



Campaign proposal for the

75
Anniversary

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Before anything else...

Get to know us a bit

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we think
advertising
we create design

01

Who are we?

I know that I know nothing

We are much more than a communication company.

We are professionals surrounded by professionals, **planning** proposals, **developing** strategies, and **closely collaborating** with our clients to achieve their/our goals.

We have over 20 years of experience **thinking** and **creating** products and brands, **advising** our clients with communication plans, tactics, and designed actions.

We are creative professionals eager to learn.

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02

What do we offer?

What we do

We offer **personalized consulting** for each company and every product.

We provide **everything** the client needs **when the product or campaign requires it**, from corporate image and brand applications to mobile apps and event organization.

Flyers, catalogs, merchandise, photography, infographics, web design, packaging, outdoor advertising, telemarketing, video production, and exhibition booths."

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03

How do we work?

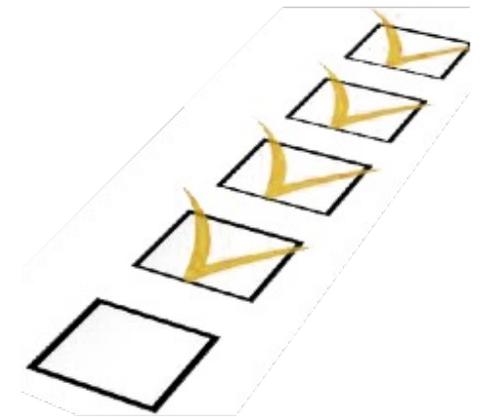
This is how we would like to work

We consider four basic principles essential to ensure success:

- 1.Loyalty.** Confidentiality above all.
- 2.Proximity.** Presence in meetings and courses.
- 3.Punctuality.** Adhering to agreed-upon deadlines.
- 4.Resolution.** We solve puzzles and provide solutions.

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04

In summary...

What makes us unique

We dedicate full attention to each project, **from start to finish**, meeting deadlines, and providing a close and straightforward approach.

Tell us what you need, and we'll provide it, find it for you, or invent it.

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05

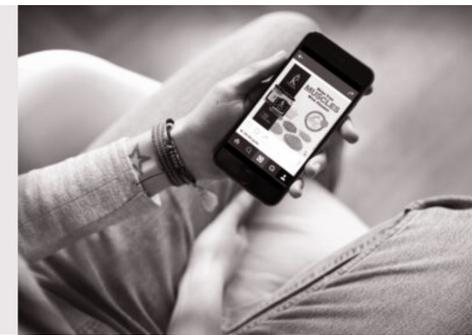
What do we do?

Our showroom

Visit <https://nitrogeno.net> to access a showcase of our latest projects.

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now let's stop talking about ourselves

It is clear that the main objective of this campaign is to celebrate Alliance's anniversary. But the message should go further.

75 years as a tire brand.

75 years by your side.

The first part...

Straight to the heart



A heartfelt video will be created for distribution across various platforms, where it appears that the message is being delivered by the consumer. In the end, we will realize that the voiceover and the phrases belong to Allianz. The transitions will smoothly roll, ultimately ending on the tire.

Este video se difundirá en redes por píldoras (una por frase). Los planos serán diferentes pero con los mismos modelos



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*And the satisfaction
of a job well done*



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I still know what matters



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***75 years working together,
because you matter***



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YOKOHAMA
Off-Highway Tires

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Una vez difundido se realizarán videos más cortos para redes (una por frase). Los planos serán diferentes pero con los mismos modelos



The second part...

Straight to the distributor,
Straight to action

Opción A

Is there a better way to
celebrate an anniversary than
with our friends?



An anniversary event, a celebration where distributors are invited, will be held.

For this event, we should consider:

- **City:** Choose one with an airport, stations, etc., and that is logistically well-located.
- **Venue:** A restaurant with a private lounge.
- **Necessary Audiovisuals:** Screen, sound system, lighting.
- **Invitations:** Printed and/or through social media.
- **Supports:** Photocall and roll-ups.
- **Talk/Presentation:** PowerPoint presentation.
- **Event Recording:** To create a summary for social media and acknowledgments.
- **Meal:** Since it's a celebration, attendees may want to bring their partners or business associates.
- **Hotel Double Room:** Should be included for that night.
- **Videos for Projection.**

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Opción B

Is there a better way to
celebrate an anniversary than
with our friends?

More budget-friendly.



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"It will be sent to the distributors a wine case with a message:

Thanks for staying with us. Let's toast together!"

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The third part...

Straight to the end customer
...or the distributor?



We will communicate this message through the brand's social media platforms to generate awareness about the anniversary and increase brand visibility, with a very clear strategy of highly interactive digital activations and brand awareness reinforcement.



