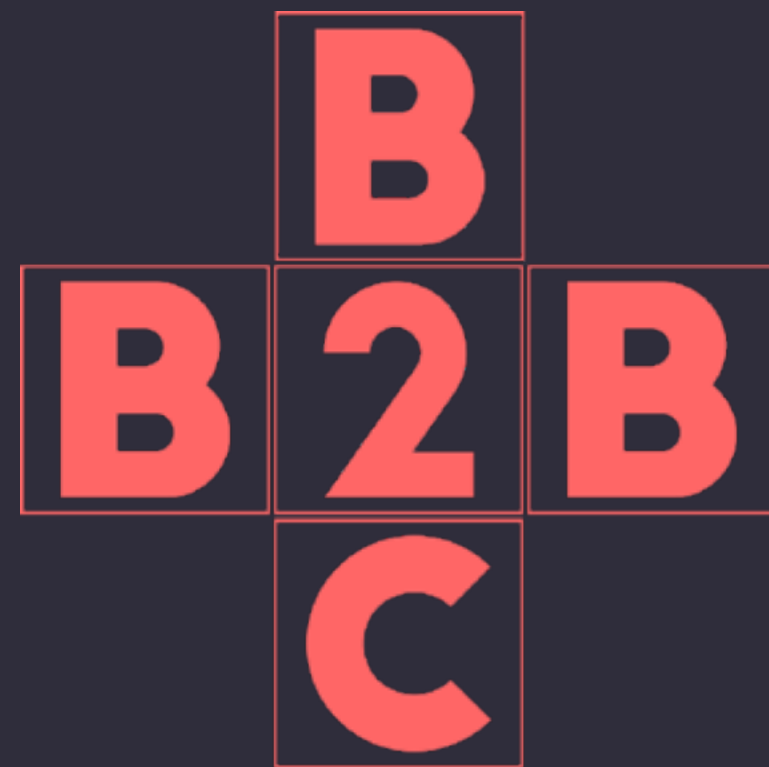




*hello
we are*

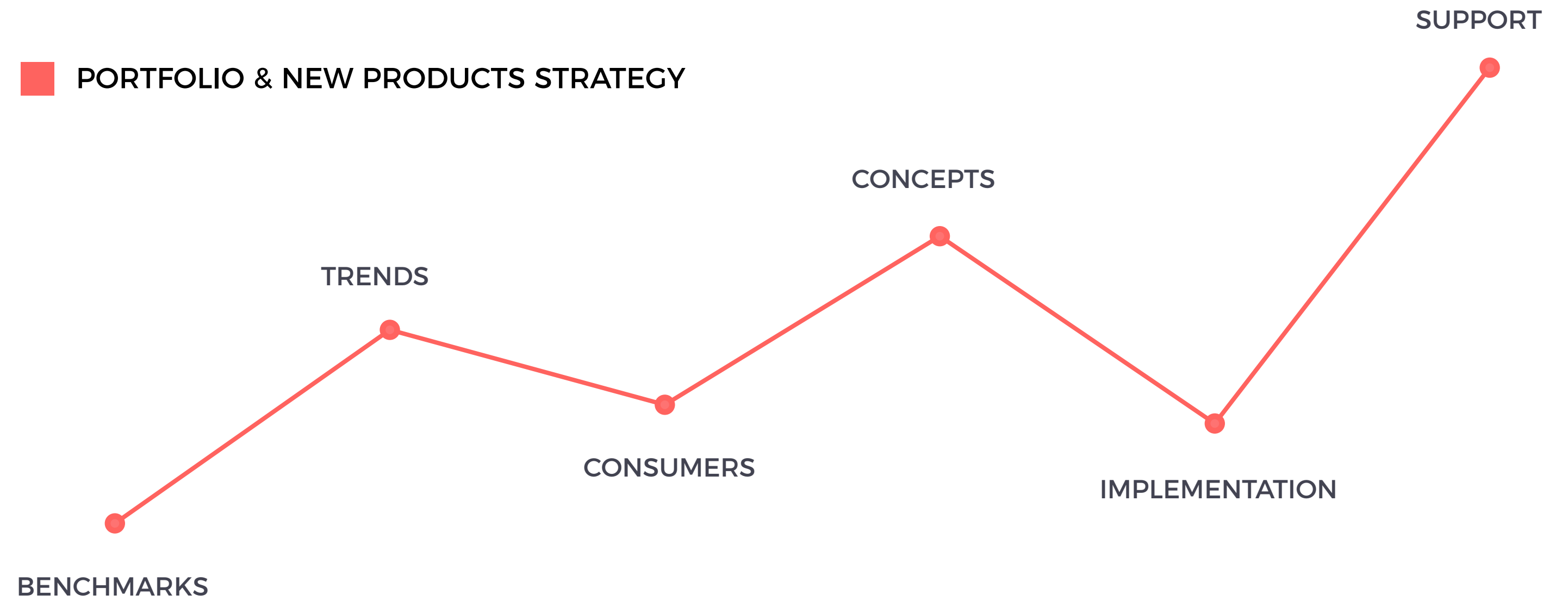
**MILA
BRAND
ERS** ■



HEMOS TRABAJADO CON MARCAS DE
CERVEZA, VINO Y LICORES EN 4 CONTINENTES.

