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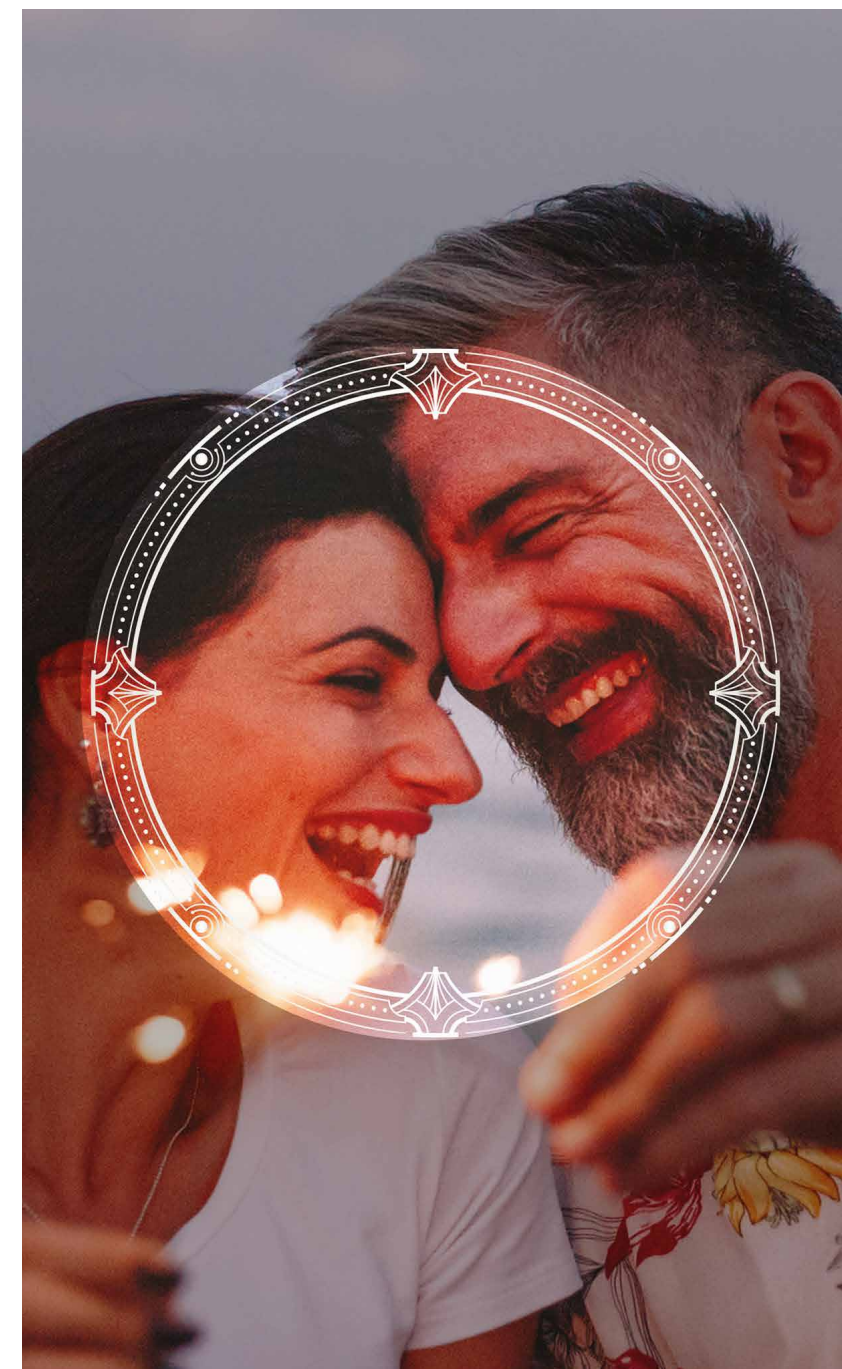
Portfolio

BEATTUB DESIGN STUDIO

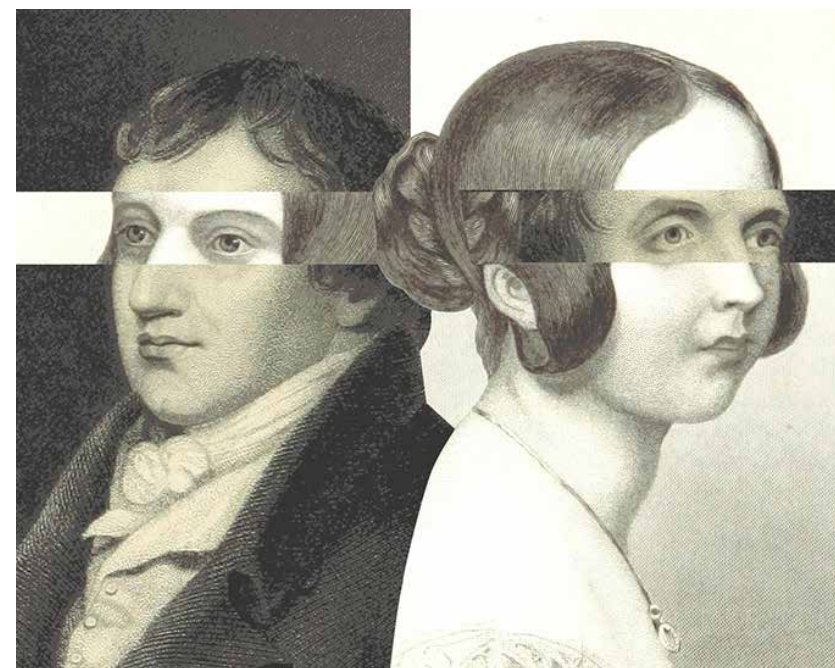


— ARGENTINA

What is “Good” Design?



