

Selected Companies SXSW 2024

1. Zeferina Produções | Music



Description of the company: Zeferina Produções is a cultural producer company that specializes in music, visual art and other artistic disciplines. The company offers innovative artistic and cultural impact projects. Idealized to promote access to culture without losing responsibility and care with respect for human and cultural diversity.

Four words that represent its sector: social impact; black protagonism; innovation; ancestry

Company's social media:

<https://www.instagram.com/zeferinaproducoes/>

Company's website: <https://www.zeferinaproducoes.com/>

Representative: Tainá Ramos Correia da Silva

Position: CEO

Description of the representative: Tainá Ramos has worked as a cultural manager for more than 10 years. Graduated in business administration. Its operations expand beyond the national territory, working with international artists as photographer Chimodu, Oshun and Masego. Nowadays as a partner at Zeferina Produções and Afrotramos.

Photo:

Mobile phone number: (11) 99982-1194

Email: contato@zeferinaproducoes.com



2. Biônica Filmes | Audiovisual

Description of the company: Biônica was 3 times responsible for the year's top box office in Brazil throughout its 12 years of activity, showcasing its 18 produced features at festivals like TIFF, San Sebastián, SXSW, and being Emmy-nominated for one of its 4 produced series.

Four words that represent its sector: Creativity, Storytelling, Cinema, Film

Company's social media: @bionicafilmes

Company's website: www.bionicafilmes.com.br



Representative: Karen de Athayde Castanho Vega

Position: Founding partner and producer

Description of the representative: Karen Castanho is a founding-partner and producer at Biônica Filmes, overseeing the areas of Strategy and Business Affairs, as well as leading the international co-productions at Biônica. Karen was invited to participate in Berlinale Talents in 2023 and is a part of the Paradiso Talent network.

Mobile phone number: +55 11 973071120

Email: karen@bionicafilmes.com.br

3. ONZE Marketing e Comunicação | Live Marketing

**Description of the company:**

Communication agency specialized in live marketing and content for the corporate market. Our Collective Intelligence brings together different profiles, skills, ideas and perspectives, to create stories and experiences that connect, inspire and transform.

Four words that represent its sector: Communication, Content, Live Marketing, Experiences

Company's social media: @onzemc (instagram)

Company's website: <https://www.onzemc.com.br/>

Representative: Márcio Frascá Carvalho

Position: Chief Executive Officer

Description of the representative: Curious and in search for knowledge to multiply in his company and beyond. Graduated in business from PUC-SP, MBA from FGV and specialization from Harvard University. He began his career in 2003 and took over as CEO of Onze Marketing e Comunicação in 2011.

Mobile phone number: 5511985551611

Email: marcio.carvalho@onzemc.com.br



4. Creators Platform | Advertising



Description of the company: Creators Platform LLC is a Brazilian startup that enhances the digital presence of brands and creators with technology, data and expertise in influencer marketing. We offer a full-service platform for managing influence campaigns, transparency, and real-time data reading. Accelerated and invested in by Google for Startups.

Four words that represent its sector: Advertising, Technology, Innovation, Marketing

Company's social media: <https://www.instagram.com/creators.llc/>

Company's website: <https://creators.llc>



Representative: Rodrigo Allgayer

Position: CEO & Founder

Description of the representative: Founder and CEO of Creators Platform LLC. Graduated in Marketing and Social Communication. In the communications market for 20 years, he was a creative leader in large agencies where he developed projects for brands such as Fiat and McDonald's.

Mobile phone number: +55 11 989279471

Email: rdg@creators.llc

5. Dirty Work | Audiovisual



Description of the company: Dirty Work, a São Paulo-based animation studio, serves global brands like Ford, Adidas, and Coca-Cola. With a decade of experience, they've won awards at Cannes Lion and others, even qualifying for an Oscar. They now have offices in Spain, the US, and Australia.

Four words that represent its sector: Animation, Film, Advertising, Storytelling

Company's social media: <https://www.instagram.com/dwrk.it/>

Company's website: <https://dwrk.it/>



Representative: Faga Melo

Position: Director

Description of the representative: Faga Melo, a multi-award-winning director, is one of the partners at Dirty Work, a Brazilian animation studio. He directed acclaimed works like "Coorslide" and "Decifrei", the latter

alongside Gustavo Leal. He also co-directed the Oscar Qualified® short film "Footsteps On The Wind".