CONSULTING SERVICES

- MARKET & CONSUMER INTELLIGENCE
- BRANDING & BRAND MAKE-OVERS
- POSITIONING, TARGETING & SEGMENTING
- CHANGE MANAGEMENT & INTERNATIONALISATION
- PORTFOLIO & NEW PRODUCTS STRATEGY



BRAND DAYS Y CONSULTORÍA

BENCHMARKING • TREND-HUNTING • DEFINICIÓN DE MANIFESTO E IMAGEN DE MARCA

ESTUDIOS DE POSICIONAMIENTO
TARGETING Y SEGMENTACIÓN
ESTUDIOS DE CONSUMIDORES



ESTUDIOS DE ARQUETIPOS Y BENCHMARKS PSICOGRÁFICOS

Horcón Quemado

Malpaso

Alto del Carmen

Bauzá

Artesanos

Campanario

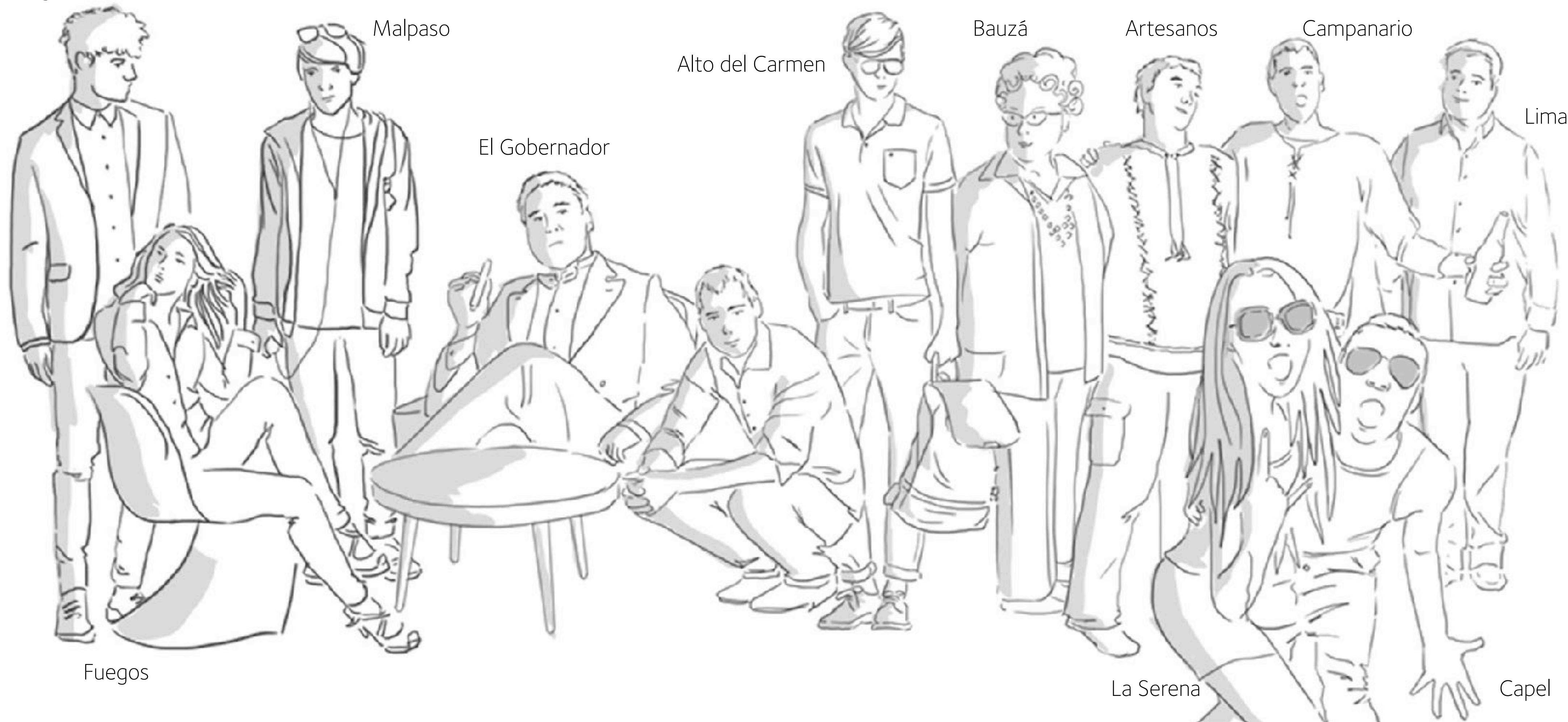
Limarí

El Gobernador

Fuegos

La Serena

Capel



COMUNICACIÓN B2B

DESARROLLO DE STORYTELLING B2B • PRESENTACIONES A DISTRIBUIDORES E IMPORTADORES • PAQUETES DE PRENSA



PRESENTACIONES CORPORATIVAS PARA CLIENTES Y DISTRIBUIDORES

SOFTER THAN TEQUILA,
TASTIER THAN VODKA

LEGACY
SINGULARITY
VERSATILITY

AN UP-AND-COMING NEW SPIRIT
THAT HAS THE WORLD'S BEST MIXOLOGISTS SWOONING



DESARROLLO GRÁFICO DE ETIQUETA Y PACKAGING

ESTRATEGIA Y ARQUITECTURA DE PORTFOLIO • TARGETING Y SEGMENTACIÓN • STORYTELLING • DISEÑO







ALTO
MONAS
TERIO

• 2007 •

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



EFES BREWMASTER SERIES
WHITE ALE
EFES birra aromata
insostenibile, alta qualità
alla tipica birra

