

Audiovisual Strategy

Strategies that drive Growth

What do we do at Indigo BMC?

We focus on the development and positioning of brands aiming to reach new and larger audiences, gaining visibility and brand recognition through carefully curated strategies within the worlds of music, hospitality, and sports.

Our goal is to help drive businesses with international potential and growth ambitions across Europe, the USA, and LATAM

We conceive and manage projects with a strategic vision and intelligent, results-focused execution, supported by brand and marketing consultancy. We build strategic partnerships and alliances with high amplification potential across media and channels.

Our approach includes robust ROI measurement models and the development of visual analytics projects powered by AI predictions.

Where creativity turns into profitability.

Our Areas of Expertise

Multidisciplinary expertise in every project

Consulting

Strategic brand and marketing consulting: audits, strategic plan design and execution.

Brand positioning analysis, market research, and benchmarking across channels and industry.

Partnerships

Negotiation and activation of sponsorships with global brands and lifestyle and cultural organizations.

Brand partnerships through business-oriented co-branding initiatives.

Media

On/offline media planning, investment and advertising strategies by channel and market.

Branding, PR, and performance campaigns. Production of high-impact audiovisual content.

Strategic project management and results-oriented tactical execution.

The Power of Video

Insights that drive growth and engagement.

Audiovisual content is key to generating desire, community, and lasting recall. We create tailor-made productions that capture the essence of brands, destinations, and experiences, turning attention into lasting emotion.

Global Trend:

89% of companies use video

95% consider it crucial

Benefits for the brand:

Enhances brand recognition, communicates messages clearly, humanizes the organizational experience, and amplifies digital reach.

93% of companies plan to increase their investment in video in 2026.



Corporate Video

Driver of Business Evolution

Video dominates the digital world: In 2025, it will account for 82% of internet traffic. Users retain 95% of a video message compared to just 10% in text, and 78% prefer discovering products through short clips.

Companies know it: 9 out of 10 use it in marketing, and 82% state that its importance continues to grow, driving sales and building trust. Consumption is predominantly mobile, with short formats — reels, shorts, TikToks — being the most viewed. Even without sound, subtitles ensure effective communication.

Advertising investment in video grows every year, shifting time and attention that once belonged to television.



Advertising Video

The Art of Winning in Seconds

In an environment where attention lasts only seconds, advertising video is the most effective tool to capture interest and turn curiosity into action. It is not just an ad, but a short story that excites, persuades, and is shared.

E

Advertising video is the most effective tool to capture attention in seconds and transform emotion into action. It generates more sales, leads, and brand recall, while adapting to any channel

We work with independent scriptwriters and creative directors with extensive experience in advertising agencies and creative campaign launches.



Event Video

Memories that Live On

An event does not end when its doors close: the post-event video transforms the emotions and moments experienced into an audiovisual story that relives the experience and projects it beyond the day it happened, generating reusable content for social media, campaigns, and corporate communication.

The data supports it: brand recall increases by 80%, interactions grow by up to 120%, and 72% of attendees report stronger connection.

We have a specialized team in recording music events, festivals, clubs, and fashion shows, with solid expertise in broadcasting all types of cultural events



Drone / FPV Video

The View that Elevates

Drones and first-person view (FPV) flying have revolutionized audiovisual storytelling, allowing spaces to be explored from within with impossible angles and creating immersive experiences that surprise and set apart.

We have a team of licensed pilots and operators, certified radio communicators, and expert administrative advisors for flight permit management with all relevant parties, ensuring safety and regulatory compliance in every project.

We work in all types of natural environments as well as in historic buildings and urban centers, applying FPV flight innovation to create unique, immersive journeys — ideal for showcasing the essence of hotels and distinctive venues.



