



MESA Meta



Platforms have stopped getting deeply involved with the business and brand problems.

If someone calls me for this type of conversation,
I will always be at the table.

Daniela Cachich

ABI Beyond Beer CEO

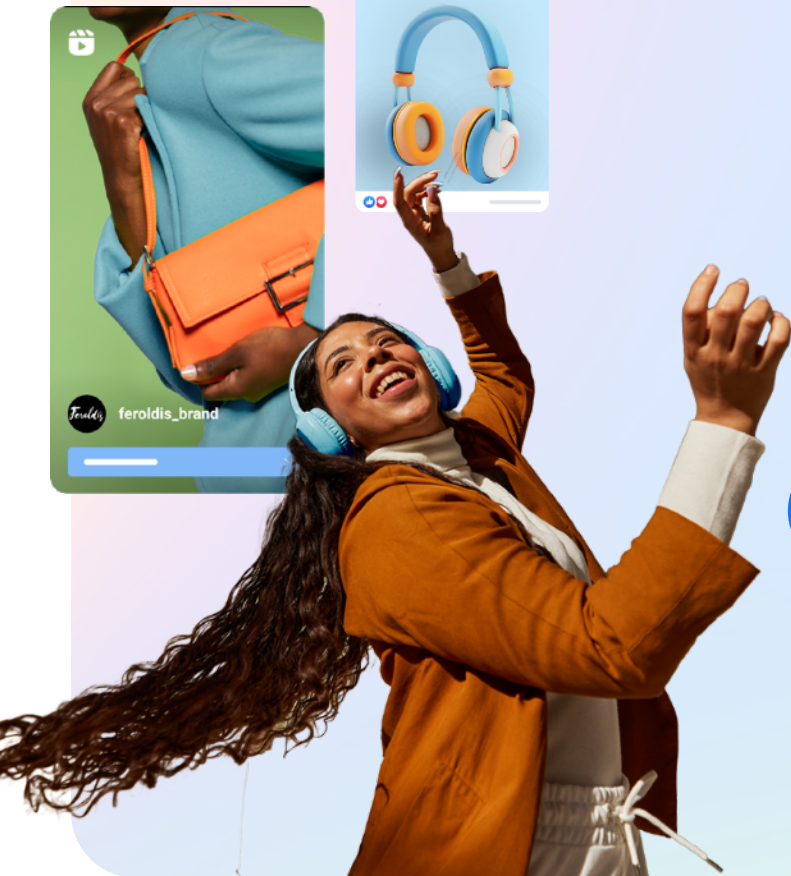
It's far from obvious, today, to maintain a real market pulse, **transform that pulse into relevant narratives, operate the complexity of Meta's ecosystem**, and integrate its teams and creation and performance partners.

Doing all of this recurrently is the real challenge.

Leo Cirino

Exame CMO & Board Member





How do you earn attention

in a world of infinite choice?

