



DIGITAL MARKETING AGENCY

own who you are

the B.dna

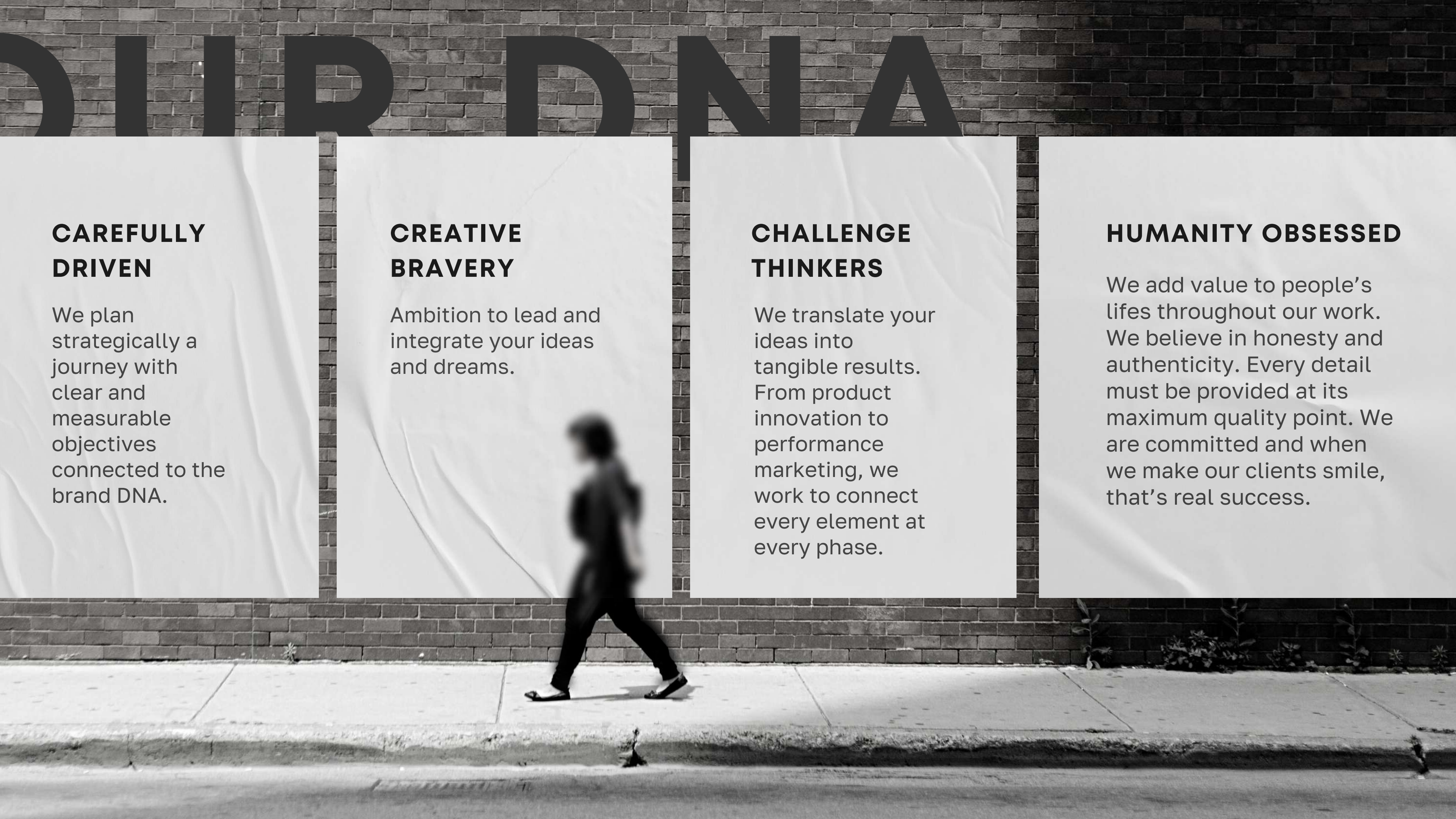


We are a purpose driven agency that builds strong, genuine and lasting lovemarks.

We bring creative solutions to build powerful and emotional bonds between your brand and it's audience.

Our goal is to create meaningful communications and experiences that light your business growth. It's all about self expression and, above all, attitude.

