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TRENDS ON INFLUENCE ■ LATAM AIRLINES GROUP

Strategic Proposal Influencer Marketing

Full-Service Influencer Marketing Management — 9 Markets

RFP Influencer Agency — LATAM Airlines Group 2026

9 Markets ● 5 Proprietary Technologies ● 29 E2E Stages ● 15% Transparent Commission

Prepared for LATAM Airlines Group S.A.

Ms. Maria Isabel Campos Cereceda — Strategic Sourcing Management

May 2026 — Confidential



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● SECCION 01

Addressed to the LATAM Airlines Group evaluation team

Cover Letter

Santiago, Chile, May 2026

To: Ms. Maria Isabel Campos Cereceda
Strategic Sourcing Management
LATAM Airlines Group S.A.

Subject: Response to RFP — Influencer Marketing Management Agency

Dear Ms. Campos Cereceda,

It is a privilege for Trends On Influence (TOI) to submit this proposal in response to LATAM Airlines Group's call for a full-service influencer marketing management agency across its regional operations. We believe this opportunity represents an inflection point for influencer marketing in the Latin American airline industry.

Who we are. Trends On Influence is a full-service influencer marketing agency with multinational operations and proprietary technology. We combine data intelligence, creative management, and production logistics to run end-to-end influence campaigns across multiple markets simultaneously.

Why us. Three capabilities set us apart: (1) a proprietary technology platform integrating AI-driven curation, audience overlap analysis, and real-time sentiment monitoring; (2) multinational operational experience with direct presence or partners in all 9 required markets; and (3) a full-service model covering everything from strategy to travel and event production, eliminating vendor fragmentation.

Scope. This proposal covers influencer marketing management for LATAM operations in Chile, Brazil, Peru, Colombia, Ecuador, Argentina, Mexico, the United States, and Europe, with activation capacity in additional markets on demand.

Commitments. We confirm: (a) this proposal is valid for 90 calendar days; (b) acceptance of LATAM's Supplier Code of Conduct; (c) full compliance with the group's anti-corruption and compliance policies; (d) more than 2 years of continuous operation as an incorporated company.

We remain available for any follow-up or in-person presentation that the evaluation team may require.

Sincerely,

Marina Goncalves

Founder & CEO, Trends On Influence
marina@trendsoninfluence.com



● SECCION 02

Our Team

Leadership and operational capacity



Our Team

● Executive Leadership

Marina Goncalves — Founder & CEO

Over 12 years of experience in digital marketing and corporate communications in Latin America. Led influencer marketing operations for multinational brands in sectors including FMCG, automotive, and tourism. Responsible for strategic vision, tier-1 client relationships, and market expansion.

Yann Lemonnier — Co-Founder & CTO

Software engineer specialized in AI applied to marketing. Architect of TOI's five proprietary technology platforms, including the two-stage curation system and the Campaign Command Center. Previously at adtech startups in Europe and Brazil.

Matheus Oliveira — Head of Operations

Responsible for operational execution across all active markets. Coordinates production teams, travel logistics, and creator management. Previous experience in corporate event production and regional campaign management for travel and aviation brands.

● Operational Team

TOI's operational team is structured in specialized cells activated according to the complexity of each campaign. For an account of LATAM's scale, the dedicated team includes:

Role	Headcount	Dedication
Account Director	1	100% dedicated to LATAM
Influencer Manager	2	100% dedicated
Content Strategist	1	100% dedicated
Producer / Travel Coord.	1	Per campaign
Data Analyst	1	100% dedicated
Legal / Contracts	1	Shared
Community / Social Listening	1	100% dedicated
Paid Media Interface	1	Per campaign



● SECCION 03

Strategic Thesis

Our vision for LATAM



Strategic Thesis

LATAM does not need isolated influencer campaigns. LATAM needs a regional creator infrastructure capable of turning travel experiences into measurable brand preference.

Influencer marketing in the airline industry has historically operated under a fragmented model: one-off campaigns, creator selection by follower count, and measurement limited to vanity metrics (likes, impressions). This model does not scale, does not generate cumulative learning, and does not connect creator investment with the airline's business objectives.

