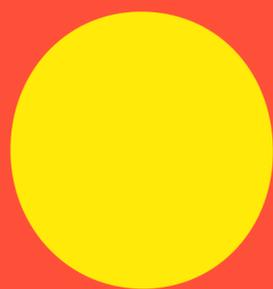
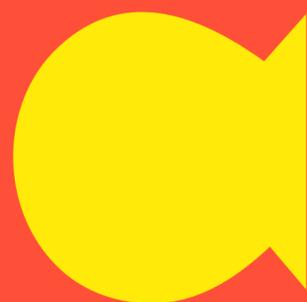
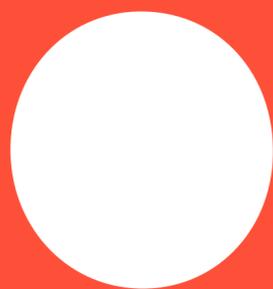
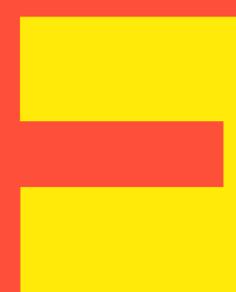




A Branded
Content
Company





The building of narratives which detonate impact generating conversations, conexiones and results for brands is our company's core.

FCO - A Branded Content Company

Today's brands have to be able to generate content and stories that connect with their audience. Not ads.

We help brands to construct the voice of their content, to distribute and amplify them through different formats: Influence Marketing, BrandTalking and Public Relations, OnLife Experiences, Design Thinking, EndoInfluence and Purpose Marketing, among others.

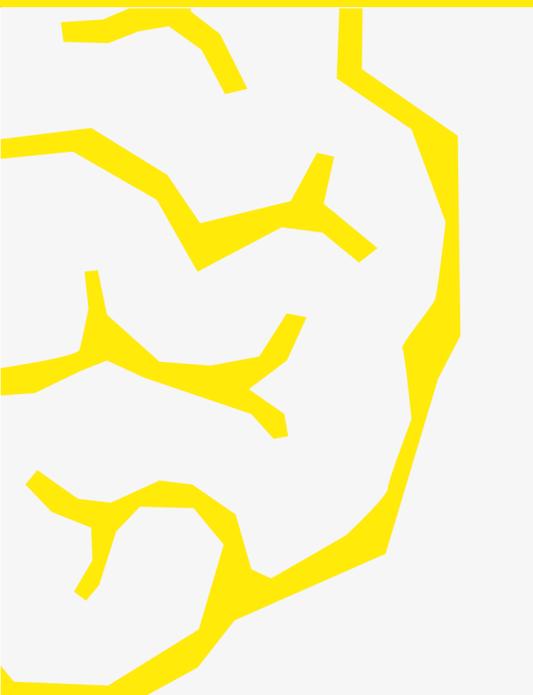
Our model is unique. A binomial of value.

Once we focus on the brand's content and necessities, we integrate our proposals based on specialized agencies according to each format. In addition, we have our own media, going from traditional media to digital, offering impact and access to a variety of profiles and audiences.

We operate in Mexico, United States and Latin America.