- WHATEVER YOUR STORY, WE CAN HELP YOU TELL IT -



**CAREFULLY
DRIVEN**

We plan strategically a journey with clear and measurable objectives connected to the brand DNA.

**CREATIVE
BRAVERY**

Ambition to lead and integrate your ideas and dreams.

**CHALLENGE
THINKERS**

We translate your ideas into tangible results. From product innovation to performance marketing, we work to connect every element at every phase.

HUMANITY OBSESSED

We add value to people’s lives throughout our work. We believe in honesty and authenticity. Every detail must be provided at its maximum quality point. We are committed and when we make our clients smile, that’s real success.



We move fluidly between your brand
and digital customer experience —

BUENOS AIRES

Since 2019, we have had the pleasure of collaborating with clients from Argentina in various fields, ranging from technology and gastronomy to fashion, lifestyle, and automotive industries. Our experiences with these clients have been both enriching and exciting, and we have had the opportunity to learn more about the unique perspectives and approaches that Argentine businesses bring to the table.

Our agency has been providing top-notch communication services and PR strategies to local Miami clients since 2021. Our team of experts works closely with our strategic partners to deliver the best results possible.

Whether it's building brand awareness, managing a crisis, or generating media coverage, we are committed to delivering results. With our passion for what we do and our deep knowledge of the Miami market, we are proud to be a trusted partner for businesses in this vibrant city.

MIAMI

The mind behind



FOUNDER &
Creative Director

"We're here to make things that are exceptional"

As the founder and creative director at BDNA, my vanguardistic approach to the industry has been now developed through more than 10 years of experience.

In digital marketing, constant adaptation and innovation are essential, and I firmly believe that "If you're not one step ahead, you're already behind."

My diverse academic background in social communication and art direction from Central Saint Martins, London gives me a creative edge that enables me to offer unique solutions to clients. What sets me apart is my commitment to providing exceptional service to clients. I build teams around the specific challenges of each business to ensure success.