We propose a paradigm shift: building a **creator ecosystem** that functions as an extension of LATAM's brand team. An ecosystem that:

- **Operates regionally** with centralized governance but local execution across 9 markets
- **Selects creators by data**, not intuition — using AI, audience overlap analysis, and brand affinity scoring
- **Transforms travel into content** with integrated professional production, complete logistics management, and on-site accompaniment
- **Measures real impact** with real-time dashboards, sentiment analysis, and correlation with business metrics (first choice, bookings, revenue per route)
- **Accumulates intelligence** campaign after campaign, building a proprietary database of creator performance, audiences, and destinations

Expected outcome

- In 12 months, LATAM will have an ecosystem of 200+ creators calibrated by market, a Campaign Command Center with proprietary benchmarks, and an attribution model connecting every dollar invested in influencers with revenue per route.



● SECCION 04

The LATAM Challenge

Three dimensions of the challenge



The LATAM Challenge

LATAM Airlines operates in one of the most complex environments for influencer marketing: multiple countries, languages, regulations, and digital cultures, with a brand that must be globally consistent but locally relevant. We identify three critical dimensions:

● Dimension 1: Regional Governance

Coordinating campaigns across 9 markets requires clear approval processes, defined SLAs, and a governance model that enables speed without sacrificing brand control. The main risk is fragmentation: multiple local agencies, message inconsistency, and effort duplication.

● Dimension 2: Creator Intelligence

Selecting influencers by surface-level metrics (followers, average engagement rate) produces unpredictable results. LATAM needs an intelligence system that evaluates audience affinity with the traveler profile, analyzes overlap between creators to maximize incremental reach, and predicts performance before investment.

● Dimension 3: Travel Experience Execution

Travel content requires on-site production: flight logistics, hotels, transfers, permits, accompaniment, deliverable management, and contingencies. A conventional influencer agency lacks this capability; a travel agency does not understand influencer marketing. LATAM needs a partner that integrates both competencies.

Center: LATAM Creator Ecosystem

- The intersection of these three dimensions defines the creator ecosystem we propose: an integrated system where regional governance, data intelligence, and travel production capability converge into a single operation.



● SECCION 05

From Campaigns to Ecosystem

The paradigm shift



From Campaigns to Ecosystem

The following table compares the traditional influencer marketing model with the ecosystem model we propose for LATAM:

Dimension	Traditional Model	TOI Model
Creator selection	By followers and engagement rate	AI + audience overlap + brand affinity
Scope	One-off campaigns	Always-on ecosystem with periodic activations
Governance	Per market, no coordination	Centralized with local execution
Measurement	Impressions and likes	Business KPIs: first choice, bookings, revenue per route
Technology	Generic third-party tools	5 integrated proprietary platforms
Travel content	Creator manages their own trip	Professional production with accompaniment
Learning	Reset every campaign	Cumulative: performance database
Transparency	Hidden markups in creator fees	15% visible commission, auditable direct costs



● SECCION 06

Market Context

Travel and social media influence



Travel & Influence Market Context

Influencer marketing in the travel and aviation sector is experiencing accelerated growth, driven by structural changes in consumer behavior:

● Key Market Data

Indicator	Data	Source
Travelers influenced by social media	87%	Stackla / Nosto, 2024
Millennials seeking inspiration on Instagram before booking	72%	Expedia Group Media Solutions, 2024
Influencer marketing market growth (2024-2027)	USD 21B → USD 38B	Influencer Marketing Hub, 2025
Average influencer marketing ROI in travel	5.2x	HypeAuditor Travel Report, 2024
UGC content considered more authentic than ads	92%	Nielsen Consumer Trust Index, 2024
TikTok as primary destination discovery source (Gen Z)	63%	Booking.com Travel Trends, 2025
Social media penetration in LATAM	75.6%	DataReportal / We Are Social, 2025
Travel sector influencer marketing spend (global)	USD 4.2B	Business Insider Intelligence, 2025

● Implications for LATAM Airlines

- **Differentiation opportunity:** With over 87% of travelers checking social media before booking, creator content is the new storefront for the airline brand.
- **Regional advantage:** LATAM is uniquely positioned to build the largest travel creator ecosystem in Latin America, with access to exclusive destinations and experiences no competitor can replicate.
- **Key platforms:** Instagram (discovery + engagement), TikTok (awareness + virality), YouTube (long-form consideration), and LinkedIn (B2B travel / corporate).