- Good design is innovative.
- Good design makes a product useful.
- Good design is aesthetic.
- Good design makes a product understandable.
- Good design is unobtrusive.
- Good design is honest.
- Good design is long-lasting.
- Good design is thorough down to the last detail.
- Good design is environmentally-friendly.
- Good design is as little design as possible



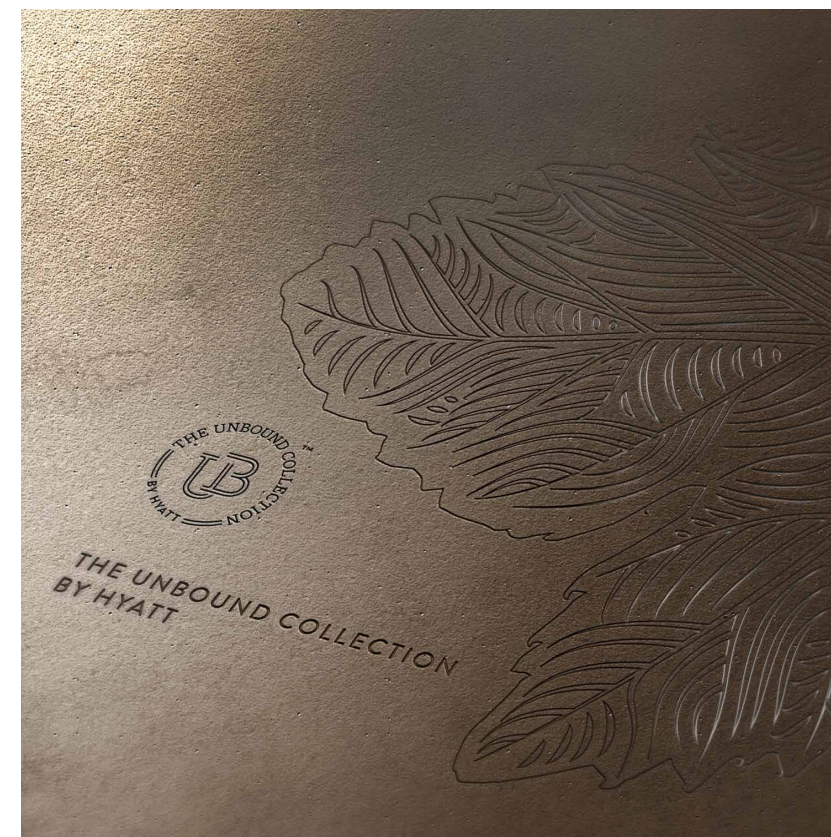
What can we do for you as graphic designers?

As experienced senior designers we develop strategic graphic design solutions, working remotely with brand identity, advertising, digital marketing tools, website and social media in Beattub® —our graphic design studio— in a regular and consistent way since 2005. Tailor-made execution, attention to detail and passion for great design, are values that identify our work.

We'd love to assist you.



01.



Building Brand Identity and Establishing Visual Guidelines

CHALLENGE A HOTEL IN URUGUAY BECOMES PART OF UNBOUND COLLECTION BY HYATT, A GLOBAL HOSPITALITY COMPANY

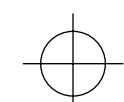
ROLE VISUAL COMMUNICATION DESIGN

TEAMWORK COLLABORATION WITH HYATT FIELD MARKETING FOR LATIN AMERICA & CARIBBEAN

CLIENT CARMELO RESORT & SPA, URUGUAY

SOLUTION NEW VISUAL IDENTITY

DESIGN PROCESS BRIEF AND RESEARCH, STRATEGY, VISUAL CONCEPT DEVELOPMENT, PROPOSALS REVISION, COLLATERALS SELECTION AND IMPLEMENTATION, BRAND GUIDELINES CREATION



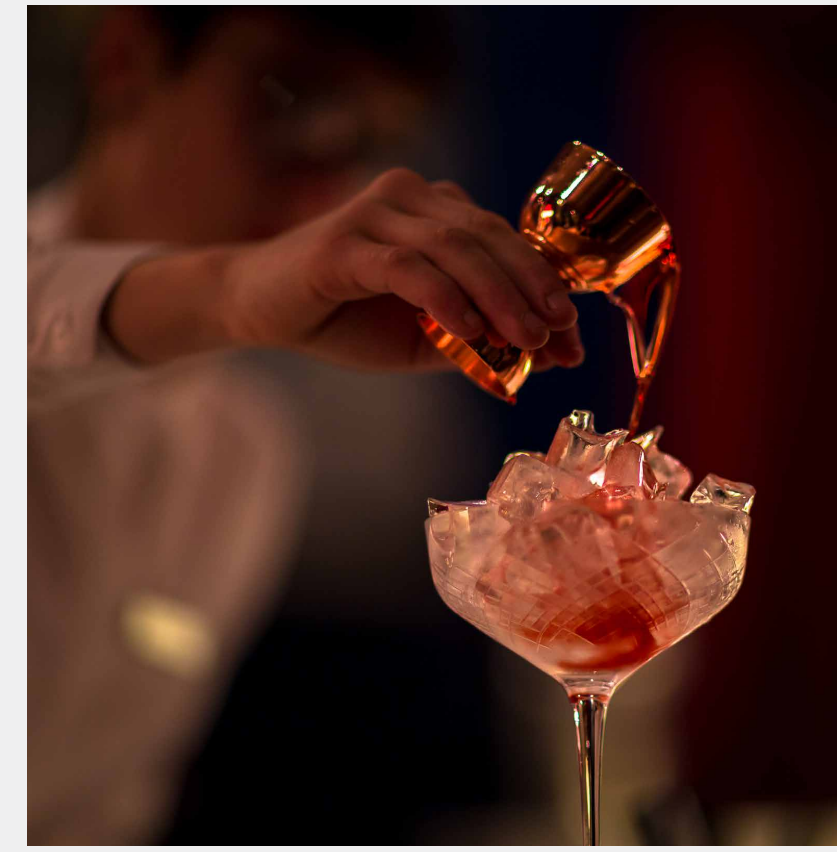
02.

