



COMPANY PROFILE

grupo
marketinova

LOYALTY MARKETING

www.marketinova.com

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ABOUT US

THE COMPANY

Grupo Marketinnova is a consolidated service of integral projects, supported by a team of experts, dedicated to satisfy your needs in everything related to marketing and your business strategy. Our goal will become your partner and you will be guided in the search of everything that will really be demanded in your clients.

Our experience dates back to the year 2000, backed by the professionalism of our consultants in leading multinationals in each of the sectors, allowing them to ensure the best result for your company with maximum profitability.

Grupo Marketinnova integrates within its offer all the products and services that your company needs to build loyalty to its customers, optimizing its resources to achieve its objectives and obtain its benefit.



ABOUT US

OUR DELEGATIONS



📍 HEADQUARTERS
Industrial Edificio Innova /
Polígono Industrial "La Moraga"
Parcela 21, Manzana 3
29130
Alhaurín de la Torre, Málaga

📍 HUNGARY OFFICE
1138 Budapest,
Népfürdő utca 22.
Budapest
Hungria

📍 SPAIN CENTER OFFICE
Carrer de l'Atlàntic 34
46730 Playa de Gandía
Valencia

ABOUT US

QUALITY CERTIFICATIONS

In our continuous improvement search, we are certified in ISO 14001 in environmental management systems and ISO 9001 in quality management systems.

In order to achieve these certifications, Grupo Marketinnova continually analyzes and evaluates every business processes through quality management systems, to improve our customer support and the internal organisation of our company

Additionally, all of our websites are verified in secure payments and electronic transactions.



OUR SERVICES

WE ARE A 360° AGENCY

Grupo Marketinnova works daily to offer our clients a comprehensive integral loyalty campaign, that will provide our partners with all the all channels and strategies necessary for the achievement of the project objective.

We offer personalized advertising campaigns as strategic development of customer loyalty, and profitability for their clients, through the creation of a bond of trust between the customers and the company.

1- We plan the campaign, previously analyzing the client potential, and we **select, buy and store** the products or services involved in the marketing action.

2- We **design and develop** the campaing corporative and creative image, both online and offline. We also create online sales channels (ecommerce, loyalty catalogues...) that supports the distribution of the product or service.

3- We take care of the **distribution**. We work with the main logistic companies on a international level, providing the final client with a efficient and quick service.

4- Our customer service deparment provides faster and more coordinated responses to any question about the product and / or service, through a well-coordinated after-sales service.

5- The marketing department includes sales reports concerning the **result of the campaing** and focuses on suggesting improvements for a future colaboration.



OUR BRANDS | HIGH QUALITY

TECHNOLOGY



HOME



SPORT



LICENSES



Martín Perasatogni **SCALEXTRIC** DEVOTA & LOMBA AMAYA ARZUAGA

BIMBA Y LOLA *Victoria y Luciano* ■ ■ ANTONIO MIRO ■ ■ **LIBERTO** BUENOS **CECILIA GALLERANI**



OUR SERVICES

1. CUSTOMER LOYALTY

WHY SHOULD I DEVELOP LOYAL CUSTOMERS?

Customer loyalty is the key to profitability. The reason is simple. It costs more to acquire a new customer than to keep a current one.

Competition is increasingly aggressive, it is necessary to offer an added value to differentiate you from the others.

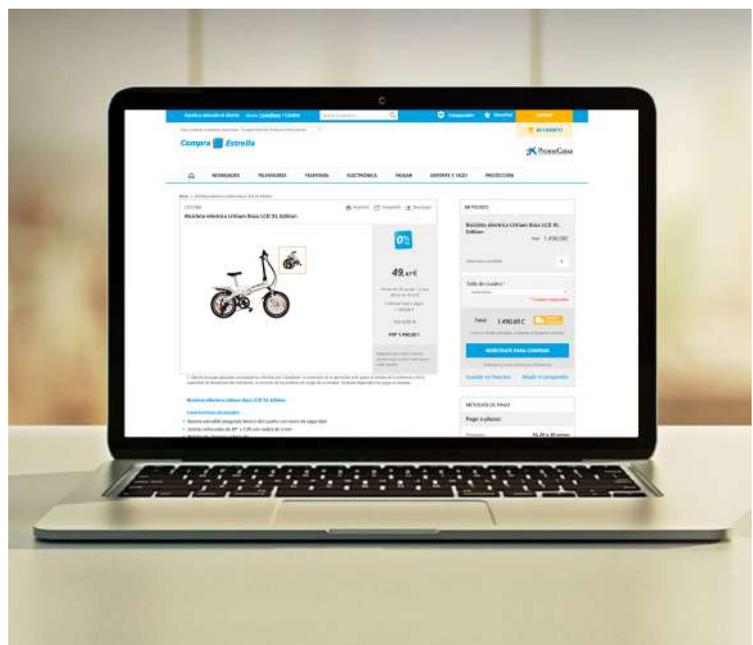
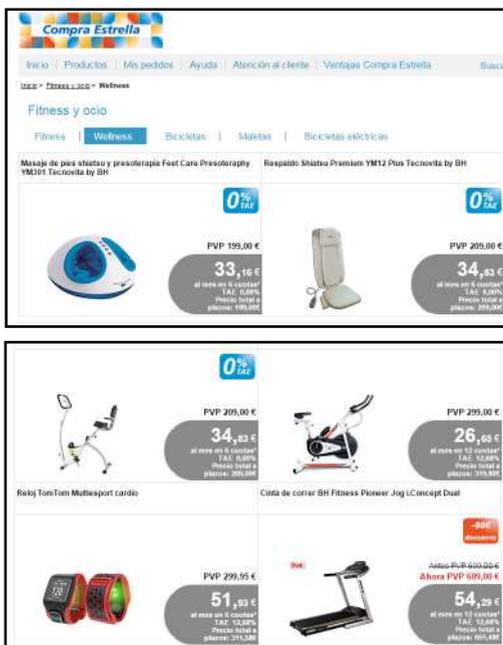
Customers are continually better informed, and consequently are more demanding, therefore, loyalty marketing actions are essential in order to create a bond between the company and the client. A satisfied customer acts as an ambassador for your company, defending it and recommending it.

