





clap
tones.


Who we are

We are more than a team; we are an explosion of creativity in constant motion. There's a spark of passion and a touch of magic in every brand, product and story we create. From screenplays to landing campaigns for leading brands, our skill set is as diverse as the ideas that sprout from our brainstorming sessions.

What sets us apart is not just what we do, but how we do it. We are passionate about what we do, and that passion is reflected in every project we undertake. We believe in the power of teamwork, and it is in those moments of collaboration that we find our true essence. When we come together, ideas flow, stories come to life and brands are transformed.

If you're looking for innovation, passion and a team that loves what they do as much as you love your business, you've come to the right place. We invite you to learn more about us and be a part of our next big idea.

 www.claptones.com

 [weareclaptones](https://www.instagram.com/weareclaptones)

 [Claptones](https://www.linkedin.com/company/claptones)

 info@claptones.com



Mission

At Claptones, we don't just create brand identities; we create emotions, connections, and experiences that endure. In each design, we tell the story that deserves to be told. Each project is a journey that we undertake with dedication and passion, and our mission is to take that essence and transform it into a tangible and powerful identity to guide it towards excellence. Those identities that persist, that inspire, and that resonate in the hearts and minds of the audience. Because we believe that in the world of the ephemeral, the authentic endures. And that's the mark we aim to leave on every project.

Vision

We look beyond the horizon, with eyes open to emerging trends and exploring new perspectives to highlight the potential of every project. Always a step ahead, we challenge ourselves to lead the cutting edge of design and creativity, propelling our brands to reach new heights. With Claptones, you're not just hiring a service; you're starting a collaboration. We work tirelessly, hand in hand, through fluent dialogue with our clients, to construct memorable pieces and ensure that each detail reflects the uniqueness and purpose of each brand.

Values

We operate through creativity, honesty, and authenticity. With Claptones, you'll never receive prepackaged solutions; we provide you with efficient strategies and genuine designs that reflect the true essence of your brand. Each project is a new opportunity to explore, create, and dazzle. We're a team of graphic designers, industrial experts, and marketing specialists who not only follow trends but also set them. Our creativity knows no limits. We look for ways to be at the forefront, implementing cutting-edge tactics and tools to give you that competitive edge in the market.

Our services



Social media

- Content creation
- Campaigns
- Public Relationships
- Digital Marketing
- Brand awareness
- Calendar planning
- Copywriting
- Meta Ads
- Google Ads
- Google Analytics



Consulting

- Big projects
- Turnkey solutions



Design

- Audiovisual productions
- Branding (creation/development)
- Web
- Packaging (creation/development)
- Product photography
- Product rendering
- Visuals
- POS Material



Other

- Translations
- Audiovisual equipment rental
- Talent hunters



Ecommerce

- Amazon ads management
- Amazon seller account management
- Shopify

Creative group

From super multitasking machines to liter coffee drinkers.
This is who we are.

Vane

Creative director

Vanessa Tatarsky embarked on her advertising career at an early age, also showcasing her prowess in the perfume industry. She played significant roles in acclaimed telenovelas and commercials throughout Latin America. Her foray into the world of perfumes began at the duty-free shop of Ezeiza International Airport in Argentina, where she held the position of Counter Manager for esteemed brands such as Hermès, Bvlgari, Tous, and Estée Lauder.

After living in various countries to hone her skills and immerse herself in different cultures, Vanessa returned to Argentina, teaming up with the brand Halloween to work in duty-free shops across Argentina and Uruguay. Her keen sense for spotting new trends and opportunities led her to Eurolux, a company that originated in America and grew to multinational stature. As the Manager for the Southern Cone, Vanessa crossed borders, positioning products in duty-free outlets, and serving as the official trainer for the Italian brand Carrera Parfums throughout Latin America. She shared her extensive knowledge of perfumery with sales leaders in each country.

After two years and thousands of miles traveled, she was promoted to the role of Global Marketing Director.



Under her leadership, she managed a portfolio of over ten brands, crafting branding strategies and content for licenses like Carrera Parfums and Sweet Years.

