

OXFORD[®]
LATAM

**THE
BELIEVE
PHILOSOPHY[®]**



Let your brand **be our inspiration**

Based in Argentina, with a broad 55-years of experience in Marketing, Communications, Advertising and Digital Marketing, with a team of more than 80 talented, in-house professionals in a variety of specialties, we have worked for companies from big to small all at highly attractive exchange rates.

We have helped international, national and regional brands like AOC, Hillrom, Oster, Brother, Claas, Philips and Promedon to match their goals with the needs and expectations of their clients in a cost-effective, creative and measurable way.

By working together to outline comprehensive strategies or to just deliver a specific solution like a website or a packaging design, **Oxford can become your marketing partner at every step.**



Sebastián García Díaz
CEO Oxford Latam

+55 years | Innovation & Experience

AOC

Oster

brother

PHILIPS



Hillrom®

CLAAS



RESEARCH | STRATEGY

Successfully reach your customers with effective Marketing Research and Strategic Planning

No matter the size of your company, clearly articulating your value proposition to your customers and prospects while taking into account your competitor's positioning is crucial to differentiate yourself allowing you to match the right product or service to the specific needs and motivations of your target audience.

Marketing research is certainly the right first step but also a key tool that enables adjustments and improvements to be made at any stage of your business or idea. Discover how we can help!

OXFORD
LATAM



Market research

Mkt & Research Consulting
Social Audits
Qualitative/Quantitative Market Research
Interviews & Online Surveys
Mystery Shoppers
Customer Journey Map
NPS: Net Promoter Score



Strategic planning

Market Analysis
Main Competitors
SWOT Definition
Positioning and Repositioning Strategies
Strategic Business Growth Plan:
short, medium and long term
Business Models: analysis and definition
Dashboard - BSC



Commercial

Commercial Upgrade
Penetration Strategies
Market Development
Product Development

BRANDING | ADVERTISING

Expand your brand awareness with world class creative work, from concept through planning and execution

We deliver communication strategies, custom advertising campaigns and tailored branding solutions that engage consumers in meaningful ways.

We bring together the best of our more than 55 years of experience and the passion and expertise of our team to get your plans underway. Creativity at every step!



OXFORD
LATAM



Branding

Brand Audit
Brand Development
Brand Naming & Concept Creation
Logo & Identity, Brand Voice
Brand Guidelines
Brand Positioning Strategy
Packaging Development



Advertising

360° Campaigns
TV+Radio+Outdoor
Art Direction & Design
Copywriting
Content Marketing
Video / Photography
Mkt Collateral, POS
Off and Online Media



Creative

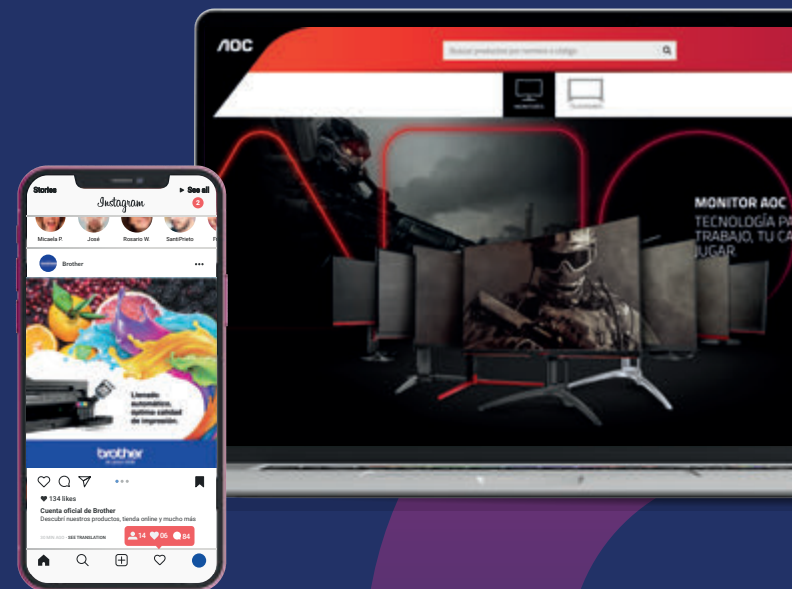
Concept Development
Innovative Brand Values
Disruption Projects

DIGITAL SOLUTIONS

Maximize revenue opportunities with online solutions and digital business projects

We help you to add technology to your sales process and to define an effective digital roadmap for your brand, to build loyalty while growing your customer base with an exciting experience and added value.

Discover innovative ways to attract and develop long-term relationships and loyalty with your customers by personalizing your messaging and driving affinity with your brand.



facebook



**THE
BELIEVE
PHILOSOPHY®**

**OXFORD®
LATAM**



Digital marketing

Social Media Mkt Consulting
Social Media Campaigns
Media Planning and Buying
Analytics & Reporting / Data Analysis
SEO/SEM/Programmatic
Digital Ecosystem
E-mail Marketing
Strategic Planning
SMS/WhatsApp Marketing



Mobile/Web/App Development + UX/UI

Full Stack Websites / Mobile-responsive
Microsites & Landing Pages
UX/UI
Wire-frames Structure
User Experience
Search Optimisation
App Development



Sales and e-commerce

Platforms & Implementation
Development Strategies

THE BELIEVE PHILOSOPHY®

Need help with your plans?
Start here! Fast and cost-effective!
latam@grupooxford.com

latam.oxford.com.ar



OXFORD®
LATAM