1. CUSTOMER LOYALTY

AREAS OF BUSINESS

1- FINANCE SECTOR

1.1. ACTIVE RECRUITMENT: Direct sales campaigns addressed to final clients of the financial entity. This kind of strategies have a twofold purpose for the company; qualitative, by reinforcing loyalty ties with their clients, and quantitative, by getting an economic commission for every product sale.



EXAMPLE: LA CAIXA CAMPAIGN "COMPRA ESTRELLA"



EXAMPLE BBVA CAMPAIGN FLYERS "PURCHASE"

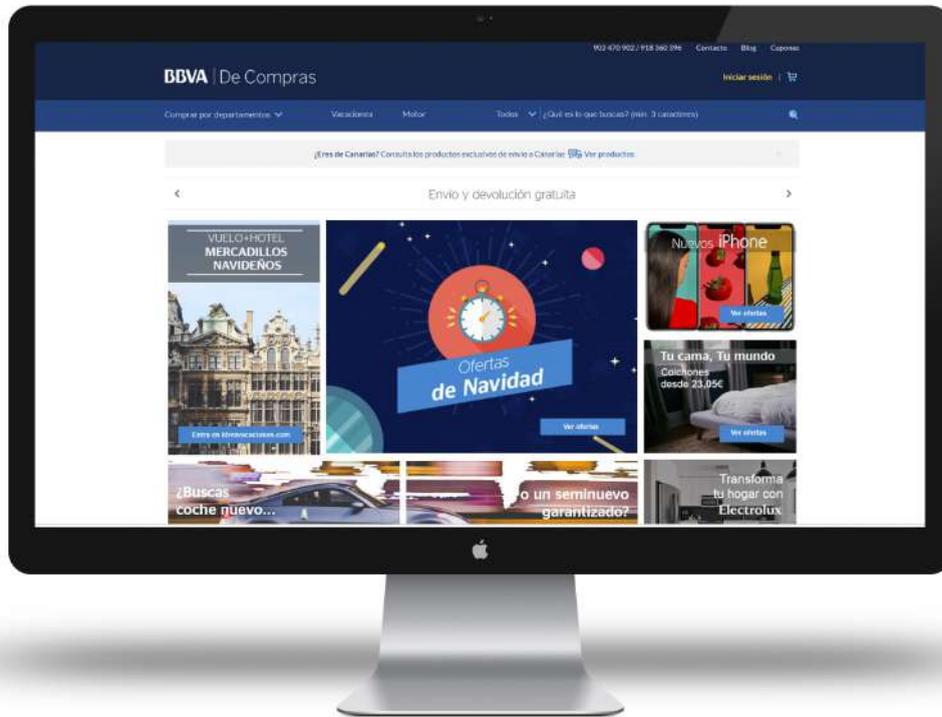
1.2. INACTIVE RECRUITMENT: Campaigns designed to promote the inactive clients recruitment by the financial entity (pension plans, fixed term, payroll management...). The final client will receive a gift for the use and/or contracting of a service.



EXAMPLE CATALOGUE APUNTO UNICAJA



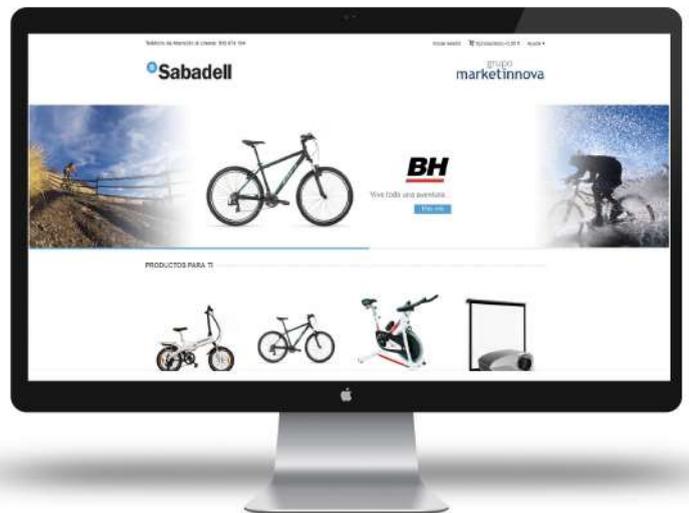
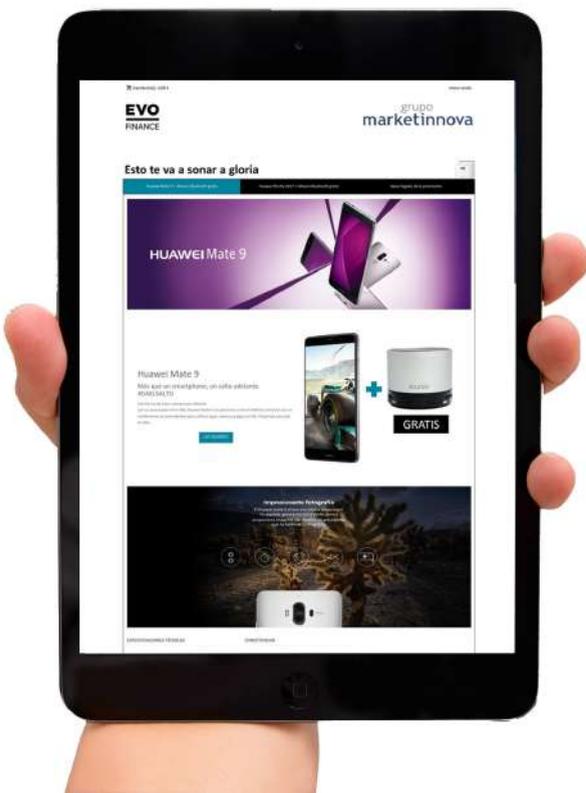
EXAMPLE CAMPAIGN LA CAIXA PUNTOS ESTRELLA



