

Cerdá

THE MAGAZINE WITH CHARACTER

n°01 / summer2017
So just dance, dance, dance.



Cerdá
LIFE'S LITTLE MOMENTS

WWW.CERDAGROUP.COM

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EDITORIAL

The Odyssey

The Ancient World has given us the names of just a few hundred Greek authors of whom hardly any fragments of their works remain, with a few references being made by more modern writers, or mentioned in anthologies. That we were able to preserve Homer's *Odyssey* in its entirety is, in my opinion, a precious miracle, and people should give thanks to those who managed to save it.

I find compelling this bold comparison between the first issue of our peculiar "odyssey" and the story of a brave man who is facing a thousand adventures. Firstly because this comparison allows me to become Homer for a number of lines; and secondly, because *The Odyssey* tells the story of an adventurer of immense character.

CHARACTER

SOMETHING YOU WON'T FIND MISSING IN OUR PUBLICATION.

As in this masterpiece, our history goes back to a long and epic journey full of years of incredible fables and growth, both vital and professional. In Cerdá's past there is no shortage of stories about a young Pepe Cerdá forced to travel and make a living to support his family, as Odysseus himself did, being forced to become a traveller. And all within the Mediterranean region, including Cerdá in L'Olleria, Vall d'Albaida.

It is unquestionable that *The Odyssey* has influenced literature, whatever time you are living in. Is it ground-breaking to get out of the ordinary, embark on a new journey and explore new horizons? Is it strange to talk about a publication where the focus is not on the product? Is it an "odyssey", as the very title of this letter suggests. I can only assure you that the mistake lies in doing nothing. Therefore, I cannot help but ask: *would the world be the same if there had not been a Odysseus (Barbara-Ulysses) and The Odyssey?* ■



Jose Fco. Cerdá



"UNDER PRESSURE" - Queen | Bowie

MY BRAND SPOILS ME

OR HOW MASS MARKET COMPANIES ARE GENERATING LOYALTY
THROUGH CARING FOR THEIR BEST CUSTOMERS.





AS THE AMOUNT OF INFORMATION AVAILABLE ABOUT CUSTOMERS GROWS, STORES ARE INCREASINGLY ABLE TO IDENTIFY THEIR MOST VALUABLE AND COMMITTED CUSTOMERS. STORES ARE LOOKING FOR WAYS TO REWARD THEIR MAIN BUYERS BASED ON THEIR LOYALTY AND VALUE