● SECCION 07

Four Lenses

Analytical framework for strategy



Four Lenses of Analysis

Every influencer marketing campaign for LATAM will be designed through four analytical lenses ensuring relevance, impact, and efficiency:

● **Lens 01: Travel & Aviation Market**

Sector trend analysis: demand seasonality by route, booking behavior by market, post-pandemic tourism evolutions (bleisure, workation, revenge travel), and competitive airline social media moves. This lens feeds campaign scheduling.

● **Lens 02: LATAM Brand & Destinations**

Mapping of brand attributes LATAM wants to reinforce (connectivity, premium experience, sustainability) crossed with the destination portfolio. Enables designing per-destination narratives that amplify brand pillars. Includes current social media perception analysis and gaps vs. competitors.

● **Lens 03: Creator & Audience Behavior**

Demographic and psychographic profile of target audiences by market. Creator mapping: who produces relevant travel content, what is the actual composition of their audience (not just size), what formats generate highest engagement, and what level of affinity they have with the LATAM brand.

● **Lens 04: Competitive & Regional Opportunity**

Analysis of influencer marketing activity by direct competitors (Avianca, Copa, Gol, Azul, Aerolineas Argentinas, Sky) and indirect ones (tourism agencies, hotel chains). Identification of white spaces: destinations, formats, or audiences that no competitor is working with influencers. This lens prioritizes investment toward the highest differential impact opportunities.



● SECCION 08

Company Overview

Vision, pillars, services and key facts



Company Overview

● Vision

To be the most technologically advanced influencer marketing agency in Latin America, transforming the way brands build relationships with content creators.

● Four Strategic Pillars

Pillar	Description
Trend Hunting	Continuous monitoring of trends across social platforms, emerging formats, and audience behaviors to anticipate opportunities.
Intelligence	Proprietary technology for creator selection, audience analysis, follower overlap, and brand affinity scoring.
Management	End-to-end campaign management: from briefing to final report delivery, including negotiation, contracts, production, and logistics.
Data	Real-time measurement, custom dashboards, sentiment analysis, and correlation with the client's business KPIs.

● Services

- **Branding & Awareness:** Brand-building campaigns with macro and mega influencers, destination storytelling, brand challenges.
- **Performance & Conversion:** Campaigns oriented to bookings and sales, content whitelisting for paid media, dynamic creative optimization with creator assets.
- **UGC Production:** Production of user-generated content for use in the brand's owned channels: web, app, email marketing, paid media.
- **Events & Travel Production:** Full organization of press trips, fam trips, route launches, and destination activations, including complete logistics.

● Key Facts

Indicator	Value
Year founded	2022
Headquarters	Sao Paulo, Brazil

Indicator	Value
Offices / representation	Brazil, Chile, Colombia, Mexico
Full-time team	18+
Campaigns executed	120+
Creators in database	45,000+
Markets with direct operations	6
Proprietary technology platforms	5
Active clients	15+



● SECCION 09

Portfolio & Credentials

Real result cases



Portfolio & Credentials

● Case 1: Multi-Country Industrial Brand

Context

- Multinational brand in the industrial sector with presence in 6+ LATAM countries. Challenge: humanize the brand and generate awareness among young audiences through local creators.

Metric	Result
Countries activated	6+ (BR, CL, CO, MX, PE, AR)
Creators managed	30+
Duration	2 continuous years
Content pieces produced	350+
Cumulative reach	18M+
Average engagement rate	4.8%
Brand awareness growth (survey)	+23pp

● Case 2: TikTok Channel from Zero to 30K

Context

- Consumer brand with no TikTok presence. Challenge: build channel from zero with a strategy of platform-native creators.