BIANCA CANEVARO

The Bdna team



Sofía de la Rua
CFO



Camila Funes
Director of HR



Carolina Del Campo
New Business
Developer



Martina Mendoza
New Business
Developer



Micaela Marcos
Account & Communications
Director



Antonella Castronuovo
Creative & Design
Director



Jesús Alemán
Paid Media
Director



Gero Canevaro
Film & Photography
Director



Zelmira Alemán
Director of Customer
Success



Abril Niell
Strategic Account
Manager



Jazmin Sanes
Strategic Account
Manager



Mariann Fermin
Strategic Account
Manager



Angie Becerra
Creative Design
Manager



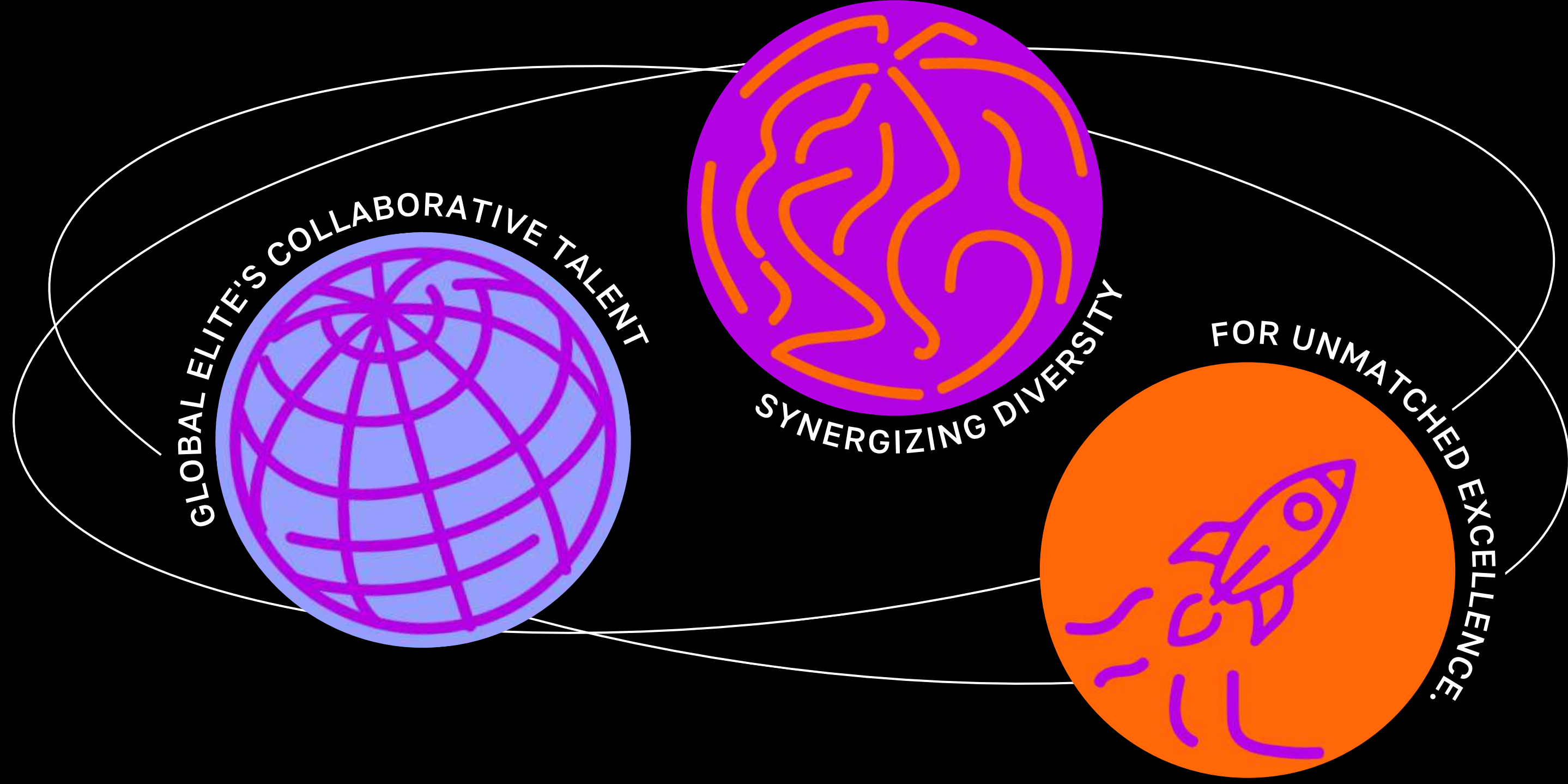
Matias Medina
Creative Design
Manager



Coming together is a
beginning

Staying together is
progress

Working together is
success



Teamwork as it's finest

B.

SERVICES



STRATEGY

Growth Strategy
Brand Strategy
Customer Experience
Strategy
Research

BRANDING

Brand identity and naming
Logo design. Brand image
/ Moodboards. Typography
and colour palette.

DIGITAL DESIGN

Experience Design
Responsive Web
Native Applications
Retail Environments
Customer Relationship
Management

PRINT

Stationary / Packaging
Business Cards
Catalogues
Brochures & Flyers

PR + INFLUENCER MARKETING

We connect celebrities with brands. Our gifting strategies will boost your business.

SOCIAL MEDIA

Strategy and Design
Roadmaps and content generation
Storytelling
Community Management

MARKETING

Campaign Development
Media planning
Performance marketing.
Measurement and reporting.

PHOTOGRAPHY AND ART DIRECTION

Social media shoots
Editorials
Editing and retouching
Visual Styling
Film Studio

IMPLEMENTATION

Experimental and event production.

WE WORK WITH AMAZING PARTNERS TO TURN OUR IDEAS INTO REALITY.

creavity obsession
with craft and
possitive impact.

the B.dna

HOW

DNA DIAGNOSIS

We explore the project and strategically delineate a plan for your brand.

The idea is to obtain as much information as possible to define the key performance indicators for our work together.

DNA CONCEPT

We define the concept that will be across the whole project.

The creative concept must reflect the brand's values and essence.

We must find the storytelling that works best for you.

DNA DESIGN & ACTIVATION

Brand development!
We create your brandbook, logo proposals, typeface, colour palette, image style and concept.

Depending on the project we activate either your social media, website or app.