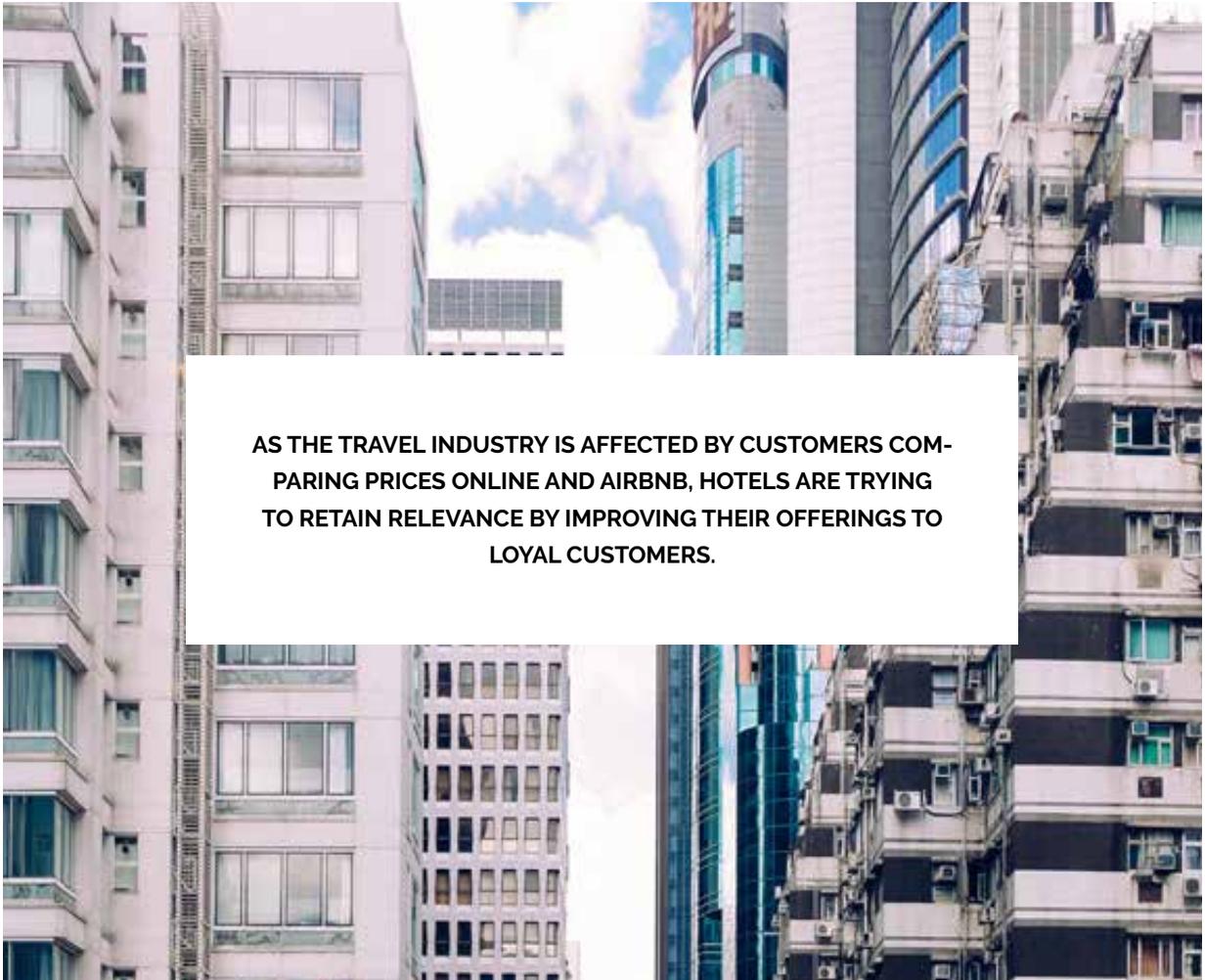
DISCOUNTS HAVE BECOME COMMONPLACE AND HAVE LOST VALUE FOR CUSTOMERS. BRANDS ARE SEEKING TO CREATE A GENUINE SENSE OF LOYALTY THROUGH A COLLABORATIVE RELATIONSHIP WITH THEIR BEST CUSTOMERS.

HOTEL INDUSTRY CASE STUDY

Although benefits like free internet connections are standard for Hilton members, members who download the application can customize their experiences even more. Users of the application can choose specific rooms, select the views they want and customize their rooms to have extra pillows or certain drinks available upon arrival. The application is also functional in the sense that the entire registration process can be done on the phone, which can also be used as a key to enter the room without having to interact with the reception staff.

The application is integrated with Uber, so that as the traveler's reservation time gets closer, the Uber application presets the hotel as the preferred destination. As part of the integration strategy with the customer, it also creates a "local scene", a list of the most popular places based on chosen destinations of Uber users in the area.

All this helps to alleviate stress for their best customers, who then start to focus less on price comparisons and more on issues of convenience.



MARKS&SPENCER EXAMPLE



Marks & Spencer introduces a digital personal shopping service called “Try Tuesday” for members of Sparks, the company’s loyalty program.

Buyers complete a conversation-style questionnaire with a virtual robot, allowing the retailer to gain an understanding of their individual styles and tastes.

The robot then combines this information with the experience of in-house stylists to create customized product offerings. The robot has the ability to improve its recommendations based on what customers like or don’t like, using a thumbs-up or thumbs-down icon next to each

product. If users say they do not like something, they also have the chance to say why, so that recommendations can be progressively refined.