Billions of people actively engage with culture across our platforms every day



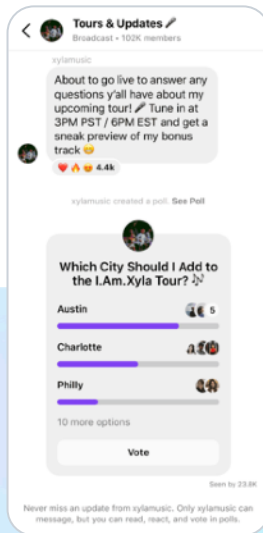
Discovering

Finding out about new brands and products to try



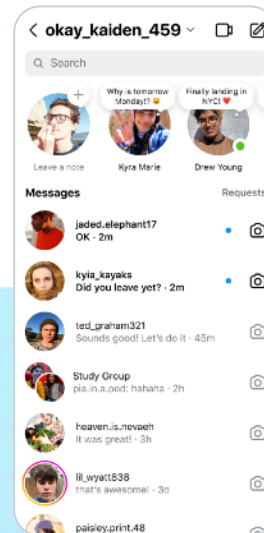
Being entertained and inspired

Following favourite creators and enjoying immersive video experiences



Sharing

Sharing content that resonates to build relationships



Conversing

Building deeper relationships through private conversations



Shopping

Moving from discovering new brands to buying a new product

Discover the
magic of



compound
branding

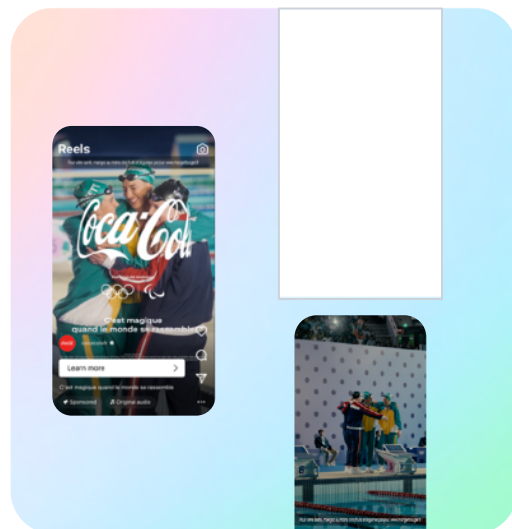
Scavenger Hunt



Music Tour

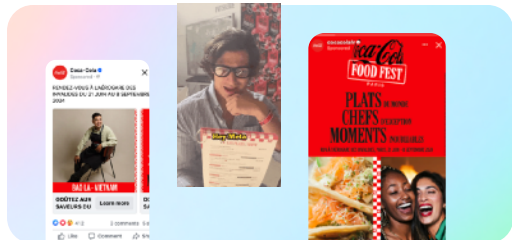


Community



It's magic when the world comes together

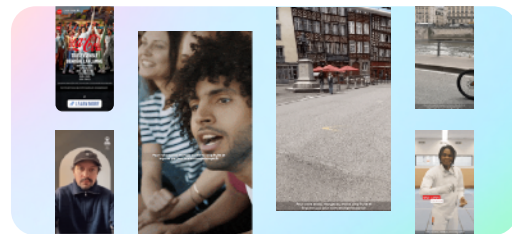
Food Fest



3X
message
association

+189%
lift in conversation volume

Digital Fresco



MESA



Meta partnered with the most recognized method in addressing **complex business challenges**.



MESA

A radically
efficient
approach
to work.

What they do

Conceive, develop and prototype solutions in up to 5 days. Every MESA starts with a challenge presented by an organization.

How they work

Assemble teams that are formed by some of the most extraordinary professionals of our time: decision makers from within your organization and external specialists (people who are at the front line of their own businesses or divisions, and projects), hand picked for your specific mission.

350 + MESAS Globally

Since 2011, they have delivered more than 340 MESAS worldwide, building a proven track record across several industries and markets.

MESA Equation

A leader
MESA

+

A team with
all the skills and
knowledge that
you need

+

Mission

MESA Meta

Strategic intelligence, creativity, and platform knowledge in an intensive process, built by many hands:





Meta



Meta



Meta



Meta



Agency



Agency



Mesa



Specialist



Specialist



Creator

MESA Meta



Mesa



Mesa



Mesa

Client



Client



Client



Client



Agency



Agency



Our Solution in Detail

Pre-Work (3 Weeks):

- Mission & Problem Owner Definition
- Team Buildup - Specialist + Agency + Client + Meta
- Download => 20 min presentation from Client & 20 min presentation from Meta

2 Day Live Session:

- Present Download from Client & Meta
- Multi Skill Groups to discuss and develop action plans for major opps & barriers identified during the session
- Makers developing MVP solutions as team works on ideation

Day 1

Download

Business Challenge
& Meta Insight

Mission

What's our objective

Ideation

Starting the first draft for
our innovative approach

Day 2

Decision

Which Paths will
be prioritized

MVP

Prototyping our Solution

Final Pitch

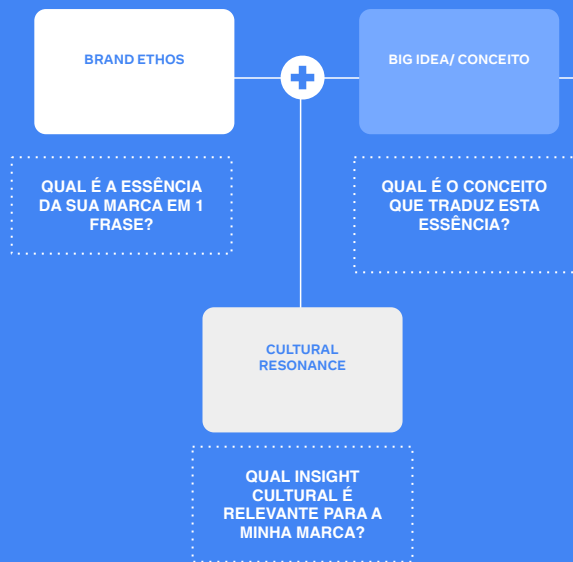
Validating how our official
solution will look like

Issues we solved so far...

