

PORTFOLIO

KNOW WHO WE ARE. WE ARE MINGA.



We are **Minga™ Creative Company**. Established in 2009.

We are an independent creative company that builds brands helping them in their growth, surrounding them with ideas, design and communication.



Branding

Brand Development

Graphic Design

Creativity

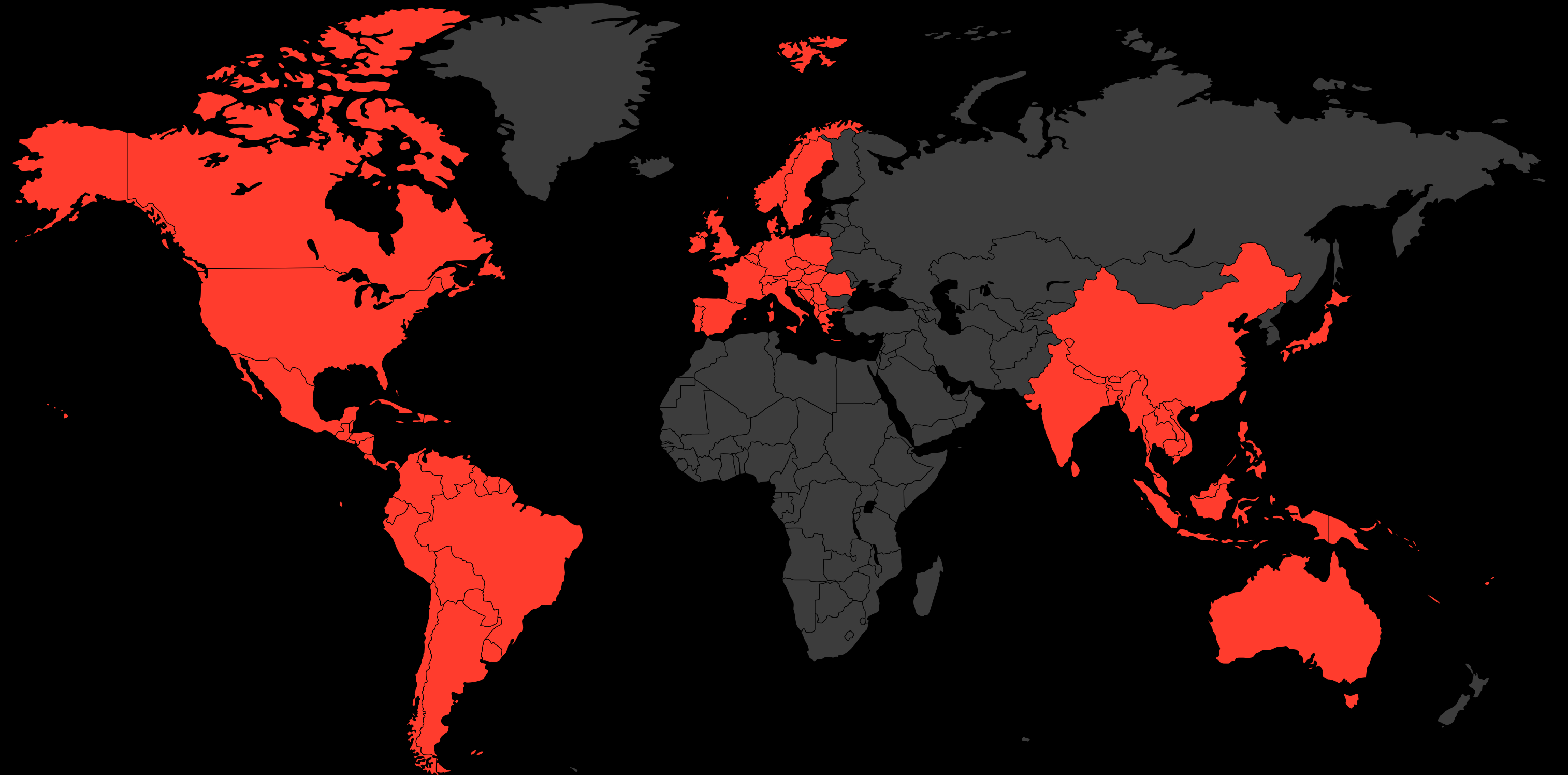
Ideas

WHAT WE DO

Building global brands since 2009

Minga™ Creative Company was founded in 2009 in Buenos Aires as an independent branding, design, and creative company. In 2019, we opened our office in Madrid to support our clients in Europe, and in 2023, we expanded to Singapore, where we now lead branding, activation, and sports branding projects across Asia.

Our global footprint allows us to combine local market knowledge with a global perspective, bringing over 15 years of experience in developing brands, campaigns, and experiences across America, Europe, and Asia.



2009

Buenos Aires

We started as an independent creative company, helping brands grow with ideas, design, and identity.

2019

Madrid

We expanded into Europe, partnering with global clients and bringing our expertise to international markets.

2023

Singapore

We opened our Asia hub, combining sports branding, activations, and brand strategy to engage new audiences.

WINGA CREAT
SINCE

THEY TRUST US



Minga. CREATIVE COMPANY

We are proud to work with
our customers all over the world!



THE MINGA METHOD™

Transforming brands into tribes From audience to brand advocates

01

Sports teams don't just sell tickets; they sell identity & belonging.

02

Applying sports branding frameworks to non-sports industries. (banks, F&B, pharma, fintech, luxury, etc).

03

Turning one-time customers into lifelong superfans.

WINGA CREAT
N
SINCE

The Secret Sauce

The 10% Rule™ - Injecting Sports Energy into any Brand

What can your company learn from a sports brand?

01 Emotion

Most corporate brands operate at 1-2% emotional engagement.



02 Passion

Sports teams operate at 100% passion.



03 Inject Intensity

Inject just 10% of that intensity, and any brand becomes a category leader.



OUR WORK

Brochure
Projects

Portfolio
Works

CAMPAGNS



Client: Mercado McCann
Brand: Mastercard
Work: Art Direction, Graphic
Design

Type: OOH, Social, Digital
Year(s): 2022/2023/2024

Regional campaigns for Mastercard including UEFA Champions League, Travel, Insurance, Copa America, Priceless, Gastronomy, Latin Grammy, etc.







ATREVIDAMENTE
DELICIOSOS



NUEVOS

Client: Mercado McCann
Brand: Sigma
Work: Art Direction, Graphic Design
Type: OOH, Social, Digital
Year(s): 2022/2023
Global launching campaign for Snack'In USA, LATAM and Europe.

LECKERER SNACK MIT BROKKOLI, SOUR CREAM UND ONION

UNVERSCHÄMT LECKER



WE TURNED
VEGGIES
INTO A SNACK

BOLDLY
DELICIOUS



Client: Mercado McCann
Brand: Cafe Gold
Work: Art Direction, Graphic
Design

Type: OOH
Year(s): 2023/2024

Regional launching campaign for
Cafe Gold Chile.





Client: Paramount
Brand: Sponge Bob Squarepants
Work: Art Direction, Graphic Design
Type: OOH, Social, Digital, Print
Year(s): 2025

Ocean cleanup awareness campaign: community race, branded merchandise, dedicated app, immersive educational trails, street advertising materials.







Client: Mercado McCann
Brand: Coca Cola
Work: Art Direction, Graphic Design
Type: OOH, Digital
Year(s): 2023

Print and digital campaign for Coca Cola for Copa Conmebol Libertadores Femenina (Women's) 2023.



JUNTARNOS,
UNA RECETA PARA LA MAGIA
DE HACER HISTORIA





Client: Mercado McCann
Brand: Conmebol
Work: Art Direction, Graphic
Design
Type: OOH, Social, Digital
Year(s): 2022/2023

Cree en tu Continente Conmebol campaign for FIFA Qatar 2022 World Cup and FIFA Women's World Cup Australia & New Zealand 2023.



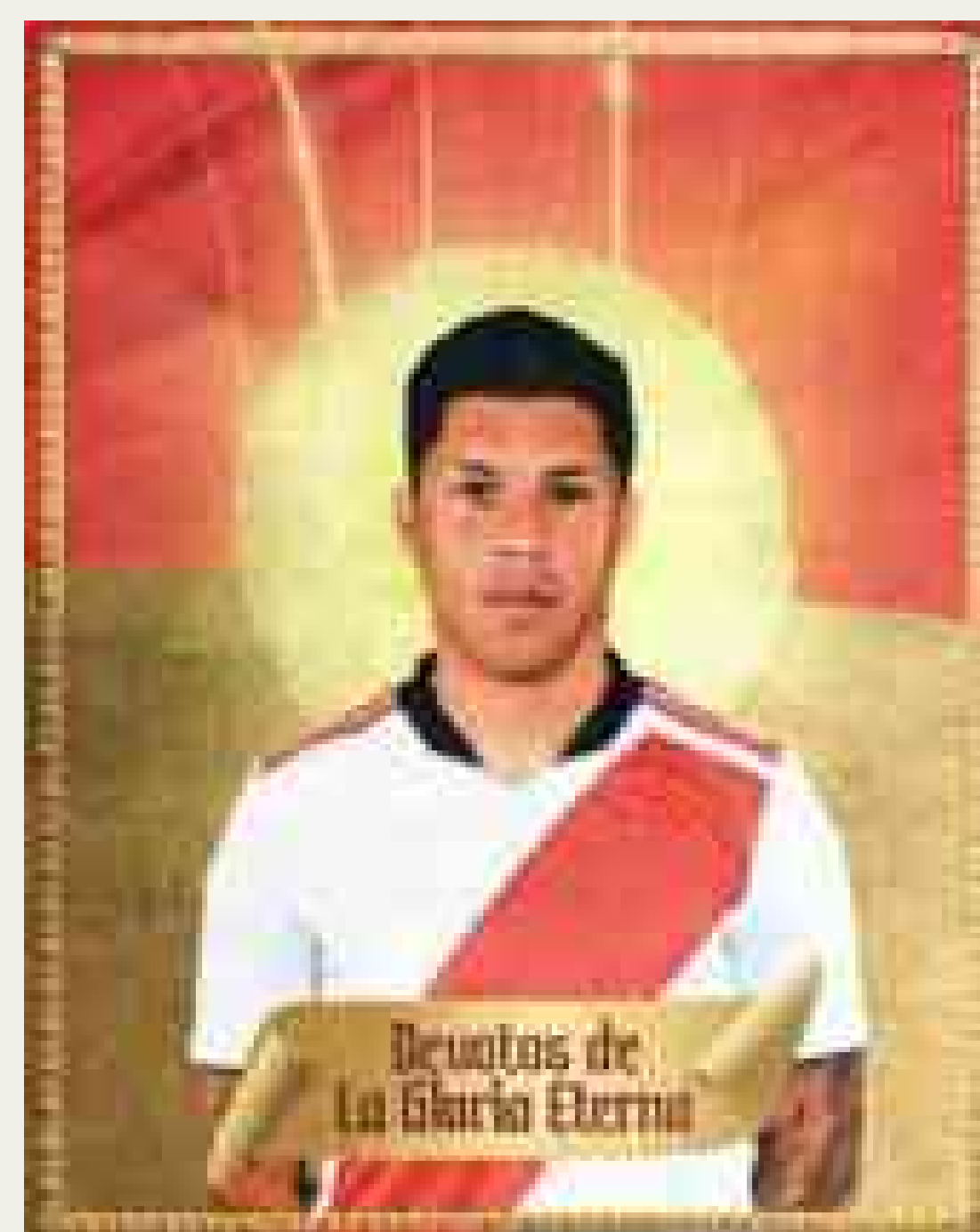


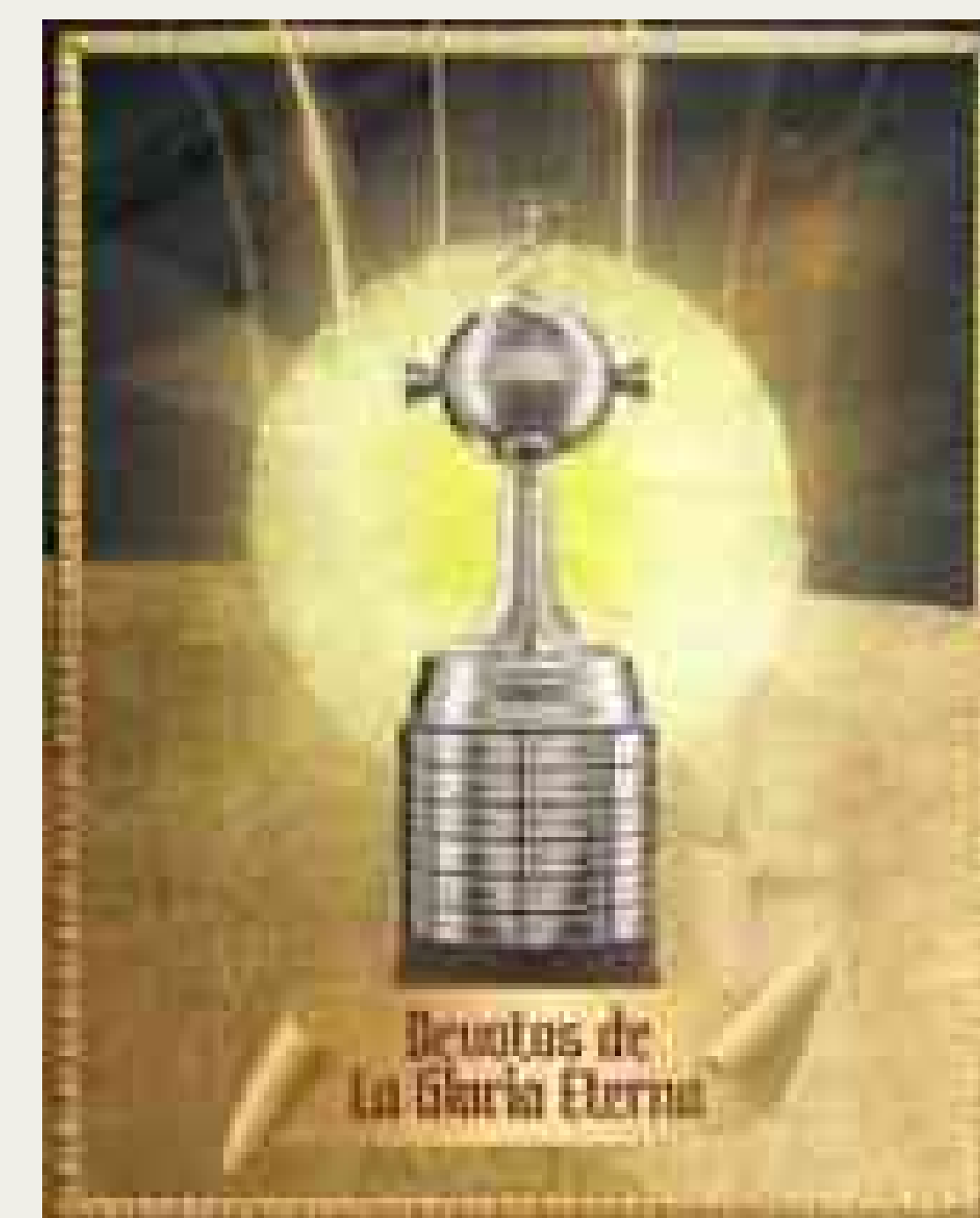




Client: Mercado McCann
Brand: Conmebol
Work: Art Direction, Graphic Design
Type: OOH, Social, Digital
Year(s): 2022

Devotos de la Gloria Eterna
Conmebol campaign for Copa
Conmebol Libertadores 2022
and Guayaquil Final.





