



SUM OUR EXPERIENCE TO BOOST YOUR BUSINESS

SMART, the right partner to help you build your **business growth** through proven **commercial & marketing strategies** combining **innovative tools** and a **team of experts** in **Latam** markets





WHY US?



We have a **practical approach** for each project. **We have been on your side** and learned that strategies that look good on paper are only relevant when they generate value to the business



The **profitable growth** of your business is our top priority and our reward. We are equipped with **methodologies & tools** to generate growth



We are a combination of **commercials and marketing experts** with +18 years experience in **Americas region** leading multiple strategic projects for FMCG multinational companies

SOLUTIONS





BUSINESS STRATEGY

|ROUTE TO MARKET|

Methodologies and roadmap for companies to get their products from the factory or warehouse to the end-users, customers, or distributors

|COMMERCIAL & MARKETING PLANS|

Define your business game plan to achieve desired goals, elevate the understanding of context, category, competition to organize brands and resources to win in the market

|RETAIL CHANNEL STRATEGY|

From segmentation to strategy execution we guide your organization in the path to success. Our secret weapons: Proved methodologies and 15 year of experience in the consumption industry.

|LOYALTY & ACTIVATION PROGRAMS|

Design and execution of activation programs, with focus on the middle client. (Back Line marketing) Volume activation Internal & External, Loyalty programs.

|E-COMMERCE & SOCIAL MEDIA|

Develop your e-commerce sites and ecosystem to support effective sales. Social Media, Ads, Websites

|INFLUENCERS & CELEBRITIES MANAGEMENT|

Connect your brands with consumers through strategic campaigns with local influencers and international celebrities

|SALES CAPABILITIES|

Built your competitive advantage developing a skilled and effective sales team with our on-site & digital training programs proven in more than 35 markets

|TRAINING PLATFORMS|

Innovative communication platform to enable sellers with programs, launches and promotions, in an effective and dynamic way



e-TOOLS

The background of the left side of the slide is a solid yellow color. Overlaid on this background are three thick, light-yellow arrows pointing upwards and to the right, arranged in a slightly staggered, parallel fashion.

EXPANSIONS

[SALES REPRESENTATION]

Make sure your business stays ahead of the game when considering selling internationally or a sales representative abroad



CHANNEL STRATEGY

Powered by:

COLECTIVO
TRADE MARKETING AGENCY

BRING BRANDS
TO LIFE
DELIVERING
THE **RIGHT** MESSAGE
IN THE **RIGHT** PLACE
AT THE **RIGHT** MOMENT
WITH THE **RIGHT** MATERIALS



WHAT ARE THE “RIGHT” THINGS ?

CHOOSING THE RIGHT SHOT

**EVERY
OUTLET IS
DIFFERENT**

**WHAT ARE THE
CORRECT MESSAGES
FOR EACH MATERIAL
IN EACH OUTLET ?**

**WHAT ARE
THE RIGHT
MATERIALS ?**

DIFFERENT IDEAS ABOUT “CORRECT”

DIFFERENT DISTRIBUTORS TO EXECUTE THEM

DIFFERENT DISTRIBUTOR REALITIES

STRATEGY



From segmentation to strategy execution we guide your organization in the path to success.

Our secret weapons: Proved **methodologies** and **15 year** of experience in the consumption industry.

- Segmentation
- Channel Strategy
- Category Management
- Go to Market
- Perfect Execution (point of sales)



e-TOOLS

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DM▲



E-COMMERCE & SOCIAL MEDIA

sundemo.com.ar

Google Server Lectura Bancos Clientes Herramientas

INICIO PRODUCTOS **HAVANNA** MI CUENTA CONTACTO


50 % OFF

COMPRÁ DOS PRODUCTOS IGUALES
Y TE LLEVAMOS EL SEGUNDO
A LA MITAD DE PRECIO!

COMPRAR

Disponible para CABA y GBA.

