

DECEMBER 20

ROCÍO MONTES SUÁREZ | QUADROSPHERA



THE KOOPLES
PARIS

COMMUNICATION
strategy



DECEMBER 20

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WHAT'S THE CURRENT SITUATION OF TK SPAIN?

WHAT'S OUR OBJECTIVE?

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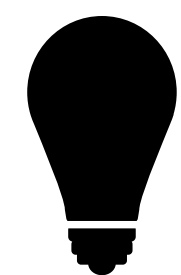
WHAT'S OUR STRATEGY?

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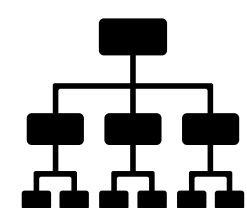
WHAT WILL THE RESULTS BE?

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WHO ARE WE?



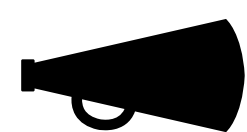
CONCEPT



STRATEGY



PRODUCTION



DIFFUSION

We are QUADROSPHERA, an advertising agency specialized in digital strategies and production of multimedia content.

With more than ten years of experience, we accompany brands on the process of campaign development from both the conception and production of the idea until the dissemination of advertisings that make up the campaign to ensure good communication and therefore, assuring the growth of the brand.

WHAT'S THE CURRENT SITUATION OF THE KOOPLES SPAIN?

S **STRENGTHS:** Strong brand identity and POS with a lot of personality.

W **WEAKNESSES:** Low transit in POS, lack of tourism.

O **OPPORTUNITIES:** communicate with local target through online and offline content.

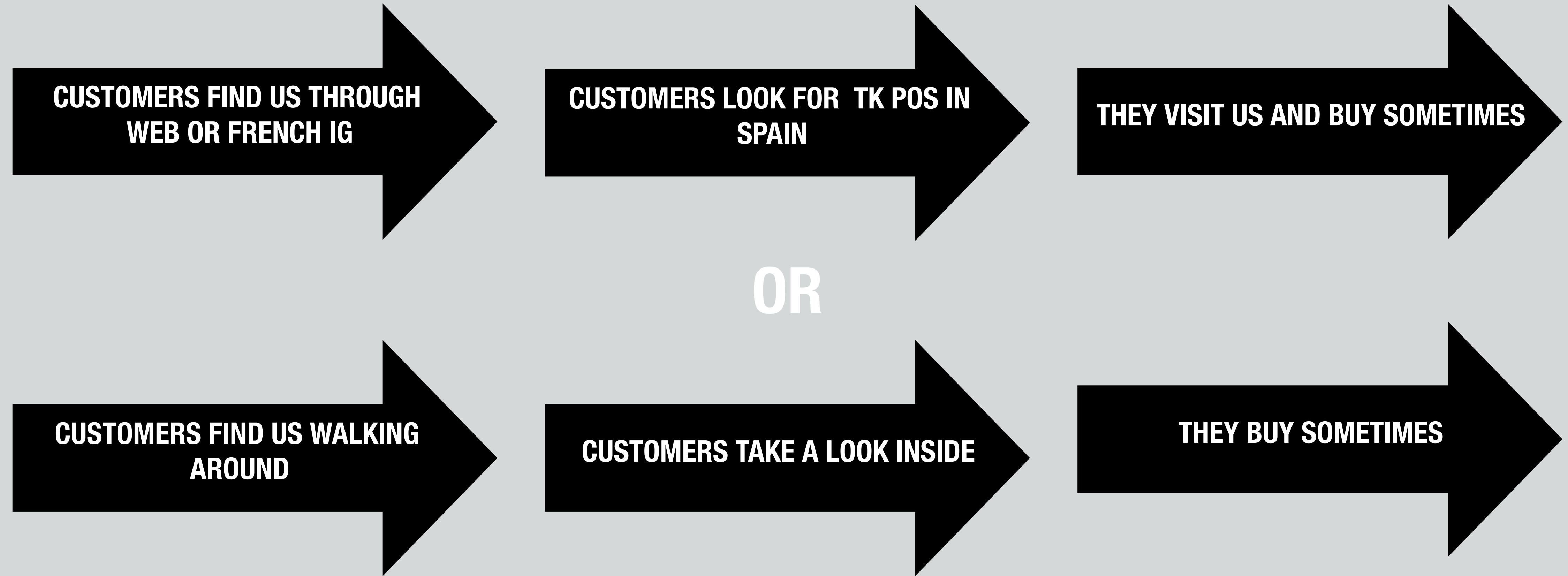
T **THREATS:** confinements, economic crisis, uncertainty.



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CURRENTLY THE PURCHASE PROCESS IS LINEAR AND NOT CIRCULAR



WE NEED CUSTOMERS TO RETURN AGAIN ONCE THEY HAVE PURCHASED

WHAT'S OUR OBJECTIVE?

SEND TRAFFIC TO POS.

ATTRACT NEW CUSTOMERS.

ENCOURAGE CUSTOMER LOYALTY.

WHO ARE WE FOCUSING ON?

OBJECTIVELY OUR TARGET IS...

Men and women between 25 & 50 years of age.

Medium to high economic and cultural status.

They live in the city or come for a visit.

**Interests: fashion, music, art, culture,
social media, trends and traveling.**

**CREATIVE INDIVIDUALS
AND ACTIVE ON SOCIAL MEDIA.**



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¿WHAT DOES HE THINK?
¿WHAT DOES HE FEEL?

- ★ IN SPAIN IT'S VERY DIFFICULT TO FIND STORES THAT MARK A DIFFERENCE
- ★ I LIKE TO REFLECT ON WHAT I'M GOING TO WEAR
- ★ I DON'T CARE ABOUT PEOPLE LOOKING AT ME FOR HAVING A DIFFERENT STYLE



Miguel
49

¿WHAT DOES HE SEE?

- ★ PEOPLE SPEND LESS TIME THINKING ABOUT THEIR LOOKS
- ★ IN SPAIN THERE'S LESS INSPIRATION FOR FASHION
- ★ HE NOTICES THE OUTFITS WORN BY HIS FRIENDS WITH OTHER PROFESSIONS

musician

He lives in Paris but he returned to Spain to help his family during Covid

- ★ I WILL CONTINUE WEARING MY STYLE
- ★ I BOUGHT THE KOOPLES IN PARIS BUT I DON'T KNOW IF THERE'S ANY IN SPAIN
- ★ I CAN'T FIND ANYTHING LIKE THE KOOPLES IN MADRID

¿WHAT DOES HE DO?
¿WHAT DOES HE SAY?

¿WHAT DOES HE HEAR?

Rainy

- ★ HE CAN'T FIND BRANDS HE LIKES AND HE PREFERENCES TO BUY IN STORES INSTEAD THAN ON THE WEB
- ★ IN SPAIN IT SEEMS THE ONLY MODERN OPT FOR MEN IS ZARA

Gains

- ★ HE ALREADY KNOWS THE KOOPLES AND HE LIKES IT
- ★ HE'S LOOKING FOR BRANDS THAT WILL FIT HIS STYLE

¿WHAT DOES SHE THINK?
¿WHAT DOES SHE FEEL?

- ★ I HAVE NO IDEA ON HOW TO LOOK DIFFERENT FOR WORK
- ★ TYPICAL OFFICE LOOKS BORE ME
- ★ I WOULD LIKE TO WEAR MY OWN STYLE AT WORK



Maria
38

¿WHAT DOES SHE SEE?

- ★ LOOKS THAT INFLUENCERS UPLOAD ON THEIR PROFILES
- ★ FASHION MAGAZINES FOR INSPIRATION
- ★ CHECKS OUT THE OUTFITS WORN BY HER CO-WORKERS AT THE OFFICE

lawyer

She lives on Velazquez street and she works in a law firm at Serrano street

- ★ I WANT TO MAKE A DIFFERENCE
- ★ THE STYLE CONCEPT OF A LAWYER IS OUTDATED
- ★ I DON'T CARE ABOUT SPENDING MONEY IF THE BRANDS WHERE I'LL BUY FROM STAND DIFFERENT

¿WHAT DOES SHE DO?
¿WHAT DOES SHE SAY?

¿WHAT DOES SHE HEAR?

Rainy

- ★ SHE LIKES ROCK MUSIC AND CARRIES TATTOOS. IT DOESN'T SEEM TYPICAL IN A LAWYER
- ★ THE BRANDS SHE FREQUENTS DON'T HAVE PRODUCTS THAT SUIT HER STYLE

Gains

- ★ SHE HAS A STRONG PERSONALITY AND SHE BREAKS THE STEREOTYPES OF WHAT A LAWYER WOULD WEAR
- ★ SHE WANTS TO BE ADVISED ON HOW TO ADAPT HER WORK LOOKS TO HER OWN STYLE

WHAT'S OUR
STRATEGY?

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WE WILL FOCUS ON A CIRCULAR SALES PROCESS. IN ORDER TO ACHIEVE THAT OUR GOAL IS TO IMPRESS AND ATTRACT (WITH A STRATEGY), ATTRACT AND CONNECT (WITH MARKETING TOOLS) AND CONNECT AND IMPRESS ONCE MORE (WITH THE SALES PROCESS). THIS WAY WE'RE BACK AT THE STARTING POINT, EFFECTIVELY GOING FULL CIRCLE. TO ACCOMPLISH THIS WE WILL PUT IN PRACTICE THE FOLLOWING TOOLS.

FIRST PART OF CIRCULAR SALES PROCESS...



CURRENTLY WE LIVE
SURROUNDED BY
ADVERTISING AND IT'S
NECESSARY TO APPEAL TO
THE FEELINGS

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FOR THIS REASON WE WORKED ALONGSIDE THE CONCEPT "WE ARE THE KOOPLES" TO PUT IN PRACTICE DURING THE CURRENT PANDEMIC AND DEVELOPED THE FOLLOWING CONCEPT...

WE ARE TOGETHER

... BECAUSE IT ENCOMPASSES MORE DEPTH OF FEELINGS: WE SHOULD JOIN TO OVERCOME THIS SITUATION, TOGETHER IN LOVE, TOGETHER AS FAMILY.

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HOW WILL WE
CARRY OUT OUR
STRATEGY?