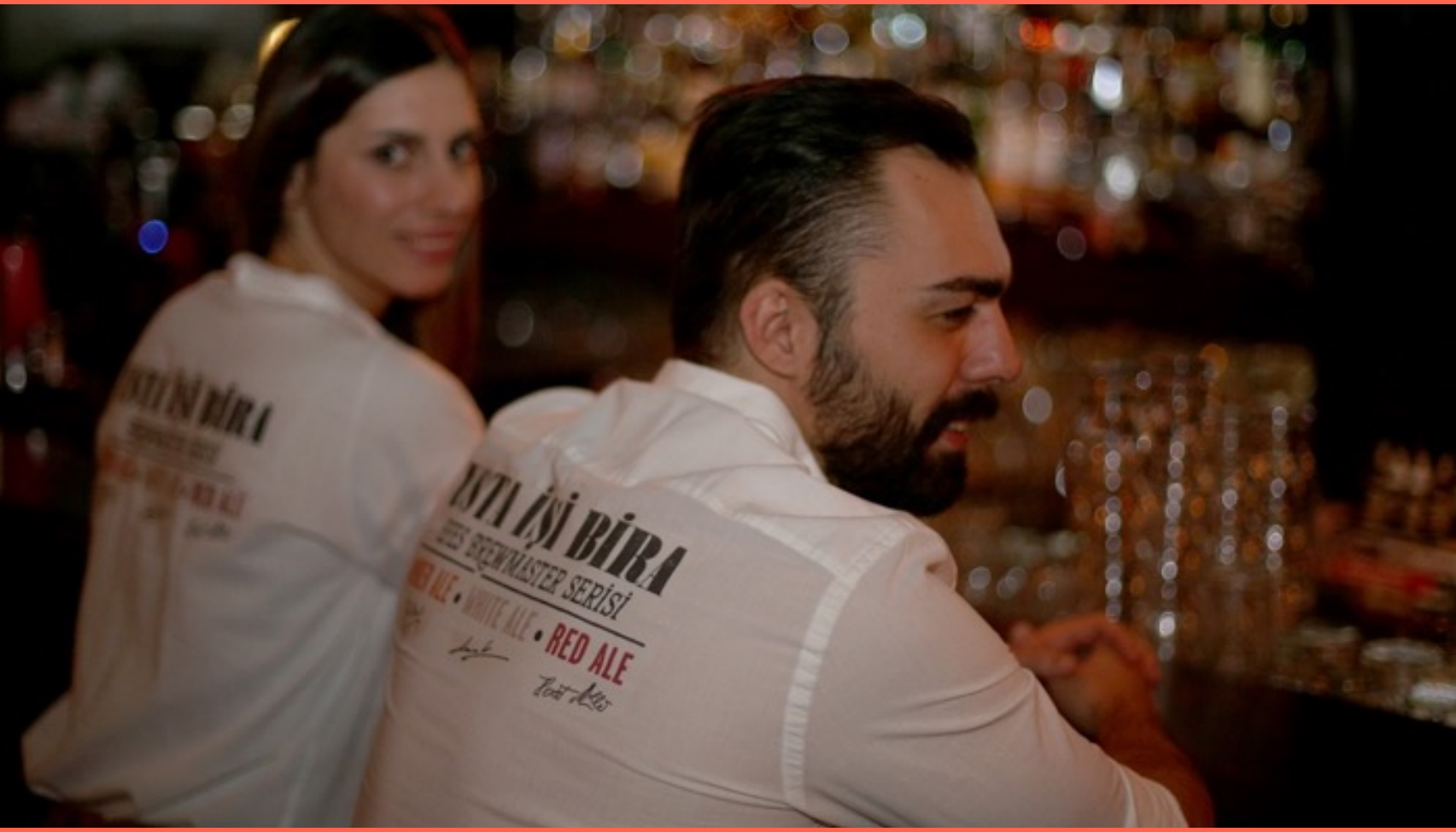
EFES BREWMASTER SERIES
AMBER ALE
EFES birra aromata
insostenibile, alta qualità
alla tipica birra

EFES BREWMASTER SERIES
RED ALE
EFES birra aromata
insostenibile, alta qualità
alla tipica birra

