

TheFuture
IsAnalog.

Queremos
un mundo
más humano.

Brand Consulting & Human– Centered Design

Brand & Business Diagnostics	Competitive Landscape & Positioning, Brand Relevance & Customer Experience.		Brand Identity & Creation, Brand Reputation Management & Brand / Customer Relationship Building & Communications.		
					
Business Model Analytics <ul style="list-style-type: none">· Products & Services Definition.· Customer Segments Profiling.· Value Proposition Design.· H2H Relationship Channels.· Revenue Streams Definition.	Experience & Touchpoints <ul style="list-style-type: none">· Customer Journeys Mapping.· Touch–points Definition.· Critical Brand Assets Definition.· Critical Commercial Tools Definition.· Critical Relationships Channels Id.	Research & Insight <ul style="list-style-type: none">· Commercial Ecosystem Identification.· Benchmarking.· Attribute Mapping.· P&S Trend Analysis.· Customer Segments Research.	Brand Identity & Assets <ul style="list-style-type: none">· Phonetic Brand Identity.· Graphic Brand Identity.· Brand Tools Prototyping.· Legal Intellectual Protection.· Brand System Update®	Commercial Tools <ul style="list-style-type: none">· Sales & Marketing Tools.· Brand Stationery & Packaging.· E-commercial Tools.· Architecture & Interior Design.· Online Presence & Website Development.	Brand Communications <ul style="list-style-type: none">· Go-to Market Strategy.· On / Offline Brand Communications.· CRM & Retention Strategies.· Internal Communications.· Digital Marketing Deployment.

Y hemos comprobado,
marca tras marca, que cada vez
que ponemos al consumidor al centro
(incluso a tus empleados, que son
tus primeros consumidores),

tu negocio deja de competir
en un ecosistema comercial B2B/B2C,
y comienza a establecer relaciones
H2H: Human to Human.

Somos

Consultores de Marca

de Humano a Humano.

Bienvenidos.

Talleres

01. The Golden Circle

Why? – *(Your Purpose)*

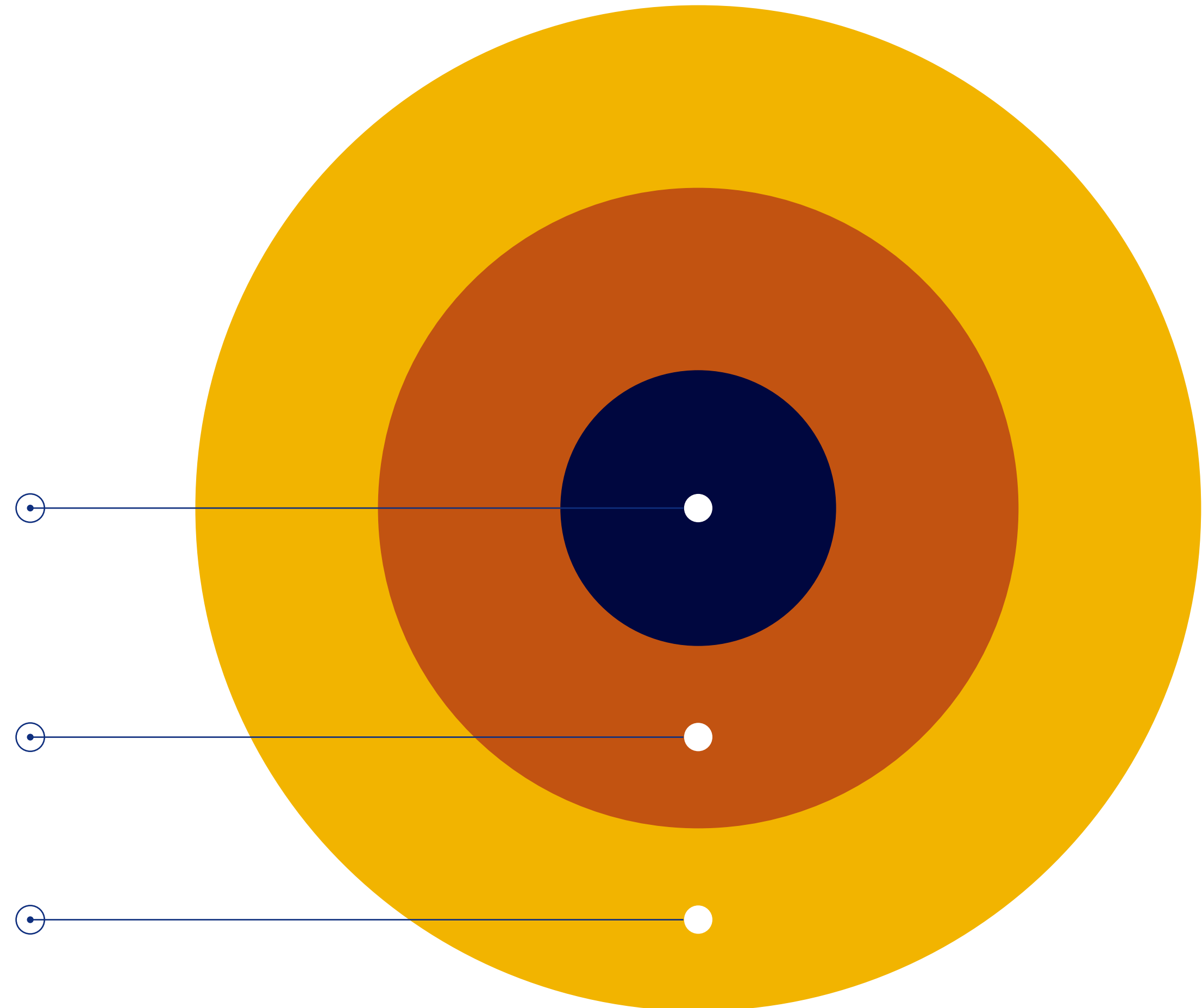
What is your cause? What do you believe? This is your core and the main reason of your product or service to exist.

How? – *(Your Tangibles)*

How will you achieve your goal?
These are specific actions taken to realize your Why.

What? – *(Your Tangibles)*

What do you do? The result of Why.
This is where your purpose translates into products & services.



02.

Customer Profiling



Customer profile 01

Atributes + Behaviours
+ Psychographics +
Demographics.



Customer profile 02

Atributes + Behaviours
+ Psychographics +
Demographics.



Customer profile 03

Atributes + Behaviours
+ Psychographics +
Demographics.












Customer profile 04

Atributes + Behaviours
+ Psychographics +
Demographics.

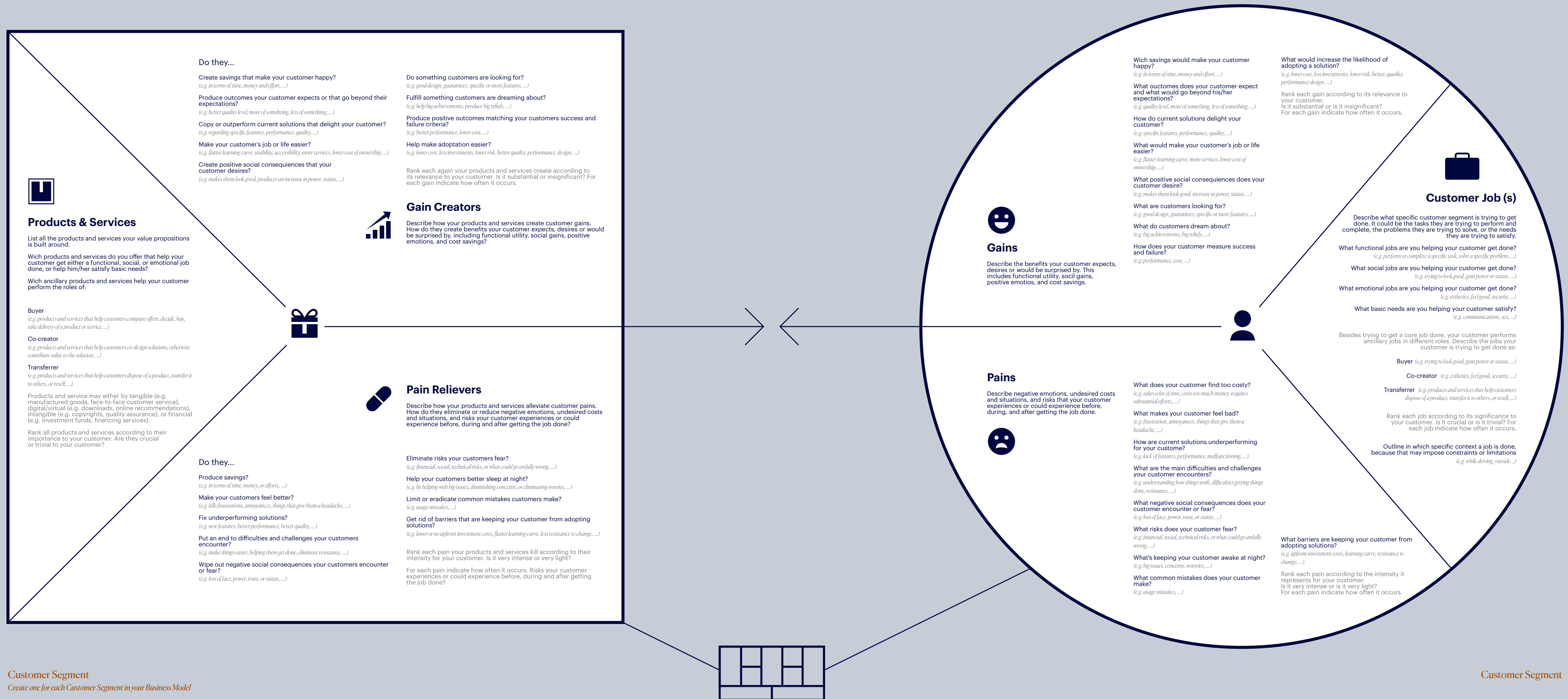
...

03.