Mobile phone number: +55 11 981673003

Email: faga@dwrk.it

6. ARKx | Extended Reality

Description of the company: ARKx is an award-winning creative tech studio specializing in developing products and experiences focused on the intersection of XR and AI applications. As part of SENNO Group, we stand out for quality and innovation. Our global projects span various continents and include collaborations with top companies, shaping the future of spatial computing.

Four words that represent its sector:
Technology, Innovation, Xr, Ai

Company's social media: <https://www.linkedin.com/company/arkx>
https://www.instagram.com/arkx_cc/

Company's website: <https://arkx.cc>



Representative: Tiago Canzian

Position: Head of XR and Creative Tech / Co-Founder

Description of the representative: Tiago Canzian is a noted professional in creative technology, with a solid career since 2002. With major contributions to interactive applications for top agencies and brands. His diverse work showcases technical skills, innovation, and adaptability to the evolving digital and emerging tech market.

Mobile phone number: +55 11 976109332

Email: tiago.canzian@arkx.cc

7. Lado Animation | Animation



Description of the company: We're a design and animation studio, giving life to ideas for a decade through diverse techniques. Passionate about stories, we communicate and entertain using art and

technology. Championing creativity and potential, we innovate in all production stages. Each project is unique, tailored to specific client needs

Four words that represent its sector: Creativity, Animation, Design, Innovation

Company's social media: <https://www.instagram.com/ladoanimation/>
<https://br.linkedin.com/company/ladoanimation>

Company's website: <https://ladoanimation.com/>



Representative: Tomas Pessoa Gurgel

Position: Director

Description of the representative: Brazilian filmmaker Tom excels in live action and animation. His film background shapes compelling, visually appealing advertising. With over a decade directing commercials

for Mercedes, Ford, MTV, Motorola, and Western Union.

Mobile phone number: +55 11 982057234

Email: tom@ladoanimation.com

8. Lemme Content | Advertising



Description of the company: Culture and innovation Hub, with the objective of supporting brands, organizations and creators on the designing of innovative projects in the fields of communication, Mkt and ESG. We develop stakeholders to think of the brand as a community, experience and culture. We act in the innovation, education and entertainment verticals.

Four words that represent its sector: Innovation, Communication, Creation, Impact

Company's social media: @lemme.cria

Company's website: <https://lemmehub.com.br/>

Representative: Barbara Bono

Position: Founder and CCO

Description of the representative:

Creative Strategist for the last 18 years, being specialist in the construction of communities, Economy Creator, Brand Entertainment and Future Design. Babi Bono was also Digital Favela's CSO, the first influencers' agency from Favelas, Head of Creation at Stellatins Group and at Rock in Rio.



Mobile phone number: +5521996262799

Email: bono.barbara@gmail.com

9. Umana Media House | Audiovisual



Description of the company:

Umana Media House is a content production company focused on purposeful projects. All documentaries and series produced by the company are linked to causes. Our most recent work is a feature-length documentary about people with disabilities, called: Come with me - the paths of inclusion.

Four words that represent its sector: Communication, Innovation, Inclusion and Transform

Company's

social

media:

<https://www.facebook.com/profile.php?id=100084075415360>

Company's website: umana.com.br

Representative: Ricardo Mucci

Position: CEO

Description of the representative: M.Sc. Journalist, longevity researcher. Editor-in-Chief of majors TV Networks. Winner of the 2017 Prix Jeunesse award. Coordinator of the Center for Longevity Studies and founder of GeroRed. Council Counselor for the Rights of the Elderly of São Paulo.

Mobile phone number: 55 11 969059928

Email: ricardomucci@umana.com.br | ricamucci@gmail.com



10. Not So Impossible Media | Music



Description of the company: Not So Impossible is a creative production house specialized in brand experiences for the ad market and entertainment. Pioneer in

South America, we launched a new category of brand experiences for big clients, and have more than 100 international awards, including 20 lions in the Cannes Festival, two Grammy nominations and a Guinness World Record.

Four words that represent its sector: Advertising, Technology, Experiential, Innovation

Company's social media: Instagram @notimpossible

Company's website: <https://notsoimpossible.com.br/>

Representative: Luiz Evandro Lima de Menezes

Position: Multimedia Director

Description of the representative: Luiz Evandro is the multimedia director at Not So Impossible Media. As one of Brazil's most awarded directors in innovative projects in recent years, Luiz has conceived and directed pieces that blend creativity, entertainment, and technology for leading national and international brands.

Mobile phone number: +55(11)98132-3132

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