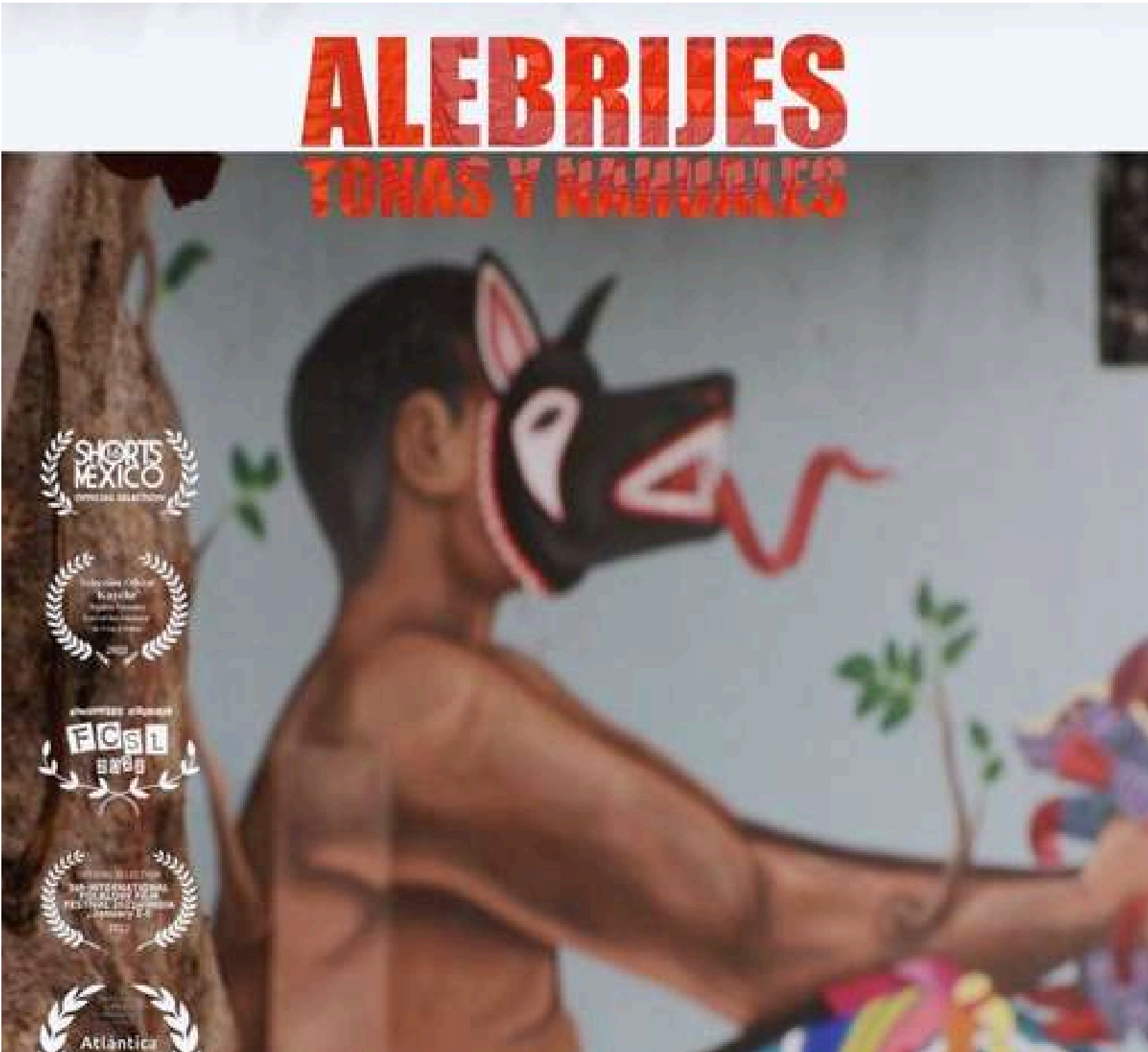
AI Video Creation

Accelerated Imagination

Artificial intelligence has transformed audiovisual production by enabling faster, more personalized, and more accessible content without sacrificing creativity.

It does not replace human vision — it amplifies it: turning ideas into images within minutes, optimizing resources, and positioning brands as innovators in the use of new technologies.

The results are clear: it reduces production times by up to 40%, increases cost efficiency by 65%, enables scalability without loss of quality, and improves engagement by 35% thanks to its personalization capabilities.



Documentary Film

A Truth that Connects

The documentary is the format that conveys authenticity: it goes deep, moves, and reveals. It allows organizations to showcase their culture, communities to share their spirit, and events to highlight their magic, while making the people behind them the true protagonists. It creates stories with soul that build credibility, humanize the brand, and set it apart from the competition.

Its value is tangible: 87% of consumers are guided by authentic content, documentaries generate 58% more trust than traditional advertising, and long-form videos achieve up to 3 times more views.

We are experts in cinematic formats, having participated in the production of documentary films as well as feature and short films.



Internal TV Channel

Communication that Creates Fans

An internal TV channel turns screens into an audiovisual platform that informs, inspires, and connects in hotels, restaurants, and all types of venues.

It reinforces brand identity, enhances the customer experience, and unifies an organization's internal communication thanks to a dedicated and up-to-date schedule of exclusive, relevant content for its audience.

In addition, by integrating with streaming platforms, it extends its reach beyond physical screens, reaching new markets and target audiences.



Other Services

Creativity in All Its Forms

What Else Do We Offer?

- Bite-sized social content: reels, stories, shorts, TikToks.
- Educational & tutorial videos: for staff and customers.
- Interviews & testimonials: showcasing the voices behind the brand.
- Motion graphics and 2D/3D animations: for processes or complex data.
- Special productions: product launches and presentations.
- Immersive 360° or VR content: to explore from a different POV.

Are You Ready to Lead the Culture?

The next brand to shape the future of audience
engagement could be yours.

It's your call.

Let's talk.
hello@indigobrandmedia.com