Let's Move

We will create videos and stories featuring distributors interacting with their customers, showcasing how the distributor first met their customer and how the customer got to know their distributor, as well as Alliance. We will also highlight the benefits they've enjoyed over the years.

From this format, full or partial versions of this story in various durations and formats will be created, allowing us to narrate and retell this story in different contexts. We will seek settings such as homes, cafes, and more.



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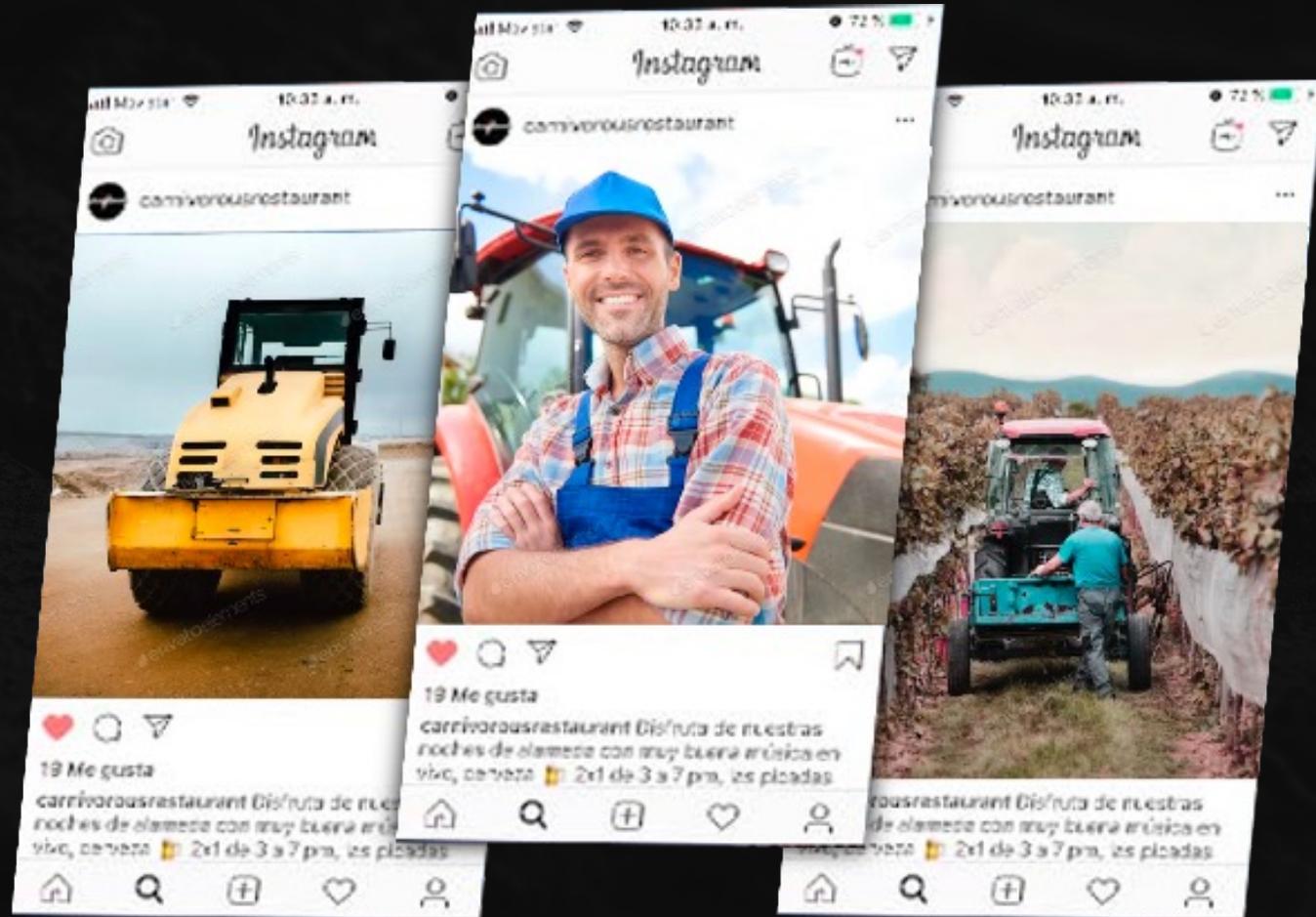


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We will hold a giveaway for the end customers. We will raffle off five '75 years with Alliance' celebration dinners for two people among all those who upload a photo of themselves, their father, their grandfather, etc., working with machinery that uses Alliance.

