



ALIANA

consultores de
comunicación

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GET TO KNOW OUR COSTUMERS.

PHILOSOPHY

We live in a constantly changing world. We want credible and authoritative information and answers, in the form of commitment, demonstrating activism and always guided by sustainability principles.

We seek empathy and understanding, but also answers to problems and concerns.

Communication fosters understanding, engagement, and solutions.

Relevant, personalized, and valuable content allows you to connect with your customers and what they are looking for and/or demanding from you.



WE ARE...

360° COMMUNICATION
AND MARKETING

POSITIONING

VISIBILITY

REPUTATION

INFLUENCE

MESUREMENT & KPIS



We need a new way of telling stories.
More diverse, emotional and relevant.





OBJECTIVE

CONNECTION

At **Alana** we focus on **strategic communication** that creates relevance, usefulness, understanding and strong connections between organisations and their audiences.

AUTHENTICITY

We support organisations in **building authentic, meaningful and valuable conversations with their communities**, helping them become legitimate and trusted.

INSPIRATION

We listen and transform data, context, facts, milestones and strategies into brand narratives. Beyond sharing news, **we create pedagogical and inspiring stories that add value to corporate conversations** and strengthen reputation and trust, the foundations of legitimacy.

EFFICIENCY

We offer **corporate and product communication services across owned, paid, earned and brand narrative channels**.

The result: efficient, purposeful communication that generates influence and drives action.

