Portfolio

ALESSANDRA GUERRA MANCINI

On the following pages, you'll find my portfolio—a curated selection of projects developed over the years.
It brings together recent work, long-term brand evolutions, and projects currently in development through my boutique agency, where I personally curate, guide, and lead a select group of clients from concept to execution.

The portfolio also includes studio-based work, with credited design contributions for established brands such as Air Canada Vacations and La Senza.

Italy

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alessandragmancini

APPROUVED

PROPOSAL | BRANDING

CURRENTLY IN DEVELOPMENT

feather

PHARMACEUTICALS









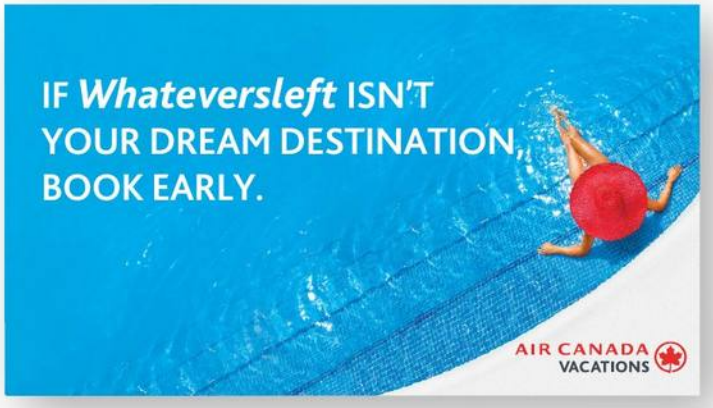






ADVERTISING CAMPAIGN

Billboard







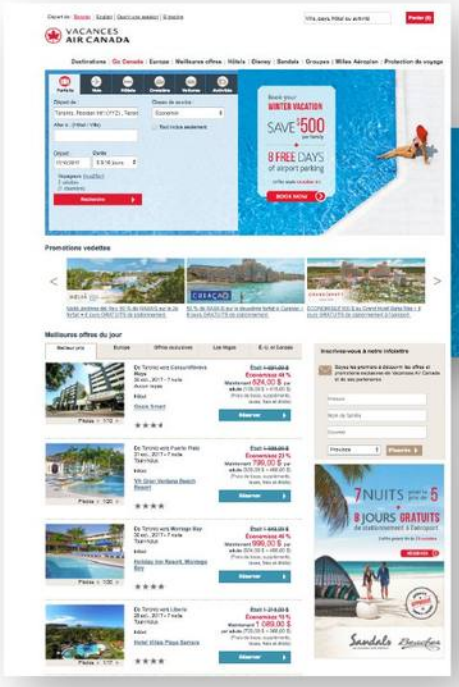
Elevator Wrap



Digital Billboard



Web







Countdown Strategy



Facebook



Online Advertising



Ad



Flyer




Travel Professionals International
Media Kit
2020


Travel Professionals International
Please contact
TPI's marketing team
for further details.
(647) 689 2475
marketing@tpi.ca


BULLETIN BOARD POST
The Bulletin Board is the homepage of our intranet TPI Lynx. TPI Lynx home page is the most visited page by our Advisors. Average daily visits of 600+ Advisors. We offer you the opportunity to have top placement on the Bulletin Board along with content featuring your offer for the month.
PLACEMENT
TPI Intranet Home Page
SECTION
Promotions
MARKET
National
DIMENSION
600 px W x 300 px H and a dedicated landing page
PRICE (CAD)
$850/ insertion
REACH
600 + Advisors Daily


BOOSTED SOCIAL MEDIA ADS
According to a survey, in 2019, 92% of small businesses increased their investment in social media. TPI will run targeted boosted social media ads to attract new consumers across Canada to increase visibility for your brand or product.
PLACEMENT
TPI Facebook & Instagram pages
SECTION
Sponsored posts
MARKET
National
DIMENSION
N/A
PRICE (CAD)
$750/ insertion


ORGANIC SOCIAL MEDIA
TPI has developed a proprietary marketing module in TPI Lynx, designed specifically to provide a turn-key marketing solution for our advisors. Lynx Marketing allows TPI to develop and grow a very active community of frequent travellers for our Advisors' Facebook business page and we work diligently with our supplier partners to maximize the potential of this channel. 600+ Advisors are signed up for Lynx Marketing.
PLACEMENT
TPI Intranet Facebook pages and the TPI Facebook page
SECTION
Business Page News Feeds
MARKET
National
DIMENSION
600 px W x 300 px H
PRICE (CAD)
$650/ insertion
REACH
94,000


WHO WE ARE
Canada's Largest Independent Travel Advisor Network
Partner with Canada's largest network of independent Travel Advisors. With over 25 years of experience backed with technology, we can help you promote your brand and products to our highly engaged and experienced network of Travel Advisors and their consumers.

