

NAVITAS

get up and go



integrated strategic consulting | branding • communications • management • marketing

Chile | Colombia | Spain

MISSION

Be the trustworthy, dynamic,
adaptable and approachable fixers
our clients need.



VISION

Deliver the highest strategic direction in our areas of expertise, generating a tangible impact, measurable throughout time and applicable to any company whilst attaining desired results in our procedures - for us and our clients –in every consulting plan we take on.



CAPABILITIES

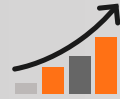
Development and management of customized strategic advising plans in the areas of:



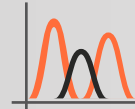


BRANDING

Among other things, branding aims to communicate credibility and differentiate our brand from our competitors. Image and identity are the first impression of who we are to the world and its consumers. Because of this, brands require constant attention and tailoring to its needs since they are born, keeping in mind always that they are in constant growth, which can be unpredictable at times. Regardless of where your brand is today, there are always ways to either overcome current obstacles or move forward with improvements necessary to lay the ground work for your brands bright future.



BRAND BUILDING



BRAND MANAGEMENT



AD CAMPAIGNS



BRANDED ENTERTAINMENT



CREATIVE DESIGN



BRAND IMAGE & IDENTITY APPRAISAL



MULTIMEDIA PRODUCTION



WEB DESIGN



BRAND BOOKS



MARKETING

Discovering. Creating. Generating Interest. Creating needs. Building Satisfaction. Whether it's the development, distribution or commercial promotion of a given product or service, we can't escape evolving market trends and how integrated, strategic and up-to-date integrated marketing solutions make the difference in the art of adapting. Concepts of needs, demands and satisfaction are always reaching new expectations for clients and customers, ones we always have to consider. Because of this, we evaluate client's general alignments and processes, as we are well aware results depend on integrated efforts.



IMC



CRM



CONTENT



SOCIAL MEDIA



DIGITAL



STRATEGIC



EXPERIENTIAL



LOYALTY



PROMOTIONAL



SOCIAL
RESPONSIBILITY



COMMUNICATIONS

One of the most powerful disciplines to add value. Being observant of a company's surroundings - in which it unfolds itself on a daily basis - is essential, as it can help determine if resources are being implemented at an optimal level to deliver a sound message and attain goals effectively. In doing so, our communications strategies result in optimum outcomes.



INTERNAL AND
EXTERNAL
COMMUNICATIONS
OPTIMIZATION



CLIMATE & CULTURE
ANALYSIS



CONTINUAL
IMPROVEMENT



PROCESSES
AND PROCEDURES DESIGN



STRATEGIC
COMMUNICATIONAL
ALIGNMENT



EVENT PLANNING



SEMINARS AND WORKSHOPS



MANAGEMENT

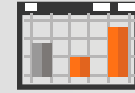
Strategic planning and management are the building blocks to put in place any beneficial advisory plan. Through the consulting cycle, we achieve the optimum plan to execute and evaluate different alternatives, determine likely scenarios, and implement accordingly. With you every step of the way, a successful plan is the counterpoint between our client's preferences and our ideal strategy, in any plan we embrace.



STRATEGIC PLANNING & MANAGEMENT



STRATEGIC BUSINESS OBJECTIVE SETTING



PLAN AND PROCEDURES DESIGN



PROCESSES AND MANAGEMENT MODULES DESIGN



ORGANIZATIONAL OPTIMIZATION



CRISIS MANAGEMENT



ACTION PLAN MONITORING AND FOLLOW-UP



EXECUTIVE MANAGEMENT



CLIENT ENTERTAINMENT MANAGEMENT

HOW WE GET IT DONE

get up and go

5 stages of the consulting cycle

Our consulting cycle is based on 5 key steps to take on a successful advisory plan for your company



OUR CLIENTS

Though our client target is focused on start-ups and small companies, at Navitas, wanting to implement better strategies to achieve more favorable outcomes and aiming towards continual improvement are more important. As a result, size, industry, sector nor company type are not sole determinants of our partnership to any given client.

We advise those who want to make something better. That's our dealmaker. Here's a list of a few companies who have and continue to place their trust in us:

Clients 2014



CLIENT CASES



Here are two client cases we hope will help you understand how we've worked with our clients in the past.



The client came to us at a time in which opportunities were presenting themselves to take their business to the next level. For this given client's sector, services were commonly provided under the basis of miscellaneous contracts and – having the human capital to execute larger and other types of projects – wasn't able to consider them, given they were time bound and focused on producing, therefore weren't able to effectively communicate their capabilities as well as their dependable track record.

They required support in strategic consulting, more specifically in the areas of communications, marketing and management.

The organization was unclear as to the functions of their internal structure, as well as how to position themselves towards clients and against key competitors. As a result, the most viable solution for NAV11_1762 was to, first, work towards improving and efficiently structuring internal capabilities, which would lead the ground work to communicate services in both an efficient manner and according to industry standards.

Time was invested in continual improvement and coherently shaping presentation and promotional pieces; in doing so, redefining services and areas, position the brand within the sector and establish an overall marketing and communication 2012-2013 plan, became critical milestones set into motion. Improvements reflected on both internal and external communications. Brand building, along with works associated with this objective, such as multimedia production, socially responsible and content marketing, meant a great value added for the company to this day.

For us, this case was an absolute success; moreover, due to the highly valued and positive appraisal we attained from our strategic advisory plans, the client entrusted us with higher-level requirements, leading the way for us to advise in yet more areas.



This client's company experienced a major and abrupt growth, which – as most companies who undergo such accelerated changes – was not without its impact internally. From undefined roles to internal restructure in hierarchies and existing chains of command, help was needed to progress towards a stronger organizational structure. Keen and set on broadening industry horizons, as well as diversifying its core business services and current client accounts, brand positioning was both unfocused and unaligned, as overall objectives were very broad and strayed far from the current business model.

NAV11_1762 requested support in organizational optimization and strategic communications.

If human capital is frail, an organization can't function to its fullest potential. Therefore, diagnoses, feedback loops, personnel evaluations, roles and responsibilities research, hierarchal relationships and team coordination analyses, as well as skimming through the entire organizational chart, among many others – were key points to successfully put our advisory plan into place.

Strategic advising to management as to how to fix the company from an organizational standpoint, along with the necessary processes that they would need to integrate to function at an optimal level, were provided.

In strategic communications, we executed a content revamp to all existing promotional pieces and marketing material, as well as the entire corporate web site. Moreover, that strategy was taken to a higher level; convinced a digital makeover was necessary for their current brand, integrating more dynamic infographic content, content marketing that tailored to commercial objectives and relevant client and employee info, were the major advisory goals we delivered.







By means of this advisory plan, the client perceived a very positive outcome, both in communicational and organizational optimization achieved. Moreover, due to the highly valued and positive appraisal we attained, the client decided to broaden our consulting reach, extending our influence internally, assigning us with higher-level requirements, and thus, leading the way for further continual improvement.

| WHY US?

Your obstacle,
our challenge
We listen, we solve, we make it better.



Chile | Colombia | Spain

-  Navitas_CL
-  navitasupdates
-  navitas | get up and go
-  info@nvts.cl
-  +56 2 2234 5118 | +56 9- 9 9976879
-  www.nvts.cl

MEET US.



NAVITAS

get up and go