Business Model Canvas

<div><h3>Key Partners</h3><p>Who are our Key Partners? Who are our Key Suppliers? Wich Key Resources are we acquiring from partners? Who Key Activities do partners perform?</p><p>MOTIVATIONS FOR PARTNERS <i>Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</i></p></div>	<div><h3>Key Activities</h3><p>What Key Activity do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p><p>CATEGORIES <i>Production Problem Solving Platform/Network</i></p></div>	<div><h3>Value Propositions</h3><p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p><p>CHARACTERISTICS <i>Newness Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</i></p></div>	<div><h3>Customer Relationships</h3><p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p><p>EXAMPLES <i>Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation</i></p></div>	<div><h3>Customer Segments</h3><p>For whom are we creating value? Who are our most important customers?</p><p>EXAMPLES <i>Mass Market Niche Market Segmented Diversified Multi-sided Platform</i></p></div>			
<div><h3>Key Resources</h3><p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p><p>TYPES OF RESOURCES <i>Physical Intellectual (brand patents, copyrights, data) Human Financial</i></p></div>	<div><h3>Channels</h3><p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p><p>CHANNEL PHASES <i>1. Awareness: How do we raise awareness about our company's products and services? 2. Evaluation: How do we help customers evaluate our organization's Value Proposition? 3. Purchase: How do we allow customers to purchase specific products and services? 4. Delivery: How do we deliver a Value Proposition to customers? 5. After sales: How do we provide post-purchase customer support?</i></p></div>						
<div><h3>Cost Structure</h3><p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p><p>MOTIVATIONS FOR PARTNERS <i>Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)</i></p><p>SAMPLE CHARACTERISTICS <i>Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope</i></p></div>			<div><h3>Revenue Streams</h3><p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p><table><tr><td>TYPES <i>Asset sale Usage fee Subscription Fees Lending/Renting/ Leasing Licensing Brokerage fees Advertising</i></td><td>FIXED PRICING <i>List Price Product feature dependent Customer segment dependent Volume dependent</i></td><td>DYNAMIC PRICING <i>Negotiation (bargaining) Yield Management Real-time Market</i></td></tr></table></div>		TYPES <i>Asset sale Usage fee Subscription Fees Lending/Renting/ Leasing Licensing Brokerage fees Advertising</i>	FIXED PRICING <i>List Price Product feature dependent Customer segment dependent Volume dependent</i>	DYNAMIC PRICING <i>Negotiation (bargaining) Yield Management Real-time Market</i>
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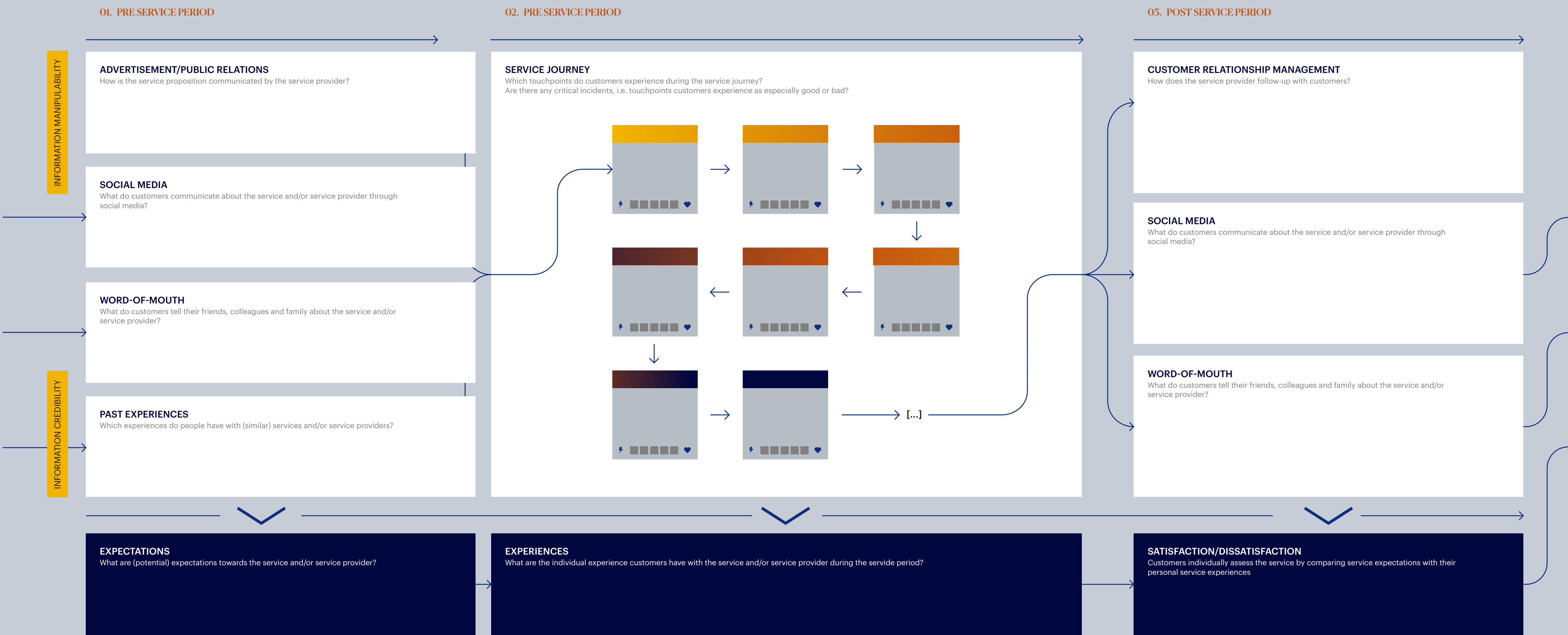
04. Value Proposition Canvas



USE IN CONJUNCTION WITH THE BUSINESS MODEL CANVAS

05.

Customer Experience Canvas



Servicios

Branding Integrativo









A poster for Milamores featuring a central white diamond shape with text, surrounded by colorful geometric shapes. The text on the poster includes:

MÉXICO
ES EXTRAORDINARIO
GRACIAS A GENTE
EXTRAORDINARIA
COMO TÚ.
REENAMÓRATE
DE MÉXICO.
ENAMÓRATE
DE MILAMORES.

MILAMORES
TODA EL CORAZÓN DE MÉXICO

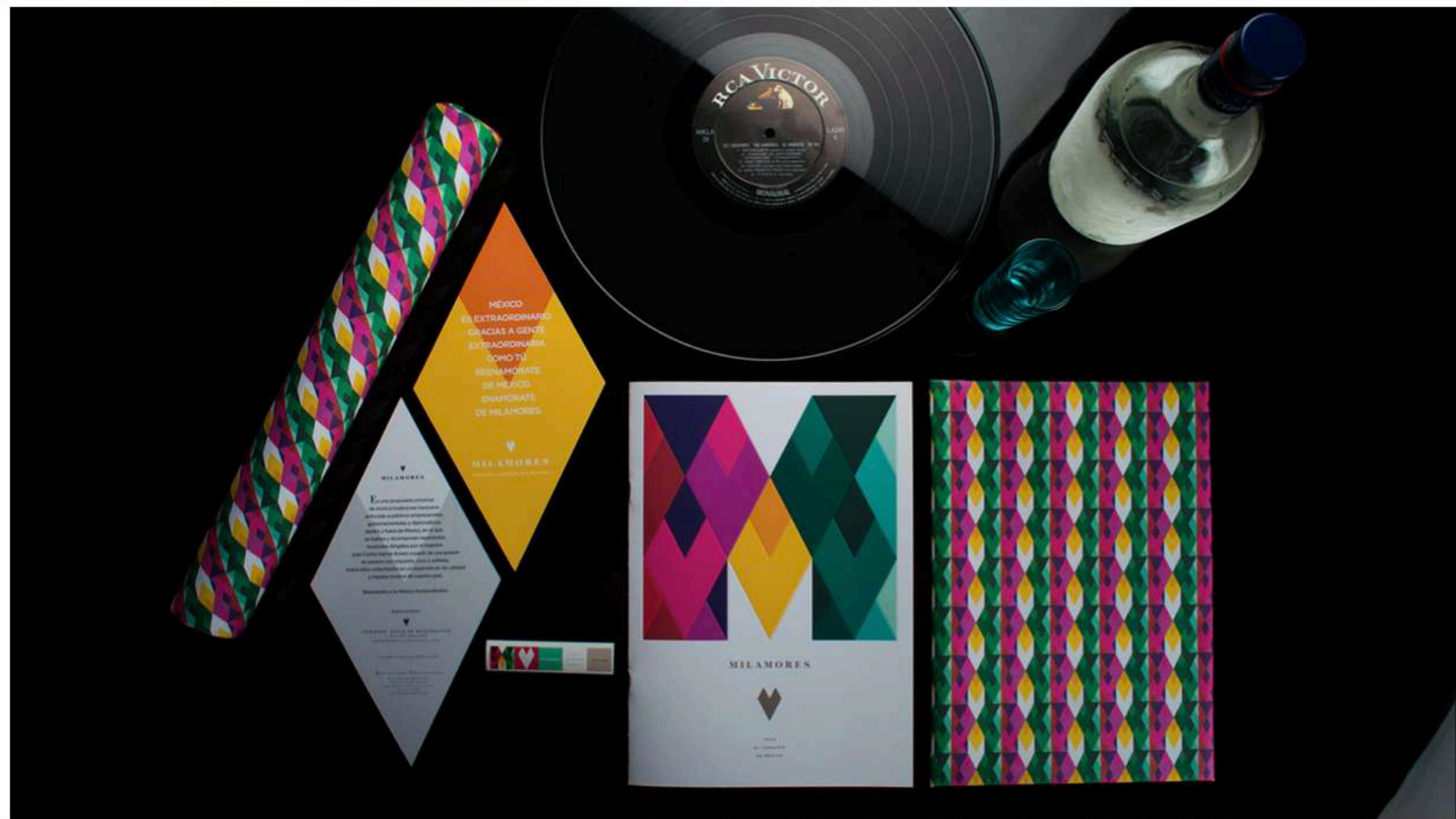
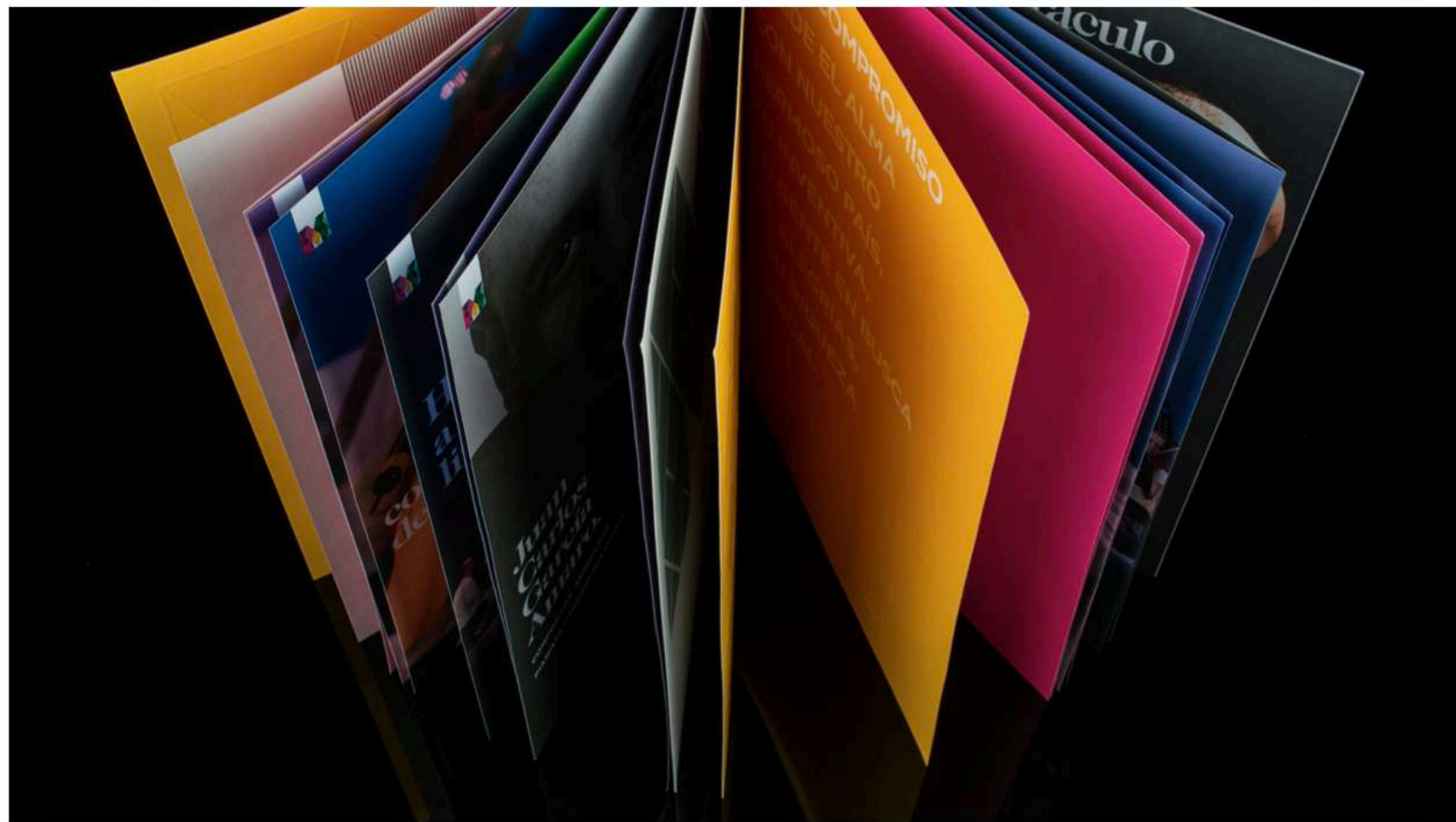
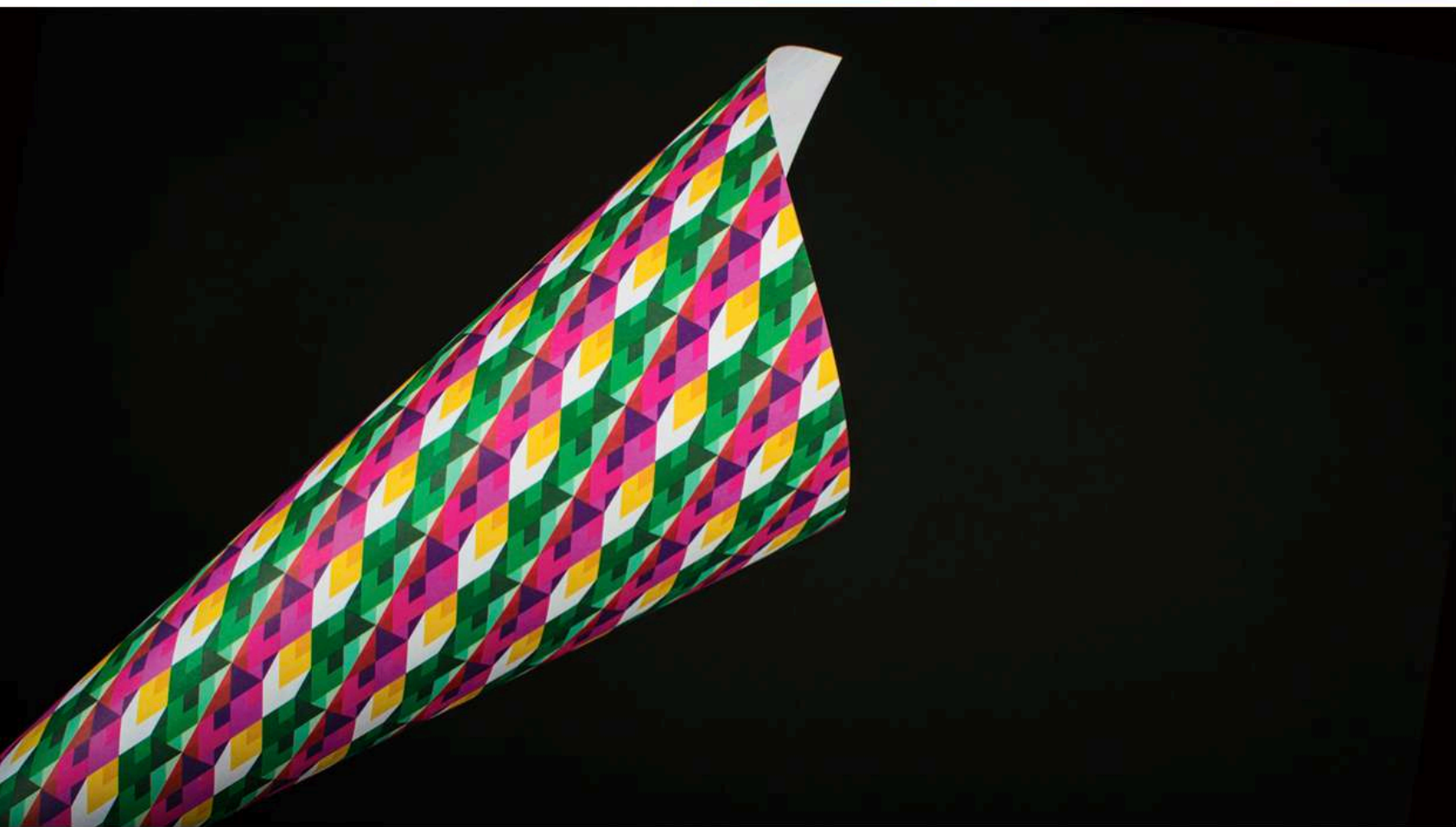
Es una propuesta universal
de música tradicional mexicana
enfocada a públicos empresariales,
gubernamentales y diplomáticos
dentro y fuera de México, en el que
se reúnen y recomponen repertorios
musicales dirigidos por el maestro
Juan Carlos García Amorin a partir de una punta
en esencia con orquesta, coro y solistas,
todos ellos conjuntados en un espectáculo de calidad
y riqueza musical de nuestro país.
Bienvenido a tu México Extraordinario.