DE DESCUENTO EN LA SEGUNDA UNIDAD. PROMOCIÓN PARA LINEAS DE ALFAJORES (EXCEPTO NABIZ), 70% CACAO PURO, HAVANNETS, GALLETITAS, BARRITAS, CHOCOLATES Y MERCHANDISING. LÍMITE 1 UNIDAD POR CLIENTE. CANTIDAD MÁXIMA 100 UNIDADES. LÍMITE DE CANTIDAD MÁXIMA 100 UNIDADES. LÍMITE DE CANTIDAD MÁXIMA 100 UNIDADES. LÍMITE DE CANTIDAD MÁXIMA 100 UNIDADES.



HAVANNETS GALLETITAS BARRITAS CHOCOLATES MERCHANDISING

HAVANNA

#HAVANNAENCASA

Con tu compra mayor a \$2.700
(Cada día de nuestros productos)

ALFAJORES HAVANNETS

GALLETITAS BARRITAS

Merchandising

Havanna Argentina con Jessica Vasquez Haro y 7 personas más.
Publicado por Damián Damián [?] · 30 de junio · 🌐

Vení frío. No te tenemos miedo.



Orgánico Pagado
174.098 753.265

927.963 [Publicar publicación](#) [Promocionar publicación](#)

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CFL HID HID

LED LED TU

LATTE

HAVANNA

Havanna Argentina
Publicado por DM Fusion con [?] · 1 de agosto a las 17:30 · 🌐

Tenemos muchos cafés que quieren conocer la ciudad. Sacalos a pasear y convertite en uno de los #PaseadoresDeCafé



LOCAL INFLUENCER MANAGEMENT



12 Publicaciones 67 mil Seguidores 7,116 Seguidos

PedidosYa Panamá
Appetito24 ahora es PedidosYa, la marca líder en Delivery de Latinoamérica. Restaurantes, mercados, bebidas, mensajería y más. 🍔🛒📦
Descarga la app bit.ly/PedidosYaPa
interfuerza_inc, soyamipineda y 49 más siguen esta cuenta
[Ver traducción](#)

Siguiendo Mensaje Correo

Convience s... PedidosYa Ingresar cu...

¡Vuelve! **WEEK VISA** del 12 al 26 de noviembre
pídelo por **PedidosYa**

¡ESTAMOS EN AZÚERO!

Este cambio viene con **PromosYA**

OBJECTIVE:
Launch App in Venezuela
ReBranding in Panama

Content Strategy: Brand Awareness
Call to Action: Conversion & Migration

Results in 5 weeks:
+74 influencers Mega, Macro, Micro, Nano

+485 assets (post, videos, reels, stories)

+1 Million users reach

78k likes, 2k comments, 50k interacciones
Net followers account growth
+Sales increase

CELEBRITIES CAMPAIGNS



BRAND INTEGRATION: Maluma & Martin Garrix



ENDORSEMENT: Maluma & Adidas



COPA DEL MUNDO: Rusia 2018



BRANDED CONTENT: I love you hater

SALES CAPABILITIES

Powered by:



*Developed Sales
academy for Americas
region*

+15K Front line sales
employee trained

+500 Trainings in **every**
country of the americas

+40 Distributor in 35
different countries

*Spanish, English,
French*

Virtual workshop

*Outstanding, Capable,
Motivated, Team*

*Mark Hunter **USA**, CEO The Sales Hunter*

*Consistent, Responsive, Proactive,
Personal*

*Stephanie de Wolf, **Amsterdam***

Mexico Apasionado, Entregado,
Alto nivel de servicio

M.Bernal

Puerto Rico Excellent Resource,
Highly capable, great
profesional

F. Rodriguez

*“Experto en enseñar de
manera práctica” Daniel Moran,*

Ecuador

*Logra transmitir de
manera directa en
lenguaje de la audiencia
(vendedor, supervisor,
mercaderista). Azuri Lopez*

*Concise, Informative, Fun,
Interactive*

***Barrington Archer,**
BAHAMAS*

Panama



TRAINING PLATFORMS

Powered by:

COLECTIVO
TRADE MARKETING AGENCY

TRAINING PLATFORMS

Innovative digital tool to enable sales rep, retailers, bartenders, merchandisers, etx with monthly programs, launch and promotions for a better execution in the point of sale.