A Branded
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2020

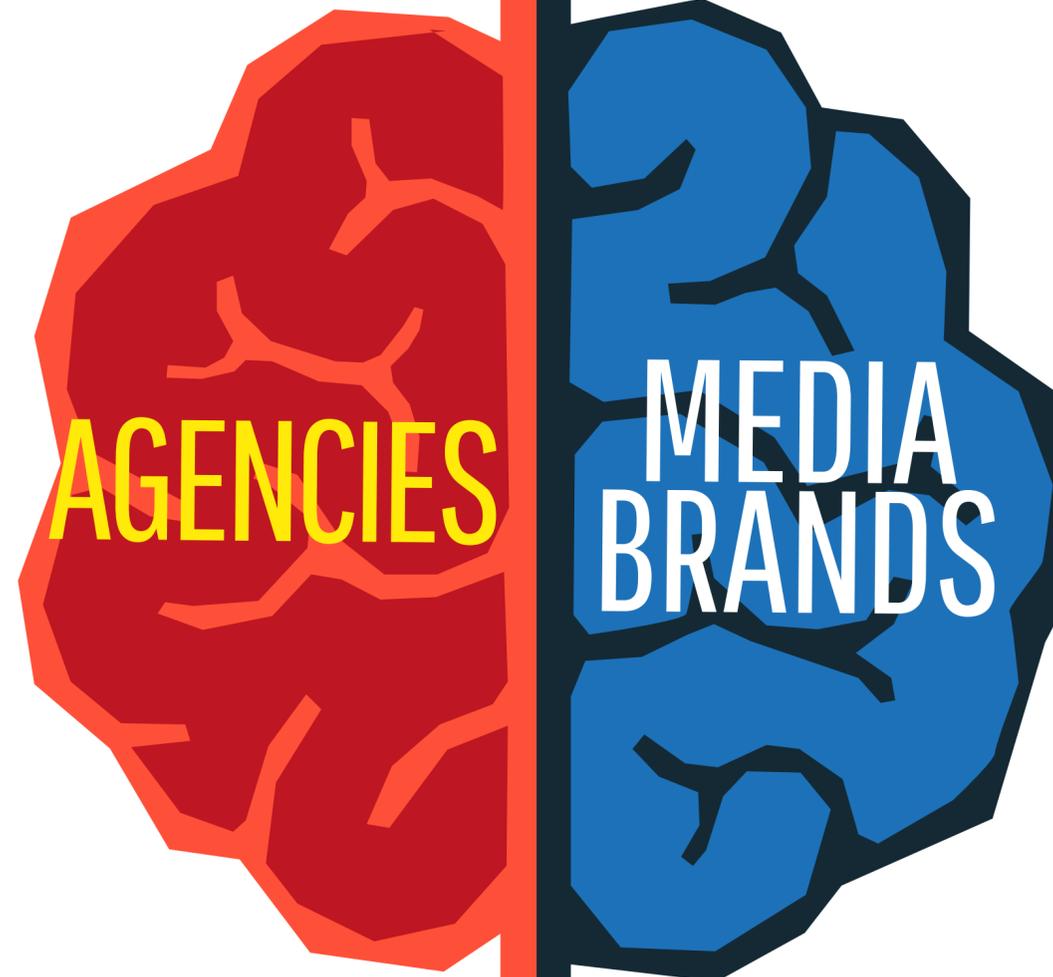
EMPOWER

INNOVATE

DELIVER

Our branded content is multiformat. From digital content on video, content PR and networking, experiences that turn into conversations, digital leaders that integrate brands to their stories to a Branded Content for thoughts and positioning.

The necessity of especializacion that our clients require has taken us to create an agency for every format.



Our media brands are references of success in each of their industries. We generate trust from our own success stories and by building a high standard reputation based on facts. To be an partner of prestige for our brands is our goal.

We serve various audiences and interests. From high national influence, energy, hispanic market, digital leadership and influence, entertainment, music, kids, fashion to luxury market, among others.

Thanks to our media brands we are able to position messages in a wide variety of audiences, either punctual necesites B2B for our high segmentation clients or B2C or B2B2C acciones for a highly viral conversation of a product.



noii

influence

Onlife
T A L E N T

AGENCIES

Liricom

Eliot
play

HORIZONTE MÉXICO
HZMX-TV

D56N
STUDIO

**MEDIA
BRANDS**

Eliot
MEDIACOM

Eliot
music
label

LIDERES
MEXICANOS

Petroleo
&energia

**LATINO
LEADERS**
CONNECTING LEADERS, INSPIRING THE FUTURE

eWeek 2012

Because


CONTENT CAPITAL
NOW, THE CONTENT IS THE CONTENT!
FORUM • BUSINESS OPPORTUNITY • SOCIAL INFLUENCE

FASHION

KIDS
day




noii

FCO
MÉXICO LATAM EUA

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Company

CONTENT EXPERIENCE

BRAND TALKING

AGENCIES

We create OnLife experiences where everybody can assist but only a few can be. We talk of memorable events and impact generating experiences, where the digital conversation and media coverage make the outside audience know and live the experience, as if they were there.

Services; Looking, Booming, expectation generation, Production, BrandTalk, Branded Content.

Our BrandTalking agency helps our clients have a more effective voice towards their audiences through the design of OnLife public relations, media presence, creating communities of purpose, storytelling and cross branding for the adequate distribution of Branded Content and UnBranded Content.

2020



DIGITAL CONVERSATION

More than an agency, we are part of the industry.

