

ENLACE  
BXD



BRAND  
EXPERIENCE  
DESIGN

# About Us

"For smiling without a handbrake and sharing everything without a straightjacket"

Enlace is born out of the friendship of two women from the Hospitality and Tequila Industries, with a great passion for Mexico and over 20 years of experience working with international brands in national contexts and national brands in international contexts so they can lead your brand to connect in all kinds of scenarios.

We are a BXD  
Brand Experience Design

An agency that designs sensorial experiences to link people with brands in a lasting and meaningful relationship, facilitating the creation of value between them.

# Enlace Experience

"We turn the client  
into the Hero of  
the Story"

Making your brand memorable and authentic, through research, exploration and planning to create unique experiences.

Our implementation delivers moments of truth, where ideas take shape and meaning through a perfect execution, where the emotional handling of time, makes us collectors of moments and allow us to create the WOW factor!



**Sensibility**  
for interactions.



# Our Value

We believe in a society that values commitment, the one that cannot be copied or feigned, with an authentic social conscience where success is achieved only if an affective bond between brand and consumer is created, where organizations are inspiring and clients know that their money contributes to responsible, honest and sustainable businesses.

Transparency and ethics are the cornerstone values of our corporation.

# Services

- Design of brand experiences as a strategy of emotional connection with the client, internal and external.
- Design and implementation of visitor centers.
- Training employees to turn them in to Brand Ambassadors
- Storytelling, the history of your brand
- Brand positioning, through a public relations and image plan

“We cherish and value generous people, the kind that gives you special moments”.

BRAND

EXPERIENCE

DESIGN

Our BXD is aimed at people as well as places and services.

For us, everything can become an experience that improves your brand perception, the key is to ensure that customers enjoy the experience not only while they live it, but also afterwards, when they remember and share it.



# Our Work

“BXD is reflected in business, but it is designed with the heart”.

Our business model is based on four fundamental axes:

Moments  
People  
Emotions  
Brands

The above means that we have the ability to connect brands and people through positive emotions that are boosted at certain times.

# Investment

Working with ENLACE is an efficient investment for your brand.

The value that your brand captures is invaluable, therefore all our projects are unique and have a personalized development.

The investment of your company will be based on two models, considering the services requested:

- 1 Brand experience design +  
Cost of staff for your project +  
Cost of services
- 2 Cost of staff for your project +  
Suppliers management fee

# ENLACE

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