

Com
pete
to
win

Compete to win





 Anda... in good company

Who we are

We are a consulting firm specialised in comprehensive marketing services aimed at increasing the competitiveness of our clients and creating value in their marketing activities, through **our professional consulting services, strategic methodology, creative developments, executive applications and on-site support.**

Our areas of activity are structured to provide an effective response to meet our clients' needs, with **global strategic advisement, the execution of operational plans and the development of specific campaigns.**

In order to cope with an extremely complex business environment whose evolution is far from clear, businesses need the backing of **professional services that provide new perspectives, knowledge and innovation** to implement the change needed to **sell with value, prevail in the market and ensure a successful future.**

Our professionalism, wealth of experience in various activity sectors, multidisciplinary training and service excellence **make us reliable partners**, with an innate capacity to adapt to the nature and needs of any company.



➤ Anda... on the path to success

Strategic proposal

Our model of strategic planning is aimed at **modelling and restructuring** the company's business areas so that they produce **benefits and satisfactory growth**. **One of the aspects of the current strategic focus is the deconstructing of the traditional value chain**, where a competitive edge based on cost leadership or differentiation is no longer an opposing or exclusionary force. The outsourcing of production, the replacement of the experience curve with network scale economies, worldwide logistic development, technology transfer and new labour conditions also permit lower production costs and the production of high added-value products.

As a result, we act according to the key factors that are the competitive essence of companies today: **innovation processes, the organisational model, corporate strategy, brand image and client relationships**.

We achieve a **perfect union between ideas and action**. Even the best strategies fail if they are not implemented with **the right processes, team involvement and continuous monitoring**.



 Anda... let talent be your guide

Strategic development

We get fully involved in organisations to understand the challenges the client faces, **identify any possible management deficits, assess the company's competitive position and its capacity to harness new business opportunities.** This way, we ensure the design of new strategic solutions and their implementation, with the aim of consolidating or redirecting the company's progress.

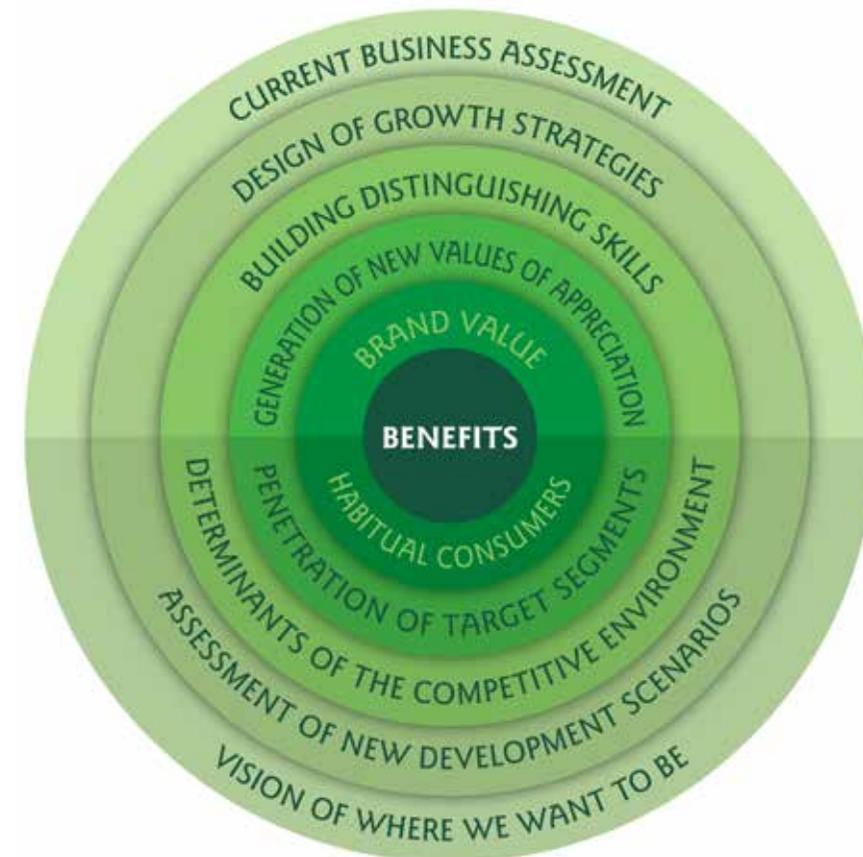
We help our clients:

- Design the formula for the different levels of the corporate strategy.
- Build on those skills that set the organisation apart from the rest.
- Develop new business plans.
- Reposition the values associated with the brand image.
- Accelerate penetration in new market segments.
- Ensure the entire focus is on the client.