EXAMPLE LOYALTY PLATFORM BBVA
<https://www.decomprasbbva.com/>

1.3. E-COMMERCE PLATFORMS: Online Platforms are development by Marketinnova Group for loyalty employees or costumers of the Financial organizations.

EXAMPLE EVOBANK PLATFORM
<https://www.masmarca.com>



EXAMPLE SABADELL PLATFORM
<https://www.masmarca.com>

2- MASS MEDIA

2.1. INCREASE IN THE DISTRIBUTION: Readers masive recruitment campaigns, based on a product promotion with a big discount over the selling price in the domestic market. This type of initiatives constitutes an important strategy to promote the mass media "online" and "offline"

LLÉVATE TU MÚSICA A TODAS PARTES

SOUND

295€

DOMINGO 30 CARTILLA

CONSIGUE CON EL PAÍS ESTE
ALTAVOZ BLUETOOTH CON RADIO
Y PON TU MÚSICA DONDE Y CUANDO QUIERAS

• Pesa: • Bluetooth • 80 mm x 50 mm • 2 horas de reproducción • 275 gramos

ENTREGA EN QUIOSCO

EL PAÍS

EXAMPLE ADVERTISEMENT EL PAÍS

Consigue con **AS** un
CAFÉ DE CALIDAD

CON NESCAFÉ DOLCE GUSTO

+ 16 CÁPSULAS CAFE AU LAIT

POR SOLO **44,99€**
+ 10 CUPONES
POR 89,99€

DOMINGO 12, CARTILLA

as

DeLonghi

EXAMPLE ADVERTISEMENT DIARIO AS

ABC TE TRAE ESTA VAPORETA MULTIUSOS

DOMINGO 12 CARTILLA

19'99€ CON ABC

PARA CUALQUIER SUPERFICIE

FUNCIONA SIN CABLES

NOVA LAUS

ABC

- LISTA PARA USO EN SOLO 6MIN
- PRESIÓN VAPOR: 3,5 BAR / POTENCIA 600W
- LIMPIA, DESINFECTA Y DESODORA SIN NINGÚN DETERGENTE
- ECO-FRIENDLY, ECOLÓGICO E INOFENSIVO CON EL MEDIO AMBIENTE
- PINZOS E ACCESORIOS: TAZA GRADUADA, EMBOZO, BUQUILLA LARGA
- LIMPIA EN PROFUNDIDAD: MOQUETAS, CORTINAS, ENCIMERAS, AZULEJOS, CRISTALES, LLANTAS...

+FÁCIL +HIGIENICO +POTENTE

EXAMPLE ADVERTISEMENT ABC

2.2. BENEFITS FOR THE ENVIRONMENT: promotional actions for a quantitative objective for the environment, to obtain a benefit for the future. say, increase the diffusion of the medium.

as Consigue en exclusiva este: **Smartphone G535 Huawei libre** con procesador de 4 Núcleos y conexión 4G

por sólo **99,90€**
PVP: 179,90€

HUAWEI G535

4G LTE Tecnología

Cámara 5MP principal Pantalla 4,5"

Procesador 4 núcleos Memoria interna de 8GB 2000 mAh batería

DOMINGO 13 CARTILLA

Potente y completo Smartphone con tecnología 4G, disfrutarás de la mejor conexión a Internet.

- Pantalla de 4,5" qHD (960x540) 16M Colores.
- Procesador: Qualcomm® Quad Core 1.2 GHz.
- 8 GB de memoria interna y un 1 GB de RAM.
- Bluetooth 4.0 + EDR; A2DP Stereo Bluetooth.
- Cámara trasera 5MP AF con Flash Led; cámara frontal 1MP FF.
- Batería 2000 mAh.
- WiFi; FM Radio; GPS/AGPS.
- Medidas: 131,2 × 65,3 × 7,85 mm.
- Peso: 115g aproximadamente (incluyendo la batería).