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PROPOSAL

Ads

**PROMOTION OF CREATIVE PIECES
(ALREADY EXISTING OR NEW ONES)
FOCUSED ON THE LOCAL TARGET AND
SEGMENTED BY AREAS THROUGH
DIFFERENT CHANNELS: GOOGLE AND THE
PRIMARY SOCIAL NETWORKS:
INSTAGRAM, YOUTUBE, FACEBOOK,
PINTEREST, TIKTOK...**

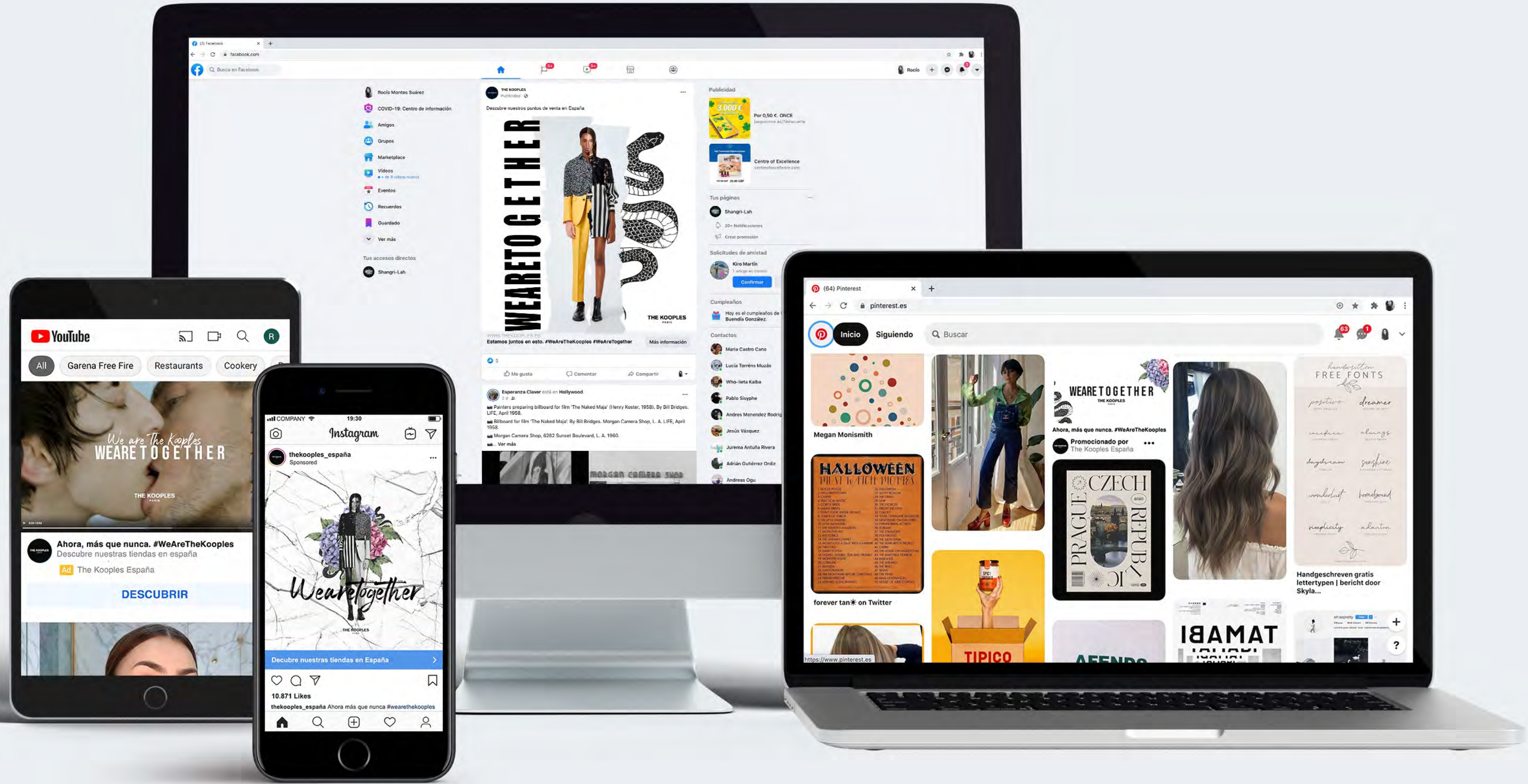
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IN THIS CASE WE USE DIFFERENT GRAPHICS ADAPTED TO EACH KEY SOCIAL NETWORK. COLLAGES INSPIRED THE CONCEPT OF "UNITY - TOGETHERNESS" BECAUSE WE CAN SHOW AS ONE, MEN, WOMEN, BODIES, FACES, AND GARMENTS AS ONE SINGLE CREATIVE PIECE. THE CREATIVITIES WE WILL REVEAL ARE JUST AN EXAMPLE BECAUSE WE CAN DEVELOP INFINITE GRAPHICS.

ALSO THE TEXTS (SEO), INFORMATION, HASHTAGS, AND CALL TO ACTION BUTTONS ARE VERY IMPORTANT IN THIS STRATEGY...



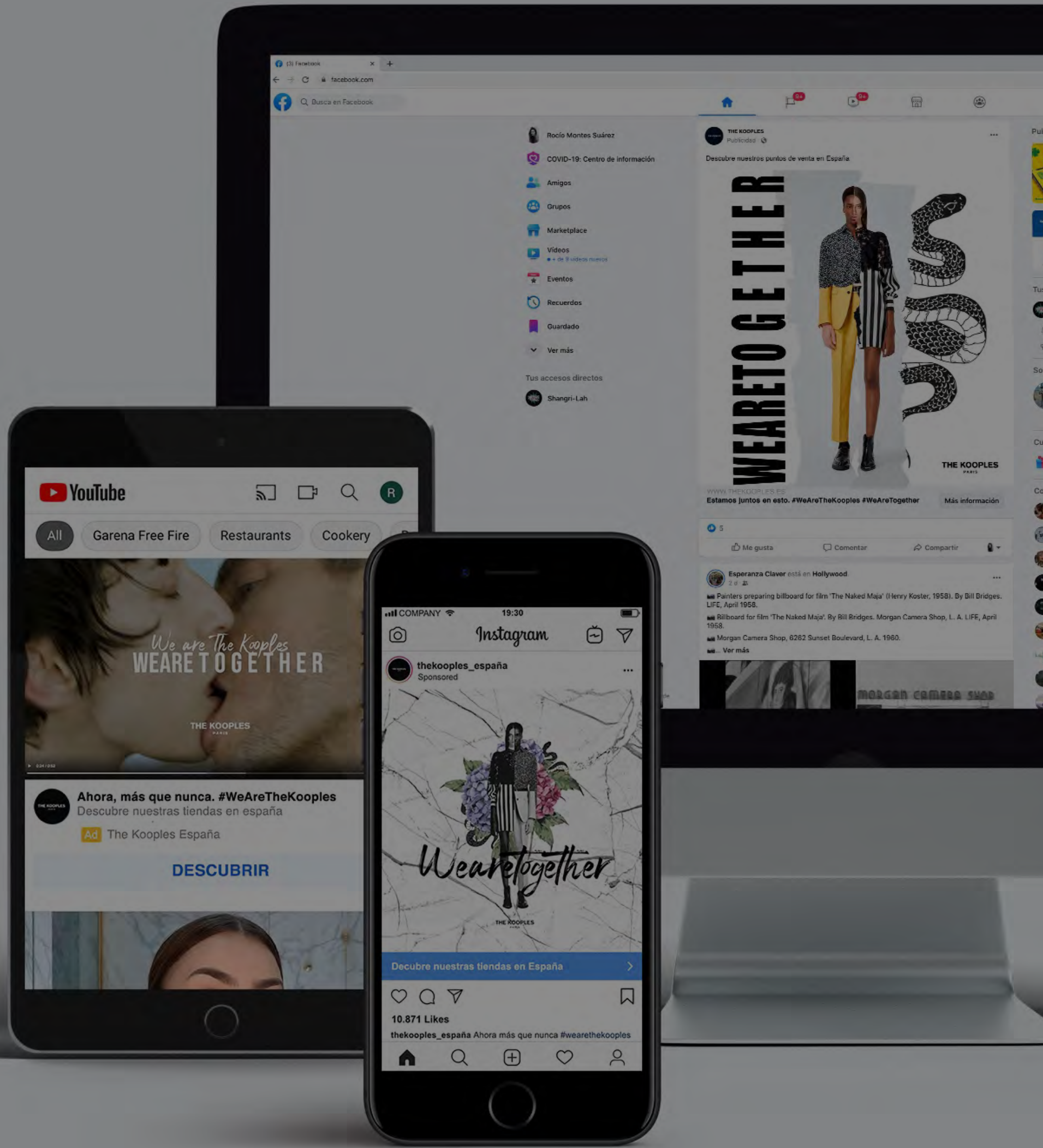
Facebook post for THE KOOPLES featuring a woman in a yellow and black outfit with the text 'WEARETOGETHER' and 'THE KOOPLES PARIS'.

- Publicidad: 3.000 € Por 0,50 € ONCE
- Tus páginas: Shangri-Lah
- Solicitudes de amistad: Kiro Martín
- Cumpleaños: Hoy es el cumpleaños de Buendía González
- Contactos: Maria Castro Cano, Lucía Torrens Muzás, Who-letta Kalba, Pablo Sisypho, Andres Menendez Rodrig, Jesús Vázquez, Jurema Antuña Rivera, Adrián Gutiérrez Ordiz, Andreas Ogu

Pinterest board featuring various pins including 'Megan Monismith', 'HALLOWEEN', 'PRAGUE REPUBLIC', and 'Handgeschreven gratis lettertypen'.

YouTube video player showing 'We are The Kooples WEARETOGETHER' and an advertisement for 'The Kooples España' with a 'DESCUBRIR' button.

Instagram post for 'thekooples_españa' featuring a woman in a black and white outfit with the text 'Wearetogether' and '10.871 Likes'.



