

# MADRE.

STRATEGIC & CREATIVE CONSULTING



**WE**  
***NURTURE***  
**BRANDS.**

**MADRE.**

# **WE CONCEIVE, INCUBATE, AND GIVE BIRTH TO BIG IDEAS**

We specialize in developing creative strategies for progressive organizations. We are based in Nicaragua, but our work is present in over 50 countries.

BRANDING.

COMMUNICATION.

EXPERIENCES.

# 01 **BRANDING.**

We create and reposition brands. We define strategy, unique value proposition, naming, brand promise, brand territories, tone of voice and creative concept. We design comprehensive visual identity systems along with its rules of usage.

## 02 COMMUNICATION.

We advise on, develop, and accompany integrated communication campaigns. We combine digital and print media, retail, outdoor and experiential. Our strategies and key messages are bullet proof because they are backed up by a strong base of research.



## 03 EXPERIENCES.

We design events and commercial spaces that place the user at the center of the experience. We incubate high social impact projects such as Nicaragua's Creativity Festival: Chispafest.

# PROCESS

**01**

QUESTIONNAIRE  
AND BRIEF.



**02**

DIAGNOSTICS AND  
RESEARCH.



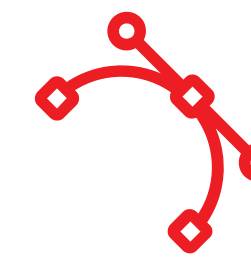
**03**

STRATEGY AND  
CREATIVE  
DIRECTION.



**04**

DESIGN AND  
DEVELOPMENT.



**05**

DELIVERY AND  
TOAST.



Our work methodology is inclusive among all areas to ensure transversal solutions.  
Strategy, creativity, business, design, communication and production.



# OUR TEAM.



**CARLOS ZÚÑIGA**  
EXECUTIVE DIRECTOR,  
STRATEGY AND CREATIVITY



**AMANDA CUADRA**  
PROJECT & EXPERIENCES  
DIRECTOR



**JUAN MARTÍNEZ**  
BUSINESS ADVISER



**IVÁN GUTIERREZ**  
MARKETING ADVISER



**DAININ SOLÍS**  
DESIGN DIRECTOR



**XIMENA CORDÓN**  
COMMUNICATIONS DIRECTOR



**DANIEL BARRIOS**  
CONSUMER BEHAVIOR  
ADVISER



**HULDA REYES**  
KEY ACCOUNTS  
AND PRODUCTION



**DANIEL ARAGÓN**  
VISUAL AND WRITTEN  
COMMUNICATOR



**INTI RUIZ**  
GRAPHIC DESIGNER



**MELINA RODRÍGUEZ**  
VISUAL COMMUNICATOR



**LUIS GÓMEZ**  
MARKETING INTERN

# ALLIES.

We apply design thinking principles, work with multiple specialists, consultants and artists to ideate solutions from different optics.

**Architects.**

**Musicians.**

**Psychologists.**

**Sociologists.**

**Animators.**

**Photographers.**

**Attorneys.**

**Illustrators.**

**Cinematographers.**

**Journalists.**

**Economists.**

**Engineers.**

We have a regional alliance with PUPILA ESTUDIO from Costa Rica.

# CLIENTS.





EVERYTHING ORIGINATES  
FROM A BIG IDEA.



# CUATRO CINCO.

To commemorate the 45th anniversary of Joya de Nicaragua, we developed a limited edition product to increase its brand value and introduce JDN to the ultra-premium cigar segment.

We named it Cuatro Cinco, created the visual brand identity, packaging, strategy and communications campaign.

This project was selected as a finalist at the 2014 Ibero-American Design Biennial in Madrid, Spain.

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**PRODUCT DEVELOPMENT.**  
**STRATEGY.**  
**NAMING.**  
**BRANDING.**  
**COMMUNICATION.**  
**PACKAGING.**  
**DESIGN.**

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See the full project:

[HTTPS://MADRE.CONSULTING/CUATRO-CINCO](https://madre.consulting/cuatro-cinco)



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# CHISPA FEST.

Chispafest, Nicaragua's Creativity Festival, is an educational event that brings together the world's leading creative leaders with more than 1.200 Nicaraguan professionals and students. Two days of workshops, exhibitions and parties in Managua to inspire, create community and accelerate the development of creative industries in the region.

Chispafest is a social innovation initiative created, promoted and produced by MADRE.

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**STRATEGY.**  
**NAMING.**  
**BRANDING.**  
**COMMUNICATION.**  
**EXPERIENCES.**  
**SOCIAL INNOVATION.**  
**DESIGN.**

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See the full project:

[HTTPS://MADRE.CONSULTING/CHISPAFEST-2017](https://madre.consulting/chispafest-2017)





# KAYA GOODNESS.

Kaya is Nicaragua's first cold-pressed juice and superfood brand. We helped them consolidate their brand concept, communication strategy and developed their packaging system. We took into account the touchpoints of the brand and discovered that we needed to revitalize their packaging. We created clear labels and optimized their logo so that the vibrant colors of the juices would take the center stage.

