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# Marketing Trends 2024

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# Introduction & Methodology

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As the curtains draw on 2023, we are focused to unraveling the pivotal trends that will shape the advertising landscape in 2024. Drawing insights from the collective knowledge of over 65 marketing leaders representing renowned brands like L'Oréal, BBVA, Mondelez, Unilever, and more, we have enriched this knowledge pool with the expertise of our own professionals at Samy Alliance – recognised by AdWeek and the Financial Times, as one of the Fastest Growing Agencies of the year.

Our research has focused on the expected adoption levels of key industry trends, innovations and technologies – from understanding the consumption patterns of digital communities to sustainability and AI. This fusion of in-depth research, social listening and subject matter expertise has allowed us to gather valuable forecasts, insights, metrics and practical perspectives. Our goal is to equip you with the tools you need to build a robust marketing strategy. For this report, we gathered responses across diverse countries, including Peru, Colombia, Bolivia, Argentina, Spain, United Kingdom, Brazil, Switzerland, Portugal, and Chile.

**This year's data highlights a dynamic shift in the marketing landscape, with a pronounced emphasis on automation and personalization driven by AI. Social media preferences are evolving; content creators are the top of mind, marketing budgets are on the rise, and there's a notable surge in businesses measuring their environmental impact.** These trends underscore the continuous adaptation of businesses to the evolving marketing environment, with an increasing emphasis on social and environmental responsibility embedded in their strategic frameworks.

Building upon the insights from our 2023 papers, such as “The Savvy Consumer,” “ConZumer Journey,” “Twitter Relevance and Trust,” “Ready To Drinks market growth” and the “Mega Sales Campaign Guide,” our 2024 study promises a deeper understanding of the industry's pulse, steering you toward a more informed and effective marketing approach.

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# Artificial Intelligence

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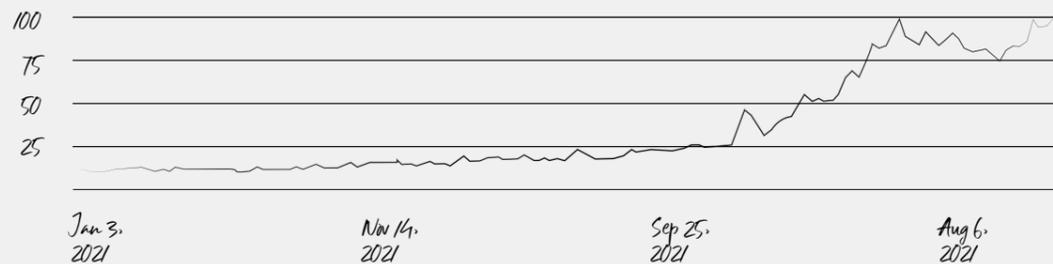
*2023, a revolutionary year of experimentation*  
*2024, a year to implement, improve and innovate*

# A revolutionary year for AI

*Content generation, personalizing the customer experience and Ad Targeting are the focus points for brands using AI in 2024.*

The data showcases a significant uptick in businesses incorporating AI into diverse operational areas. Notably, the spotlight falls on two key aspects: the surge in AI-driven content generation, climbing from 35% in 2023 to 68% in 2024, indicating a collective industry interest in streamlined and automated content creation, and the strategic use of AI for personalization and customer understanding, which has ascended from 46% to an 78%, signaling a tangible shift towards enhancing both customer interactions and operational efficiency.

*In March 2023 alone, +1000 AI tools were released. To this date, it might be impossible to calculate the exact number of tools out there.*



# AI and Marketing: will using AI be a reality? P.S.: it is already

For the upcoming year, a resounding consensus emerges among marketers — the strategic integration of Artificial Intelligence (AI) will be most prominently witnessed in three key domains: Customer Experience, Content Generation, and Ad Targeting.

## Customer Experience

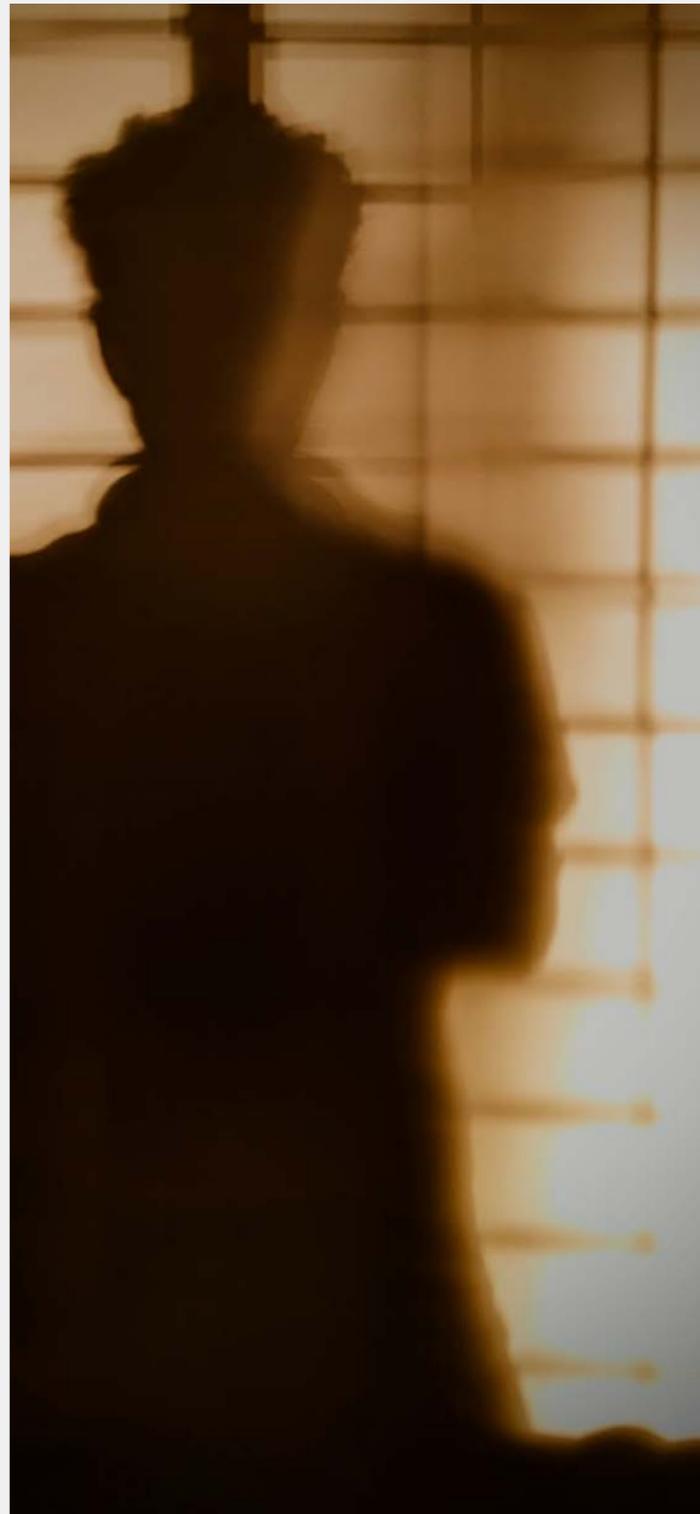
Marketers unanimously highlight the pivotal role of AI in enhancing the overall customer experience. From personalized interactions to streamlined operational efficiency, AI is poised to revolutionize how businesses engage with their audience.