In the advertising realm, her most notable global contribution was the campaign for the launch of Original Black and Original White by Carrera Parfums, setting a benchmark in the brand's communication and elevating its global significance.

After dedicating nearly five years to this endeavor, Vanessa founded Claptones, a creative firm dedicated to building identities, brands, and packaging with a holistic approach, from idea conception to its fruition. As Creative Director, Vanessa breathes life, meaning, and emotion into every project. Each endeavor is regarded as a masterpiece, and with the aid of the latest technologies, she and her team ensure that every project surpasses client expectations.

Today, Claptones represents the culmination of over 18 years of passion and experience. Vanessa has masterfully blended her two loves: advertising/communication and perfumery, providing innovative and effective solutions. Throughout her journey, numerous brands have placed their trust in the creativity and proactiveness that characterize Vanessa and her team at Claptones.



Jere

Graphic Designer

Jeremias is a graphic designer specialized in creating eye-catching and impactful visuals both for print and digital interfaces. Having previously studied Fine Arts in the University of Cincinnati and currently finishing a degree in Graphic Design at the University of Buenos Aires, Argentina, he wields a wide array of skills to match any client's needs. His previous work experience includes political campaigns for labor unions, social media and gigantography production for the housing market, and development of didactic content for the Department of Educational Sciences within the University of Comahue. Recently, by combining his past experiences in illustration with the emerging field of AI-driven graphics, Jeremias has produced a variety of striking social media campaigns for the fashion and perfume industry.



Sol

Industrial Designer

María Sol is an industrial designer and graduate professor at the College of Arts in the National University of La Plata, Buenos Aires, Argentina. Of all her talent and versatility, her curiosity stands out and a huge passion for creativity and problem solving in pursuit of helping people. Today she works at Claptones as a 3D artist designer, modeling and rendering to obtain realistic visuals of the products and even set spaces, which are developed according to the customers needs, seeking to highlight the most important functionality and aesthetics of each production.



Albert

Graphic Designer & Motion Grapher

Albert is a decisive, curious and committed to his personal and professional growth. He enjoys working in a team and learning from others, as he believes that collaborative work elevates people's potential and leads to the best results. His passion for the world of animation and motion graphics drives him to explore new techniques and trends in visual design. He enjoys creating animations and motion graphics that captivate audiences and convey messages effectively. He also has a passion for cooking. For him, cooking is a form of creative expression and a constant source of inspiration. With his multidisciplinary approach, he is excited to apply his creativity and skills in design and animation to challenging projects. His commitment to continuous learning makes him a valuable asset to any team.



Mica

Graphic & Packaging Designer

Micaela is a Graphic Designer who graduated from the University of Buenos Aires, Argentina, specializing in branding, web design, and packaging. With three years of experience in the industry, she has consistently demonstrated excellence and growth as a professional. In her previous work experiences, she garnered recognition for her exceptional designs tailored for print. Her versatility shines through as she remains open to acquiring new techniques and design software to meet the demands of the contemporary market. Currently, she employs AI not as a replacement for creativity, but as an additional tool in the design process. Micaela excels in collaborative teamwork, upholds the values of respect, promotes a didactic approach, and fosters a sense of camaraderie. Her journey in the industry has allowed her to develop and thrive as an outstanding professional.

Our certifications



Sophie

Social Media

Sophie is an experienced professional specializing in social media management, driven by an insatiable curiosity and a steadfast commitment to constantly evolving and staying up-to-date with digital trends. With extensive training in digital marketing, graphic design and user experience, she excels in various tasks, such as brand identity research and creation, strategy and calendar planning tailored to each marketing plan, crafting creative content and captivating copywriting, managing Meta Ads campaigns, competitive market research and meticulous metrics analysis for diverse global brands. Not only does she keep abreast of the latest trends, but she also proactively integrates them into her work approach, making her an essential collaborator for any brand seeking to stand out in the digital world.