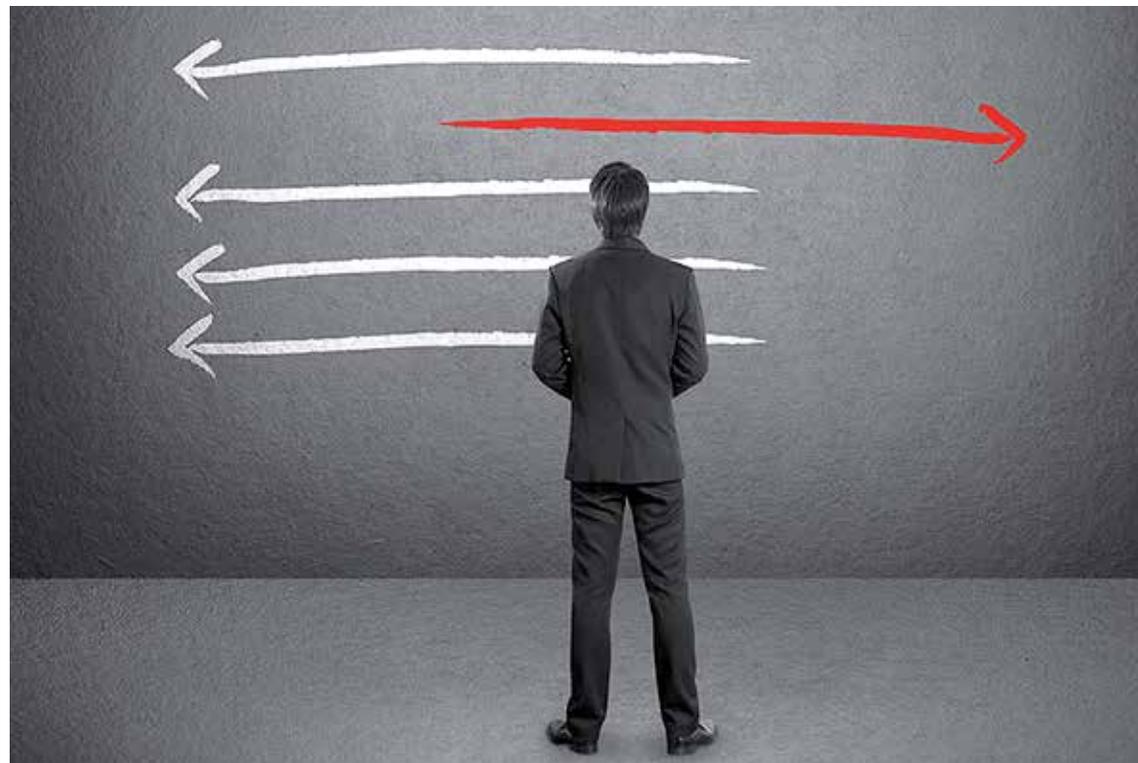
Strategic development wheel

ANDA METHOD

Our working method enables us to advance along the company's competitive journey.



↗ Anda... leading you straight to your goals



➤ Anda... promotes difference

Operational proposals

One of the values that sets us apart is that we pursue the implementation of the operational actions derived from the strategic plans until the proposed results are achieved.

The business environment will continue to change, the market will evolve and competitors will improve. For all these reasons, the development of marketing policies must be based on in-depth market knowledge, the creation of a strong brand image and selling products that provide added value and that are well-positioned in the minds of our consumers.

Our operational services are focused on policies aimed at:

- **New product launches**
- **Communication and brand image**
- **Relationship marketing**
- **Sales activation**
- **“In company” training**



Anda... brings big dreams to life

Operational proposals

New product launches

Today's highly competitive market, the expansion of private labels, concentration of distribution channels, saturation of shop shelves and maturity of consumers mean that large doses of innovation, insight and the right working methodology are needed to launch a product, in order to eliminate as much uncertainty as possible.

We participate in the launching of new products in the following areas of action:

- Analysis and quantification of market potential.
- Trial testing and appraisal.
- New product positioning and identity.
- Product name, brand design and packaging.
- Strategic planning and the operational development of the launch.
- Communications and the promotional campaign for the new product.
- Implementation merchandising.
- Monitoring plan.

One of the greatest satisfactions we have as marketing professionals is having contributed to the launch of new product categories and their consolidation in the market.