ONLINE AND OFFLINE ADVERTISING

Pop-up Banners







Online Advertising - Animated Gif



Advertising Piece



Online Advertising - Animated Gif




TREVELLO
MediaKit


Mission
To empower and support our dedicated travel advisors, providing them with the tools, resources, and opportunities to curate exceptional travel experiences for their customers. We strive to foster a vibrant community of knowledgeable and passionate travel professionals who are committed to delivering personalized service, expert advice, and unmatched value to every customer.
Vision
To be the preferred partner for travel advisors, recognized for our unwavering commitment to their success. We aim to provide a platform that empowers travel advisors to thrive in the dynamic travel industry, offering cutting-edge technology, comprehensive training, and a vast network of global partners. Together, we will redefine the role of travel advisors and elevate the industry to new heights of excellence.
TREVELLO


Advisor E-Blast
Land directly in the inbox of 1100+ travel advisors.
Promote your latest offer or product with high visibility and an impressive open rate of over 80%.
PLACEMENT
SECTION
MARKET
DIMENSIONS
PRICE (€uro)
REACH
Email
Non-Dedicated
National
600 px W x 200 px H for the header image + Trade Flyer, or landing page redirect
Advisors


Brand Update • TREVELLO
Product Mix
Tours
Cruise
Air
Hotel
Insurance, Service Fees, and Other
Numbers / KPIs
advisors
Air customer list


TREVELLO
B2B


Cruise Priority Search
Top placement, maximum bookings.
Your cruises appear first on our Cruise Central platform, ensuring priority visibility to advisors actively searching for cruise options.
MARKET
PRICE (€uro)
REACH
National
TREVELLO


TREVELLO
Events


Virtual Series
Quarterly Virtual Training Series As part of our ongoing advisor development, we host four dedicated multi supplier virtual sessions each year quarter. Each session gives partners the opportunity to present directly to engaged advisors across the Trevello network. Sessions are recorded and added to our Learning Library, ensuring your content continues to generate visibility and value long after the live presentation.
THEMES
CRUISE
January
LUXURY
April
FIT
July
SUPPLIER TOOLS
October
TREVELLO


TREVELLO Talks • Cruise
Take the spotlight in our exclusive Wednesday Cruise Sessions. These 40-minute trainings are tailored to cruise partners and designed to grow advisor expertise and cruise sales.
INCLUDES
40 minutes speaking time
Dedicated Training space on TTGs intranet - Trevello Central