Brochure
Projects

Portfolio
Works

BRANDING





DECK

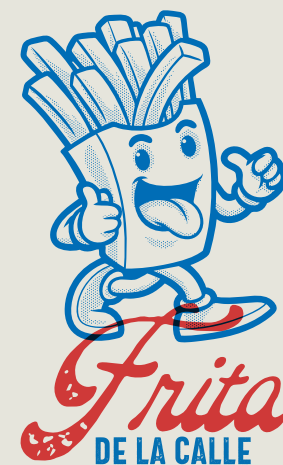
DORJU



ENAS



FERREIRA



WELCOME TO THE
ESTD. 2020
GRAND CENTRAL
CAFÉ CLUB



HANGAR



JUNGLA
DESARROLLOS



LA STAMPA
Remeras
SINCE 2009



LOUIS
NEW ORLEANS ORIGINALS

MALEBO
ONLINE STORE

MILANNO
EST. 2012
AMOR X LA MILANESA

NP
SALUD



PIKERTON
WINE BAR & CLUB

PINK PIZZA
FATTO CON AMORE
LA VERA PIZZA ARTIGIANALE



SAN TO CIE LO



CAFE
SOÑADO

SURLAND



vermù

vitaven



GOOD
THINGS
COME
IN PAIRS.

Client: Nike
Brand: Nike Sportswear
Work: Art Direction, Graphic
Design
Type: Print
Year(s): 2010

Concept, art and design for Nike
Sportswear 2011 Fall/Winter
Womens collection. Based in our
Music Series Posters.







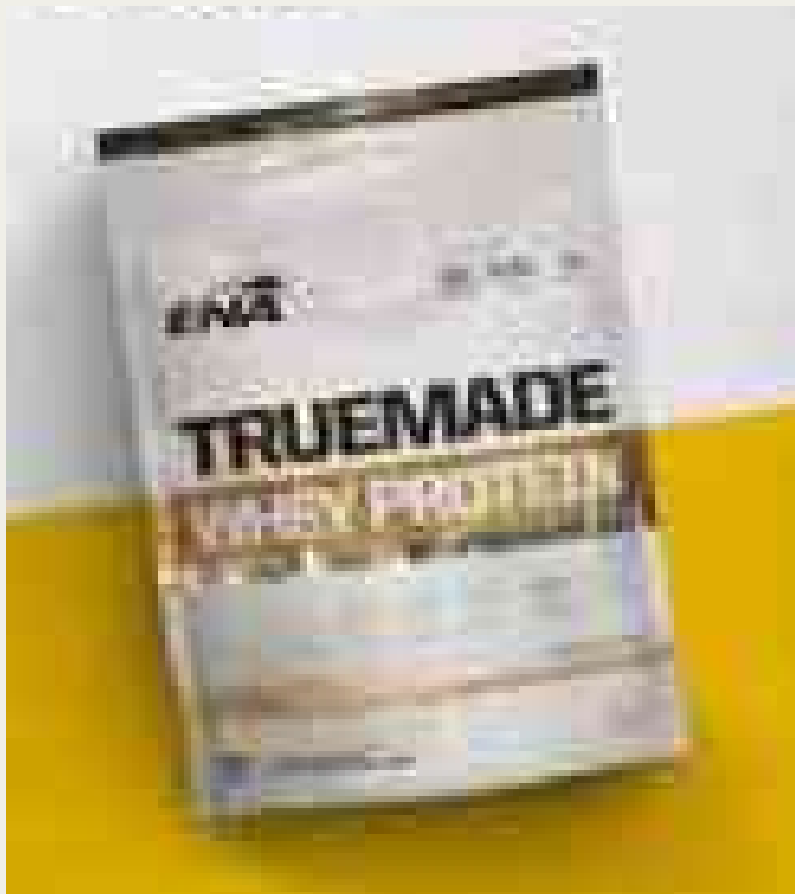
Client: ENA Laboratorios

Brand: ENA

Work: Branding, Art Direction,
Graphic Design

Type: Packaging, Digital, Print
Year(s): 2014/2024

Branding for ENA Sports and 10
brands of the ENA Laboratorios,
managing the entire corporate
identity of the pharma group for
Argentina, LATAM & Europe.





Client: **ST Capital**
Brand: **Sports Thinkers**
Work: **Branding, Art Direction,
Graphic Design**
Type: **Logo, Print, Digital**
Year(s): **2025**

Branding for a Hong Kong based consulting, business development and financial advisory firm. Concept, brand development, graphic system, digital, print.



st

Sport
Thinkers
Ventures





Client: Partnership Net
Brand: Partnership Net
Work: Rebranding, Art Direction, Graphic Design
Type: Logo, Print, Digital, Social
Year(s): 2025

Rebranding for a Germany based partnership and sponsorship company. Concept, brand development, graphic system, digital, print, advertising, etc.



Partnership Net Services

SPORTS

Experience the winning combination of data science and industry expertise. Partnership net supports you in optimizing the entire sponsorship process.







**LA NUEVA
SIRENA**
DESDE 1925

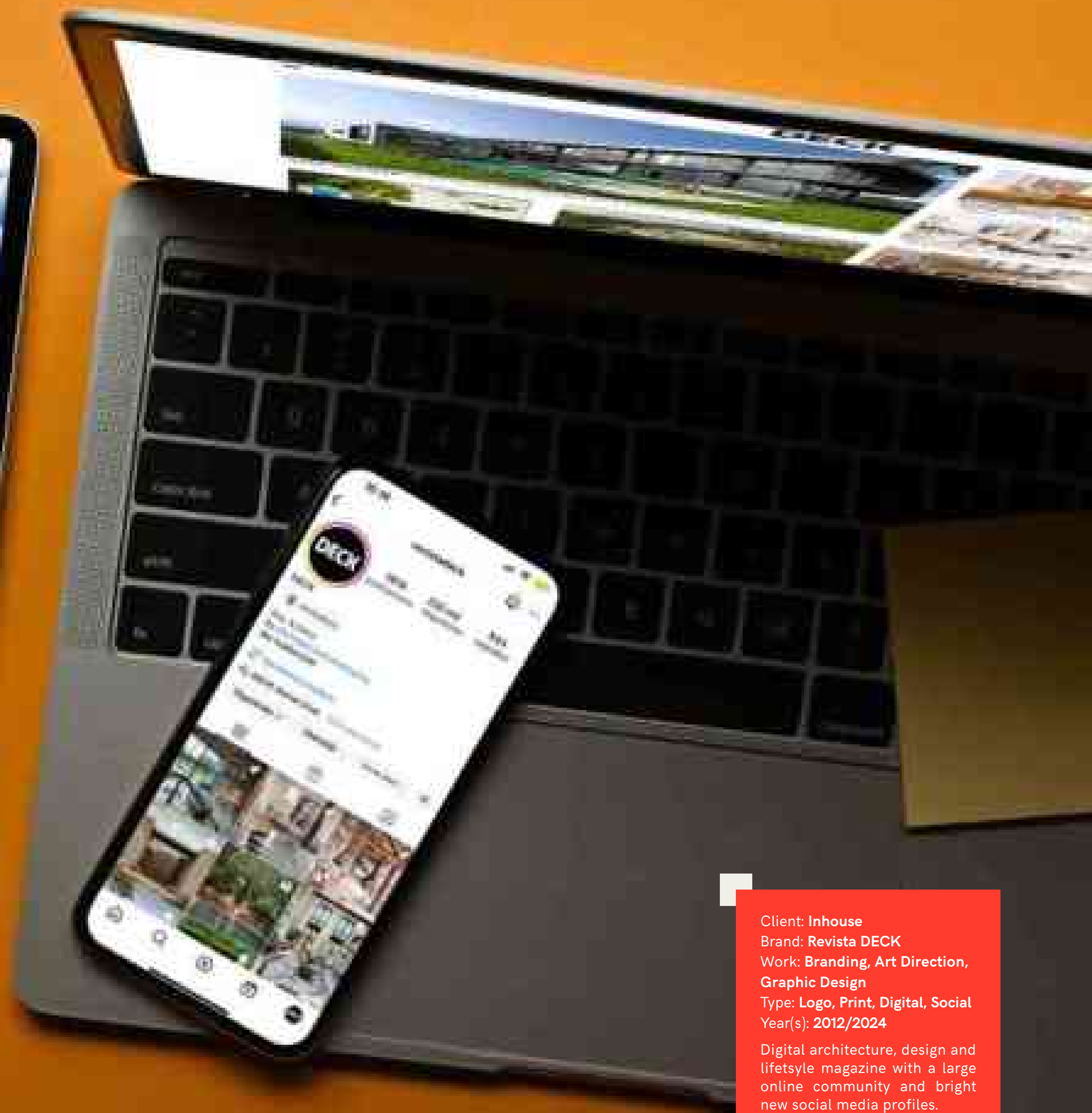
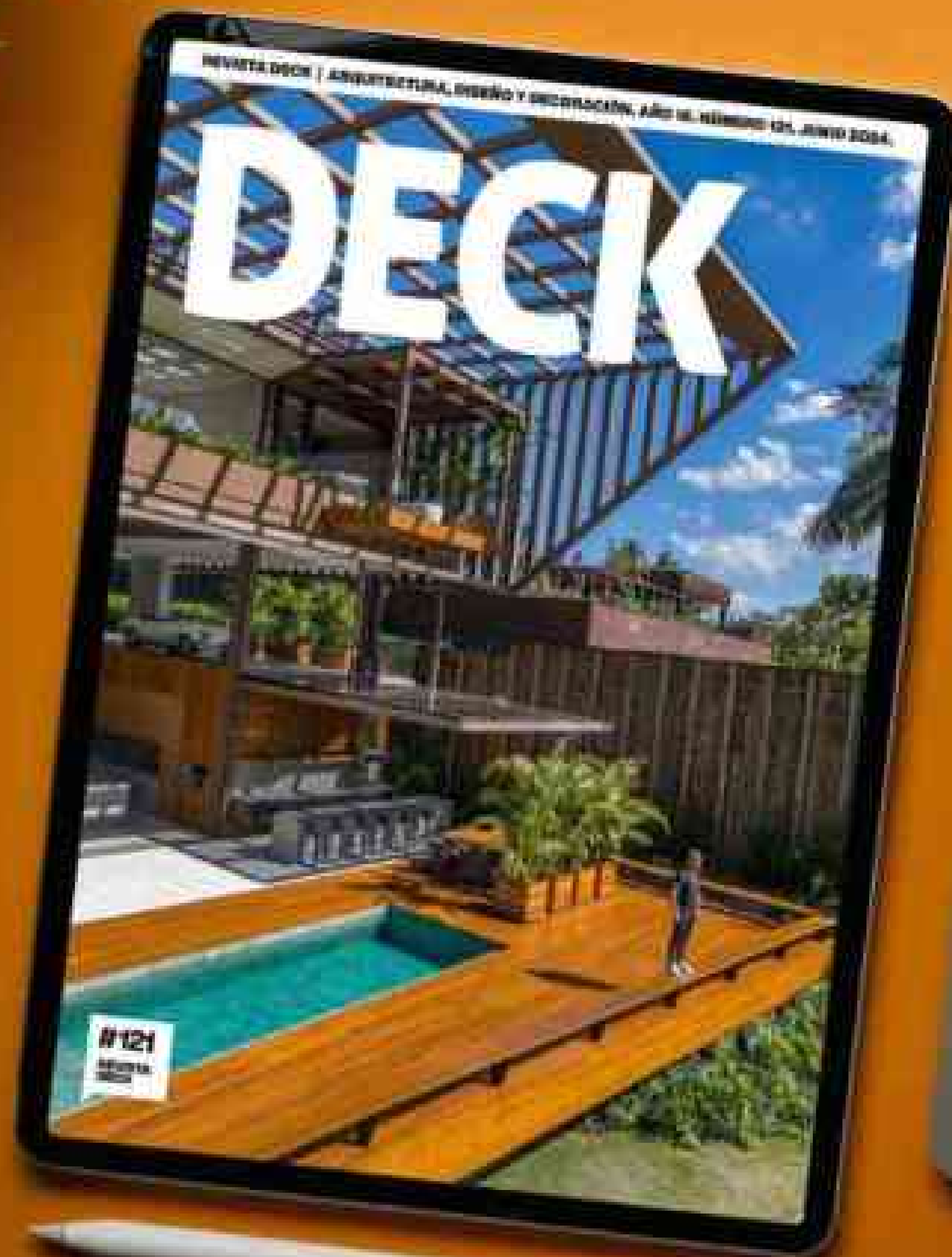
PANADERÍA - CONFITERÍA

Client: Grupo GBE
Brand: La Nueva Sirena
Work: Branding, Art Direction,
Graphic Design
Type: Logo, Print, Digital
Year(s): 2023/2024

Rebranding for a 100 years old
argentinian bakery. Concept,
brand development, archigra-
phy, graphic system, digital,
print, advertising, etc.







