

# "The Beginning", a concept for an integrated campaign

Under the concept "The Beginning", DELVICO plans to run a global communication campaign, including television, radio, exterior, online advertising, events, etc...

*"The Beginning is a concept that can express all that we want to transmit, it is the start of everything, the start of fun, of unique moments, of something much better."*

Director

The Beginning



Left to right: Martín Orbea (Grupo Modelo), Ugo Ceña, Pepe Chamorro and Fernando Martínez-Corbilán (Delvico).

DELVICO

*"...the proposal fits our business plan and we have every confidence that we will be able to enhance sales of Corona in the old continent."* – said Martín Orbea, Marketing Manager of the Grupo Modelo in Europe.

To that end, DELVICO has developed a complete strategic plan that will be implemented in all of the EMEA area, where the agency will act as the international hub in Spain, co-ordinating the numerous marketing, advertising and public relations events that will take place in these continents during the year.