NAMING **DISEÑO DE ETIQUETAS**



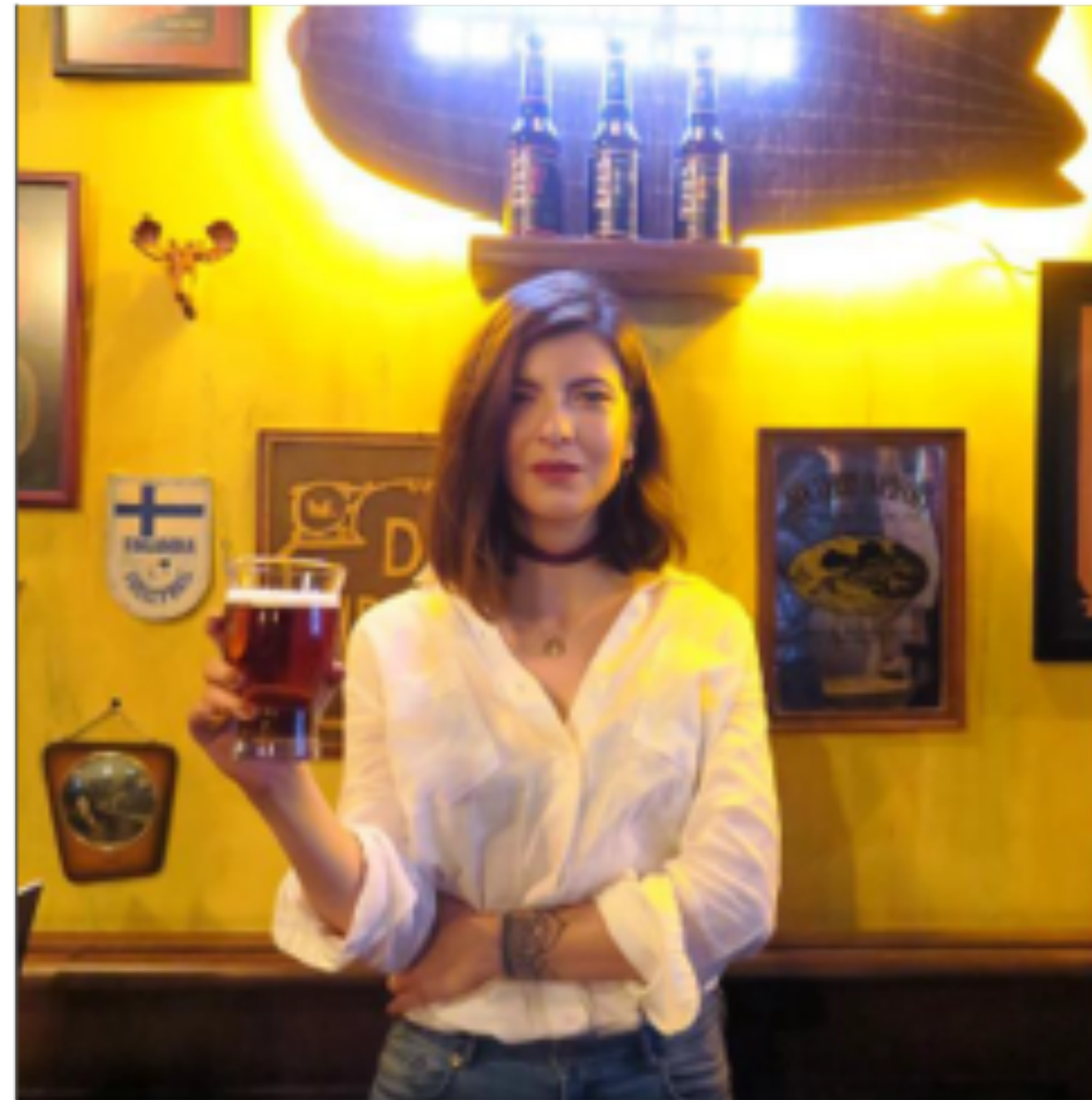
CATAS Y EVENTOS VIP





18 BLOGGERS

1.919.031 PERSONAS ALCANZADAS




 niyans Takip Et

684 beğenme

niyans You call it monday, we call it beer night.
Efes Brewmaster biralari dinedik ve ortamlarda bira uzmanligi konusunda yapilabilecek detan smartass cumleler kaptik rabbime sukurler olsun ki.
northfoxworks 🍻🍻🍻
irmkaragoz 🍻🍻
insta.telge Drost


 You're ente... ...



 tansutuncel Takip Et

214 beğenme

tansutuncel Sevgili papa kardeşimle efes'in yeni biralarni tattik. Efes belli ki birayt kime tattiracagini biliyor. @hakkipapa
tansutuncel @bora_bey yine olacakti
bora_bey Lanet olsun, kaçirdim.
gurkangurel @hakkipapa Bu adam o kadar gel dedi. İçe yerik düştüm. @bora_bey @tansutuncel tekrarda eradayim.

 You're ente... ...



