

*hello
we are*

MILA
BRAND
ERS ■

Nice to meet you!

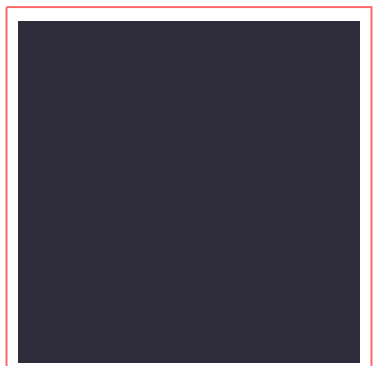
Today, we are pleased to introduce to you Mila Branders, a hybrid consulting firm and advertising agency. We work in Europe, USA, Latin America and the Middle East, drawing our understanding of consumers from both research and in-depth personal experience.

We are global in our geography, our experiences and our mindset. We speak English, Spanish, Italian, French, Turkish and Arabic, because communication is our beginning and our end. While working for major agencies such as DDB, McCann, Y&R and BBDO around the world, we contributed to campaigns, projects and strategies for multinational and local brands alike.

United by talent, the determined search for excellence and a taste for adventures, we are proud to introduce a new kind of advertising, made with heart, brains and balls.



CONSULTING FIRM



DIGITAL AGENCY

BRANDING FIRM

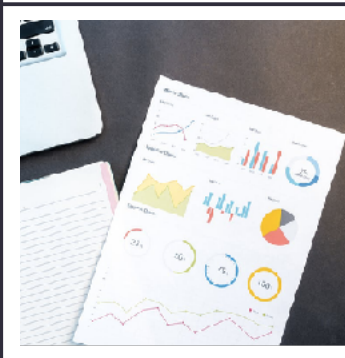
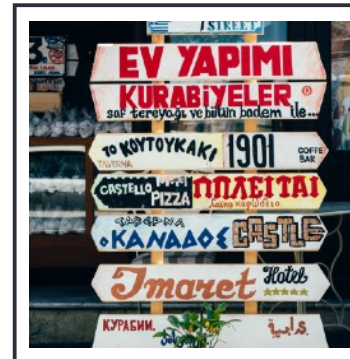
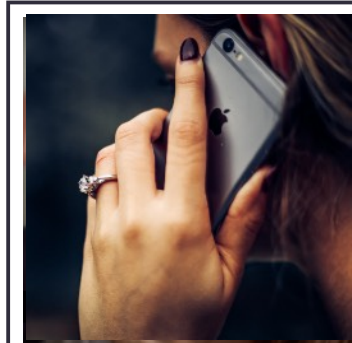


CREATIVE AGENCY



CLIENT-CENTRIC SERVICES

Our team is dedicated to understanding your brand and your needs.



BUSINESS FIRST

Our team includes MBA graduates and ESIC business school lecturers to provide our clients with a business-focused vision.



MULTICULTURAL TEAM

with first-hand experience in over 10 countries on 4 continents.

MULTILINGUAL SERVICES

in 7 languages by native speakers.