Promoting and refreshing a brand

AREAS BRANDING, EDITORIAL, SOCIAL MEDIA

CLIENT HYATT CENTRIC MONTEVIDEO, URUGUAY

PURPOSE TO REFRESH THE VISUAL IDENTITY OF THIS SPOT IN THE CITY

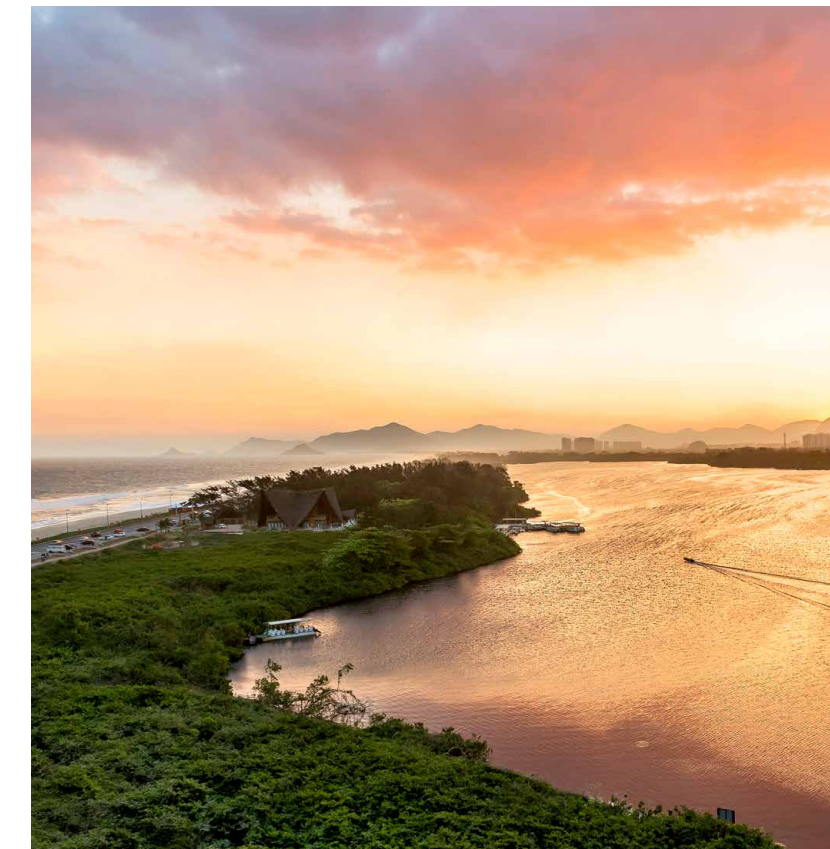


*I was a client of Beattub's in different projects I worked on and it is a pleasure to work with them. They understand the needs, design options, are extremely fast and efficient. They are facilitators, **allowing the result to be the best.** This is essential!*

VIRGINIA SCHERER
GENERAL MANAGER
HYATT CENTRIC MONTEVIDEO



03.

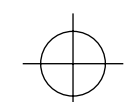


Creating Marketing Collaterals

AREAS BRANDING, PACKAGING, EDITORIAL, ADVERTISING, SIGNAGE

CLIENT GRAND HYATT RIO DE JANEIRO, BRAZIL

SOLUTION TO SUPPORT MARKETING TEAM WITH A LONG-LASTING AND DETAILED GRAPHIC DESIGN FOR A MULTINATIONAL CORPORATION WITH A LOCAL KEY



04.



*Beattub was my boutique agency, providing a superb **customized service** and always keeping in mind clients' needs. They not only fulfilled and carried out our regional Brand & Marketing strategy in LATAM, but were also attentive to suggest campaigns and other ideas to **improve and simplify our processes**. It was a pleasure to work with them.*

MARIANELA PASCUADIBISCEGLIE
SENIOR FIELD MARKETING MANAGER
HYATT HOTELS CORPORATION



Rebranding for an already-established Product, Service or Company

CHALLENGE TO ADAPT HYATT PLACE BRAND TO NEW MARKETS IN LATIN AMERICA*

ROLE VISUAL COMMUNICATION DESIGN

TEAMWORK COLLABORATION WITH HYATT FIELD MARKETING FOR LATIN AMERICA & CARIBBEAN AND REGIONAL HOTELS

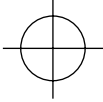
CLIENT HYATT LATAM

SOLUTION CONNECT THE BRAND WITH DIFFERENT REGIONS, CUSTOMERS AND MARKETS WITHOUT LOSING ITS ESSENCE

DESIGN PROCESS RESEARCH, GRADUAL UPDATE AND SYSTEMATIZATION OF COLLATERAL MATERIAL IN EACH HOTEL, ITERATION, BRAND GUIDELINES CREATION

** This project was developed for the first time in 2014 and we were called in 2018 once again. It was implemented on Brazil, Caribbean, Colombia, Costa Rica, Chile, El Salvador, Honduras, Mexico, Nicaragua and Panama.*

05.



Developing long-lasting materials

AREAS BRANDING, PACKAGING, EDITORIAL, ADVERTISING, SIGNAGE, WEBSITE

CLIENT MASTERS OF FOOD & WINE, PARK HYATT MENDOZA, ARGENTINA

SOLUTION AS OF 2007 UNTIL TODAY
SUPPORT ON THE EXECUTIVE TEAM ABOUT
VISUAL RECOGNITION OF THIS WORLD-
CLASS EXPERIENCE EVENT

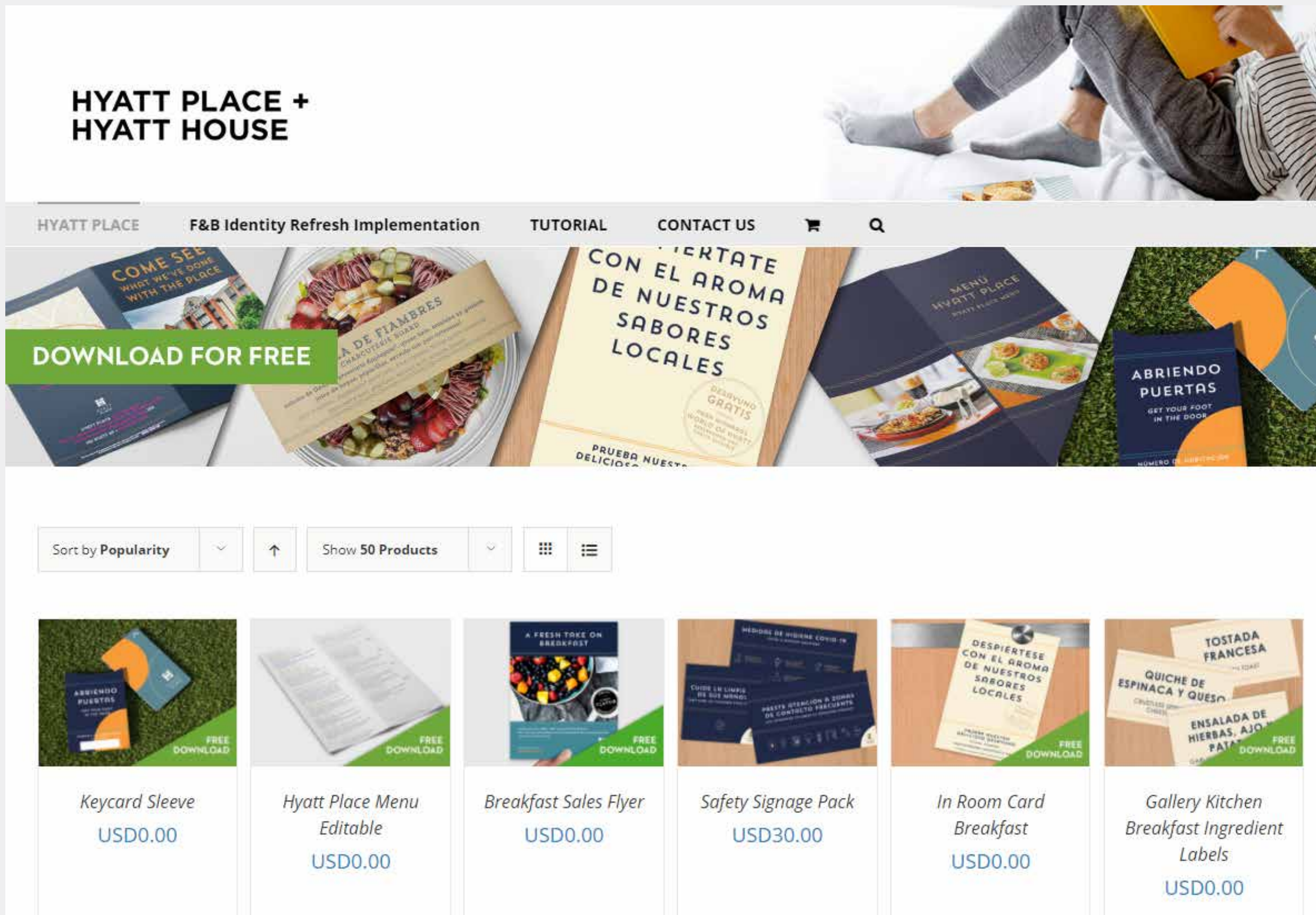
06.