STANDS PARA FERIAS Y FESTIVALES



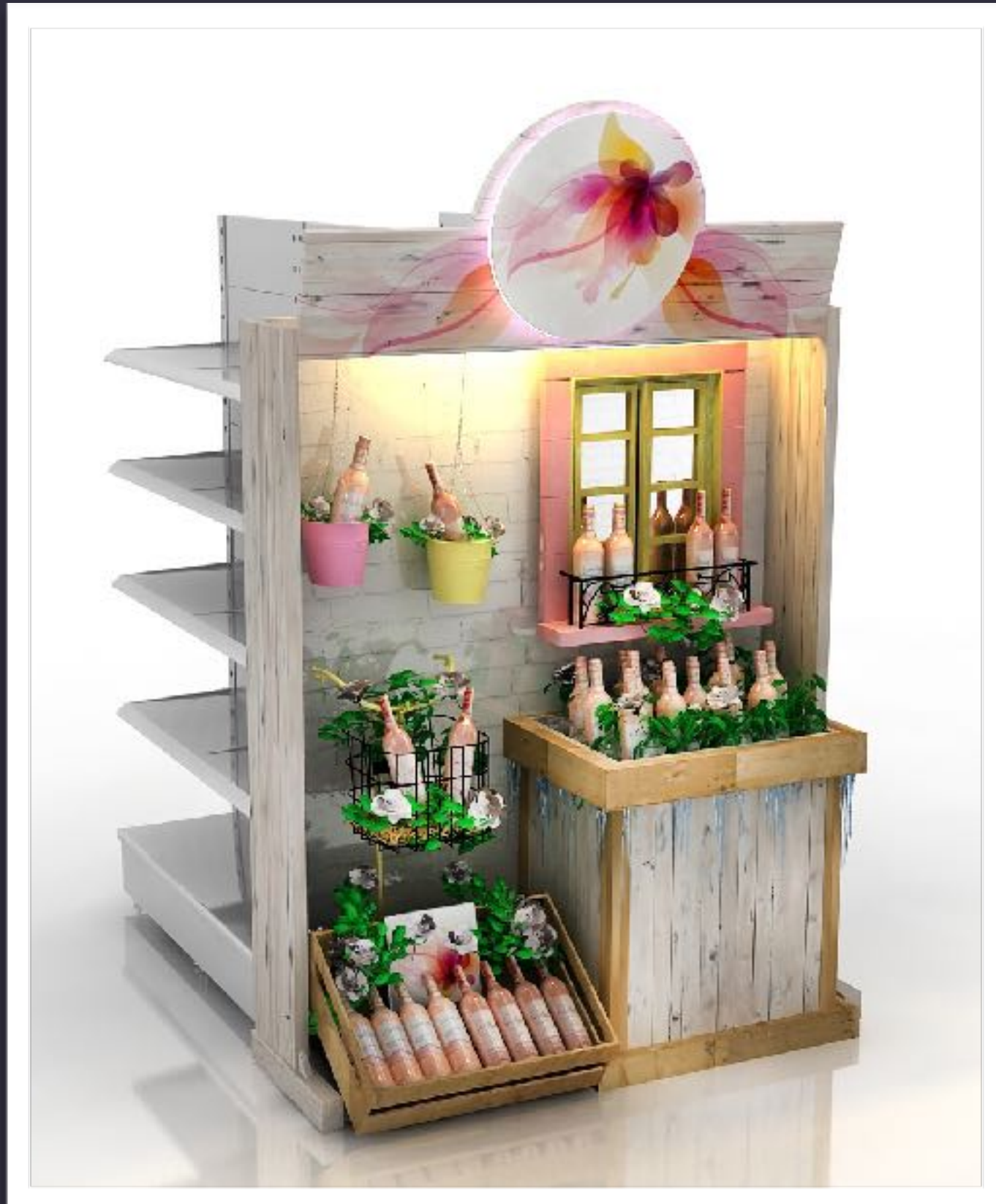


EN PUNTO DE VENTA / RETAIL



DESARROLLO DE CONCEPTO, CLAIM