

WHY SYVREL

A social presence with a point of view.

A strategic and creative content system designed to make STOLI distinctive, culturally relevant and consistent at scale.

ABOUT

Boutique by design. Global in perspective.

Syvrel is a boutique social media studio combining strategy, AI-assisted creation, original shoots, motion design and platform-native copywriting.

LOCAL INSIGHT

We already understand how STOLI moves.

Direct experience managing STOLI in the Dominican Republic gives us a head start on its visual world, voice and young, trend-driven audience.

RELEVANT EXPERIENCE

Premium culture, built to perform.

Experience across Corona, Häagen-Dazs, Leones del Escogido and Crisol, spanning premium beverages, sports culture and lifestyle.

WHAT MAKES THE SYSTEM DIFFERENT

Distinct

Unmistakably STOLI, never neutral.

AI-native

Quality and production speed together.

Confident

Heritage as confidence, not nostalgia.

International

A multicultural view of global trends.

THE PROPOSAL

A MONTHLY CONTENT SYSTEM

Always on.
Always intentional.

14

Feed posts
monthly

08

Stories
4 original + 4 adaptations

MONTHLY SCOPE

01 Content calendar	02 AI visuals, graphic design, motion & video	03 English copywriting & copy direction	04 Scheduling & publishing
05 Community management	06 Boosting management*	07 Monthly performance report	08 Quarterly strategy review

CREATIVE APPROACH

Identity before product.

Lead with personality and real social moments. Product stays present, balanced and never forced.

Format discipline.

Every format has a job. We plan around intent, not simply around frequency.

Consistency at scale.

Build a recognizable visual language and voice that compounds over time.

*Boosting management included. Media budget paid directly by STOLI. Reports delivered during the first week of each month.

TEAM & ONBOARDING

The people in the work are in the room.

Every client communicates directly with the people creating the content. Trusted contractors support expanded productions and campaigns.

CREATIVE LEAD Simone Lloyd Client contact, content strategy, creative direction and graphic design.	CONTENT PRODUCER Syvrel Fuentes AI-assisted generation, video editing and motion design.	CONTENT PLANNER Maximilian Kurtenbach Editorial calendar, scheduling, tracking and reporting.
ONBOARDING WEEK 01 Set the foundation. Contract, brand audit and kick-off call.	WEEKS 02-03 Activate the system. Calendar, feedback, scheduling and production rhythm.	

TARGETS & INVESTMENT

BY MONTH THREE

Measurable movement.

Monthly impressions	10.7K	14K +31%
Engagement rate	4.2%	5.0% +19%
Monthly engagements	197	250 +27%
Net follower growth	-	+120 / month
Monthly reach	Confirm at kick-off	+25%

Baseline: 64.3K followers · 4.2% engagement · 10.7K monthly impressions · 197 monthly engagements.

ADD-ONS

Influencer sourcing & coordination	Dedicated photoshoot / UGC production	Additional content pieces
Quoted per campaign	Quoted per project	Quoted per project

MONTHLY RETAINER

€8,000

NET / 3-MONTH MINIMUM

Includes the complete monthly scope: strategy, creation, publishing, community management and reporting.

Reach baseline confirmed at kick-off. Targets assume consistent boosting paid directly by STOLI.