

DRIVING ENGAGEMENT SUCCESS

WITH DIEGO VALDEZ
BRAND

WHY ENGAGEMENT?

1. Brand engagement is a hot topic among marketers, and increasing consumer engagement is more important than ever to build brand relationships and nurture long-term loyalty.
2. Engagement has now become the key success metric for brand or shopper marketing when measuring the success of any campaign.
3. Engagement is an important factor in consumers relationships with brands, influencing how much and how often they buy.
4. Higher engagement drives higher share of requirements. Even the most loyal consumers buy more from their favorite brands at higher levels of engagement.

QUICK STATS ON DIEGO VALDEZ

- Hispanic Latino Male- 39 yrs old
- From South America-Colombia but now living in San Francisco Bay area
- Former Fashion Model and TV Actor in Latin America- RCN & TV Caracol
- Fitness Guru and health advocate.
- Celebrity Artist and Campaign Advocate for many social media movements campaigns monthly.
- Aprox. 300K followers on Social Media Twitter, Facebook and Instagram
- Strong presence in the Latino Media and Celebrity world
- Has been hired by the following companies and brands: Procter & Gamble, Unilever, Animal Planet, Diageo North America, Don Julio brand team

BRAND ENGAGEMENT

Don Julio Brand Ambassador driving awareness of this luxury tequila brand and providing his artwork as high end art in rooftop bar contests in Manhattan, NY.



DIEGO VALDEZ / In Living Color



Diego Valdez is a modern-day polymath – artist, model, actor, poet and connector. A fixture on the Latin art scene, the Colombian-born Valdez is the founder of artist agency Voilartists (voila and artists means “Here are the artists”) and his work has appeared from Times Square in Manhattan to campaigns for Discovery Channel, Animal Planet and other large corporations.

To celebrate Cinco de Mayo, Valdez has created six unique artworks to be displayed in the Diageo offices for the luxury brand Tequila Don Julio. In these works, Valdez’s kinetic, luminous digital-arts style pays homage to celebrity and national identity.

Valdez has previously collaborated with Diageo to honor Hispanic Heritage Month through portraits of Frida Kahlo and Che Guevara. His 30-day exhibition was on show at the Norwalk, Connecticut, headquarters and in the Manhattan office.

Don Julio | KNOW YOUR TEQUILA.™

THOSE WHO KNOW DRINK RESPONSIBLY.
DON JULIO Tequila. 40% Alc/Vol. ©2013 Imported by Diageo Americas, Norwalk, CT.

COMMUNITY ENGAGEMENT



**BOYS & GIRLS CLUBS
OF AMERICA**

Advocate in Multi-cultural communities driving art as a passion to teach younger age groups of kids the importance of following your dreams!



This little guy says he wants to be like Diego when he grows up!!!

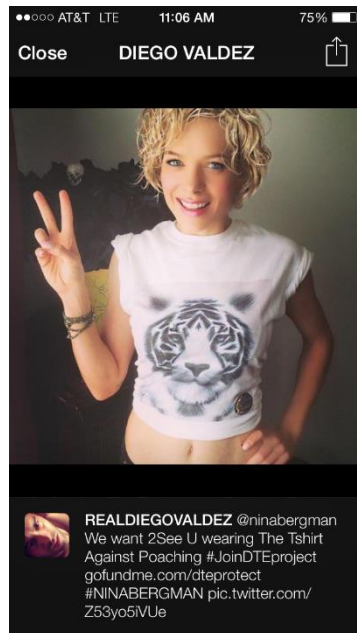
Diego sharing his love for art with kids!!!

SOCIAL MEDIA ENGAGEMENTS

- ✓ Social/Brand Ambassador for Defending the Endangered Species Project. #DTEProject.- reaching 200K people daily on twitter
- ✓ Driving awareness around animal poaching and helping to create donations for this cause.
- ✓ Friend Movement in NYC
- ✓ Voices of Hope- No Ego Campaign- Los Angeles, CA



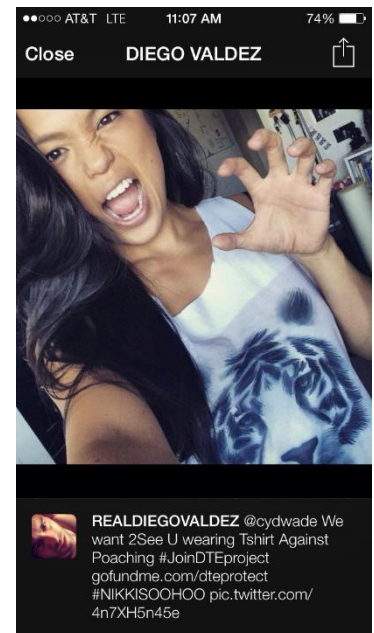
Jon Mack



Nina Bergman



Jerry Penacoli- Extra TV



Nikki Soho

EMPLOYEE ENGAGEMENTS

Driving employee engagement with Diageo North America for Hispanic Heritage month.