WE DO IT

Key social media moments

ALWAYS ON

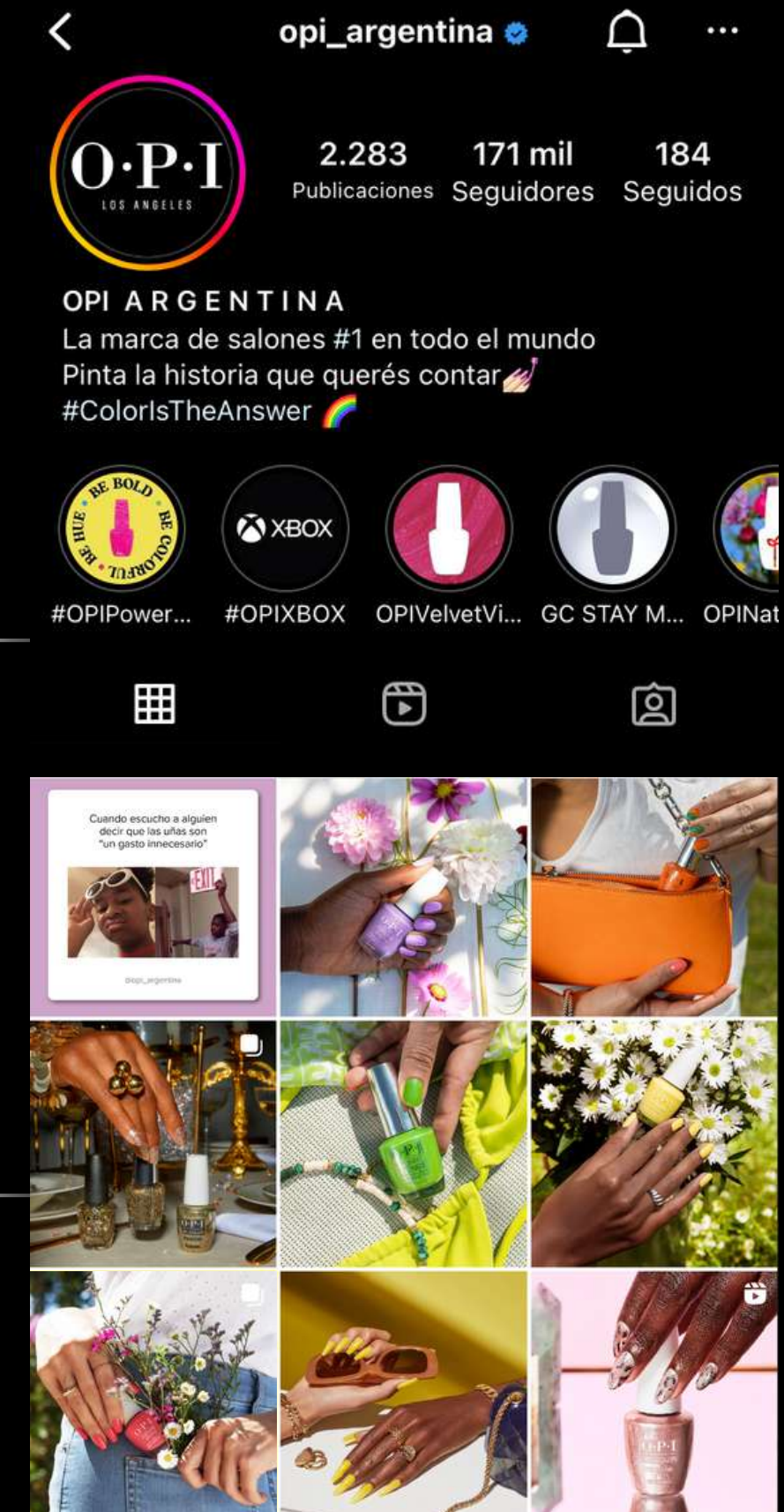
A planned strategy where the contents will be developed and anticipated month by month.

The ideal space to give our consumers what they want and detect their needs.

REALTIME

The minute by minute, with attention to the situation and the conversation of the moment.

Coverages designed with a community manager.