#75YearsWithAlliance

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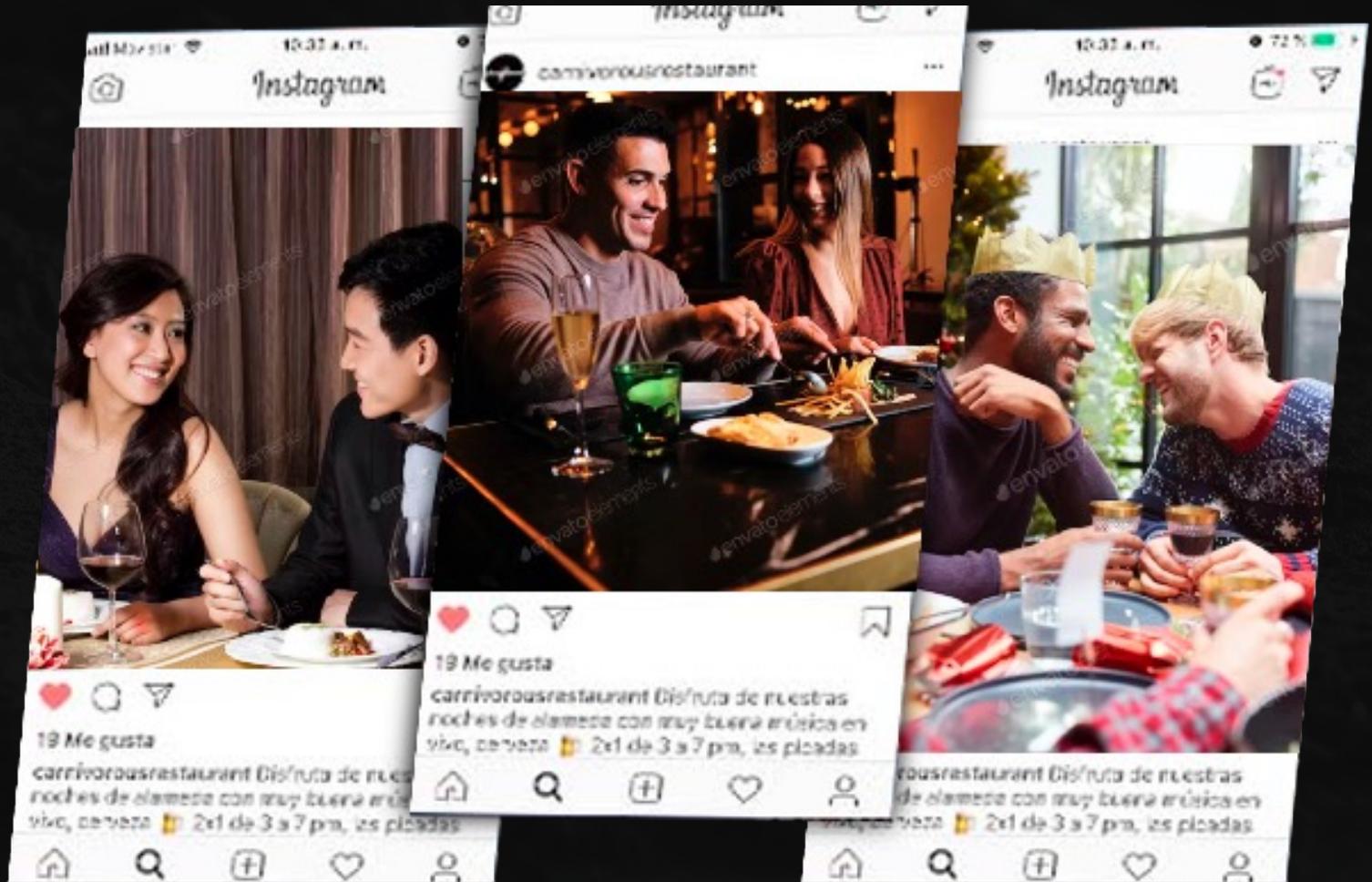




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In order to encourage the continued sharing of photos and increase 'likes,' the winners must upload a photo of the dinner (as a clause of the giveaway).