Descubre nuestros puntos de venta en España

WEARETOGETHER



THE KOOPLES
PARIS

WWW.THEKOOPLES.ES

Estamos juntos en esto. #WeAreTheKooples #WeAreTogether

Más información

👍 5

👍 Me gusta

💬 Comentar

➦ Compartir



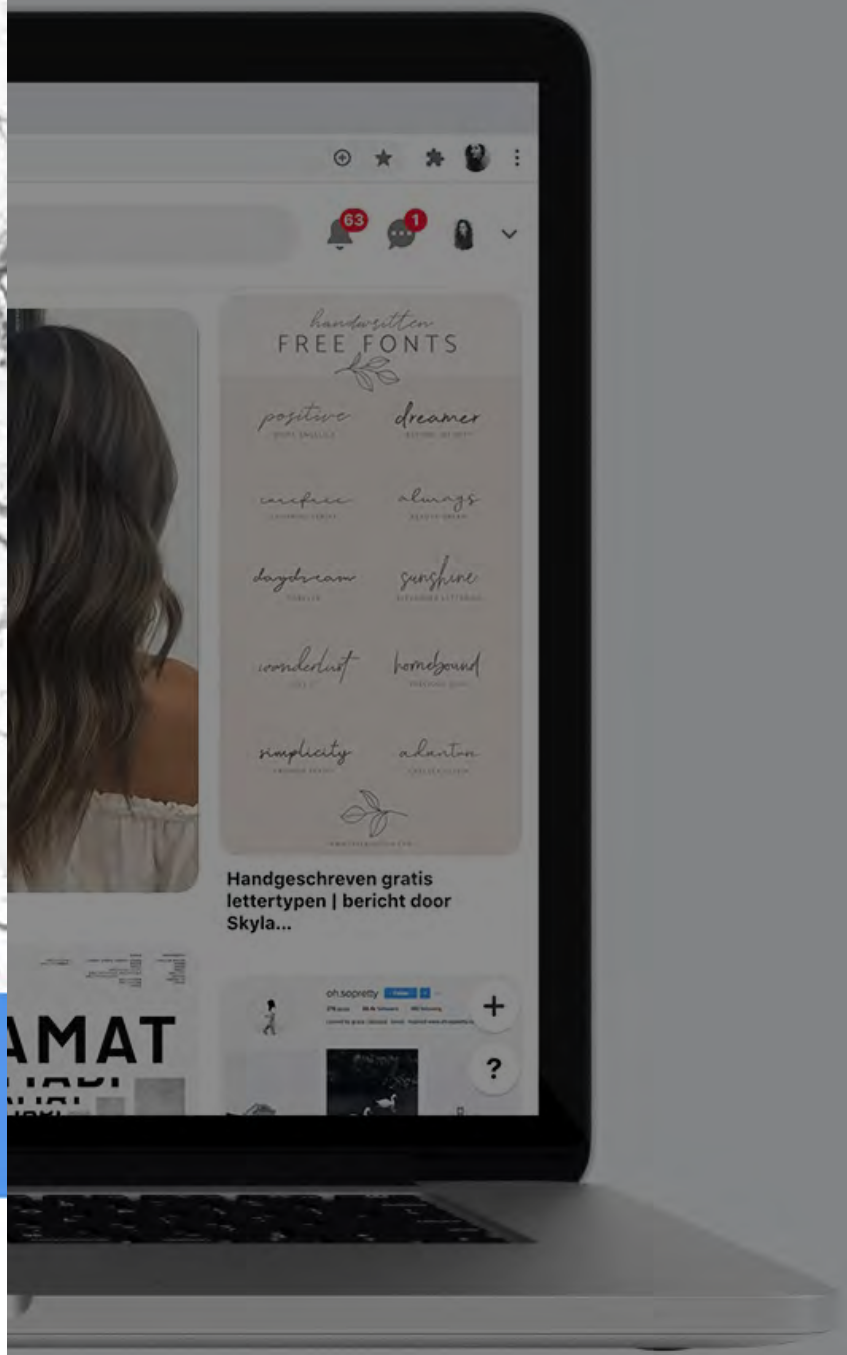
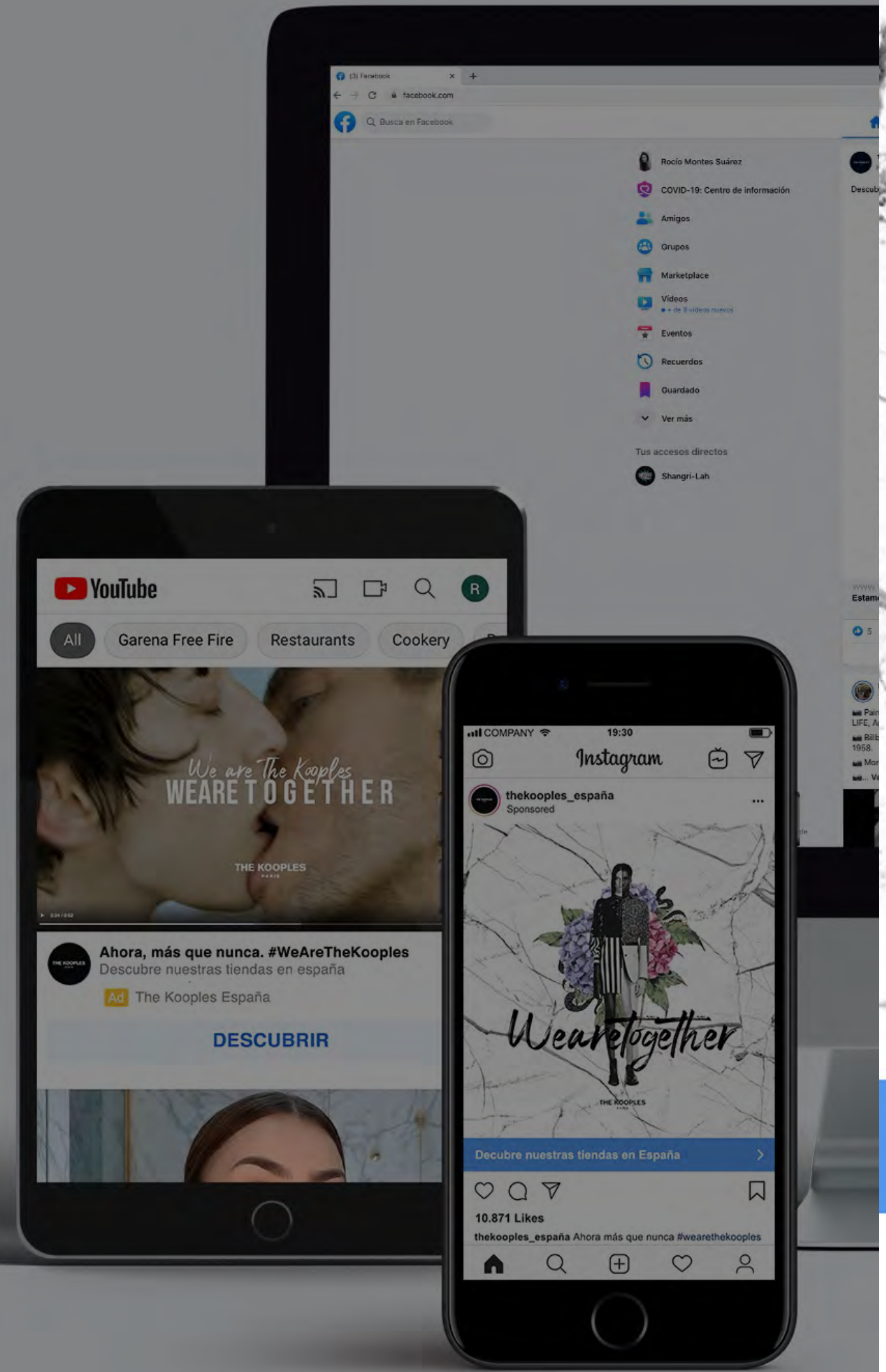