We create and execute digital conversation strategies, boosted by digital leaders, to amplify our client's messages.

Services (Bespoke Agency)

- Influence PR Always ON
- Influence Matrix
- Creator detection
- Influence Causes
- 360
- EndoInfluence

NEW DIGITAL LEADERS

We are a digital leader's management agency, with content creators with potential and social media natives (micro influencers); opinion leaders transmedia with a high digital impact (migrators) and profesionist with different scopes that serve as inspiration. (Icons)

We represent digital leaders that match our model:

1. Message purpose.
2. Defined values and personality.
3. A multi platform growth and evolution plan.
4. A multi diverse business model
(Commercial and Management strategy)
5. Reputation

AGENCIES

Eliot
play

VIDEO BRANDING

Our audiovisual production agency that allows our clients to transmit their messages into different types; videos, digital material, photography, audio and animations. We have our own infrastructure going from a recording studio to branded content equipment, screenwriters, editors and designers. One effective solution found in one place.

D56N
STUDIO

VISUAL CONECT

We help our clients to create and exhibit the best version of themselves by connecting better with their clients.

We create ideas that naturally communicate their messages, we accomplish this by constructing new thinking diagrams, materialize ideas, approaches and impulse creativity throughout design.

FCO
MÉXICO LATAM EUA

A Branded
Content
Company

AGENCIES

2020

Liricon

BIG DATA CONTENT

Its a solution of prediction and intervention of reality, designing perceptions and positioning topics and actors throughout the creation of digital content and facts.

Comprehension; *Public opinion evaluation, behavior analisis, stakeholder detection and social listening prediccion.*

Conversation; *Unbranded social switching campaigns, digital public relations, crisis management and negative detection.*

Inception; *Organizacion of thoughts, activation of digital communitie, dispersion, concept implementation and positioning.*

Approval; *Ciclic reputation measurement, assertiveness measurement.*

HORIZONTE MÉXICO
HZMX-TV

DIGITAL TOURISM

An agency of influence marketing tourism which's goal is to position and set off the touristic offer of Mexico in the world and at its interior throughout the production of content, design and execution of digital distribution campaigns of OnLife conversations and experiences by digital creators.

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AGENCIES

2020

MEDIA BRANDS

2020

LIDERES MEXICANOS

HIGH INFLUENCE

With 30 years of presence in the editorial market of our country, it's one of the most recognized magazines. It's a collection of success stories. Throughout interviewing highly recognized leaders from all sectors and scopes, it impacts more than 200 thousand readers biweekly and has a print-run of 40 thousand copies every month. Innovating in ink, paper and its distribution through Amazon.

One of the key concepts of Lideres Mexicanos is the 300 most influential people of Mexico list which has been published every July for 20 years and which sets off the most important event of the private sector with the highest level of attendants, the Anul 300 Lunch.

LATINO LEADERS

CONNECTING LEADERS, INSPIRING THE FUTURE

LATINO EMPOWERMENT

By promoting and publishing stories of Latino success, Latino Leaders Magazine strives to showcase stories, other than those often seen in the mainstream media.

At the same time, demonstrate the influence Latinos maintain in this country. For more than a decade, Latino Leaders Magazine has featured the top Latinos in the United States, including politicians, sports stars, business owners and other relevant and successful leaders.

MEDIA BRANDS

2020

Eliot
MEDIACOM

MEDIA CREATORS

OnLife Media Agency, leader in the digital industry and set to the development and consolidation of itself, with a high focus of relevant content and its creators. A proof of this are the Elliot Awards, which is the most important digital leader recognition event for hispanic speakers. Currently Eliot is a core of the digital influence industry.

Eliot
music
label

DIGITAL MUSIC LABEL

The first digital discography multi platform label, which came into the industry to boost and create a new generation of musical talent with social and digital leadership.



MEDIA BRANDS

DIGITAL CHANNEL

A network of original content and entertainment in Youtube. With 3.2 million subscribers and more than 25 million monthly views, our channel connects with an audience of mainly 18 to 24 years in Mexico and Latin America. We are creators of concepts on our programming, from news programs, reality shows, talk shows, rankings, culture shows, trips and brand content development for brands with the creation of taylor fitted concepts like the Principe Challenge.

