

Luis Enriquez

Creative Direction

View the full portfolio at <http://www.thecreativefinder.com/madruga>

Professional Experience and Curriculum Vitae

Please kindly get in touch for more information.

Previous Clientele

Please kindly get in touch for more information.

Awards and Accolades

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MISPLACED AIRBAG

"THERE'S A PLACE FOR EVERYTHING. DON'T MAKEUP & DRIVE"

6 out of 10 women wouldn't dream of going to work without makeup.
1 in 4 believe that not wearing makeup could cost them a promotion.
Which would explain why women frequently apply make up while driving.

The idea: For their safety, and the safety of others, we demonstrated that there's a time and a place for everything.

The execution: In many bars and restaurant's restrooms, we hide airbags that activate when a woman is in front of the mirror.

In Mexico 22% of car accidents are caused by women drivers.
More than 1,273 lipsticks are destroyed each year.
Resulting in more than 400,000 USD worth of damage each week.
Accidents could be avoided if women stopped applying makeup while driving.



Results:
With an investment of only 40,000 USD Mini Restroom Airbags got 700,000 USD of free media.
After only one week, the activation generated thousands of online conversations.
No lipsticks were harmed during the making of this activation.

***PLEASE WATCH THE VIDEO**



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WORDS CAN HURT DON'T TEXT AND DRIVE

Testing and driving is responsible for:
• 2,000 deaths each month.
• 40,000 disabilities.
• 750,000 injuries.

Something had to be done.

The idea: Demonstrate the dangers of texting while driving to help reduce the possibility of people getting injured. Execution: We built 50 letters (2 x 2.5 meters each) and placed them all around the city. But they were no ordinary letters: they were injured letters, connecting texting with accidents.

Next to the letters people was invited to download "The Word Blocker" app by MIMI. Based on GPS and the user's speed, the app automatically schedules, disabling all calls and messaging alerts. Incoming calls receive a preset, automated, 30s. App also accumulates safe kilometers. Incoming calls receive a preset, automated, 30s. App also accumulates safe kilometers. share their score and route on social networks and make friends and followers to download the app. On the letters, people could find the current total of safe kilometers driven by all app users. Press and outdoor added exposure to the multi touch campaign.

Results:
15w 4MIM clients asked about the app.
Earned media exceeded 40,000 USD in the first month.
So far we've had more than 35,000 safe kilometers.
In just one week, there were more than 10,000 tweets and comments on Facebook.