## Precision in Ad Targeting

The ability to analyze vast datasets in real-time enables a more nuanced understanding of the audience, leading to precisely targeted campaigns and improved ROI.

## Content Generation Evolution

While traditionally at the lower end of AI utilization, our survey indicates a significant upswing. Creativity, often considered a domain resistant to automation, has demonstrated remarkable growth compared to the previous year's survey. This underscores a shifting paradigm, with marketers increasingly recognizing the potential of AI in catalyzing creative processes.

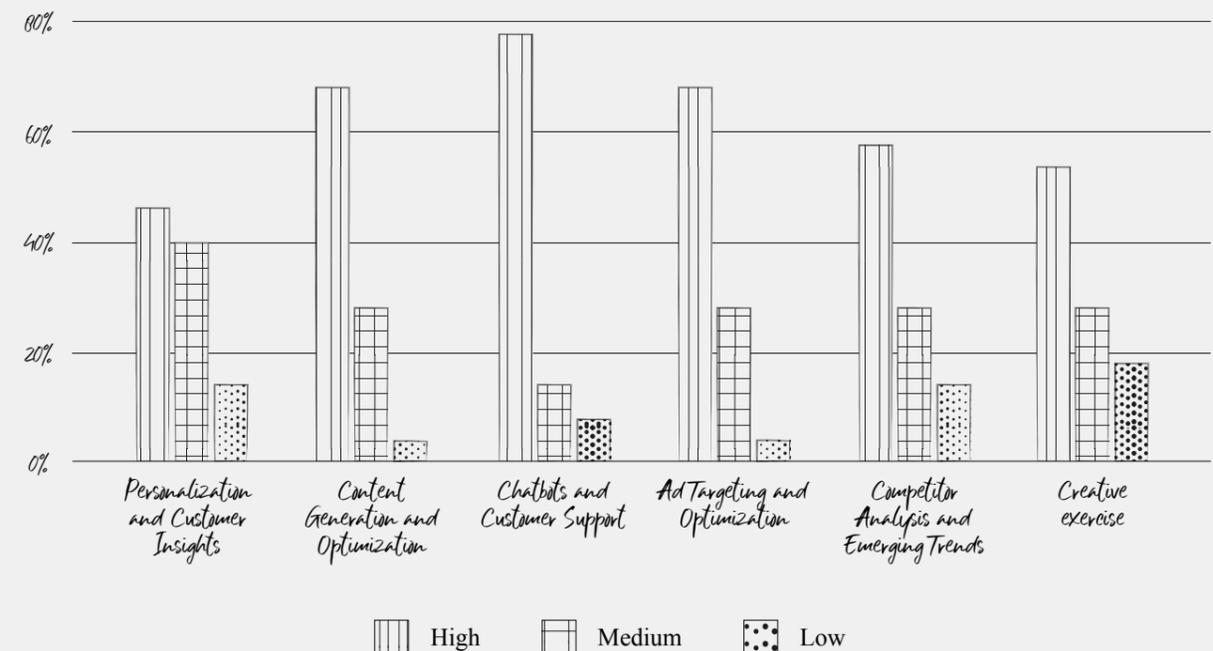


## How likely are you Increase the use of Artificial Intelligence in Creativity:



*This collective shift not only reflects an industry adaptation to emerging technologies but also sets the stage for a dynamic and innovative year ahead.*

## How likely are you Increase the use of Artificial Intelligence in the following fields?



# AI and Marketing: will using AI be a reality?

## P.S.: it is already

*Customer Experience powered by AI*

Marketers are strategically channeling AI into customer support, with 78% marking it as their primary focus. According to Forbes, 62% of consumers expect personalization, and a brand will lose their loyalty without it. An additional 49% of consumers say they will become repeat buyers/users if personalization is offered, hence the need to improve the generation of this kind of content.

### #Chatbots and virtual assistants

*Providing immediate assistance to customers, answering their queries, providing product information, and offering basic troubleshooting guidance. This dynamic interaction not only streamlines the customer support process but also enhances user satisfaction through real-time and personalized engagement.*

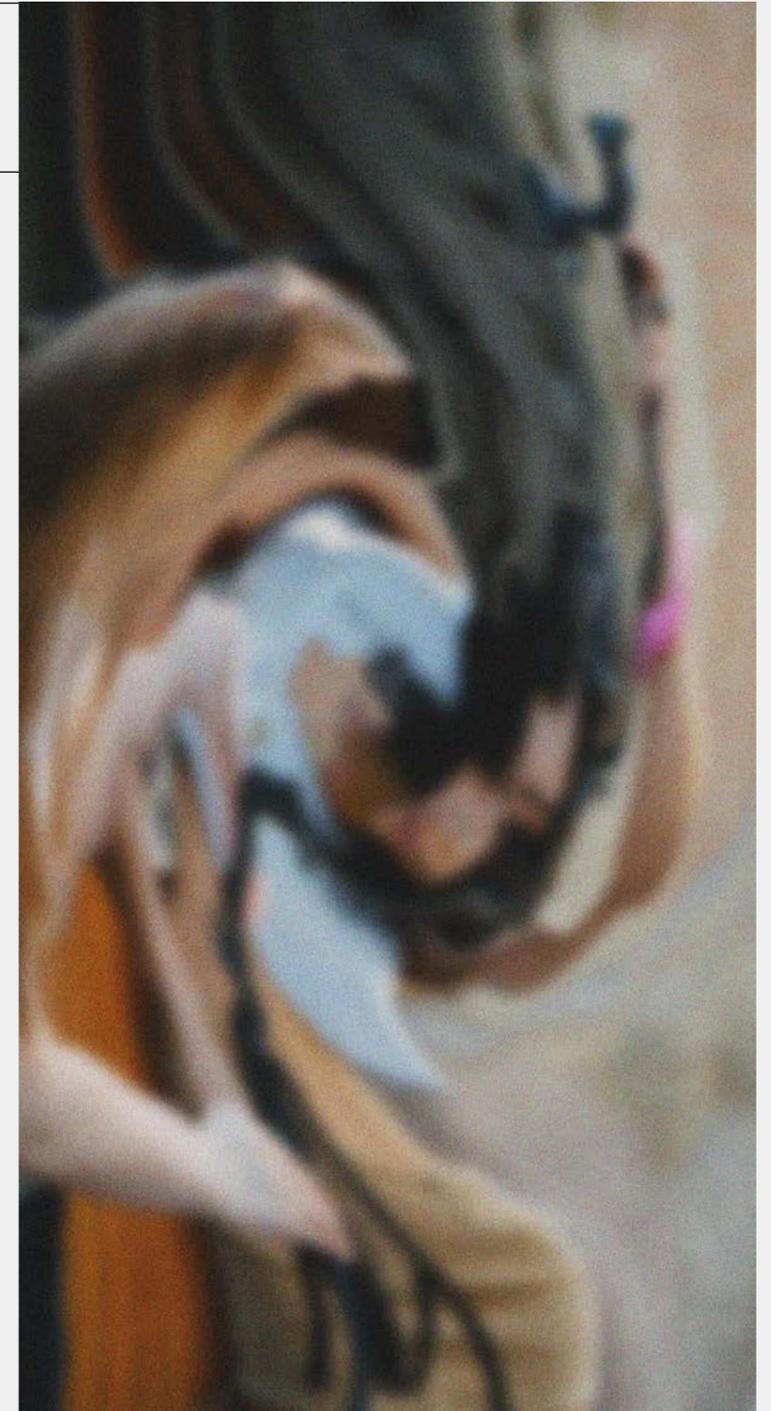
### #Predictive analytics

*AI can help businesses anticipate customer needs and behaviors by analyzing data patterns and trends.*