Collaborating to automate your business

AREAS BRANDING, EDITORIAL, SOCIAL MEDIA, SIGNAGE, ADVERTISING, COLLATERALS, WEBSITE

CLIENT HYATT PLACE + HYATT HOUSE, LATIN AMERICA

PURPOSE TO EMPOWER HOTELS TO AUTOMATE THEIR BUSINESS WITH A USEFUL ONLINE PLATFORM WITH STANDARDIZED VISUAL MATERIALS, BEST PRACTICES AND GRAPHIC TEMPLATES FOR SUPPORTING EVERY TEAM



07.



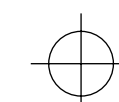
Solving communication problems properly and on time

AREAS SIGNAGE, ADVERTISING

CLIENT INTERNATIONAL SUSTAINABILITY FORUM - SEMINARS, BRAZIL

PURPOSE TO WORK COLLABORATIVELY WITH THE ORGANIZATION TO ENSURE PROJECTS ARE COMPLETED ON TIME WITH HIGH QUALITY

** International event in northern Manaus, Brazil. Nobel Prize and ex U.S. Vice President Al Gore and "Avatar" director James Cameron attended as speakers.*





**Stay 3 Nights
Pay 2 at Hyatt
Regency
Cartagena***

* Terms apply.

HYATT
REGENCY
CARTAGENA

**¡Ya estamos
abiertos!**

HYATT
REGENCY
CARTAGENA

**¡Ya estamos
abiertos!**

HYATT REGENCY CARTAGENA

Estimados clientes y amigos,

Nos complace comunicarles que las puertas de nuestro hotel están nuevamente abiertas. Estamos comprometidos con brindarles espacios y servicios que cumplen con los estándares sanitarios exigidos por las autoridades locales, con el fin de garantizar su seguridad y bienestar.

Hyatt Regency Cartagena controla además la distancia social en sus espacios, con el propósito de brindar la mayor tranquilidad a nuestros huéspedes, visitantes y colaboradores.

Los servicios disponibles son Plan Pasadía, Aqoral Spa y Amacagua Lounge & Grill. Toda visita requiere reserva previa con 24h de antelación. Se podrá realizar una reserva por día y no se admitirá el acceso a personas que no figuren en la misma.

**Por reservas o mayor información comunicarse al +57 694 1234
¡Una cálida bienvenida le espera!**

HYATT
REGENCY
CARTAGENA



**En Hyatt
Regency
Cartagena
los niños
no pagan!***

* Menores de 12 años.

HYATT
REGENCY
CARTAGENA

**Stay 3 Nights
Pay 2 at Hyatt
Regency
Cartagena***

* Terms apply.

HYATT
REGENCY
CARTAGENA

HYATT REGENCY CARTAGENA

Ready to return to Hyatt Regency Cartagena?

Dear X,

Greetings from Hyatt Regency Cartagena. We look forward to welcoming your group once more to our hotel. Would you like us to work on your proposal for next years (nombre del evento)? It would be great to have you back again.

PLAN YOUR PERFECT STAY

OPEN DOORS TO MORE DESTINATIONS

Are you thinking about taking your annual event somewhere new? With Hyatt you have a world of possibilities! Contact one of our managers, tell them where you would like to go, and they will refer you to one of our properties in that city.

CONTACT YOUR MANAGER
Cielo Isabel Jaramillo Lugo Sales Manager
T +57 5 694 12 86 C +57 302 2229178 E cielo.jaramillo@hyatt.com
Victoria Lemaitre Sales Manager
T +57 5 694 12 82 C +57 3022229174 E victoria.lemaitre@hyatt.com

HYATT REGENCY CARTAGENA
Cra. 1a # 12-118, Cartagena, Colombia
hyattregencycartagena.com
RNT N°: 46735

HYATT
REGENCY
CARTAGENA

Making an effective communication campaign

AREAS EMAIL MARKETING & SOCIAL MEDIA CAMPAIGN

CLIENT HYATT REGENCY CARTAGENA, COLOMBIA

PURPOSE TO WELCOMING GUESTS AFTER COVID LOCKOUT ONCE MORE TO THE HOTEL

09.

Embodying mission and goals of the project

AREAS WEBSITE

CLIENT PALACIO DUHAU - PARK HYATT BUENOS AIRES, ARGENTINA

PURPOSE TO CREATE A NEW YEAR LANDING PAGE, INCREASING SALES AND IMPROVING WEB POSITIONING FOR THE BRAND AND THE EVENT –SEO–

Beattub has been one of my best experiences with graphic services vendors. They show flexibility, knowledge of the brand, delivery on time and her own style. I never hesitate to contact them again!