Client: Inhouse
Brand: Revista DECK
Work: Branding, Art Direction,
Graphic Design
Type: Logo, Print, Digital, Social
Year(s): 2012/2024

Digital architecture, design and
lifestyle magazine with a large
online community and bright
new social media profiles.



LAS SORPRENDENTES VIVIENDAS EN LOS ÁRBOLES DE JULIAN MOLLEMA

EL ARQUITECTO UTILIZÓ MIDJOURNEY AI PARA SUS DISEÑOS



“
**LA CULTURA ME
RECUERDA A MI HOGAR.**

ALAN SANCHEZ CUENTA POR QUÉ SU CULTURA
MUEVE SU FRONTERA DESTAQUEANDO



Carla Mollema

Carla Mollema es arquitecta y diseñadora
de interiores en Amsterdam



**PHARRELL WILLIAMS
DEBUTO COMO DIRECTOR CREATIVO
DE LOUIS VUITTON**

EN UNA NUEVA EPOCITA DE VITELLINO Y EMILIANO



**LOS ANILLOS OLÍMPICOS
LLEGARON A LA TORRE EIFFEL**

PARTE DE LA COLECCIÓN

Client: **Corrientes Palace**
Brand: **Paseo del Jockey**
Work: **Branding, Art Direction,
Graphic Design**
Type: **Signage, Print, Digital**
Year(s): **2016/2017**

Branding for Paseo del Jockey.
Cordoba City, Argentina. Con-
cept, brand development, signa-
ge, graphic system, digital, print,
advertising, etc.





Client: Point / Vermu
Brand: Esto Tambien Pasará
Work: Branding, Art Direction,
Graphic Design
Type: Broadcast, Digital, Social
Year(s): 2024

Branding for streaming show for Vermu, the first streaming channel in Spain. Concept, brand development, graphic system, digital, print, etc.

**ESTO
TAMBIÉN
PASARÁ**





Client: Inhouse

Brand: Cafe Soñado

Work: Branding, Art Direction,
Graphic Design

Type: Logo, Print, Digital

Year(s): 2023

Branding concept for Cafe Soñado. Brand development, archi-
graphy, graphic system, digital,
print, packaging, merchandising,
appearel, etc.







Client: Inhouse
Brand: Pink Pizza
Work: Branding, Art Direction,
Graphic Design
Type: Logo, Print, Digital
Year(s): 2023

Branding concept for Pink Pizza. Brand development, archi-
graphy, graphic system, digital,
print, packaging, merchandising,
appearel, etc.



Client: LOUIS Group Miami
Brand: LOUIS
Work: Branding, Art Direction,
Graphic Design
Type: Logo, Print, Digital
Year(s): 2022

Banding for a bakery and cafe
in Miami. Concept, brand develop-
ment, archigraphy, graphic
system, digital, print, merchan-
dising, advertising, etc.

LOUIS

SHARE THE EXPERIENCE

LOUIS

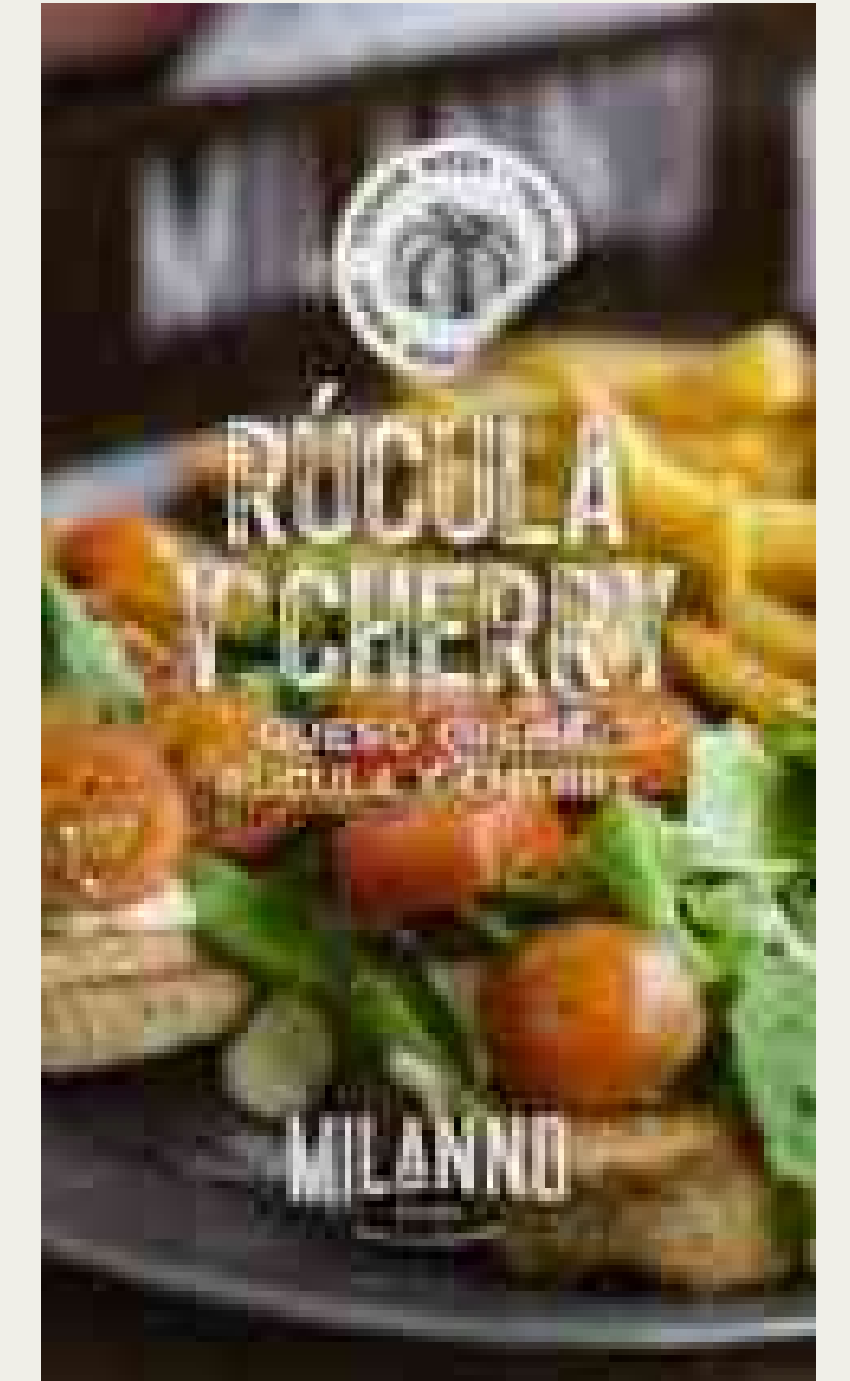
SHARE THE EXPERIENCE





Client: Grupo RBB
Brand: Milanno
Work: Branding, Art Direction,
Graphic Design
Type: Logo, Print, Digital
Year(s): 2019/2024

Rebranding for an argentinian
milanesa franchise shop. Con-
cept, brand development, archi-
tecture, graphic system, digital,
print, packaging, etc.



Client: Various

Brand: Various

Work: Branding, Art Direction,
Graphic Design

Type: Logo, Digital, Social

Year(s): 2009/2024

Branding for several projects from different clients over the last few years. Graphic system, digital, print, packaging, merchandising, apparel, etc.



BAIRES
ARGENTINIAN RESTAURANT

The image shows a close-up of a brown leather surface, likely a book cover or folder, with the 'BAIRES ARGENTINIAN RESTAURANT' logo embossed on it. The logo features the word 'BAIRES' in large, bold, sans-serif capital letters. Below it, 'ARGENTINIAN RESTAURANT' is written in smaller, all-caps sans-serif font. To the right of the word 'BAIRES', there is a stylized graphic of a dollar sign (\$) with a fork and knife crossed through it, also embossed. The leather has a visible grain and some stitching along the edges.