*AI takes center stage in advertising, optimizing campaigns through real-time data analysis. By harnessing AI capabilities, marketers gain immediate insights into consumer behaviors, refining ad targeting for better results. The strategic use of AI in advertising promises maximized return on investment through targeted and relevant placements.*

### #Sentiment analysis

*AI-powered sentiment analysis tools can assess customer feedback, reviews, and social media conversations to understand customer sentiments and opinions, this data is essential to create marketing always-on content or even seasonal campaigns; adapting marketing and businesses goals, etc.*



# AI and Marketing: will using AI be a reality?

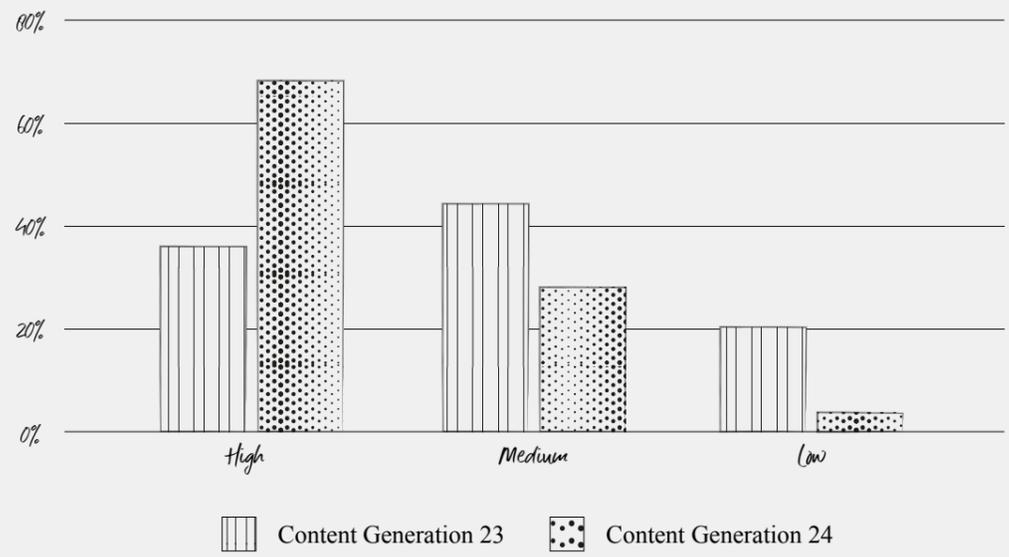
## P.S.: it is already

### Content Generation

In second place, content generation powered by AI seems to become a reality in 2024. In 2023, 35% of respondents expressed their intent to employ AI for content generation at a significant level, and this figure is poised to surge to 68% by 2024. This underscores a substantial and anticipated rise in the adoption of AI as a key tool for content creation.



**How likely are you to Increase the use of Artificial Intelligence in Content Generation**



### The must-have AI content generation tools for 2024 (besides ChatGPT): TOP 5

#### #1 OwlyWriter AI, Hootsuite's AI tool tailored for social media.

*This dynamic tool transforms your prompts into winning content, effortlessly saving you precious hours. What sets OwlyWriter apart? While built on ChatGPT's cutting-edge language model, it incorporates over 14 years of Hootsuite's battle-tested content formulas. The result? Unparalleled AI prowess and Hootsuite's seasoned expertise seamlessly fused into OwlyWriter AI.*

#### #2 Jasper AI: Content Creation tool

*As a sought-after alternative to ChatGPT, JasperAI stands out for its expertise in crafting text content for articles, social media, scripts, and beyond. What makes Jasper unique is its adept understanding of tone, ensuring consistently on-brand content that resonates with your voice, and can also translate.*

#### #3 Canva's AI: Magic Design

*Canva, the renowned online graphics editing app, has evolved into a comprehensive platform covering document design, presentations, mini websites, and beyond. In a strategic move, Canva has integrated a range of AI-powered content creation features under the banner of "Magic Design."*

#### #4 Runway ML

*This is platform for artists to use AI tools to create media ranging from video, audio, to text. On RunwayML, users can create and publish pre-trained machine learning models for applications such as as generating photorealistic images, motion or image captions.*

#### #5 Opus Clips by OpenAI

*Opus repurposes long talking videos by analyzing and identifying the most compelling parts, extracting the relevant highlights and seamlessly rearranging them into cohesive short videos with a AI Virality Score™. Powered by the genius behind Chat GPT, it's currently the #1 AI Video Clipping Tool.*

#### What to find more?

We recommend: [www.aitoolsdirectory.com](http://www.aitoolsdirectory.com)



*“Technology will undoubtedly enable a qualitative leap in innovation and precision in marketing issues, such as:*

- 1. Advanced personalisation*
- 2. Live video content: allowing brands to interact in real time with their audience and deliver authentic content.*
- 3. Data and Privacy*

*AI and Augmented Reality will offer better immersive experiences for consumers, allowing brands to create more interactive and engaging campaigns.*

*I also believe that Voice will play an increasingly important role. Voice assistants and internet-connected devices will enable brands to reach consumers through voice commands and data-driven personalisation.”*

Montse Sala  
Marketing Director | *Bimbo Iberia*

*“2024 is the year in which brands have to learn the benefits of AI to differentiate themselves in the communication territory, either by finding trends or from the creative side.”*

Ana Gómez García  
Content Manager | *BBVA Spain*

*“I believe that data analytics and artificial intelligence will help us with information on consumer behaviours, preferences and trends. Data-driven advertising will enable more accurate targeting, personalised messaging and better measurement of ROAS.”*

Sara Fernandez  
Head Of Marketing | *Edgard&Cooper*

*“While sustainability has evolved and gained significant importance, the issue surrounding access to sustainable and ethical options remains a persistent challenge in the industry. Brands must address this problem by empathizing with their customers’ needs and aligning themselves with sustainability initiatives. Failure to do so could result in losing the trust and loyalty of their clients.”*

Pablo Arancibia  
VP of Growth | *CCAS Americas*

# AI and Marketing: will using AI be a reality?

## P.S.: it is already

### *Ad Targeting and Optimization*

Success hinges on reaching the right audience with compelling content: from personalized content recommendations and tailored ad formats to targeted advertising options and real-time performance optimization, AI becomes the driving force behind campaigns that not only capture attention but resonate with the most receptive audiences, especially on social media.



