



THE BEST PARTNER FOR YOUR INSTORE AND
POS ACTIVATIONS

A10
AZAFATAS

RETAIL V 1.0 | JULY 2020

INDEX OF CONTENTS

About A10 Azafatas	Page 3 - 8
A10 aware against COVID19	Page 9
Technology	Page 10 - 14
Clients and experience	Page 15 -27
Technical proposal	Page 28
Project specific processes	Page 29
Contact information	Page 30



ABOUT A10 AZAFATAS

ACTIVATION AND MERCHANDISING STAFF

Our differential values

Why are we the best option in point of sale
promotion for your brand?

Differential values of the proposal of A10 Azafatas



1 Experience

18 years in the promotional sector in retail and more than 75,000 activations carried out. Homologation in all retail chains since 2008

2 Technology

Dynamic, young, modern and technological agency

3 Knowledge

Expert and experienced team. Committed to the objectives of our clients

4 Capacity

Nationwide coverage, nwe do not subcontract. Great responsiveness: +20.000 candidates in DB

5 International

Founding partners of the International Shopper Marketing Group (ISMG)

6 Committment

We take care of our staff. A happy team is the key to a good result

7 Resolutive

We offer all the necessary services for a successful POS activation

8 Financial solvency

Guarantee of financial capacity to meet all our payment obligations

Our team

YOUNG AND
MOOTIVATED
TEAM

PROFESSIONAL
AND CAREFUL
WITH DETAILS

FOCUSED ON
OBJECTIVES
ACHIEVEMENT

STABLE TEAM
OF +20
PEOPLE AND
FLEXIBLE FOR
PROJECTS

We are a
team

TRAINED AND
EXPERIENCED

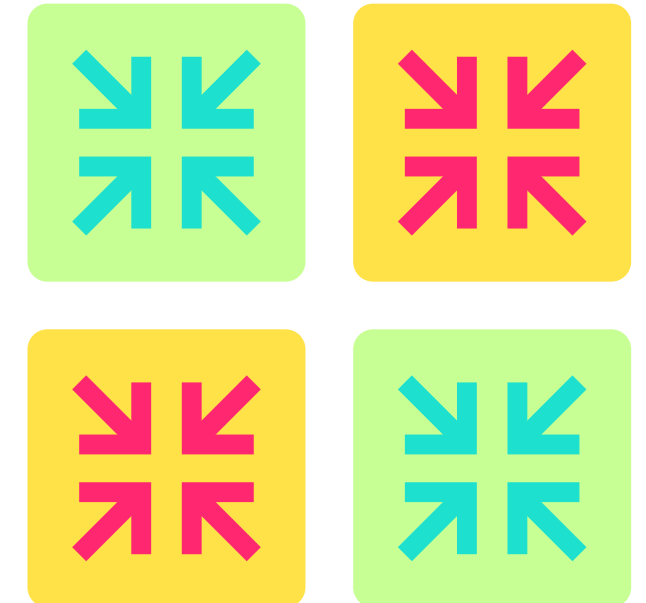
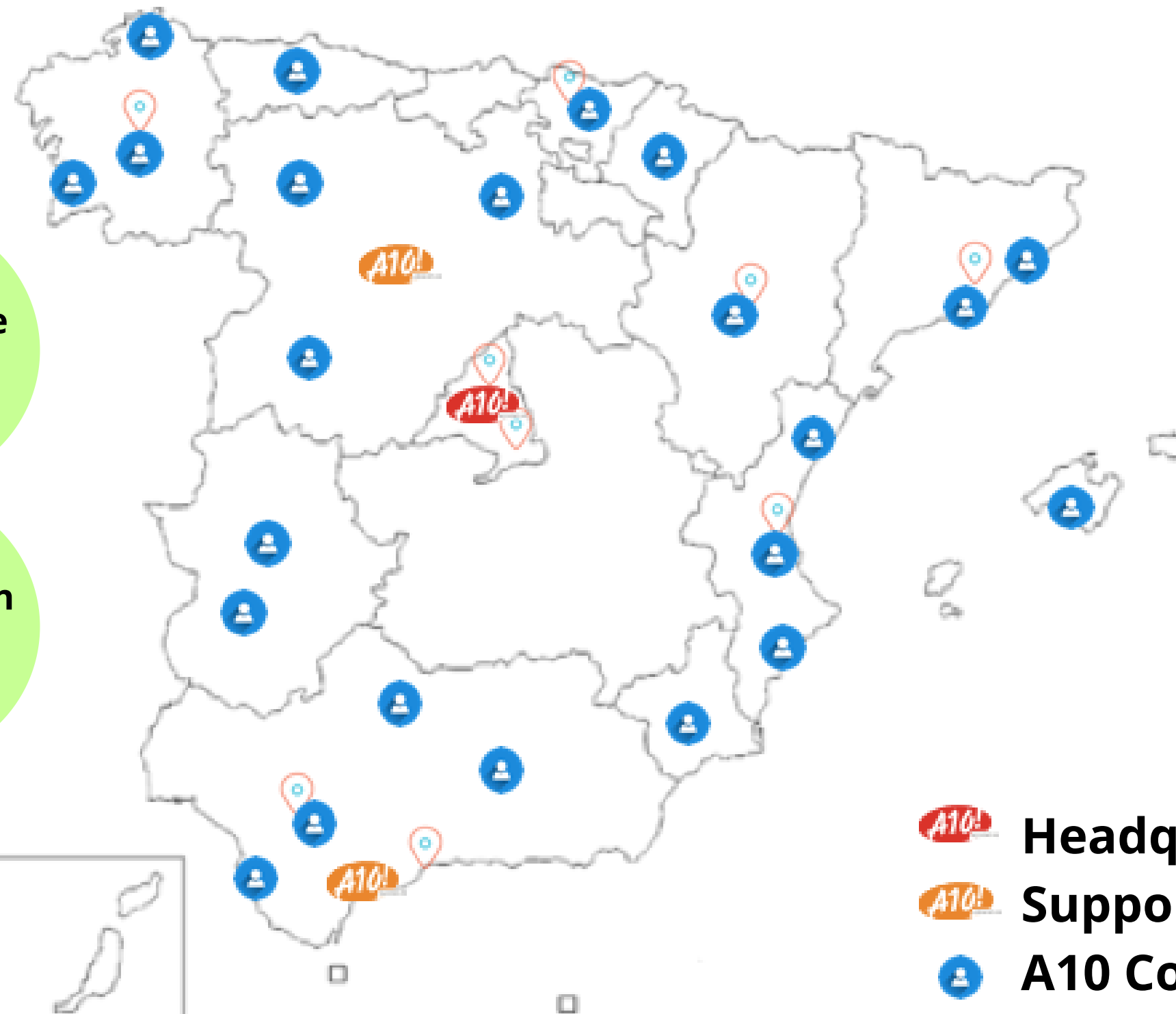
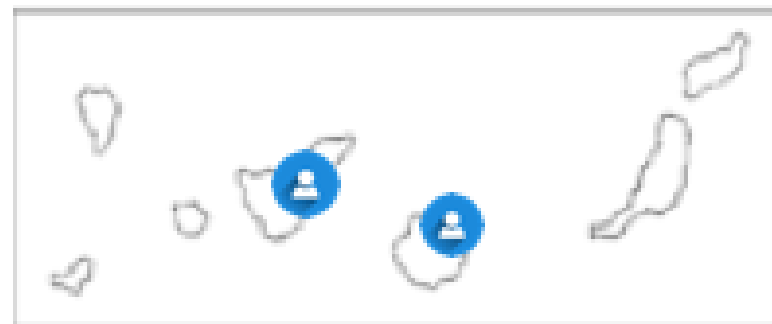
EXPERIENCE IN
MK, TOURISM,
EVENTS,
COMMERCIAL,
HR,
MANAGEMENT