HUAWEI **as**

EXAMPLE ADVERTISEMENT DIARIO AS

as Consigue en exclusiva este: **Smartphone G535 Huawei libre** con procesador de 4 Núcleos y conexión 4G

por sólo **99,90€**
PVP: 179,90€

HUAWEI G535

4G LTE Tecnología

Pantalla qHD (960x540) 16M Colores. Procesador: Qualcomm® Quad Core 1.2 GHz. 8 GB de memoria interna y un 1 GB de RAM. Bluetooth 4.0 + EDR; A2DP Stereo Bluetooth. Cámara trasera 5MP AF con Flash Led. Cámara frontal 1MP FF. Medidas: 131,2 × 65,3 × 7,85 mm.

Completo con una batería por separado por 18€ (2000mAh)

Conexión 4G LTE para mayor velocidad y menor consumo de energía. Batería 2000 mAh. Pantalla qHD (960x540) 16M Colores. Bluetooth 4.0 + EDR; A2DP Stereo Bluetooth. Cámara trasera 5MP AF con Flash Led. Cámara frontal 1MP FF. Medidas: 131,2 × 65,3 × 7,85 mm.

HUAWEI **as**

EJEMPLO CARTILLA DIARIO AS

as Consigue en exclusiva este: **Smartphone G535 Huawei libre** con procesador de 4 Núcleos y conexión 4G.

Con procesador de 4 Núcleos y conexión 4G.

- Pantalla de 4,5" qHD (960x540) 16M Colores.
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- Bluetooth 4.0 + EDR; A2DP Stereo Bluetooth.
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- WiFi; FM Radio; GPS/AGPS.
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HUAWEI **as**

EXAMPLE SKIRT

Mundo Deportivo te ofrece en exclusiva la colección de **BUFANDAS ANTONIO MIRO**

Tu complemento perfecto para cada día

1ª entrega **SÁBADO 6 Y DOMINGO 7 DE DICIEMBRE**
BUFANDA GRIS DE PUNTO GRUESO

POR SÓLO 7,95€
Valorado en 90€

Cada fin de semana una nueva entrega

2ª entrega **SÁBADO 13 Y DOMINGO 14 DE DICIEMBRE**
BUFANDA A RAYAS DE PUNTO COMPACTO

3ª entrega **SÁBADO 20 Y DOMINGO 21 DE DICIEMBRE**
BUFANDA BLANCA DE PUNTO GROSERO

4ª entrega **SÁBADO 27 Y DOMINGO 28 DE DICIEMBRE**
BUFANDA DE CUELLO NEGRA

ANTONIO MIRO Este producto ha sido diseñado en exclusiva por ANTONIO MIRO, S.L. para esta promoción

MUNDO DEPORTIVO mundodeportivo.com

EXAMPLES OF CAMPAIGNS MUNDO DEPORTIVO AND LA VOZ DE GALICIA

COBATA
ARMAND BASI

ELEGANTES, MODERNAS Y ÁPTAS PARA LAVADORA.

Al estar en algodón 100% es perfecto para lavarse en lavadora y es ideal para quienes quieren un producto que sea fácil de cuidar y que sea cómodo.

Al estar en algodón 100% es perfecto para lavarse en lavadora y es ideal para quienes quieren un producto que sea fácil de cuidar y que sea cómodo.

1. Bufanda a rayas
2. Bufanda blanca
3. Bufanda azul
4. Bufanda roja
5. Bufanda negra

PRIMERA ENTREGA Domingo 8

COBATA AZUL CON CORDONES 9,95€

Los sábados con **La Voz de Galicia**

2.3. RECRUITMENT SUBSCRIBERS: Actions aimed at increasing the attraction of subscribers for the medium, through a direct gift as consideration for subscription to the newspaper.

EQUIPATE PARA LA VUELTA AL COLE CON EL PAÍS

Llévate gratis con tu suscripción este pack de portátil + impresora HP



Impresora HP
Imprimir, escanear y copiar.
Conectividad: Apple AirPrint™, HP ePrint. Impresión directa inalámbrica, USB Blanco/ Negro y Color.
Capacidad de papel: A4, B5, Letter.
Mejor que A4. Imprime desde el móvil.

Portátil 14" InnJoo LEAPBOOK A100
Procesador Intel Cherry Trail-T3 Quad core Z8350 de hasta 1,84GHz con tecnología 14nm y 64-bit.
2 GB de memoria RAM, pantalla HD de 14 pulgadas y batería de 10000 mAh.

SUSCRIBETE POR SOLO

39⁹⁰€ /mes

902 11 91 11
elpais.com/ir/xxxxxxxx-xxxxxxxx

EL PAÍS

Promoción organizada por EL PAÍS. Válida solo en España y para nuevos clientes de lunes a domingo. Esta oferta está sujeta a control de permanencia de 14 meses. El pago se realizará en la fecha de vencimiento de la oferta.

Suscríbete a EL PAÍS y llévate este altavoz inalámbrico



harman/kardon Onyx Mini
10 horas de reproducción.
Potencia 2 x 6W.
Micrófono para llamadas telefónicas.

Suscripción Premium
Edición impresa de EL PAÍS y todos sus suplementos de lunes a domingo.



valorado en 149€

POR SOLO

39⁹⁰€ /mes

902 11 91 11
suscripciones.elpais.com/oferta/altavoz-premium

EL PAÍS

Promoción organizada por EL PAÍS. Válida solo en España y para nuevos clientes de lunes a domingo. Esta oferta está sujeta a control de permanencia de 12 meses. El pago se realizará en la fecha de vencimiento de la oferta.

