

Trends On Influence + LATAM Airlines

Strategic Proposal

Influencer Management — LATAM Airlines 2026

Prepared exclusively for LATAM Airlines Group S.A.

CONFIDENTIAL — May 2026

To the Evaluation Committee

Dear LATAM Airlines Group S.A. Evaluation Committee,

It is an honor for Trends On Influence to present our proposal for the comprehensive management of LATAM Airlines' influencer marketing program.

This proposal was built entirely on the RFP documents, Q&A responses, and our experience operating multinational influencer campaigns across Latin America.

Our proposal includes: company and team presentation, strategic proposal and operational model, 4 proprietary technologies, 9+ market coverage with local billing, transparent economic model with 15% commission, travel and logistics rates, and full acceptance of LATAM's commercial terms.

We remain available for any clarification or in-person presentation.

Marina Tatit

CEO — Trends On Influence

May 2026

AGENDA

Contents

- 01** Our Team
- 02** Strategic Proposal
- 03** What LATAM Needs
- 04** Operational Model
- 05** Squad Structure
- 06** Technology & Measurement
- 07** Proven Experience
- 08** Economic Model
- 09** Commercial Terms
- 10** Closing

WHO WE ARE

Trends On Influence: Technology + Influence

Trend Hunting

Intelligence

Management

Data

4 proprietary technologies in production

TEAM

People Behind the Proposal



Marina Tatit

CEO

Strategic leadership, LATAM relationship, governance.



Yann

CCO

Creative direction, content strategy, curation.



Matheus

CPO & CAIO

Product, technology, AI, proprietary platforms.

02

Strategic Proposal

THE PROBLEM

What LATAM Needs to Solve

RFP SCOPE

- Campaigns across multiple simultaneous markets
- End-to-end influencer management
- Travel and experiences with creators
- Coordinated Paid + Organic
- Rights, contracts, and logistics

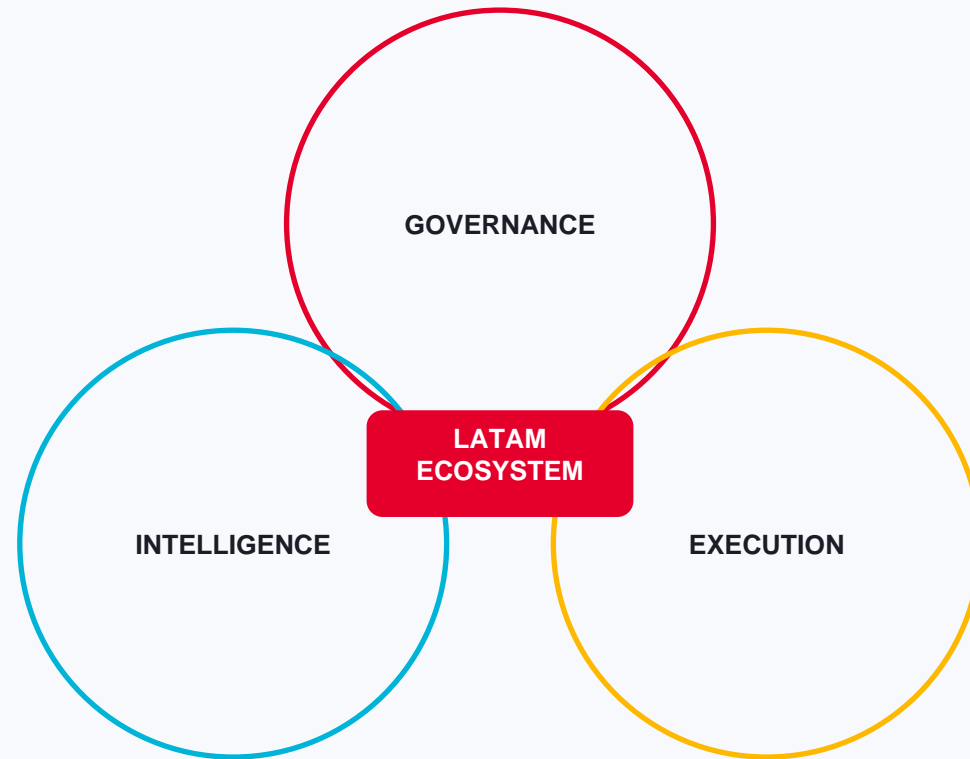
IMPLICIT CHALLENGES

- Multiple internal teams
- Global brand consistency with local relevance
- Standardized multi-market reporting
- Regulatory compliance by country

The opportunity is open.
But it demands structure.

- Coordinated regional operations
- LATAM brand consistency in every market
- Local content adaptation
- Real-time intelligence and measurement

Three Dimensions of a Single Challenge



From Isolated Campaigns to Ecosystem

TRADITIONAL MODEL

Isolated campaigns

Agencies per market

Disposable creators

No dashboard

Retroactive reporting



TOI MODEL

Integrated annual strategy

Single agency + squad

Ecosystem with recurrence

Real-time dashboard

Continuous intelligence

**How to transform travel experiences
into measurable brand preference
across multiple markets?**

Our job is not to hire influencers.

**It is to build a regional operation that turns
creators, travel, and content into preference for LATAM.**

4 Lenses for LATAM

01

Requested Markets

10 markets in RFP

02

Audiences & Creators

9+ creator profiles

03

Travel & Activations

Events, routes, experiences

04

Brand & Measurement

First Choice, Closeness, GA+Meta

What the RFP Reveals

Multiple internal teams need influencer activations.

Sales-oriented campaigns require conversion measurement.

Exclusivity in airline, OTA, bank, retail. 4-6 month cooling.

