



Luis Mejía

### MARKETING COMMUNICATIONS CONSULTANT

I have been responsible for the planning, administration and implementation of marketing communication strategies, advertising, branding, nomenclature and corporate identity programs, product, environmental exhibit and industrial design projects for a very diversified field of industries such as:

Bombardier, Actelion Pharma, Filterfresh International-Can&US, Quebecor World, BSP Transportation-China, General Electric-Can&US, RPT Motion, VKI Technologies, Bombardier Transportation Can&Europe, Félix&Norton, Ecopia Biosciences, Domtar, La Caisse de dépôt du Québec, National Bank of Canada, Cosmair, Cambior, H&Chartron, Eicon Technologies, PSN Diagnostic, and many others.

THE MOST IMPORTANT "BUSINESS" OF ANY BUSINESS

IS COMMUNICATION.



Luis Mejía

## VAST EXPERTISE — DIVERSIFIED INDUSTRIES

Marketing communication strategies, advertising, branding.

Corporate identity programs.

Collateral material.

Signage.

Packaging.

Product and

Industrial design.



GREAT PRODUCTS, SERVICES, IDEAS HAVE NO VALUE

IF THEY DON'T COMMUNICATE EMOTION AND STIMULATE OUR SUBCONSCIOUS MIND.



Luis Mejía

## BOMBARDIER

Concept, design and development of their corporate identity program.

Communication strategy.

Nomenclature.

Branding.

Implementation of norms.



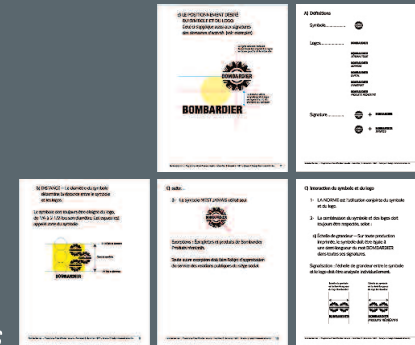
**BOMBARDIER**  
AEROSPACE

**BOMBARDIER**  
TRANSPORTATION

**BOMBARDIER**  
INTERNATIONAL

**BOMBARDIER**  
CAPITAL

**BOMBARDIER**  
RECREATIONAL PRODUCTS



BRANDS ARE ENTITIES, WITH A BEHAVIORAL PATTERN OF THEIR OWN,

DIFFERENT FROM, AND GREATER THAN, THE SUM OF THE PERSONALITIES INVOLVED IN THE BUSINESS.



Luis Mejía

## CAISSE DE DÉPÔT ET PLACEMENT DU QUÉBEC

Concept and design of their corporate exhibit.

Communication strategy.

Furniture,

Industrial and

Environmental design.



BRAND IMAGERY SHOULD NOT FOLLOW FASHION FADS,  
NOR SHOULD ITS CREATION BE MERELY A DECORATION EXERCISE BASED ON ESTHETICS.

BRANDS HAVE SOUL.



Luis Mejía

## PHARMA, MEDICAL AND BIOTECHNOLOGY

Marketing communication strategies. Advertising. Branding.

Corporate identity programs.

Collateral material.



COHERENT, PLANNED, MARKETING COMMUNICATIONS STRATEGIES,

HELP BUSINESSES TO BE PERCEIVED AS: VALUABLE, DESIRABLE, ROOTED, INDISPENSABLE.

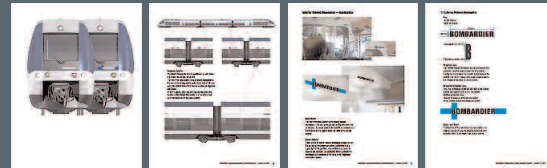


Luis Mejía

## BOMBARDIER TRANSPORTATION — FRANCE

Concept, design and implementation of the world's first branding program in the railway industry.

The AGC trainset,  
(SNCF) the French  
National Railways.



WITH TIME, BRANDS BECOME CAPABLE OF AWAKENING  
PASSIONATE, EMOTIONAL, INSTINCTIVE, POSITIVE FEELINGS IN THE SUBCONSCIOUSNESS OF THEIR PUBLICS.



Luis Mejía

## BOMBARDIER CORPORATE

Communication strategy, design, coordination and production of annual reports.

Recipient of three gold, two silver and one bronze awards from the Financial Post and the Canadian Institute of Chartered Accountants for excellence in communication strategy.



GREAT BRANDS COMMUNICATE A PROMISE THAT PEOPLE BELIEVE IN

AND ONE THEY DESIRE TO BE A PART OF.



Luis Mejía

## NATIONAL BANK OF CANADA

Concept and design of the branding program for Investor Relations.

Communication strategy.

Nomenclature.



PLANNED BRANDING COMMUNICATIONS DEVELOP LONG-LASTING LOYALTY

AND DEEP-ROOTED TRUST.





Luis Mejía

## BSP (QUINGDAO) TRANSPORTATION — CHINA

Concept, design and implementation of the corporate identity program.

Communication strategy.

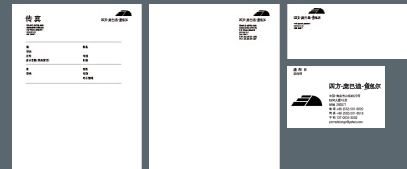
Nomenclature.

Branding.

Implementation of norms.



# 四方-庞巴迪-鱼包尔



9

WITHOUT A METICULOUSLY IMPLEMENTED COMMUNICATIONS PROGRAM,  
THE BEST BRANDS, PRODUCTS, SERVICES, POWERFUL CORPORATIONS,  
IN TIME LOSE THEIR MARKET SHARE AND THEIR PERCEIVED SUBCONSCIOUS MARKET VALUE.  
THEY FADE AWAY AND DIE.

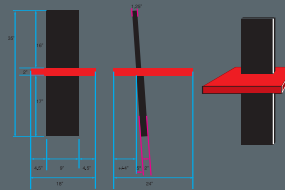


Luis Mejía

## PIPO® K-D OUTDOORS FURNITURE

Industrial/product design of knock down outdoors furniture.

Ergonomics study,  
fabrication and installation.



10

"THE GOLDEN RULE IS THAT THERE ARE NO GOLDEN RULES"

GEORGE BERNARD SHAW.



Luis Mejía

#### KEY SERVICES

- Project launch logistics, methods, systems and procedures.
- Budget study and allocation.
- Creative strategy, launch and evolution.
- Communications protocol.
- Project administration and implementation.

#### IN THE FOLLOWING FIELDS

- Marketing and corporate communication strategies, in any required medium.
- Brand creation, valuation, development, naming and positioning. Nomenclature.
- Advertising campaigns in any required media.
- Corporate identity, positioning, behavior, values, norms programs.
- Product, industrial, exhibit and environmental design.

11

MANDATES ARE FULFILLED IN AN EFFECTIVE,  
PROFESSIONAL, ETHICAL MANNER AT A REASONABLE COST.



Luis Mejía

SUCCESSFUL JOURNEYS OFTEN BEGIN WITH A BOLD FIRST STEP

Should you be interested in a preliminary, open-minded, dialogue on how we could collaborate to enhance corporate value in an effective, professional, ethical manner at a reasonable cost, please, feel free to contact me directly at your convenience.

Luis Mejía

Luis@GRP3.com

+1-514-849-7433

<http://ca.linkedin.com/in/luisfmejia>

[http://twitter.com/LuisF\\_Mejia](http://twitter.com/LuisF_Mejia)

"NOTHING GREAT WAS EVER ACHIEVED WITHOUT ENTHUSIASM"

RALPH WALDO EMERSON.