EXAMPLE CAMPAIGN SUBSCRIBERS DIARIO EL PAÍS

Celebramos los 200.000 followers de @pedroj_ramirez

Abónete a **EL MUNDO** en ORBYT.

y llévate **GRATIS** un viaje a una ciudad europea para 2 personas Con actividad cultural

SIN SORTEOS

ABÓNATE

1 AÑO POR 120€: GRATIS 1 NOCHE
2 AÑOS POR 240€: GRATIS 2 NOCHES

INCLUYE Pack para 2 personas, GRATIS

VUELO DE IDA Y VUELTA
1 ó 2^{as} noches de Hotel 3* ó 4*
Entradas actividad cultural
Guía de actividades del destino
365 días para disfrutar de esta oferta

(1) Según tipo de avión contratado









MILÁN - BERLÍN - LISBON - LONDRES
AMSTERDAM - ESTAMBUL - VIENA - PRAGA - DUBLÍN
ROMA - BRUSELAS - PARÍS - RIGA - VILNIUS

ORBYT.es

clientesby@orbyt.es / 902 99 99 80

Entra ya en: www.orbyt.es/200mil

EXAMPLE CAMPAIGN SUBSCRIBERS EL MUNDO (ORBYT)

2.4. ONLINE PLATFORMS:

Online platforms entirely made by marketnova Group. Within the Media channel we differentiate three types of platforms: Direct sales platforms via SMS, e-commerce platforms and loyalty platforms.



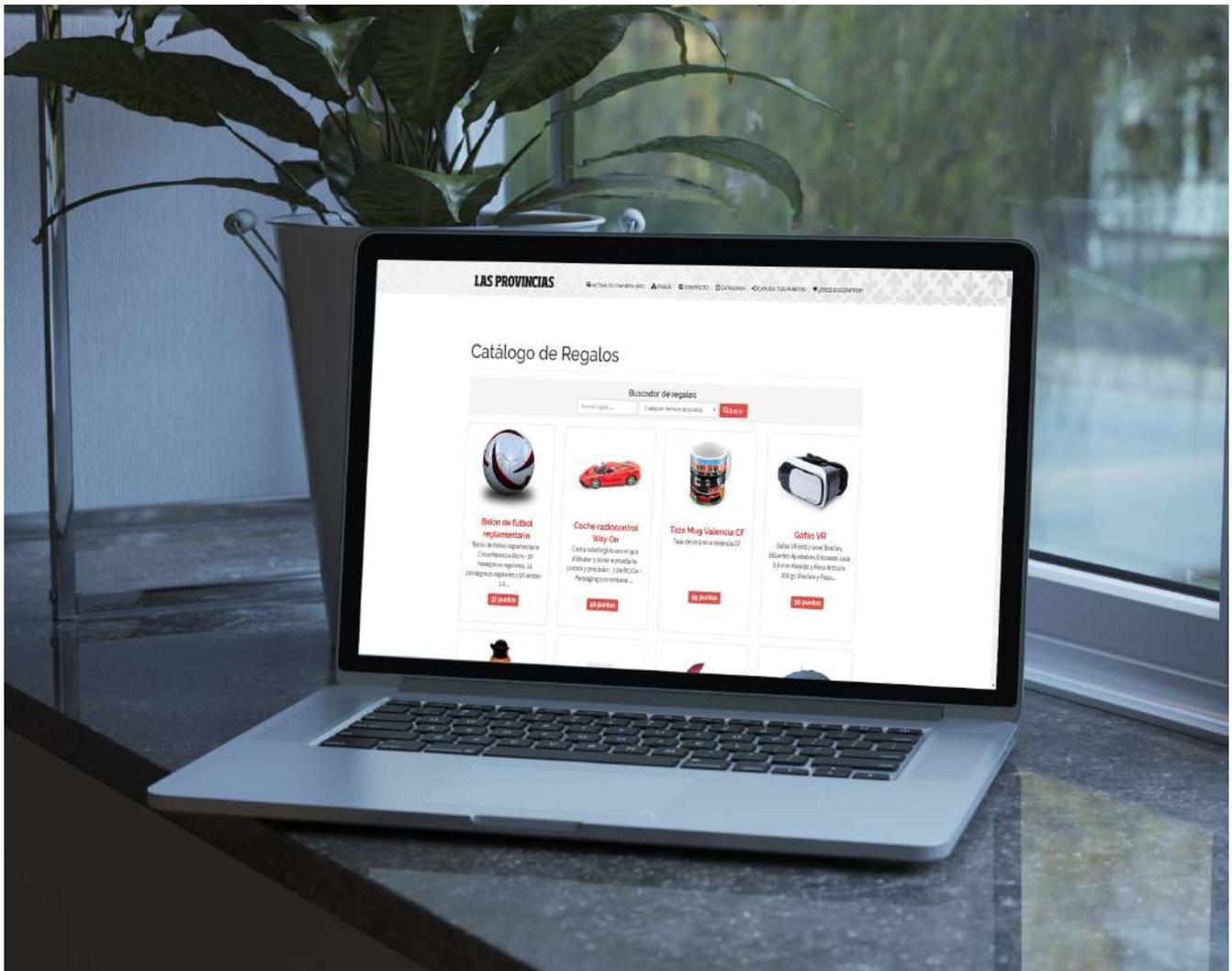
EXAMPLE DIRECT SELLING PLATFORM WITH SMS FOR DIARIO AS
<https://as.contacnova.es/602-cafetera-dolce-gusto>



EXAMPLE E-COMMERCE PLATFORM GRUPO NOTICIAS
<https://tienda.gruponoticias.es>



EXAMPLE LOYALTY PLATFORM MASMARCA
<https://www.masmarca.com>



EXAMPLE LOYALTY PLATFORM LAS PROVINCIAS
<https://tarjeta-oro.lasprovincias.es/oro/catalogo-publico.jsp>

3- LARGE ACCOUNTS

3.1. LOYALTY CATALOGUES: Our catalogue management system, call center and logistics platform, allow a full control over our partner's loyalty catalogues.