LATAM uses GA and Meta. Reporting must integrate.

Whitelisting and media agency coordination explicit.

Reference spend ~USD 4M/year.

04

Operational Model

SERVICES

Our Business Lines

Branding & Awareness

Brand positioning

Performance & Conversion

Traffic, leads, sales

UGC

Content for own channels + paid

Events & Experiences

Travel, events, launches

OPERATIONS

Full-Service: LATAM Approves. We Execute.



Briefing



Planning



Curation



Execution



Monitoring

29

stages

3

approvals

12

max days

CURATION

2-Stage Curation: AI + Human

AI

- Keywords
- Niche
- Audience
- Performance

Human

- Vetting
- Background
- Risk
- LATAM Fit

Shortlist

- 3-5 profiles
- Analytical data

No closed casting = open market = best fit

Management on Exclusive Platform

- Creator database with history
- Workflow with automated states and SLAs
- Integrated digital approval flow
- Contract and image rights management
- Payment tracking and reconciliation
- Role-based access control
- Complete audit trail

4 Proprietary Technologies

01

Audience Overlap

02

Post Comparator

03

Real-Time Dashboard

04

Sentiment Analysis

Metrics: Decisions, Not Vanity

DASHBOARD 5 VIEWS

- Overview Global
- Performance Individual
- Comparative
- Market View
- Competitive Benchmark

ROI IN 3 LAYERS

1. Efficiency

CPV, CPM, CPE

2. Brand

First Choice, Closeness

3. Strategic

Learnings, creator base

PROCESS

29 Stages, Total Traceability



GOVERNANCE

Governance Rituals

Quarterly	KICKOFF / PLANNING	1h30
Weekly	CAMPAIGN STATUS	30min
Per campaign	REVIEW PERFORMANCE	45min
Monthly	TRENDS BENCHMARK	1h
On demand	WAR ROOM	Variable

05

Squad Structure

THE SYSTEM

Influence OS

Influence OS

1. Strategy & Calendar
2. Influencer Squad
3. Centralized Operations
4. Governance & Compliance
5. Intelligence & Measurement

Activation Structure

Always-on	Recurring ambassadors
By destination	Destination-specific campaigns
Promotional	Black Friday, high seasons
Events	Viña, Rock in Rio, Cordillera
Brand	Brand awareness, LATAM Pass

CREATORS

Creator Ecosystem

RECURRING AMBASSADORS

CAMPAIGN CREATORS

SPECIAL ACTIVATIONS

UGC POOL

EXPERIENCE

Proven Experience

MULTINATIONAL

Multi-Country Op

6+ countries, 30+ active creators

DIGITAL

TikTok from Scratch

0 to 30K+ followers, 20+ creators

B2B

Direct Conversion

15-20 influencers, 3x conversion

Markets

Market	Operations	Billing	Network
Brasil	Full		
Chile	Full		
Colombia	Full		
Perú	Full		
Argentina	Full		
México	Full		
Estados Unidos	Full		
Ecuador	Available		
EU	Available		
Australia	Available		

08

Economic Model

TRANSPARENCY

15% Commission — Total Transparency

Creator Investment ~USD 3.48M

**Fee 15%
~USD 522K**

Travel, logistics, and production costs do NOT generate commission.

COSTS

Breakdown by Campaign Type

Campaign Type	Creator Investment	Fee 15%	Est. Total
Always-on (ambassadors, quarterly)	USD 150K–300K	USD 22K–45K	USD 172K–345K
By destination (per campaign)	USD 30K–80K	USD 4.5K–12K	USD 34.5K–92K
Promotional / Seasonal	USD 15K–40K	USD 2.2K–6K	USD 17.2K–46K
Event / Special activation	USD 50K–150K	USD 7.5K–22K	USD 57.5K–172K
UGC Pool (per package)	USD 10K–25K	USD 1.5K–3.7K	USD 11.5K–28.7K

Reference: annual budget ~USD 4M (per RFP). Indicative ranges subject to actual scope.
Travel and logistics billed separately without commission.

INCLUDED

Included in Management

- Strategy and planning
- Contracting and rights
- 4 proprietary technologies
- Financial management
- AI + human curation
- Creative briefing
- Real-time dashboard
- Governance and compliance
- Full E2E management
- Content review
- Monitoring and reporting
- Travel coordination

Maximum Travel Rates (USD)

	International	Domestic
Hotel per night	\$145	\$110
Transfer per trip	\$28	\$28
Per diem	\$65	\$40

TERMS

Full Acceptance

90-day payment



Monthly post-service billing



LATAM standard contract



2 years, renewable



LATAM termination: 30 days, no penalty



No price adjustment



4+ years seniority



Anti-corruption (FCPA, UK Bribery Act)



LATAM Code of Conduct



CHECKLIST

RFP Compliance

✓ Cover letter	Slides 2	✓ Company presentation	Slides 4
✓ Strategic proposal	Slides 6-14	✓ Operational model	Slides 15-19
✓ Proprietary tech	Slides 20-21	✓ 29 stages + SLAs	Slides 20-24
✓ Governance	Slides 23	✓ Influence OS	Slides 25-26
✓ Creator ecosystem	Slides 27	✓ Proven experience	Slides 27-28
✓ Market coverage	Slides 29	✓ Economic model + costs	Slides 31-32
✓ Travel and rates	Slides 34	✓ Commercial terms	Slides 33-35
✓ Measurement & ROI	Slides 21		

There's no shortage of influencers.

There's no shortage of destinations.

What's missing is regional structure.

We deliver it.

Thank you.

We are available for presentations and demonstrations.

contacto@trendsoninfluence.com