Marks & Spencer’s entire Sparks loyalty program has been developed with a focus on customization and interaction with customers. The program gives loyal customer’s priority and personalized offerings, as well as surprises that “money cannot buy.” The program also awards points, not only for buying products from the store, but also for recycling and reviewing products on its website, in this way rewarding its most committed customers.

POKEMON OPPORTUNITY

Consumers are already finding Pokémon in stores through the augmented reality mobile game based on Pokémon Go locations; but Niantic, the game's developer, plans to launch sponsored locations.

Niantic will charge businesses a fee to become sponsored

locations, with the idea of charging businesses based on the number of visits obtained. Some retailers in the US have already stated that appearing in the game can attract huge numbers of customers to stores. L'Inizio Pizza Bar in Long Island, Queens, experienced a 75% increase in business after investing \$10 to attract "Pokémon" to the restaurant. ■

ALTHOUGH IT IS TOO EARLY TO KNOW HOW LONG THE PASSION FOR POKÉMON WILL LAST, THERE ARE SIGNIFICANT OPPORTUNITIES FOR STORES TO USE THE GAME TO ATTRACT CUSTOMERS TO THEIR STORES.







2200001962 - COTTON T-SHIRT
SIZE 4-6-8

2200001962 - GIRL SHORTS
SIZE 4-6-8

2300002426 - PRINTED WET SHOES
SIZE 26-27-28-29-30-31-32-33

Have a
Poppy Day!



2200002026 - PREMIUM CAP
SIZE 53 CM

2300002453 - VULCANIZED CANVAS
T. 26-27-28-29-30-31-32-33



2200001910 - GIRL SWIMSUIT
SIZE 3-4-5-6-7

2100001699 - SHAPED SHOULDER BAG
SIZE 18X15 CM

THE CONSUMER AND THE TECHNOLOGY



STORE NEEDS ARE BEING DICTATED BY FORCES INCLUDING RAPIDLY CHANGING CONSUMER BEHAVIOURS AND TECHNOLOGY. WHAT ARE THE CHALLENGES THAT STORE TEAMS FACE TO READY THEMSELVES FOR TODAY'S BUSINESS?





INTEGRATING DIGITAL SKILLS IN COMMUNICATIONS THAT HAVE A WIDER SCOPE AND LOOKING AT CONSUMERS HOLISTICALLY CAN YIELD POWERFUL RESULTS FOR STORES



For years now the main objective of a shop assistant and retailer has been to generate in-store traffic. In a business environment that is now very different to what it was only a few years ago, all this has changed. The greatest change for traditional stores has been the inclusion of digital skills and finding new and creative ways to engage and communicate

with customers across any digital channel in which they are active.

With more contact points than ever, what are the skills required from today's shop assistant, and where do the challenges and talent gaps lie?

TALENT DEFICITS ARE INCREASING IN TERMS OF DIGITAL-ABLE SHOP ASSISTANTS, WHO UNDERSTAND AND CAN TAKE INTO ACCOUNT THE COMPLETE AND COMPLEX JOURNEY OF CLIENTS.

THE NEW COMMUNICATIONS LANDSCAPE

In 2015, the number of active users of social networks rose by 10% globally, to 2.3 billion, according to the agency We Are Social. Access to social networks through mobile devices is growing rapidly, with an increase of 17%, reaching a total of nearly 1.97 billion users.

This rapidly changing consumer behaviour is familiar to many fashion retailers. Garrett Jones, Deputy CEO of the second largest UK specialist shop, Shop Direct, said: "Four years ago [our customers] used to spend 27 minutes a day on their phones, this has now increased to more than 4 and a half hours". The way they are buying is not necessarily changing at the same pace, but consumers are behaving and using social networks in a completely different way, and this is mainly around the use of their mobile phones.