THE STAFF IS
OUR MAIN
ASSET. WE
WORK HAPPY

A10 Azafatas in Spain

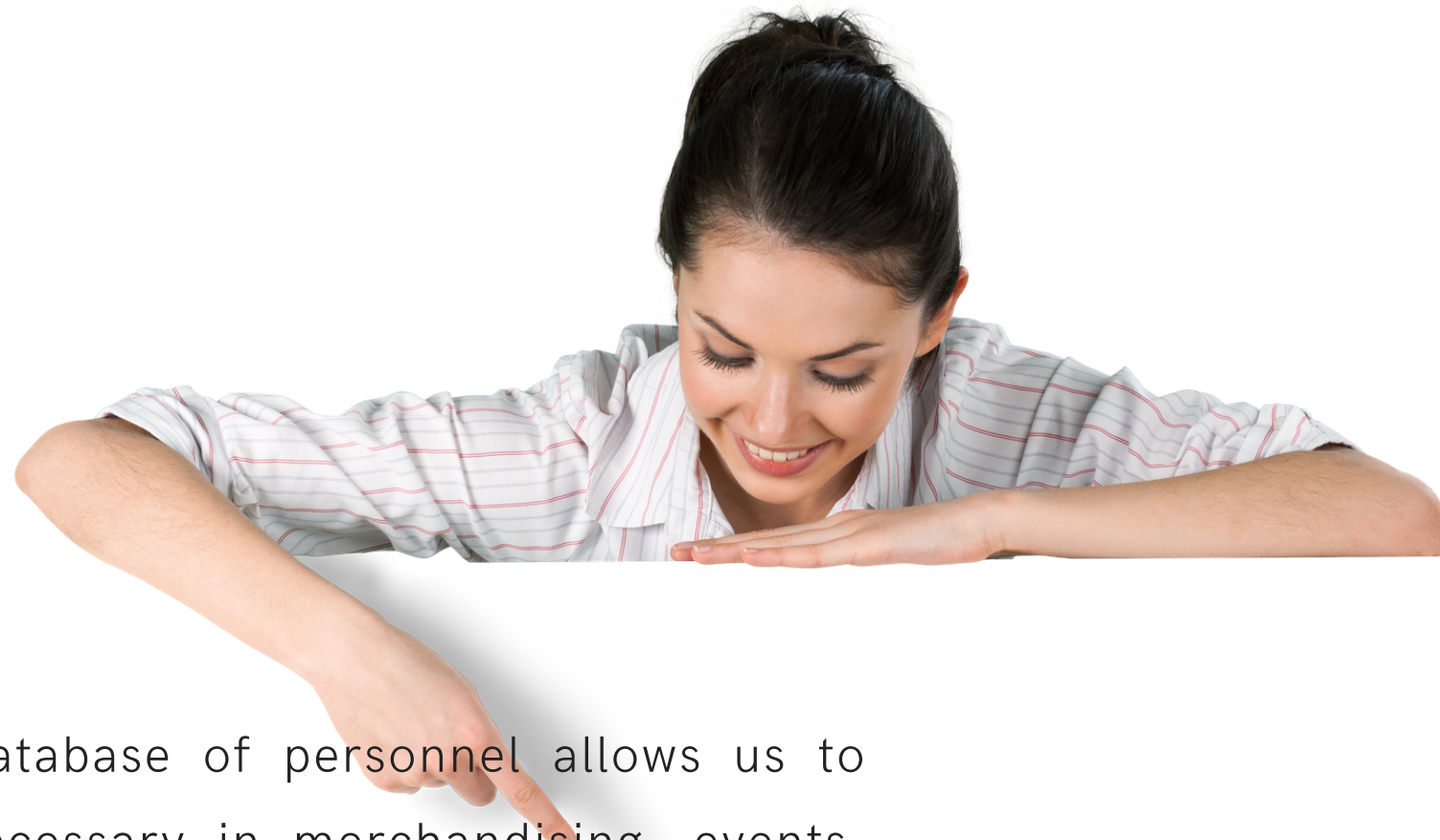
Nationwide
coverage

Always own
staff



-  Headquarters (1)
-  Support office (2)
-  A10 Coordinators (30)
-  Logistics storage (9)

Profiles



Having such an extensive database of personnel allows us to offer any type of profile necessary in merchandising, events, activations, conventions, promotions, animations, night events, fairs, ... Both boys and girls:

- Coordination
- Merchandising
- Promotion | tasting | demonstration
- Personal image and high image
- Protocol and congress staff, with and without languages
- Cocktails | waiters | bartenders
- Animation | Fitting,
- Runners
- Logistics
- Mystery shoppers |
- Point of sale audit
- Commercial networks / commands
- Implantations
- Drivers
- Hairdressers
- Makeup artists
- Access control
- Security
- Cleaning

Specialized profiles for
PRO promotions and
tastings:

- Senior promoter
- Technology sales
- Chef
- Wine/ beer taster
- Dietitian
- Expert barista
(coffee/ spirits)

A VERY CAPABLE AGENCY

Organization and experience to cover large projects with safety and quality

We are amongst **TOP5** of main promotional agencies per service quality / size ratio in Spain

More than 20,000 candidates in DB segmented by experience, location, valuations ... and it grows every day

Approved and certified to work in all large retail distribution chains such as:



Constant growth year after year, both in turnover and number of clients

We have closed 2019 with a sales growth of 17.54% compared to 2018

And what makes us most proud ...

Our clients sales GROW TOO!!!

A10 committed against COVID19

At A10 we are very aware of the fight against the pandemic and we have launched two solidarity initiatives:

1. The #losmassolidarios initiative has consisted of a campaign in which our staff from all over Spain have helped people in need in their environment (the elderly, families with children, people without resources, ... and we have managed to draw the map of solidarity of A10 . More than 1100 of our boys have been in solidarity
2. We have joined the RED CROSS Responde initiative. We have mobilized our clients and brands to contribute resources, products and materials. Together we have collected 25 pallets (1 full truck) donated to this great initiative

THANKS TO ALL OF YOU WHO HAVE HELPED US !!!

Hygienic measures against the spread of COVID19:

We follow all the protocols marked according to occupational risks, both our own and those of the centers in which we work and the health authorities to protect our staff and clients.

- Use of mask
- Use of gloves
- Hand washing and use of hydroalcoholic gel
- Maintenance of minimum social distance of 2m
- Disinfection of items delivered to the customer



TECHNOLOGY

The operations team controls our technology tools and is in permanent contact with field teams and customers

Of course we never forget
the most important:
THE HUMAN FACTOR

Technology accompanies all our processes and is present in each of the phases of a project to be better and more effective in our work

Our tools and the control and management team allow us to have very low rates of non-coverage of the shares (<1 out of every 1,000 days), always having well-selected, trained, motivated and controlled personnel.

24/7
tracing

Phases of the process in the promotional actions and technological tools that we use

We use technological tools in all phases:

- Selection
- Training
- Follow-up | 24/7 presence control
- Reporting by PdV
- Analysis of the information
- Web applications for data collection and customer surveys
- And an ERP that helps us manage them all



Tecnología

ERP:

We have a comprehensive management system designed specifically for us that centralizes the use of all the tools involved in the different phases of the activation process and the correct management of HR and the client (from budget to billing, with all the intermediate steps integrated).

Phase 0:

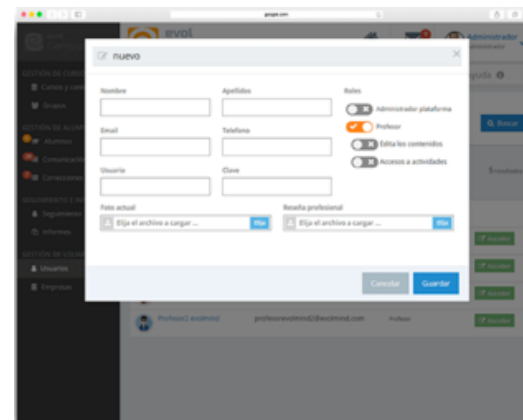
DOCUMENTS EXCHANGE

Availability of client information exchange platform - B2B to be able to keep a record of all important documents: calendars, briefings, budgets, reports, ...