Communication Challenge	Core Strategic Solution (System of Ideas)
Erosion of Brand Relevance & Generational Gap	Cultural Resonance through Brand Ethos: Anchor the campaign in a deeply felt, validated cultural truth to maximize growth potential (up to 25% more growth).
Lack of Brand Salience, Fragmented Consumer Attention & Inefficient Reach	Aggregate Attention: Implement a "System of Ideas" framework prioritizing Reels-First, hook-based solutions to diversify creative assets and drive results (up to 21% greater impact).
Limited Penetration & Lack of Category Authority	Strategic Influence Mapping & Differentiation: Systematically map and activate expert networks (Alphas/Betas) and leverage proprietary data (e.g., science/product assets) to establish undisputed authority.
Converting Fandom/Buzz into Direct Relationships	Always-On Interactive Utility: Deploy Meta AI Agents or RBM (Meta Ray Ban) bots (e.g., via WhatsApp) to provide utility, community support, and gather first-party data (1PD).

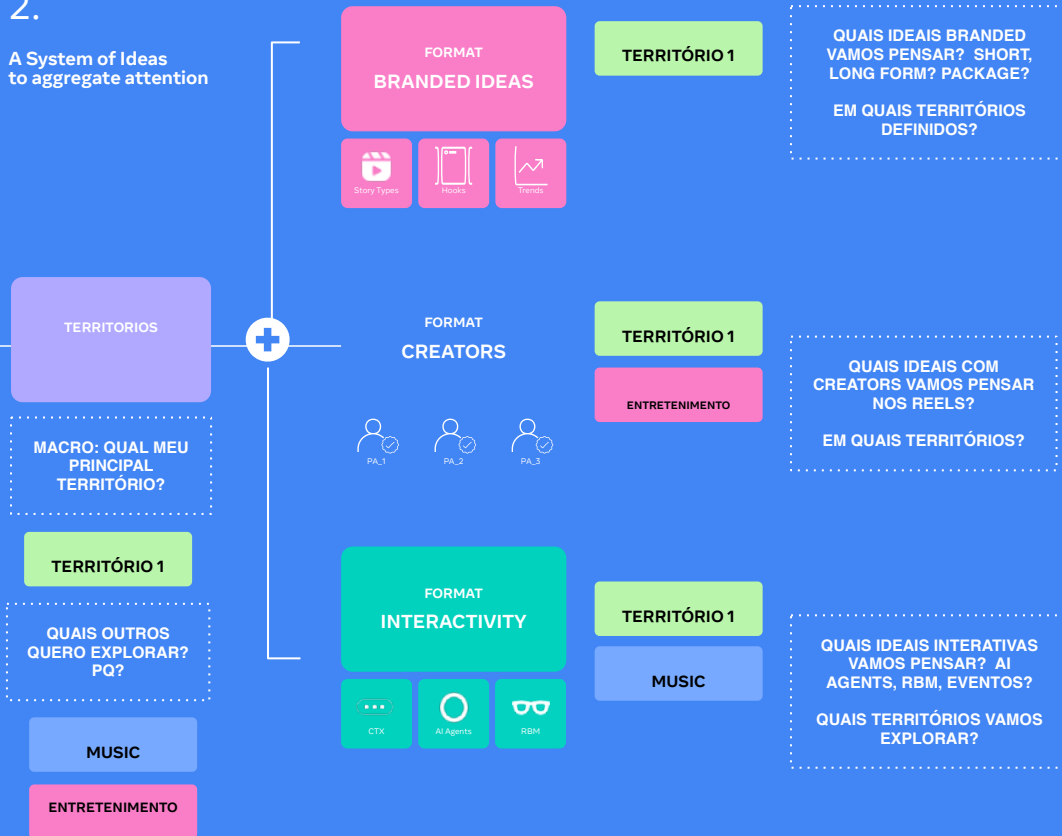
1.

Cultural Resonance
through Brand Ethos



2.

A System of Ideas
to aggregate attention



Commercial proposal

What's the added value from our exclusive partnership with Mesa

Total Duration

Pre Work:

3 Weeks (Led by Mesa)

Session:

2 Days (To be scheduled before pre work)

Final Material:

3 Day after session (Sent by Mesa, including all SVAs)

SVAs

System of Ideas Map

MESA

Mesa Methodology

Specialists Curatorship

1 Video Maker/Motion to design initial draft during session

Meta

Insights (Cultural +Platform)
+ AI Agents

Meta XFN specialists
(industry experts, Agency partners,
Creative Strategist and Platform
Specialist)

Measurement 360

Media strategy + Tactical plan

Catering + facilities

MESA Meta

Next Steps

Tell us your challenge

What has been keeping you up at night?

Preliminary offer

We'll come back with a MISSION and scope draft

Accept email

Formal agreement with date set up with the template email

Thank you!

MESA Meta

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