

about us

We are a highly focused marketing communications firm committed to providing our clients with exceptional work and dedicated attention. Directors are always hands-on and project teams are carefully tailored to match each client requirements.

We combine the benefits of a large agency -specializing in strategic, creative and highly effective communication solutions using both traditional and state-of-the-art mediums and the best creative talent- with the advantages of a boutique shop -dedication to our customer's needs, quick response, and a belief that we have to continually build value to them. We cover the two big spectrums of communications: strategy & planning (creating the right message that reaches the right audience); and graphic design (including all phases of media production: print, web and video).

The combination of solid experience, enthusiasm, and passion for what we do, alongside well thought out work processes, facilitate the generation of concepts and innovative ideas that we convert into tangible and effective products that will stand out in this ever-growing heterogeneous market.

Our philosophy is based on three simple words: work + love + fun. We love what we do and we have a lot of fun doing it. We truly believe that positive results are always the outcome if we apply this simple rule in all we do.



the Hispanic market

As a bicultural firm we are totally prepared to attend the requirements of a multi-cultural market, connecting cultures, building relationships, delivering efficiently believable messages from our customers to their targets.

The vertiginous growth of the Hispanic market in the United States is a reality that no company that wants to be successful can ignore. The diversity, differences and similarities of more than 400 million people in this country are concepts that we must grasp and analyze in order to better reach each one of its constituents.

We believe in the development of a Hispanic market pertaining to second generations, more evolved, hungry for new proposals, and creative ideas thought out with them in mind.

In our multi-cultural world, language is just one of the many challenges any business could face when trying to communicate an idea, or market a product. We are prepared to bridge the gap between our clients and that market.

Hispanics in USA represent 13% of the US population and continue on the rise. Their combined acquisitive power is more than 500 billion dollars. In Florida, Hispanic people are the largest minority group. They represent more than 17% of the State population.



the people

Our team is comprised of the best talent in each specialty, distributed in an interactive network of professionals coming from different countries and cultures.

After studying and analyzing the needs in each case of each particular client, we select and bring together the best-suited group to undertake the requirements of the specific project.

Writers, graphic designers, illustrators, journalists, photographers, directors, video editors, programmers, to name some of the talent we work with; each outstanding in their field, unique in their own style, trend-setters with expertise and experience. This is why any project we undertake can count on the best work team, an ideal combination of skillful and accomplished people ready to take on a challenge, and push their limits so that all your communications needs are met to perfection and total satisfaction.

Our directors:

mariela osorio

Born in Dallas, Texas, Mariela grew up between the United States, Ecuador and Venezuela. In 1991 she obtained a degree in Visual Arts and Communications in Caracas. Since 1989 she worked for Petróleos de Venezuela (PDVSA), world's fourth largest oil company, where she developed internal and external communications strategies and oversaw the production of numerous print, audiovisuals, ad campaigns and corporate events as part of the company's house agency. Among her projects stand out "Venezuela Magic Land", an award winning video and print series distributed to Spain, Japan, Germany and Thailand, among other countries.

In 1993 she went to work for VMQ, a production house, where she tackled video/film projects for multinational companies such as Polar (food & beverage), Seagrams of Venezuela (liquor), Citgo (petroleum), Central Madeirense (supermarkets), Biggot (Tobacco) and CANTV (telecommunications), among others.

In 1995 she returned to PDVSA and was in charge of the print and video department. Among her pet projects: monthly TV newscast Nuestra Gente (Our People), Petróleo en Gotas (serie produced for TV, radio and cinema), and Tópicos (monthly magazine). These products received high praises, nominations and various ANDA awards, a distinction given only to the best of the best in the advertising industry in Venezuela.

In 2002 she returns to the US, where she worked for RCN Colombia as producer of "LA FM", a 5 hour live radio show that airs to more than 4 countries. In February of 2003, Mariela and her long time friend and colleague, Miriam Leiderman, started MediaMart Communications.

miriam leiderman

Miriam has always divided her time between Venezuela and US. In Caracas, this ex-beauty queen (first place in both Miss Venezuela and Miss international) combined studying Visual Arts and Communications with a very successful career as a model.

Soon she was simultaneously juggling such diverse jobs as news anchor and copywriter for the early edition of the news (RCTV), as well as creative director for an ad agency (NPC). She founded and ran "Miriam Leiderman Advertising" for over 10 years. As a broadcast journalist Miriam worked in front and behind cameras, standing out as an investigative reporter and entertainment commentator. She hosted her own 4 hour-live-daily TV talk show (Magazine).