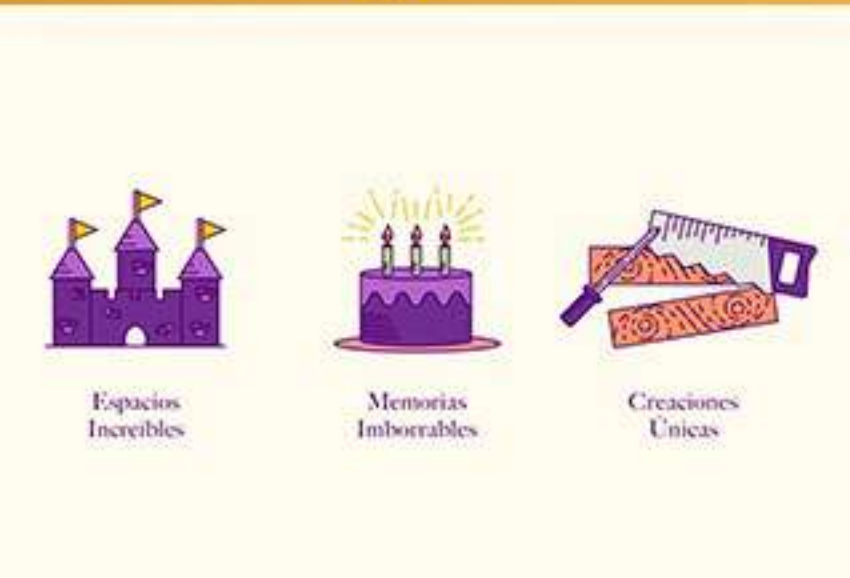
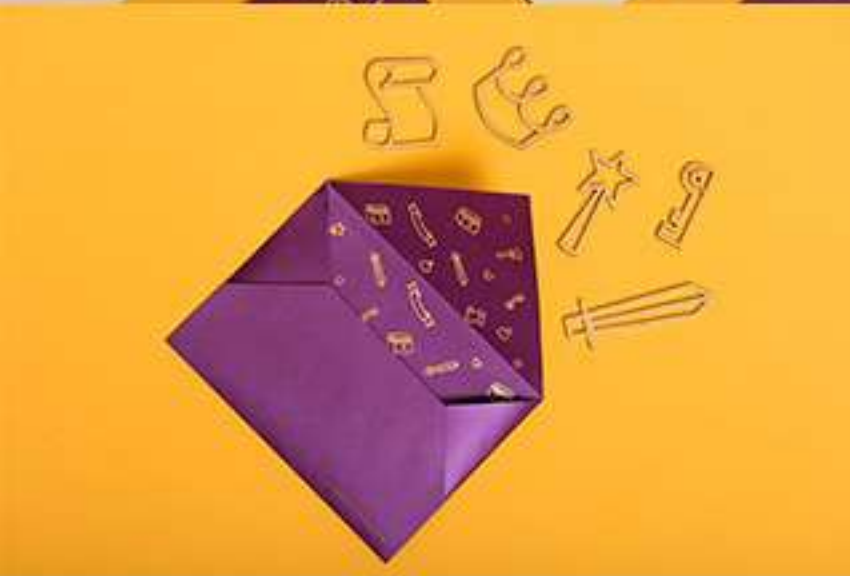
MANAGEMENT
GERARDO AGUILAR REYESMANTE
074 2242 7000
gerardo@milamores.com