Simple, Inspiring, Mobile and in real-time

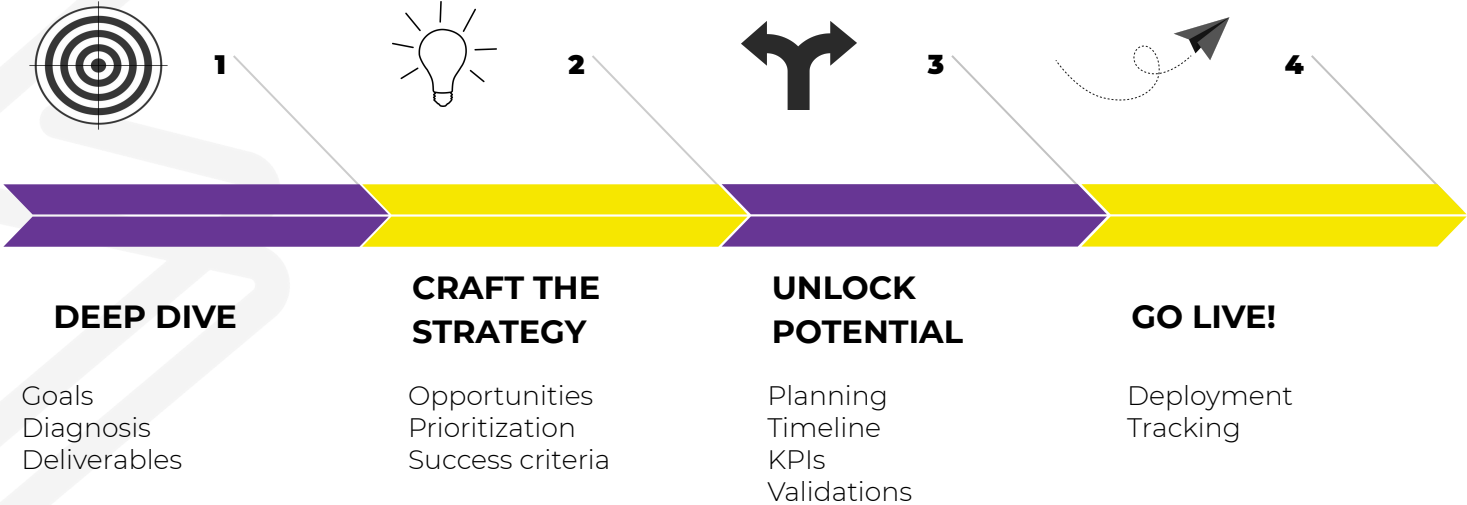
- Giving them the materials they need
- With Messages they understand
- Through Platforms they use
- And tools that empower them

... while we measure, improve and ensure understanding



OUR APPROACH

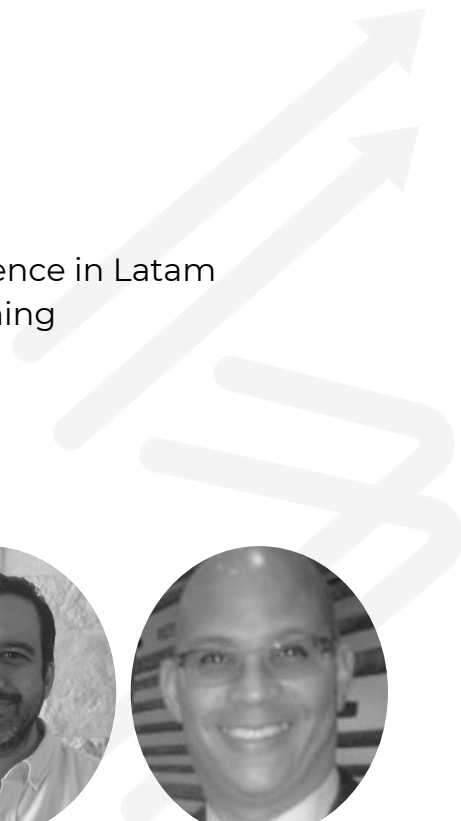
WE KEEP IT SIMPLE



TEAM

Group of former executives of FMCG companies, with +18 years experience in Latam markets combined commercial, marketing, trade-marketing and training knowledge to add value and support to your organizations.

This is how SMART started its successful journey





<https://smrt.one/>

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