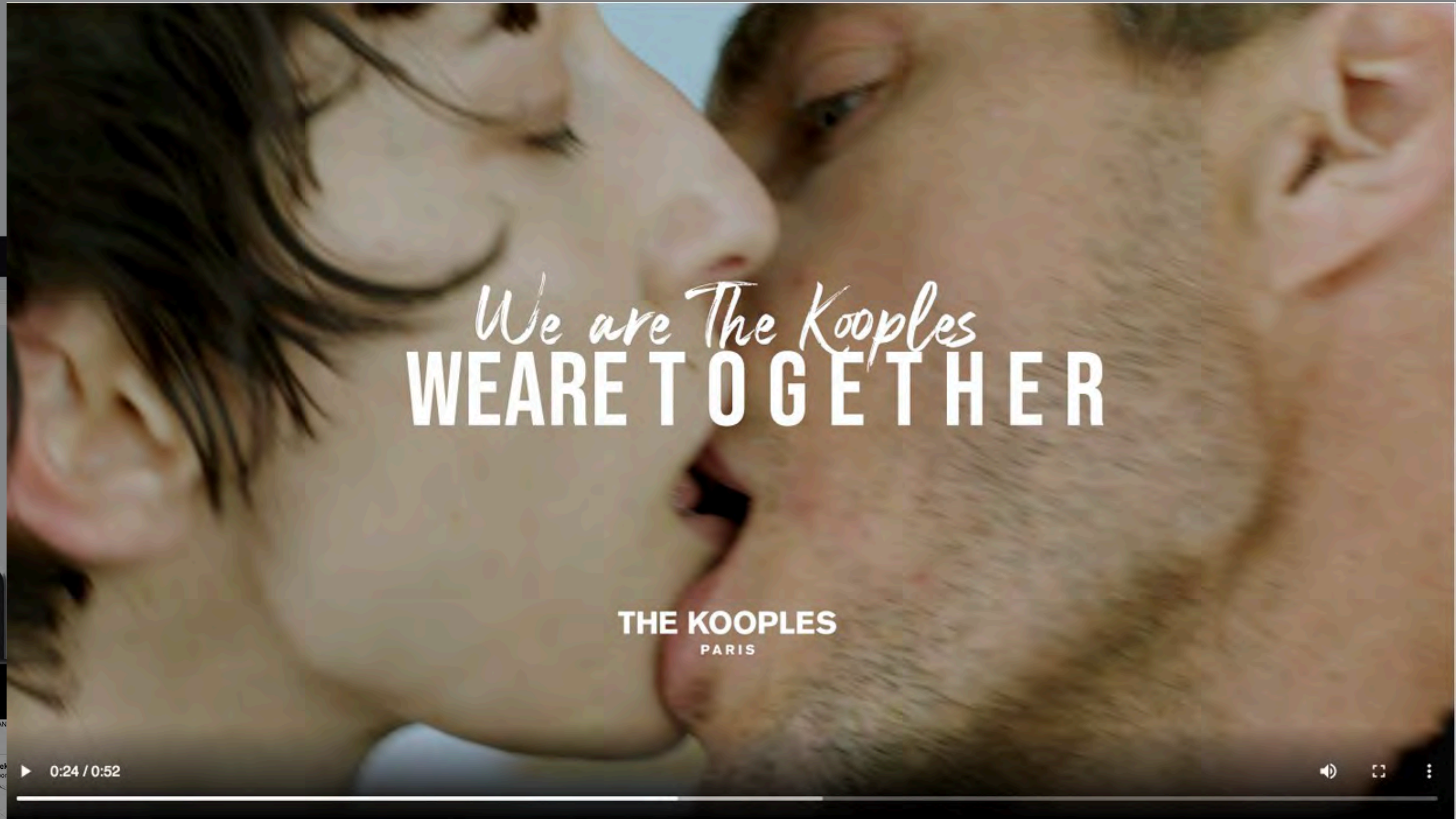
Descubre nuestras tiendas en España >



10.871 Likes

thekooples_españa Ahora más que nunca #wearethekooples

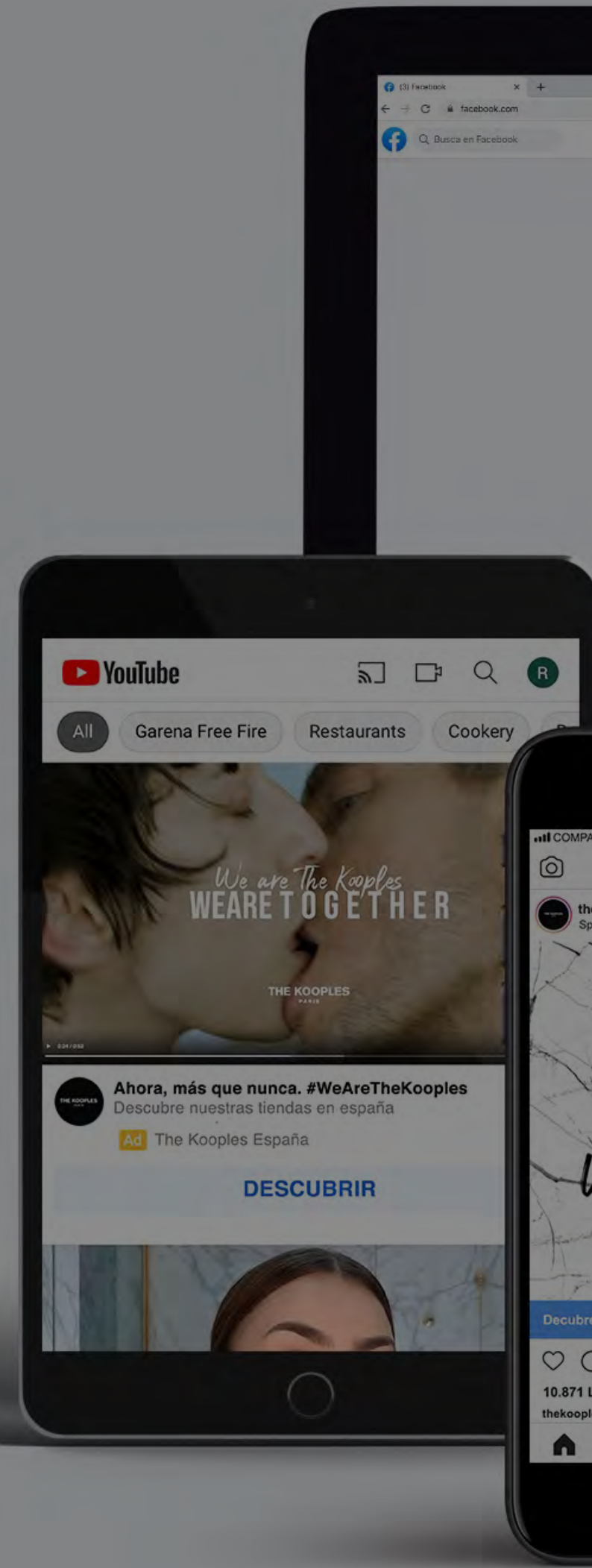




We are The Kooples
WEARE TOGETHER

THE KOOPLES
PARIS

▶ 0:24 / 0:52

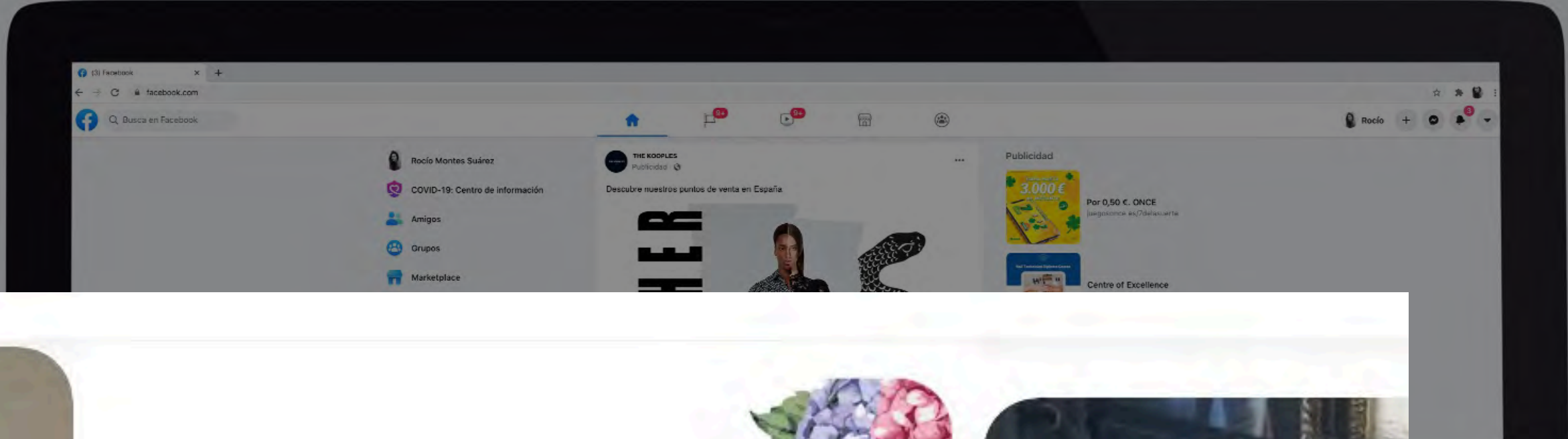


Ahora, más que nunca. #WeAreTheKooples

Descubre nuestras tiendas en España

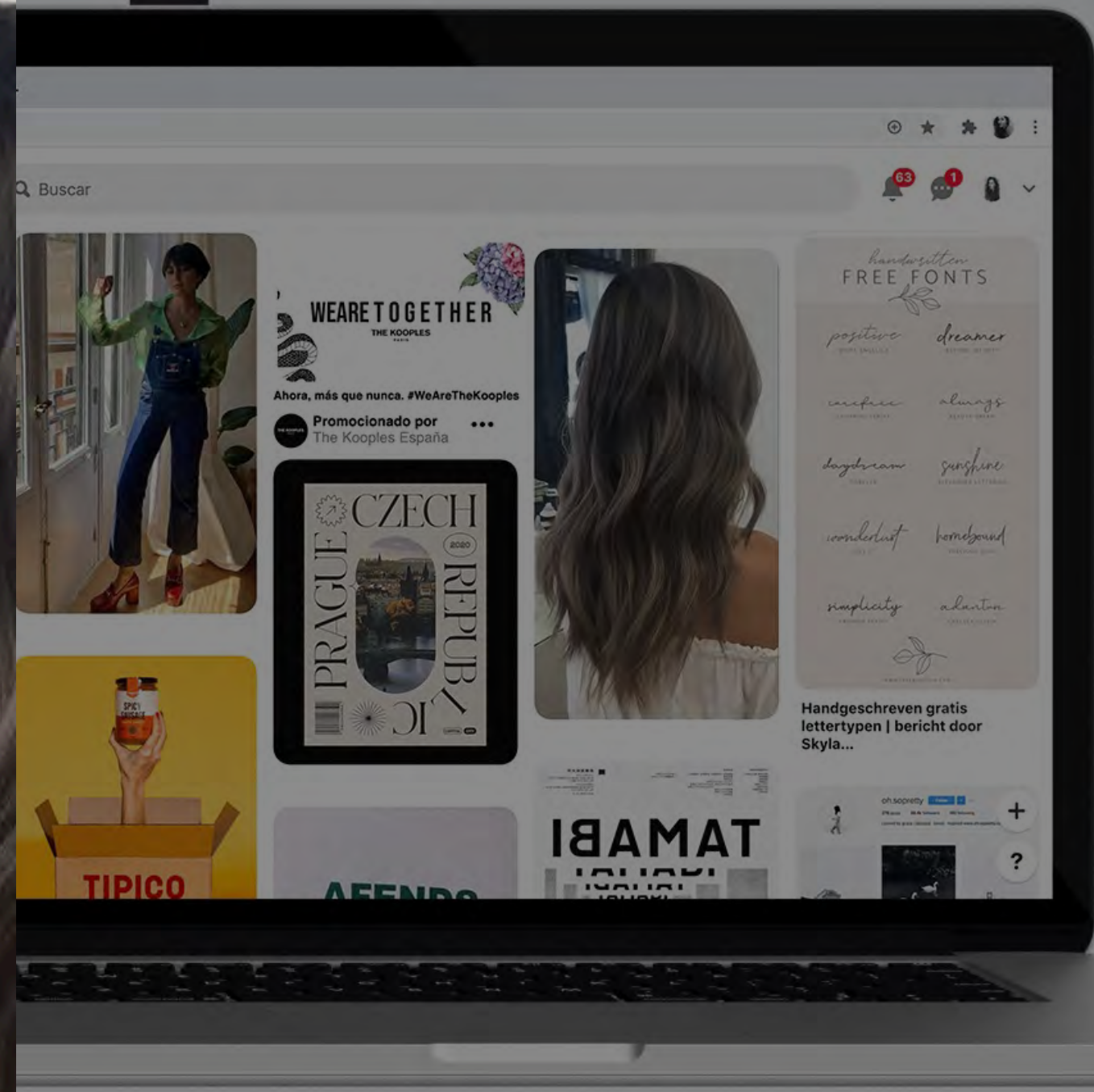
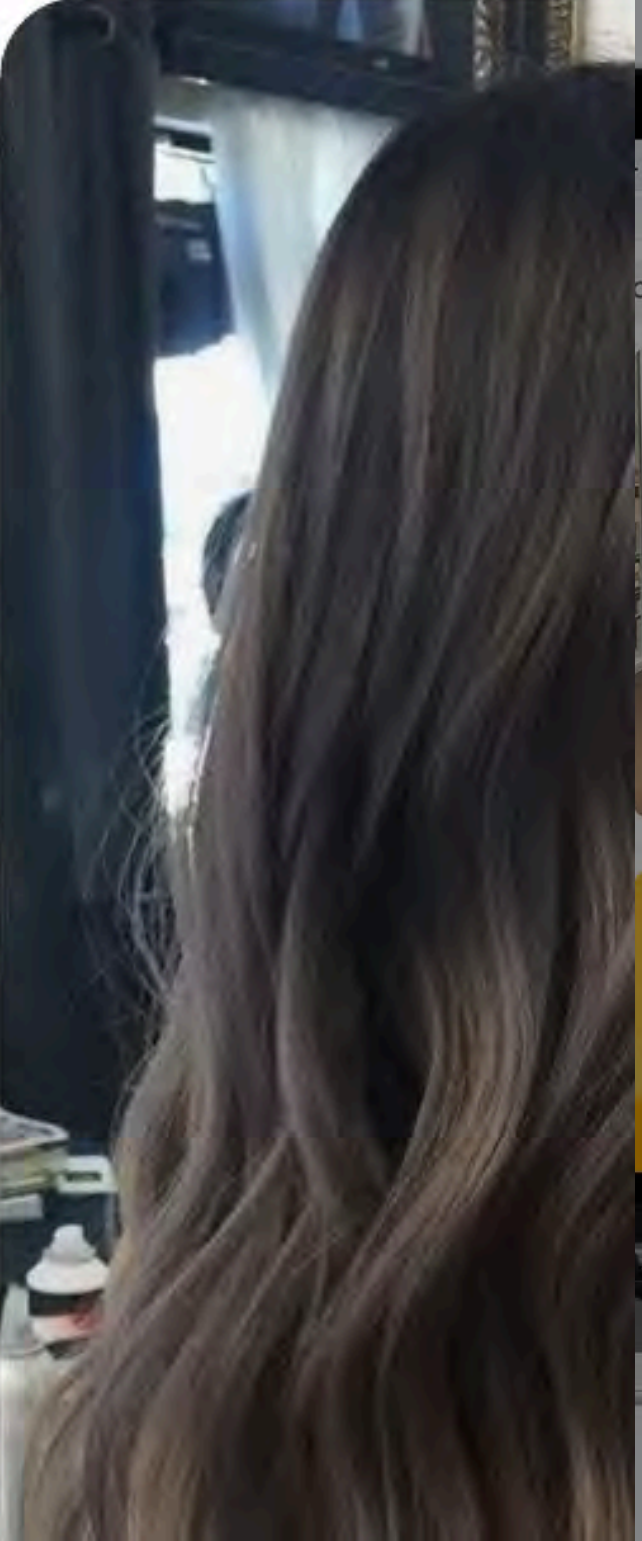
Ad The Kooples España

DESCUBRIR



Ahora, más que nunca. #WeAreTheKooples

Promocionado por  The Kooles España



LOCALIZA NUESTRAS TIENDAS

THE KOOPLES PARIS

#WeAreTheKooples ¿y tú?

The Kooples busca embajadores de marca. Queremos ver amor, moda, creatividad, rock y besos. Nos encantaría ver tus mejores looks The Kooples, y si no, queremos ver de qué eres capaz, be creative!

Regístrate y recibirás en tu mail todas las instrucciones y además, un 10 % de descuento en tienda. ¿TE ATREVES?

WEARETOGETHER

NOMBRE Y APELLIDOS

EMAIL

FECHA DE NACIMIENTO

INSTAGRAM

!ENVIAR!



INICIO



IN ADDITION, WE FEEL THE NECESSITY TO IMPLEMENT A PHONE SELLING PROCESS BECAUSE A LOT OF SPANISH CUSTOMERS ARE DEMANDING IT.

CALL & COLLECT

CONSEIL, EFFICACITÉ, RAPIDITÉ



Et si vous pouviez bénéficier des conseils de nos experts en boutique, bien installé.e depuis votre canapé,
et récupérer vos achats en boutique immédiatement ?

PROPOSAL

Seasonal campaigns

WE FEEL THE IMPORTANCE TO PROMOTE CAMPAIGNS SUCH AS CHRISTMAS, SALES, MID SEASON SALES, AND OTHER SPANISH PROMOTIONS IN CONCESSION STORES. IN THIS CASE WE FOCUS THE BLACK FRIDAY ONE...

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THE KOOPLES WE ARE TOGETHER



27 NOVIEMBRE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis
ipsum suspendisse ultrices gravida.

thekooples.es

[@thekooples_españa](https://www.instagram.com/thekooples_españa)

THE KOOPLES
PARIS





THE KOOPLES WE ARE TOGETHER



27 NOVIEMBRE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida.

thekooples.es

[@thekooples_españa](https://www.instagram.com/thekooples_españa)

THE KOOPLES
PARIS



MOONDAY THE WEEKEND MOVES ON...



THE KOOPLES

CALLE CLAUDIO COELLO
43, MADRID, ESPAÑA

WEARET OGETHER
27 / 11 / 2020

BLACK FRIDAY



THE PREVIOUS EXAMPLES WERE DERIVED FROM A FAKE CONCERT IN ORDER TO CREATE A POSSIBLE CAMPAIGN. HERE WE ATTRACT CLIENTS BY PROVIDING A CONCERT POSTER DURING A TIME WHERE THERE CAN'T BE ANY CULTURAL MOVEMENT. AS THE KOOPLES HAS ALWAYS BEEN INSPIRED AND SUPPORTED MUSIC, THE GOAL IS TO INVITE SEVERAL SPANISH MUSICIANS TO THE BOUTIQUE DURING SEGMENTED HOURS (MAINTAINING SOCIAL DISTANCING). THIS WAY WE WILL CREATE INTEREST IN CLIENTS AS WELL AS SUPPORT EXISTING LOCAL ARTISTS AND PROMOTE TO THEIR FANS TOO.