MILAMORES
TODA EL CORAZÓN DE MÉXICO

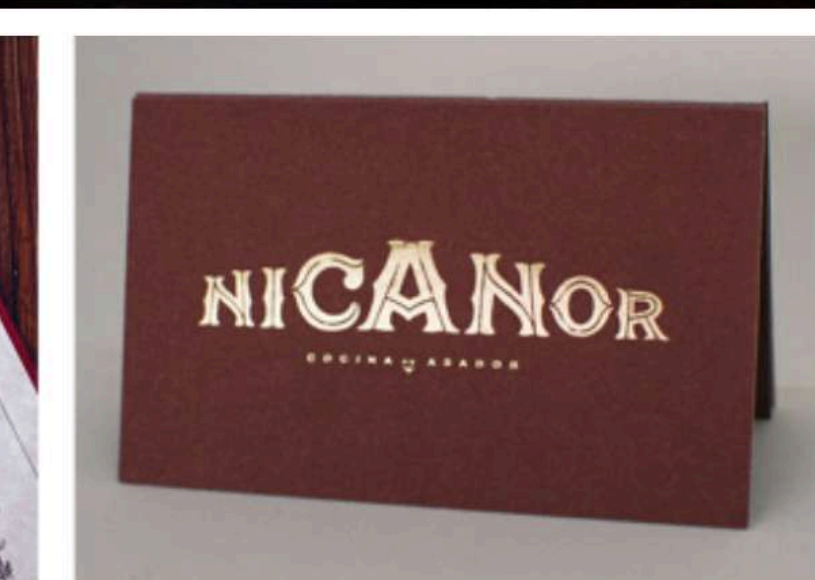
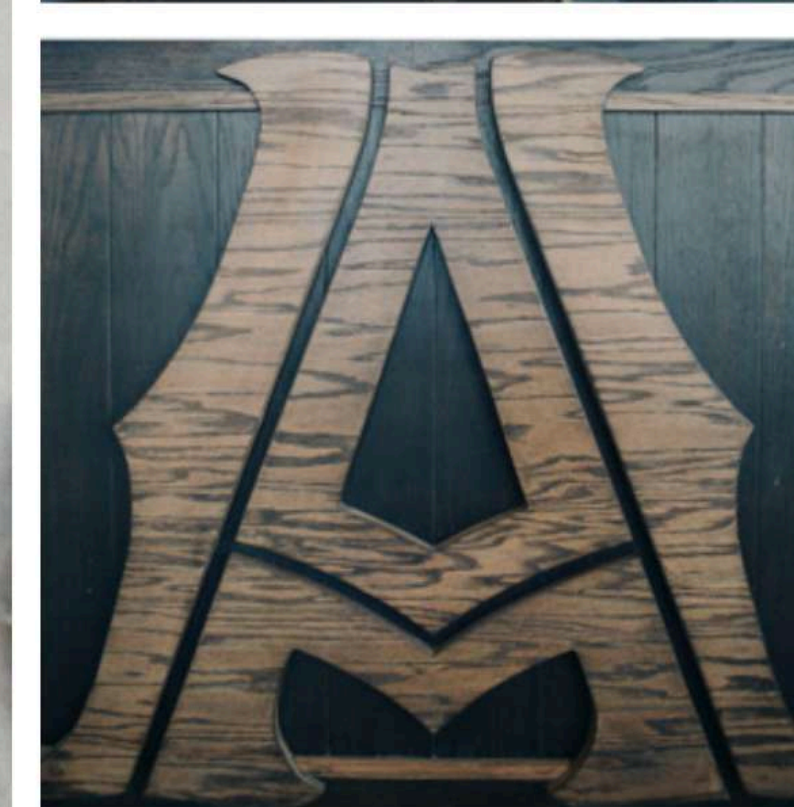
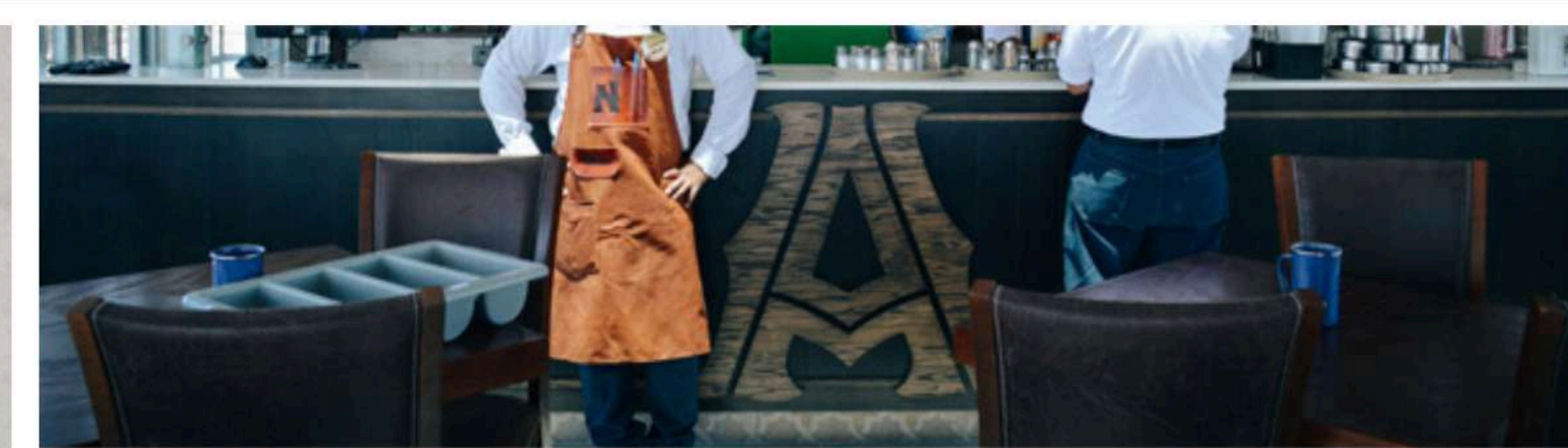
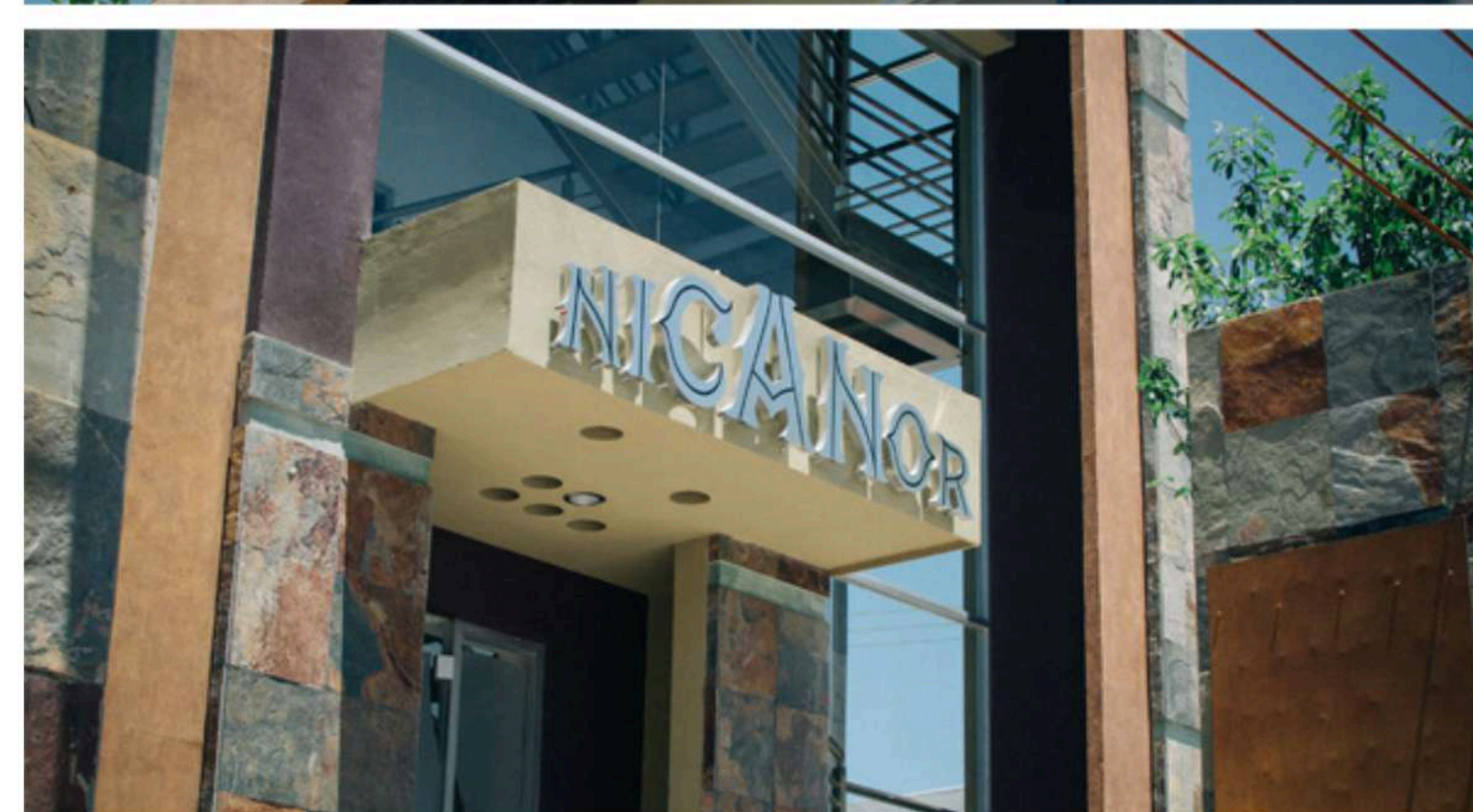
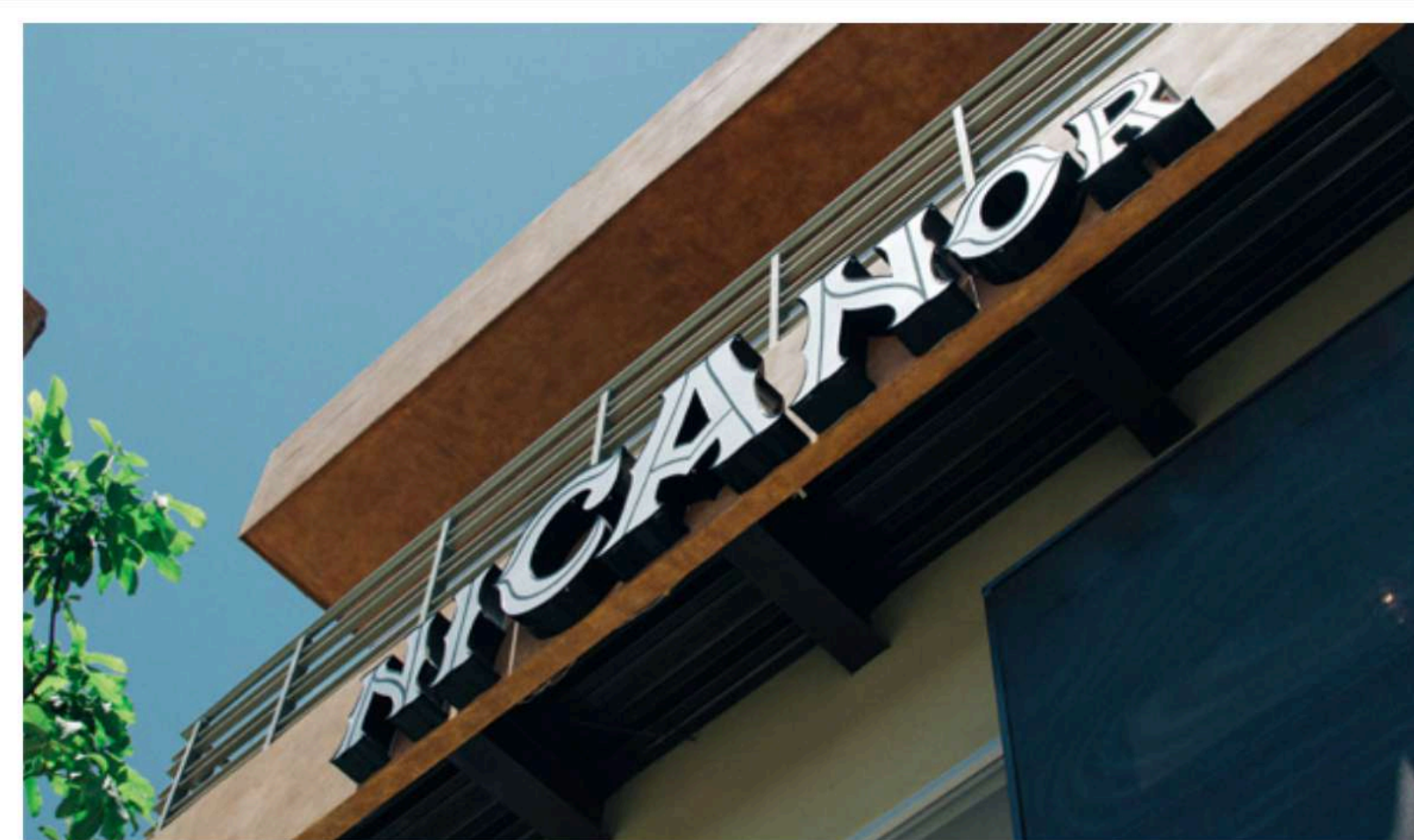
MÉXICO
ES EXTRAORDINARIO
GRACIAS A GENTE
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COMO TÚ.
REENAMÓRATE
DE MÉXICO.
ENAMÓRATE
DE MILAMORES.

MILAMORES
TODA EL CORAZÓN DE MÉXICO











**Buscamos personas
que dan el 100.**



Servicios

Promoción Comercial & Publicidad

[Click para ver video](#)

MAVERICK

FIXOLOGY

[Click para ver video](#)



L COSTA LA TE LLAMA

[Click para ver video](#)



LA COSTA TE LA MA

[Click para ver video](#)

Le Burger &

A close-up photograph of a burger on a wooden cutting board. The burger has a sesame seed bun, a beef patty, melted cheese, tomato slices, and fresh lettuce. In the background, a plate of french fries is visible, and the scene is set in a kitchen with a window and a plant in the distance.

