

CONSULTORÍA DE BRANDING

CONSTRUCCIÓN, COMUNICACIÓN Y GESTIÓN ESTRATÉGICA
DE MARCAS DEPORTIVAS

¡ERES UNA MARCA!

- ▶ Es tu mayor activo.
- ▶ Sé único.
- ▶ Diferénciate.
- ▶ Genera valor.





¿TRABAJAMOS JUNTOS EN TU MARCA?

- ▶ Profesionalidad
- ▶ Confidencialidad
- ▶ Responsabilidad
- ▶ Cercanía
- ▶ Compromiso

EL PROCESO

The background is a chalkboard with various white chalk drawings. At the top, the words 'Strategy' and 'Innovation' are partially visible. On the left, there are several arrows pointing in different directions. In the center, a glowing lightbulb is the main focus. To its right, there is a drawing of a lit lightbulb with radiating lines, and the words 'Vision' and 'Creativity' written below it. Further right, the word 'Support' is written. At the bottom right, there is a drawing of a globe. The overall theme is innovation and creative process.

FASE 1: INVESTIGACIÓN

EL PROCESO



FASE 2: ESTRATEGIA

EL PROCESO



FASE 3: ACTIVACIÓN / COMUNICACIÓN

EL PROCESO



FASE 4: GESTIÓN

EL PROCESO

A woman with dark hair is holding a large megaphone in front of her mouth. The background is a light-colored wall covered in various hand-drawn business icons such as pie charts, arrows, lightbulbs, and dollar signs. The image has a blue geometric overlay on the right side.

FASE 5: ANÁLISIS Y TOMA DE DECISIONES

EL PROCESO ES:

DESCUBRIMIENTO

ESTRATEGIA

IMAGEN

COMUNICACIÓN

REDES SOCIALES

MARKETING

PUBLICIDAD

EVENTOS

PATROCINIOS

OBJETIVOS

FUTURO



PROCESO DE BRANDING

A soccer player in a blue and red jersey is celebrating on a field, surrounded by fans. The player is in the center, with his right arm raised in a fist. He is wearing a blue and red striped jersey with 'QATAR' and the FC Barcelona crest. The background shows a large stadium filled with spectators under bright lights. The scene is captured from a low angle, looking up at the player. The overall atmosphere is one of excitement and triumph.

ESPECIALIZADO
ADAPTADO
PERSONALIZADO
ARTESANAL

BRANDING PARA



FUTBOLISTAS

BRANDING PARA

FUTBOLISTAS



BRANDING PARA

ENTRENADORES



BRANDING PARA



JUVENTUS

CLUBES

BRANDING PARA

ASAMBLEA
GENERAL ORDINARIA

24 de Julio de 2018



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GENERAL ORDINARIA

24 de Julio de 2018



FEDERACIONES, INSTITUCIONES DEPORTIVAS, ETC.

BRANDING PARA

DEPORTISTAS



BRANDING PARA

DEPORTISTAS



¿EN MANOS DE QUIÉN PONES TU MARCA?

Santiago Mayorga Escalada

JEP Sports Management

www.jepsportsmanagement.com



**SPORTS
MANAGEMENT**



Agencia intermediaria registrada por la RFEF con el nº485



¿ACTIVAMOS TU MARCA?

Única
Diferente
Llena de valor