WE HAVE ALSO PLAYED WITH THE COMPOSITION OF THE TYPOGRAPHY BY SEPARATING THE LETTERS IN THE WORD "TOGETHER" AND EXPRESS OUR TOGETHERNESS IN THE DISTANCE.

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SECOND PART OF CIRCULAR SALES PROCESS...



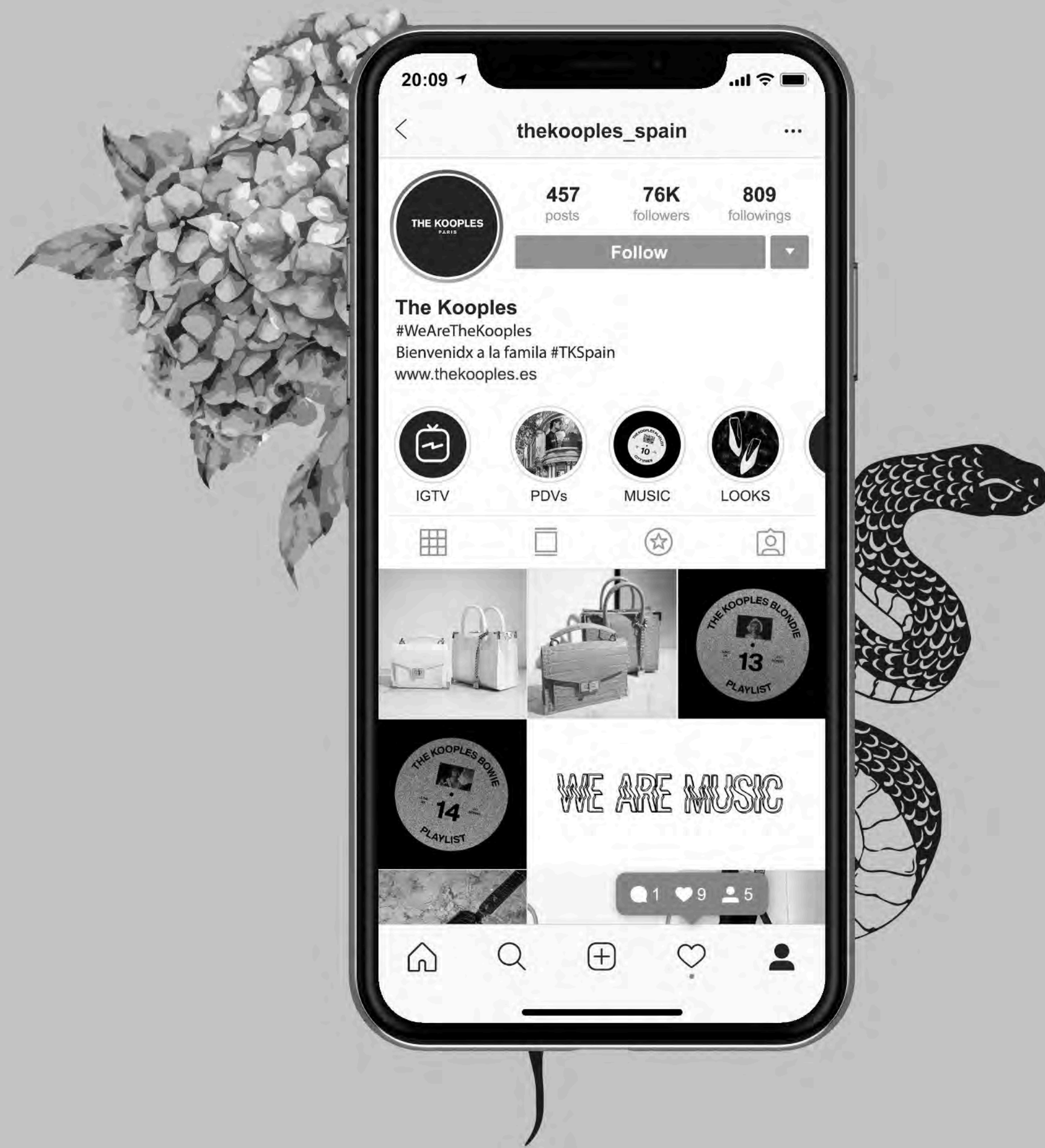
PROPOSAL

Instagram

SPANISH CUSTOMERS DIFFER FROM FRENCH CUSTOMERS AND FOR THAT REASON THE COMMUNICATION MUST ALSO BE ADAPTED TOWARDS THEM. WE BELIEVE INSTAGRAM IS THE BEST TOOL BECAUSE AS OTHER COMPETITOR BRANDS HAVE DONE, THEY HAVE SOCIAL MEDIA PROFILES ADAPTED TO EACH COUNTRY. WE HAVE CREATED AN EXAMPLE PROFILE TO SHOW THE SPANISH CUSTOMER THE ESSENCE OF THE BRAND BECAUSE THESE WERE NOT PRESENT DURING THE KOOPLES LAUNCHING DAYS. YOU CAN CHECK

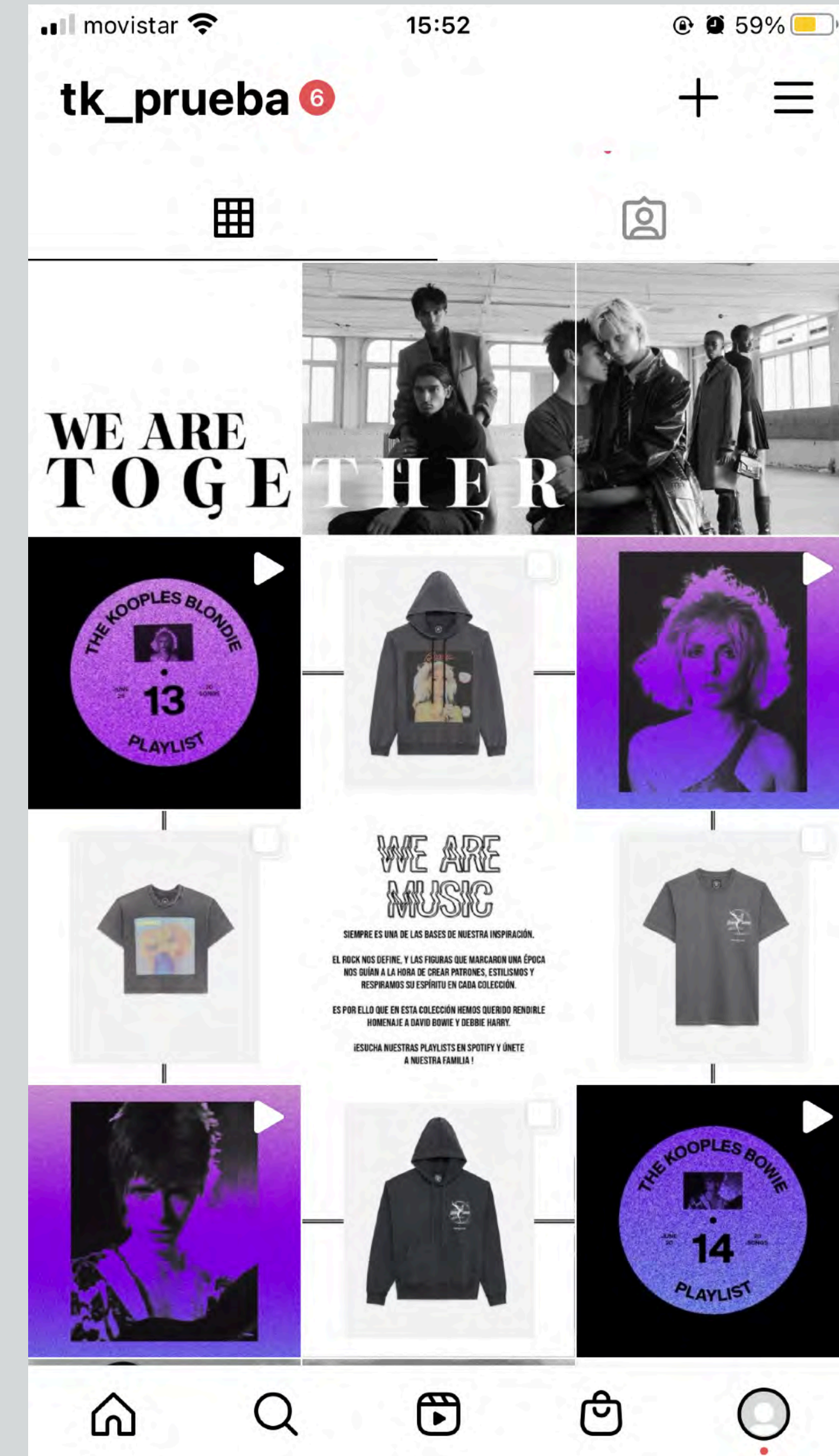
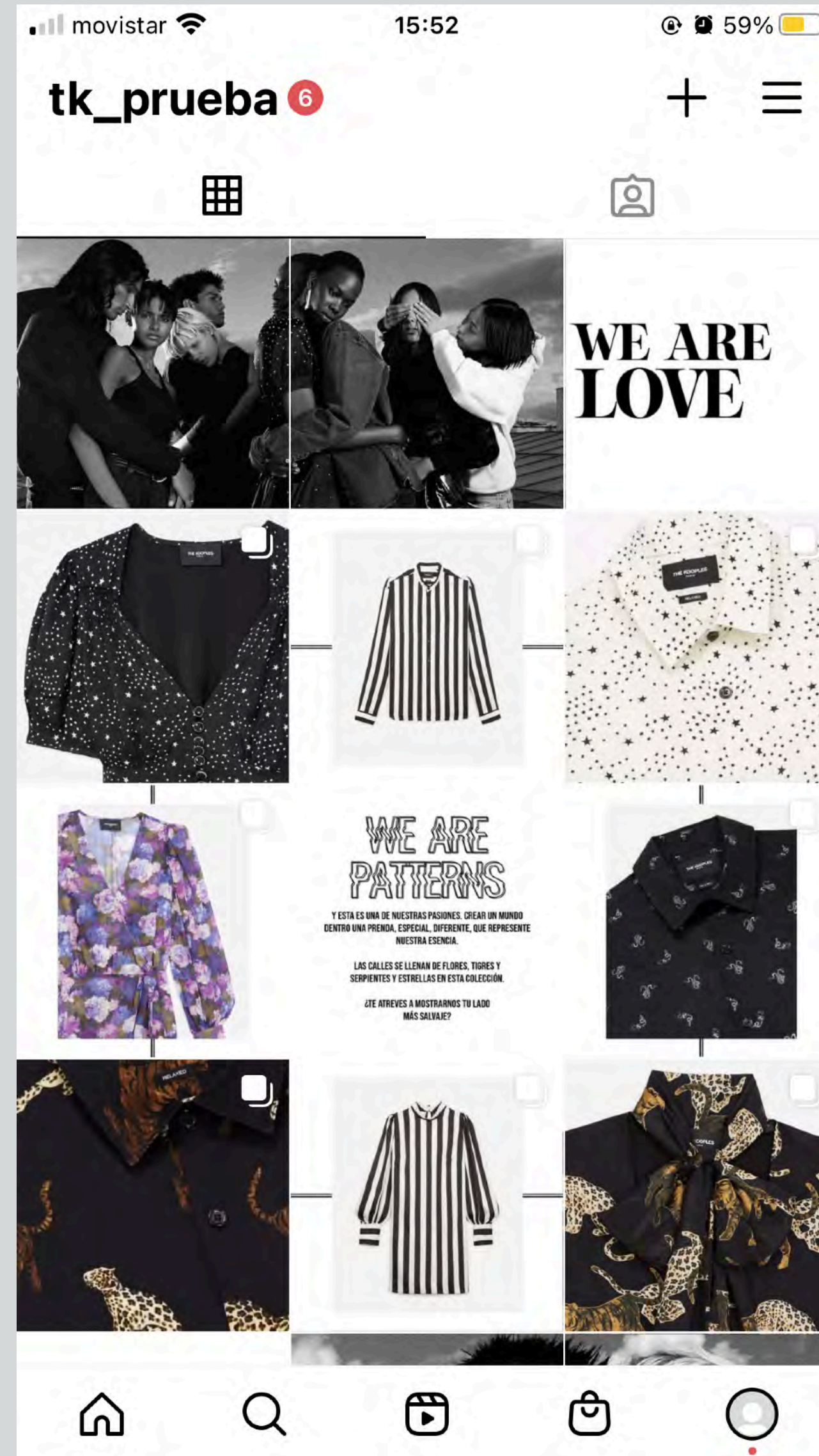
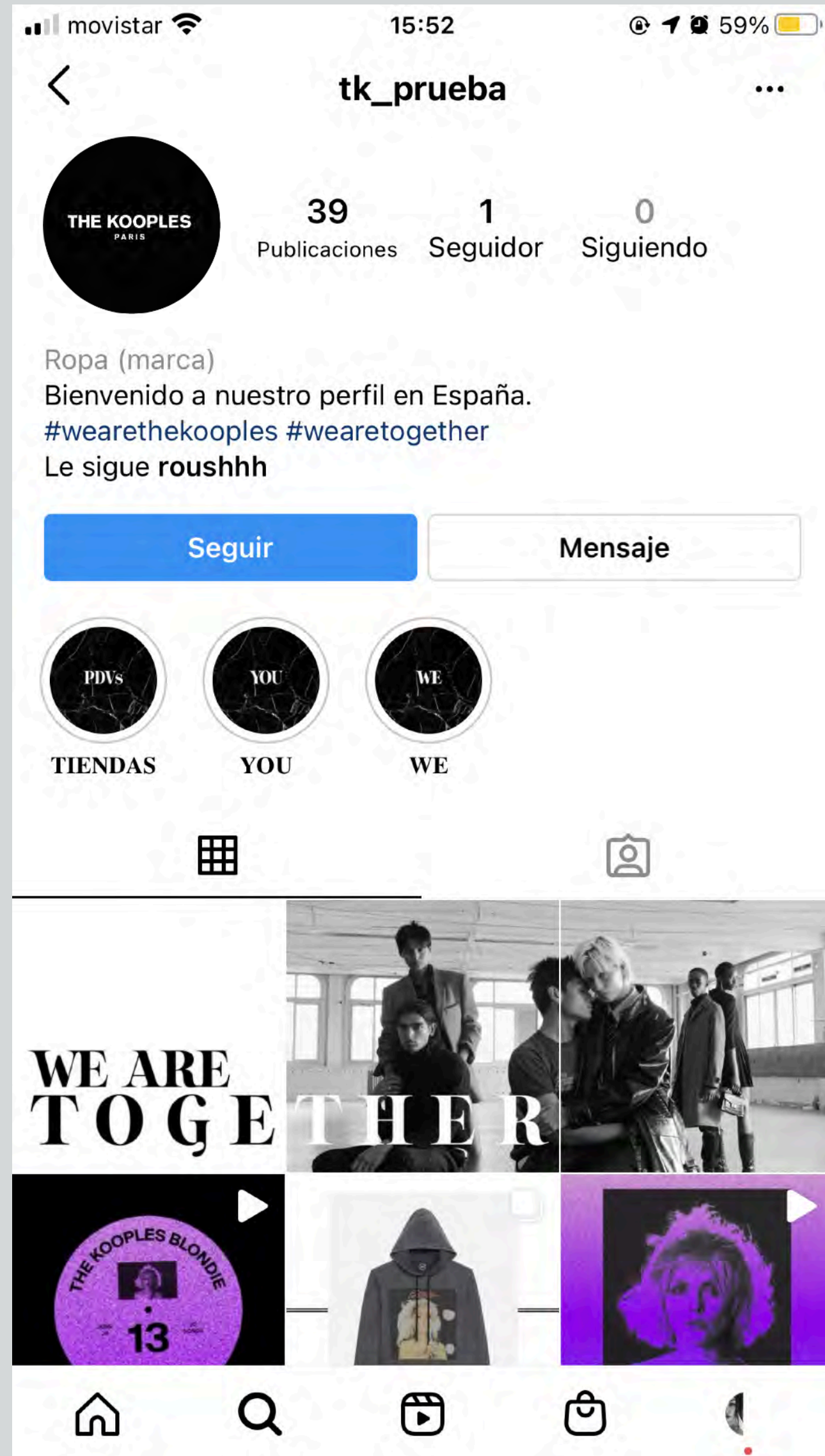
[@TK_PRUEBA](#) ON IG.