[Click para ver video](#)

Gin Tônique

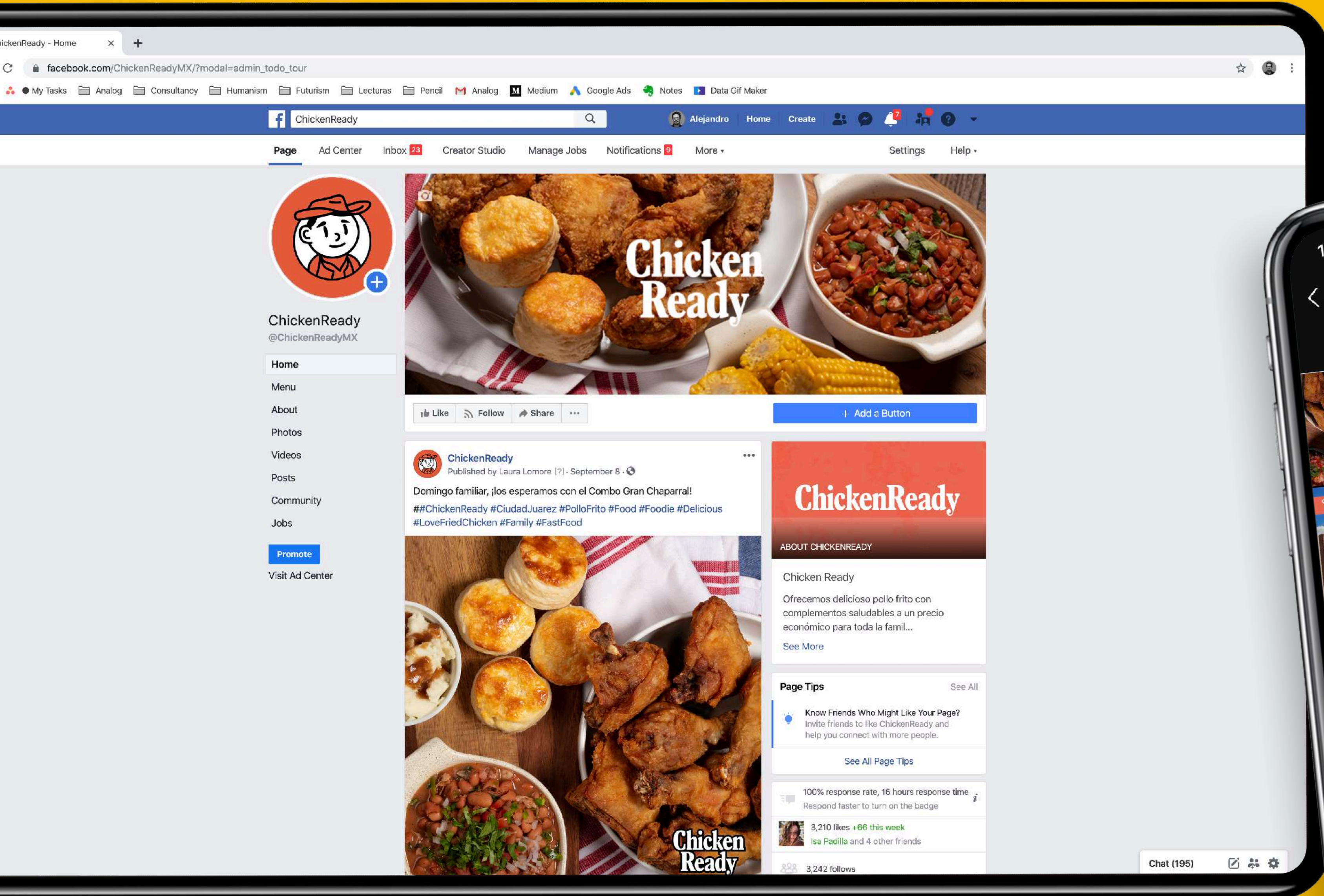


[Click para ver video](#)

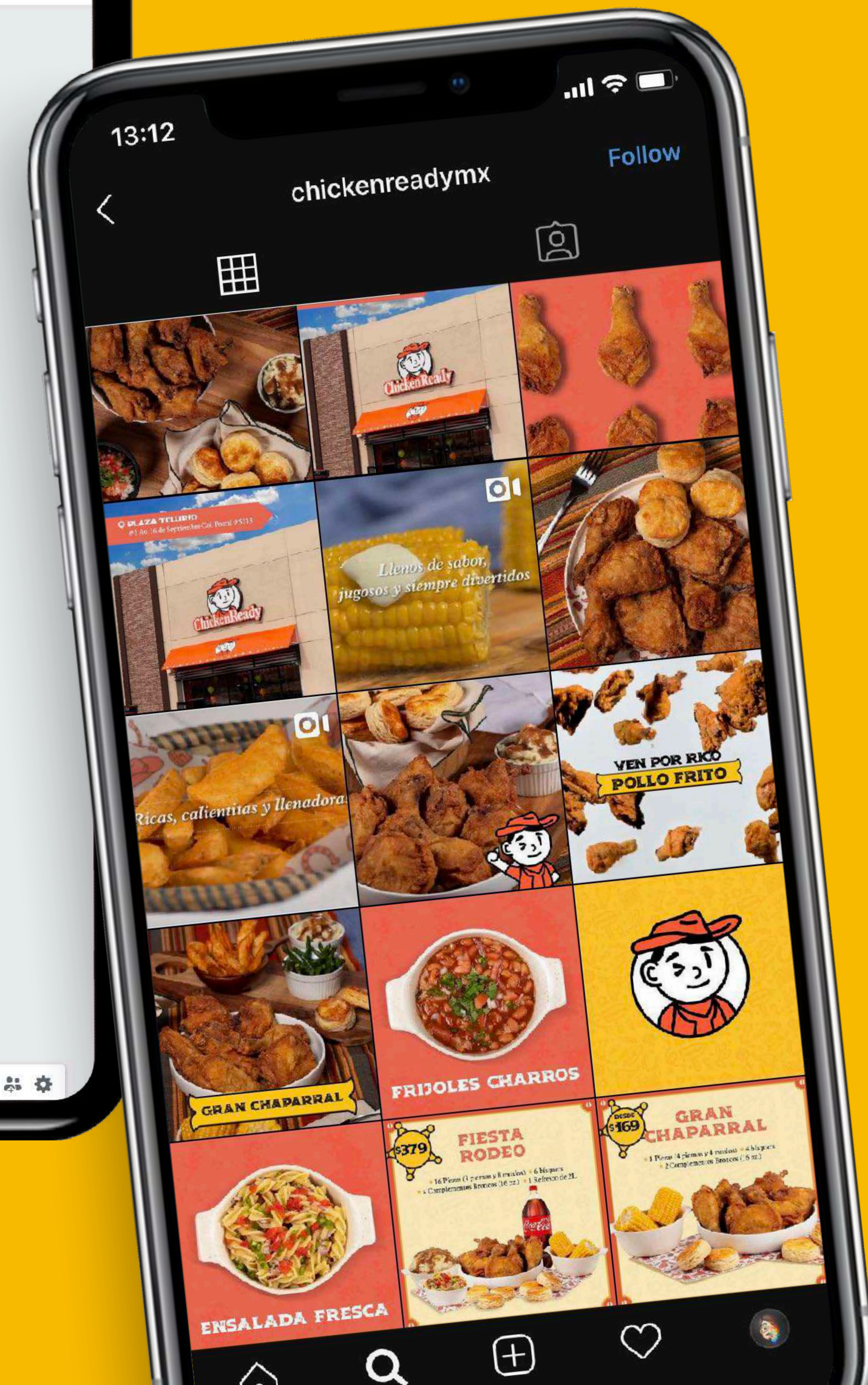
*Eres la fuente de inspiración
para todos los que creemos en ti*