1 amigo

- TARJETA REGALO DE SOLRED O EL CORTE INGLES DE 60€**
- QUIMNASIO WHOLETRAINER**
- SMARTWATCH**
- SET DE CUCHILLOS**

2 amigos

- TARJETA REGALO DE SOLRED O EL CORTE INGLES DE 60€**
- ROBOT ASPIRADOR CONGA COMPACT**
- ROBOT DE COCINA**
- FREIDORA DIETETICA**

3 amigos

- TARJETA REGALO DE SOLRED O EL CORTE INGLES DE 90€**
- SMARTPHONE**
- CÁMARA DEPORTIVA**
- TABLET 7" ELEMENTS**

EXAMPLE LOYALTY CATALOGUE SECURITAS DIRECT "TRAER UN AMIGO"

CATÁLOGO DE REGALOS PROMOCIONALES

SEAT

CATÁLOGO PROMOCIONAL REGALO

SEAT

SMARTPHONE HUAWEI Y6

SMARTPHONE HUAWEI PB LITE

LG TELEVISOR LED LG 22"

LG TELEVISOR LED LG 28"

SMARTPHONES

TV

EXAMPLE LOYALTY CATALOGUE SEAT

3.2. DIRECT GIFT: The perceived value for the customer is greater when you give them a gift than when you give them a discount of the same value.