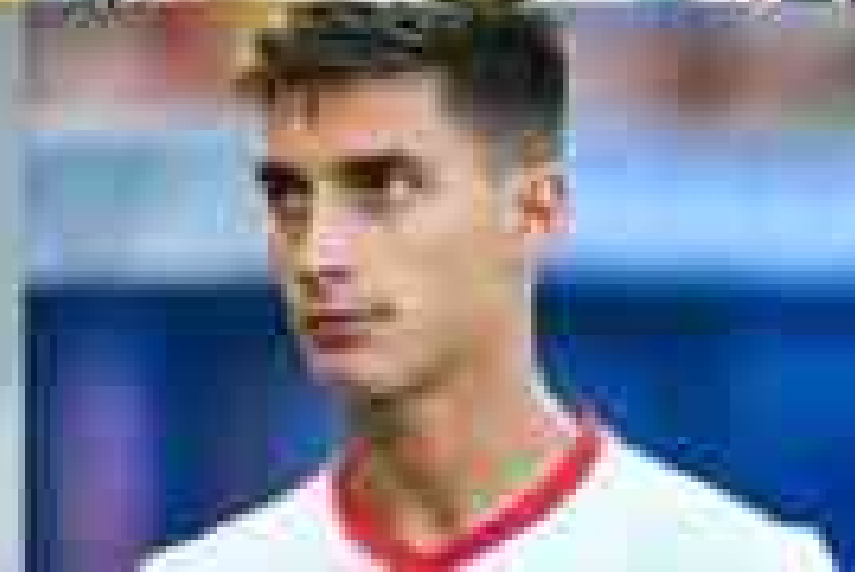
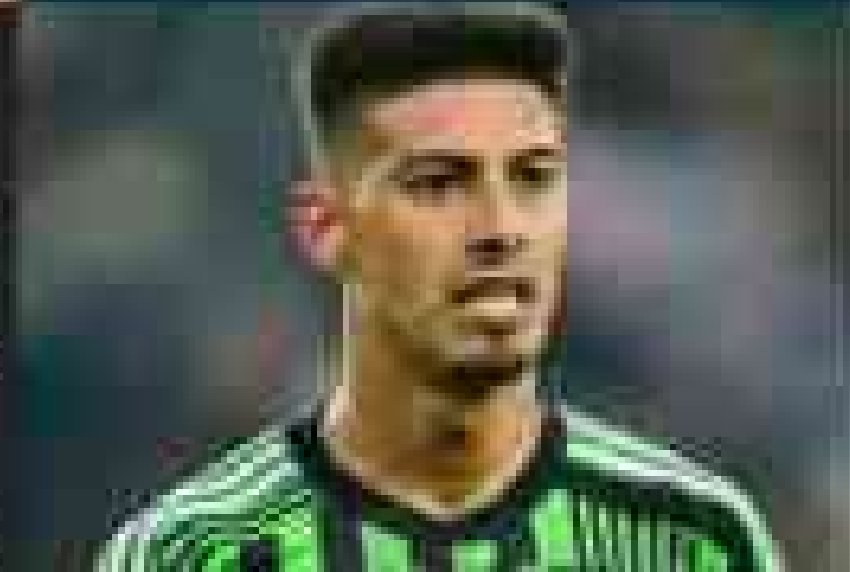
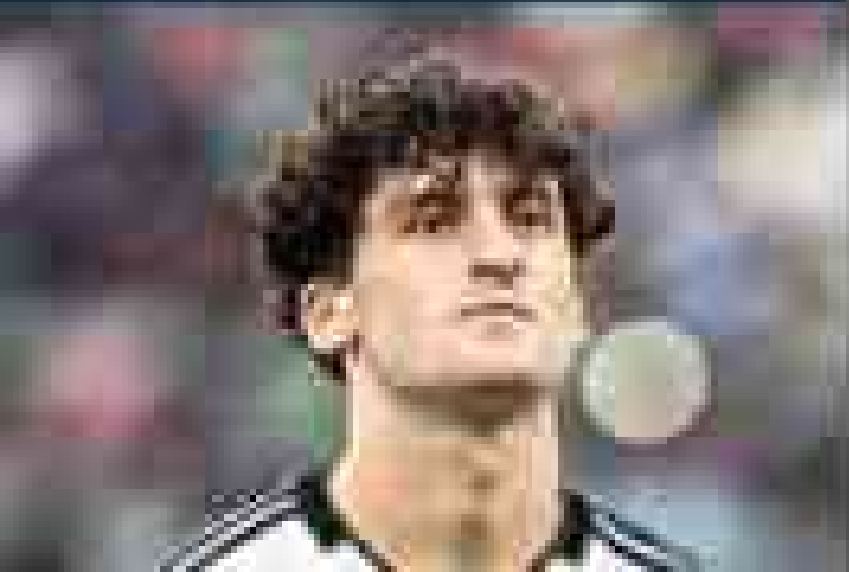
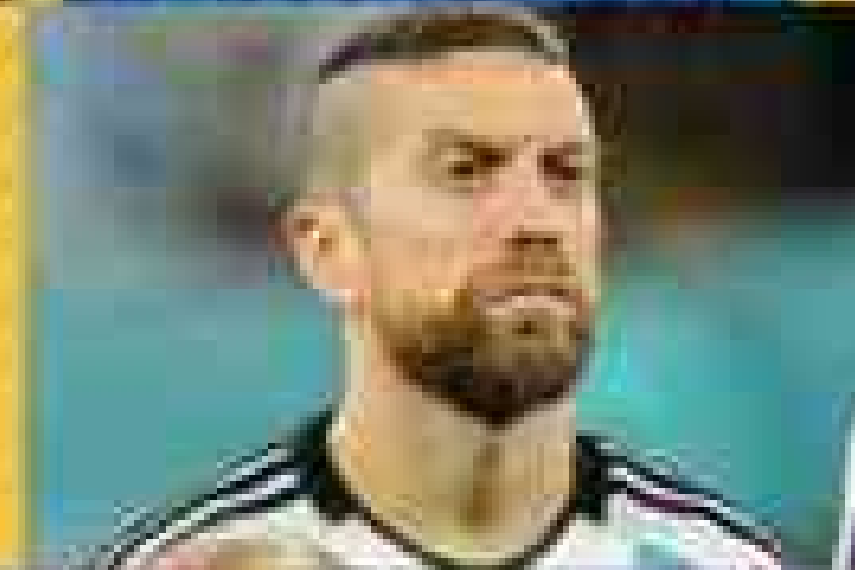
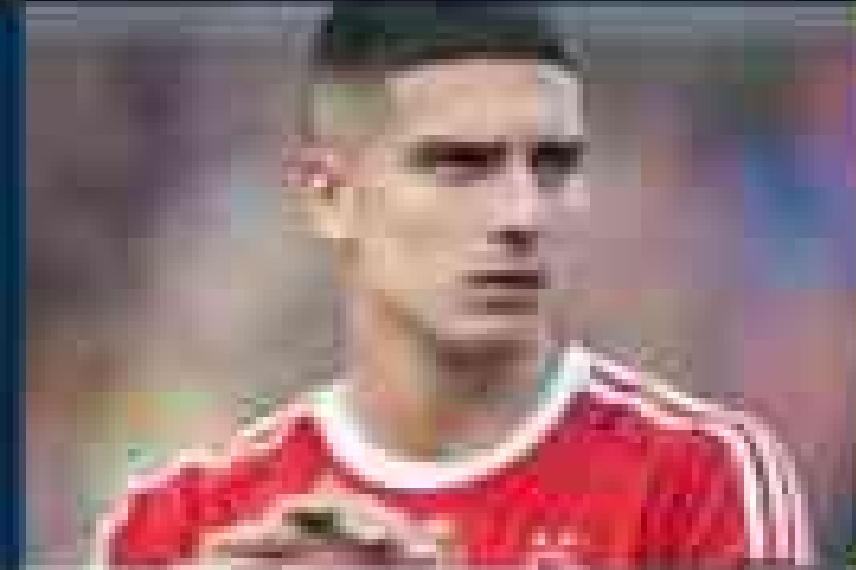
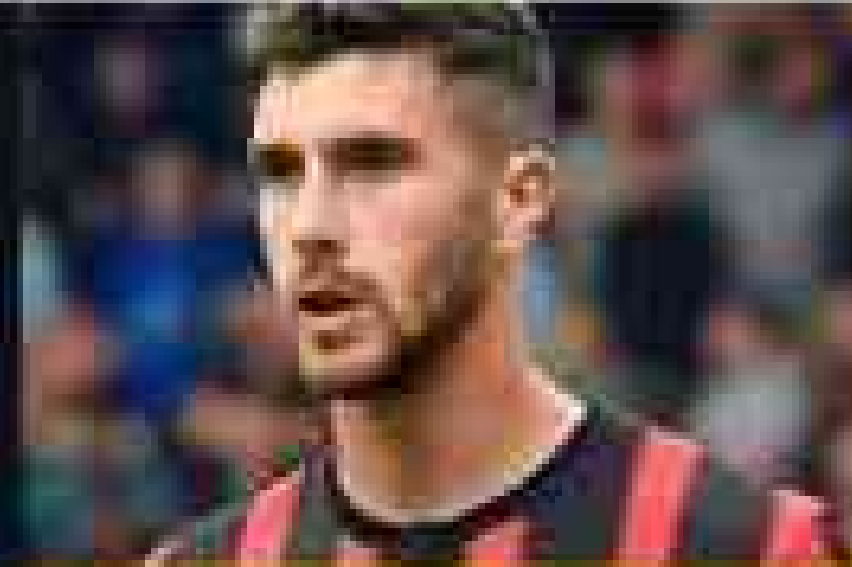
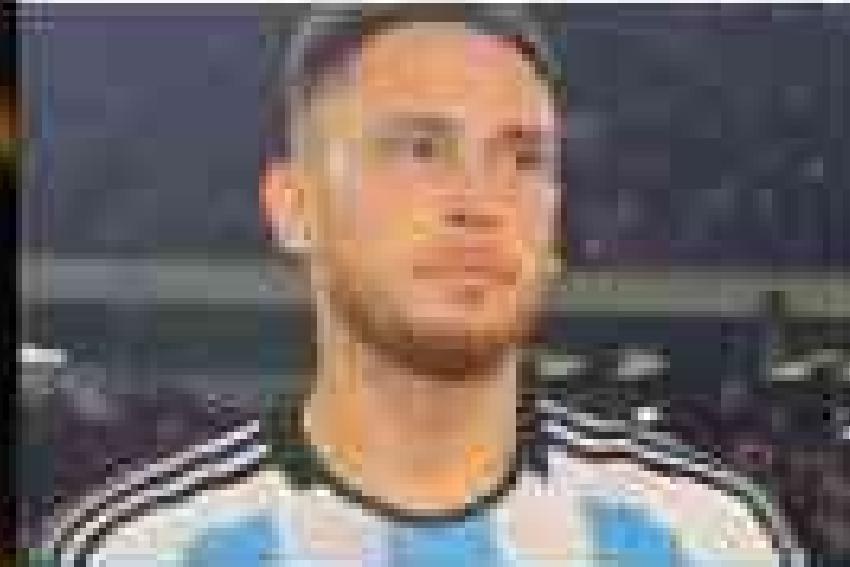
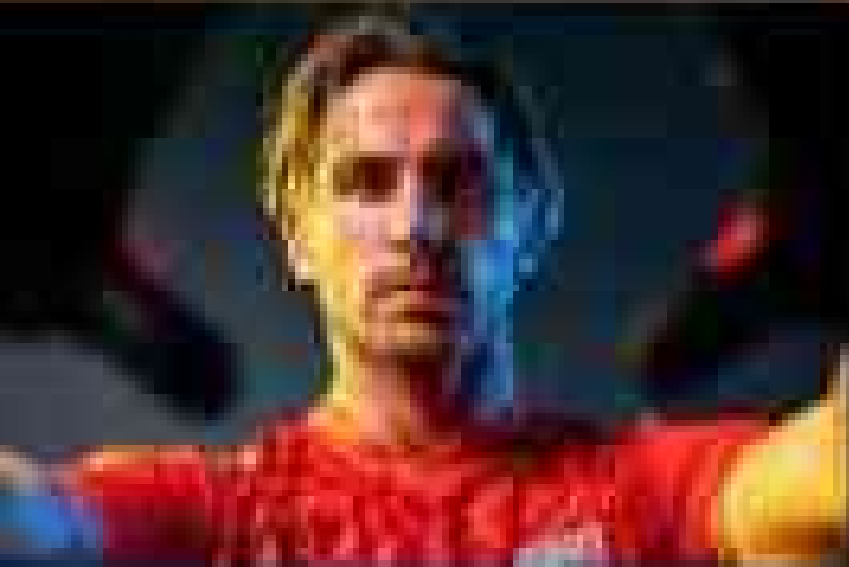
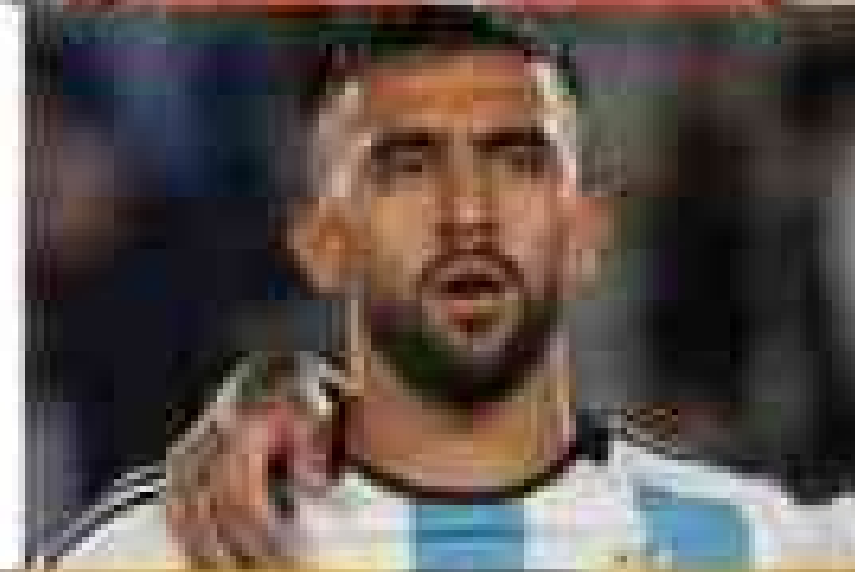
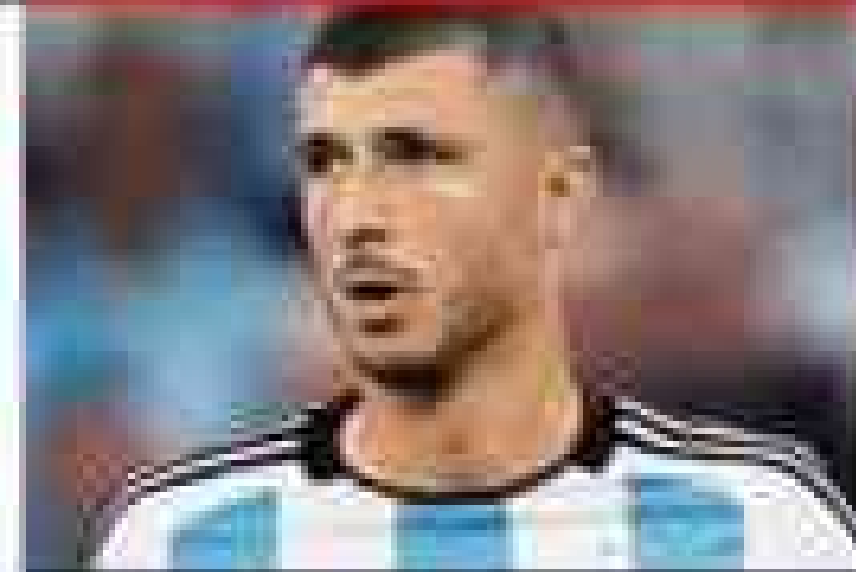
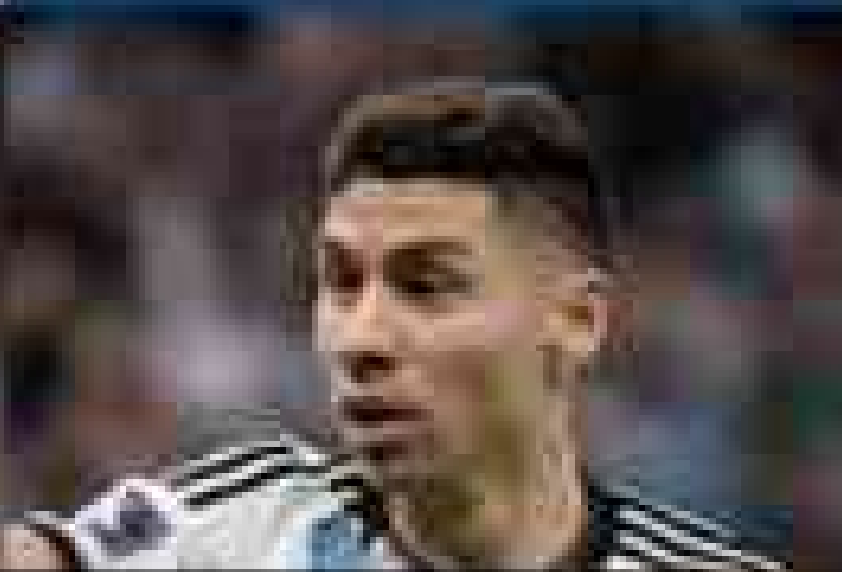
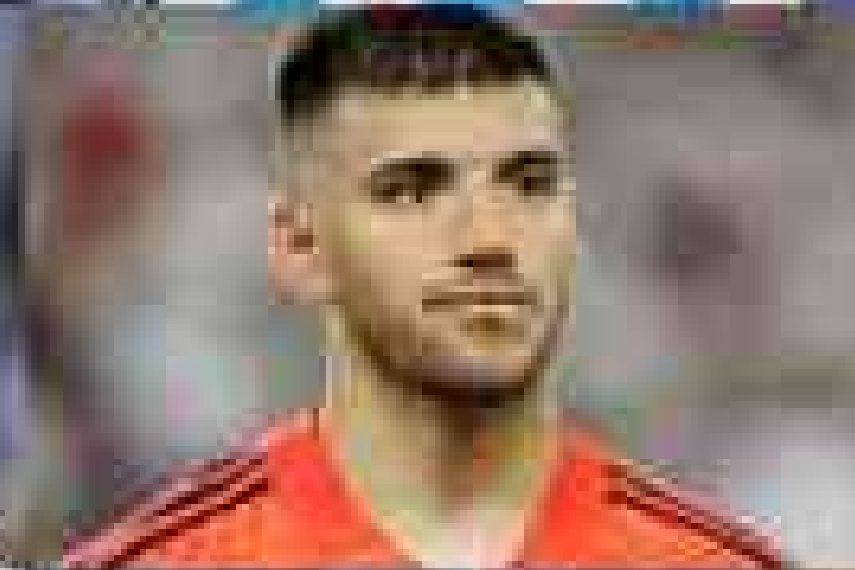
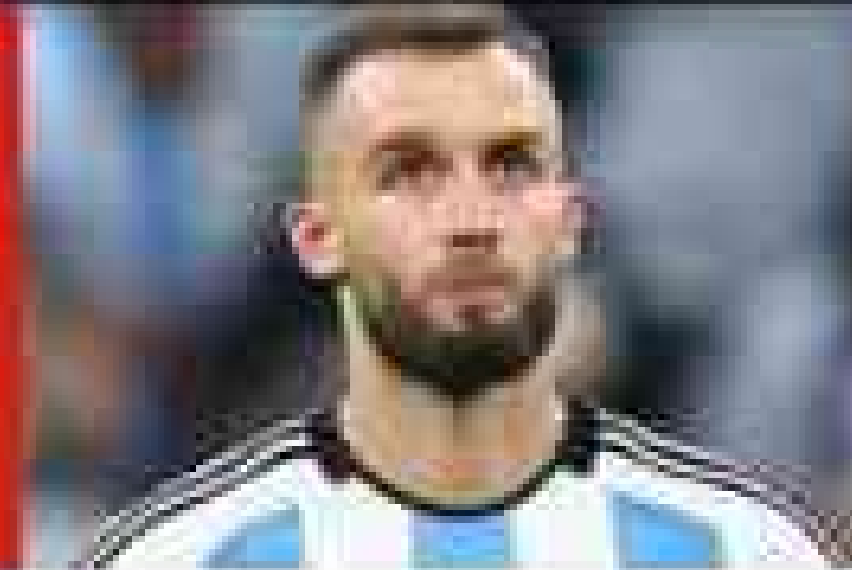
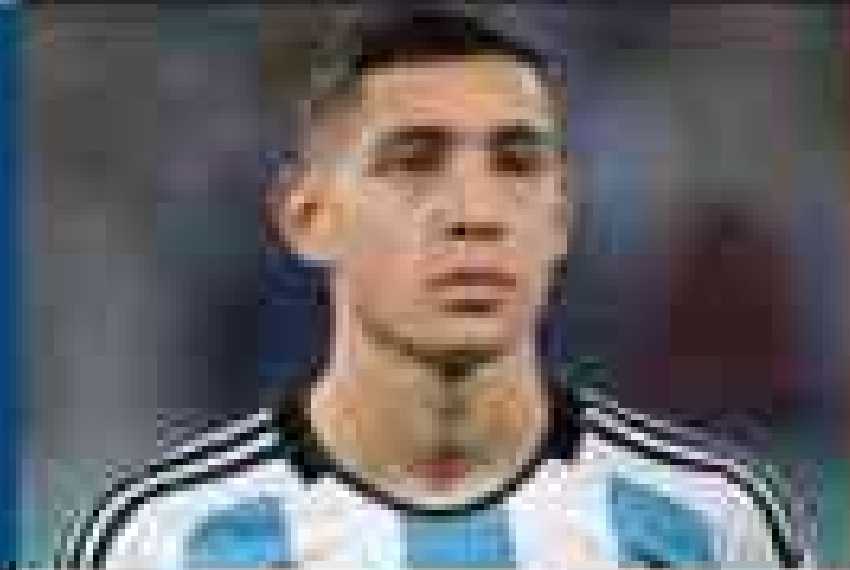
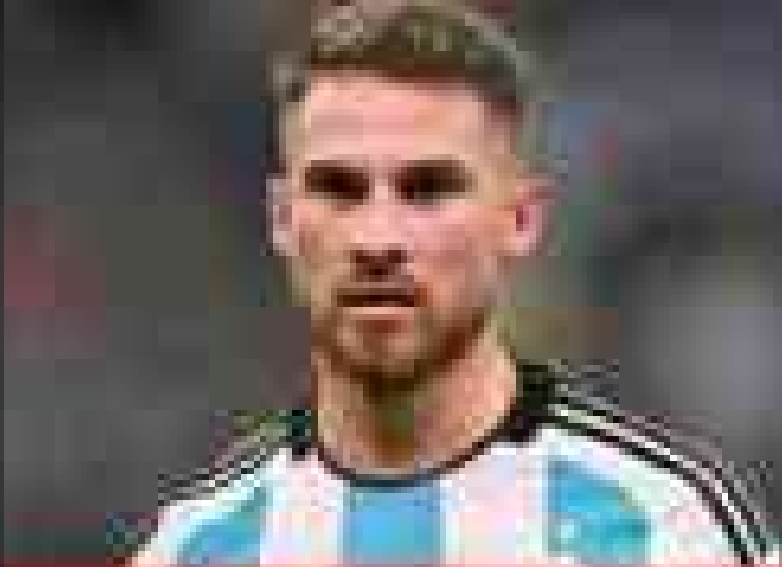