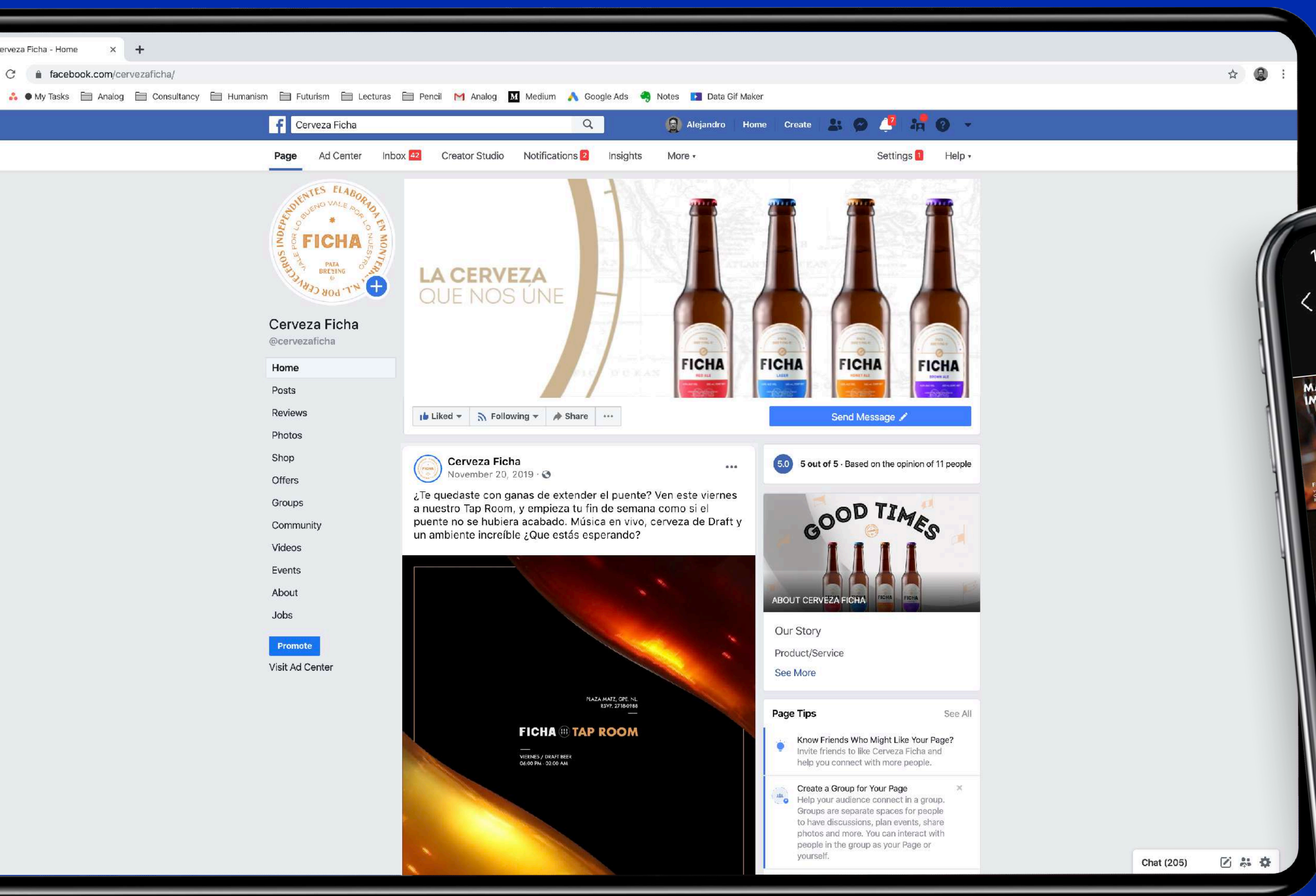
Servicios

Comunicación de Marca en Redes Sociales

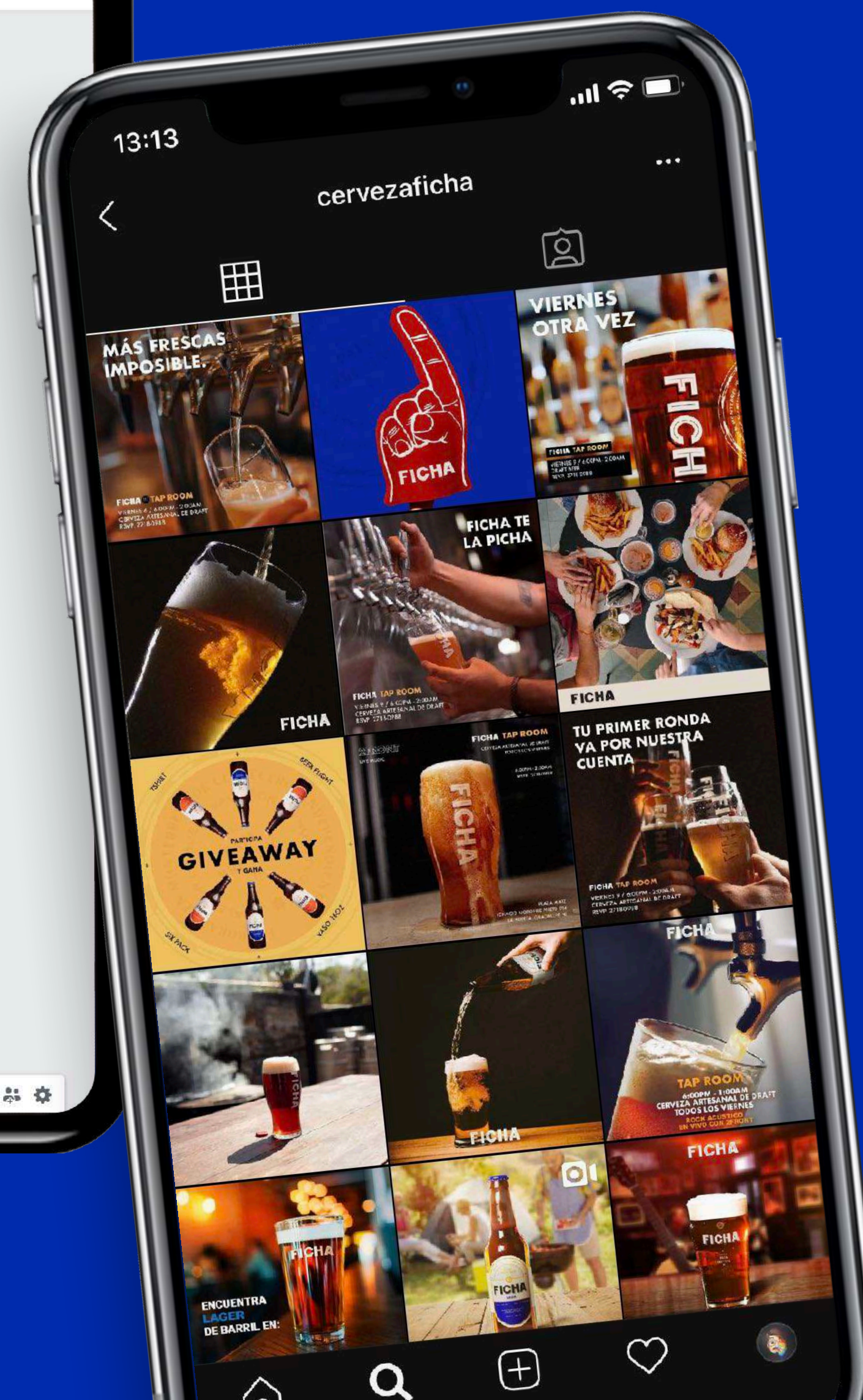


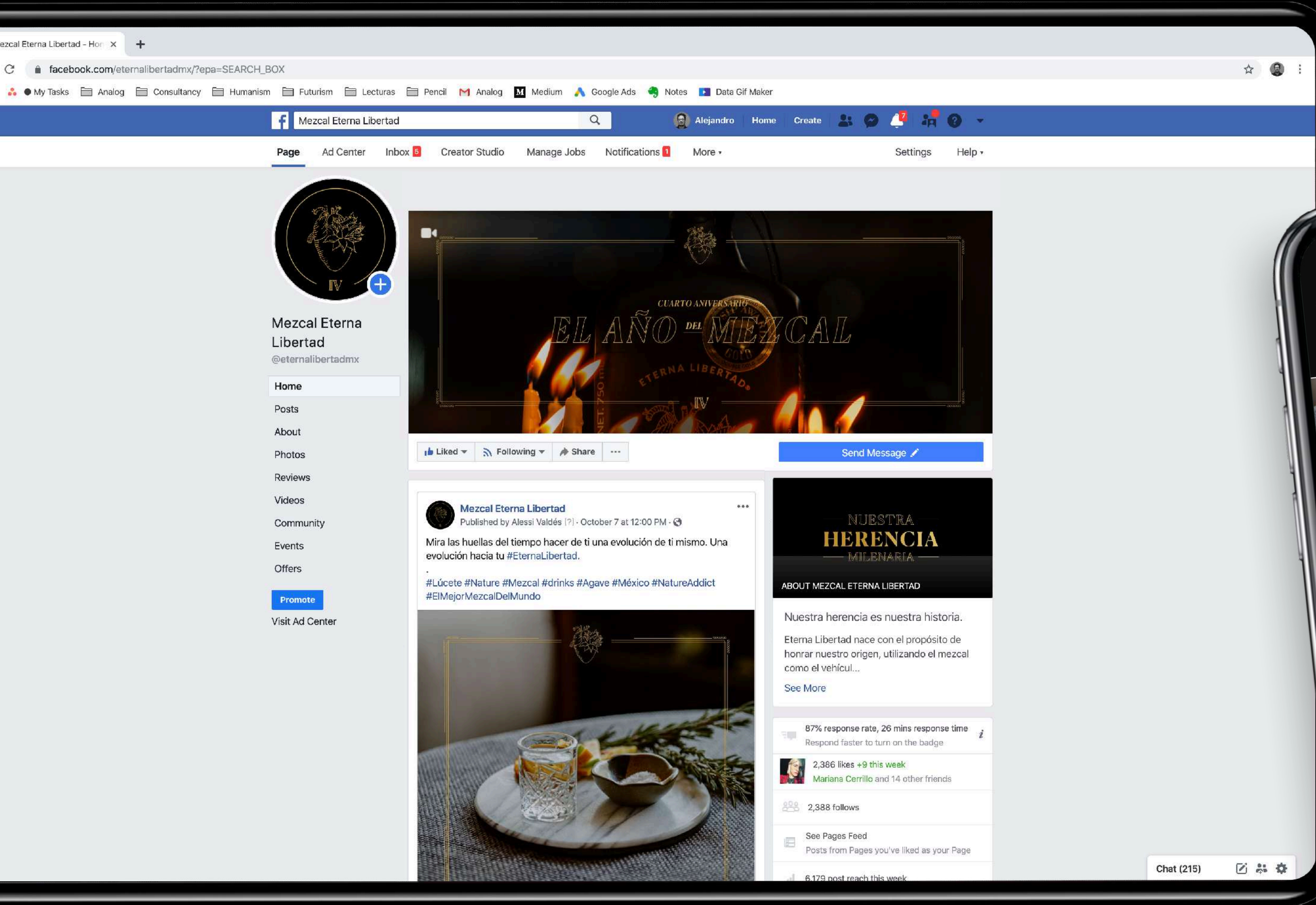
Chicken Ready



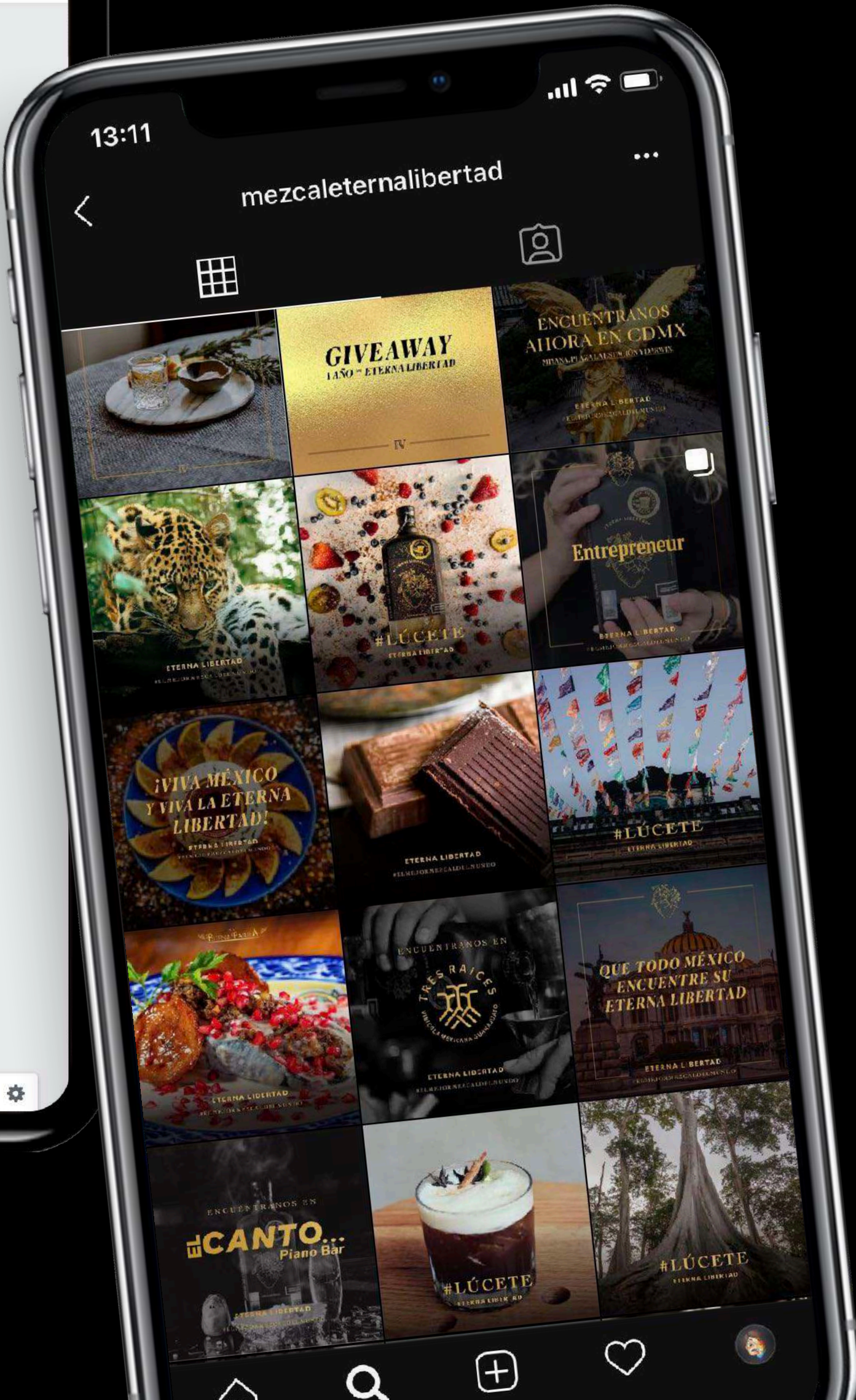