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ROCÍO MONTES SUÁREZ | **QUADROSPHERA**

LOOK & FEEL EXAMPLE



IG STORY EXAMPLES TO GIVE VISIBILITY TO SPANISH POS

CONOCEN NUESTRAS TIENDAS EN ESPAÑA

BOUTIQUE

CALLE CLAUDIO COELLO 43, MADRID.



LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUIS-MOD TINCIDUNT UT LAOREET DOLORE MAGNA ALI-QUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAM-

CONOCEN NUESTRAS TIENDAS EN ESPAÑA

SARA MANAGER



CALLE CLAUDIO COELLO 43, MADRID.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUIS-MOD TINCIDUNT UT LAOREET DOLORE MAGNA ALI-QUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAM-

CONOCEN NUESTRAS TIENDAS EN ESPAÑA

BOUTIQUE

CALLE CLAUDIO COELLO 43, MADRID.



LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUIS-



SARA MARTA ROCÍO



ANTONIO DIEGO

IG STORY EXAMPLES TO NOTIFY PROMOTIONS

**EMPIEZAN
NUESTRAS
PRE
REBAJAS**

**30%
40%
50%**

MADRID
BOUTIQUE CALLE CLAUDIO COELLO 43
ECI SERRANO MUJER
ECI SERRANO HOMBRE
ECI CASTELLANA
ECI SANCHINARRO

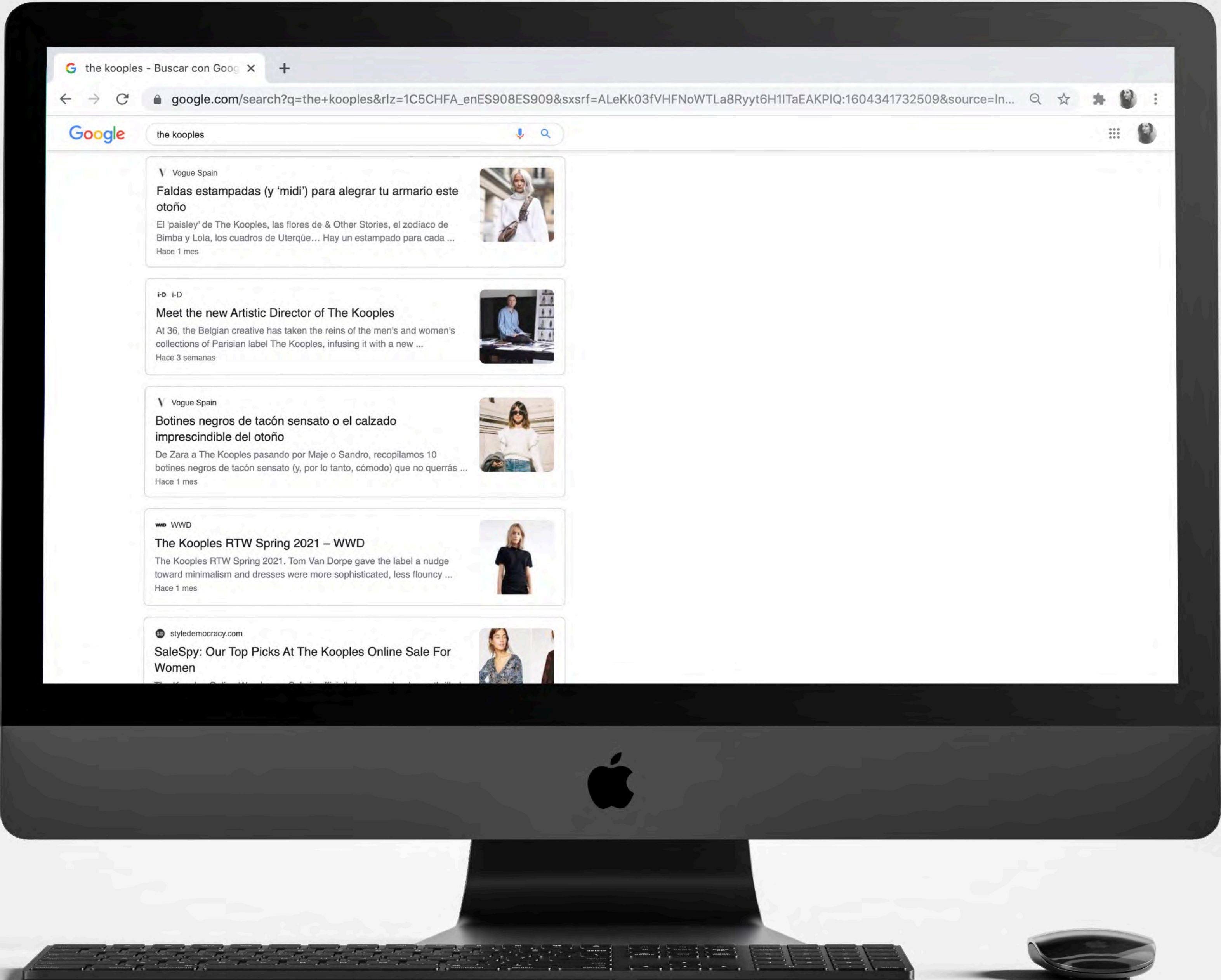
SHOOTING EXAMPLES TO BRING THE BRAND TO SPANISH TARGET (TAKEN IN DIFFERENT ICONIC PLACES FROM MADRID)





MOREOVER MANY MEDIA CHANNELS MENTION
THE COUPLES IN SPAIN, WE CARRY OUT
LOANS, FAMOUS SPANISH ARTISTS ARE OUR
CUSTOMERS...

**¿WHY ARE WE NOT MAKING THE MOST OF THIS
EARNED MEDIA?**



the kooples - Buscar con Google

google.com/search?q=the+kooples&rlz=1C5CHFA_enES908ES909&sxsrf=ALeKk03fVHFNoWTLa8Ryyt6H1ITaEAKPIQ:1604341732509&source=ln...

Google the kooples

Vogue Spain

Faldas estampadas (y 'midi') para alegrar tu armario este otoño

El 'paisley' de The Kooples, las flores de & Other Stories, el zodiaco de Bimba y Lola, los cuadros de Uterqüe... Hay un estampado para cada ...
Hace 1 mes



i-D

Meet the new Artistic Director of The Kooples


At 36, the Belgian creative has taken the reins of the men's and women's collections of Parisian label The Kooples, infusing it with a new ...
Hace 3 semanas



Vogue Spain

Botines negros de tacón sensato o el calzado imprescindible del otoño


De Zara a The Kooples pasando por Maje o Sandro, recopilamos 10 botines negros de tacón sensato (y, por lo tanto, cómodo) que no querrás ...
Hace 1 mes



WWD


The Kooples RTW Spring 2021 – WWD

The Kooples RTW Spring 2021. Tom Van Dorpe gave the label a nudge toward minimalism and dresses were more sophisticated, less flouncy ...
Hace 1 mes



styledemocracy.com

SaleSpy: Our Top Picks At The Kooples Online Sale For Women



Hemos encontrado las 10 prendas parisinas que compraría Camille de



Bershka

Boina de lana en color arena. De Bershka (9,99 euros)



The Kooples

Vestido camisero negro, con cinturón incorporado. De The Kooples (c.p.v.)