EXAMPLE AMBR CAMPAIGN



EXAMPLE PHONEHOUSE CAMPAIGN



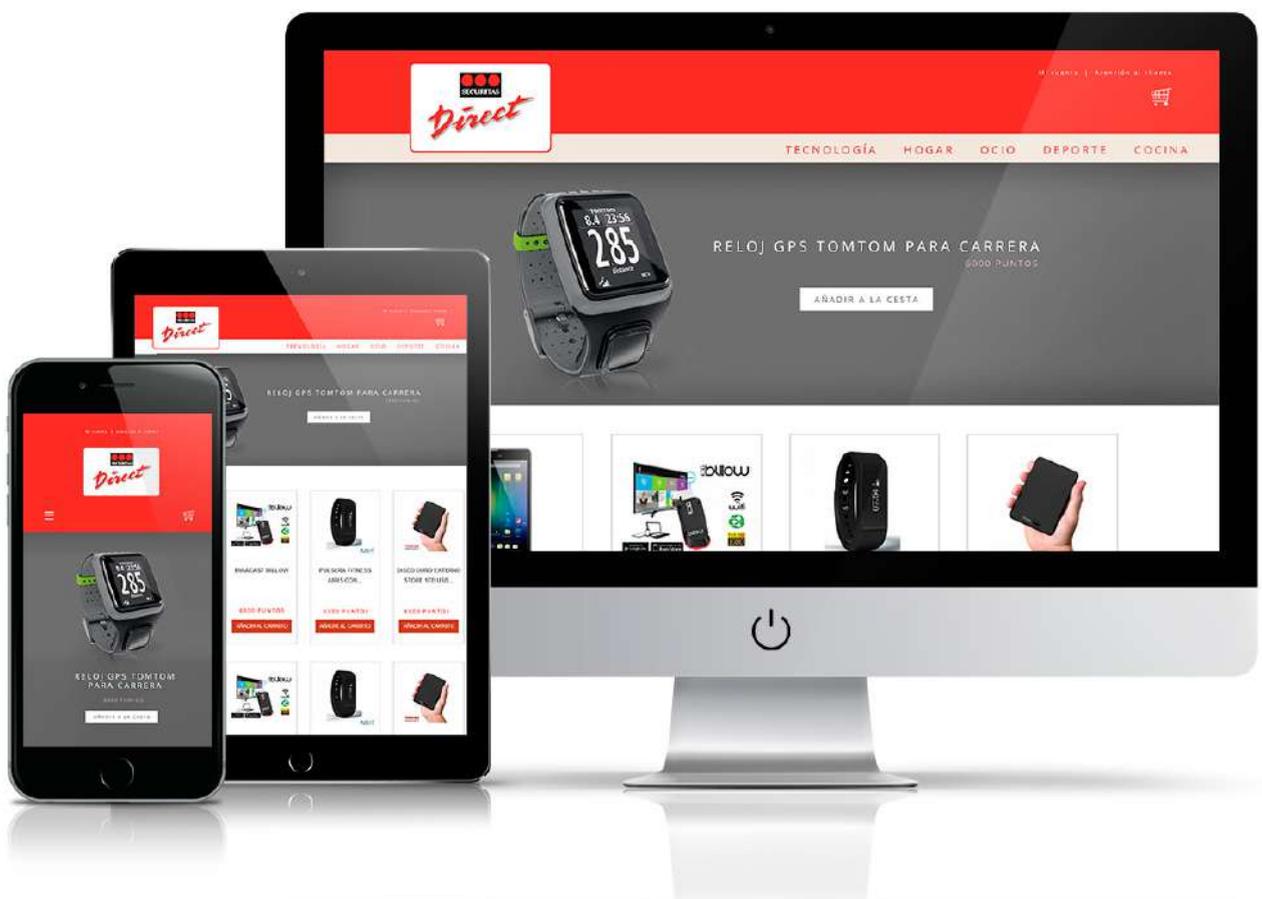
EXAMPLE RAJAPACK CAMPAIGN

3.3. CONTEST: We manage to get the clients attention in a market saturated by offers with a minimum cost



EXAMPLE PANRICO COMPETITION

3.4. LOYALTY PLATFORM: Creation of an internal sales portal as a means of motivation to employees, with a platform based on the exchange of points earned by employees when developing different actions that build customer loyalty with them and with the customer by products.



Example Loyalty Platform SECURITAS DIRECT

OUR SERVICES

2 - MARKETING CONSULTING

Grupo Marketinnova offers their clients personalized advertising campaigns as strategic development of customer loyalty, and profitability for their clients, through the creation of a bond of trust between the customers and the company.

This bond allows the client to profit from their efforts through the change it causes in customer behavior, who end up economically preferring the company when they perceive a positive series of incentives both before and after the sale.

Through an exclusive, personalized Advertising Project, supported by an original program of controlled activity, we guarantee mass participation in the clients' overall advertising campaign.

MARKET RESEARCH

To know where we go, we need to know where we are, with the aim we provide our clients with the most advanced techniques of quantitative and qualitative analysis to research different target customer, the competition and market opportunities.

MARKETING CONSULTING

Grupo Marketinnova collaborates as a partner in the choice of marketing objectives and helps to develop the best strategy to achieve them, with all the necessary tools.

ADVERTISING

The product choosed could be correct, but without a good communication strategy, sales won't come. For this reason, we worry in every aspect for your brand position to be something unique in the mind of the consumer.

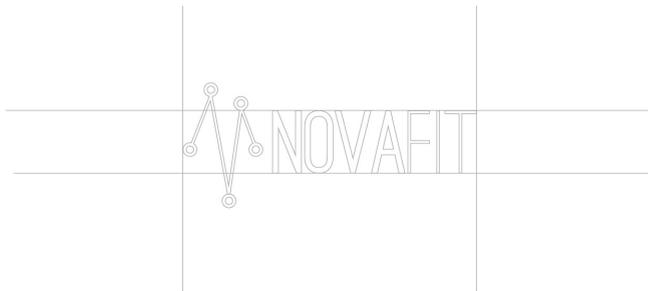
OUR SERVICES

3- DESIGN AND IMAGE

It is our policy to help your company to achieve its goals. To this effect, we take care that our designs sell and collaborate to create a lasting brand.

Among our services, we can highlight:

LOGOTYPE CREATION





PACKAGING



BUSINESS STATIONERY



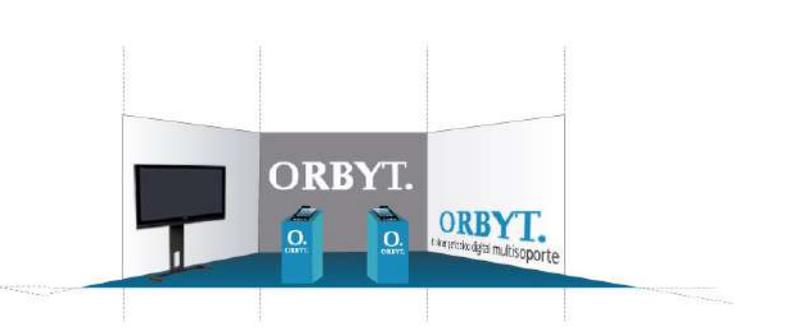
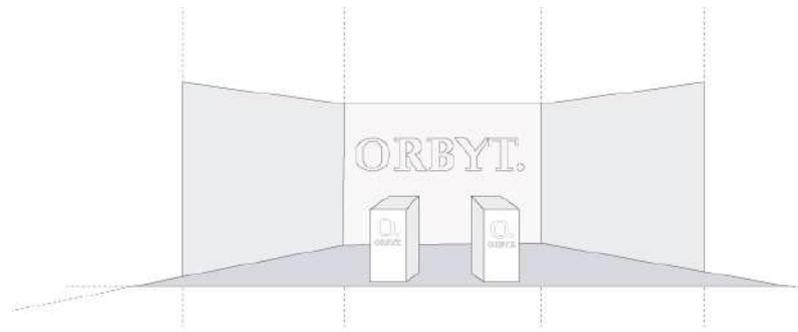
BROCHURES