In 1999 she moved to Miami, where she worked as a freelance reporter for Show Business. She was heard worldwide as the international correspondent and on-air translator for "LA FM" (RCN), the most widely listened to talk show on Latin-American radio, transmitted live daily to over 5 million listeners in Colombia, Spain and US. Her outstanding dominion of English and Spanish (verbal and written) makes her stand out as one of a new generation of cutting edge cross-cultural journalists.

Miriam and Mariela (friends and colleagues) teamed up to create MediaMart and put their combined knowledge to the test in reaching new levels of excellence in communications.

Miriam's expertise in branding, as well as her people and motivational skills enabled her to travel the globe and even work one on one with personalities like Anthony Robbins. Most recently, Miriam was named the Spanish spokesperson for ILearnigGlobal. TV an online learning portal aimed at changing the world by empowering people with the tools to succeed.

services

Corporate identity:

- Logo design
- Business identity systems (business cards, letterhead, envelopes & more)
- Corporate identity revitalization (take an old name or logo and make it work for today market or business objectives)

Graphic design:

Development of concepts, copy writing, graphic design and print of brochure, collateral & presentation design

Some samples:

- Collaterals (folders, power point pages, postcards, book covers, newsletters, CD covers, labels, tags and more)
- Annual reports
- Presentations (Power Point/PDF/Flash)
- Packaging
- Retail environment/In store displays
- Signage
- Tradeshow and event materials (booth, graphics, multimedia)
- Photography & illustration
- Invitations
- Restaurant menus
- Door hangers

Web design:

- Development (custom and redesign)
- Banner ads
- Multimedia presentations
- E-vites (flash/html)
- E-newsletter system
- Web hosting/domain names
- Flash banners/elements/web sites

Ad campaigns:

- Strategic campaign development
- Concept development
- Copy, design and production of all media: print (ads), broadcast (radio/tv/web)
- Direct marketing, promotional concepts and more
- Media planning, buying and placement
- Institutional advertising

Creative writing:

- Development of concepts
- Copy writing (writing, editing & proof reading) for print & web
- Branding support: company and product naming/tagline & slogan creation
- Translations: of any product from English to Spanish and vice versa

clients

From petroleum and natural gas, to financial services, among other specialties, we represent each one of our clients taking care of and weighing their individualities.

Every client is unique, so are each of his or her company's challenges and objectives. The combination of solid experience, enthusiasm, and passion for what we do, alongside well thought out work processes, facilitate the creation of innovative solutions, intelligent and atypical, perfectly balanced with and for every challenge and objective.

Here are some of them:

- Nexogy. Miami, Florida
- Santa Barbara Airlines. Miami, Florida
- York Kingdom International. British Virgin Islands
- Constructiva Developers. Miami, Florida
- Gruveco Development. Orlando, Florida
- Elatre Caffè. Caracas, Venezuela
- Opengi. Los Angeles, California
- IL Migliore. North Miami Beach. Florida
- Sincor. Caracas, Venezuela
- Great Financial Consultants. Miami, Florida
- Remax Beach Properties. Miami Beach/Aventura, Florida
- Oxxo Dry Cleaners. Miami Beach, Florida
- Costa Mar. Sunny Isles, Florida
- Dakota Health Products. Miami, Florida
- Gazelle Model Management. Davie, Florida
- Invest Real Smart. Weston, Florida
- Deep Blue Sea Brokerage. Orlando, Florida
- Realty Connections. Orlando, Florida
- Tuna's Garden Grille. North Miami, Florida
- Jaffe Lasik Plus. Aventura, Florida
- Dancer Universe Magazine. Aventura, Florida
- Ricardo Pines Attorney. Coral Gables, Florida
- Chaves & Armstrong CPA's. Hollywood, Florida
- US Oftalmi. Ft. Lauderdale, Florida
- Daytrippers Sports Camps. Aventura, Florida
- Presidential Cafe. Hollywood, Florida
- Presage Advisors. Aventura, Florida
- NPPG. Spain/ United States/ Venezuela

webs

Here are some of them:

<http://yorkkingdom.com/>

<http://greatfc.com/>

<http://chavesandarmstrong.com/>

<http://campdaytrippers.com/>

<http://jaffelasik.com/>

<http://investrealsmart.com/>

<http://gruveco.com/>

<http://robertotudares.com/>