Because

CAUSE MARKETING

An original concept aligned to one of the most trending audience connexion concepts, social causes and purpose marketing. Because is the first social cause market where an exchange between brands with purposes and digital leaders happen with a social activism sense. In this event, there will be able to exchange business plans, invest in projects and forge alliances of communications directly, in addition to displays of success stories in Mexico and in the world, networking and a sustainable business accelerator of digital leaders.

MEDIA BRANDS

2020

eWeek ²⁰¹/₂₀

DIGITAL CONTENT

It's the most important digital influence week in Mexico, for the second consecutive year, the EWeek has as a purpose to promote the development of new platforms in the digital arena with the most relevant plans of the industry in our country, with 3 clear objectives:

Business Oriented; Boosts the development of new business platforms all over digital influence

Audience connexion: Promote the innovation of OnLife Experiences (OnLine + OffLine) that stretch the relationship between creators and their followers.

Industry Integration: Sends out a clear message of alliance and vision to the most relevant players on the digital influence ecosystem.



CONTENT CAPITAL

NOW, THE CONTENT IS THE CONTENT!

FORUM • BUSINESS OPPORTUNITY • SOCIAL INFLUENCE

THE CONTENT IS THE KING

A place where content is content! A forum of knowledge where protagonists of multiple platforms of distribution of content share their vision of the industry, going from TV, Social Media, Radio, Music, OOH, Cinema, Shows, books and magazines, each and every one of them an example of coexistence.

The stage of Content Capital has received more than 180 speakers in its two editions. The audience is composed mainly by high level decision makers of companies going from CEOs to CMOs, representatives asociaciones and marketing agencies, publicity, content and digital, relevant players in the creativity industries and thanks to an alliance with relevant universities, some featured students.

MEDIA BRANDS

2020



MEDIA KIDS ZONE

An experience of content, interaction and playing with Hasbro and other brands to share with the world in the digital arena. It's a space where emotional connexions are favored to generate content, strengthen the affinity with brands, learn from them and boost a relevant conversation. An exercise of nano influence where the kids are the creators of stories, which are made in content recording sets that after creation, uploaded to social media with a total impact directed to brands.



URBAN RUNWAY

Under the thinking real people for real people, the EFashion is a new platform for entrepreneuring digital leaders that throughout their digital influence are generating new business liens mainly in the fashion industry, design and creativity, among others.

It's a speech of connexion between creators, not only of content, but with their followers, that's why EFashion is breaking paradigms by integrating users on social media and giving them a chance to test themselves in the fashion industry, like people with a talent for modeling who participate and show off collections and promote a digital fashion consumption. Also, it will innovate the content generation formats form the event, reaching millions of people.

HIGH LEVEL AUDIENCES BRANDS

2020

Los 300

LÍDERES MÁS INFLUYENTES DE MÉXICO

THE LIST, MEETING EVENT

The 300 strategy is a high level marketing strategy and multi platform where the principal function is to build direct access to opinion leaders, businessman and women, and government which goal is to build alliances between this sectors. What does your brand gain by investing in this strategy? Access, insight, branding and new business opportunities.

It is seen by the government and a great number of businessmen and civil society as the most important private encounter in Mexico

THE HERITAGE

THE LUXURY BRANDED

A concept of influence marketing for a sector of high value brands which necessities lie in generating and communicating cultural content about their pieces, tradition, history and attributes, digital leaders play a key role to reach audiences with who can be potential buyers.

HIGH LEVEL AUDIENCES BRANDS

2020

B|F BOARD INNOVATION FORUM

INNOVATION FORUM

Board Innovation Forum 2017, is a unique and specialized forum for board of trustees and corporate governance members.

BIF is the first event in Mexico which purpose is the transmission of knowledge and the generation of board level strategies. The invitation to participate goes out to Presidents and CEOs of companies

M MASTER CLASS

A LIFE CHANGE

Masterclass is a process of profound change that understands the exact moment leaders are going through. Throughout a series of live experiences, remote tracking and coaching we help to generate that change so necessary to keep going on. Analyzing and designing strategies for personal life, learning how to implement them and reconstruct a new reality that we want to live, despite the environment. Living in a high performance state brings out a feeling of recurring confidence, commitment and zest that comes from giving the best version of you constantly. With this process you will reach and sustain high levels of clarity, energy, bravery, resilience and influence in your life.

SOME OF OUR CUSTOMERS





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