Phase 2: TRAINING PLATFORM

It allows us to send briefings, examine basic knowledge and be able to influence those points that require reinforcement in the training

Each worker will have access to the training briefing documents at all times



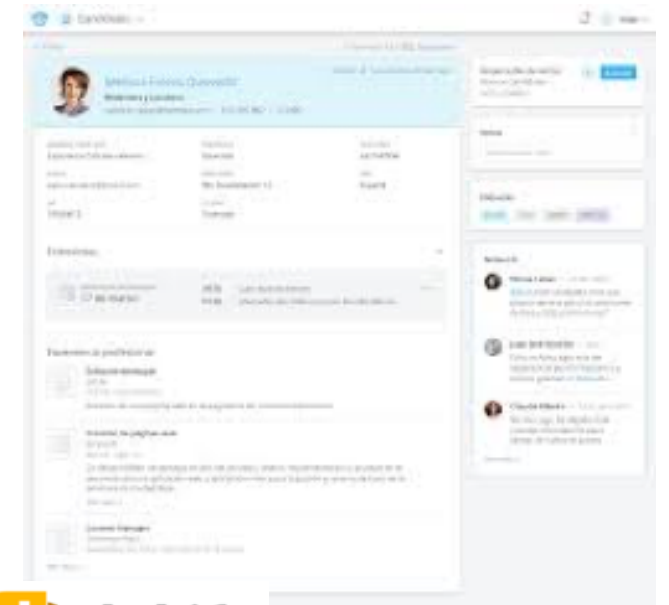
Phase 1: SELECTION TOOL

Our selection tool, with more than 20,000 segmented candidates, allows us to screen personnel by a large number of parameters such as experience, location, knowledge, qualifications, characteristics, evaluations in past jobs in A10, etc.

Every time a person works with us, they are valued by their manager, which is a great help to always have the best candidates and favor those who offer the best results.

Phase 3: CONNECTED with all coordination labor activity platforms to allow entrance of our workers to every retailer in Spain:

- 1)UCAGECI
- 2)DOKIFY
- 3)CTAIMA
- 4)Etc



Technology

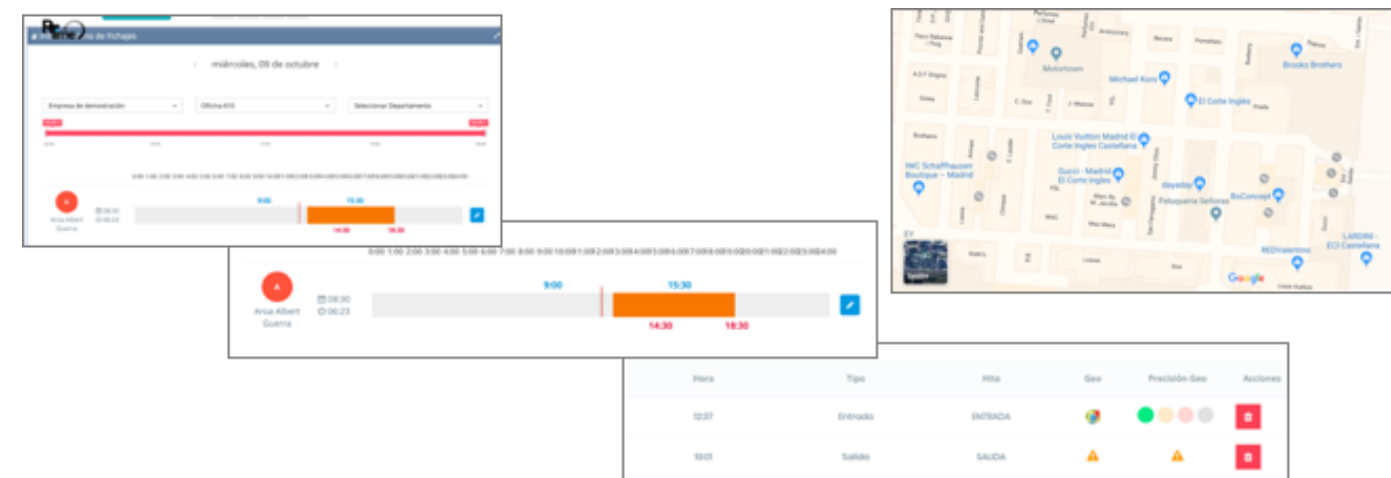
Phase 4 - WAREHOUSE AND LOGISTICS CONTROL TOOL