Metric	Result
Starting followers	0
Followers at 6 months	30,000+
Videos produced with creators	85
Total views	12M+
Engagement rate	7.2%
Cost per follower	USD 0.38

● Case 3: B2B Performance — 3x Conversions

Context

- B2B company needing to generate qualified leads through niche influencers (LinkedIn + YouTube). Sector: enterprise technology.

Metric	Result
Creators activated	8 (thought leaders sectoriales)
Leads generated	1,200+
Conversion rate vs. paid media	3.1x
Cost per qualified lead	-42% vs. Google Ads
Pipeline generated	USD 2.8M



● SECCION 10

Market Coverage

Operational capacity in 10 markets



Market Coverage

The following table details our operational capacity, billing capability, and creator network in each market requested by LATAM:

Market	Operations	Billing	Creator Network
Brazil	Direct operations	Yes	12,000+
Chile	Direct operations	Yes	3,500+
Colombia	Direct operations	Yes	4,200+
Mexico	Direct operations	Yes	5,800+
Peru	Via partner	Yes	2,100+
Argentina	Direct operations	Yes	3,800+
Ecuador	Via partner	Yes	1,400+
United States	Direct operations	Yes	8,500+
Europa (ES, FR, IT, UK)	Via partner	To be confirmed	3,700+

● Market Classification

Direct operations (6 markets)

- Brazil, Chile, Colombia, Mexico, Argentina, United States. Own or contracted team, local billing, verified creator base, full SLAs.

Via partner (2 markets)

- Peru, Ecuador. Validated operational partner, billing through TOI, creator network in advanced development.

To be confirmed (1 market)

- Europe. Operational capacity via partners in Spain, France, Italy, and UK. Local billing in structuring process.



● SECCION 11

Operational Model

E2E process in 29 stages



Operational Model

Our end-to-end process is structured in 6 phases and 29 stages, ensuring complete traceability from briefing to final report:

● Phase 1: Strategy (Stages 1-5)

- 1. Briefing reception and analysis
- 2. Market and audience research
- 3. KPI definition and measurement framework
- 4. Platform and format strategy
- 5. Scheduling and preliminary budget

● Phase 2: Curation (Stages 6-11)

- 6. AI search in 45K+ creator database
- 7. Audience overlap analysis
- 8. Brand affinity scoring
- 9. Human review: history, values, content quality
- 10. Shortlist presentation (3-5 profiles per slot)
- 11. Client approval

● Phase 3: Contracting (Stages 12-16)

- 12. Fee and deliverable negotiation
- 13. Contract with exclusivity and compliance clauses
- 14. Whitelisting coordination
- 15. Creator onboarding: brand guidelines, do's & don'ts
- 16. Campaign kick-off

● Phase 4: Production (Stages 17-22)

- 17. Creative brief development per creator
- 18. Content production (on-site / remote)
- 19. Draft review and approval
- 20. Adjustments and feedback loop
- 21. Coordinated publication
- 22. Boosting / paid amplification (if applicable)

● Phase 5: Monitoring (Stages 23-26)

- 23. Real-time monitoring via Command Center
- 24. Comment sentiment analysis
- 25. In-flight optimization (spend adjustment, additional content)
- 26. Reputational risk alerts

● Phase 6: Reporting (Stages 27-29)

- 27. Individual report per creator
- 28. Consolidated campaign report with benchmarks
- 29. Recommendations for next campaign (learnings)

● SLAs

Activity	SLA	Penalty
Briefing response	48 business hours	Automatic escalation
Creator shortlist	5 business days	5% discount on management fee
Draft approval	24 business hours	Maximum priority in queue
Post-campaign report	10 business days	5% discount on management fee
Reputational crisis alert	2 hours	Emergency protocol

● Whitelisting Coordination

TOI manages the complete content whitelisting process for paid media amplification. This includes: permission request to the creator, technical setup in Meta Business Suite and TikTok Spark Ads, asset validation, and coordination with LATAM's paid media team or their media agency.