EDUARDO CECCOTTI
MARKETING & COMMUNICATIONS MANAGER
PALACIO DUHAU - PARK HYATT BUENOS AIRES



Recepción con copa de bienvenida y selección de bocaditos
Menú tres pasos (Incluye bebidas sin alcohol, café & petit fours)
Vinos a elección del sommelier
Copa de Espumante para brindis
Armado especial del salón
Fundas para sillas
Ambientación del salón con centros florales
Música funcional

Precio por persona, desde \$ 435 + IVA
(De 20 hasta 40 personas)



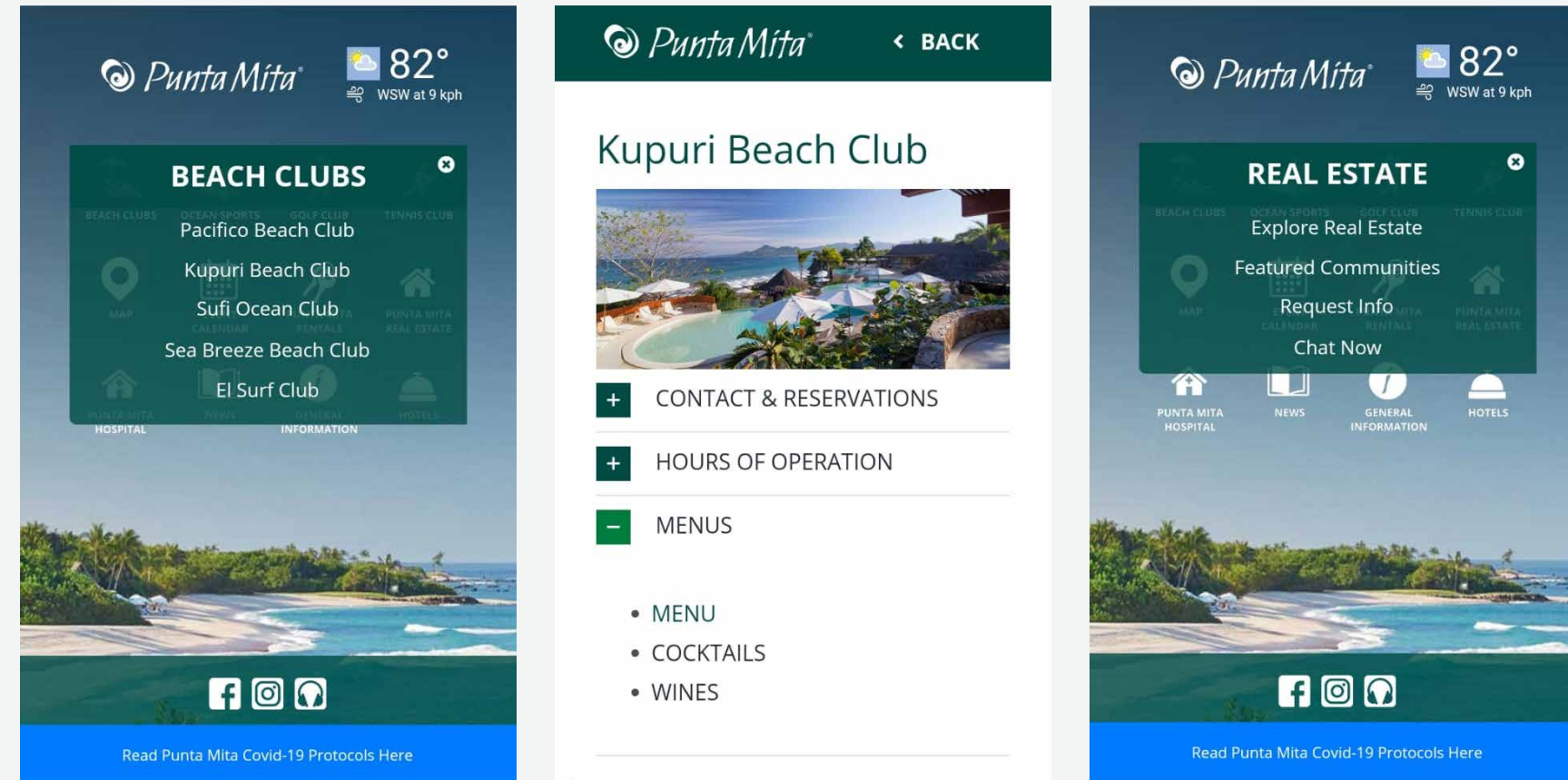
Información y Reservas: +54 11 5171 1507 / 1509 - celebrations.phbuenosaires@hyattintl.com



REGALOS & GIFT CERTIFICATES SUNDAY BRUNCH

La más alta gastronomía internacional, basada en la Moderna Cocina Italiana, disponible en el clásico Brunch de Gioia Restaurante & Terrazas, ambientado en los clásicos jardines del Palacio.

10.



I have worked for years with Beattub: in Grand Hyatt São Paulo, St Regis Punta Mita Resort, Mayakoba and Punta Mita. It has always been an excellent, committed and creative relationship. I recommend Beattub as a strategic partner for your corporate identity, communications, graphic design and more.

CARL EMBERSON
DIRECTOR OF MARKETING AND OPERATIONS
PUNTA MITA

Go digital in a COVID-19 world

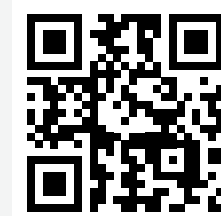
CHALLENGE TO ADAPT PRINT MATERIALS TO NEW HABITS AND PROCEDURES DUE TO THE PANDEMIC