We manage the entire logistics process necessary to carry out each of our Campaigns:

- Creation of promotional pack typologies
- Collection of the necessary materials and products from the different suppliers
- Handling and picking of merchandise
- Shipping of promotional packs
- Stocks control
- Reverse logistics management
- Storage of materials

Phase 5: PRESENCIAL CONTROL (SCHEDULES AND GEOLOCATION)

- 1) We generate the specific campaigns, with the PoS, work days and entry and exit times
- 2) We assign the people who will work in each position
- 3) The system records the transfers made from the worker's smartphone, both in and out and the location where the transfer was made, it even asks the person to send a photo for a double check.
- 4) Generation of alerts when something does not match what was expected
- 5) We have all the right information in real time to know the incidents and set solutions:



Technology

Phase 6: REPORTING SYSTEM

- 1) We have an online information collection system
- 2) Each campaign requires a specific data collection. That is why we create a custom form for each of them
- 3) Each person assigned to the points of sale fills in their information
- 4) All this information generates a database
- 5) The information for each period is sent to the client in Excel and PDF with images
- 6) The information collected may include data, photos, customer opinions, number of useful contacts, number of sales, number of tastings, incidents, traffic of people in the center, photos, ...

[illegible]

CLIENTS AND EXPERIENCE

**WE ARE VERY
PROUD AND
THANKFULL**



Some of the brands we are working for this year:

LARIOS
ESTD 1866

12

Below we show some of the success stories of point of sale activations, tastings and promotions.

They are all current clients we work with at the agency

They are activations of sectors as varied as food, beverages, electronics, communications, parapharmacy, cosmetics, tobacco, etc.

**WE ARE SUPER PREPARED
TO MEET THE CHALLENGE**

Retail promotion success stories - Coca Cola

A10!
AZAFATAS

Promotion at point of sale | Tasting | Events

Since 2018 - present

Promoters / coordinators / assemblers / logistics

More than 500 activations carried out

Brands: Coca Cola, Royal Bliss, Honest, Fanta, Aquarius ...



Retail promotion success stories - The Kellogg Co.

Promotion at point of sale | Tasting | Street animations

Since 2015 - present

Promoters, production, assembly, logistics, uniformity

More than 1200 activations carried out

Cereals, Bars, Pringles



Retail promotion success stories - General Mills

Promotion at point of sale | Tasting | Merchandising

From 2016-present

Promoters, assemblies, logistics, production, merchandising

More than 1000 activations carried out

More than 1100 controlled Pos

Old el Paso, Haagen Dazs, Nature Valley, Fiber One



Retail promotion success stories - Mahou San Miguel

Promotion at point of sale and events

From 2014-2019

Image hostesses and promoters, assemblers, logistics

More than 3,000 activations carried out

15 promoted brands



Retail promotion success stories - Marlboro

Promotion in tobacconists | Events | Merchandising

From 2019 - present

Promoters, hostesses, actors, logistics, merchandisers

More than 1,150 activations carried out and 400 controlled PoS



Retail promotion success stories - Café Royal

Promotion at point of sale | Tasting | Events | Merchandising

Since 2016 - present

Promoters, hostesses, bartenders, brand ambassadors, POS implantation, assemblies, logistics, production, merchandising