Brochure
Projects

Portfolio
Works

SPORTS







Client: World Table Tennis
Brand: WTT
Work: Branding, Art Direction,
Graphic Design
Type: Branding, Digital, Social
Year(s): 2025

Brand awareness campaign to promote World Table Tennis in new markets. Digital advertisements, landing page, corporate web rebranding.

BIG NAMES. BIGGER GAME.

1

WUO CHEN

WORLD RANKING

#3

SENIOR

WORLDWIDE

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ADRIANO PANATIERE

WORLD RANKING

#17

SENIOR

WORLDWIDE

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WORLD RANKING

#29

SENIOR

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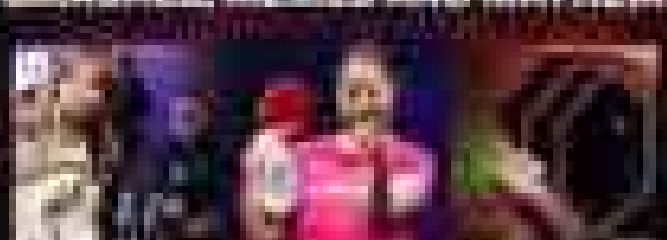
EXPERIENCE WORLD TABLE TENNIS



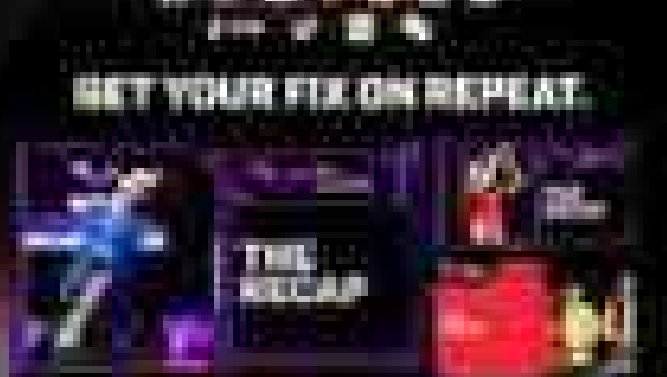
WELCOME TO THE SHOW.

Table tennis is a fast-paced, strategic sport that has been a part of the Olympic Games since 1926. It's a game of precision and power, where every shot counts. Welcome to the show, where we'll bring you the latest news, highlights, and exclusive behind-the-scenes footage from the world of table tennis.

SMASHED MEMES AND MAYHEM.



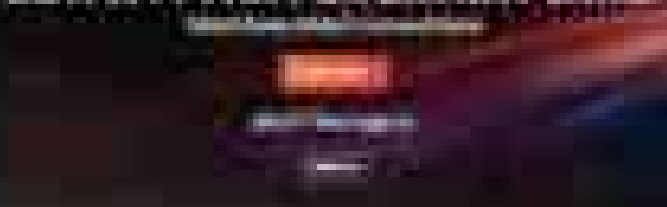
GET YOUR FIX ON REPEAT.



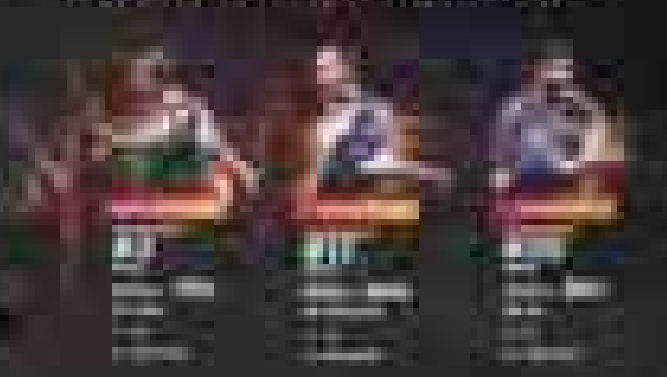
TAP IN, STAY AHEAD.



BE A WTT FAN FOR EXTRA PERKS.



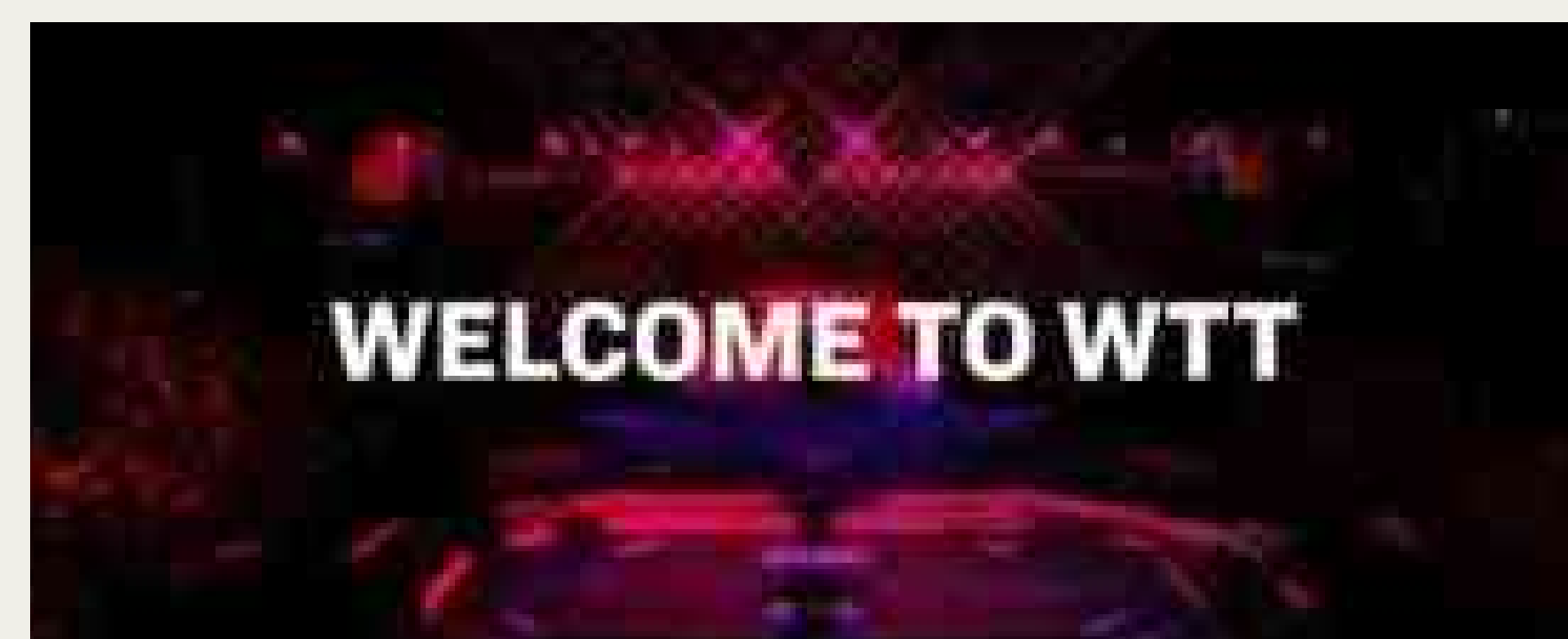
BIG NAMES. BIGGER GAME.



LIVE IT. BREATHE IT.



WORLD TABLE TENNIS



Client: Mercado McCann
Brand: Conmebol
Work: Art Direction, Graphic Design
Type: Logo, Digital, Social
Year(s): 2023

Branding for eLibertadores. eSports of Copa Conmebol Libertadores. Brand development, graphic system, digital, print, merchandising, advertising, etc.





ASPIRAR A GRANDEZA.

LA IDENTIFICACIÓN

CONCEPTO CLAVE

A. ACORDE DE LA MARCA

El acuerdo de la marca es el conjunto de elementos que la componen y que la hacen única y reconocible. En este caso, el acuerdo de la marca de CONMEBOL Libertadores se compone de los siguientes elementos:



MARCA OFICIAL

La marca oficial de CONMEBOL Libertadores es el logotipo que se encuentra en la parte superior de la página. Este logotipo está compuesto por el nombre de la competición y el símbolo de la copa.



