

GRAPHIC ILLUSION
BRANDING + DESIGN

MORE THAN 30 YEARS

CREATIVE AGENCY · PUERTO VALLARTA & RIVIERA NAYARIT

BRANDING, WEB DESIGN, PHOTO AND VIDEO PRODUCTION.

For hospitality, tourism, real estate and consumer brands.

RIVIERA NAYARIT
Fashion Weekend

GRAPHIC ILLUSION · PUERTO VALLARTA, JALISCO, MÉXICO

30+

MORE THAN 30 YEARS

of creative direction, campaign and production for
brands that measure the result.

ONE STUDIO, MORE THAN 30 YEARS OF CRAFT.

Graphic Illusion is a creative agency in Puerto Vallarta, Jalisco, México, founded and led by Alonso Reyes.

It works across Puerto Vallarta and Riviera Nayarit — Nuevo Nayarit, Bucerías, La Cruz de Huanacastle, Punta de Mita, Sayulita — and with national and international brands beyond México.

**DESIGN DOES NOT DECORATE: IT
SOLVES A BUSINESS PROBLEM, AND IT
IS MEASURED.**

GRAPHIC ILLUSION





PLAYSTATION

MLB The Show 19

Made with heart
A cholesterol-free start to every meal.



MAZOLA — MADE WITH HEART



America's #1*
Now even better.
10X Cleaning Power.



TIDE — AMERICA'S #1



Only 35 calories

Real fruit juices & refreshing bubbles.



S.PELLEGRINO

S.PELLEGRINO - CLAIROL

Magazine double-page



CLAIROL
nice'n
easy

COLOR
FEARLESSLY



Entertain with
sparkling this summer

PERRIER

Entertain with sparkling



RED BULL

The Summer Edition · Beach Breeze



GET  AND
GET NUTTY. HAZELNUTTY.



M&M'S

Get Nutty. Hazelnutty. — Hazelnut Spread



DORITOS

Blazin' Buffalo & Ranch · Jurassic World

Go all digital
Experience disc-free gaming.



 **XBOX ONE S**
ALL DIGITAL

 MICROSOFT

XBOX

Go all digital

Gillette Razors

Try America's #1 shave brand.



Gillette

GILLETTE

America's #1 shave brand

WE WERE TRIAD RETAIL'S AGENCY FOR LATIN AMERICA.

Graphic Illusion was Triad Retail's agency for Latin America. Triad were world leaders in online marketing, until the company closed.

Through them the studio produced online marketing imagery for eBay, Walmart USA, Walmart México, Superama and Sam's.

*eBay · Walmart USA
Walmart México
Superama · Sam's*

The relationship ran through Triad. It is described exactly that way because it is accurate — and a stronger claim than an unexplained logo wall.

THE IMAGE OF TWO DESTINATIONS.

EIGHT YEARS OF THE BRAND

PUERTO VALLARTA

Created the logo and branding for Puerto Vallarta as an international destination.

RIVIERA NAYARIT

Built the entire image for the launch of the brand — from the logo through to its commercial deployment — and carried that development for eight years.

FORO NACIONAL DE TURISMO

Image for the last three years.

MARINA RIVIERA NAYARIT · PUNTA MITA EXPEDITIONS

Identity and production.

Say OuiTM to French
Style Yogurt

Crafted with simple ingredients.



