

**Company:** ZIMAT, Mexico City, Mexico.

**Nomination Submitted by:** Zimat

**Company Description:** Zimat is Mexico's leading communications consulting firm with four decades of experience helping Mexican and global companies, civil society organizations, and public institutions build and nurture their reputations. Our team consists of women and men with multidisciplinary experience in reputation and strategic communication.

**Nomination Category:** Publication Categories

**Nomination Sub Category:** Best House Organ - For General Audience

**Nomination Title:** Trade Policy & Mexico-U.S. Relations

1. How many times was this house organ published since 1 January 2023?

Over 20 weeks, starting on January 20, President Donald Trump's Inauguration Day, and ending on June 27, Zimat Consultores' Analysis Unit produced and distributed a house organ—a series of detailed weekly documents—totaling 20 publications. These documents offered strategic insights with clear, concise information in an uncertain global environment. They included analyses of Key Opinion Leaders' perceptions of President Claudia Sheinbaum's government and its role during this critical period. Each publication was delivered to over 300 individuals, including C-level executives and decision-makers from Mexico's leading commerce chambers and various economic sectors. The series aimed to equip stakeholders with real-time intelligence to anticipate challenges, respond proactively, and develop effective strategies regarding Mexico-U.S. relations and the impact of President Trump's trade policies.

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

**Total 162 words used.**

The primary communication objective of the "Trade Policy & Mexico-U.S. Relations" series was to provide over 300 C-level executives with timely, reliable, and strategic insights into evolving U.S. trade policies and their implications for Mexico. The series aimed to enhance stakeholders' understanding of policy shifts, enabling them to anticipate challenges, make informed decisions, and develop proactive strategies. It met these objectives by offering real-time analysis of key developments such as tariffs, immigration, and security issues, contextualized within bilateral negotiations and Mexican responses. Through systematic monitoring, public opinion tracking, and economic impact assessments, the series moved beyond mere chronology to deliver actionable insights into market dynamics and reputational risks. Its comprehensive approach helped executives comprehend complex policy environments, manage risks effectively, and seize emerging opportunities. In doing so, the series established itself as a premier source of corporate intelligence, reinforcing Zimat Consultores' reputation as a knowledgeable and strategic partner in navigating North American trade relations during a period of significant uncertainty.

3. Provide the applicable creative and production credits for this entry:

**ABOUT THE ANALYSIS UNIT** Zimat Consultores' Analysis Unit is composed of a team of analysts focused on political, economic and social topics who create documents with timely and relevant information about key domestic and global issues to aid clients and consultants in their decision-making strategies. Using media and data-monitoring tools, the Analysis Unit guarantees Zimat's clients access to digestible and accurate information.

## Attachments/Videos/Links:

[Trade Policy & Mexico-U.S. Relations](#)



[REDACTED FOR PUBLICATION]