8/10

The Kooples

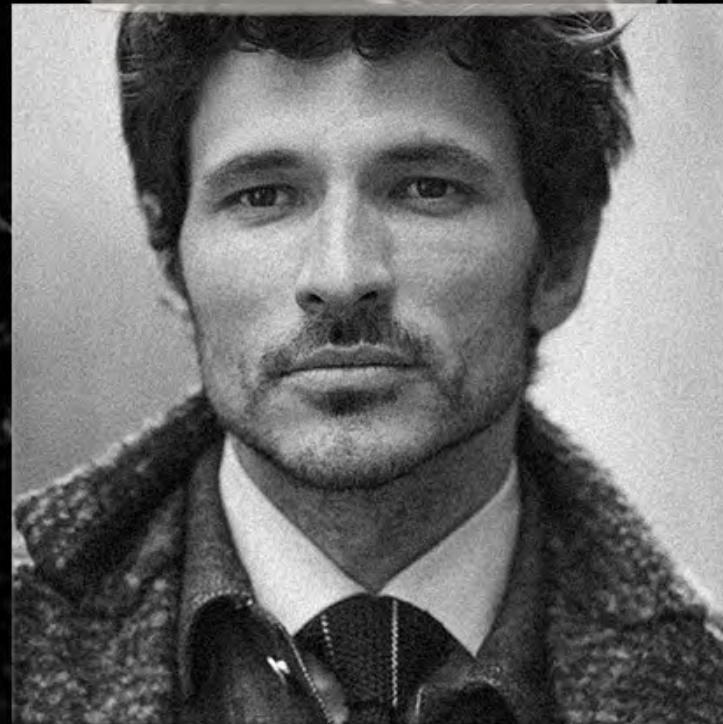
COMPRAR: Botines negros efecto pitón de The Kooples (358€)

© Cortesía de The Kooples

LG SIGNATURE
Vinoteca gourmet
REDUCE LAS VIBRACIONES



@andresvelencoso



@martalozano

@sterexposito



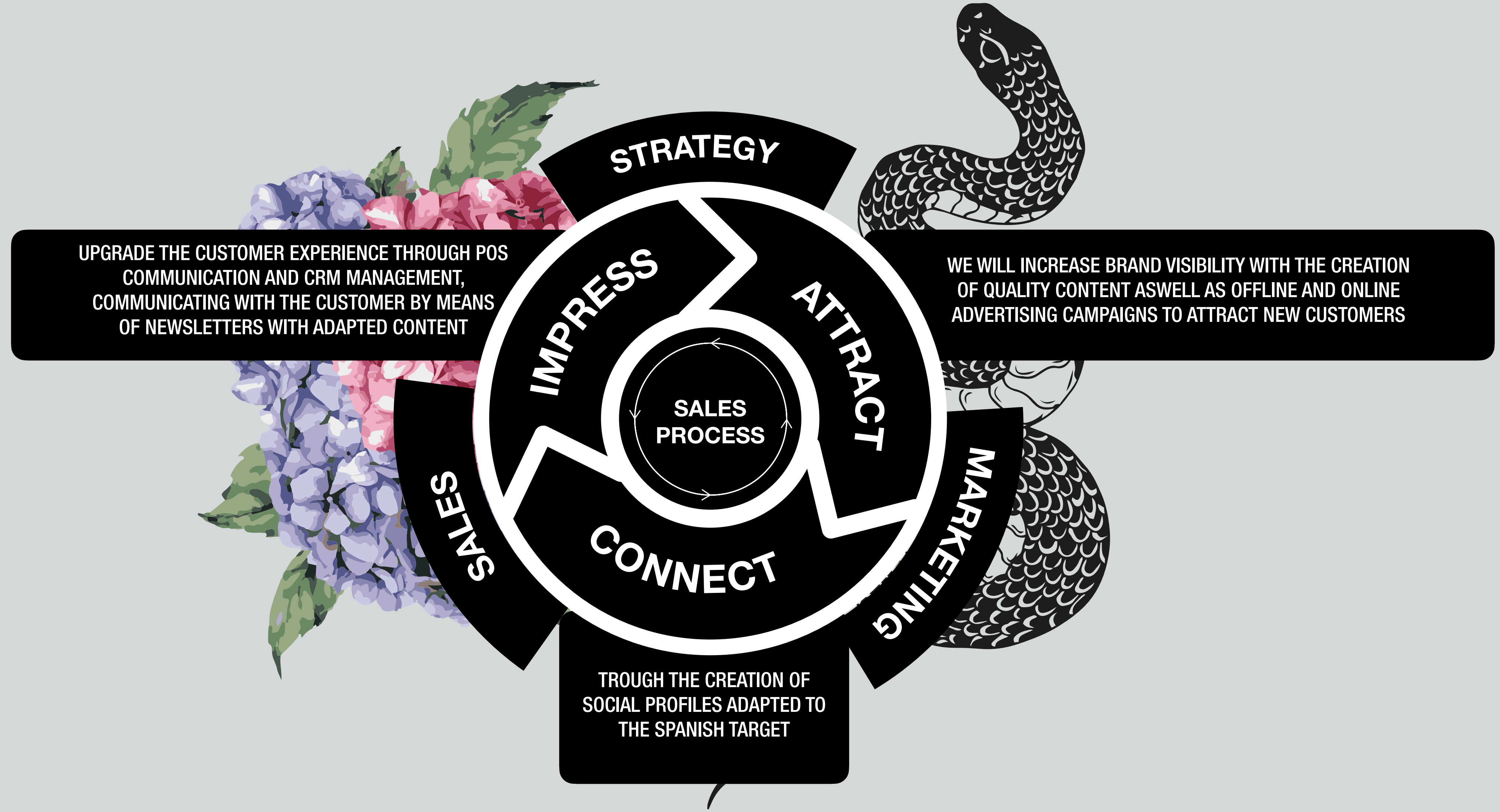
@dulceida



@pelayodiaz



THIRD PART OF CIRCULAR SALES PROCESS...



PROPOSAL

Newsletter

WE SHOULD IMPROVE AND CURATE THE CONTENT OF THE NEWSLETTER AND ADAPT IT TO THE SPANISH TARGET, WITH A GOOD TRANSLATIONS AND SPECIAL CONTENT LIKE CHALLENGES, THANK YOU NOTES, PROMOTIONS OR BIRTHDAY CONGRATULATIONS TO INCREASE CUSTOMER LOYALTY.

DECEMBER 20



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Rocio, adopta el estilo a domicilio con hasta un 60% de descuento

THE KOOPLES <contact@email.thekooples.com> [Anular suscripción](#)
para mí ▾

Rocio, ¡nuestros imprescindibles a tu talla aún están disponibles!

THE KOOPLES <contact@email.thekooples.com> [Anular suscripción](#)
para mí ▾

LA NATURALEZA RECUPERA TERRENO Y EL VESTUARIO DE INVIERNO SE
TIÑE CON EL CALOR DEL COÑAC.

UNA PALETA DE COLORES NATURALES, QUE VA DESDE LOS TONOS
VAINILLA HASTA LOS MÁS AMBARINOS, CREA CONJUNTOS COORDINADOS
Y DESESTRUCTURADOS CON GARBO.

ENTRE UTOPIA Y DISTOPIA, DESCUBRE UNA LEYENDA VIVA Y UN ESTILO
CON EL GUSTO DE ANTAÑO. NO HAY MÁS QUE UN DESTINO.

[SHOP NOW](#)

**Y A DESCUBRIR EN TU TIENDA PREFERIDA
DE THE KOOPLES:**

ECI SERRANO MUJER
SERRANO 47
%%STORE_ZIP%% MADRID

00 00 00 00

NO HACE FALTA SUSCITAR MISTERIO,
TÚ YA SABES LO QUE TE QUEDA POR HACER.

MAÑANA ES VIERNES
Y TODO ESTÁ PERMITIDO.

[PREPARO MI CESTA](#)

**"I DON'T CARE IF MONDAY'S BLUE
TUESDAY'S GREY AND WEDNESDAY TOO
THURSDAY, I DON'T CARE ABOUT YOU
IT'S FRIDAY, I'M IN LOVE"
(THE CURE, 1992)**

**MING, LA MAGNÉTICA
UN BOLSO EMBLEMÁTICO**

TODO AMOR POR LAS LÍNEAS DEPURADAS Y LOS MATERIALES
SOFISTICADOS, REDESCUBRE LA ELEGANCIA DE NUESTRA MUSA
MING XI, TOP MODEL CAPTURADA A TRAVÉS DE UNA NUEVA
CAMPAÑA.

[DESCUBRO](#)

JUEGOS DE FINEZA, LUCES Y SOMBRAS TOMAN VIDA CON CADA MOVIMIENTO, COMO UNA PROMESA SOLAR.

EL ARTE DE APRECIAR LOS MOMENTOS SUSPENDIDOS.
NUESTROS ARTÍCULOS MÁS CODICIADOS CON
DESCUENTO DE HASTA EL 50%
IDEAL PARA FINALIZAR LOS DÍAS DE ORO CON BELLEZA.

SHOP MUJER

VESTIDOS

ABRIGOS & PARKAS

BOLSOS BARBARA

SUDADERAS

SHOP HOMBRE

CAMISAS

ABRIGOS & PARKAS

SUDADERAS

ZAPATOS



SHOP NOW

Y A DESCUBRIR EN TU TIENDA PREFERIDA
DE THE KOOPLES:

ECI SERRANO MUJER
SERRANO 47
MADRID

CÓMO LLEGAR ?

OUR SHOPS

España

Código postal

ENCONTRAR UNA TIENDA

BHV RIVO H
52 Rue De Rivoli, 75004 PARIS

BHV RIVO H
52 Rue De Rivoli, 75004 PARIS

BHV RIVO F
55 Rue De La Verrerie, 75004 PARIS

BHV RIVO F
55 Rue De La Verrerie, 75004 PARIS

ARCHIVES
19 Rue Des Archives, 75004 PARIS 4



WE,VE ANALYZED THE NEWSLETTERS SPANISH SPELLING IN DETAIL AND WE FEEL NECESSARY TO ADAPT THIS CONTENT TO OUR TARGET, THE SAME AS IN THE E-TICKET NEWSLETTER

Your receipt / Votre facture Recibidos x

contact@thekooples.com <contact@thekooples.com>

para mí ▾

 [inglés](#) ▾ > [español](#) ▾ [Traducir mensaje](#)

the kooples

Thank you for shopping at The Kooples.
Your receipt is enclosed.
Our team is happy to advise you on any future purchases.

Merci pour votre visite dans notre boutique.
Vous trouverez en pièce jointe votre reçu.
Notre équipe se tient à votre disposition pour vous
conseiller sur vos prochains achats.

[Discover **the** whole collection](#)

[Découvrir toute la collection](#)

Free shipping & free returns

Facebook, Instagram, Twitter
Customer service

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PROPOSAL

Pos communication

OFFLINE ADVERTISING IS VERY IMPORTANT TO IMPROVE OUR COMMUNICATION WITH THE TARGET.

CURRENTLY, WE ALMOST DON'T USE TYPE OF ADVERTISING AND FOR THIS REASON WE CREATED DIFFERENT GRAPHICS ACCORDING TO DIFFERENT POS TO ENHANCE SALES, NOTIFY ON NEW COLLECTIONS AND NEWS TO OVERAL IMPROVE THE CUSTOMER'S SALE EXPERIENCE.