More than 2,600 activations carried out and over 500 controlled PoS



Success stories in retail promotion - Barritas Nakd



Promotion at point of sale | Tasting | Merchandising

Since launch in Spain - present

Promoters, material production, logistics, assemblies,
POS implementation

Más de 1.000 activaciones realizadas and over 250
controlled PoS



Retail promotion success stories - Grupo Alimentario Citrus

Promotion at point of sale | Tasting | Merchandising

Since 2018 - present

Promoters, production of materials, logistics

More than 250 activations carried out and over 100
controlled PoS

Launching of Sun & Veggies and Es Avena



A10!
AZAFATAS

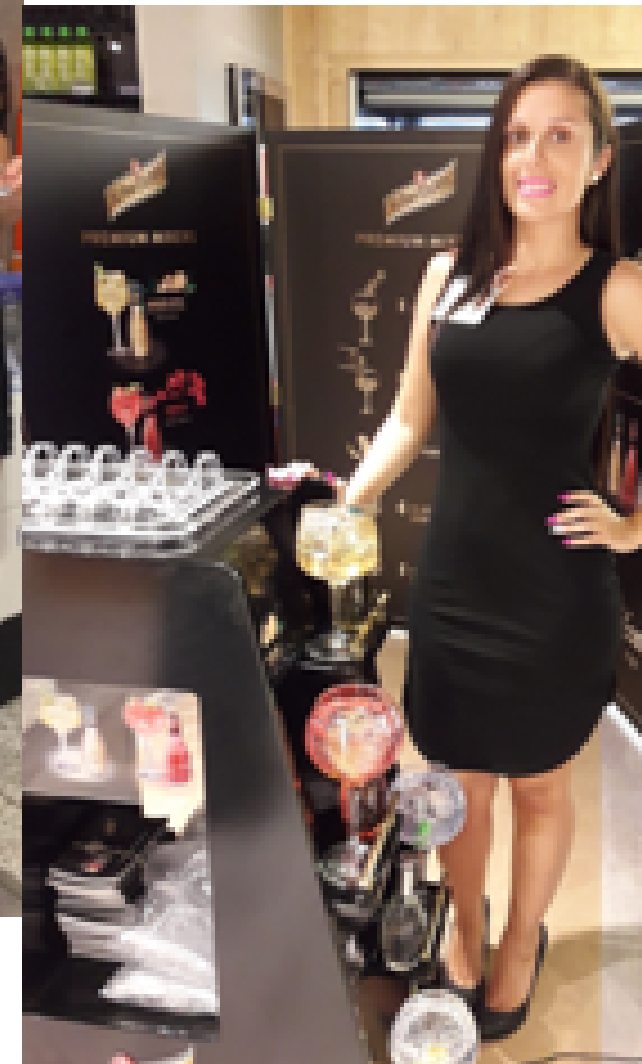
Retail promotion success stories - Schweppes

Promotion at point of sale | Tasting

From 2017-present

Image hostesses, assemblies, logistics

More than 200 activations carried out



Retail promotion success stories - Lotus Bakeries

Promotion at point of sale | Tasting

Since 2018 - present

Promoters, production of materials, logistics, assembly

More than 100 activations carried out

Launch of Lotus Spread



Retail promotion success stories - Kaiku

Promotion at point of sale | Tasting | Merchandising

Since 2018 - present

Promoters, logistics, merchandisers

More than 500 activations carried out and over 500

controlled PoS

Kaiku Begetal



Success stories - Spirits activations



Production, logistics, editors, image hostesses, mixologists, musicians, actors, entertainers, coordinators, ...

Since 2018 we have held more than 1200 night parties for Maxxium, Bacardi, Varma or Premium Spirits brands





TECHNICAL PROPOSAL

We are going to offer the customer who comes to the point of sale a great shopping experience; that differential point that will make them choose us and buy from us again.

Satisfied clients and retailers

We know how to do it. Let's do it

Specific processes

We adjust our processes and work systems to exceed your objectives and align with your ways of working

- Briefing from client
- Definition of needs

1

BEFORE

- Staff pick
- Team building
- Product and activation training
- Coordinator and merchandisers training

2

- Definition of objectives
- Labor documentation
- Platforms
- Load of teams in CRM
- Ad-hoc reporting generation

3

DURING

- Coordination on site
- Compliance tracking and geolocation
- Analysis of deviations and resolution of incidents

4

- Reporting of each person / work week
- Compilation report of all the information for each campaign
- Analysis of the information

5

AFTER



CONTACTO

Oficina central A10

C/ Marqués de Monteagudo 24, planta 3
28028 Madrid

Teléfono: 91 565 47 69

clientes@a10azafatas.com

Oficina zona Sur

C/ Jaén 3 29670 San Pedro de Alcántara - Marbella (Málaga)

Oficina zona Norte

C/ Arribas 8 47002 Valladolid