During most of the time spent on their phone, buyers are logging into social networking sites like Facebook, Instagram or Twitter, and using messaging applications like WhatsApp and Snapchat. The change in the behaviour of stores' buyers has forced Shop Direct to revamp its marketing strategy and proposals. "If we want to make life easier for the consumer and for our staff, we need to talk to them through those platforms in the way they wish to

be addressed," said Jones, who also oversees the company's areas of trade, data and marketing.

As a result, Shop Direct is focusing on a way to personalize its content and its advertising platforms on social networks. The company is also beginning to build conversational interfaces to communicate with its customers on Facebook Messenger, venturing into the field of conversational commerce early on.





DIGITAL AND CONSUMER KNOWLEDGE

THE PROLIFERATION OF NEW COMMUNICATION CHANNELS IS CREATING NEW WAYS IN WHICH RETAILERS CAN COMMUNICATE WITH THEIR CONSUMERS, BUT THIS ALSO IMPLIES A LOSS OF CONTROL.



New gaps appearing in stores revolve around the combination of digital experience and consumer knowledge.

The great challenge lies in finding people who are competent with both types of tasks, and is often the result of previously established electronic commerce structures that digital specialists in SEO and PPC created, but that lack experience

in exploring and explaining business and consumer scenarios on a broader level.

When it works, it can be very powerful. This type of talent is scarce, but the results speak for themselves when staff possess both skill sets ■



2100001668 - 3D EVA BACKPACK
SIZE 23X28X10 CM



**TOP
PUPS**



2200002241 - CHARACTER PREMIUM CAP
SIZE 51-53 CM



2500000641 - MASK SUNGLASSES
100% PROTECTION

2100001935 - NO SLEEVES T-SHIRT
SIZE 2-3-4-5-6

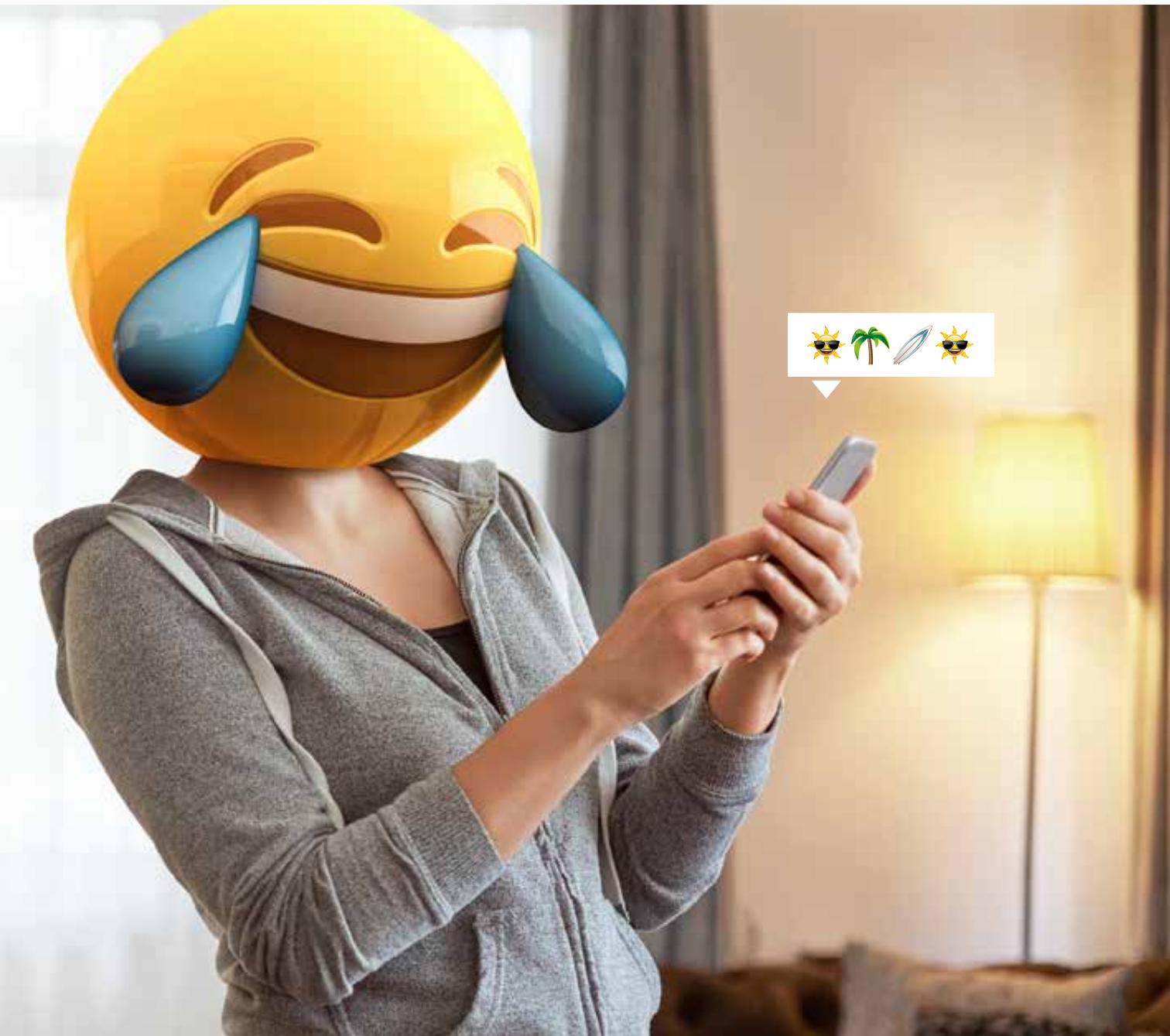
2200001917 - BOXER SWIMWEAR
SIZE 2-3-4-5-6