AMBIENTE DE IMAGEN EL ORO ETERNO

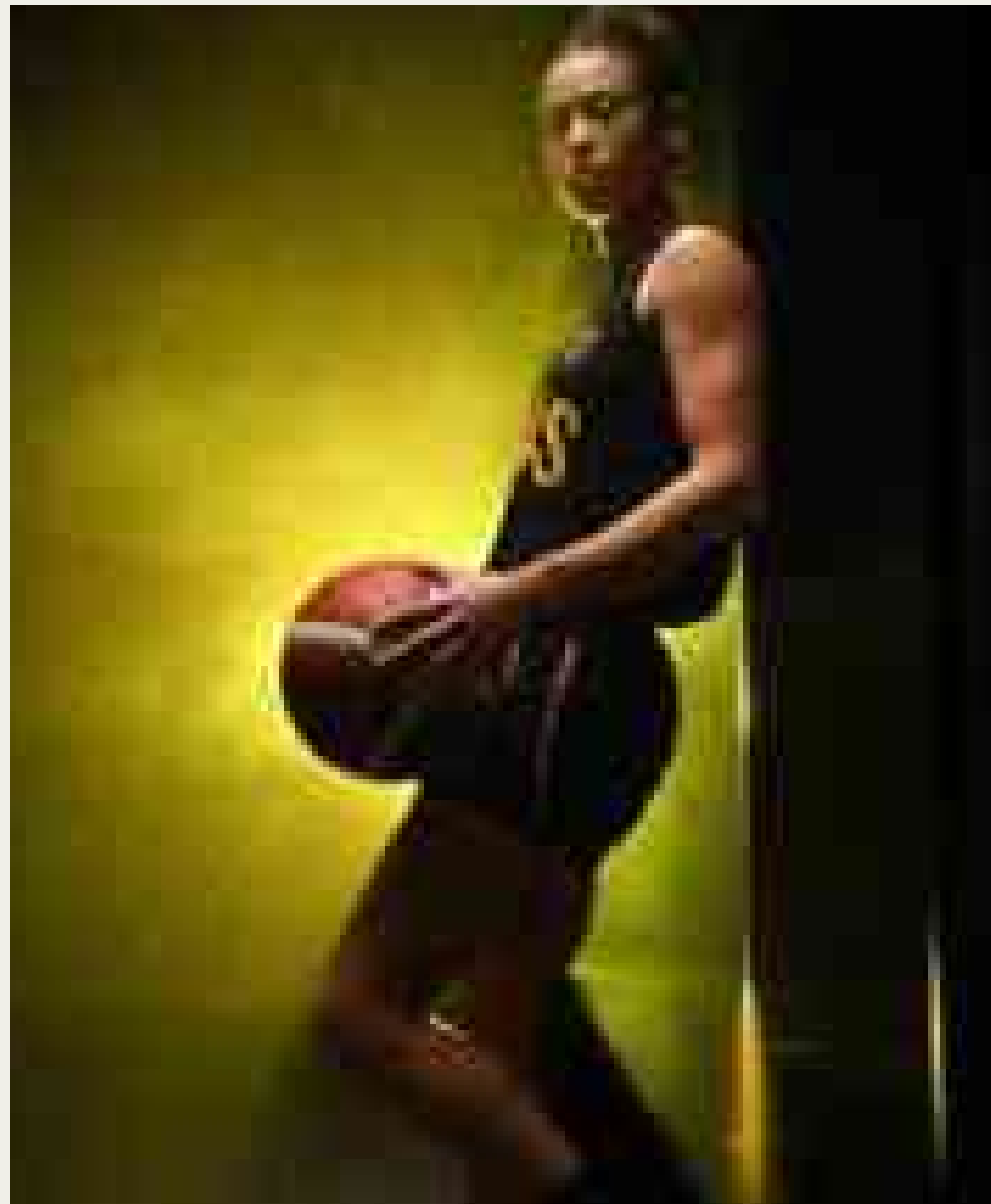
El ambiente de imagen es el conjunto de elementos que rodean a la marca y que la hacen más atractiva y reconocible. En este caso, el ambiente de imagen de CONMEBOL Libertadores se compone de los siguientes elementos:

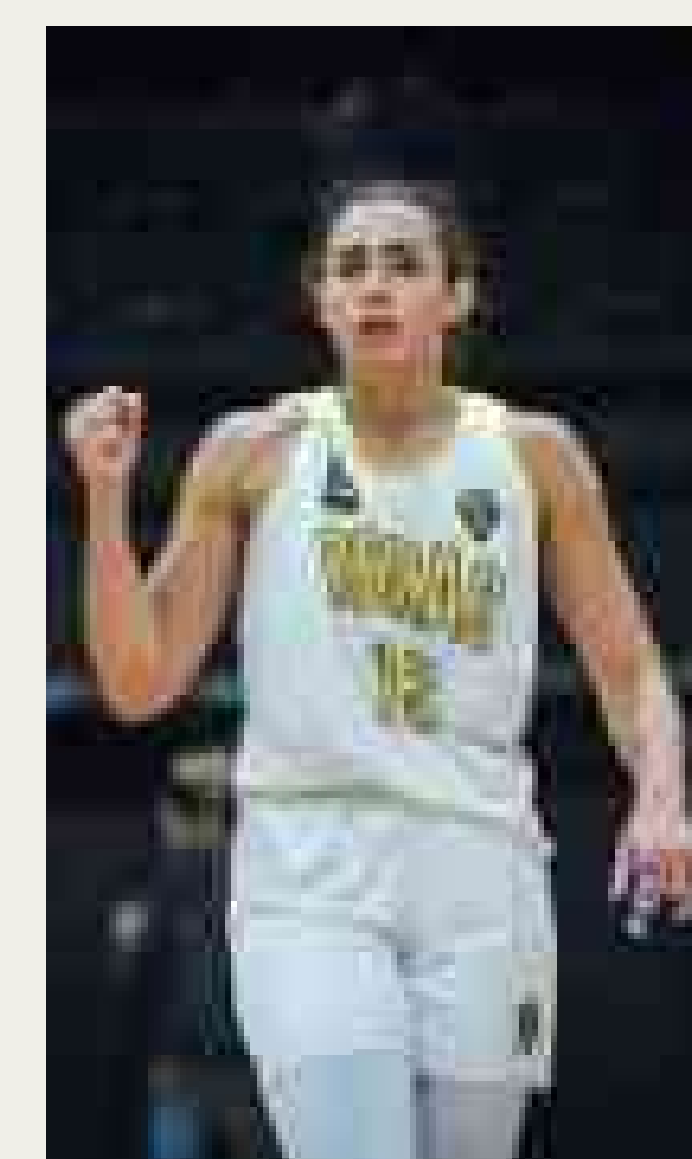
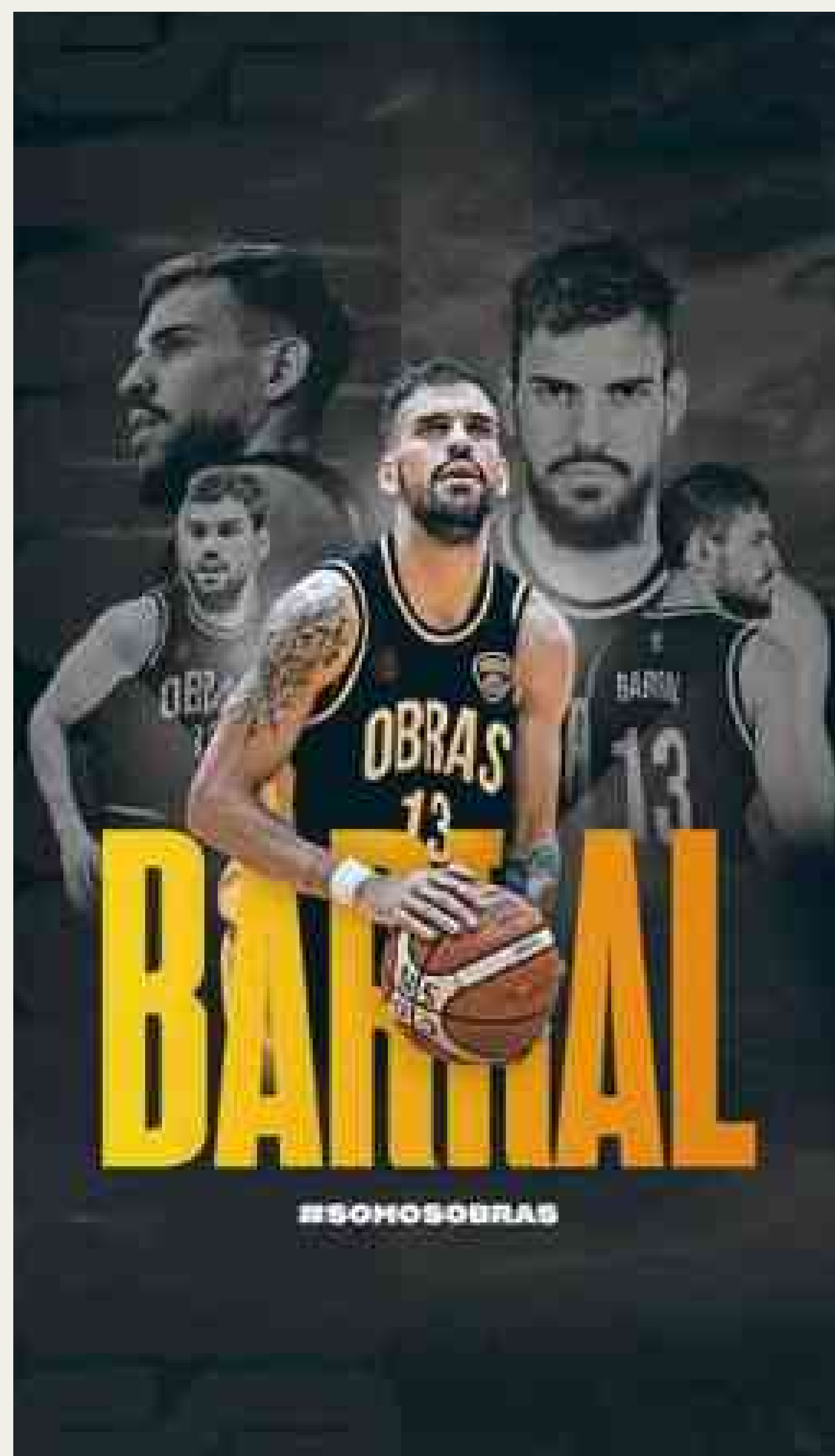




Client: Club Obras Sanitarias
Brand: Obras Basket
Work: Brand Development, Art
Direction, Graphic Design
Type: Logo, Print, Digital, Social
Year(s): 2013/2024

Branding for Obras Basket, Buenos Aires, Argentina. Concept, brand development, graphic system, apparel, signage, digital, print, advertising, etc.



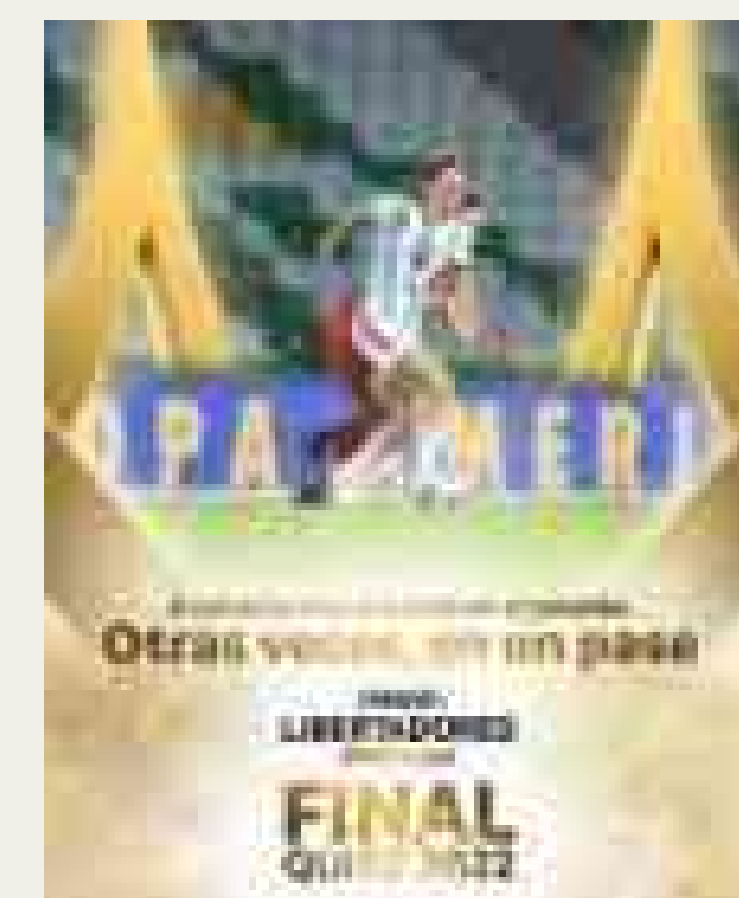


Client: Mercado McCann
Brand: Conmebol
Work: Branding, Art Direction,
Graphic Design
Type: Brand, Print, Digital, Social
Year(s): 2022

Branding for Copa Conmebol
Libertadores Femenina 2022 in
Quito. Brand development, gra-
phic system, templates, digital,
print, graphic entitlements, etc.