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In summary

Visuals



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Celebration



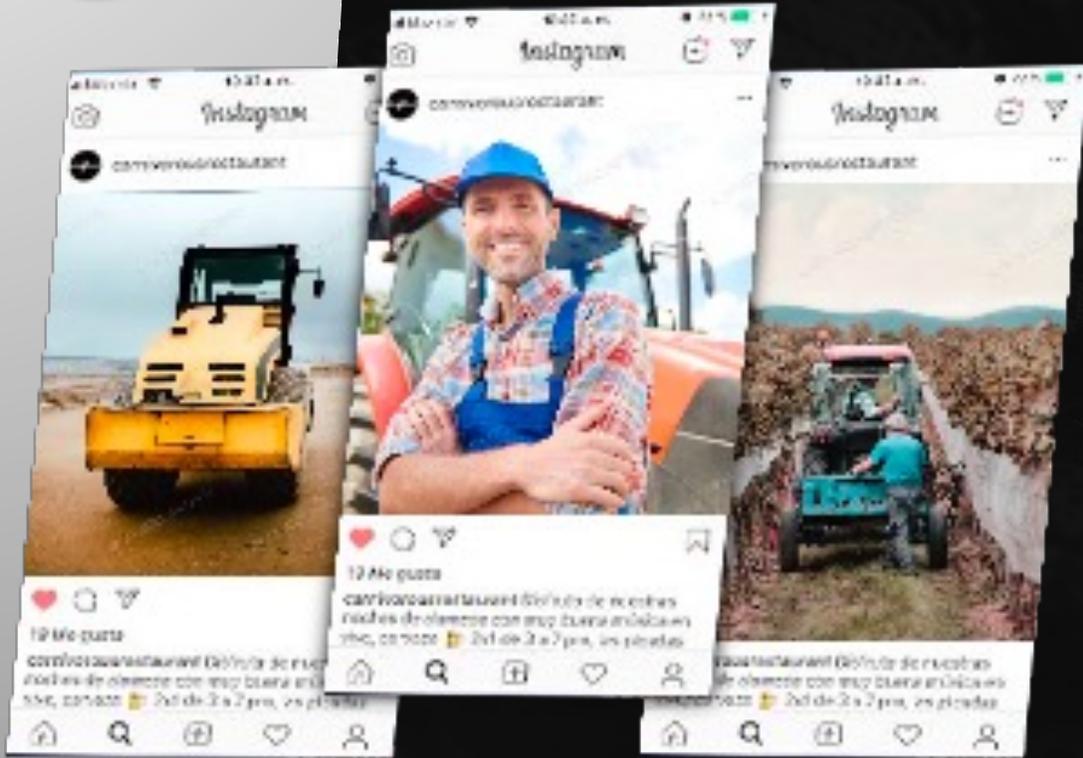
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Social stories to tell



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Stories and stills



Let's talk!

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Budget

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- Campaign Idea and Main Image..... **2,000€**
- Anniversary Celebration at a restaurant: **To be determined.**
It will depend on the location, number of attendees, hotel, menu...
- Wine Gift Set: **To be determined.**
It will depend on the quantity and shipping.
- Raffle for 5 Celebration Dinners..... **1,100€**
*This is for Spain .Other countries to be determined. Each dinner should not exceed €100.
Winners will choose the restaurant, and we will be in contact with them (winners and restaurant) for preparation and billing.
Necessary: Image for the raffle for social media. The received images will be prepared for social media, only those from the restaurant. Also, a thank-you image for social media will be created.*

As for the video, it is yet to be determined. We offer two options: one using videos and images from a stock library, and another starting from scratch where there will be no limitations.



The presented prices are basic estimates where, by selecting what we desire, we can get an approximate idea of the overall cost. However, there are still some details pending determination.

Discounts will be applied to the final budget.

Video Alliance with library images up to one minute

- Editing after effects 360.00 €
- 6 Library Shots €100 per shot x 6 600.00 €
- Introduction animation plus credits 220.00 €
- Royalty-free music 120.00 €
- Professional voice-over up to 1 minute 490.00 €

-
- **Total** **1790.00 €**
 - Adaptation to another language: *Voiceover, credits, and text* 810.00 €

Video Alliance with custom footage, up to one minute

- 5 Day Ronin shooting 2550.00 €
- Editing after effects 360.00 €
- Introduction animation plus credits 220.00 €
- Credits adaptation to another language 180.00 €
- Text transcription into other languages 50.00 €
- Royalty-free music 120.00 €
- Casting session 800.00 €
- 5 days of video shooting with 5 actors 3900.00 €
- Location services for recordings 220.00 €
- Professional voice-over up to 1 minute 490.00 €

-
- **Total** **8660.00 €**
 - Adaptation to another language 810.00 €

- **5 Individual videos with different shots** **1800.00 €**
- Adaptation to another language 250.00 €

• *transportation, meals, or accommodation not included*



Summarizing the budget

Option 1

- Campaign idea
 - Raffle
 - Video Alliance with library images
 - 5 Individual videos with different shots
-

Approximate total: 7990 €

- *Approximate translation cost: 1390 €*

Option 2

- Campaign idea
 - Raffle
 - Video Alliance with custom footage
 - 5 Individual videos with different shots
-

Approximate total: 14860 €

- *Approximate translation cost: 1390 €*

**Anniversary celebration, Raffle, accomodation, meals and transportation not included.*

Thank you

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