Cerveza Ficha

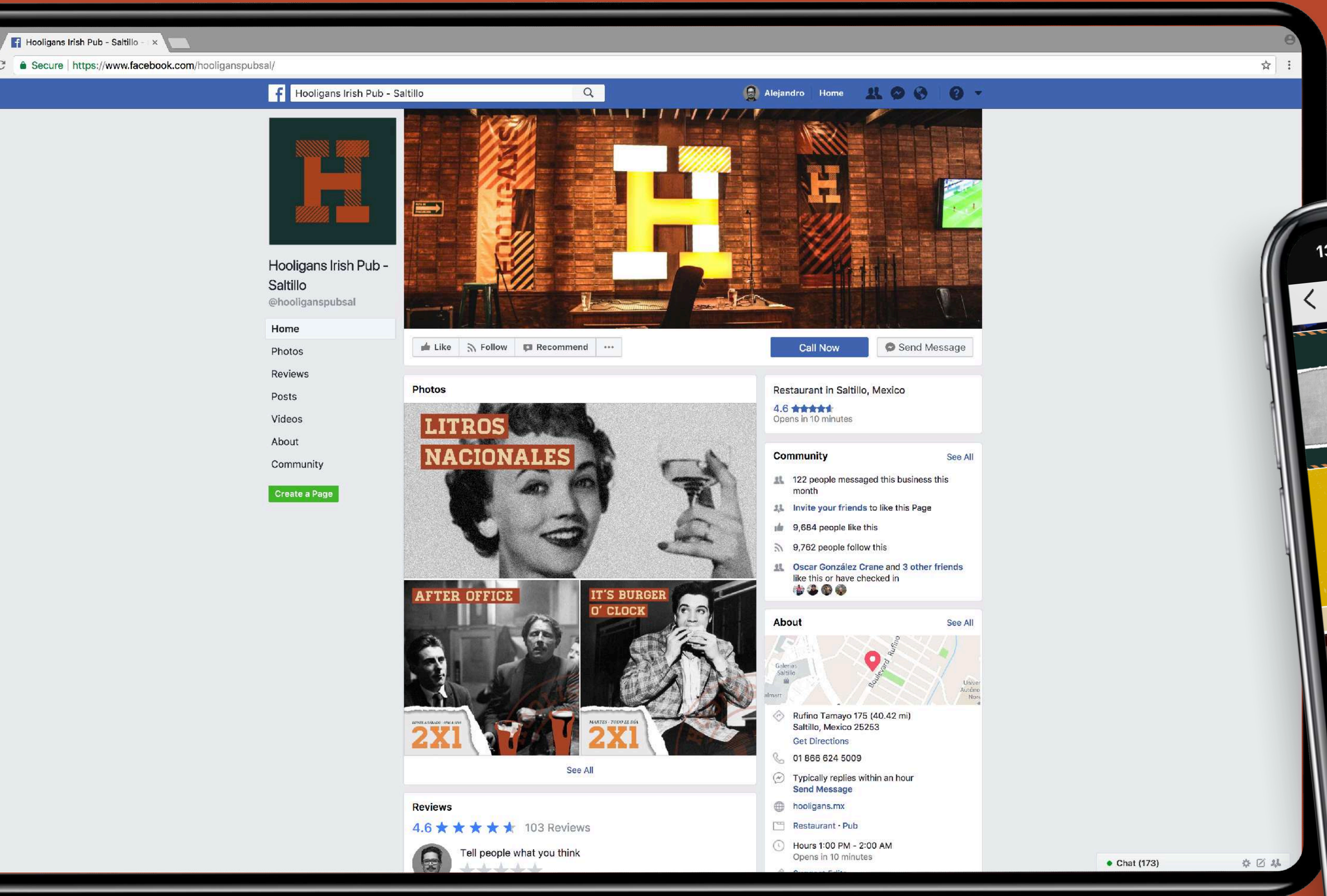




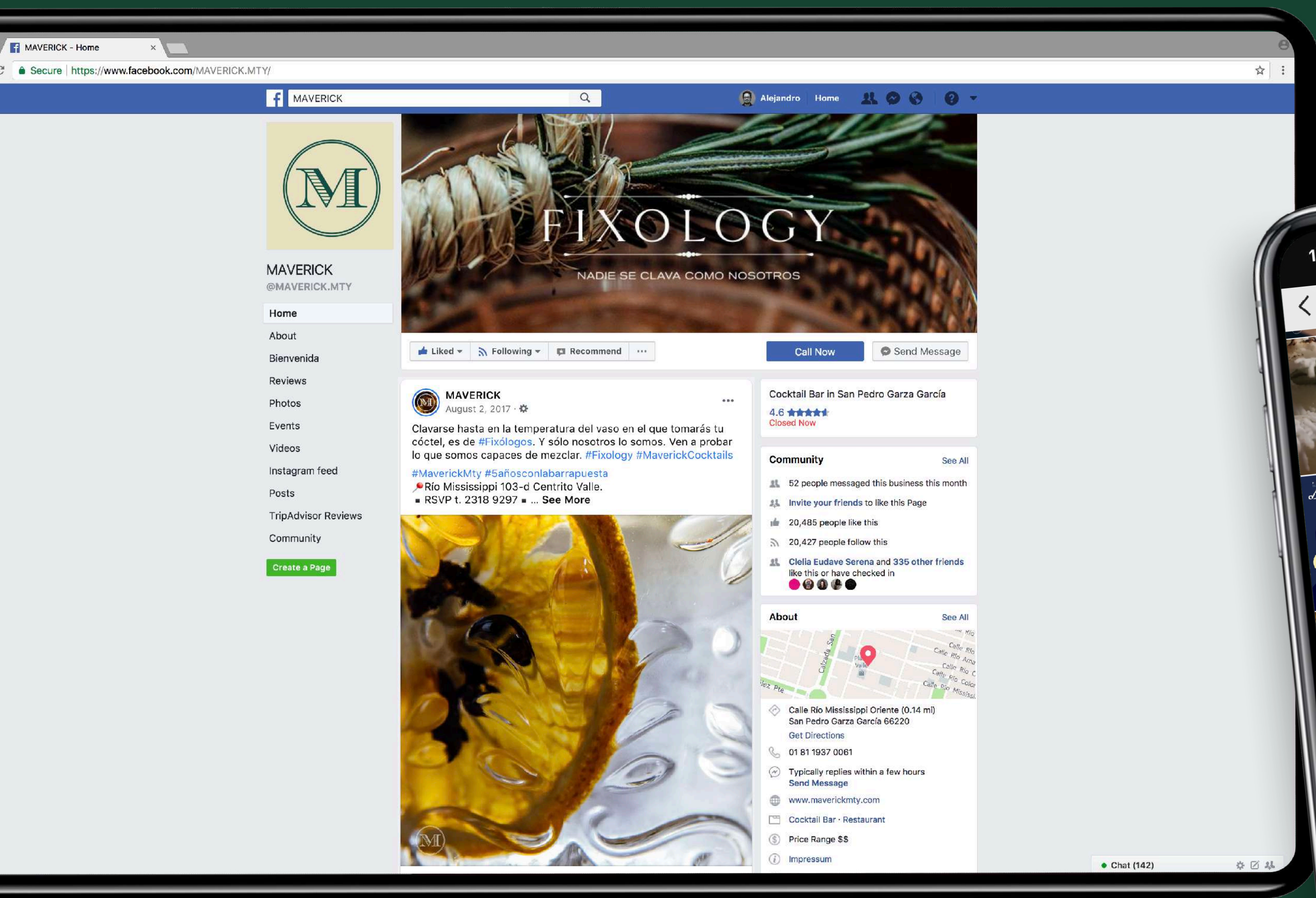
Mezcal Eterna Libertad



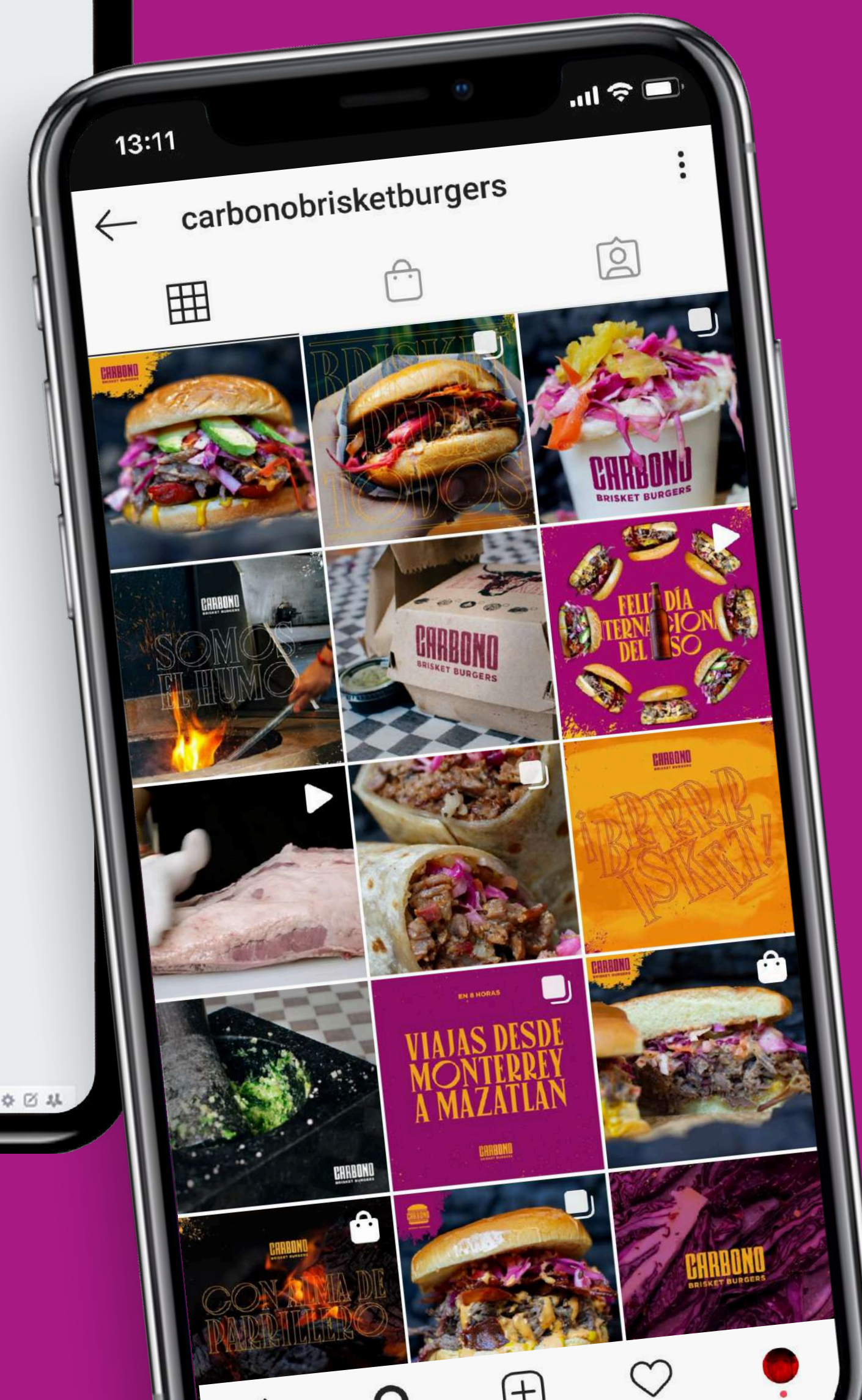
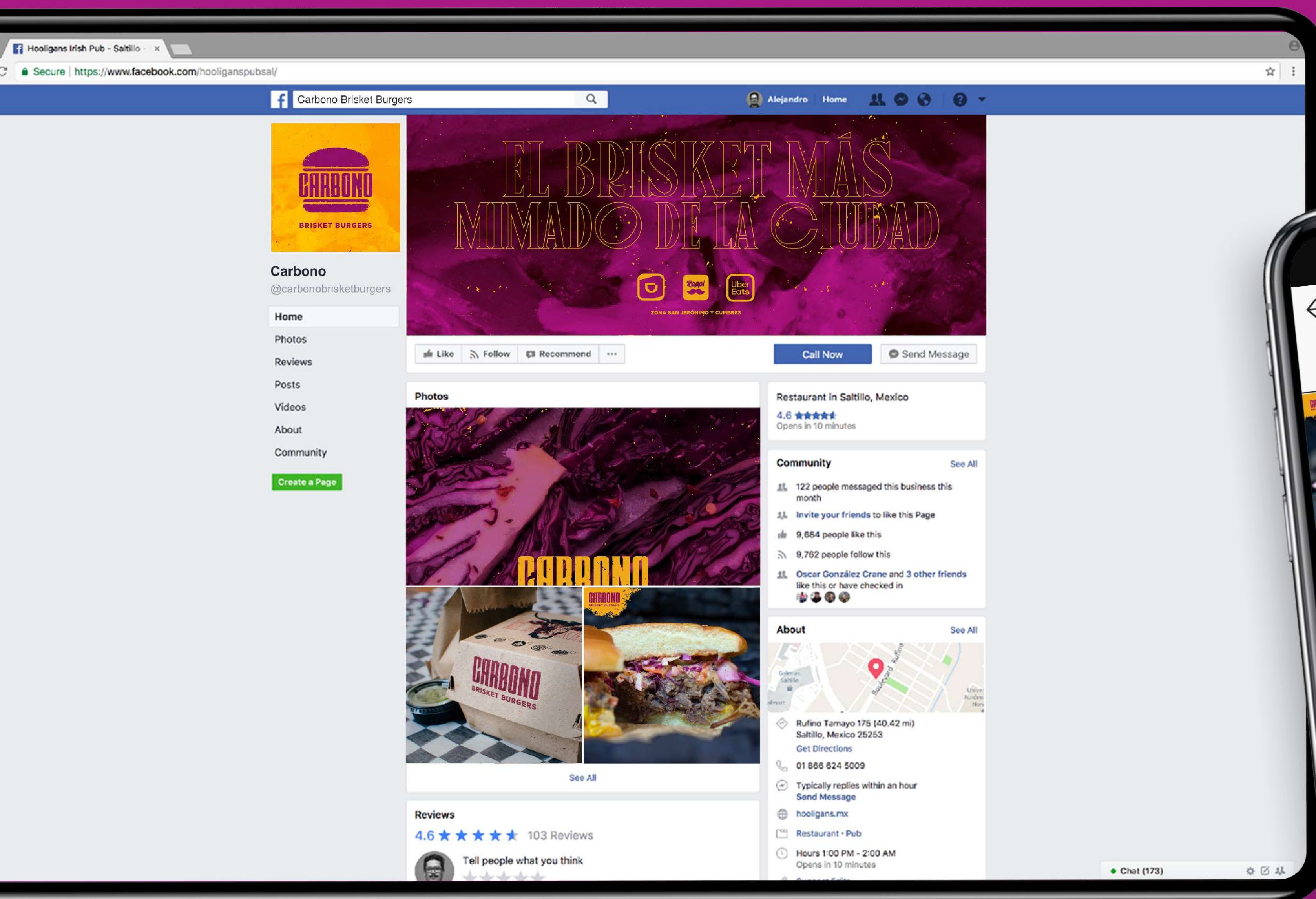
Hooligans Irish Pub