Trevello

Pop-up Banners



App Banner



Animated Presentation



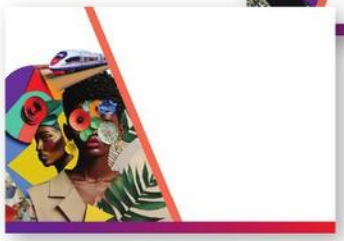
Signage



PowerPoint Templates











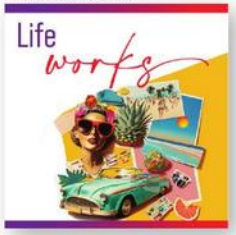
Pop-up Banner



Newsletter Banner



Newsletter Banners





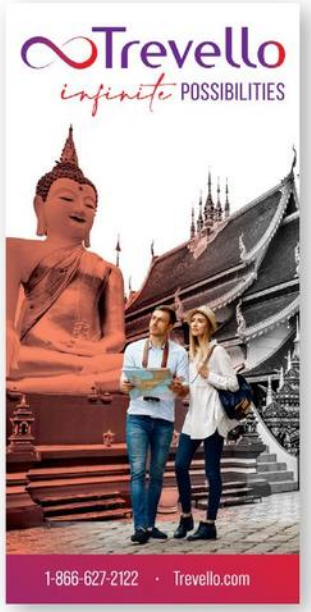


BRANDING

Trevello

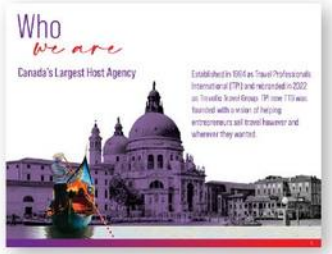
Pop-up Banners





Presentations









PowerPoint Templates



Gift Certificate