∞ Meta Ads





Success stories

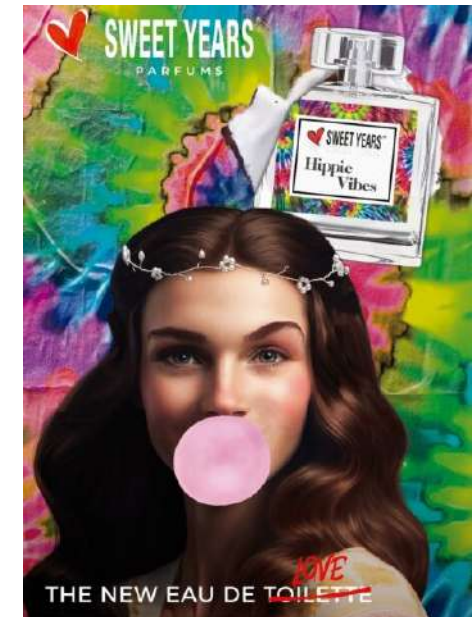
You can access the site of each project by clicking on the images.



Main Visual



Classic Cool Visual



Hippie Vibes Visual



Urban Glam Visual



Urban Glam Social media visual



Classic Cool double page visual



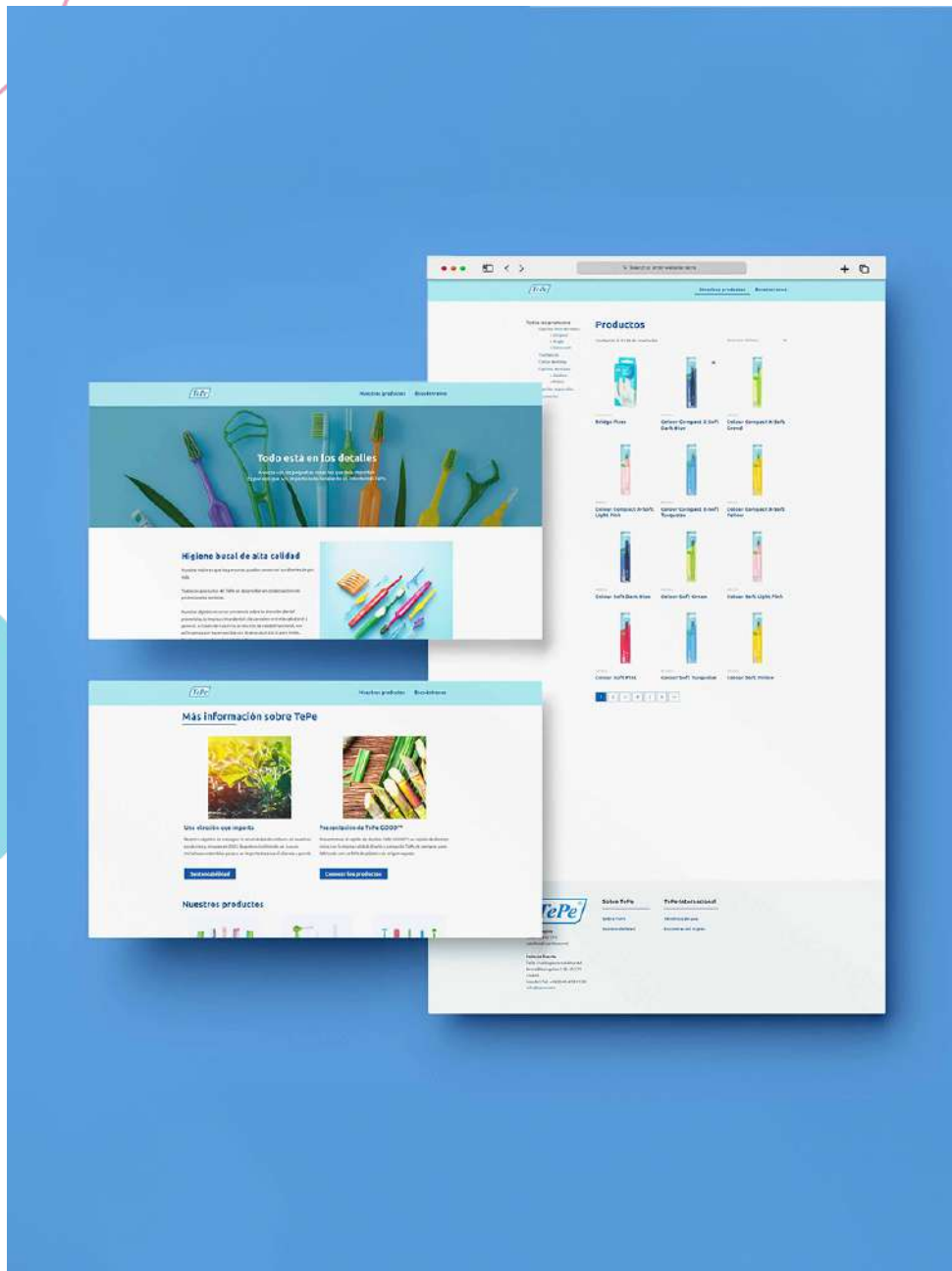
Hippie Vibes double page visual



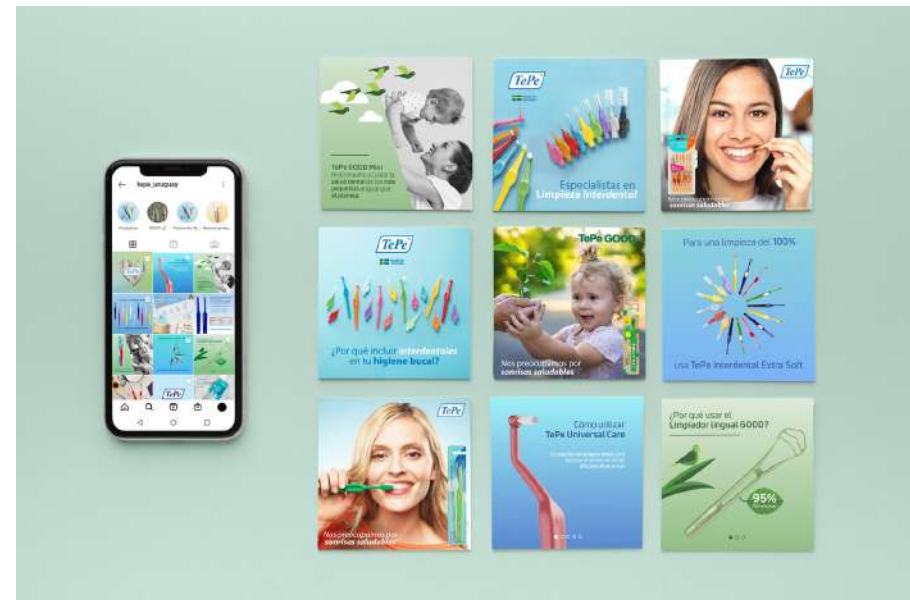
Urban Glam double page visual



Packaging design



Web design



Instagram content, copywriting & posts



Stationery

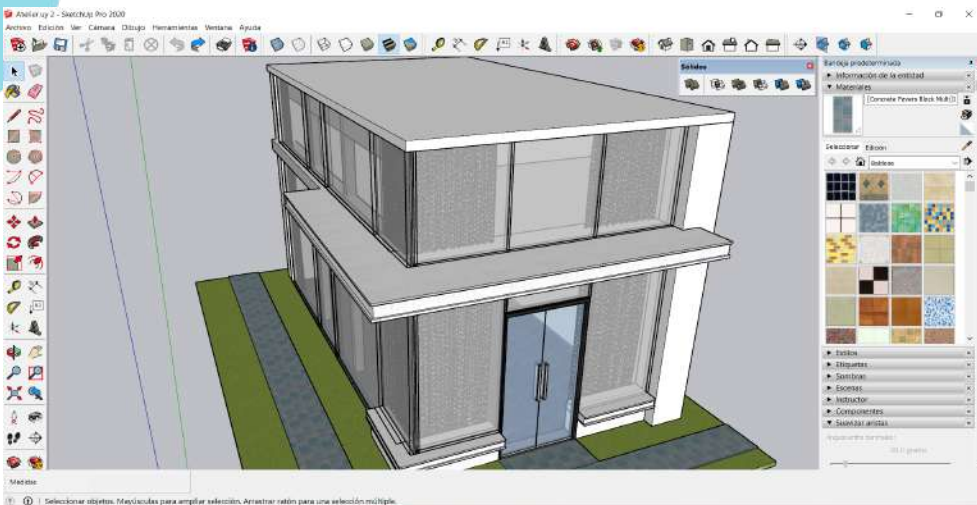
Atelier des Arômes Project