OuiTM
By YoplaitTM

OUI BY YOPLAIT

Say oui to French style

NEW

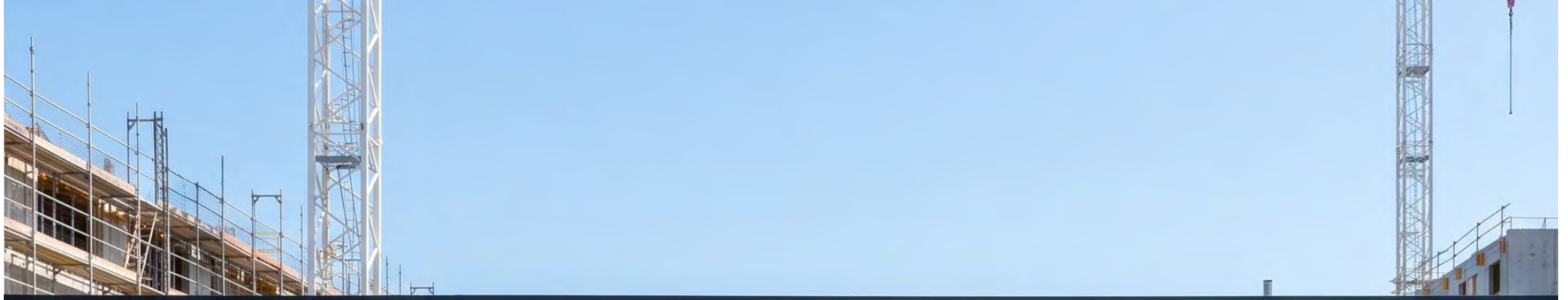
Flavors with a splash of fruit juice

**FUN. FRUITY.
FLAVORFUL.**



PEPSI

Fun. Fruity. Flavorful.



Yús

Smoothies & goodies



PERRIER

Digital campaign



MANDALA

Pirate Party





ALMACÉN GOURMET

Wine & Meat Lovers

JULIO 6, 2019

Celebrate beauty

GRAND BELLEZA
Puerto Vallarta

ZOO
Plaza de San Ignacio

AFTER PARTY

FIN ALL THE QUEENS IN THE WORLD

GRAND BELLEZA

Celebrate beauty



CANDYBAR & BAKERY



HOOVER

Vacuums and washes in one step

WHO WE WORK WITH.

HOSPITALITY AND REAL ESTATE

Imanta Resorts (ranked among the top 10 hotels in the world) · Grupo Marival · Garza Blanca · Luma Living

ENTERTAINMENT AND F&B

Grupo Mandala · Grupo Buenaventura · Dolce Vita · Ocho Tostadas · Señor Frog's

CONSUMER

Gatorade (image for sporting events) · Mars Group México (M&M's)

DESTINATION AND TOURISM

Puerto Vallarta · Riviera Nayarit · Foro Nacional de Turismo · Marina Riviera Nayarit · Punta Mita Expeditions

DELIVERED REMOTELY, ANYWHERE IN THE WORLD

Creative direction

Campaign & art direction

Branding

Motion graphics

Retouching

Post-production

AI production

3D & CGI

Digital: websites, apps, email, social — graphic design, web design and development, social media management and digital marketing

REQUIRES A SHOOT ON LOCATION

Photography

Photo production

Video production

Included as standard across Puerto Vallarta and Riviera Nayarit. Further afield the studio travels, and the travel is quoted in the project up front.

SCOPED TO THE JOB, QUOTED PER PROJECT.

Brand identity and launch, campaign and art direction, photo and video production, retouching, post-production, 3D and CGI, AI production.

There is no price list, because no two projects carry the same scope. We define the problem, the deliverable and the date; the number follows from that.

01

SCOPE

One conversation. What gets solved, for whom, and by when.

02

PROPOSAL

Deliverables, schedule and a firm price. Travel included and visible.

03

PRODUCTION

Creative direction end to end, with agreed review points.

04

HANDOVER

Master files, adaptations, and a manual where it applies.

SEND US THE BRIEF AND WE WILL SCOPE IT.

STEADY OUTPUT, MONTH AFTER MONTH.

For companies that need continuous production. US dollars per month, VAT not included.

	BASIC \$599	STANDARD \$789	BUSINESS \$1,063	PROFESSIONAL \$1,594
Social media designs	12	12	14	18
Extra designs	3	6	10	15
Photo/video session	Photos, 1x/mo	Photo+video, 1x/mo	Photo+video, 2x/mo	Photo+video, 4x/mo
Facebook + Instagram	✓	✓	✓	✓
Sales strategy	—	—	✓	✓
Blog	—	1/mo	1/mo	2/mo
SEO	—	✓	✓	✓
Paid social	\$80	\$130	\$130	\$260
Google Ads	—	—	\$80	\$80
Web redesign or new site	—	✓	✓	✓

— All payments in advance.

— Prices do not include VAT.