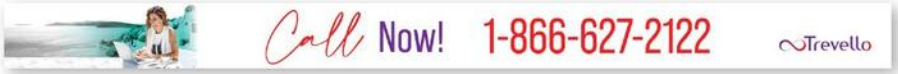




Online Advertising - Animated Gif







Online Advertising





Newsletter



E-BROCHURE

SPOTLIGHT Journeys













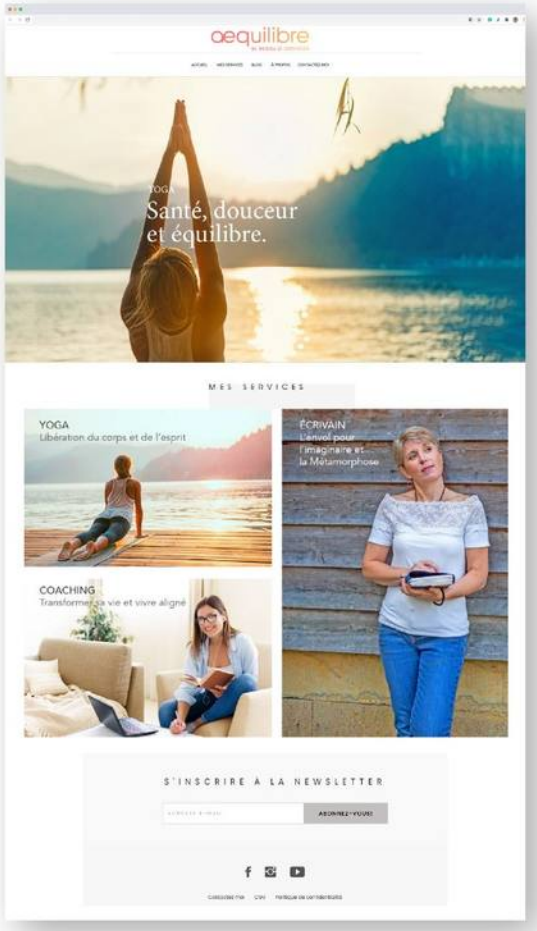


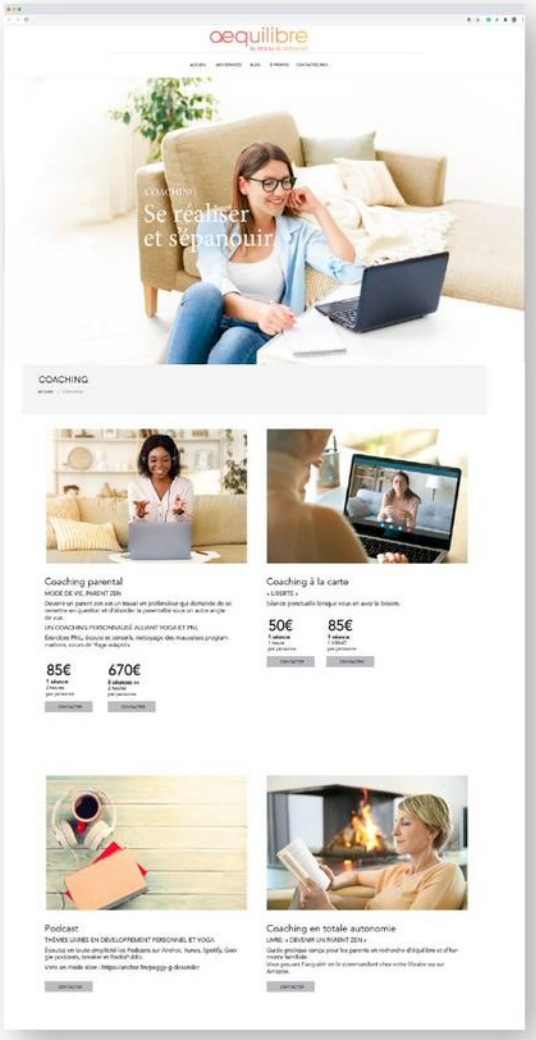


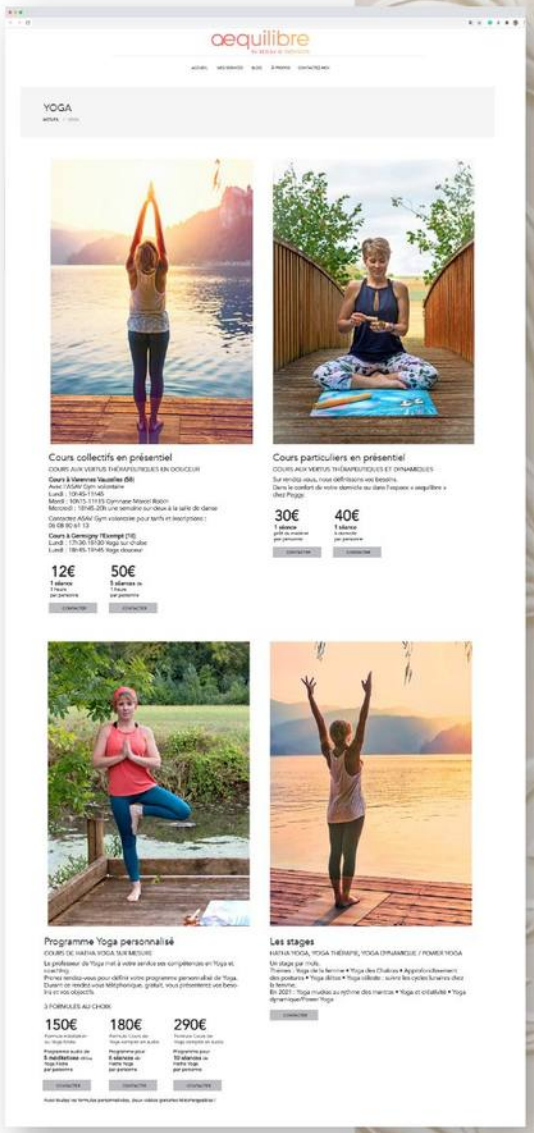


aequilibre BY PEGGY G-DESENDER

Website: aequilibre.ca







BRANDING

RESTAURANT

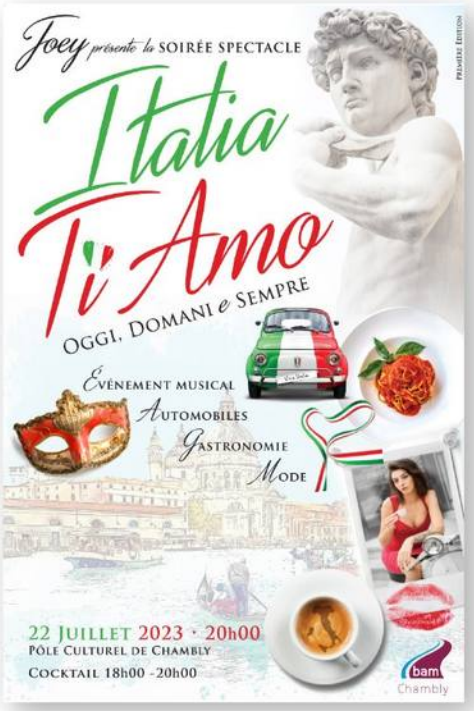
TRE COLORI

La tradizione Italiana... Vivila con Passione!