**IT
TAKES
WORK
TO MAKE
THE WORK
YOU
LOVE**

CONSULTING SERVICES

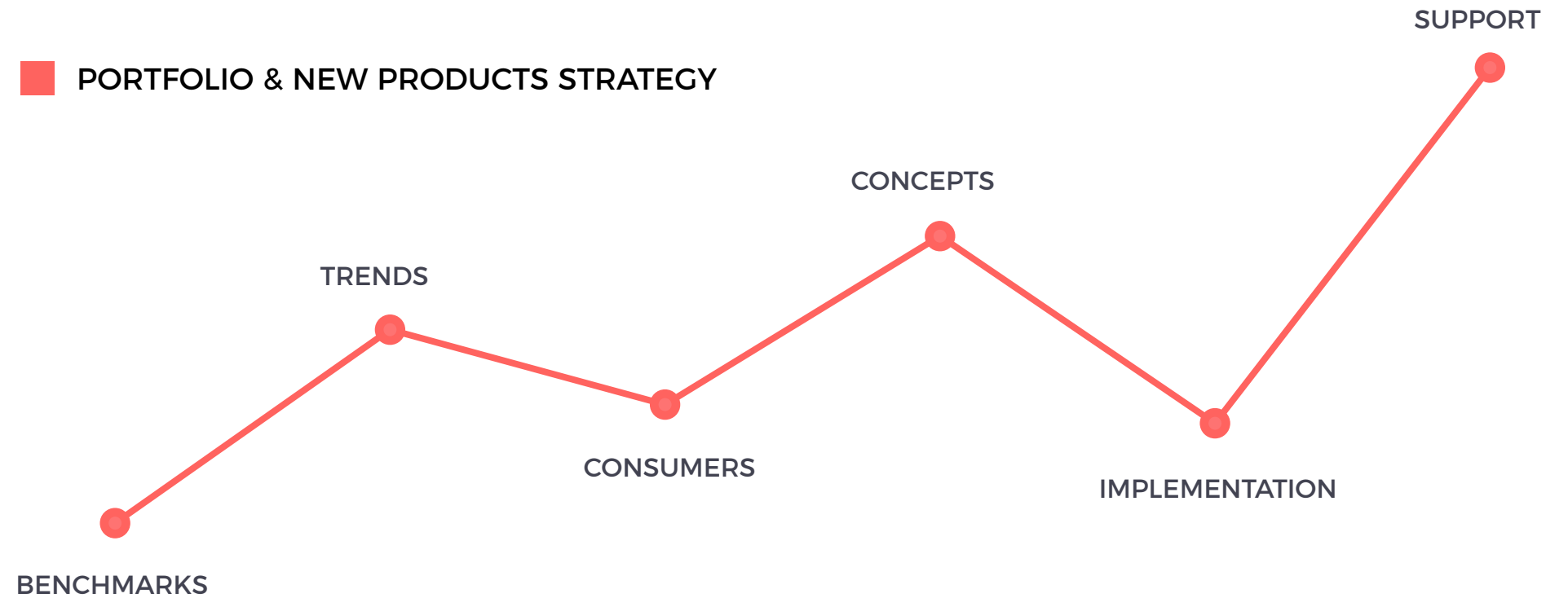
■ MARKET & CONSUMER INTELLIGENCE

■ BRANDING & BRAND MAKE-OVERS

■ POSITIONING, TARGETING & SEGMENTING

■ CHANGE MANAGEMENT & INTERNATIONALISATION

■ PORTFOLIO & NEW PRODUCTS STRATEGY



CREATIVE SERVICES



BRANDING

NAMING
LOGO DESIGN
BRAND IDENTITY
BRAND BOOK
LABELLING & PACKAGING



ADVERTISING

ATL CAMPAIGNS
PRINTS & OUTDOORS
DIGITAL CAMPAIGNS
VIDEO CONTENTS



MARKETING

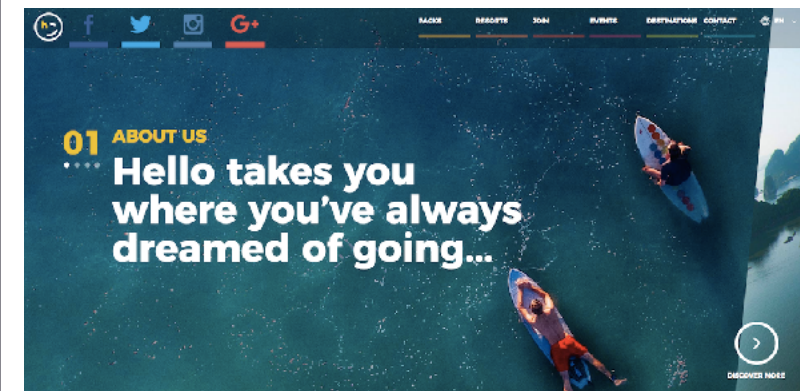
CATALOGUES & PRINTS
PACKAGING
ON TRADE / OFF TRADE
STANDS & DISPLAYS

DIGITAL SERVICES

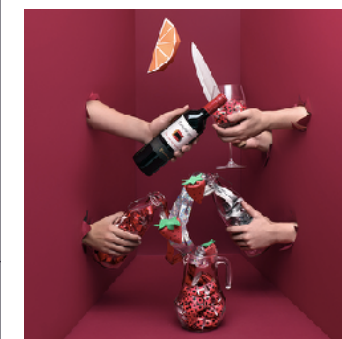
**SEO, AD WORD
CAMPAIGNS,
BANNERS**



**WEB
ARCHITECTURE,
DESIGN &
DEVELOPMENT**



**SOCIAL MEDIA
MANAGEMENT
& CAMPAIGNS**



**DIGITAL
STRATEGIES**



SHARE

Managers, strategists and creatives work together to ensure a constant flow of information, so that the creative vision is anchored in a deep understand of our clients and their business.

TRANSFORM

From idea to reality, we bring campaigns to life, focusing on creating valuable and meaningful experiences.

02

04

01

03

05

LISTEN

Internalising the brand's story, value proposition, and product portfolio, through research, listening, observation and trend-hunting.

