



*Andres Mazuera*

- Managing Director, Leo Burnett Guatemala
- Recent Judge – Effie Guatemala



## State of Marketing:

### Guatemala

Guatemala, as the rest of the world has been impacted by the recent economic crisis that shook the industry and made us all think about how to do things differently. But despite of this and aside from the fact that many new recipes were tried, the classic formula, from my standpoint of view, succeeds: As a brand you must to have an emotional connection with your consumer and there should be much more than just a functional benefit and a good price, if you want to survive.

Just as the crisis is receding, those who bet on the promotional-only strategies are now dealing with the consequences of such decision. Those who insisted that building brand equity was too expensive, could be paying the price and realizing that the value of their brands are now at the level of a generic supermarket product.

The point of share you get in a time of crisis is the cheapest point of share you'll ever get. Amazingly, many people -and companies- never understand it. Perhaps, because people think crisis will never end.

During these tough times the financial yearly planning scheme, which most of us as companies have to deal with, compete very strongly against the medium and long-term possibilities of success of our brands.

Although it could be a very tough sell for the marketing guys to persuade their bosses to be able to foresee the future, it's worth the effort, at least the negotiation.

For me, creating effective communications is all about building brands. In Guatemala and any country, that's a strategy that will always work. That's a trend that will always be correct and effective, regardless of the type of activity, the media, even more with the widespread of technology existent nowadays, which in some cases distract us from the fact that all is communication and that all serve to a single purpose which is to communicate our brands.

Every year we see in Guatemala that the best and most awarded cases at Effie are just that. Beautiful cases of well handled Brands. It could be cases of promotions, new launches, whatever, but no communication really becomes effective if it not behind a good solid brand. I haven't seen an Effie winner brand that at the next year is out of the market. Good communication is obviously related to successful brands.



*Andres Mazuera*

- Almost 30 years of experience in advertising.
- Started his career as in the creative business working in different local agencies in his native country, Colombia.
- In 1990 started his almost 19 years at Leo Burnett, interrupted only by 2 years at BBDO Colombia between 1998 and 2000.
- In 2006 he was promoted as Managing Director at Leo Burnett Guatemala, where he had previously served as Regional Creative Director for Central America for the last 6 years.
- Today, Andrés also represents Publicis Groupe's interests as CEO in Guatemala.