

*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**



**BRANDING FIRM**



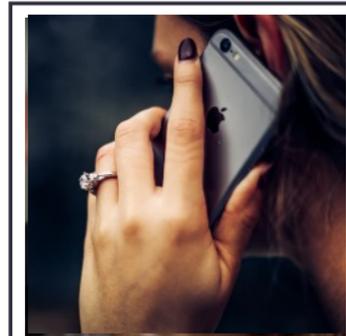
**CREATIVE AGENCY**



**DIGITAL 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.

**MULTILINGUAL SERVICES**  
in 7 languages by native speakers.



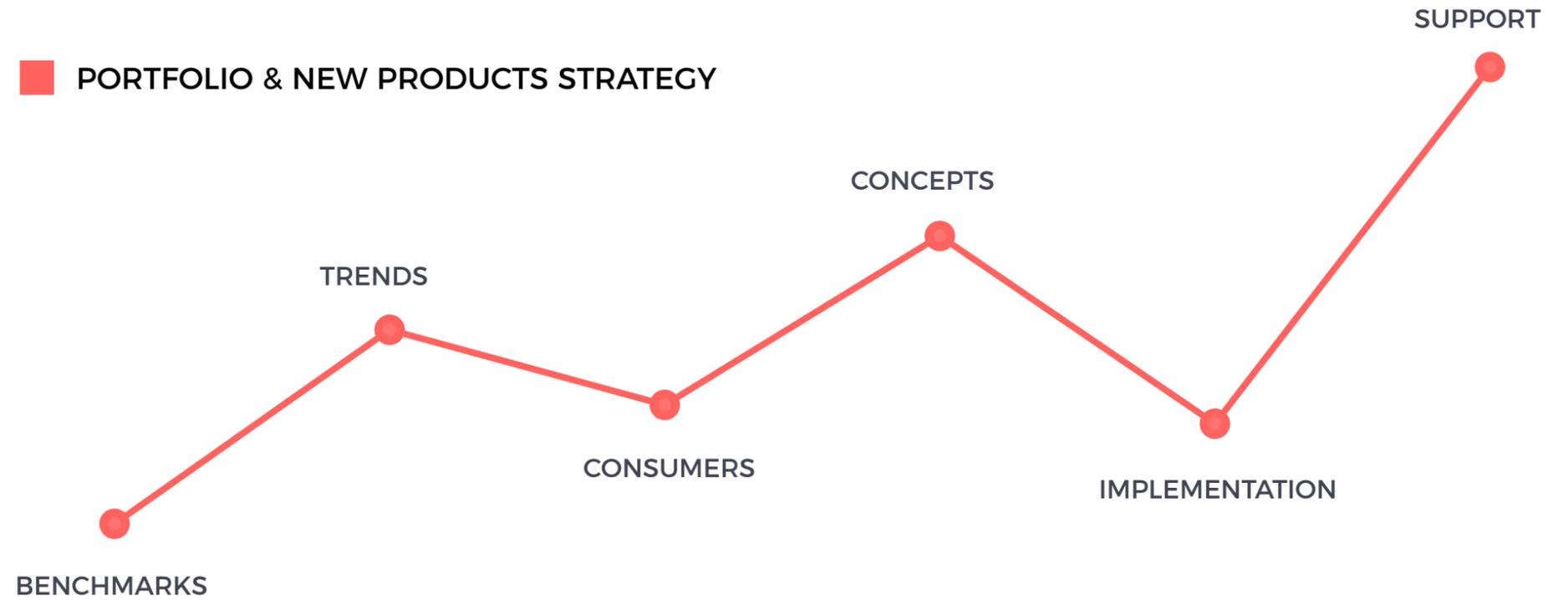
## MULTICULTURAL TEAM

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

**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



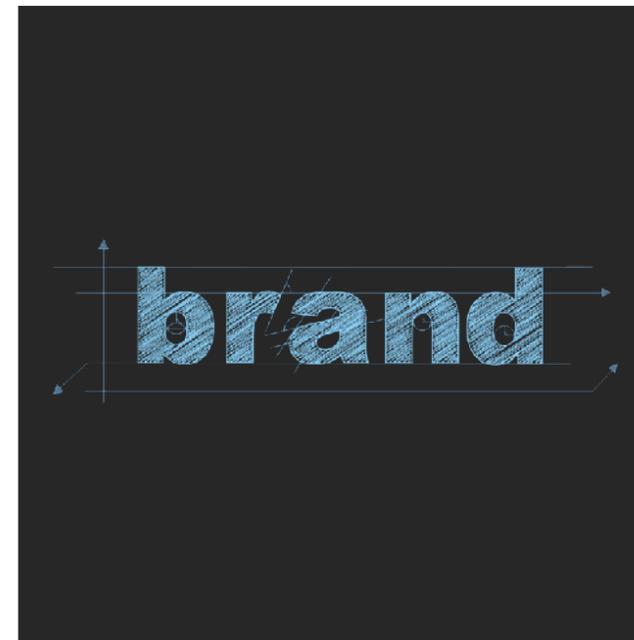
## BRANDING

NAMING  
LOGO DESIGN  
BRAND IDENTITY  
BRAND BOOK  
LABELLING & PACKAGING



## ADVERTISING

ATL CAMPAIGNS  
PRINTS & OUTDOORS  
DIGITAL CAMPAIGNS  
VIDEO CONTENTS



## MARKETING

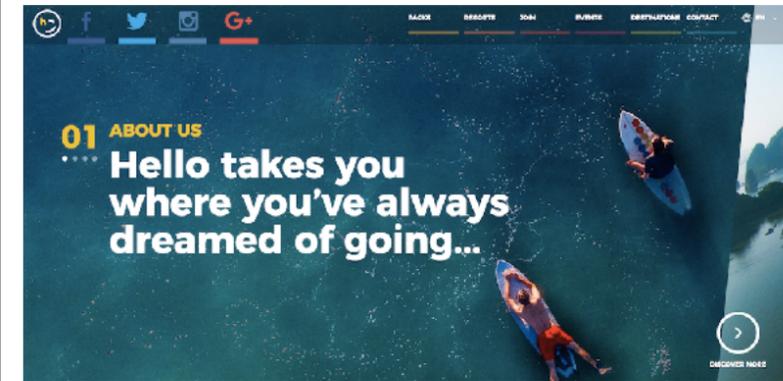
CATALOGUES & PRINTS  
PACKAGING  
ON TRADE / OFF TRADE  
STANDS & DISPLAYS

# 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.

01

## LISTEN

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

02

## 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.

03

04