ROLE WEBAPP DEVELOPER

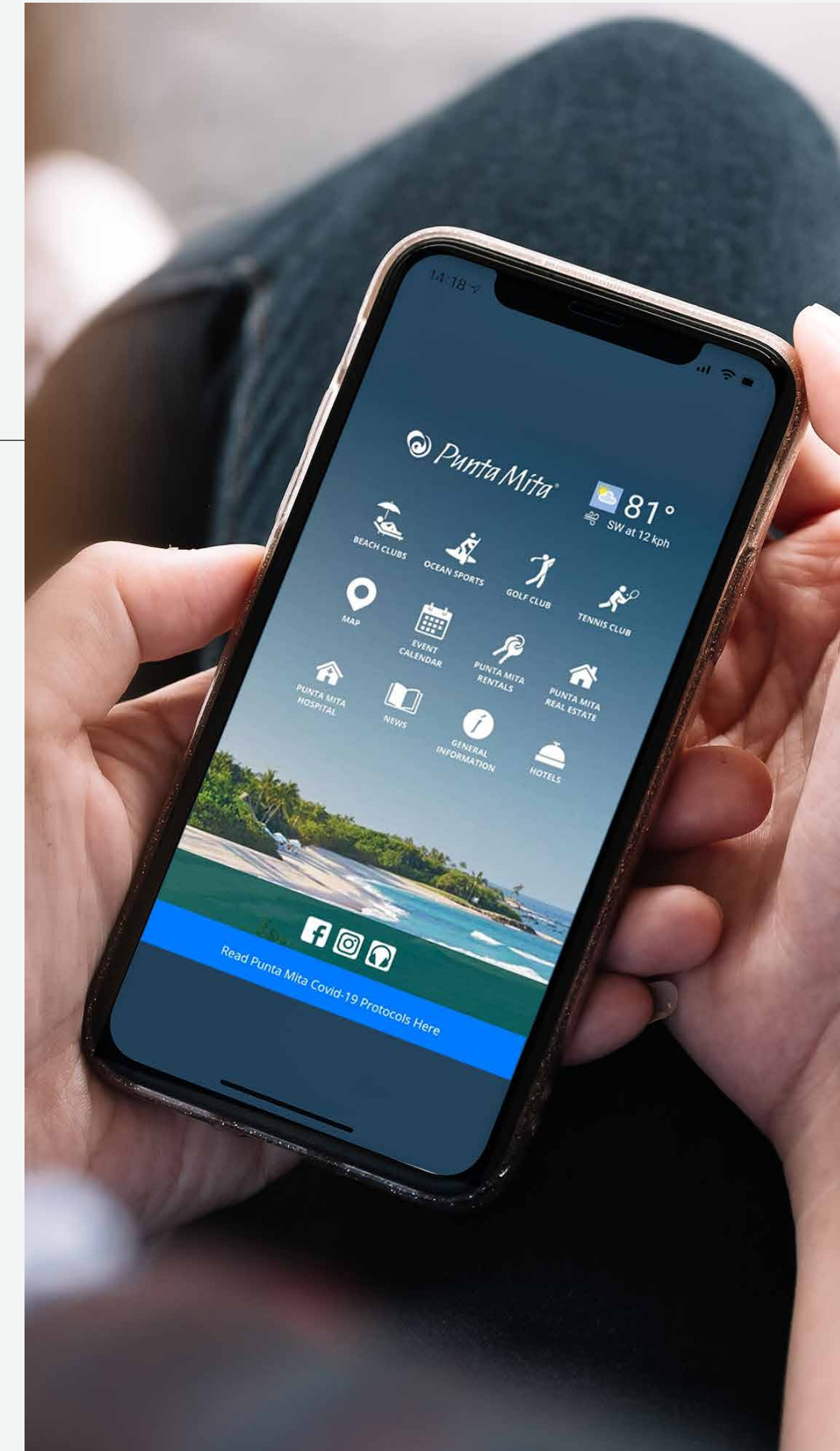
CLIENT PUNTA MITA™, MEXICO

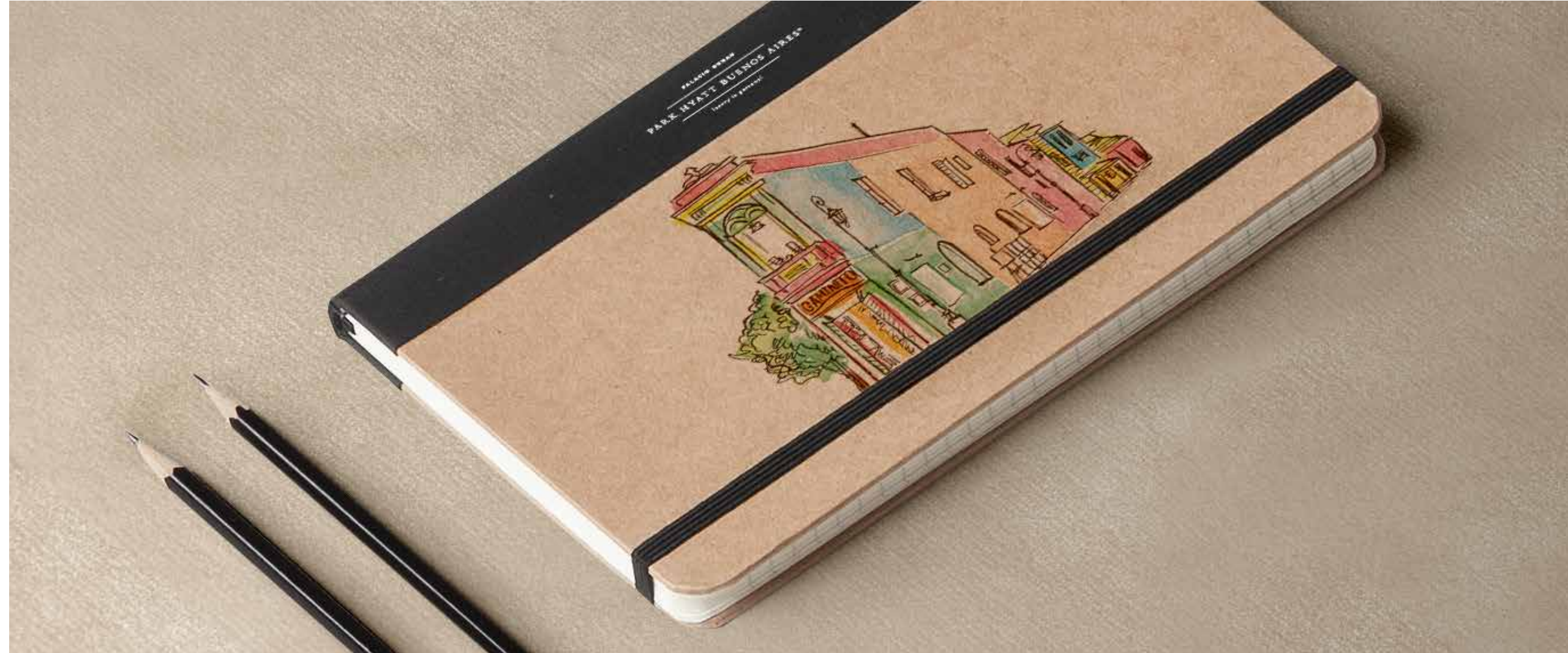
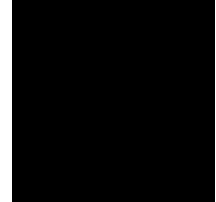
SOLUTION TO DEVELOP A WEBAPP IN ORDER TO HELP TO MAINTAIN SOCIAL DISTANCING AND GO DIGITAL WITH ALL PRINT COLLATERALS AND PROMOTIONAL EVENTS

DESIGN PROCESS BRIEF AND RESEARCH, STRATEGY, VISUAL CONCEPT DEVELOPMENT, ITERATION, IMPLEMENTATION

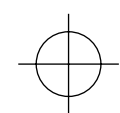


* Access only via smartphones





Travel Notebook — Palacio Duhaus - Park Hyatt Buenos Aires



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22

Clients



+15 YEARS
+ 20 COUNTRIES
+100 CLIENTS
∞ PROJECTS



Special long-lasting relationships

ARGENTINA

PALACIO DUHAU - PARK HYATT BUENOS AIRES
PARK HYATT MENDOZA
DHL GLOBAL FORWARDING
SALOODO!