Website: trecolori.com



Event Posters



Postcards

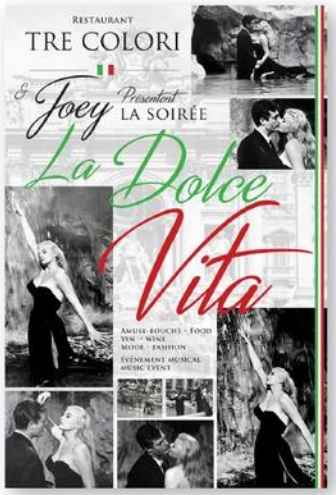












Animated Gif - Facebook



Product Labels



Packaging



BRANDING

Bistro
TRE COLORI

Facebook Post & Story





Signage



Photoshoot & Poster



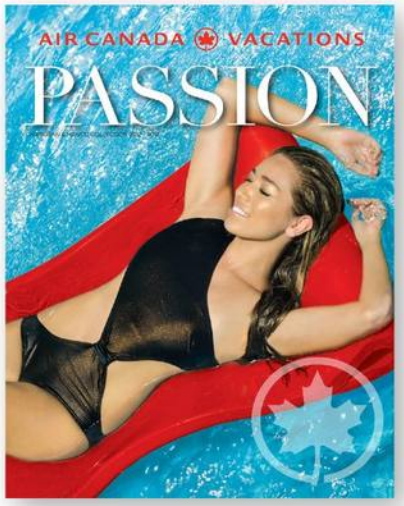
DIVINUM
terra di
Circe

IL
PRINCIPE
by Il Giardino del Pane

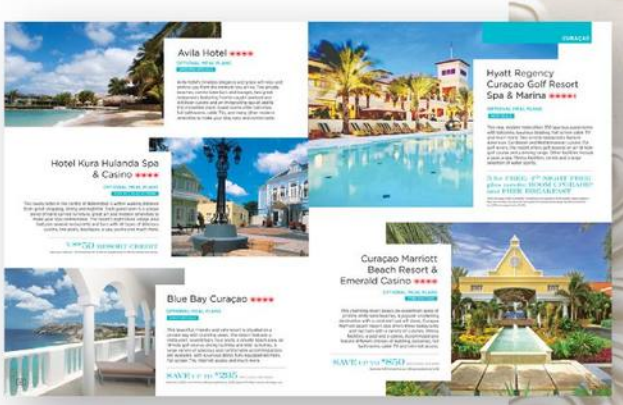
PASSION MAGALOG

Magazine | Catalog of Air Canada Vacations

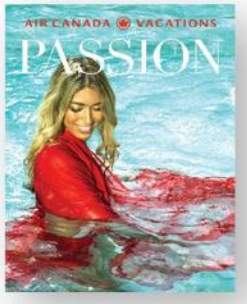
Photoshoot & Cover

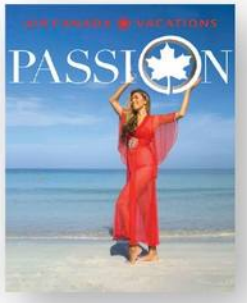






Options















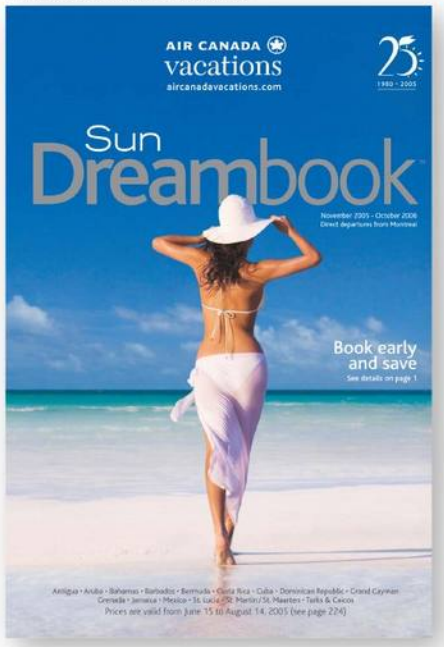
Pages inside





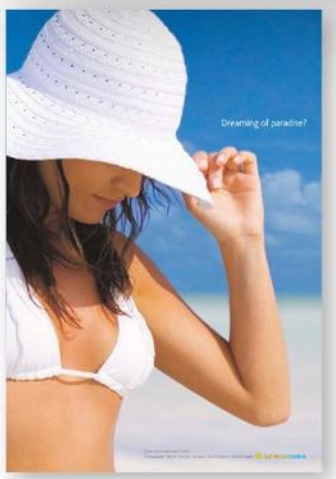
ANNUAL BRANDING CAMPAIGN

Photoshoot & Cover of the Catalog



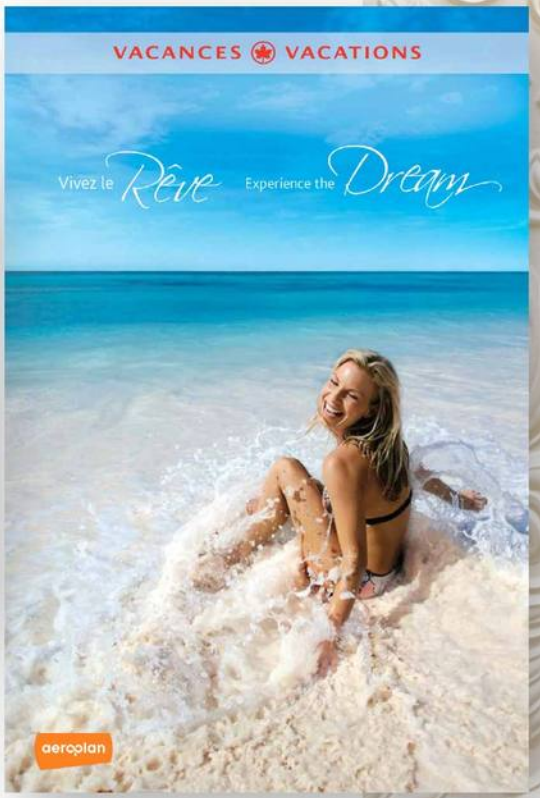
Spread














It's not a JOB
LIVE the Magic.
Debut


It's not a JOB
DREAM & LIVE the Magic
Debut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Debut

Magazine | Catalog of La Senza Brand products



















ONLINE AND OFFLINE ADVERTISING