 Anda... at the heart of emotions

Operational proposals

Communication and brand image

The creative identity of brands is the only true difference that exists among products from the same consumption segment.

Good advertising in all its forms and channels still works; to be good, it must present original codes of communication that unite the brand values with the emotions and aspirations of the target audience.

Versus immobility and repetition, we base our creative strategy on four fundamental principles:

- the company's competitive environment
- distinctive positioning of the product
- knowledge of the brand image
- the consumer experience of the target audience

25 years of experience working for major advertisers have made us highly effective at projecting the image of companies and their products.



 Anda... creates unbreakable bonds

Operational proposals

Relationship marketing

The order of things has changed. Now the main task is comprehensive client portfolio management, creating value in order to build long-lasting, profitable relationships through a dynamic loop that satisfies new needs.

From there, according to the company's market position, defensive strategies must be adapted to protect the current client base against attacks from the competition and offensive strategies need to be developed to capture new clients or penetrate potential new markets.

These days social networks and online communication have become excellent channels of interaction with clients, and it is necessary to know how to make the most of them and maintain them.

Our experience with CRM and customer loyalty programmes enables us to provide imaginative, innovative and highly professional solutions for positive customer retention, while contributing value and a sense of belonging to the brand.



➤ Anda... discovers new paths

Operational proposals

Sales activation

Creating an organised, trained, motivated and well-oriented sales network that carries out all the functions the market demands and the company requires are key to providing service to the market, competitively meeting sales targets and consolidating the company's market position.

We help companies design, organise, train and motivate their sales structures to develop new and distinctive competences and help them reach their goals.

SALES PROMOTION

Sales promotion continues to be the decisive weapon when a shock effect is called for to correct deviations, react quickly to unforeseen circumstances or support specific actions aimed at market penetration.

Our ability to orchestrate dynamic promotional actions includes:

- Studying and analysing the objectives to be met.
- The financial formula and return on investment.
- Defining, searching for or creating promotional materials.
- The creative aspects of the campaign.
- Implementing, monitoring and obtaining results.



 Anda... changes people's vision

Operational proposals

“In-company” training

We use training and mentoring to better integrate teams of people in change processes, teaching them how to develop new skills and behaviours to operate in the company's competitive framework.

Creating and delivering personalised training plans is an inherent part of our capacity to provide services to companies, placing special emphasis on the design and delivery of courses focused on strategic marketing, operations and sales.

We have a lot to show for our teaching experience:

- Tenured lecturers at business schools.
- Founders of the Higher Institute of Marketing of Barcelona.
- More than 150 courses taught in companies.
- Guest lecturers at different Spanish universities and business schools.
- Presenters at conferences and conventions.

Experiences

ANDA professionals have come a long way, with our sights set on meeting new challenges for the sole benefit of our clients.

Our professional history is backed by the experience acquired through work on many diverse projects with companies in the activity sectors listed below:

Food

- Baby food
- Coffee
- Frozen food
- Sweeteners
- Infusions
- Dairy products
- Pasta
- Industrial baked goods

Insurance

- General insurance companies
- Legal protection companies
- Insurance brokerage
- Mutual society

Beverages

- Mineral water
- Cava
- Tinned goods
- Fruits
- Wine
- Juices

Energy

- Electricity
- Natural gas

Consumer electronics

- Car audio
- Video cameras
- Photography
- Computers
- Television

Finance

- Financial advisory services
- Retail banking
- Savings banks

Public services

- Town councils
- Autonomous communities
- Provincial councils
- Foundations
- Non-governmental organisations
- Political parties
- Employer organisations

Distribution

- Department stores
- Fashion
- Optical centres
- Supermarkets
- Telephony

Pharmaceuticals

- Baby food
- Pain relievers
- Cosmetics for men
- Dermatological soaps
- Intimate hygiene
- Natural products

Services and consulting

- Industrial consulting
- Business schools
- Performances
- Trade fairs
- Sports corporations
- Spanish official language school
- Formal education

Publishing

- Writing
- Instalments and collector's items
- Books
- Direct sales

Industrial

- Travel items
- Insulation
- Home automation
- Cosmetics for women
- Electronic engineering
- Shower screens
- Technical furnishings
- Paper industry
- Agricultural plastics
- Agricultural chemicals

Tourism

- Hotel groups
- Tourism boards
- Tour operators



 Anda... experience for the right choices



ANDA

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M A R K E T I N G

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