DE CAMPAÑA Y MATERIAL POS

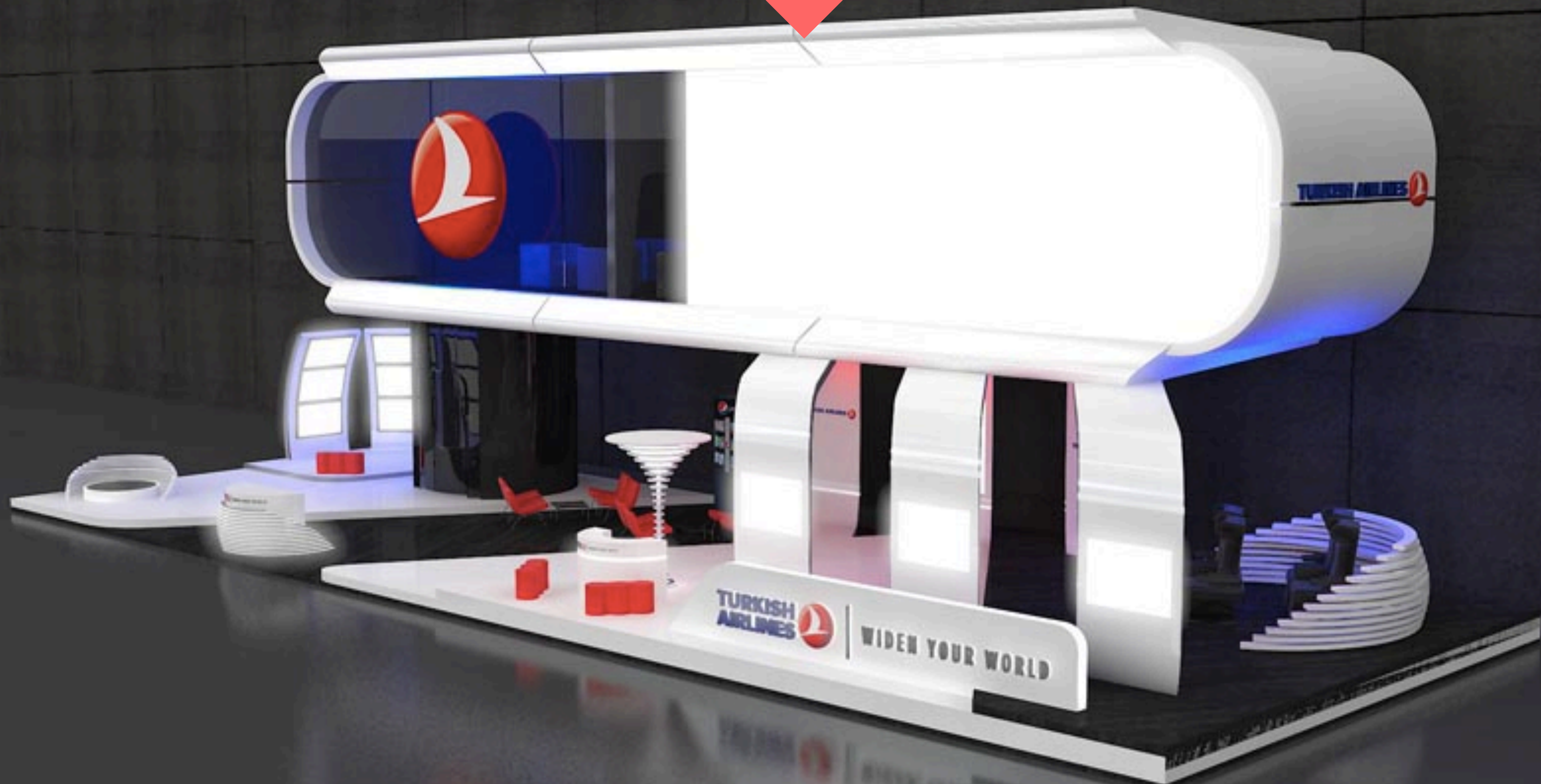






MATERIAL ON-TRADE (MULTI-PACKS Y EXPOSITORES)