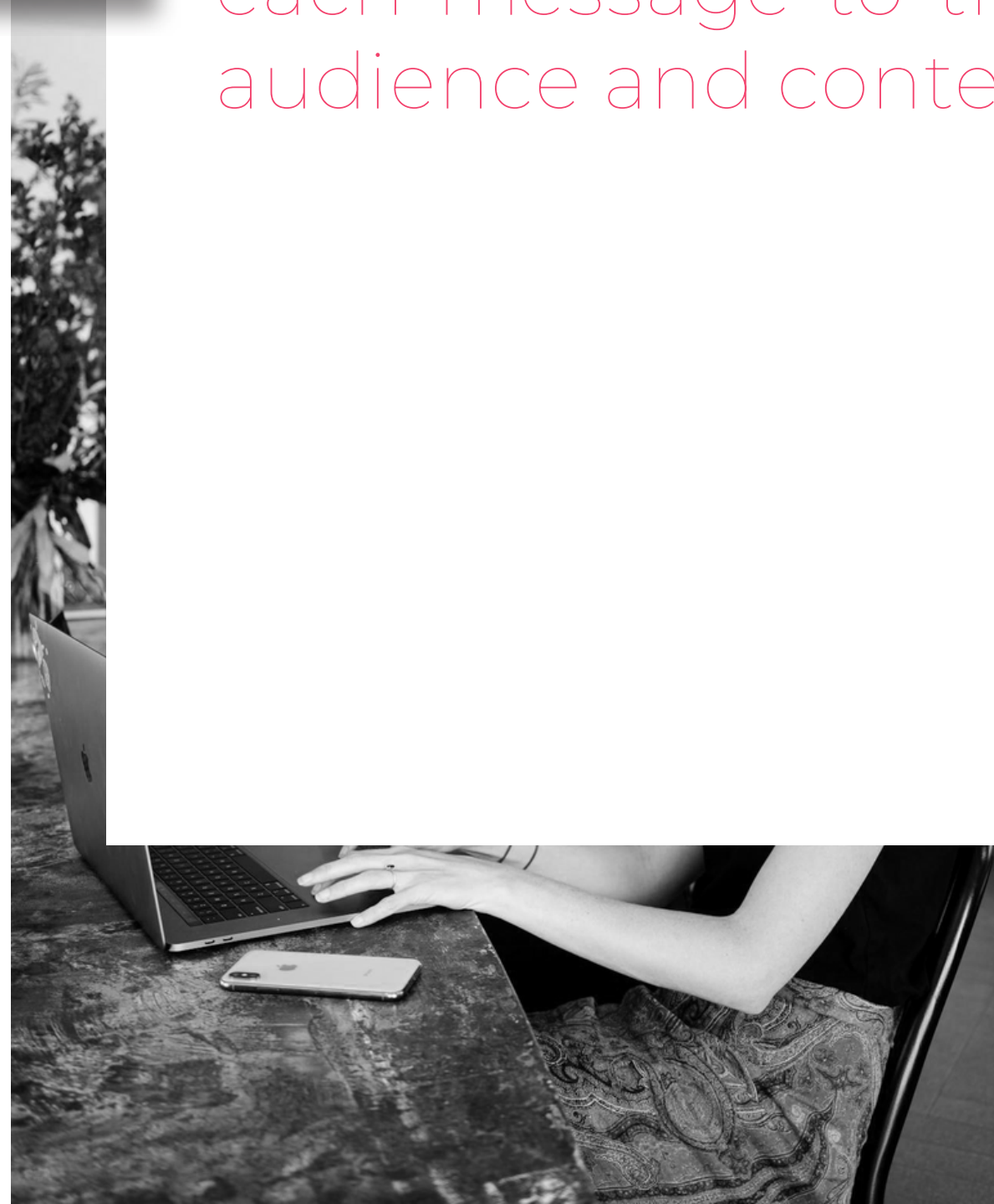


Building a solid path for your brand

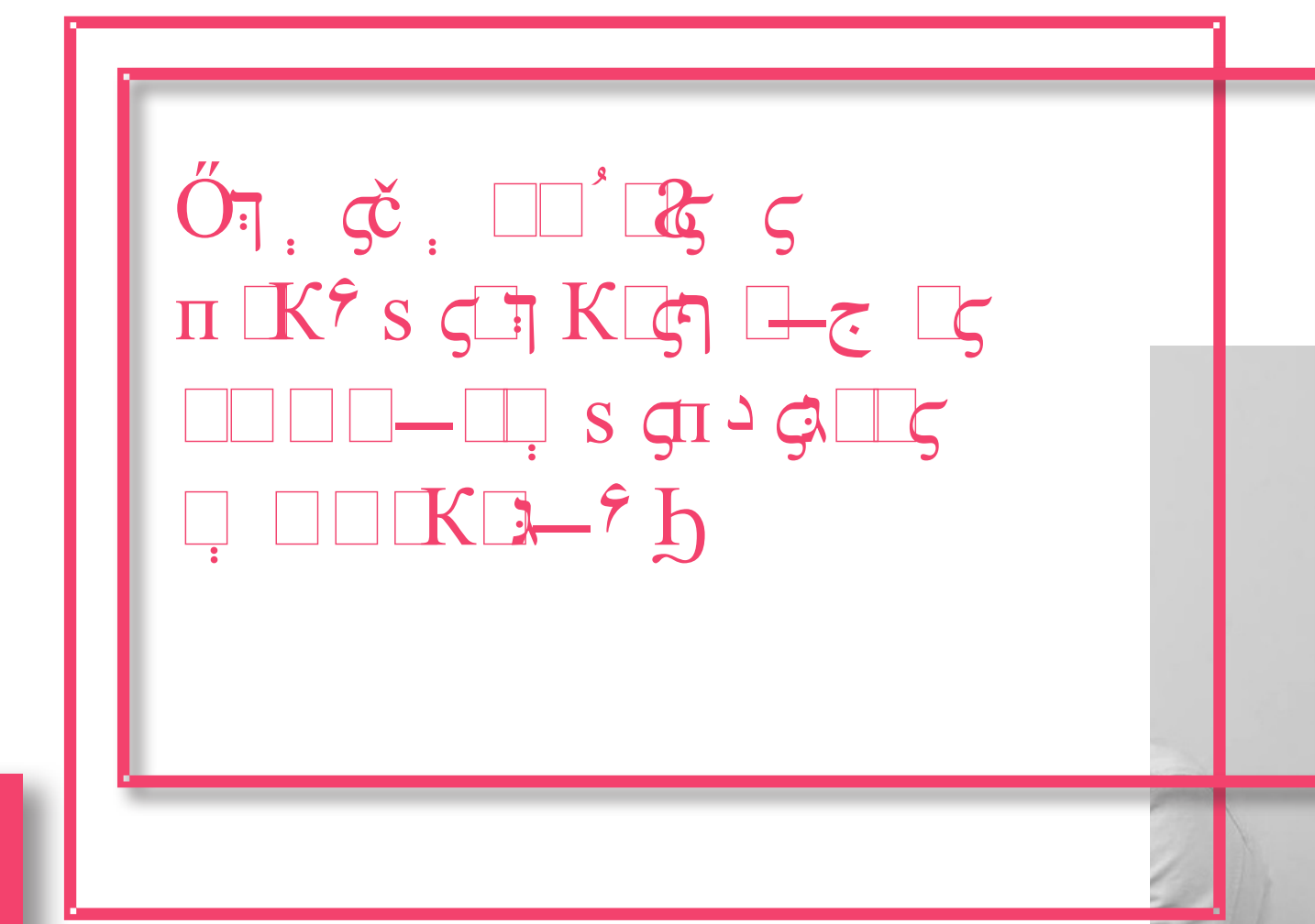
With Visibility: We create a consistent and distinctive brand image and narrative.