## 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.

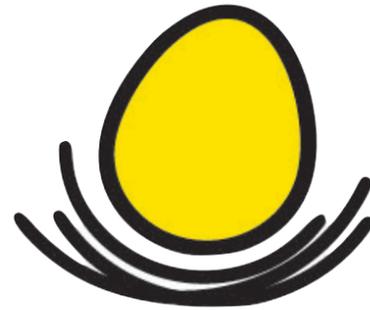
05

WITH  
**IPAY FOL**  
EVERY  
STEP OF  
THE WAY

**BRAND  
IDENTITY**



**TO-MARKET  
CONSULTING**



**SOCIAL  
MEDIA**



**MARKETING  
STRATEGY**



CASE  
STUDY



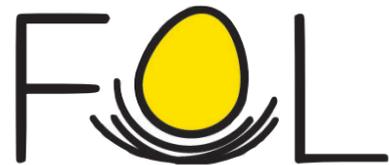
## BRAND IDENTITY

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”

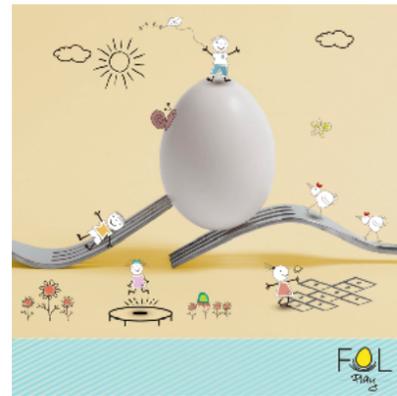
## SOCIAL MEDIA

## 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

**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

mey | DIAGEO

Casillero del Diabolo

CAVICCHIOLI  
1928

DOÑA PAULA  
ARGENTINA

TERRA ANDINA

GatoNegro

FRONTERA

## FOOD

JUMBO  
cencosud

KUTAS

FOL

## OTHERS

movistar

BANCO BICE

LABORATORIOS MAVER

YAMAHA  
Ride Your Heart

BBVA

chicco

B Active

yenka

**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



BE/FR  
Representative



UK  
Representative

# OUR TEAM

# WE ARE OPEN FOR BUSINESS

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**HEART,  
BRAINS  
& BALLS.**