*“I expect to see higher innovation related to VR and AR, particularly geared towards enhancing personalized customer experiences through data-driven insights.”*

**Iain Gurney**  
Co-Founder | *Carma*

*“AI is an extraordinary tool that helps us ease the workload by automating creative design processes and evaluating the performance of multiple versions of ads with their audiences. However, the initial spark for everything is creativity, as this is what ignites the flame that allows AI to learn and grow.*

*Creativity allows us to explore new opportunities and innovative approaches, finding solutions to existing problems and discovering new realms of possibility. It is the responsibility of each of us to foster and develop our own creativity. It is up to us to develop the creativity in each of us”*

**Felipe San Juan**  
VP of Strategy and Operations | *SAMY Alliance*

# AI and Marketing: will using AI be a reality? P.S.: it is already

*Ad Targeting and Optimization - each platform a different realm*

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## TikTok

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### **#1 Content Recommendation Algorithms**

*TikTok's AI-driven content recommendation system analyzes user behavior and preferences, delivering personalized content feeds.*

*Advertisers benefit by targeting specific audiences based on individual interests, ensuring ads reach users with a higher likelihood of engagement.*

### **#2 Ad Format Customization**

*AI on TikTok allows for the customization of ad formats to align with user preferences.*

*Advertisers can optimize content in various formats—like in-feed ads, branded hashtag challenges, and branded effects—ensuring campaigns harmonize with TikTok's creative nature.*

### **#3 Targeted Advertising Options**

*TikTok's AI algorithms empower advertisers to target specific demographics, interests, and user behavior. AI-driven targeting options, considering factors like age, location, interests, and engagement history, ensure ads are shown to the most relevant and receptive audience segments.*

### **#4 Performance Tracking and Optimization**

*TikTok's AI-driven analytics offer real-time insights into ad performance metrics.*

*Advertisers can make data-driven decisions, optimizing targeting parameters, ad content, and budget allocation for improved results.*

### **#5 Creative Tools and Effects**

*AI-driven creative tools and effects on TikTok empower advertisers to craft engaging ad content.*

*By utilizing AI-powered filters, effects, and editing features, advertisers create visually appealing and immersive experiences that captivate TikTok users and encourage active participation.*



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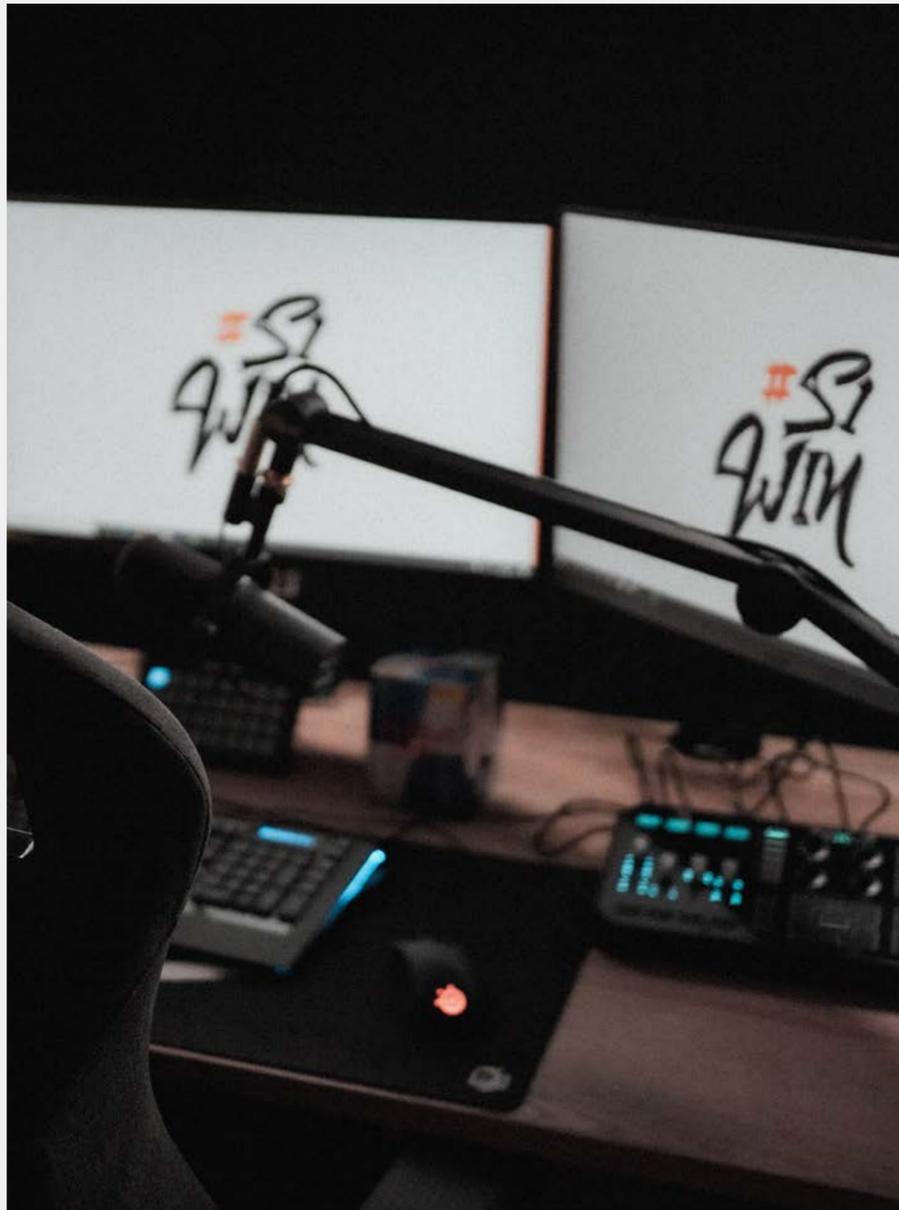
Understanding how social platforms incorporate AI is vital for marketers as it directly influences how ads perform. AI helps platforms know what you like, so ads become more relevant, showing you things you're likely to enjoy. It's not just about reaching people; it's about reaching the right people.

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# AI and Marketing: will using AI be a reality?

## P.S.: it is already

*Ad Targeting and Optimization - each platform a different realm*




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### **Twitch**

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#### **#1 Targeted advertising**

*Twitch leverages AI algorithms to analyze user data, including viewing preferences, gaming interests, and online behavior, to facilitate targeted advertising. Advertisers can utilize this data to reach specific audience segments and deliver ads to users who are more likely to engage with the content, improving the effectiveness of their campaigns.*

#### **#2 Sponsorship and partnerships**

*AI on Twitch can facilitate sponsorships and partnerships between advertisers and content creators, matching brands with influencers and streamers whose content aligns with the advertiser's target audience and objectives. This enables advertisers to collaborate with popular creators to reach a wider audience and drive engagement for their products or services.*

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### **Youtube**

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#### **#1 Behavioral targeting**

*YouTube's AI technology enables advertisers to target users based on their viewing history, interests, and engagement with specific content categories. By analyzing user behavior, AI can help advertisers tailor their ad content to resonate with the interests and preferences of their target audience, improving the relevance and impact of their advertising campaigns.*

#### **#2 Video ad customization**

*YouTube's AI-driven video ad customization tools enable advertisers to create engaging and interactive video ads that align with the platform's diverse content. Advertisers can utilize AI-powered features such as interactive elements, personalized recommendations, and dynamic ad formats to capture the attention of viewers and encourage active engagement with the ad content.*

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With AI, ads are optimized to fit seamlessly into your social media experience, making them more eye-catching and engaging. The data-driven insights from AI analytics ensure that marketers can fine-tune their strategies, making every ad dollar count. It's like having a smart assistant for your ads, adapting to changes, and ensuring your message resonates with the audience in social media.