● SECCION 12

Command Center

Real-time campaign dashboard



Campaign Command Center

The Campaign Command Center is our proprietary real-time monitoring and reporting platform. It offers five complementary views covering everything from individual creator detail to regional benchmarks:

● View 1: Campaign Overview

Consolidated dashboard with main KPIs: total reach, engagement, CPE, CPM, sentiment score, completion rate (video). Filters by market, platform, period, and creator. Automatic comparison vs. industry benchmarks and LATAM's previous campaigns.

● View 2: Individual by Creator

Detailed performance per creator: metrics for each post, stories, reels. Temporal evolution of engagement. Comment analysis with automated sentiment scoring. Deliverable tracking vs. contract.

● View 3: Comparative between Creators

Creator ranking by selected KPI. Efficiency analysis: best CPE, best engagement rate, highest incremental reach. Identification of top performers for re-booking and underperformers for review.

● View 4: Market View

Performance comparison by market. Identifies which countries generate better ROI, where growth opportunities exist, and how budget distribution compares to results.

● View 5: Historical Benchmark

Campaign-to-campaign KPI evolution. Long-term trends in engagement, CPE, sentiment. Cumulative database that improves estimation accuracy for future campaigns.

● Sentiment Analysis

Natural Language Processing (NLP) applied to all comments on campaign posts. Automatic classification into positive / neutral / negative with subcategories: enthusiasm, inquiry, complaint, spam. Automatic alerts when negative sentiment exceeds predefined thresholds.

● Integration with GA + Meta

The Command Center integrates with Google Analytics 4 and Meta Ads Manager to correlate influencer marketing impact with business metrics: web traffic, brand searches, bookings, and revenue. Requires API access provided by LATAM.



● SECCION 13

Two-Stage Curation

AI + human review



Two-Stage Curation

Our creator selection process combines artificial intelligence with expert human review to ensure every selected creator meets quality, affinity, and brand safety criteria:

● Stage 1: AI (Automated Filtering)

- **Semantic search:** Creator identification by topic, style, and audience using NLP on content history.
- **Audience quality score:** Follower quality analysis (% real vs. bots, geographic distribution, demographics, interests).
- **Overlap analysis:** Audience overlap calculation between candidate creators to maximize incremental reach.
- **Brand safety scan:** Automatic historical content review to detect risks (politics, controversy, competitors).
- **Performance prediction:** Engagement predictive model based on creator history, format, and platform.

● Stage 2: Human (Expert Review)

- **Content review:** Visual quality, narrative coherence, authenticity of style.
- **Values verification:** Alignment with LATAM brand values (sustainability, diversity, premium).
- **Collaboration history:** Track record with other brands, deliverable compliance, professionalism.
- **Qualitative engagement:** Type of interactions in comments, genuine community vs. superficial engagement.
- **Creative fit:** Creator's ability to adapt their style to the brief without losing authenticity.

● Output: Shortlist

Curation deliverable

- For each creator slot, TOI presents a shortlist of 3 to 5 profiles with: complete profile card (bio, metrics, audience, featured content), affinity score, performance estimate, negotiated fee, and selection justification.



● SECCION 14

Travel & Events Management

Full logistics for travel content



Travel & Events Management

Travel content production requires logistics capability beyond conventional influencer marketing. TOI operates a specialized travel production team covering:

● Complete Logistics

- **Flights:** Coordination with LATAM revenue management team for seat assignment, upgrades, and strategic routes.
- **Hotels:** Hotel chain negotiation. Preferential rates in markets with high campaign volume.
- **Transfers:** Airport-hotel transfer service and mobility during the trip.
- **Per diem:** Coverage of meals and minor expenses during the creator's trip.
- **Permits and visas:** On-site filming permit management and visa support when necessary.

● On-Site Accompaniment

Each production trip includes a TOI Producer/Travel Coordinator who accompanies the creator during the entire trip. Responsibilities: daily agenda coordination, contingency management, deliverable compliance assurance, and real-time communication with the LATAM team.

● Deliverable Management

Deliverable control at each stage of the trip: pre-trip briefing, content draft approval during the trip, and post-trip final delivery. All assets are centralized in a shared folder with LATAM with versioning and tracked approvals.