GRAPHIC CREATIVITIES



EVENT MANAGEMENT



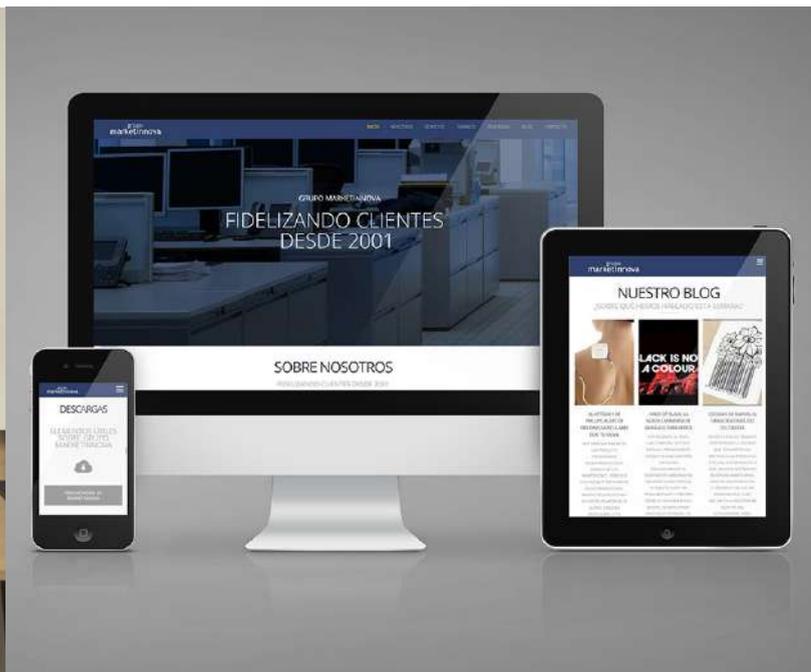
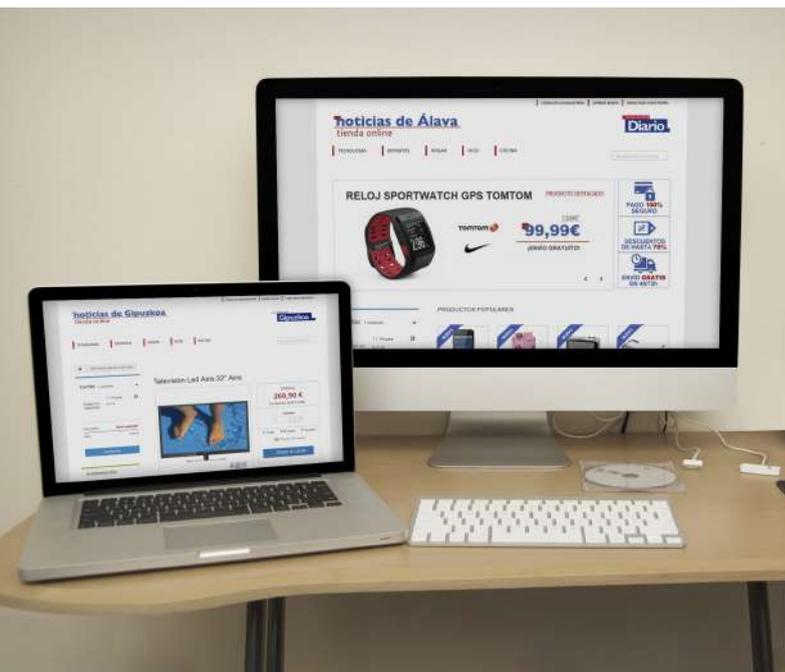
OUR SERVICES

4- WEB DEVELOPMENT

We offer creation, development, and maintenance of personalized websites which are adapted to the particular needs of each client.

Our team of professionals adapts the corporate image to each media source and creates a stable, serious identity, as well as a user-friendly environment.

We adapt our websites for various devices with a responsive design, for mobile phones as well as tablets, with distinct screen resolution. All of your customers will be able to access your information and your products from any device, without viewing problems.



OUR SERVICES

5- COMMUNITY MANAGEMENT

At Marketinnova we specialize in online Marketing. We offer management strategies for social networks and social media, creating a relative content for your company and taking it to all corners of the market through the internet, thus achieving to make your company known to potential customers throughout the world.

We also offer web placement services (SEO), gradually improving your web presence on the most important search engines in the world thereby increasing your market share. We also run marketing campaigns through search engines (SEM), designing advertising campaigns to fit your needs or implementing sponsored ads on the main search engines of the country, always according to the client's theme.



OUR SERVICES

6- ADVERTISING CLAIM

Our catalogs contain more than 3,000 items that can be silkscreened with your company's logo.

An advertising slogan is a low cost way to produce a big impact with your brand, and create familiarity and loyalty in your potential customers.



OUR CUSTOMERS

FINANCE SECTOR

BBVA



Deutsche Bank

Sabadell



EVO
BANCA INTELIGENTE

Bantierra

Liberbank

MASS MEDIA



Unidad Editorial

MARCA

EL PAÍS

ABC

el Periódico



vocento

EL MUNDO



*el*Correó DE ANDALUCÍA

EL DIARIO
MONTAÑÉS

EL CORREO

El Norte de Castilla

FARO DE VIGO



SUR

LA RAZÓN

GRUPO JOLY

La Voz de Galicia

La Región

LAS PROVINCIAS

OUR CUSTOMERS

LARGE ACCOUNTS



The Phone House



RAJAPACK
N°1 IN EUROPE FOR PACKAGING

zoiloríos 



ALAINAFFLELOU
— Óptico —



Carrefour 

Mercedes-Benz



PANRICO



CONSULTING AND DESIGN



Ecoil



MindCompanySport
Método de coaching empresarial dirigido por entrenadores de élite



WEB DEVELOPMENT



BBVA



Sabadell

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