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# Social Media

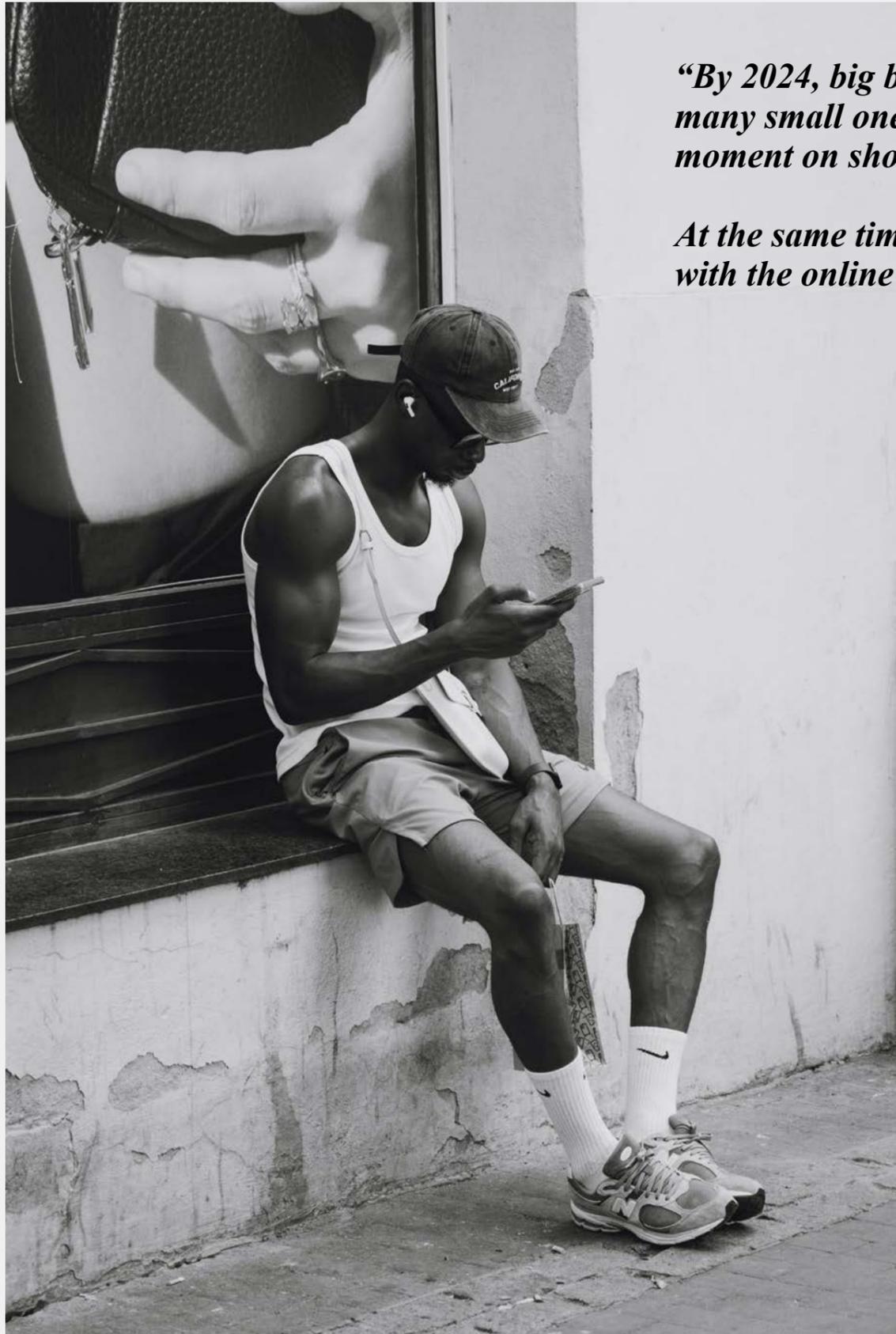
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*What format | To whom | By whom*

# Which social media platforms are gonna nail it?



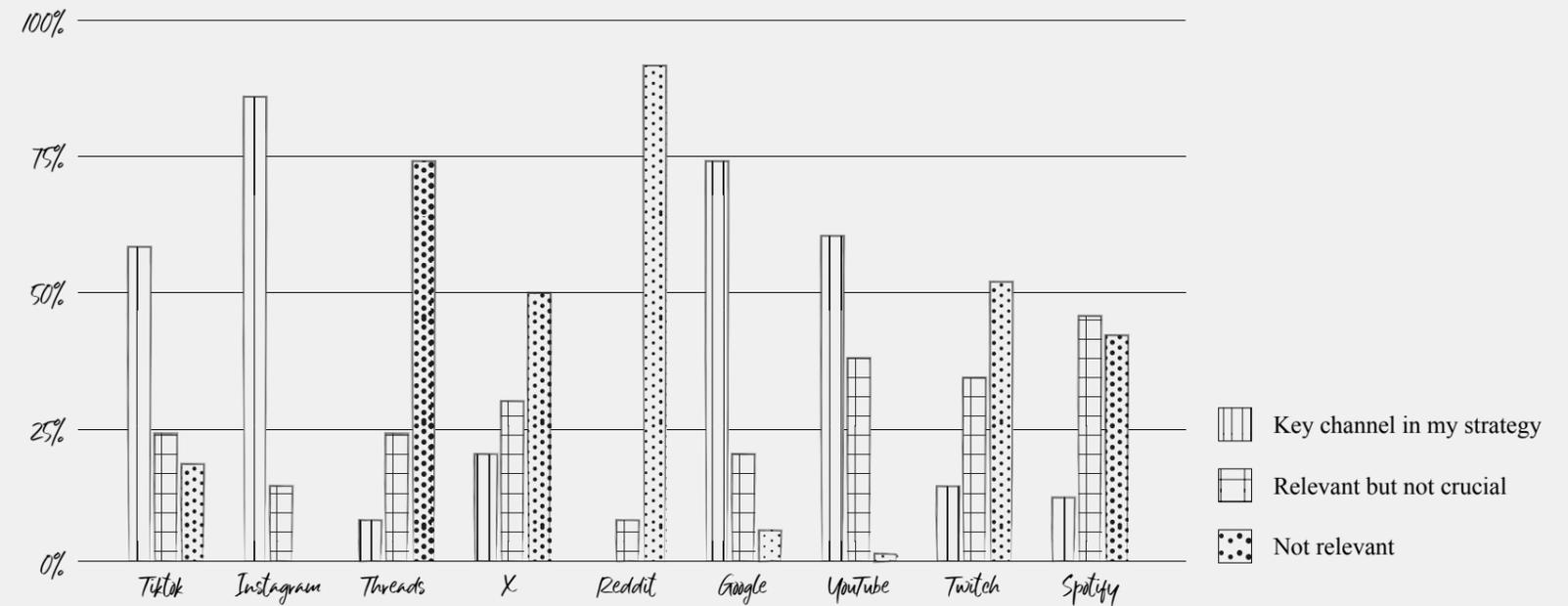
*“By 2024, big brands will adapt from a model of a few big productions to many small ones that can be made in real time to capture the trends of the moment on short-form video platforms such as TikTok.”*

*“At the same time, animations will be highlighted to connect the offline world with the online world, and make viral content.”*

Sofía Cánepa

Brand Experience, Media & Activation Marketing | Unilever

## Which channels are the most relevant for your marketing plan in 2024?



When shaping their marketing blueprint for 2024, businesses are strategically prioritizing channels to maximize impact. According to our data, Instagram takes center stage as the king of their strategy, capturing a remarkable 86% importance among respondents. In contrast, platforms like Twitch, Threads, Spotify, and Reddit display varying levels of relevance, but all of them lowering their relevance in contrast to the 2023. Against all the odds, TikTok is only in 4th position, indicating that brands might still be pondering how to leverage this platform.