● Contingencies and Insurance

Contingency protocol for: flight cancellations, itinerary changes, creator health incidents, bad weather, and reputational crises during the trip. Mandatory travel insurance for all creators included in production cost.

● Reference Rate Table

Item	International Rate	National Rate
Hotel	USD 145 / night	USD 110 / night
Transfer	USD 28 / unit	USD 28 / unit
Per diem	USD 65 / day	USD 40 / day
Travel insurance	Included	Included
Producer/accompaniment	Included in management fee	Included in management fee

Note: Flights on LATAM routes are managed at preferential LATAM rates or as airline courtesy, as agreed per campaign.



● SECCION 15

Governance

Rituals, SLAs and interaction model



Governance

The governance model defines communication rituals, decision points, and quality control mechanisms ensuring smooth operations between TOI and LATAM:

● Governance Rituals

Ritual	Frequency	Participants	Objective
Weekly status	Weekly	Account Director + LATAM Marketing	Active campaign progress, blockers, next steps
Kick-off	Per campaign	Full team + LATAM	Align brief, KPIs, timeline, roles
Approval Gate	Per key stage	Account Director + LATAM Approver	Approve shortlist, drafts, publication
Risk Check	Biweekly	Account Director + Legal	Review reputational risks, compliance
Post-Campaign	Post campaign	Full team + LATAM	Results, learnings, recommendations
Monthly benchmark	Monthly	Data Analyst + LATAM Marketing	Trends, benchmarks, opportunities
QBR	Quarterly	TOI Leadership + LATAM Leadership	Strategic review, NPS, roadmap

● SLAs

Process	SLA	Escalation
Email/message response	4 business hours	Account Director
Shortlist proposal	5 business days from briefing	Head of Ops
Draft review	24 business hours	Content Strategist
Post-campaign report	10 business days from close	Data Analyst
Crisis alert	2 hours (24/7)	CEO + Account Director



● SECCION 16

Squad Structure

Dedicated team for LATAM



Squad Structure

For an account of LATAM Airlines' complexity, we propose a dedicated squad with the following roles and responsibilities:

Account Director

Main point of contact with LATAM. Responsible for strategic relationship, KPI alignment, governance ritual coordination, and issue escalation. Reports directly to TOI CEO.

Influencer Manager (x2)

Direct creator management: negotiation, onboarding, deliverable tracking, feedback, and re-booking. Each manager covers a set of markets for cultural specialty.

Content Strategist

Creative brief development, content review, alignment with LATAM brand guidelines. Ensures narrative coherence across creators and campaigns.

Producer / Travel Coordinator

Planning and execution of all travel logistics: flights, hotels, transfers, permits. On-site accompaniment. Activated per campaign.

Data Analyst

Command Center setup and operation. Report generation, sentiment analysis, benchmarks, and recommendations. Integration with GA4 and Meta.

Legal / Contract Support

Drafting and review of creator contracts. Exclusivity clauses, image rights, compliance with local advertising regulations (sponsored content labeling).

Community / Social Listening

Brand mention monitoring in campaign and organic content. Real-time sentiment analysis. Reputational risk alerts.

Paid Media Interface

Coordination with LATAM's paid media team or their media agency for whitelisting, boosting, and creator content amplification.

● Interaction Model with LATAM Teams

LATAM Team	TOI Counterpart	Interaction Type
Marketing / Brand	Account Director + Content Strategist	Strategy, approvals, brand guidelines
Revenue Management	Travel Producer	Flight allocation, strategic routes
Legal / Compliance	Legal / Contracts	Contracts, compliance, local regulations
Digital / Paid Media	Paid Media Interface	Whitelisting, boosting, coordination
PR / Communications	Account Director	Message alignment, press trips



● SECCION 17

Measurement & ROI

Three KPI frameworks



Measurement & ROI

We propose three measurement frameworks spanning from awareness to investment efficiency, connecting influencer marketing with LATAM's business objectives:

● Framework 1: First Choice (Awareness)

Measures influencer marketing impact on brand consideration and LATAM's preference as first choice for travel.