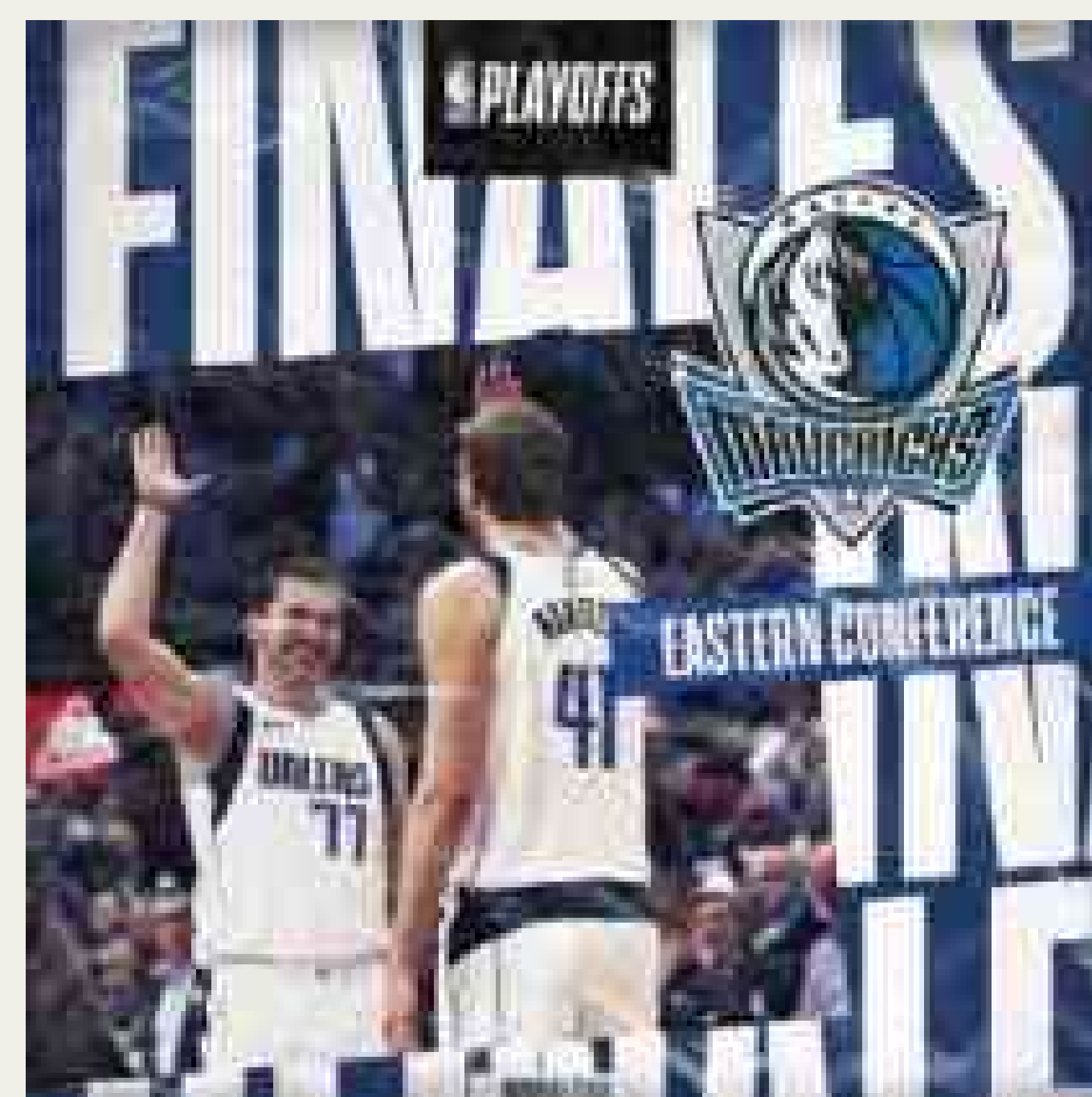




Client: **NBA**
Brand: **NBA Latam**
Work: **Brandig, Art Direction, Graphic Design**
Type: **Branding, Digital, Social**
Year(s): **2019**

Social media sports branding for NBA season 2019, preseason, playoffs and finals. Key Visuals, graphic system, templates and photoshop digital creations.







2024

LEAGUE WINNERS



Client: UAR

Brand: Pumas, Pumas 7, Yaguaretés

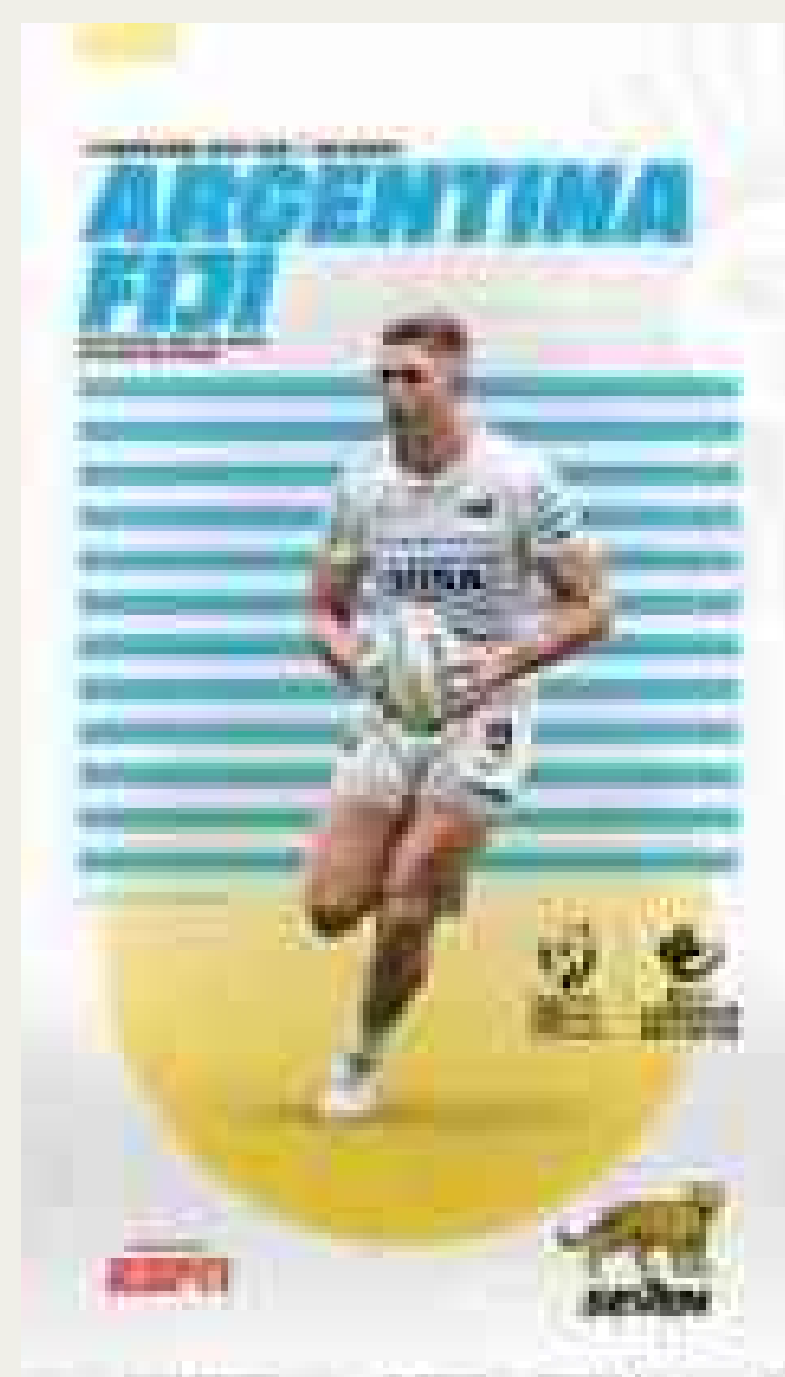
Work: Art Direction, Graphic Design

Type: Branding, Digital, Social

Year(s): 2021/2022/2023

Social media sports branding for Los Pumas, Pumas 7 and Las Yaguaretés. Key visuals, graphic system, templates and digital creations.







1 DAY KICK OFF

VAMOS LOS PUMAS



SÁBADO 08-07
16:10HS


LOS PUMAS


ALL BLACKS

ESTADIO MALVINAS ARGENTINAS

BUENOS AIRES

ESPN



FALTA

1 DÍA

CANADA

14 Y 15 DE ABRIL



50 CAPS



ROMÁNIO RUCCI



Client: Orange Room
Brand: TriFactor Asia
Work: Branding, Art Direction,
Graphic Design
Type: Digital, Print, Social
Year(s): 2024

Digital branding for TriFactor Asia. Concept, visual development, graphic system, digital, print, etc.



TRIFACTOR
ROAD TO QUZHOU
 WORLD CHAMPIONSHIP 2026

FROM THE PROMISE TO THE WORLD CHAMPIONSHIP
 TO THE ROAD TO QUZHOU

**SUPER
EARLY
BIRD
PRIZES**

**WORLD
CHAMPIONSHIPS
REWARD
CAMPAIGN**

INDONESIA PHILIPPINES MAY 20 - 21 2025	THAILAND MALAYSIA JUNE 10 - 11 2025	THAILAND SINGAPORE JULY 10 - 11 2025
CHINA VIETNAM AUG 10 - 11 2025	THAILAND THAILAND SEP 10 - 11 2025	WORLD CHAMPIONSHIP OCT 10 - 11 2025

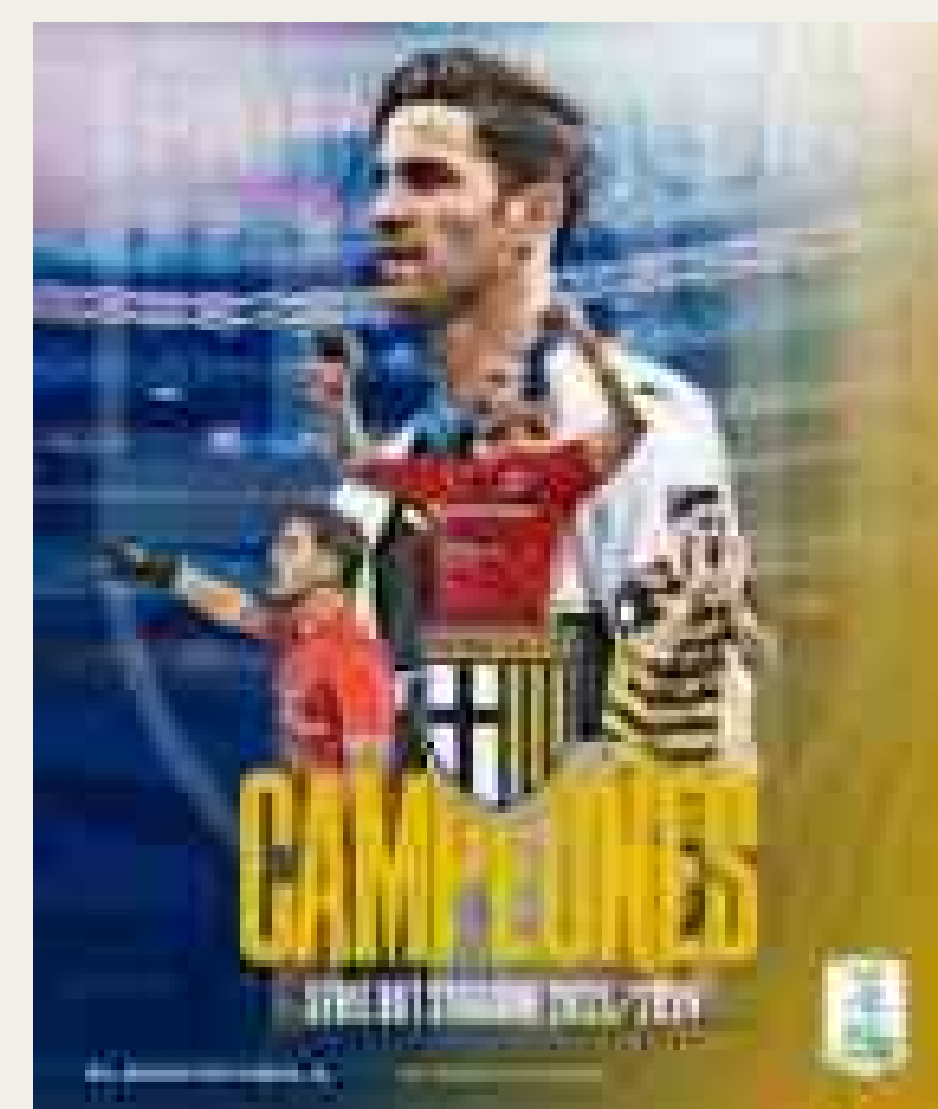
ONE CHAMPIONSHIP / SIX NATIONS / ONE ROAD TO QUZHOU