We developed their brand positioning: "Sólo lo Bueno" - meaning, only the good stuff. Referring to the cold-press method, which takes the best part of fruits and vegetables, but also, to the positive message of enjoying the good things in life. To differentiate the brand, we came up with our own category: "goodness", which goes beyond wellness, and highlights that to eat healthy, you don't have to sacrifice taste.

**STRATEGY.**

**PACKAGING.**

**PRODUCT DEVELOPMENT.**

**COMMUNICATION.**

**DESIGN.**

See the full project:

[HTTPS://MADRE.CONSULTING/KAYA-GOODNESS](https://madre.consulting/kaya-goodness)





# CRAFTED FOR CONNAISSEURS.

Crafted For Connaisseurs is a gourmet marketplace where top brands converge. It provides top sensorial experiences through tastings and pairings for people with a taste for life.

We developed the brand concept, naming, visual brand identity, and communications strategy.

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STRATEGY.  
NAMING.  
BRANDING.  
COMMUNICATION.  
EXPERIENCES.  
DESIGN.

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See the full project:

[HTTPS://MADRE.CONSULTING/CRAFTED-FOR-CONNAISSEURS](https://madre.consulting/crafted-for-connaisseurs)



CRAFTED  FOR CONNAISSEURS



# JOYA DE NICARAGUA CLÁSICO.

Joya de Nicaragua Clásico is the very first cigar imported from Nicaragua. It is the longest standing and most widely distributed cigar brand in JDN's portfolio.

We did a revamp to make the product more attractive, add value to it and improve its display in retail spaces. We defined a set of finishes with a specialized supplier in Holland, this included three-dimensional enhancements, foil inks, gold dust, and set of varnishes and textures.

We also optimized the factory's inventory management by covering 16 packaging sizes with a system of only two sizes of labels, instead of the 16 different sets that were previously required.

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**STRATEGY.**  
**BRANDING.**  
**DESIGN.**  
**PACKAGING.**  
**COMMUNICATION.**

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See the full project:

[HTTPS://MADRE.CONSULTING/TEDX-MANAGUA-2017-RECONOCER](https://madre.consulting/tedx-managua-2017-reconocer)





# TEDX.

At Madre Consulting we are committed to creating positive impact on our community. We gladly took on the challenge when TEDx Managua asked for our help in developing the visual concept, visual brand identity, and campaign guidelines for their 2017 edition.

BRANDING.  
COMMUNICATION.  
DESIGN.

See the full project:

[HTTPS://MADRE.CONSULTING/TEDX-MANAGUA-2017-RECONOCER](https://madre.consulting/tedx-managua-2017-reconocer)





# CNT.

The Nicaraguan Tobacco Chamber is the trade union organization that brings together the main premium tobacco producers and cigar manufacturers of Nicaragua. CNT represents 95% of the agro-industrial production of premium tobacco in Nicaragua.

The organization hosts two main promotional activities. The Nicaraguan Cigar Festival, also known as 'Puro Sabor', directed to an international audience, and 'Puro Humo', a gathering focused on local consumers. Their visual identities were incoherent, creating a disassociation between the chamber and its events which resulted in lack of recognition.

To solve this, we created a new, modern, and flexible brand identity system that could represent the chamber, and even more importantly, that could adapt to its main public touch-points, 'Puro Sabor' and 'Puro Humo'.

**STRATEGY.**  
**BRANDING.**  
**DESIGN.**  
**PACKAGING.**  
**COMMUNICATION.**

See the full project:

[HTTPS://MADRE.CONSULTING/CAMARA-NICARAGUENSE-DE-TABACALEROS](https://madre.consulting/camara-nicaraguense-de-tabacaleros)



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# HOSPITAL VIVIAN PELLAS.

Vivian Pellas Hospital is the only medical facility in Nicaragua accredited by the Joint Commission International, the highest authority in hospital quality certifications. For three continuous periods, they have tried to communicate the value and benefit of this investment to their patients, while also explaining how this justifies the cost difference with their local competitors. However, the message hadn't gone through.

Our strategy consisted of a combined external and internal campaign, where the key message radiated precisely in explaining the value of this certification in a simple way; transmitting the main axes of the certification through a mix of special pieces with different levels of information, including posters, videos, signage, press and TV articles, and a complete room manual to communicate the benefits of JCI in a gradual and comprehensive manner.

STRATEGY.  
COMMUNICATION.  
DESIGN.



CERTIFICADO  
ENTRE LOS MÁS  
SEGUROS DEL MUNDO





# MADRE.

CHECK OUT OUR WORK

[HTTPS://MADRE.CONSULTING/](https://madre.consulting/)

hola@madre.consulting | Plaza Isabella, 5-6. Las Colinas, Managua, Nicaragua | MADRE, S.A.