Store render



Gift card



Work in progress store render



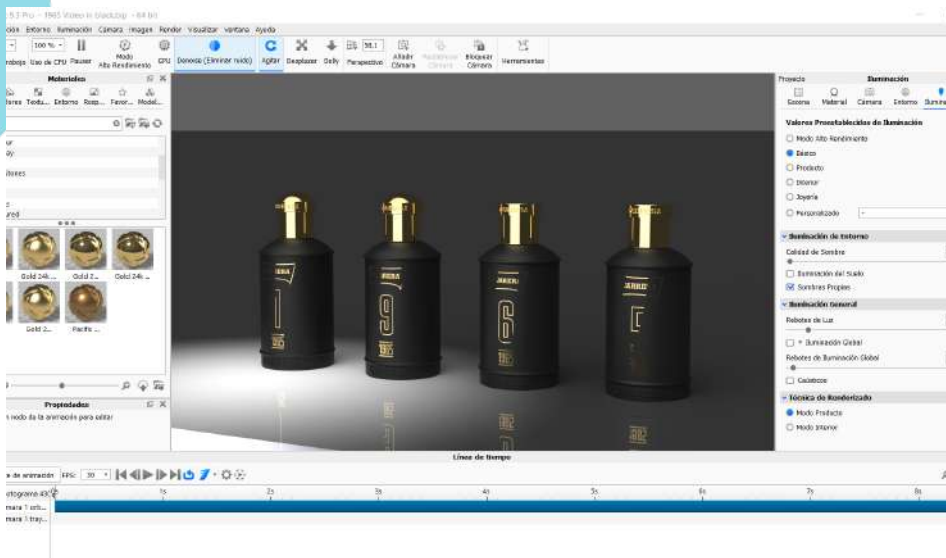
Store render



Perfumes family main visual



Photo product render's studio light adjustments



Animated video render



Rendering environment

Carrera Parfums Project



Commercial backstage



Commercial backstage



Commercial backstage



Logo, Branding & Brandbook



Social media reels



Logo & Branding

1 | B

SECURITY AND REDUCIBILITY FIELD

To ensure the optimal application and perception of the isotype in all media and formats, a security field has been determined that establishes a minimum distance from texts and graphic elements equivalent to the pictogram of the actual isotype. The minimum size at which the logo can be reproduced with the "International DF" reduction is 50 mm high. From 50 to 20 mm, the logo will be used without scaling down. It is not possible to reproduce at a height under 20 mm.

Minimal reductions



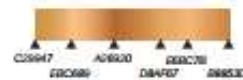
Clearance area




1 | C

CORPORATE COLOR AND GRADIENT


The color references of Luxe International DF are the values specified herein. If the printing conditions do not allow the use of these values, it may be printed in black.