BRANDS

we love to work with



Dr. Flavio Marchesini

Argentinamobili

EQUIPASSION



DUCK 'N SUM



ESTUDIO OLIVERA
modapelo

MANNA



BIANCA & FIONA



IIABITUS

BACE

Tvchē



balans
ACNEBASTUDIO

fonseca
MEDICINA ESTÉTICA



KARE

Arias Bodegón

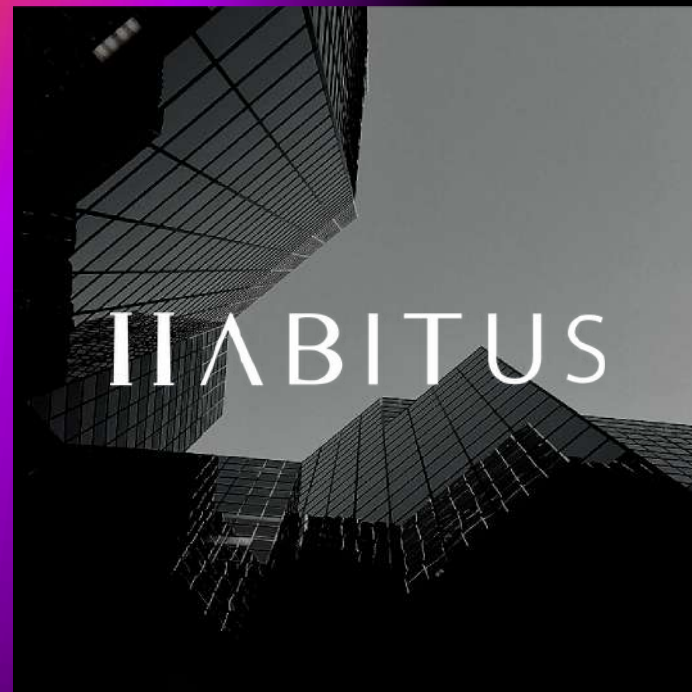


effectiveness
through
influence.

the B.dna

POWERED BY

the **B.** dna



Team of highly skilled marketing and sales specialists with a proven track record in the real estate development industry.



Geronimo Canevaro is a professional in the film and advertising industry. He brings ideas to life in a way that truly resonates with audiences.



Creative hub and consulting agency europe based like no other. Is it a person? Or is it a place? Or a state of mind? It's all of those things and more.



A company that provides CLEVER management and administration of musical intellectual property for a wide range of projects.

