

PR EXPORT

# Nicole Wilke

After many years in advertising, her marketing and public relations firm is now a hit in New York.

Photo Gregory Allen

#### HOW DID YOU DECIDE WHAT YOU WANTED TO DO IN LIFE?

From a very young age, I wanted to work in advertising. It appealed to me as an interesting combination of art, psychology and business.

#### WHAT IS THE FOCUS OF YOUR FIRM, IMAGINARIA COMMUNICATIONS?

As a communications consultancy, we specialize in brand strategy, public relations and market research.

#### WHAT ARE YOUR MAIN CHALLENGES?

Further building my company. Continuing to grow and acquire new clients - Mexican as well as American and European.

#### WHAT IS THE IMAGE OF MEXICO IN YOUR FIELD?

It has become more professional and creative, particularly now that the Hispanic market is so important in the United States.

#### WHICH CELEBRITIES HAVE YOU WORKED WITH?

Woody Allen on the launch of one of his movies, Naomi Campbell and Isabella Rossellini on advertising campaigns.

#### AND WHICH BRANDS?

Damiani, Ralph Lauren, Guerlain, Porsche, Lancôme, Hennessy, Sephora, among others.

#### WHAT IS LUXURY TO YOU?

Luxury is not solely linked to material goods. It is the experience of something scarce, unique and elusive, which seems almost beyond your reach.

»» Life in New York is very demanding, one works constantly. In Mexico, people enjoy life more and live at a more human pace. ««