KPI	Measurement method	Suggested target
Total reach	Sum of audience reached by market	Define per campaign
Brand lift	Pre/post campaign survey	+5pp
Brand searches	Google Trends + Search Console	+15%
Share of Voice	Social listening vs. competitors	Quarterly growth

● Framework 2: Closeness (Engagement)

Measures the depth of connection between creator content and LATAM's audience.

KPI	Method	Target
Engagement rate	Interactions / reach	>3.5%
Save/share rate	Saves + shares / impressions	>1.5%
Sentiment score	NLP on comments	>80% positive
Video completion	Complete views / total views	>45%
Qualitative comments	Manual analysis of top comments	Qualitative report

● Framework 3: Efficiency

Measures investment efficiency and economic return of influencer marketing.

KPI	Formula	Benchmark
CPE (Cost per Engagement)	Total investment / interactions	USD 0.08-0.25
CPM	Total investment / impressions x 1000	USD 3-8
ROAS estimado	Attributed revenue / investment	>4x

KPI	Formula	Benchmark
Cost per attributed booking	Investment / attributed bookings	Define with LATAM

● Report Cadence

- **Daily:** Real-time dashboard (Command Center, 24/7 access)
- **Weekly:** Main KPI summary in weekly status
- **Post-campaign:** Complete report with analysis, benchmarks, and recommendations (10 business days)
- **Monthly:** Trend and opportunity benchmarks
- **Quarterly (QBR):** Full strategic review with LATAM leadership



● SECCION 18

Proprietary Technologies

5 internally developed platforms



Proprietary Technologies

TOI has developed five proprietary technology platforms supporting every stage of the influencer marketing process. These tools are not third-party integrations: they are software built by our engineering team to solve specific industry problems.

● Platform 1: Two-Stage Curation Engine

Curation engine combining AI filtering (NLP, audience scoring, engagement prediction) with structured human review. Processes 45,000+ creator profiles with filters by market, topic, audience demographics, brand affinity, and brand safety. Output: shortlist of 3-5 profiles per slot with detailed profile card and data-driven justification.

● Platform 2: Overlap Analysis

Audience overlap analysis tool between candidate creators. Calculates the percentage of shared audience between two or more creators to optimize panel composition: maximize incremental reach and avoid audience fatigue. Venn diagram visualization with overlap metrics, unique reach, and combined reach.

● Platform 3: Publi Comparator

Sponsored vs. organic content comparator for each creator. Shows how paid posts perform vs. organic ones in terms of engagement, reach, and sentiment. Enables more accurate prediction of expected collaboration results and fee negotiation more aligned with real value.

● Platform 4: Campaign Command Center

Real-time dashboard with five views (overview, individual, comparative, market, benchmark). Integration with Instagram, TikTok, YouTube, Google Analytics 4, and Meta Ads Manager APIs. Automatic alerts, NLP sentiment analysis, and report export in multiple formats.

● Platform 5: Sentiment Monitor

Natural language processing engine specialized in social media comments in Spanish and Portuguese. Classification into positive/neutral/negative with subcategories (enthusiasm, inquiry, complaint, spam, irony). Multilingual operation for all 9 markets. Crisis alerts when negative sentiment exceeds configurable thresholds.

Technology differentiator

- All platforms are TOI intellectual property and are in constant evolution. LATAM will have direct access to the Command Center and Sentiment Monitor with dedicated credentials and dashboards customized for their operation.



● SECCION 19

Economic Model

Full cost transparency



Economic Model

● Commission Model: 15%

TOI operates under a transparent 15% commission model on the total value of each campaign. This model includes:

- **Strategy and planning:** Briefing analysis, KPI definition, scheduling, platform selection.
- **Creator curation:** Complete two-stage process (AI + human), shortlist, presentation.
- **Campaign management:** Negotiation, contracts, onboarding, production, monitoring, reporting.
- **Technology:** Access to all 5 proprietary platforms, Command Center, Sentiment Monitor.
- **Governance:** All rituals (weekly, kick-off, QBR), SLAs with penalties.