DECEMBER 20



ROCÍO MONTES SUÁREZ | **QUADROSPHERA**

CALLING CARD EXAMPLE

WE ARE LOVE
WE ARE MUSIC
WE ARE COUPLES
WE ARE TOGETHER
WE ARE KISSES
WE ARE THE KOOPLES



C/CLAUDIO COELLO 43
914 123 456

THE KOOPLES
PARIS

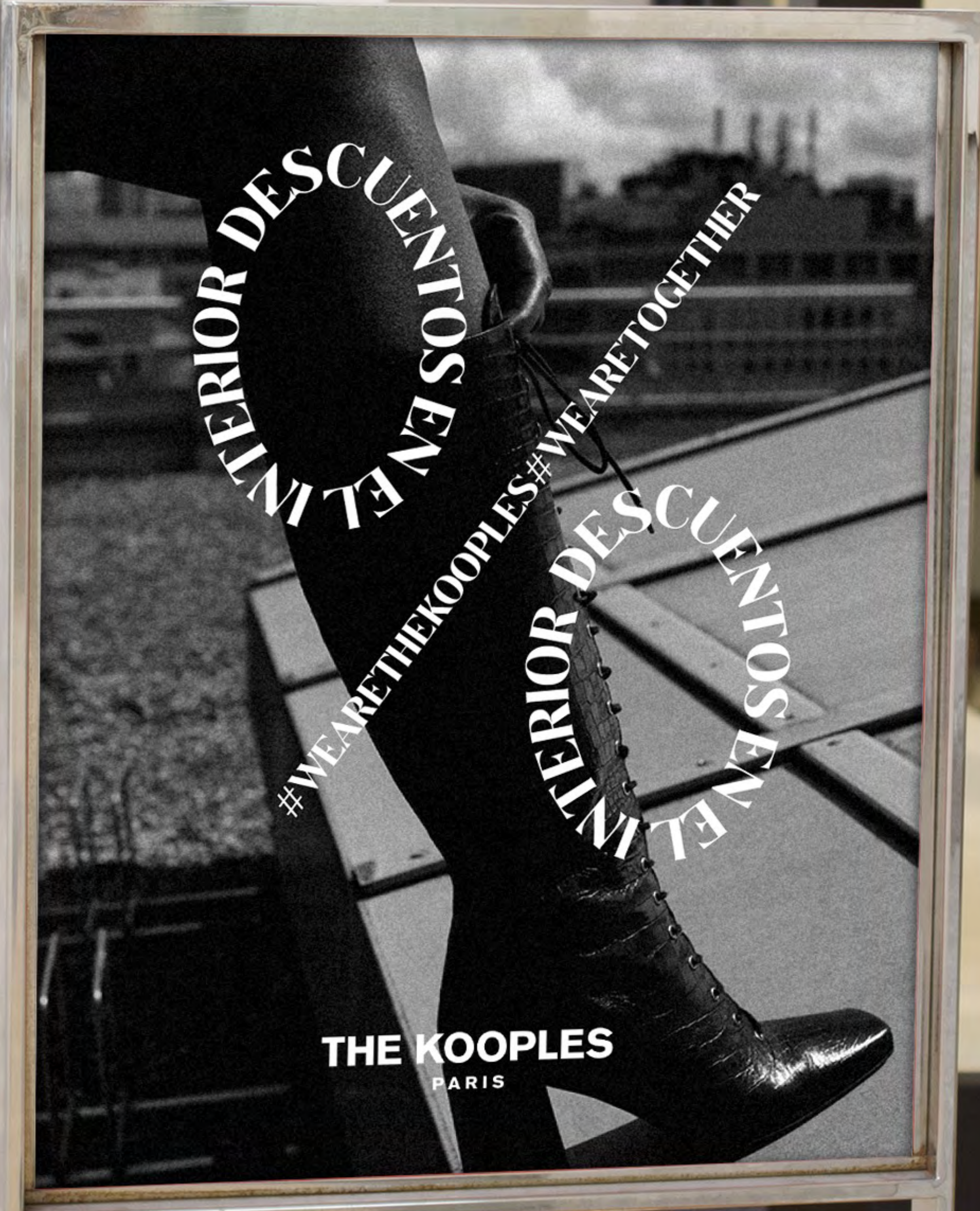
PROMOTION ADVERTISING EXAMPLES



INTERIOR DESCUENTOS EN EL INTERIOR

#WEARETHEKOOPLES#WEARETOGETHER

INTERIOR DESCUENTOS EN EL INTERIOR



THE KOOPLES
PARIS

THE KOOPLES
PARIS

-30%

-40%

-50%

#wearetogether
#wearethekooples

TICKET COVER EXAMPLE





WE ARE LOVE

WE ARE MUSIC

WE ARE COUPLES

WE ARE KISSES

WE ARE THE KOOPLES

THE KOOPLES
PARIS

THANK YOU NOTES EXAMPLE



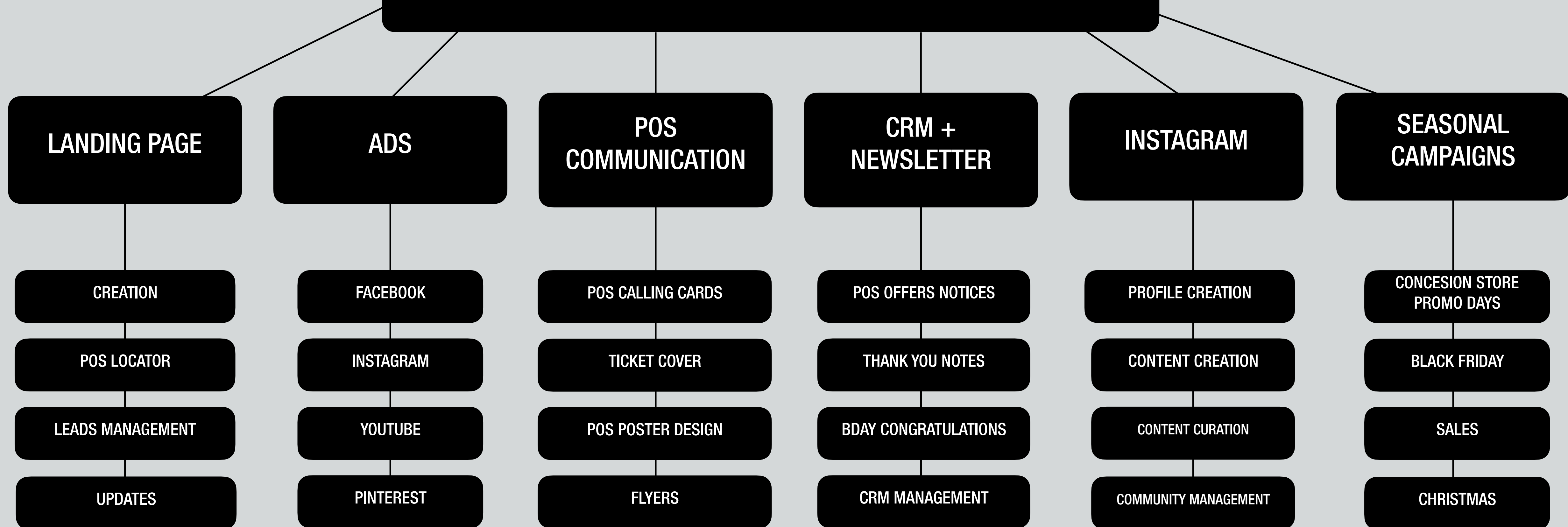


IN SUMMARY ...

DECEMBER 20

ROCÍO MONTES SUÁREZ | **QUADROSPHERA**

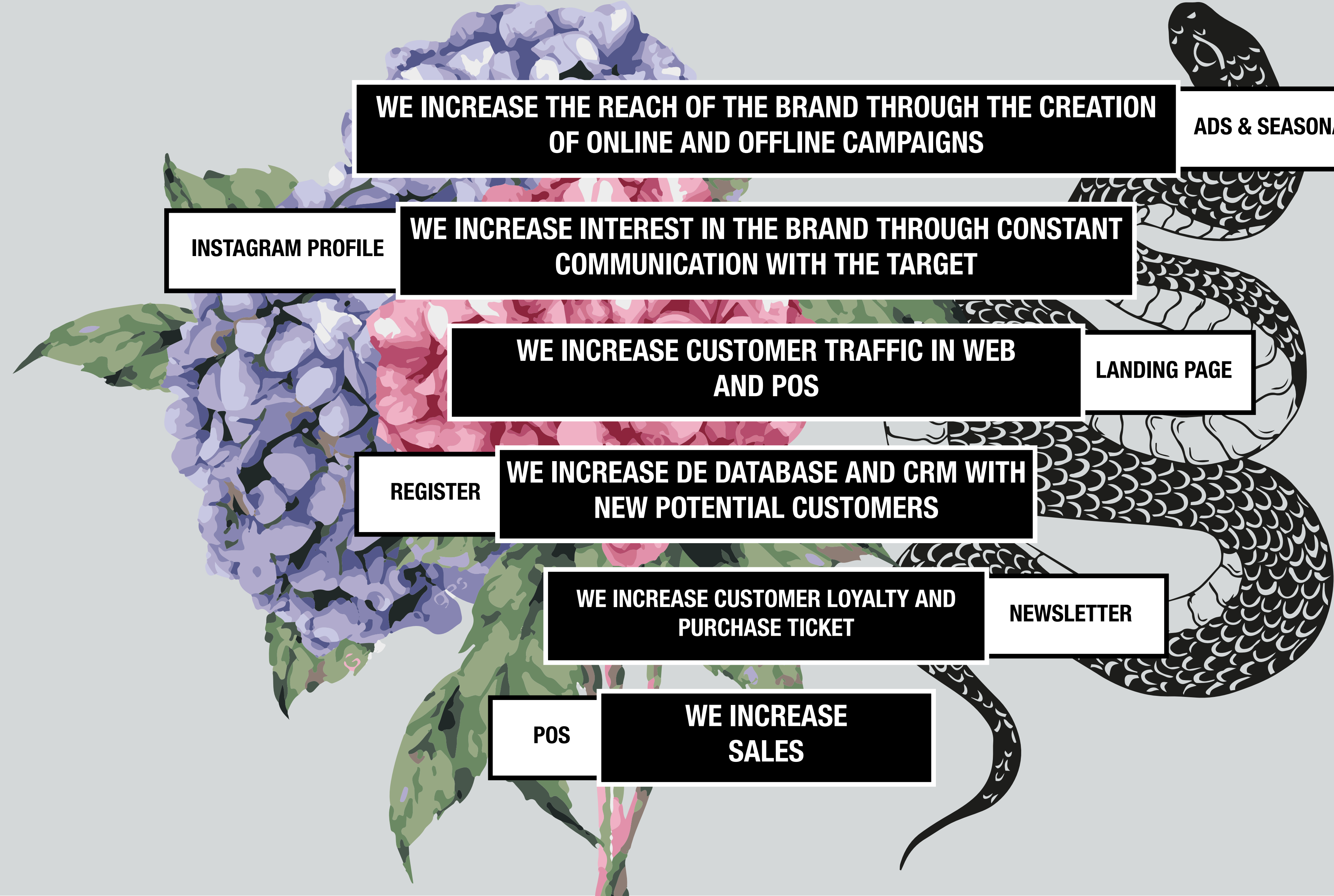
THE KOOPLES SPAIN COMMUNICATION



WHAT WILL THE RESULTS BE?

DECEMBER 20

ROCÍO MONTES SUÁREZ | **QUADROSPHERA**



WE INCREASE THE REACH OF THE BRAND THROUGH THE CREATION OF ONLINE AND OFFLINE CAMPAIGNS

ADS & SEASONAL CAMPAIGNS

INSTAGRAM PROFILE

WE INCREASE INTEREST IN THE BRAND THROUGH CONSTANT COMMUNICATION WITH THE TARGET

WE INCREASE CUSTOMER TRAFFIC IN WEB AND POS

LANDING PAGE

REGISTER

WE INCREASE DE DATABASE AND CRM WITH NEW POTENTIAL CUSTOMERS

WE INCREASE CUSTOMER LOYALTY AND PURCHASE TICKET

NEWSLETTER

POS

WE INCREASE SALES

OUR OBJECTIVE IS TO ADAPT AND
CREATE CONTENT FOCUSED ON
THE SPANISH TARGET WITH THE
PURPOSE TO BRING IT CLOSE
TO THE BRAND AND WITH THE
AIM TO INCREASE SALES AT
SPANISH POS.

DECEMBER 20

ROCÍO MONTES SUÁREZ | **QUADROSPHERA**

THE KOOPLES + QUADROSPHERA

WE

ARE

TOGETHER