*This strategic alignment signifies a pronounced emphasis on Instagram, Google, YouTube, and TikTok, positioning other channels as complementary elements in their comprehensive marketing strategy.*

## Most relevant Social Media

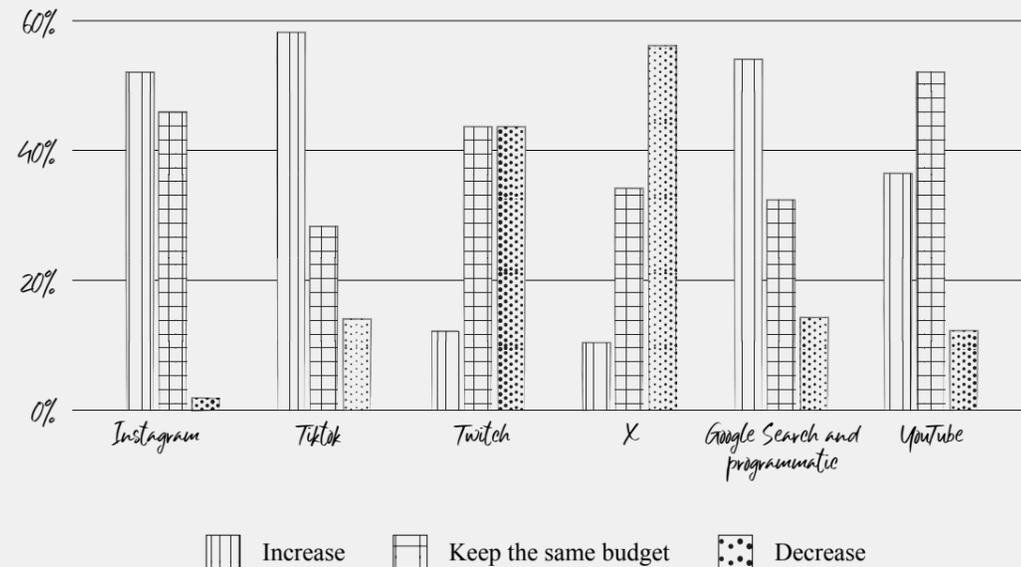
TikTok investment is supposed to increase over Instagram

Instagram is still the king - 2B MAU  
TikTok is still a discovering pool - 1B MAU\*

Brands are determined to learn the get the best from Tiktok, since is the social media in which the budget will increase the most.

Source: Statista 2023

**If you do paid advertising, are you planning to increase, decrease or keep the budget the same on the following platforms?**



## Start using Social Media

WhatsApp Business takes center stage with a significant 28% expressing high interest, positioning it as a pivotal consideration for brands seeking effective communication and customer engagement.

Twitch emerges as a noteworthy player, capturing attention with 52% falling into the categories of either high or medium likelihood. These platforms signal a shift in brand preferences, emphasizing the importance of exploring innovative channels beyond traditional avenues. As brands gear up for 2024, WhatsApp and Twitch present compelling opportunities for unique and interactive digital engagement strategies.

## The budget behind

The data from our survey paints a nuanced picture of brands' strategic maneuvers in adjusting their advertising budgets across diverse platforms. Remarkably, Instagram and TikTok stand out as the frontrunners, with a significant majority of advertisers contemplating substantial increases in their budgets. Conversely, both Twitch and X present a unique narrative, witnessing a notable number of advertisers considering reductions in their advertising investments.

Amidst this spectrum, platforms like Google Search, programmatic, and YouTube shine with confidence, as numerous brands plan to augment their budgets on these high-performing platforms.

***These findings underscore the diversity in advertising strategies and the emphasis on channels demonstrating strong performance.***

## *To whom: What are communities going to need on 2024?*



### ***#Embrace Digital Transformation***

Collaboration with Generation Z influencers

The data indicates that a significant 68% of brands recognize the value of collaborating with influencers from Generation Z.

### ***#Focus on sustainability and social responsibility***

The fact that 30% of brands are emphasizing sustainability and social responsibility reflects a growing awareness of the values important to Generation Z. Brands are aligning their strategies with the social and environmental concerns of this generation.

### ***#Utilization of short-form video platforms***

With 53% of brands adopting short-form video platforms popular among Generation Z, there is a clear acknowledgment of the preferred content consumption methods of this demographic. This reflects an effort to meet the audience where they are and engage them through their preferred channels.

### ***#Exploration of new platforms***

67% of brands are actively exploring new platforms influenced by Generation Z. This indicates an adaptive approach, recognizing the dynamic nature of digital platforms and the need to stay ahead of emerging trends to effectively reach this audience.

### ***#Incorporation of user-generated content***

About 32% of brands are incorporating user-generated content created by Generation Z into their strategies. This indicates a recognition of the authenticity and relatability of content created by the target audience, fostering a more genuine connection.

### ***#Comprehensive and adaptable strategy***

The concluding statement highlights an overarching trend where brands are developing comprehensive and adaptable strategies to connect with Generation Z in 2024. This implies an understanding of the need for flexibility in addressing the rapidly evolving landscape of digital platforms and the ever-changing preferences of Generation Z.

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### ***And the metaverse?***

#### ***It's fading away***

According to our data, only 18% of brands plan to try to engage with Gen-Z through digital events

The majority of the respondents, comprising 77,3%, believe that The Metaverse has been more of a bubble with a lot of hype but limited real-world impact.

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### ***How are brands planning to reach audiences?***

#### ***Social Listening is the way***

18% of our surveyors will try for the first time to integrate Social Listening in their marketing strategy, a growth of 5% from 2023.

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# By whom: How the influencer marketing is going to transform?

## THE BESTPLAYER: Micro-influencers

**74%** of the respondents anticipate that these influencers, with smaller yet highly engaged audiences, will be the most influential in 2024.

Another key elements will be the usage of niche experts, being preferred by **67%**

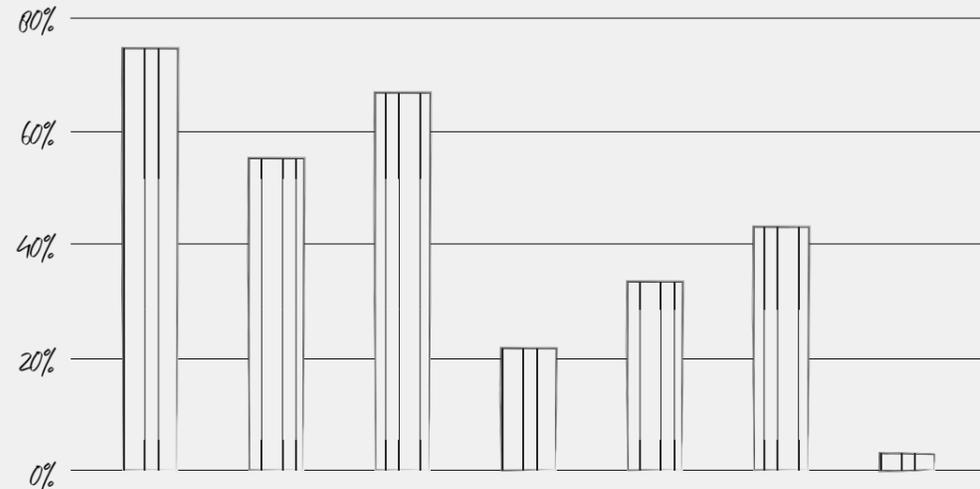
User-generated content creators are considered another vital component, with **55%** acknowledging their positive impact.

The influence fatigue is being shown in the big-numbers accounts

Celebrities are not perceived as influential, with only **2%** expecting their impact.

All this data reflects a growing emphasis on authenticity, niche expertise, and highly engaged audiences in marketing strategies in 2024.

