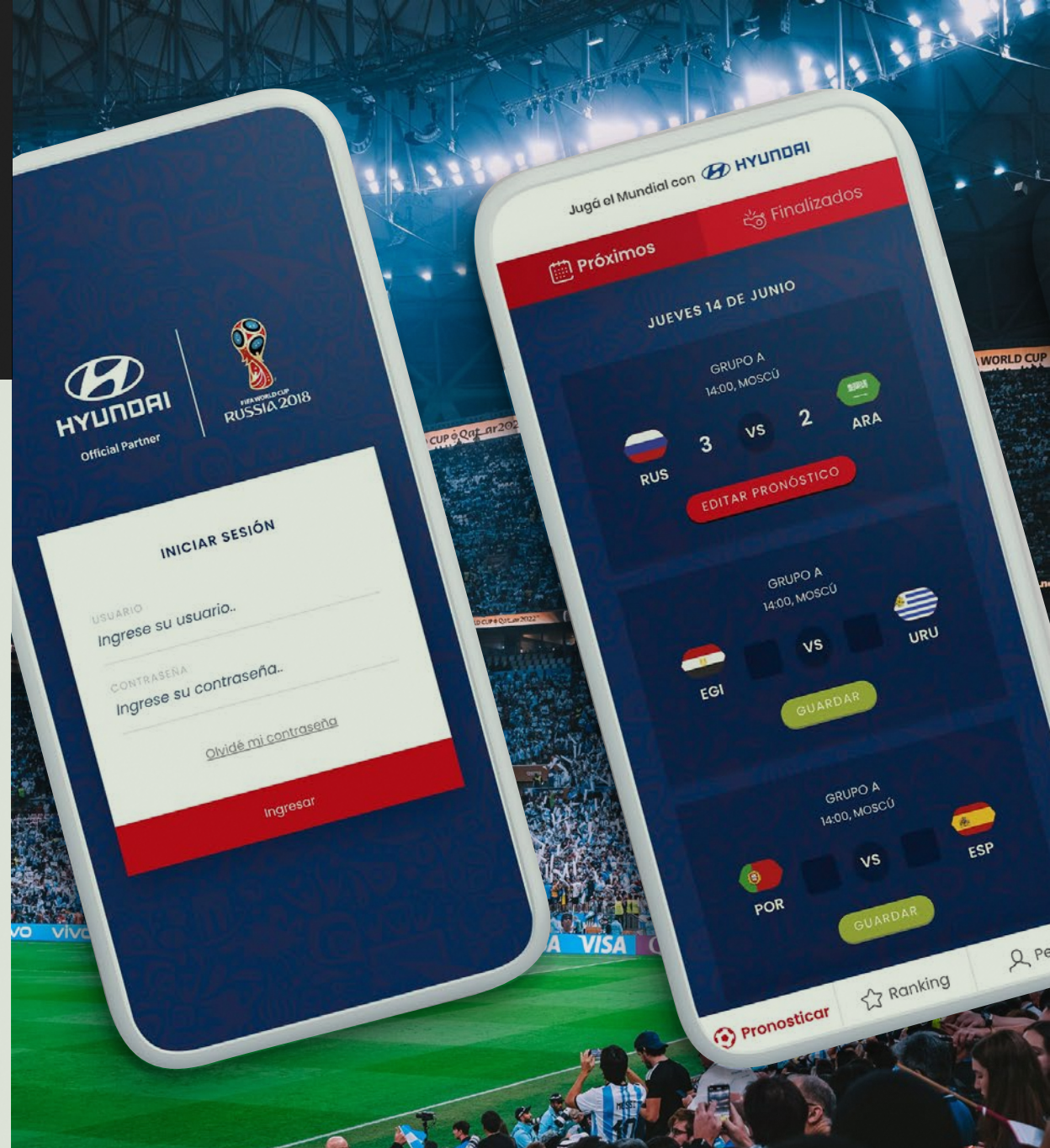
# PENCA MUNDIAL

Desarrollo + Comunicación

## Objetivo

Para Hyundai, desarrollamos una aplicación interactiva que permitió a los usuarios competir, de manera individual o en grupos, prediciendo los resultados de los partidos del Mundial. Con cada acierto, los participantes acumulaban puntos, incentivando la interacción y el compromiso. Para acceder, los usuarios se registraban ingresando algunos datos, lo que ayudó a generar una valiosa base de datos.

La aplicación despertó gran interés entre el público, aprovechando la enorme relevancia de la Copa Mundial de Fútbol, uno de los eventos más vistos a nivel global después de los Juegos Olímpicos.



AMPLIFY EVERYTHING.



# LET'S GET TOGETHER



AMPLIFY EVERYTHING.

## What Sets Us Apart

Being part of Axónica Holding Group gives us a unique advantage: the ability to develop any technological solution a creative idea requires entirely in-house. From initial strategy to final execution, we operate within an integrated ecosystem that ensures agility, innovation, and exceptional results.

At Dendra, we transform ideas into impactful realities. Our bold and creative approach allows us to amplify your brand and elevate it to new heights.

**DENDRA®**

About Us



[WWW.DENDRA.AGENCY](http://WWW.DENDRA.AGENCY)





Axónica Holding Group is a business ecosystem with 17 years of experience in technology, data, communication, and advertising. The group comprises specialized companies that work in an integrated manner.

**DENDRA®**

**solcre®**

**Soma**

# #ALLFORONE

**DENDRA®**

About Us



[WWW.DENDRA.AGENCY](http://WWW.DENDRA.AGENCY)





# THANK YOU

**DENDRA®**

AMPLIFY EVERYTHING.