— Web design or redesign applies only if the contract exceeds six months.

— Hosting, if needed, is quoted separately.

— Paid social and Google Ads figures are included media budget, stated in USD at the edition rate and confirmed at contract.

WHAT TRAVEL COSTS, SAID BEFORE YOU SIGN.

Photo and video sessions require a shoot on location. The sessions themselves are included in the monthly fee.

PUERTO VALLARTA · RIVIERA NAYARIT

Across Puerto Vallarta and Riviera Nayarit there is nothing further to pay.

OUTSIDE THE REGION

Anywhere else, travel and accommodation are billed separately, at cost, on top of the fee — quoted and approved before the work starts, never added afterwards.

Where travel does not suit the budget there are two alternatives at no travel cost. The monthly fee is unchanged in every case.

A

The client shoots to our direction and shot list, and the studio produces everything after it.

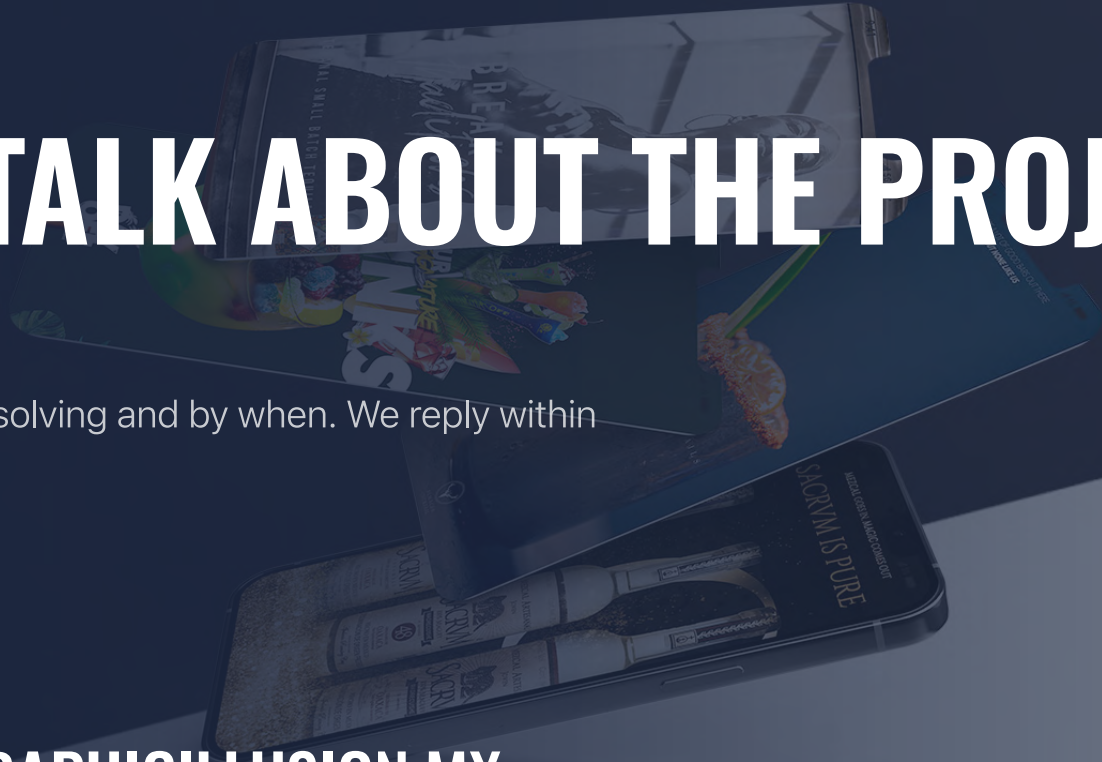
B

The sessions are exchanged for the same value in design, 3D/CGI or AI production.

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CONTACT

LET'S TALK ABOUT THE PROJECT.



Tell us what needs solving and by when. We reply within one business day.

ALONSO@GRAPHICILLUSION.MX

WhatsApp +52 322 294 9769

graphicillusion.mx

Instagram @graphicillusion

Facebook /Graphicillusiondesign

Puerto Vallarta, Jalisco, México