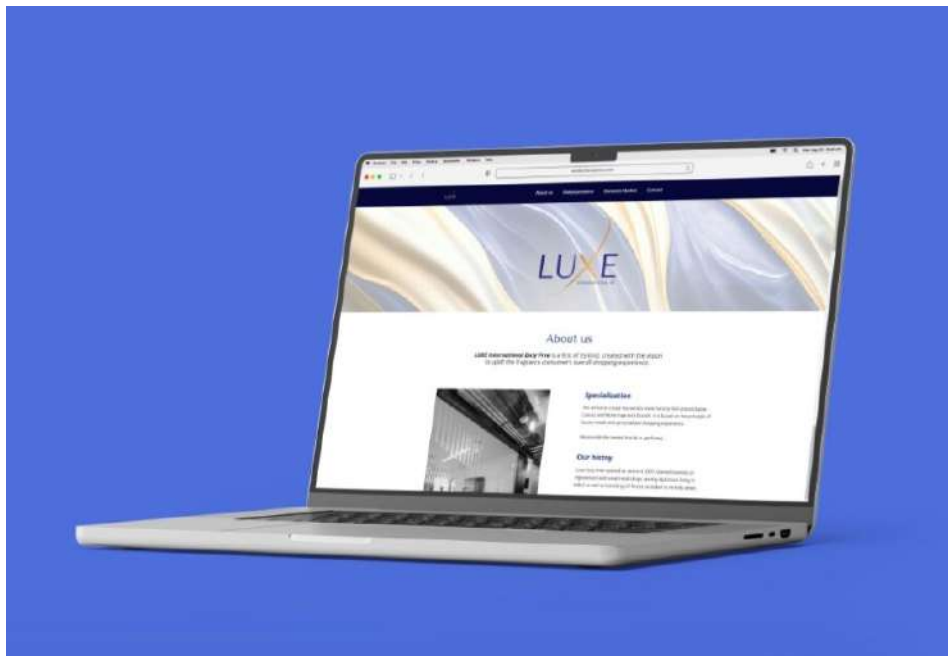


CMYK (Coated FOGRA39)