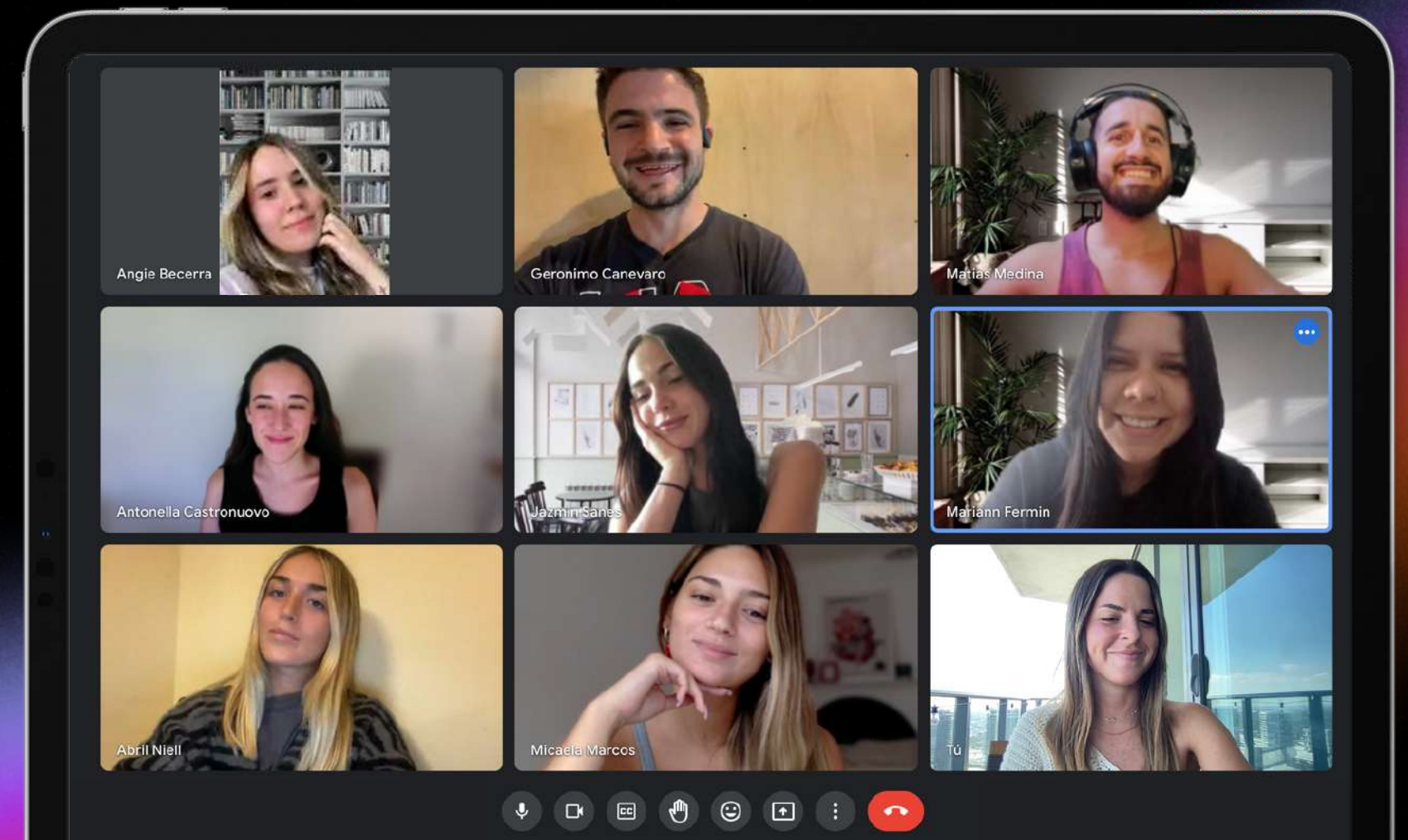
GROWING AS A TEAM IS CRUCIAL TO US, AND THAT'S WHY WE'RE TEAMING UP WITH THE MOST CREATIVE MINDS OUT THERE. AND AT BDNA, WE'RE ALL ABOUT UNLEASHING THE POWER!

Come work with us



Join our team of smart, driven, and genuine individuals who value camaraderie, passion, and friendships. Whether you prefer to work remotely or in our flexible office, you'll thrive in one of the best and most innovative workplaces.

Ready to make your dream work environment a reality? Let's connect and make it happen!



VALUES



CRAFT

Our goal is to create exceptional work that stands out in a noisy world. We achieve this by crafting beautiful, useful, entertaining, and human creations. Craft is at the heart of everything we do, from internal presentations to finished projects.

GOOD SPIRITS

Your time here is significant. Contribute to a thriving team, spread positivity, support peers, leave ego behind, and show appreciation to make a meaningful impact. A simple thank you can make someone's day.

DIGITAL NATIVES

Our roots in digital experiences have expanded to diverse creative outputs, but our team stays tech-savvy and updated on digital platforms and trends. Clients seek our digital-first sensibility in work, context, and tool mastery. We are defined by speaking this language.

HONESTY

Honesty is both a gift and a habit. To foster a culture of excellence and growth, we must be willing to have tough conversations, acknowledge shortcomings, and listen with empathy. Feedback not given becomes gossip.

ADAPTABILITY

Change is not just a part of us, it is who we are. Starting as a production company, we've transformed into a full-service creative studio, adapting to new trends and behaviors. With adaptability in our DNA, we continue to evolve with our clients, always staying ahead of the curve.

HUMANITY

Our perspective is grounded in reality: advertising is not the same as the real world. People are not brands or demographics. We approach our work with a focus on culture beyond our industry bubble, designing communications that authentically engage others. We believe in earning attention through honesty.

EQUITY

As a privileged member of the creative establishment, it's our moral responsibility to address inequity. We must deconstruct the system we helped build by designing inclusive systems and processes, acknowledging blind spots, and leaving the creative world better than we found it.