With Awareness: We adapt each message to the right audience and context.



With Reputation: We foster authentic relationships that build trust - the basis of every business.



At Alana we
communicate to create
trust, empathy and
growth for your
organization.

SECTOR EXPERIENCE

FOOD & BEVERAGE

CONSUMER GOODS

TECHNOLOGY

FINANCE

ENERGY

HEALTH

INDUSTRY

INFRASTRUCTURE

RETAIL

TOURISM

SERVICES

- Corporate communication.
- Strategic communication consulting.
- Strategic marketing consulting.
- Digital communication.
- Reputation & institutional relations.



We design result-oriented marketing strategies with the right tools and tailored content for every stage of the customer journey.

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Marketing plans.

MarTech: process automation.

Customer lifecycle (acquisition/retention).

Analytics and performance optimitation.

Lead management processes.

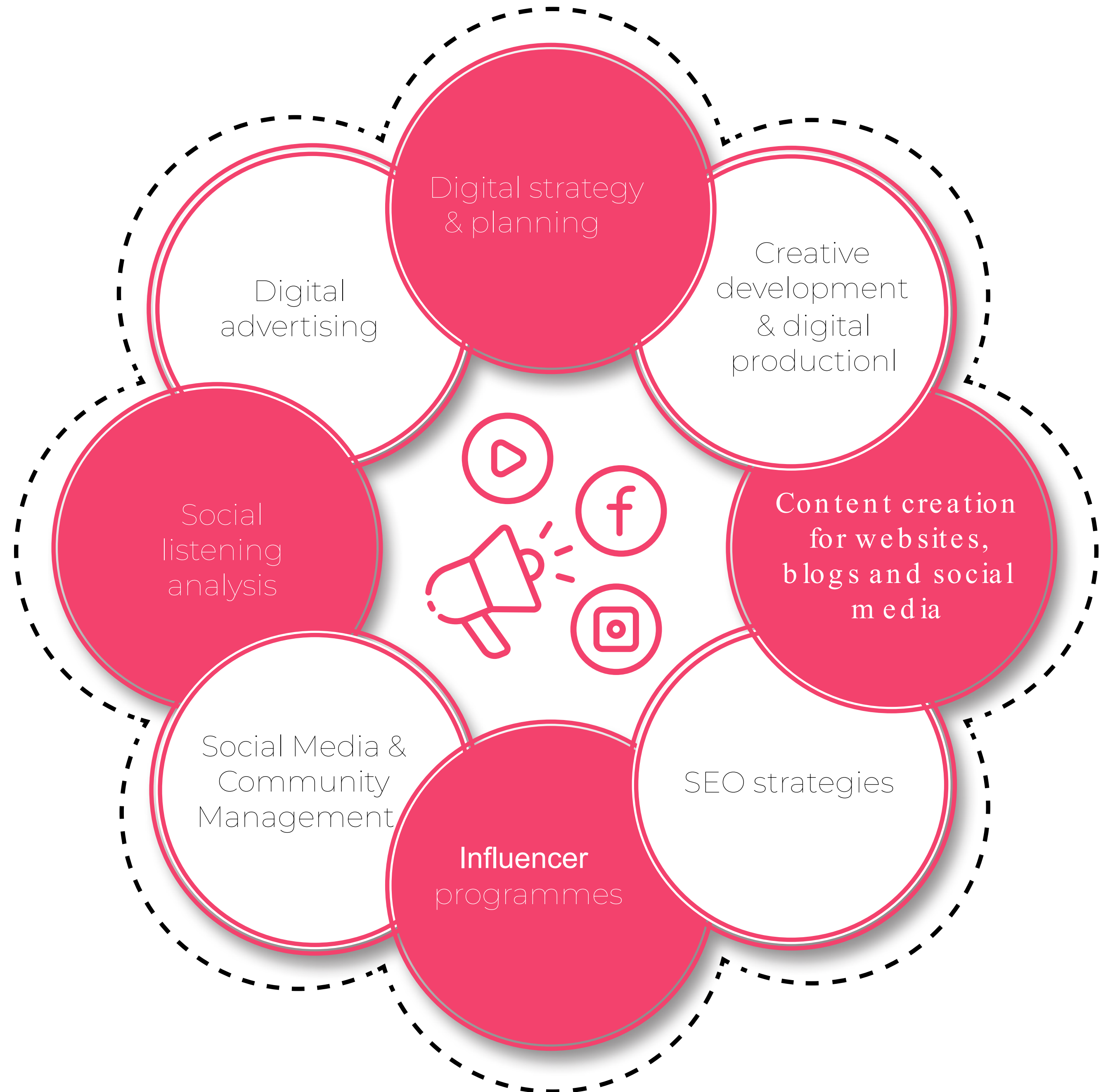
Website creation & optimisation.

Channel programmes for partners/distributors.

Campaign planning, desing and execution.

