

Monerotopia Mexico City

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OBJECTIVES

Generate visibility and anticipation around the Monero event in Mexico through a public relations strategy that includes pre-event actions, an exclusive screening for top-tier media, and post-launch coverage.



Pre-Launch Distribution Strategy

Press Release: Develop an informative press release to announce the upcoming Monerotopia event, highlighting the central themes of the, the creative team, and the relevance of the subject matter.

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Invite 15 Media Outlets on Thursday, November 14th, to the Monero Event

- **Exclusive Invitations:** Send invitations to key journalists from top-tier media to attend Monerotopia.



Media Outlets

- El País
- Reforma
- El Universal
- Milenio
- Proceso
- Excélsior
- Forbes México
- Expansión
- La Jornada
- Animal Político
- The Marketing
- Merca 2.0
- GQ México
- Vogue México
- Quién
- Cine PREMIERE
- FilmLatino
- Chilango
- Aristegui Noticias
- Noticieros Televisa
- Imagen Televisión
- Canal Once
- TV Azteca
- W Radio

Post-Event Coverage and Distribution Strategy

- **Post-Event Interviews:** Coordinate exclusive interviews with Monerotopia speakers and key representatives. These interviews will offer insightful perspectives on the innovative ideas and themes presented during the event, enabling media outlets to create engaging and unique content that resonates with their audiences.
- **Post-Event Press Release:** Distribute a comprehensive press release summarizing the highlights of Monerotopia, including key moments, striking visuals, and memorable quotes from participants. This release will provide essential details for media outlets that were unable to attend, ensuring wide coverage and continued engagement with the event's themes.



KPIS de Medicion

- **Total Media Mentions:** 20 mentions in top-tier media outlets prior to the screening.
- **Event Attendance:** 15 media outlets will attend the Monerotopia event.
- **Interviews:** 15 interviews conducted throughout the project.

PAID MEDIA



We propose scheduling publications with Reforma, a leading AAA media outlet in Mexico, to promote the event across their print and digital platforms for one week. This includes coverage across their website, social media channels, and physical publication, ensuring maximum reach and visibility for the event.

The campaign will feature strategic posts, including event teasers, interviews, and key highlights, ensuring a comprehensive and engaging promotion that drives attention and anticipation from Reforma's wide audience.

A tall, white lighthouse with a glowing lantern room stands on a rocky cliff. Next to it is a small, white, single-story house with a dark roof and several chimneys. The scene is set at night, with the Milky Way galaxy visible in the dark blue sky. The horizon shows a soft orange glow from the setting or rising sun. The foreground is filled with dark, silhouetted grass.

BUDGET

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For managing the reputation and public relations strategy, with the structure, deliverables, and results matrix outlined above, estrategiablue kindly requests a monthly retainer of: \$45,000.00 MXN + VAT, which includes:

- 24/7 Press Office.
- Interview management.
- Key documents.
- Media outreach.
- Event coordination.
- Continuous generation of articles according to the results.

estrategiablue proposes an additional budget allocation of \$65,000.00 MXN for media coverage and advertising. This budget will be dedicated to securing paid media placements and promotions across top-tier media outlets, including print, digital, and social media platforms.

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GRACIAS

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