● Deliverable Costs

Creator fees and production costs are billed at direct cost, with no additional markup. LATAM has full visibility on the breakdown:

Component	Billing model	Markup
Creator fees	Direct pass-through	0%
Content production	Actual cost + receipts	0%
Travel logistics (hotel, transfer, per diem)	Actual cost, pre-negotiated rates	0%
LATAM flights	Preferential LATAM rate	N/A
Paid media / boosting	Pass-through to media budget	0%

● No Hidden Margins

TOI's only income in the relationship with LATAM is the 15% commission. There are no markups on creator fees, travel costs, or production. All direct costs are auditable with original invoices and receipts.

● Travel at LATAM Rates

Flights on LATAM-operated routes will be managed at preferential rates or as airline courtesy, as agreed per campaign. This significantly reduces travel content production costs and enables higher activation volume with the same budget.



● SECCION 20

Travel Rate Table

Reference logistics costs



Travel Rate Table

The following rates are pre-negotiated reference values for LATAM operations. Actual costs are billed at actual price with supporting documentation:

Item	International Rate	National Rate	Unit
Hotel	USD 145	USD 110	Per night
Transfer	USD 28	USD 28	Per unit (one-way)
Per diem	USD 65	USD 40	Per day
Travel insurance	Included	Included	Per trip
Travel coordinator	Included in 15% commission	Included	Per campaign

Rate notes

- LATAM route flights: preferential rate or courtesy, per campaign agreement.
- Hotel rates based on 3-4 star chains. Upgrades available at actual cost.
- Per diem covers meals and minor expenses. Does not include premium activities.
- All costs are auditable with original receipts.



● SECCION 21

Commercial Terms

Response to LATAM contractual conditions



Commercial Terms

The following table directly responds to each contractual condition established by LATAM Airlines in the RFP:

LATAM Condition	TOI Response	Detail
90-day payment	Accepted	We accept 90 calendar day payment terms from invoice receipt.
2-year contract	Accepted	We accept a 2-year contract with annual scope and rate reviews.
LATAM contract template	Accepted	We accept using LATAM's contractual template as the base.
Termination clause	Accepted	We accept termination with 60 days prior notice by either party.
No exclusivity	Confirmed	TOI does not require exclusivity. LATAM may work with other providers simultaneously.
No price adjustment	Confirmed	The 15% commission remains fixed for the contract duration. No unilateral increases apply.
Company 2+ years	Confirmed	Trends On Influence was founded in 2022. Over 2 years of continuous operation.
90-day proposal validity	Confirmed	This proposal is valid for 90 calendar days from the delivery date.
Code of Conduct	Accepted	We accept and adhere to the LATAM Airlines Group Supplier Code of Conduct.
Anti-corruption policy	Confirmed	TOI complies with all applicable anti-corruption laws (FCPA, Brazilian Law 12.846, Chilean Law 20.393) and has an internal compliance policy.



● SECCION 22

Compliance Checklist

RFP requirement mapping (Annex 2)



RFP Compliance Checklist

The following table maps each RFP requirement (Annex 2) to the section of this proposal where it is addressed:

RFP Requirement	Section	Status
Formal cover letter	Section 01	Compliant
Company overview	Section 08	Compliant
Team assigned to account	Section 02 + 16	Compliant
Portfolio / success cases	Section 09	Compliant
Required market coverage	Section 10	Compliant
Methodology and operational process	Section 11	Compliant
Tools / technology	Section 12 + 18	Compliant
Influencer selection and curation	Section 13	Compliant
Travel and event management	Section 14	Compliant
Governance and SLAs	Section 15	Compliant
Measurement and reporting	Section 17	Compliant
Economic model / pricing	Section 19 + 20	Compliant
Commercial terms	Section 21	Compliant
Code of conduct and compliance	Section 01 + 21	Compliant
Proposal validity (90 days)	Section 01 + 21	Compliant
Company with 2+ years of operation	Section 08 + 21	Compliant
Strategic vision	Section 03 + 04 + 05	Compliant

This proposal complies with 100% of the requirements established in the LATAM Airlines Group RFP. All items are addressed with detailed content in the indicated sections.