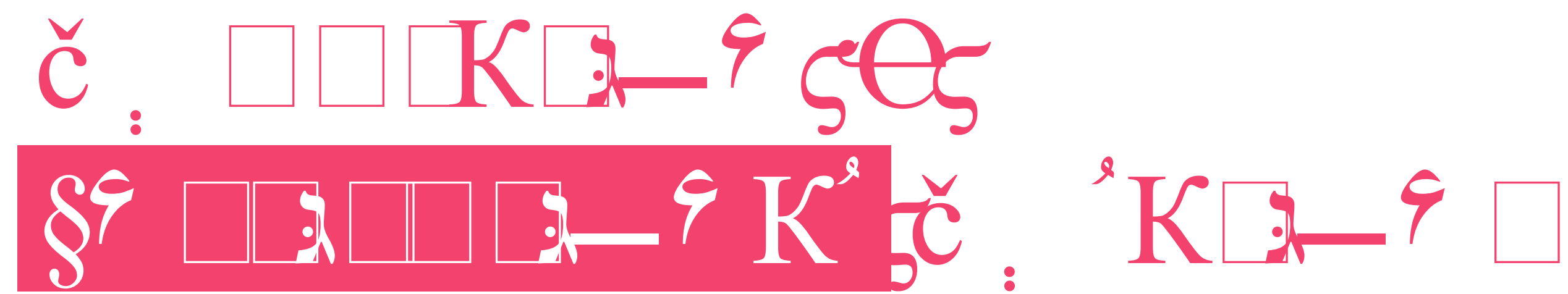
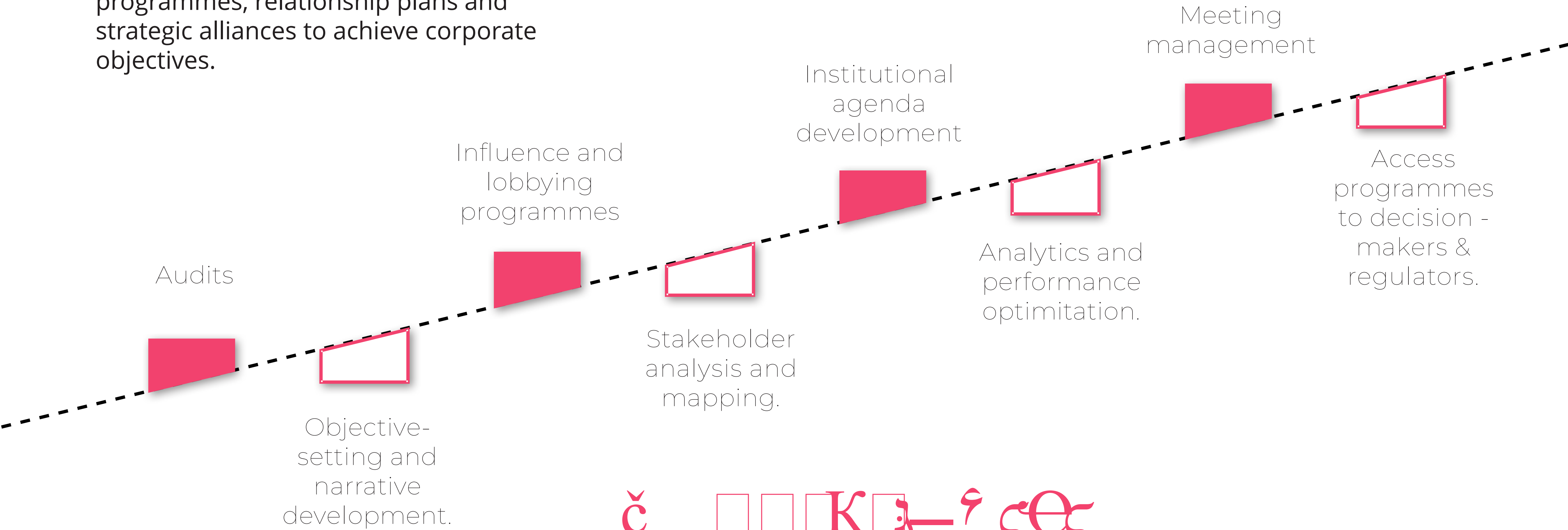
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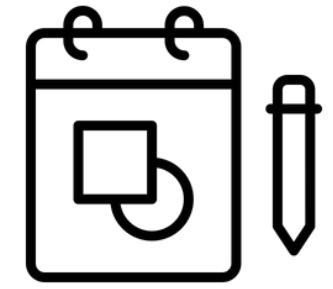
We design digital communication strategies and content aligned with your brand's personality and values, with meaningful conversations and actions.

We develop institutional engagement programmes, relationship plans and strategic alliances to achieve corporate objectives.



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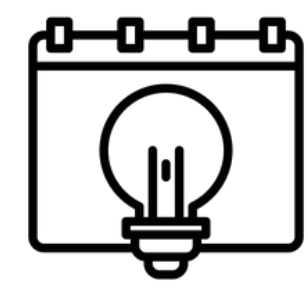
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ABOUT US

A team that balances experience and youth, multidisciplinary and specialisation.



PART OF EUROMEDIA GROUP



euromedia comunicación
grupo

Internal
communication &
reputation



consultores de
comunicación

Corporate
communication
& marketing



Eventos, RRPP y Comunicación

Event
management

MEMBERS OF DE IPRN



If you need international support, we are part of the world's largest network of independent communication agencies.



iprn
INTERNATIONAL PUBLIC
RELATIONS NETWORK



30

years transforming
the communication
of our clients

OUR CLIENTS



ALANA

www.alanaconsultores.com
Edgar Neville, 6 28020
Madrid +34 91 781 80 90

www.euromediagrupo.es
Cardenal Bueno Monreal, s/n
41013 Sevilla +34 954 62 27 27

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