SOCIAL MEDIA

STRATEGY

PHOTOGRAPHY AND
ART DIRECTION



529 15,7 mil 757
Publicaciones Seguidores Seguidos

Ro's Garden she
Ropa (marca)
by Roberta Freymann
• Beautiful blouses, flowing maxis, elegant tunics
and PJs más
Ver traducción

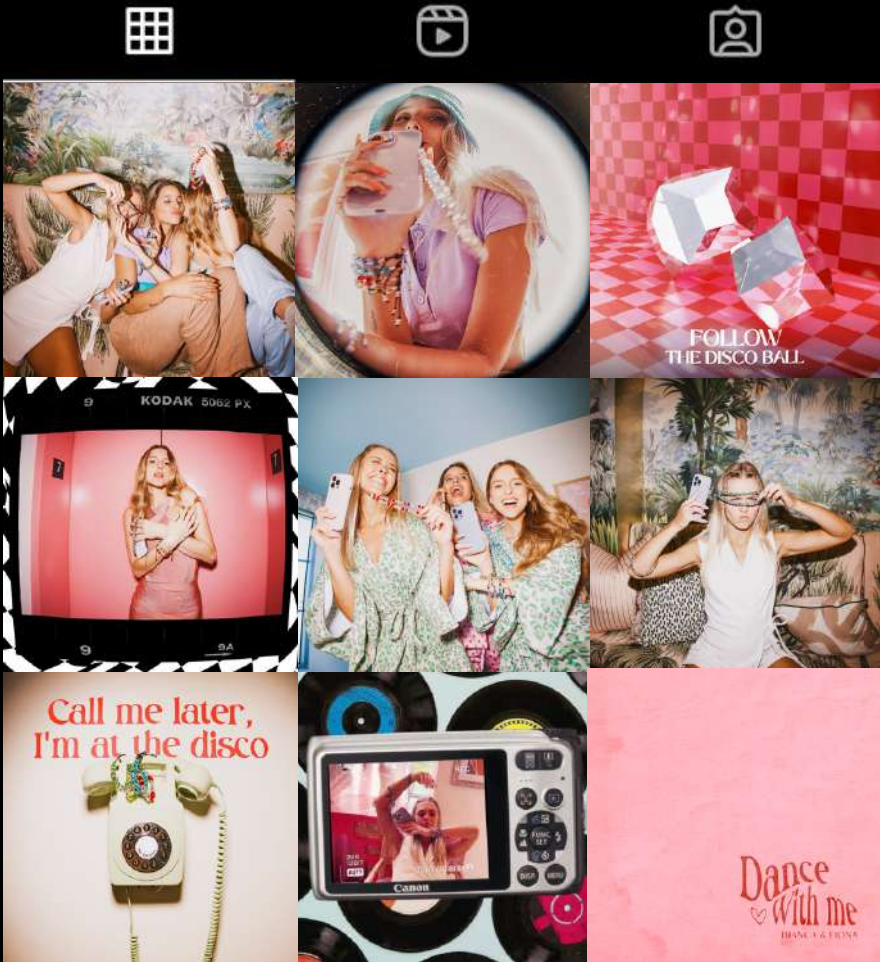
www.ros-garden.com



43 12,8 mil 58
Publicaciones Seguidores Seguidos

Bianca & Fiona
Diseño y moda
• Handcrafted crystal phone strings and accessories
• Born in Argentina, shipped worldwide
💎 BA | MAD | MIA más
Buenos Aires, Argentina
Ver traducción