Looking ahead to 2024, which type of influencers do you anticipate will be the most impactful for your brand's marketing efforts?



*“Consumers expect ads tailored to their individual preferences and needs, that’s why influencer marketing has been on the rise in recent years, and I believe it will continue to do so in 2024, and why video content will continue to play an important role in the future.”*

**Sara Fernandez**  
Head Of Marketing at Edgard&Cooper



# Sustainability

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*The new core component of business models*

# Greenwashing, greenthinking, greenhushing... What's going on with the green-future?

## *Awareness and Consideration of Environmental Impact*

**58%**

of respondents are increasingly considering the measurement of the environmental impact of their advertising campaigns as relevant.

**32%**

do not currently find it relevant, indicating room for increased environmental awareness and action in marketing.

**10%**

consider measuring the environmental impact a critical aspect in their business model, emphasizing sustainability as a fundamental part of their strategy.

There is a growing awareness of environmental considerations in marketing strategies, as a notable percentage sees sustainability as a core component of their business model.

## *Key Challenges*

**51.60%**

cite the unavailability of environmental impact measurement services by most agencies as a primary barrier.

**32.30%**

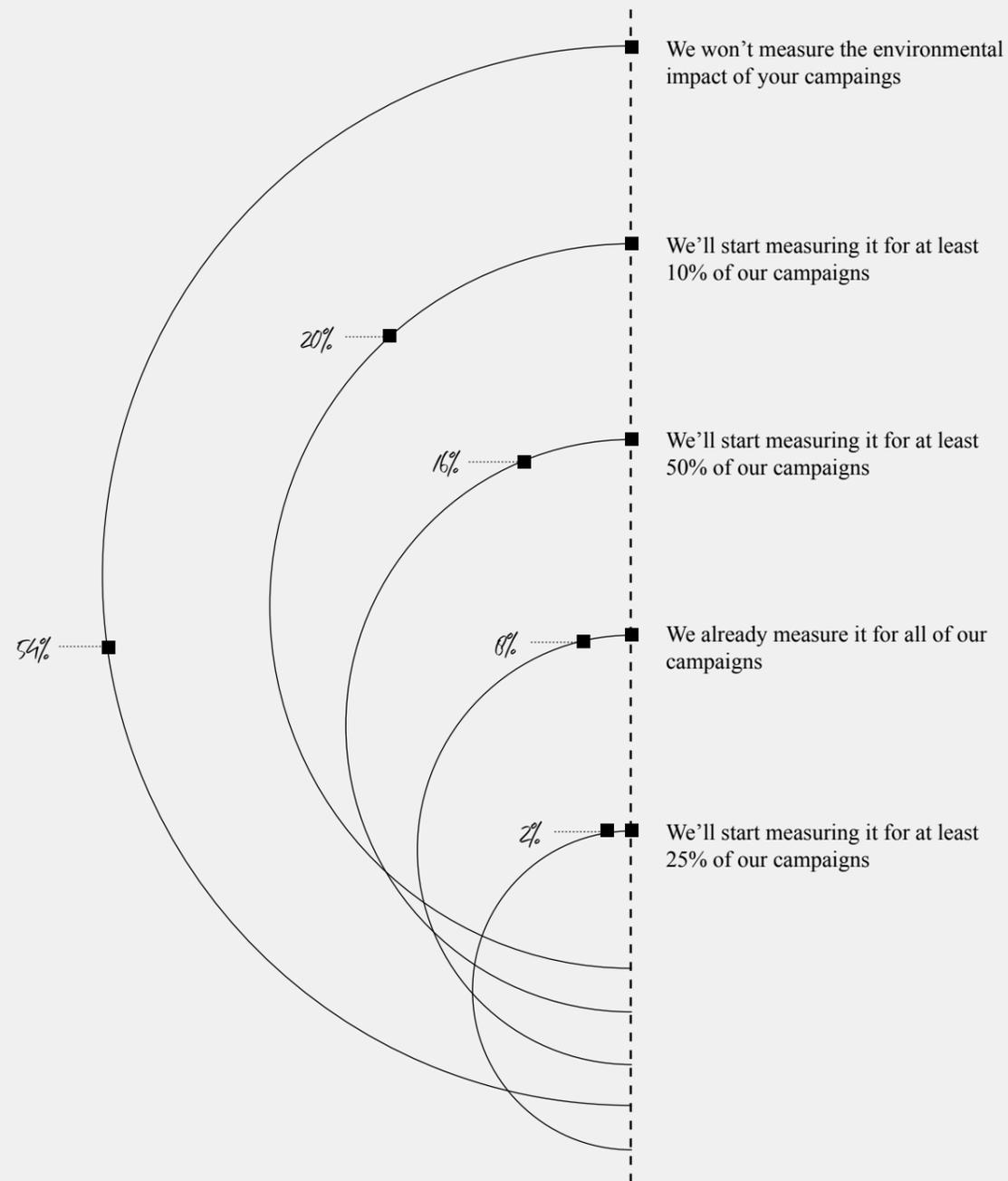
find the additional cost associated with measuring environmental impact significantly affects their budget, posing a major obstacle.

*The goal, as a society and as an industry, is that we prevent companies and their brands from falling into the temptation of 'greenwashing' to 'greenhushing' and encourage them to move from 'greenwashing' to 'greenthinking'.*

**Francisco Porras**

Client Service Director | *SAMY Alliance*





While over half of respondents currently lack plans to measure environmental impact, a significant percentage is moving toward increased sustainability.

**The data highlights a growing commitment**, with 20% planning measurement for at least 10% of campaigns and 8% for at least 50%.

Notably, **16% already measure impact for all campaigns, indicating an advanced focus on sustainability.**

The evolving landscape suggests an industry shift towards increased consideration of environmental impact in advertising strategies.

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# How does the Marketing Budget look like?

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*58% of the respondents plan to increase their marketing budget*

## #Overall Budget Trends

There is a notable trend among respondents, indicating a general inclination to increase budget allocations across various marketing channels. This suggests a recognition of the evolving landscape and the need to invest in diverse strategies to reach and engage target audiences effectively. The technique: divide and conquer.

## #Key players

**Prioritization of Paid Media and Digital Advertising:** The most significant increase in budget allocation is observed in Paid Media and Digital Advertising, chosen by 67% of respondents. This emphasizes the growing importance of online platforms and digital advertising channels in contemporary marketing strategies.