VIDEOS CORPORATIVOS Y CAMPAÑAS ATL



ESTRATEGIA, CREATIVIDAD, PRODUCCIÓN Y POST-PRODUCCIÓN

CREACION DE GUIÓN · STORYTELLING · FILMACIÓN TRADICIONAL Y CON DRONES · MONTAJE





ESTRATEGIA, CREATIVIDAD, PRODUCCIÓN Y POST-PRODUCCIÓN

CREACION DE GUIÓN · CASTING · DIRECCIÓN DE ARTE · FILMACIÓN · MONTAJE

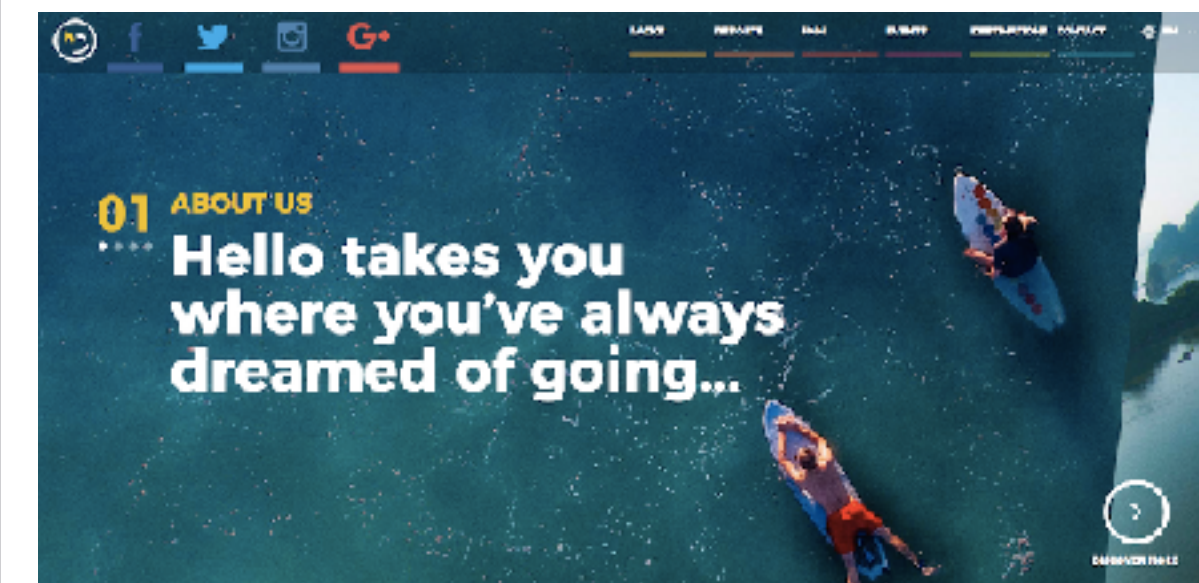


DIGITAL SERVICES

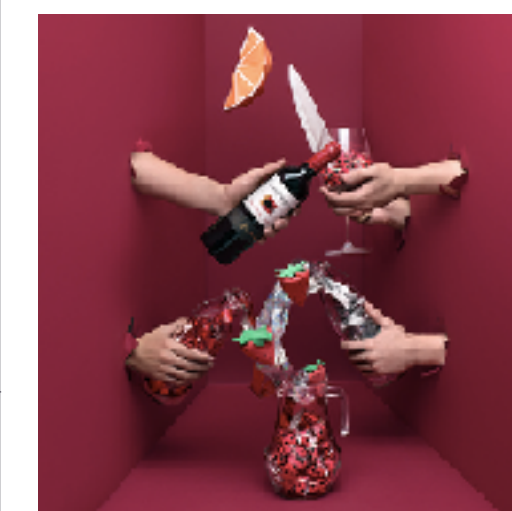
**SEO, AD WORD
CAMPAIGNS,
BANNERS**



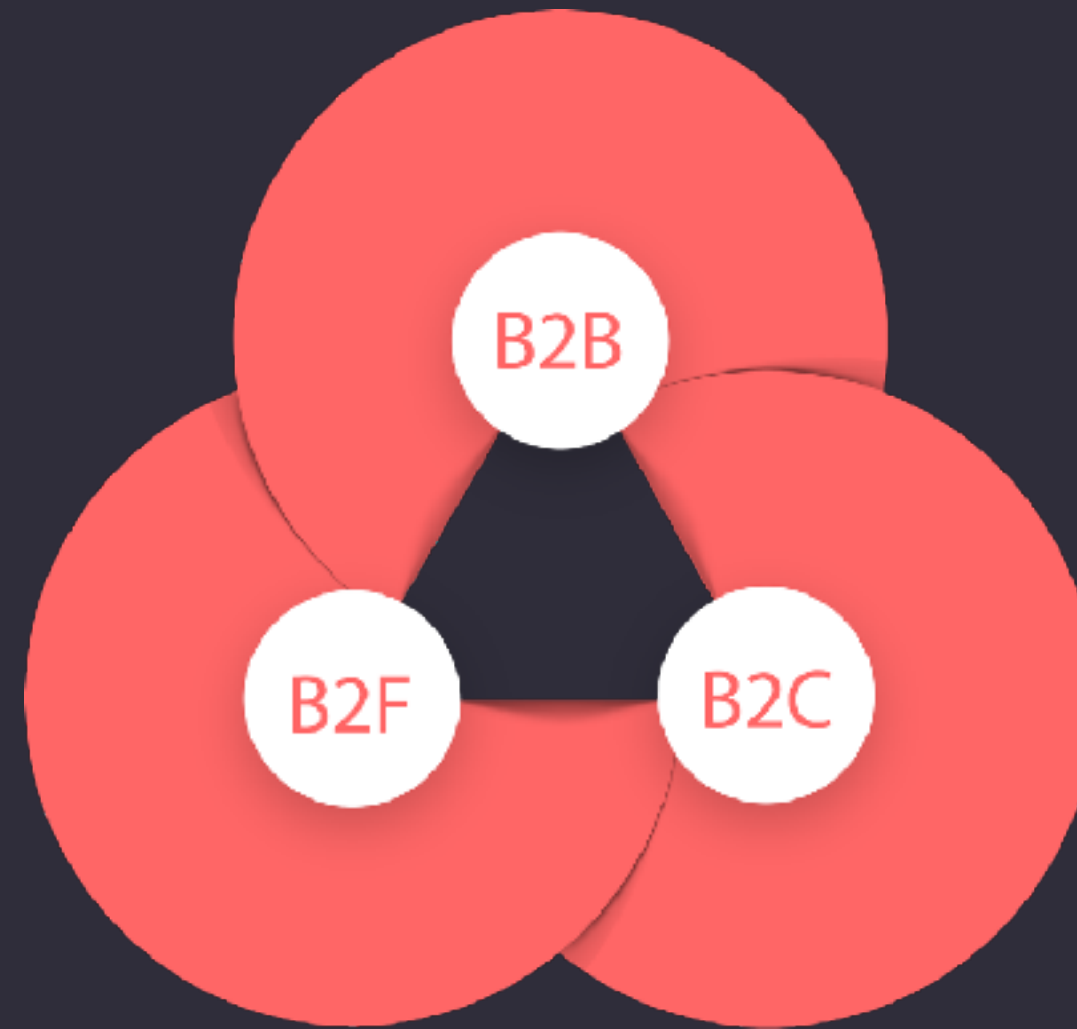
**WEB
ARCHITECTURE,
DESIGN &
DEVELOPMENT**