biancayfiona.com



DIGITAL DESIGN



PR + INFLUENCER
MARKETING



BRANDING

TYPOGRAPHY

LOGO

CHAMONMUSIC

#FE5EFE

#FF6606

#DAFE04

#2944FF

COLOUR PALETTE

BRAND IMAGE

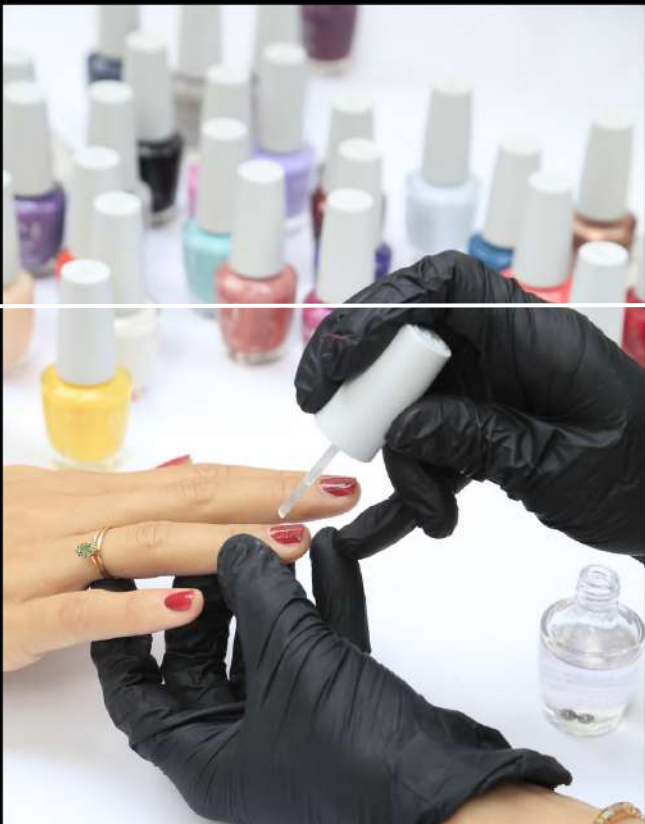


CHAMONMUSIC

IMPLEMENTATION



EVENTS



STRATEGY



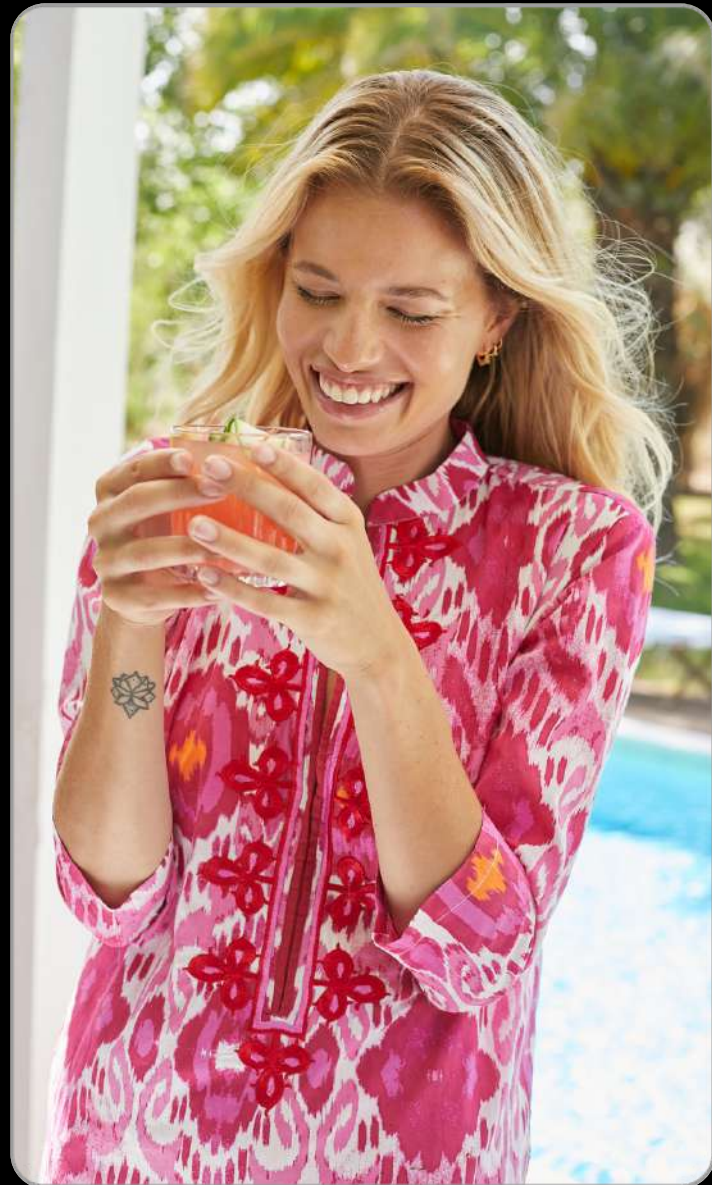
PRINT

PR + INFLUENCER MARKETING



MARKETING





**PHOTOGRAPHY
AND ART DIRECTION**

LET'S WORK

B.



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