BRAZIL

GRAND HYATT SÃO PAULO
GRAND HYATT RIO DE JANEIRO

CANADA

EZOBORD

COLOMBIA

HYATT REGENCY CARTAGENA

CHILE

DHL E-COMMERCE
GRAND HYATT SANTIAGO
HYATT PLACE SANTIAGO/VITACURA

MEXICO

MAYAKOBA™
THE ST REGIS PUNTA MITA RESORT
GRAND HYATT PLAYA DEL CARMEN

PUNTA MITA™

HYATT PLACE AGUASCALIENTES
HYATT PLACE LOS CABOS
HYATT PLACE LA PAZ
HYATT PLACE CELAYA
HYATT PLACE TIJUANA

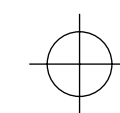
USA

HYATT LATIN AMERICA & CARIBBEAN

URUGUAY

HYATT CENTRIC MONTEVIDEO

ARG



... and more

ARGENTINA

ESTANCIA EL COLIBRI
HOUSE OF JASMINES
ANDESMAR TURISMO
ALESSANDRO SPERI WINERY
MICHAEL LYNCH WINERY
VIÑA ESENCIA WINERY
BLEEDING HEART
PRIMO VODKA
VASON GROUP · ARGENTINA
BODEGAS Y VIÑEDOS PASCUAL TOSO
GRANSUD
THE GRAPEVINE
WINE REPUBLIC
TROUT & WINE · WINETOURS
VINTURA · WINETOURS
ARPEX
ANDES MOUNTAIN GUIDES
PRIVATE GUIDES DIRECT

ADEN · BUSINESS SCHOOL
ASOCIACIÓN DE EJECUTIVOS DE MENDOZA
VENDEMMIA
ESPACIO CONTEMPORÁNEO DE ARTE
INSTITUTO DE MEDICINA REPRODUCTIVA
LISAMEN · LAB. DE INVESTIGACIONES Y
SERVICIOS AMBIENTALES MENDOZA
SEMINARIO JURÁSICO · CRICYT
LA CARMELA · RESTAURANT & BAR
MINIMAL · COCINA MOLECULAR
WILLIAM BROWN · IRISH RESTAURANTE & BAR
MINIATURE STUDIOS
SEGUNDO MUNDO · MÚSICA KLEZMER
TANGASTOR
CABURÉ · LIBROS
CONSULTORA ACIERTO
COLEGIO DE PSICÓLOGOS DE MENDOZA
VILARÓ INMOBILIARIA
NEOPROTEINS

BAHAMAS

GRAND HYATT BAHAMA MAR

BARBADOS

HYATT CENTRIC CARLISLE BAY

BRAZIL

GETTY IMAGES
ESTADO DE SÃO PAULO
CONECTA2YOU · BRAZIL
ACHADOS TRAVEL PLACES
HYATT PLACE MACAÉ
HYATT PLACE SÃO JOSE DO RIO PRETO
FORUM INT. DE SUSTENTABILIDADE
SEMINARS