EXPLORE

Using the full power of the brain and heart, we explore new ideas, shapes and channels to best fit the brand and its objectives.

HIGH-FIVE

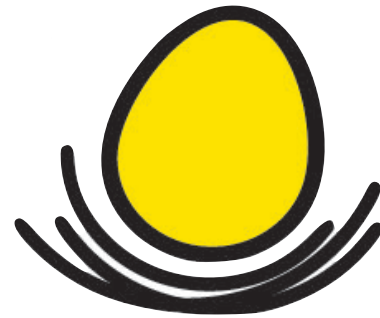
Beyond the campaign, we understand the importance of results monitoring, analysis and follow-up strategy. We work relentlessly to learn and improve continuously.

WITH
IPAY FOL
EVERY
STEP OF
THE WAY

**BRAND
IDENTITY**



**TO-MARKET
CONSULTING**



**SOCIAL
MEDIA**



**MARKETING
STRATEGY**



CASE
STUDY



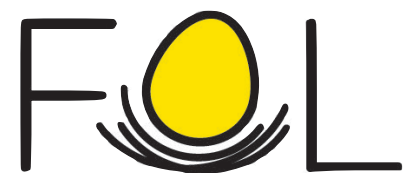
BRAND IDENTITY

Creation of the logo, label, slogan and overall brand personality for a new retail egg brand.

The brand was developed from scratch after researching the market and interviewing all stakeholders. Because the company is women-led and all top managers are mothers, we used this unique perspective and involved mothers and children in the creation and development of our label.



UMBRELLA BRAND & SUB-BRANDS LOGO



CONCEPT & LABEL



SLOGAN

**“FROM
MOTHERS
TO MOTHERS”**

POSITIONING

**“THE HEALTHIEST EGGS
FROM THE MOST
CARING COMPANY IN
THE MOST FUN &
CONVENIENT PACKAGE”**

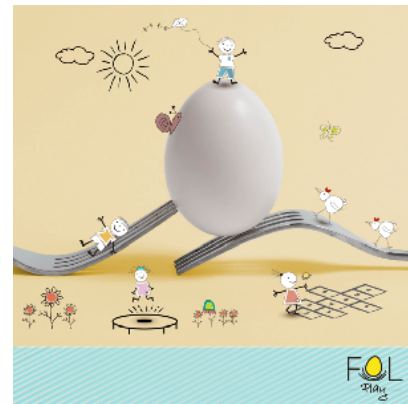
SOCIAL MEDIA

CONTENT DESIGN & COPYWRITING

Creativity, design and management of Social Media platforms.

