

**CREATIVE ORCHESTRA**, the UK's only Anglo-Spanish brand marketing & advertising agency, also provides consultancy to Spanish agencies, brands, organisations and government bodies looking to extend their marketing into the UK.

We can help orchestrate all aspect of your campaign and work with your existing agencies and suppliers for a worry free campaign delivery.

"Our main aim is to help you delivery you campaign without any costly mistakes or delays."

The UK is one of the most complicated and sophisticated markets in Europe and requires the right experience and knowledge to maximise marketing effectiveness.

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#### What we offer:

**REGULATIONS AND LEGAL CONTROLS** - breaching CAP, BCAP, HFSS, ASA, data protection, promotional law and many other guidelines is very easy. Many media channels also have their own regulations regarding TV and the London Underground. We can guide you through and help get ads approved. If the media is booked and the ad isn't approved to run you will still have to pay the media bill.

**TRANSLATION, LANGUAGE** - we can advise not only on the right translation but making sure the words, phrases and messaging work for a UK audience. It's easy to make spelling and language mistakes or for your message to get 'lost in translation'.

**TONALITY-UK** - consumers are very tuned into tonality, but get it wrong and you could end up being laughed at.

**DESIGN, IMAGERY AND GRAPHICS** - we can advise on making sure packaging and communications look right for the target market, avoiding clichés and gets noticed.

**ARTWORK, FILM, RADIO, DIGITAL** - we can also make sure it is correct for the UK market – this is a very common mistake made with international campaigns and a costly one.

**VOICE-OVERS, MUSIC, LICENSING** - we can advise, select and direct all sound elements of an advert or film/video. Arrange recording. Plus deal with licensing, copy approval and PRS.

**STRATEG** - we can review existing plans and proposals or advise on the best strategy for reaching your target audience, covering propositions, media planning and digital. We can also tell you if you are paying too much.

**MEASURING RESULTS** - we can advise on what measures are valuable and how best to evaluate the success of a campaign. There are many.

**COSTS** - although most suppliers are honest in the UK we can independently evaluate media plans, proposals, costing and make sure you are getting a fair deal and not paying too much. In some case we can renegotiate a better deal. We can also advise what may not work or be as effective and how to improve effectiveness.