Diego's artwork takes on 5th ave at Diageo Corporation in Manhattan
for Hispanic Heritage month
Oct 1st - Oct 15th



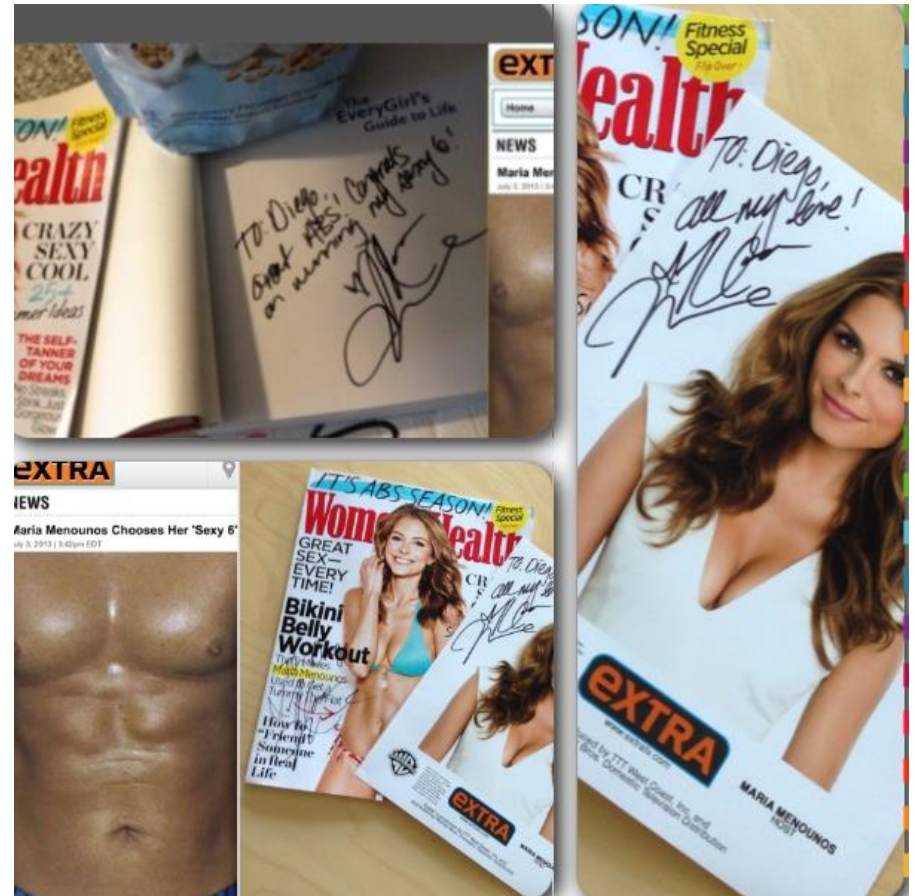
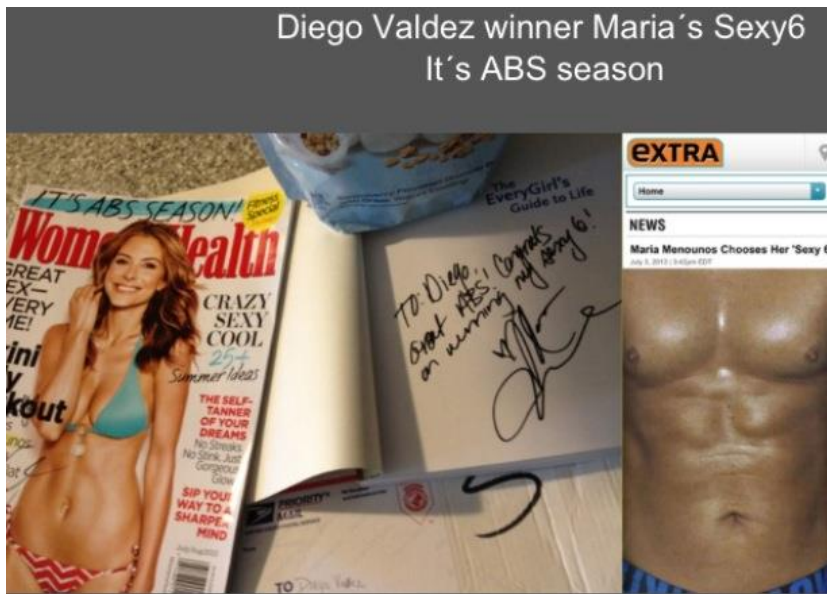
Diageo Norwalk, CT office artwork gallery
Sept 17th - Sept 30th, 2012



BRAND AMBASSADOR ENGAGEMENT

Helping other celebrities to raise awareness about different topics like fitness, health and lifestyle topics.

Mention on National Extra TV news, over 400K tweets and 1MM RT's.



HIRE DIEGO TO HELP DRIVE BRAND ENGAGEMENT AND SOCIAL ADVOCACY

Diego Valdez brand can help build the following items for your company/brand:

1. Advocacy: Rating a product or writing a review
2. Social media: Posting a positive experience on social media
3. Insights: Being a test participant
4. Communications: Providing engagement reports back to client
5. Promotions: Concept ideation around different ideas for sweeps, promotions to help drive more sales for your company