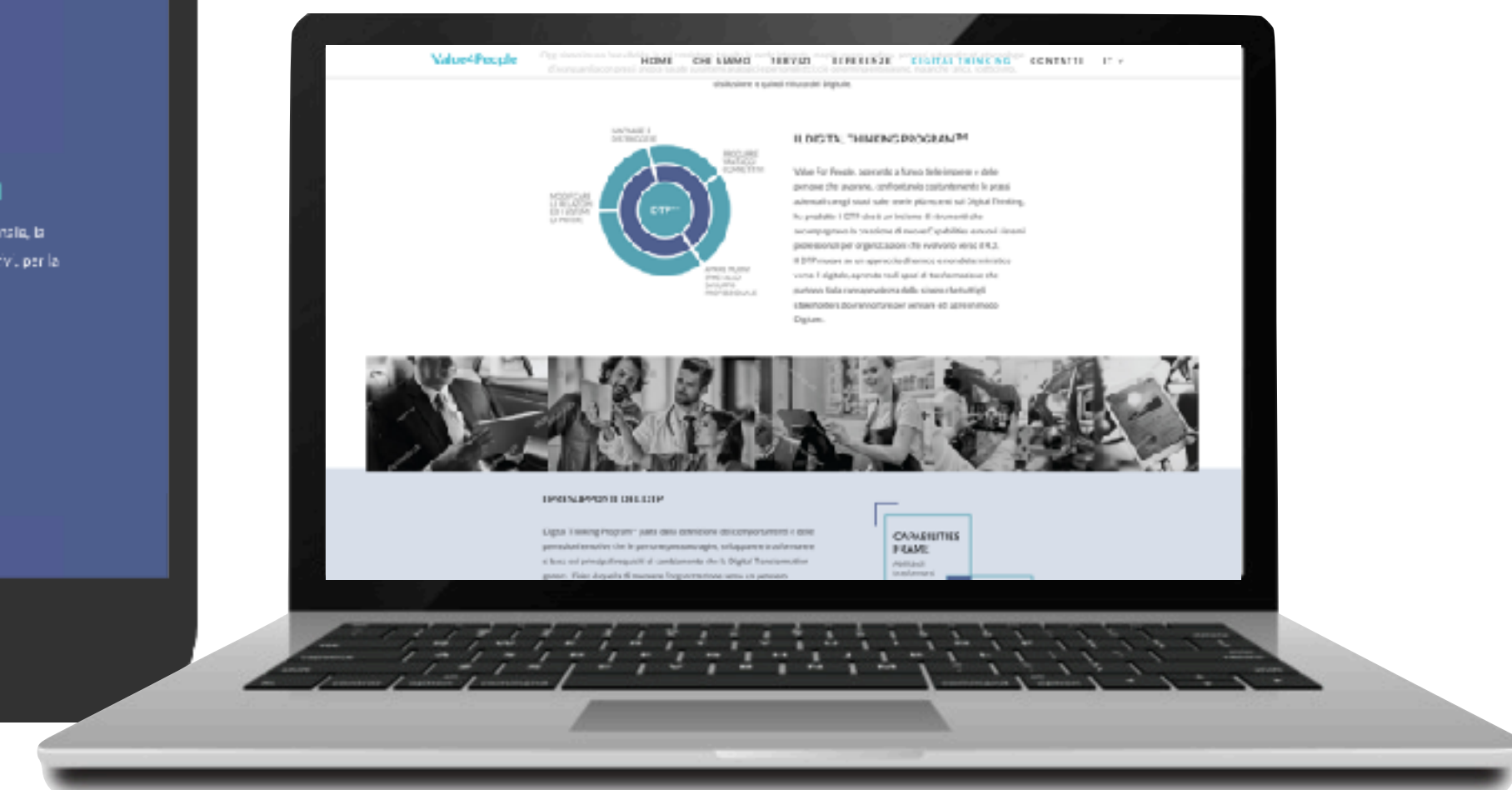
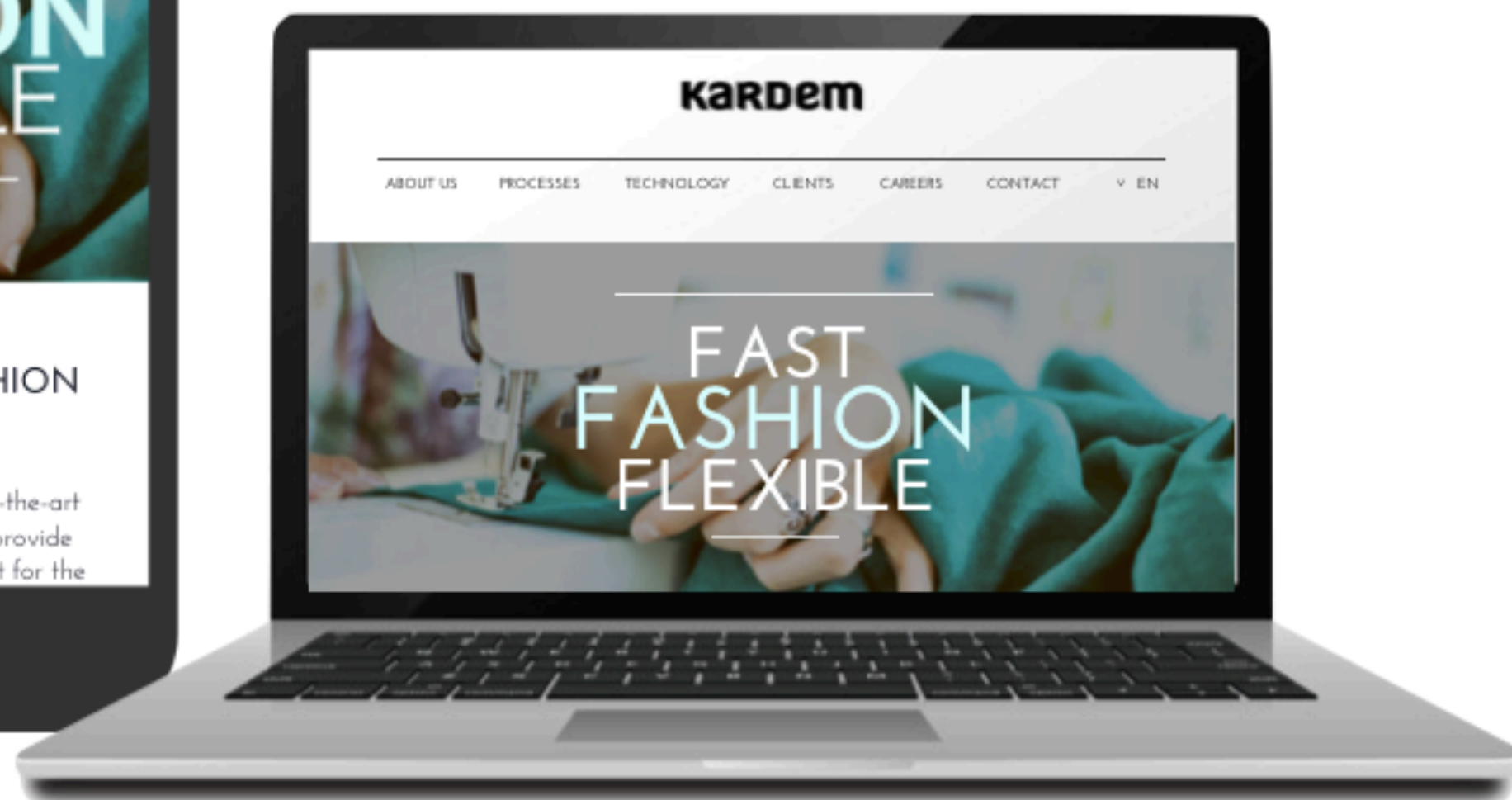
**SOCIAL MEDIA
MANAGEMENT
& CAMPAIGNS**



**DIGITAL
STRATEGIES
CAMPAÑAS
DE E-MAILING
B2B Y B2C**



DISEÑO Y PROGRAMACIÓN WEB



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