

WHO WE ARE.

Playful Interactive is a creative and multi-disciplinary digital media agency, focused on offering premium consulting, brand communications and world-class interactive solutions, for specific companies in order to help them to achieve their communications goals.

WE ARE PART OF AN ORGANIZATION CALLED GRUPO EMPRESARIAL EISEI

EISEI QUALITY

Quality Assurance and Testing Services for Software.



EISEI INNOVATION

Software Development, Microsoft Gold Partner and CMMI2 certified.

PLAYFUL INTERACTIVE

Digital Marketing & Interactive Media.

OUR OFFER.



CONSULTING

- Creative conception
- User Experience Design
- Strategies for social media and marketing online



TECHNOLOGY

- Portal Development, Mini-Websites & Applications
- E-Commerce
- Web pages maintenance



DESIGN

- Character Design
- Digital & conventional Illustration
- Desktop Publishing



INTERACTIVE

- Video games (advergames, social games, serious games and in-game advertising)
- Advertising and corporate interactive multimedia
- 2D and 3D animations
- Interactive Kiosks



MOBILE

- Application development
- Videogames
- Web pages adaptation

WHY US.

Our Organization has 14 years of proven experience, as part of Eisei Group.

Based in Monterrey, Mexico, we are in the central time zone.

We apply world class quality standards.

Remarkable and functional graphic design, focused in client's needs.

Usability, accessibility and user experience evaluation.

Multitalented and highly creative team.

An efficient response-time.

Process from concept to execution, based in the Project Management practices.



engage emotions.

www.playfulinteractive.com

TOOLS & TECHNOLOGY

Basecamp
Axure
Adobe Creative Suite
PHP

Unity
X Code
CINEMA 4D
Final Cut
After effects

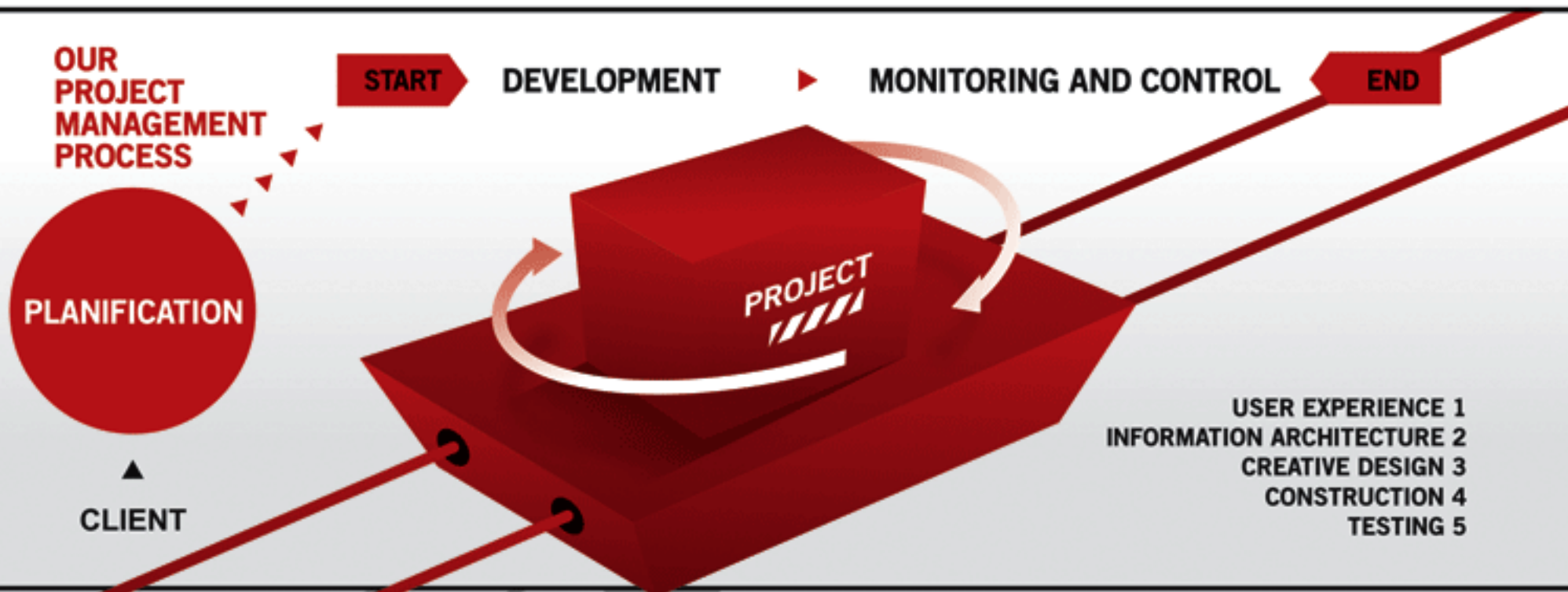
SOME OF OUR CLIENTS

American Airlines, Moen, Stanley Tools, Cemex, Femsa, Banorte Bank, Ternium, University of Tecnológico de Monterrey, Berel Paint, Sigma Alimentos, SEDEC (Mexican Ministry of Economy).

ALLIANCES



14 YEARS OF EXPERIENCE / **80** IT RESOURCES / **40** QA RESOURCES / **30** MEDIA RESOURCES / **3** COUNTRIES OF OPERATION **PLAYFUL INTERACTIVE IN NUMBERS**



ACHIEVEMENTS & RECOGNITION ¹

- Web Marketing Association's Web Award 2010 For Outstanding Achievement in Website Development.
- Positioned as one of the best 100 Agencies in Mexico by Merca2.0 magazine, in 2008 and 2009.
- 2008 Finalist in "a! Diseño" award, for best digital illustration.
- Winner of the 2008 contest for Promedia's branding development by the Ministry of Economy in Mexico.
- Winner of the Cool Sites Awards 2007.

HEADQUARTERS

MEXICO
Av. Sendero Sur 290-16 Col. Contry
Monterrey, Nuevo Leon 64860

USA
345 Collins Ave Ste 5
Miami Beach, Florida 33139

CANADA
550, Sherbrooke st. West
Suite 200, H3A 1B9
Montréal (Québec) Canada

CONTACT US

info@playfulinteractive.com
contacto@playfulinteractive.com
www.playfulinteractive.com

MEXICO +52 (81) 1365.4008 / 09
USA +1 (786) 285.6700
CANADA +1 (418) 446.2720

FOLLOW US

F facebook.com/playfulinteractive
T @playfulinteractive
V vimeo.com/playfulint