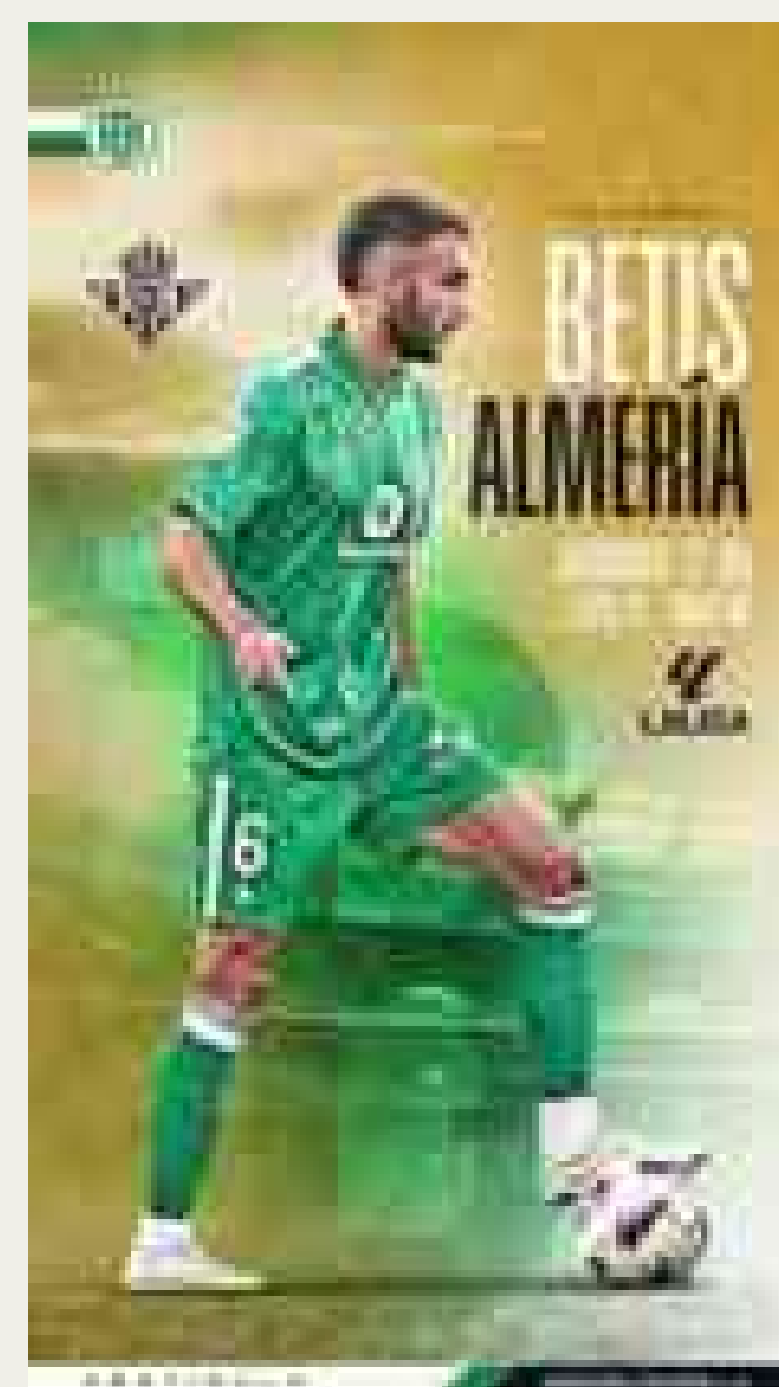
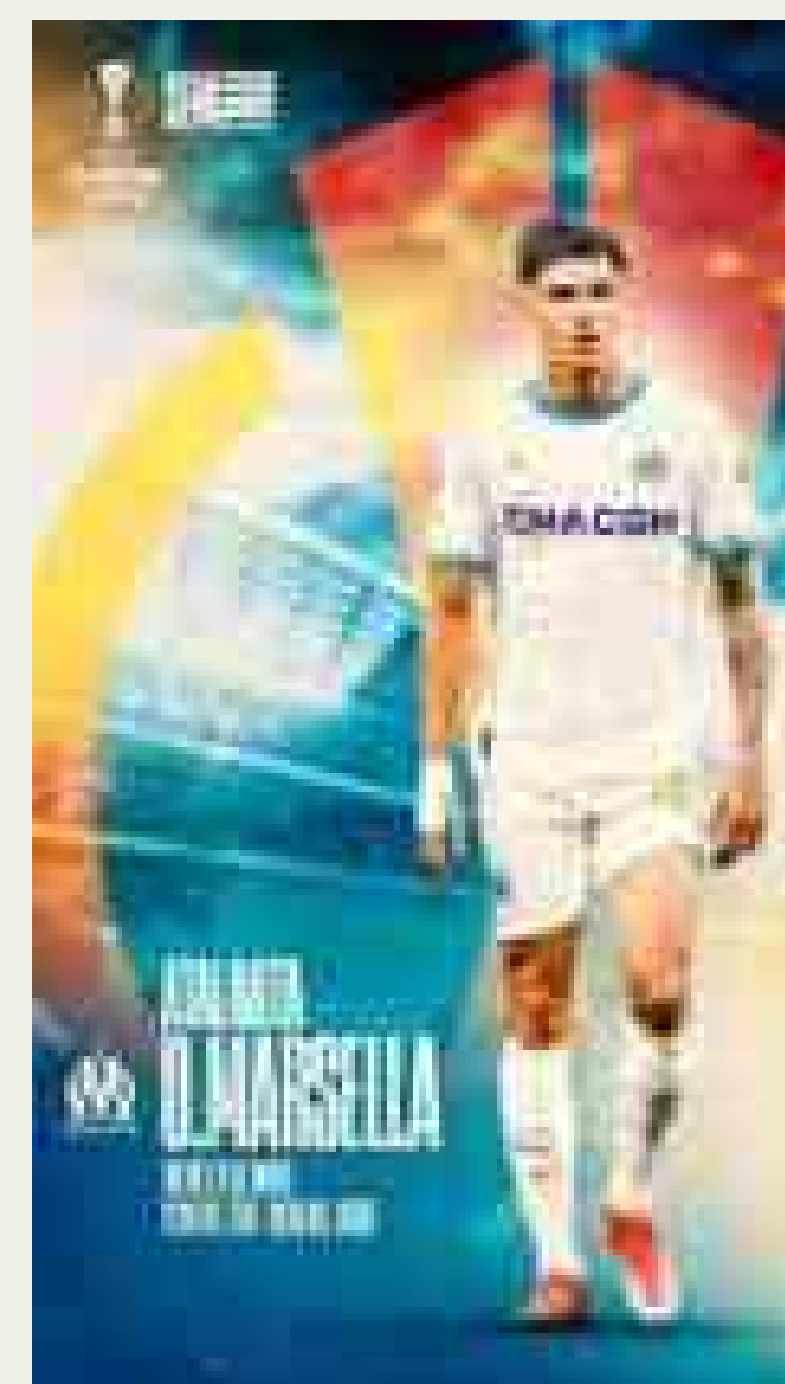


DORJU

Client: Inhouse
Brand: DORJU Sports Branding
Work: Branding, Art Direction,
Graphic Design
Type: Digital, Social
Year(s): 2019/2024

Social media graphic design and sports branding for more than 20 football players around the world. Including 11 world champions with Argentina.





Client: Various
Brand: Various
Work: Art Direction, Graphic Design
Type: Branding, Digital, Social
Year(s): 2009/2024

Sports branding for several projects from different clients over the last few years. Key visuals, graphic system, templates and photoshop digital creations.

Hoy es diferente... ¡hoy es #DiaDeBetis!

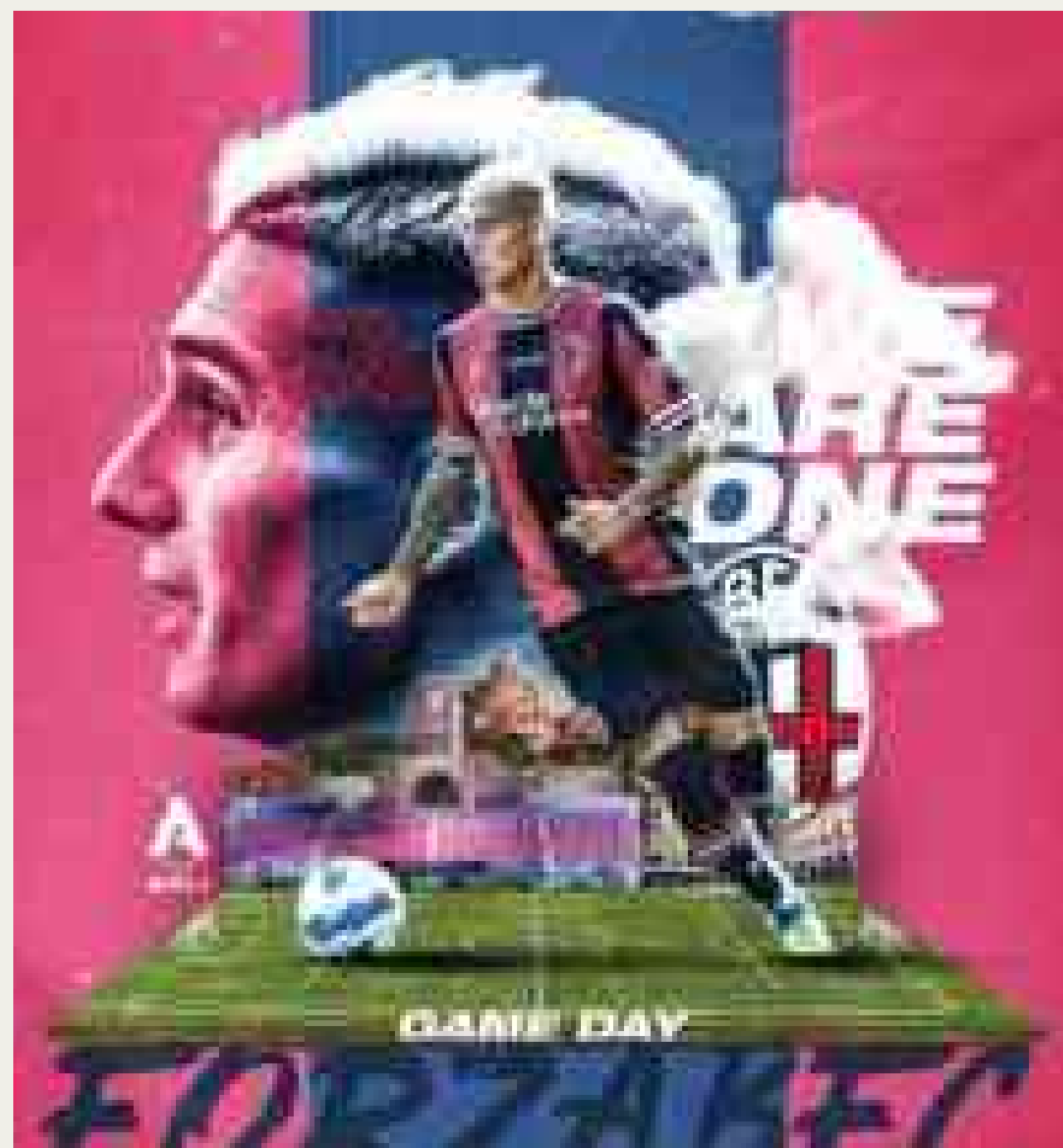
#RealBetisRealMadrid

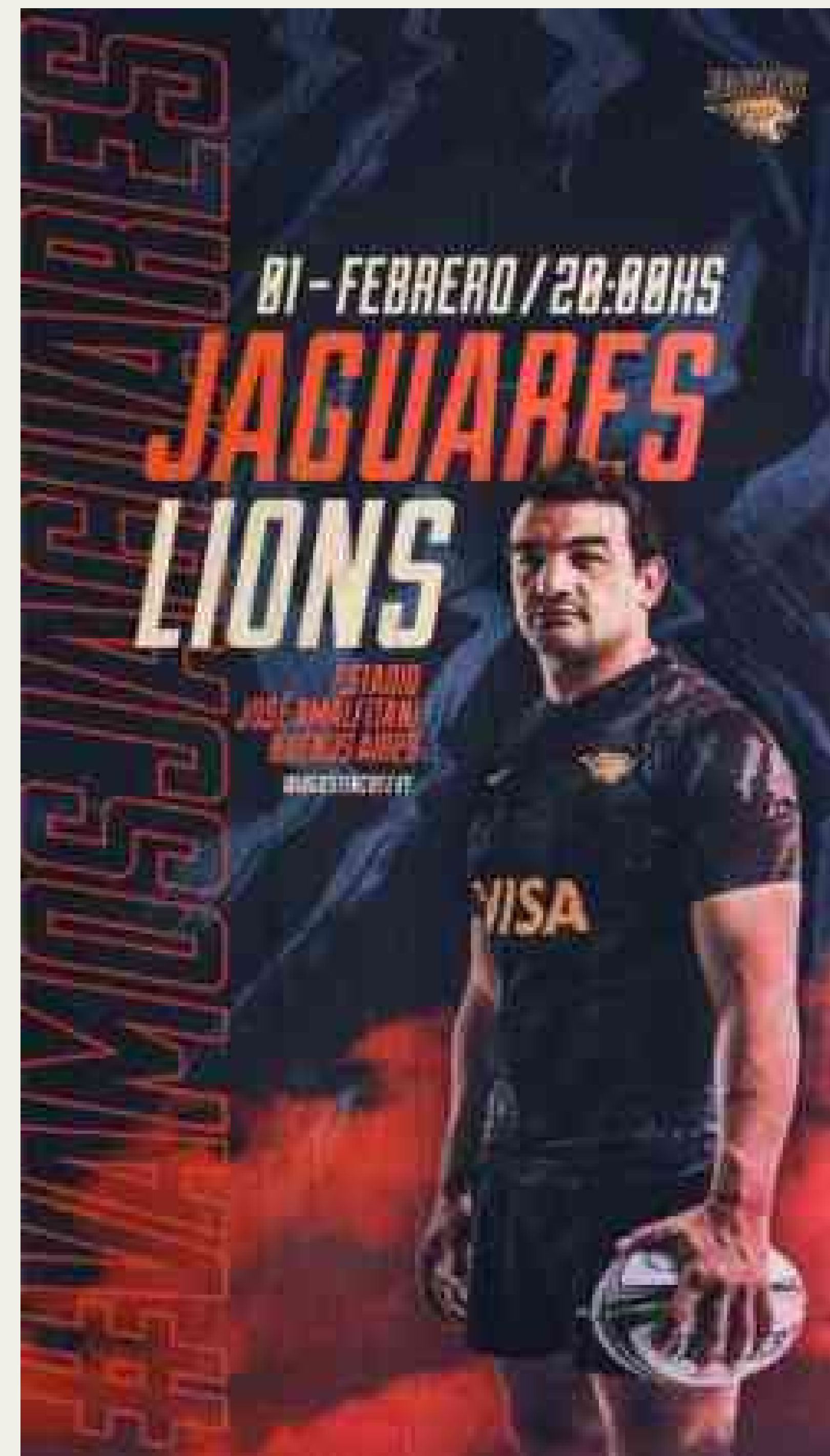


1:14 PM · 26 Feb 2023

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REUNION - WEEKEND 2022 - 10:00
JAGUARES VS BRUMBIES

The task is not so much to see
what no one yet has seen, but to
think what nobody yet has
thought about that which
everybody sees.

THANK YOU

Please do not circulate.