The strategy, concept and label design aesthetic were translated into other channels, starting with Facebook to then expand into Instagram and other digital platforms.

FROM **200**
TO MORE THAN
5000 FANS
in 3 MONTHS

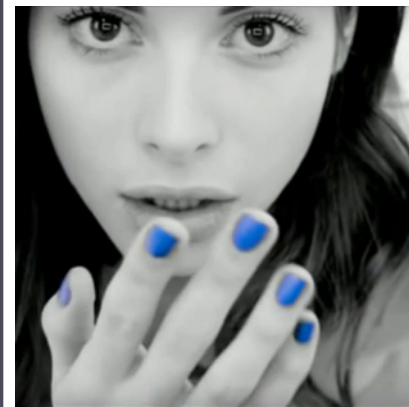


Cross-Channel
Campaigns

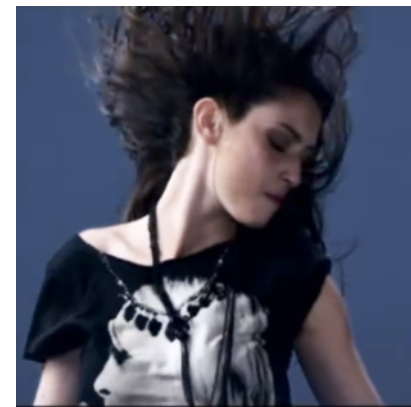
85 PERCENT
of all BRAND
PURCHASES
are made by
WOMEN



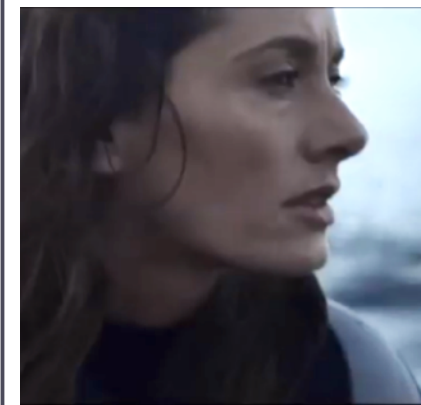
62% OF WOMEN FEEL
UNDERREPRESENTED
and/or **MISREPRESENTED**
IN MOST ADS



PINK
IS NOT A
STRATEGY



Barely **10%** of
ADVERTISING AGENCY
CREATIVE DIRECTORS
ARE **WOMEN**



Women's impact on the
economy as producers,
entrepreneurs and
consumers is predicted
to reach a staggering
\$18 trillion this 2018.

**WOMEN-LED
AGENCY FOR
A BETTER
ADVERTISING
TO WOMEN**

Blanca Herrero
Co-founder & Managing Director



9 years of professional experience as Account Director and Marketing Director for global brands.

B.A in Advertising and Public Relations from Universidad CEU Cardenal Herrera, Spain.

Master in Digital Marketing from Universidad del Pacifico, Chile.

Lecturer in “Creativity and Innovation” at ESIC Business & Marketing School.

Multi-skilled public relations expert
Blanca is a people person with a talent to manage complex situations and solve problems on the go. A fast thinker and proactive doer, she manages everything with a smile and good humor.

FASHION

VOGUE

PETRIZZIO
BELLEZA DE VERDAD



MAYBELLINE
NEW YORK

FOOD & DRINKS



OTHERS



Melina Nardi
Co-founder & Strategy Director



10 years of professional experience in marketing and advertising in leadership positions from Planning Supervisor to Strategy Director.

MBA in marketing and social entrepreneurship from George Mason University, USA.

International experience in 9 countries over 3 continents where she studied consumer groups and behaviours.

Strategy expert: although Melina's skills span many specialties, from creativity to web design, her expertise lies in communication strategy, qualitative research and market analysis.

