wingman

Commercial dossier

Wingman dossier

Who we are, how to work with us, which capabilities we connect and what work we can show.

The proposal

Strategy, creative, media, production and artificial intelligence embedded in your company. The speed and business knowledge of your own team, with the depth of a full-service agency.
In-house means the team works with you every day, on your priorities and your brands, instead of showing up only when there is a campaign.

Ways to hire us

START

Marketing and AI diagnostic

To set priorities before committing a team or a budget.

First deliverable: An opportunity map and a prioritized roadmap for brands, operations and AI.

SOLVE

Defined project

For a specific challenge with a scope that can be bounded.

First deliverable: A written scope with the objective, deliverables, owners and how the work will be evaluated.

OPERATE

In-house team

To bring a marketing, advertising and AI team inside your company.

First deliverable: The model design: priorities, scope, team and responsibilities, before setting dedication or commitments.

Capabilities

Marketing

In-house marketing in Quito: brand strategy, consumer insight, communities, portfolio innovation and media, with agreed measures of progress.

Advertising

Advertising in Ecuador: creative campaigns, television, digital media, outdoor, BTL and audiovisual production through Wingman's creative center.

Artificial intelligence

AI for companies in Ecuador: brand assistants, process automation, knowledge systems and digital platforms with human review and defined scope.

Evidence we can show

We operate from the inside with 29 brands and lines in the Grupo Danec portfolio.

EXECUTED WORK

Quadriccio

A brand created from scratch with Danec. The brand and its packaging belong to Grupo Danec.

IN-HOUSE OPERATION

Grupo Danec portfolio

We operate from the inside with its brand teams. The catalog shows Grupo Danec products; it does not mean Wingman created each brand.

WITH DALEKI LAB

Websites and platforms

Wingman connects business and brand. Daleki Lab brings development and AI integration.

PRODUCTION

Creative center

Audiovisual production, content and podcast for Danec.

CREATIVE CONCEPT

Media explorations

Conceptual scenes to think through an idea in different spaces. They are not executed campaigns.

Contact

Each scope and its investment are defined in a written proposal.

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