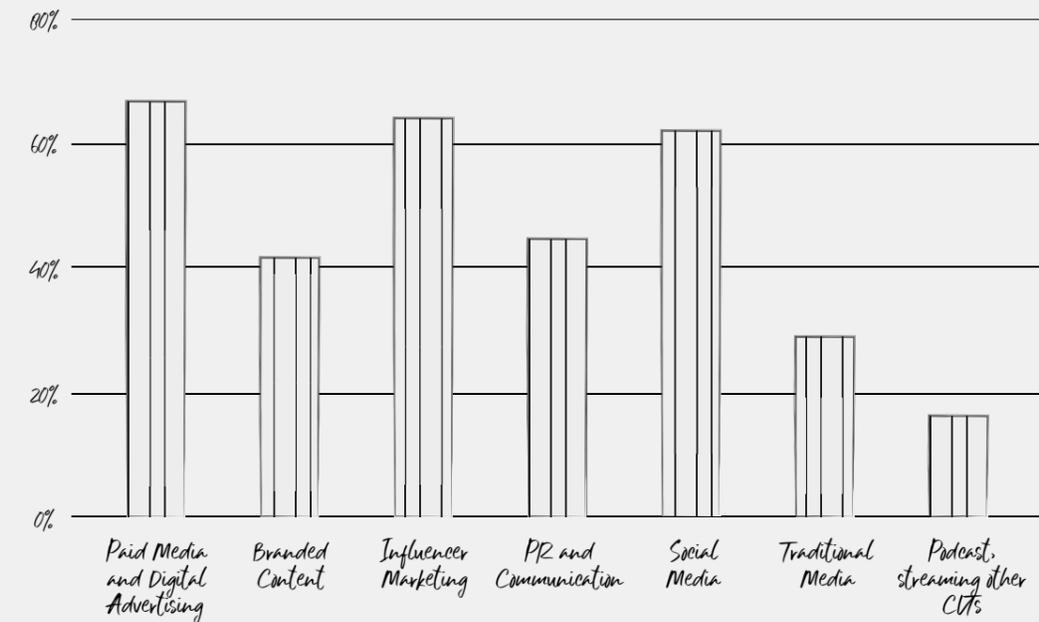
**Focus on Influencer Marketing:** 64% of respondents are planning to increase budgets for Influencer Marketing, which indicates a recognition of the impact and reach that influencers can have on modern consumers. This aligns with the trend of leveraging influencers to enhance brand visibility and credibility.

**Attention to Social Media:** Social Media emerges as a priority for budget increases, with 62% of respondents planning to allocate more resources to this channel. This reflects the continued significance of social platforms in connecting with audiences and building brand presence.

**Investments in PR & Communication:** A considerable 44% of respondents are planning to increase budgets for PR & Communication. This suggests a focus on maintaining and enhancing brand reputation, emphasizing the importance of effective communication strategies in marketing.

**Emergence of New Investments:** While budgets are decreasing for certain channels, a small percentage of respondents (5%) express an intention to start investing in Traditional Media and Podcasts. This suggests a nuanced approach, with some companies still exploring the potential of these channels.

## In which marketing areas do you expect to increase?



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# Conclusions & Recommendations

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Our study captures a moment in the evolving marketing landscape, revealing dynamic shifts that businesses must consistently track. The rising focus on digital channels, notably in AI, Paid Media, Digital Advertising, and Influencer Marketing, indicates a trajectory requiring ongoing adaptation.

**68%** 

of respondents express an increasing interest in expanding budgets for Paid Media and Digital Advertising, signaling a strong emphasis on digital channels in marketing strategies.

**66%** 

of respondents are inclined to boost their investment in Influencer Marketing, reflecting a continued recognition of the influential role influencers play in contemporary marketing.

**62%** 

of respondents opt for increased allocations in Social Media, emphasizing the sustained importance of interactive platforms for brand engagement and visibility.

For Traditional Media, budgets are set to decrease for

**44%** 

of respondents, indicating a shifting preference away from more traditional advertising avenues.

Similarly, budgets for Podcasts and other content platforms are poised

for a decrease, with **38%** 

of respondents signaling a shift in investment focus.

Ad personalization **44%** 

and using AI in creativity exercises (53%) are also areas of interest for respondents. These findings indicate that AI will continue to be a key tool for enhancing the effectiveness and personalization of marketing strategies in the coming year.



These numbers unveil evolving preferences, highlighting the ascendancy of digital advertising, influencer marketing, and social media in modern marketing strategies, while also indicating a gradual shift away from traditional and specific content platforms to others; it's without a doubt a year to experimentation and take the human interaction to the digital sphere, if that concept is a thing.

# Then, what do we do to face 2024? We can close with 5 commandments



## ***#1 Embrace Digital Transformation***

Recognize the increasing significance of digital channels such as Paid Media, Digital Advertising, and Influencer Marketing.

Align your strategies with the digital landscape, ensuring a dynamic and responsive approach to changing consumer behaviors.

## ***#2 Diversify Your Marketing Mix***

Acknowledge the lead of digital channels while maintaining a diversified approach with Social Media and PR & Communication.

A holistic marketing mix ensures a balanced representation across platforms and enhances your brand's reach and impact.

## ***#3 Optimism in Budgeting***

Approach budget planning with optimism, considering the positive trend of increased budget allocations in the industry.

Invest in marketing efforts with measured yet confident budget increases, reflecting a commitment to brand growth.

## ***#4 Holistic Marketing Integration***

Embrace a holistic marketing approach by integrating Social Media and PR & Communication into your strategy.

Ensure that your brand's message is cohesive and resonates across diverse channels, capturing the attention of a broad audience.

## ***#5 Data-Driven Decision-Making***

Leverage data intelligence for informed decision-making in your marketing strategies.

Invest in robust analytics to ensure that your creative endeavors are backed by actionable insights, enhancing the effectiveness of your campaigns.

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# About SAMY Alliance

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# Making Brands Move Forward

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We do this by combining pioneering research and technology with strategy, creativity and performance to create solutions, messages and experiences that mean more.

We are a global ecosystem of specialised and integrated solutions founded on understanding the voice of the consumer and state-of-the-art creativity

With over 400 employees and 15 offices in 15 countries in Europe, the US and Latin America, at Samy Alliance we operate in 55 markets for 100+ AAA customers, developing award winning end-to-end digital campaigns based on data, strategy and creativity.

At Samy Alliance, we have developed our technological suite, capable of indexing social networks to obtain information on both the digital reputation and the positioning of the brand and the user's purchasing behaviour and product trends.

We offer complete marketing and communication services including: Influencer Marketing, market research and intelligence, data and analytics, social media, digital content, creativity, communication, and public relations.

Samy Alliance was recently recognized as Fastest Growing Agency by Adweek and named by the Financial Times one of Europe's Top 1000 fastest-growing companies for the fourth consecutive year.

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# Collaborators

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**Melissa Gamoeda**  
Business Director  
*Purpple*

**Rui Tubal**  
Marketing Manager  
*Delta Cafes*

**David Palacios**  
Global PR Manager  
*Brown Forman*

**Florencia Joffré**  
Media Coordinator  
*Natura Cosmetics*

**Ainhoa Oyarbide**  
Brand and Communications Director  
*Eroski*

**Élodie Pradeilles**  
Head of Digital & Media Strategy  
*Stellantis Spain*

**Iain Gurney**  
Co-Founder  
*Carma*

**Richard Longden**  
Head of Group Communications  
*INEOS*

**Belen Libard**  
Social Marketing Leader  
*MODO*

**Montse Sala**  
Marketing Services Director  
*Bimbo Iberia*

**Ana Gómez García**  
Content Manager  
*BBVA*

**Quique Infante**  
CEO  
*CISON Inversiones SL*

**Jim Holland**  
Director  
*Carma*

**Lia Oliveira**  
Marketing & External Comms Director  
*Nobre*

**Sofia Cánepa**  
Marketing Assistant  
*Unilever*

**David Calvo Agea**  
Global Social Media Manager  
*Revlon*

**Lucía Barrera**  
Head of Comms and PA  
*Johnson & Johnson*

**Silvia Vidal**  
Product Manager  
*Future Cosmetics*

**Camille Prulhiere**  
Marketing Manager  
*Gulf Oil*

**Clarissa Borgognoni**  
Communications Coordinator  
*Napapijri*

**Samanta Russo**  
Lead Ownmedia  
*PREX*

**Delfina Witt**  
Marketing Analyst  
*Kimberly Clark*

**Maru Silva**  
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