WINE & SPIRITS



FOOD



OTHERS



Felipe Hernández
Co-founder & Creative Director



12 years of professional experience as Copywriter and Creative Director for global brands in 3 countries.

B.A in advertising from INACAP, Chile.

Long-standing growth from copywriter to Creative Director in DDB.

Award-Winning creative director: recognised with Gold and Silver awards in many international advertising festivals such as Wave in Brasil, El Ojo de Iberoamerica, FIAP in Argentina, El Sol in Spain and ACHAP in Chile.

AUTOMOTIVE



HOME



OTHERS





Graphic
Design



Online
Content



Audiovisual
Content



Community
Management



Research



KAM
Benelux + FR



KAM
UK + Ireland

OUR TEAM

WORK FLOW



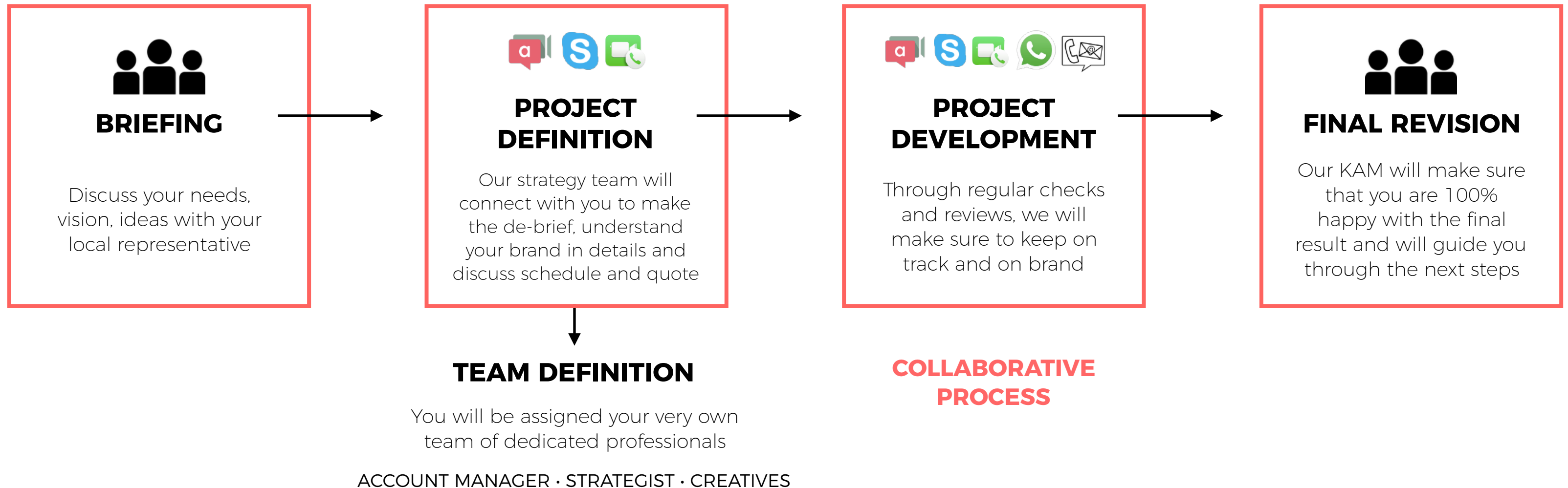
Victoria Pantelakis
Key Account Manager
Benelux + France



Rodrigo Herrero
Key Account Manager
United Kingdom

TECHNOLOGY BRINGS US TOGETHER:

We use all existing tools to make sure we are always reachable and available for you. That said, we can always arrange for a presential meeting if required.





BR4NDERS GOOD

Because we believe in doing good and helping people do good, we created **Branders 4 Good**, our social unit that provides pro-bono communication, marketing and advertising services to worthy NGOs.

WE ARE OPEN FOR BUSINESS

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**HEART,
BRAINS
& BALLS.**