	CMYK	RGB	HEX
	C: 100 % M: 97 % Y: 11 % K: 0 %	R: 0 % G: 42 % B: 124 %	#002A7C



	CMYK	RGB	HEX
	C: 14 % M: 37 % Y: 71 % K: 0 %	R: 208 % G: 170 % B: 101 %	#D0AA65



Web design

Brandbook



Main visual

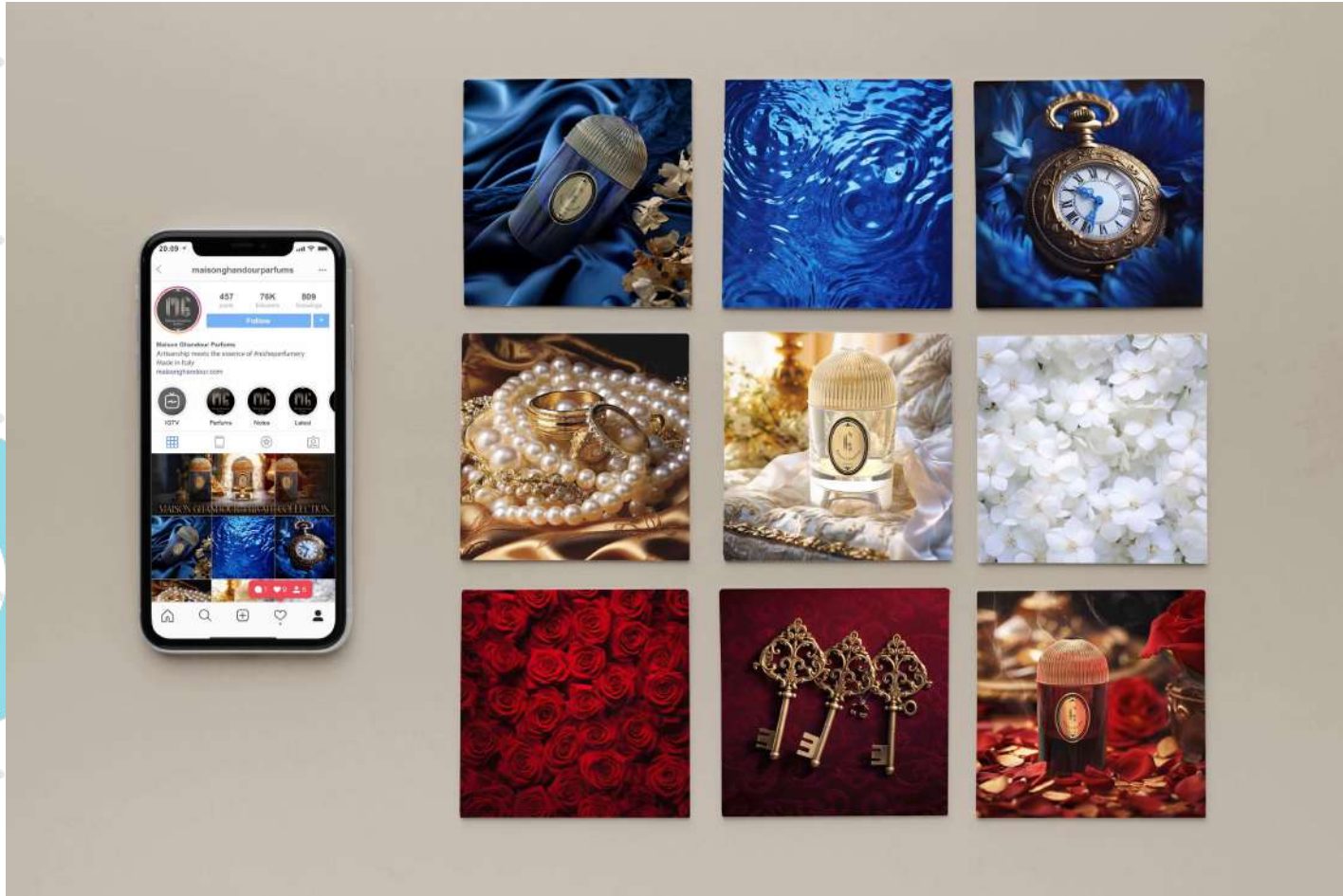


Web visuals

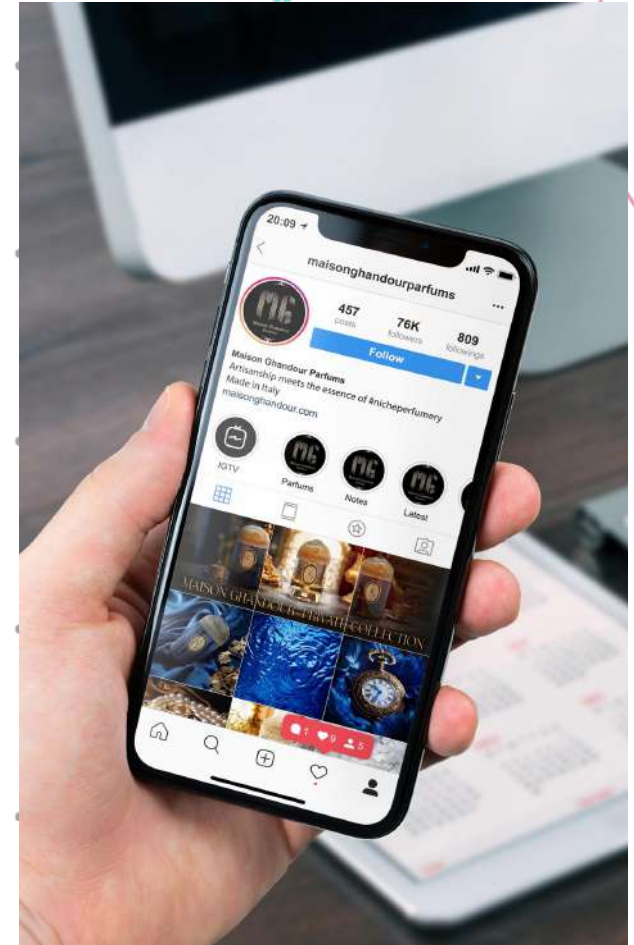


Website

Maison Ghandour Niche Perfum Project



Social media content, copywriting & posts



Social media management



See more on our webpage

They trust us

EuroLuxe Miami



EuroLuxe Mexico



EuroLuxe Italy



Perricone MD

Jurlique



EuroLuxe Uruguay



ATELIER DES ARÔMES

We work around the world



- United Sates
- Mexico
- Panama

- Brazil
- Uruguay

- France
- Milan
- Dubai

- Australia

Thank you