CANADA

ESTATETIAL

CARIBE

HYATT REGENCY ARUBA
PARK HYATT ST. KITTS
HYATT PLACE ARUBA AIRPORT

COLOMBIA

DESCUBRE PROVIDENCIA
GRAND HYATT BOGOTA
HYATT PLACE BOGOTA
CAFÉ LACOUTURE

COSTA RICA

ANDAZ PENÍNSULA PAPAGAYO RESORT
HYATT PLACE SAN JOSE/PINARES

CHILE

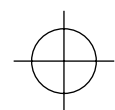
HYATT CENTRIC LAS CONDES SANTIAGO
HOTEL CERRO GUIDO

Advertising — Andaz, Mayakoba





Membership Program — Hyatt Regency Cartagena



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ECUADOR

DHL GLOBAL FOWARDING

HONDURAS

HYATT PLACE SAN PEDRO SULA

HYATT PLACE TEGUCIGALPA

INDIA

SINGLE SKULL

CMDE LABS

JAMAICA

HYATT ZILARA ROSE HALL

HYATT ZIVA ROSE HALL

MALDIVES

SHERATON MALDIVES FULL MOON

RESORT & SPA

MEXICO

THE ST. REGIS MEXICO CITY

FOUR SEASONS RESORT PUNTA MITA

ANDAZ MAYAKOBA

HYATT CENTRIC CAMPESTRE

HYATT REGENCY ANDARES GUADALAJARA

HYATT REGENCY MEXICO CITY

HYATT REGENCY MERIDA

HYATT HOUSE SANTA FE

HYATT PLACE CIUDAD DEL CARMEN

PUNTA MITA EXPEDITIONS

SPEARMEX

THOMPSON ZIHUATANEJO

NICARAGUA

HYATT PLACE MANAGUA

PANAMA

HYATT PLACE PANAMA CITY/DOWNTOWN

PERU

DHL GLOBAL FOWARDING

SWITZERLAND

MIG TICINO

USA

PARK HYATT CHICAGO

PARK HYATT WASHINGTON

PARK HYATT PHILADELPHIA

HYATT REGENCY CORAL GABLES

ELOHI

LUXURY GUIDE

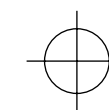
OPALIA

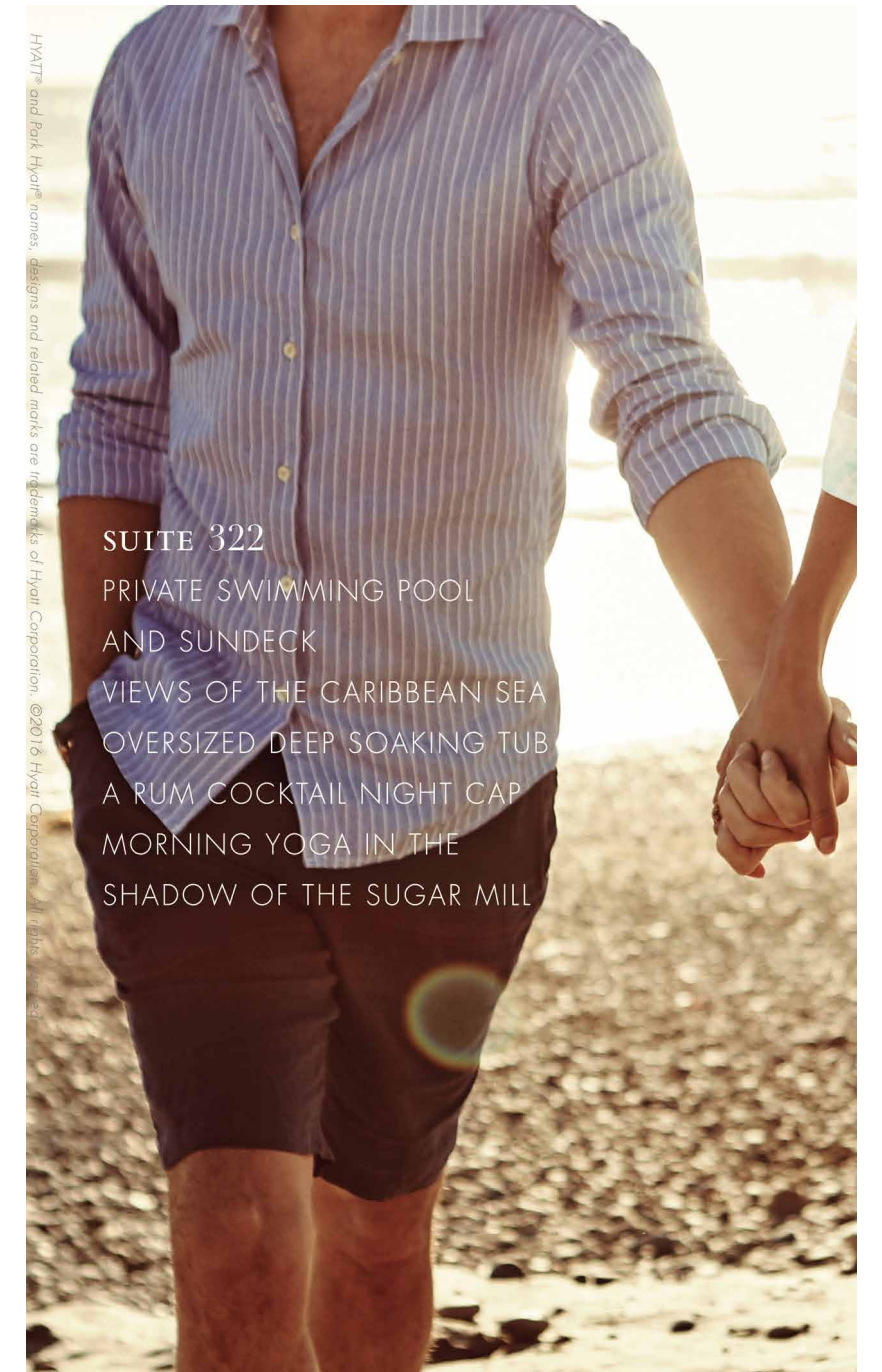
URUGUAY

AEG · ANTEL ARENA

CARMELO RESORT & SPA

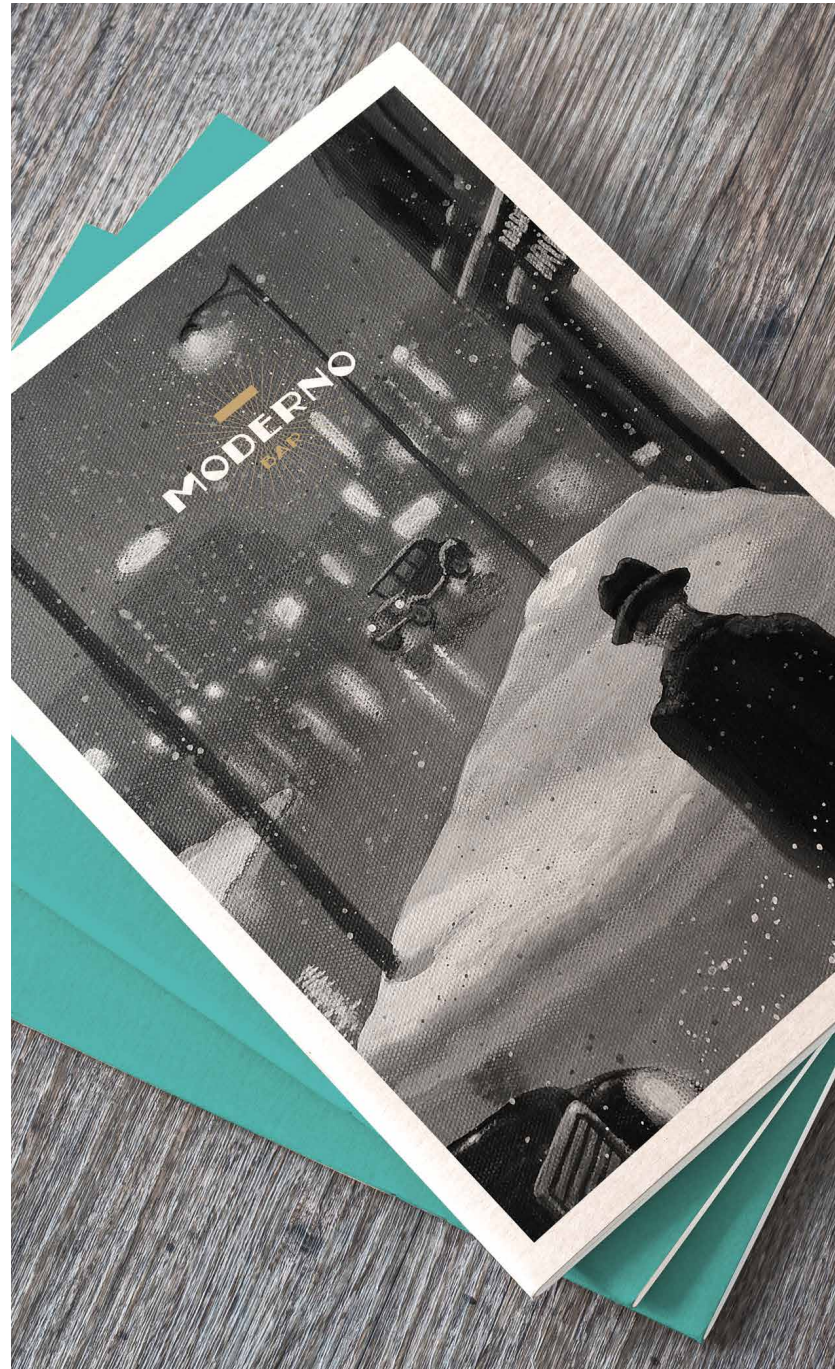
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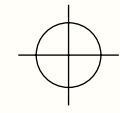
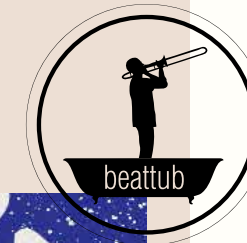
SUITE 322
PRIVATE SWIMMING POOL
AND SUNDECK
VIEWS OF THE CARIBBEAN SEA
OVERSIZED DEEP SOAKING TUB
A RUM COCKTAIL NIGHT CAP
MORNING YOGA IN THE
SHADOW OF THE SUGAR MILL

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THANK YOU



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ARG



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beattub.com