



- + INTERNATIONAL MARKETING
- + TRAVEL, LEISURE AND RECREATIONAL REAL ESTATE
- + TRADE AND INVESTMENT

Sinclair & Ruiz
Consulting

O I.

INTERNATIONAL MARKETING INTELLIGENCE

OUR AREAS OF EXPERTISE: TRAVEL, LEISURE & RECREATIONAL REAL ESTATE / INTERNATIONAL TRADE & INVESTMENT.

Our purpose.

At Sinclair and Ruiz, our goal is our clients' success. We pursue this goal by taking a local approach to programs that range from regional to international. The insight we provide and analytic capabilities make us a powerful tool in the quest to gain a competitive edge.

We thrive when designing and working on innovative projects that involve a multi-disciplinary approach and cooperation.

Sinclair & Ruiz assists our clients in achieve internal and external communication strategies that motivate engagement.

What we do.

S&R believes in building creative solutions that stand on strong foundations that incorporate basic principles. Our work brings businesses and customers together in order to satisfy consumer needs while generating profits.

How we do it.

- We analyze markets, assess progress and business processes in order to improve performance.
- We develop visual diagrams tailored to our clients' needs to help them visualize and pursue the path that leads to the ultimate goal of each strategy.
- S&R designs highly targeted campaigns that focus on ROI, marketing-for-leads and branding.
- Our experience includes working with private companies, tourism boards, development boards, associations and public-private sector co-ops.
- S&R campaigns reach Canada, Mexico and the U.S.
- Our team's client retention average is 4 years +.

Sinclair and Ruiz is a consultancy that creates integrated local, national and international marketing strategies.

Our work brings businesses and customers together in order to satisfy consumer needs while generating profits.



02. SERVICES AND CAPABILITIES

Consulting, market analysis, process evaluation, strategy design and execution, Print/website/corporate identity/logo/media kit design, copy, speech writing, event organization, Search Engine Marketing, budget management, cultural sensitivity training, media relations, among others.

Strengths.

- Grass roots and localized reach in all campaigns
- Highly specialized and effective
- Service excellence geared toward obtaining maximized ROI
- We take your brand to the customer ...wherever he or she may be.

Our reach.

- Clients' origin
- Client project locations



03. CASE STUDIES

TRAVEL, LEISURE & RECREATIONAL REAL ESTATE.

Evaluation of a marketing strategy's strengths and weaknesses, providing a plan of action to improve ROI.

At the end of a 6 month events & promotions campaign targeting communities (rather than cities), we analyzed the results of our client's strategy to determine strengths and weaknesses. S&R developed a series of recommendations to increase ROI by focusing time, effort and investment on the more successful and cost-beneficial elements of the campaign.

S&R provides sales and cultural sensitivity training to company targeting English speaking markets.

Our team coordinated a sales and cultural sensitivity workshop for an experienced developer looking to reach American and Canadian clients for the first time. We met with the development's sales team and briefed them on the target market's profile, preferences, and expectations. We advised on the kind of information the target market required in order to make a purchasing decision, the appropriate approach and follow-up tactics.

Design and launch an international campaign to position Mazatlan, Mexico as a premier retirement and investment destination.

We coordinated efforts between the Mazatlan Developers Association, Sinaloa Tourism Board, and the Mexico Tourism Board to position Mazatlan as a retirement and investment destination in the Canadian – and later – the American market place.

S&R identified the destination's main competitors, its position in the market and designed a strategy to reach the specific objectives. The strategy included PR, print and online initiatives. The comprehensive campaign included updating the creative image, message, website and adding a call center to the tool kit.

The second year the campaign ran, the percentage of leads generated by the marketing initiatives grew by 321%, participation in information and promotional events from the first to second year grew by 38%. On a national level, in 2009 Mazatlan climbed from 11th place to 4th place among Mexican tourist destinations in terms of real estate investment growth. As a result of the efforts of this campaign, Mazatlan was repositioned from being a "Spring Break" destination to an investment, retirement and long-term leisure destination.

Gap analysis.

In 2009 our client's marketing campaign generated a record number of leads. Yet there was a gap between the number of leads generated and the final connection and follow-up by the sales team. S&R analyzed the area of opportunity, identified weaknesses and proposed process modifications to improve the flow of leads and information to key departments, as well as follow-up strategies to make the most of a successful marketing strategy.

Golf promotion.

One of our long-term clients - a resort made-up of 4 hotels, 27-hole golf course, marina, gated community and country club - requested that we design a short-term promotions campaign to attract golfers from specific areas to their resort within a 4 month period.

S&R designed and implemented the promotions campaign resulting in multiple inquiries and visits to the resort within the expected time-frame.



INTERNATIONAL TRADE AND INVESTMENT.

American franchise expands to Mexico.

An American client decides to open several restaurant franchises in Mexican urban centers. S&R provides property management guidance and translates lease agreements and construction guidelines pertaining to malls across the country.

Mexican company seeks financing in Canada.

A Mexican client prepared a feasibility study in Spanish in order to apply for financing from a Canadian financial institution. S&R translated the study to English as required to complete the application.

Canadian company pursues a new market.

S&R provides step-by-step guidance and advice to help our Canadian client start a tourism-related company in Cancun, Mexico. Steps involve starting a corporation, immigration documents and advice on importing business equipment.

S&R provides step-by-step guidance and advice to help our Canadian client start a tourism-related company.



04.

PROFILES

**CAROLINA IBARRA SINCLAIR.
FOUNDER & PRESIDENT.**

Carolina graduated with a Bachelor's degree in Political Science from the *University of British Columbia* and a Master's of International Relations from the *University of Linköping, Sweden*.

She has extensive private and public sector experience and has worked in the following leisure and real estate areas: marketing; leisure, residential & commercial property management; international property sales and financing; among others.

On multiple occasions, Carolina has been invited to speak about international trade and investment at events accross Canada, the US and Mexico. Her professional opinions have been published by the *Calgary Herald* and the *BC Real Estate Convention*, in addition to press publications in *Mexico's Pacific Northwest*.

Carolina has also taught undergraduate international affairs and business courses.

Carolina is both a Canadian and a Mexican Citizen; and is completely bilingual and bicultural. She currently lives in Vancouver, B.C.

"Our management team oversees every account to ensure the highest level of customer service and performance."

**MAURICIO RUIZ ARNAUT.
FOUNDER & DIRECTOR OF BUSINESS DEVELOPMENT.**

Mauricio graduated with a Bachelor's Degree in International Commerce from the *Autonomous University of Sinaloa*. He has continued his education throughout the years by focusing on topics related business processes and value net integration.

Mauricio began his career working for a Customs Brokerage firm. He then spent over four years working for the Mexican Fisheries Department on Production Chain Integration and Product Marketing before moving to Canada.

Since then, our Director of Business Development has helped build S&R and mold the services that provide guidance to our clients and map the direction to reaching their goals.

Mauricio is a Mexican citizen and Canadian resident who now resides in Vancouver, B.C.

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CONTACT

CORPORATE OFFICE

Phone: (604)-852-7951 or (604)-607-1671

Toll Free: 1-866-836-8797

www.sinclairandrui.com/marketing