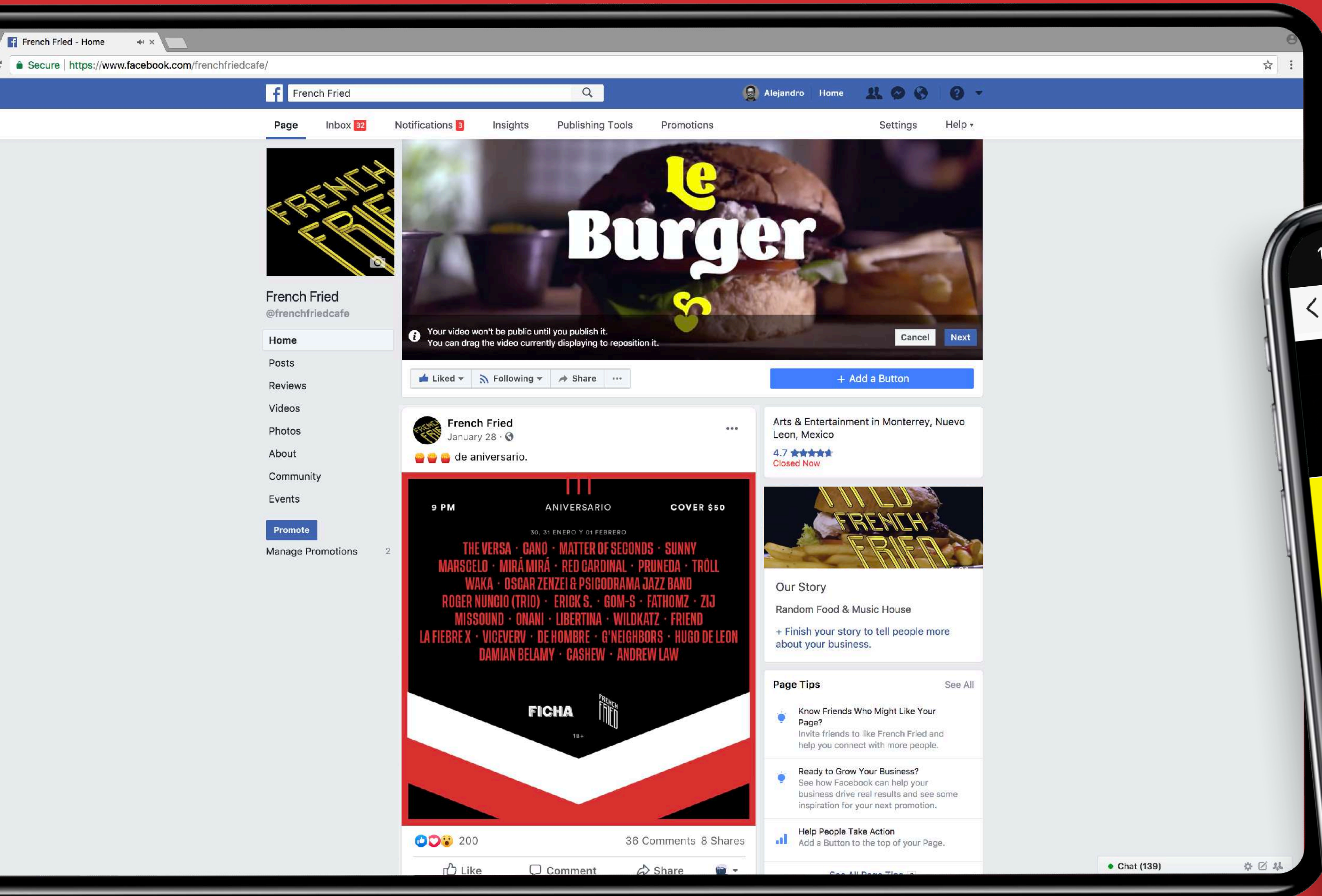


Maverick

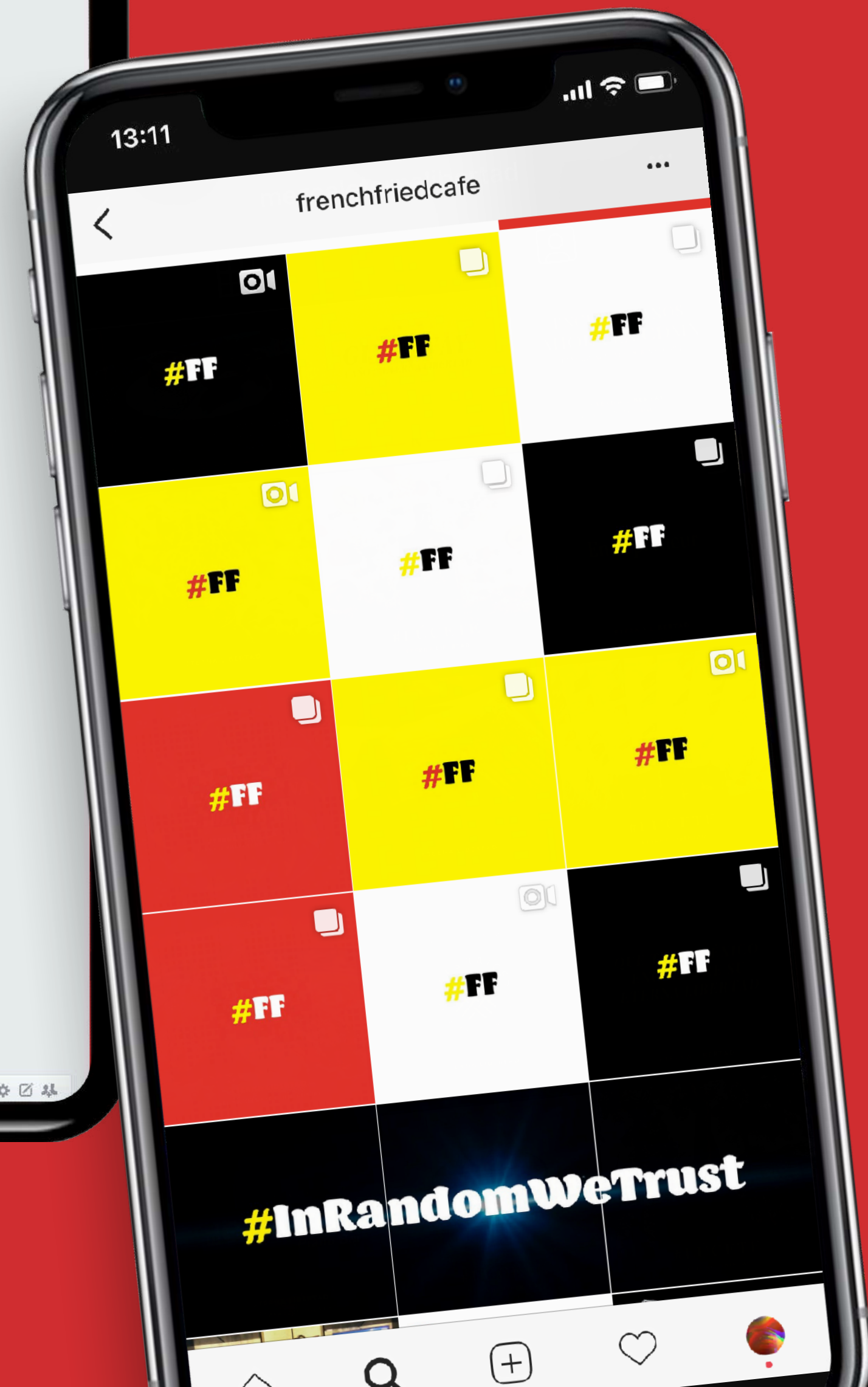


Carbono Brisket Burgers





French Fried Café



Human to Human

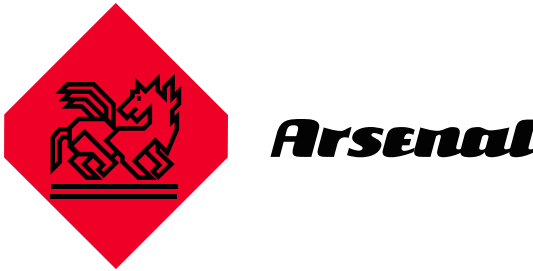
Cientes

NIKKORI
SUSHI

BILT
CONSTRUCCIÓN + DISSENY

MUEBLES
ENDIVIA

Lunela



GrupoEi
Comercio Exterior

NACION
CERVECERA

AISLA/COAT
SOLUCIONES INNOVADORAS Y SUSTENTABLES

MAKE
MIKE

Supreme
blowdry &
make-up
parlor

DI
RÍA
CLE
MEN
CIA

orientalwok
asia kitschen

banregio

skinpharma
soluciones para tu piel

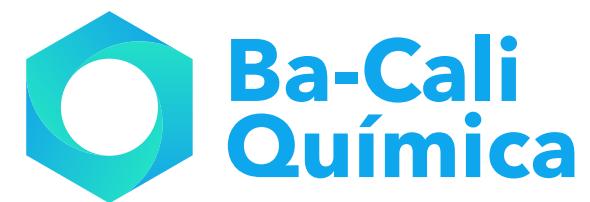
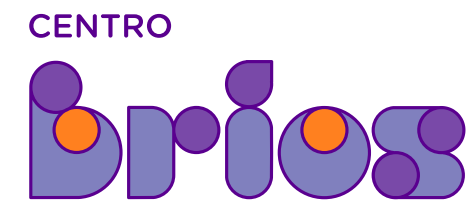
Nuava
health is a choice

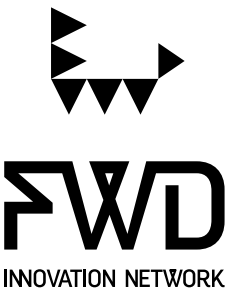
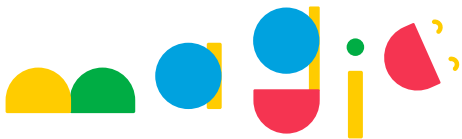
QUMANO

CARBONO
BRISKET BURGERS



NICANOR
COCINA y ASADOR





GNC

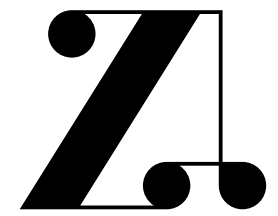


alfa

HOOLIGANS
IRISH PUB + KITCHEN



FEMSA



CommonSpace
CO-
WORKING
SPACES



PARALELO
COMMERCIAL EXPERIENCE

FICHA

Bo-tany

axtel




**Aurora
& Boreal**



Analog

Human *to* Human Brand Consultants.

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