EMOJI



A • NEW • UNIVERSAL • LANGUAGE

FROM HEARTS AND HILARIOUS SMILES TO LITTLE MONKEYS IN A THOUSAND POSITIONS, PEOPLE OF ALL AGES HAVE WELCOMED EMOJI WITH OPEN ARMS, ALL TO HAVE SOME FUN USING THIS SPECIAL LANGUAGE.



Brands are taking note of this, integrating emoji into their campaigns and content strategies, and launching keyboards with emoji specific to their own brands.

footwear, organizations are breaking into this field creating campaigns inspired by emoji icons or recognised electronic stickers, integrating the “language of emoji” in their content strategies. It is a move that makes sense; on the one hand, it

EVERY DAY, 41.5 BILLION MESSAGES AND 6 BILLION EMOJI, EMOTICONS AND ELECTRONIC STICKERS ARE SENT GLOBALLY.

As the use of emoji evolve from a humble addition to text messages into a globally recognized visual language, one question emerges: could we be about to develop the first truly universal language?

Social statistics seem to suggest so: According to the digital initiative launched by Swyft Media, 41.5 billion messages and 6 billion emoji, emoticons and electronic stickers are sent around the world each day using mobile messaging applications. Instagram recently acknowledged that nearly half of the messages published on this platform contains at least one emoji.

Some of the world’s most renowned brands are taking notice. In various sectors, from food and household products to

is a good public relations story and an opportunity to gain relevance on a socio-cultural level. On the other hand, it is also a great opportunity to reach a growing consumer base in a global way, overcoming language barriers.

As Digiday reported, “emoji represent a marked cultural change in the vernacular language moving into a more visual form of communication, giving brands an opportunity to express their messages even more creatively.” For linguists, emoji add sparkle to communications, pushing beyond conventional semantics of the language and making it more fun and expressive. John McWhorter, a linguistics professor and lecturer at the Centre for American Studies at Columbia University, added that “emoji express the human side of communication.” ■





Never
judge
a
book
by its
Cover



2200002080 - FANTASY NIGHTWEAR DRESS

T. 3-4-5-6-7

2200001950 - GIRL SWIMSUIT

T. 3-4-5-6-7

STAY STRONG



2200002036 - PREMIUM CAP
SIZE 55 CM

2200001943 - NO SLEEVES T-SHIRT
SIZE 8-10-12



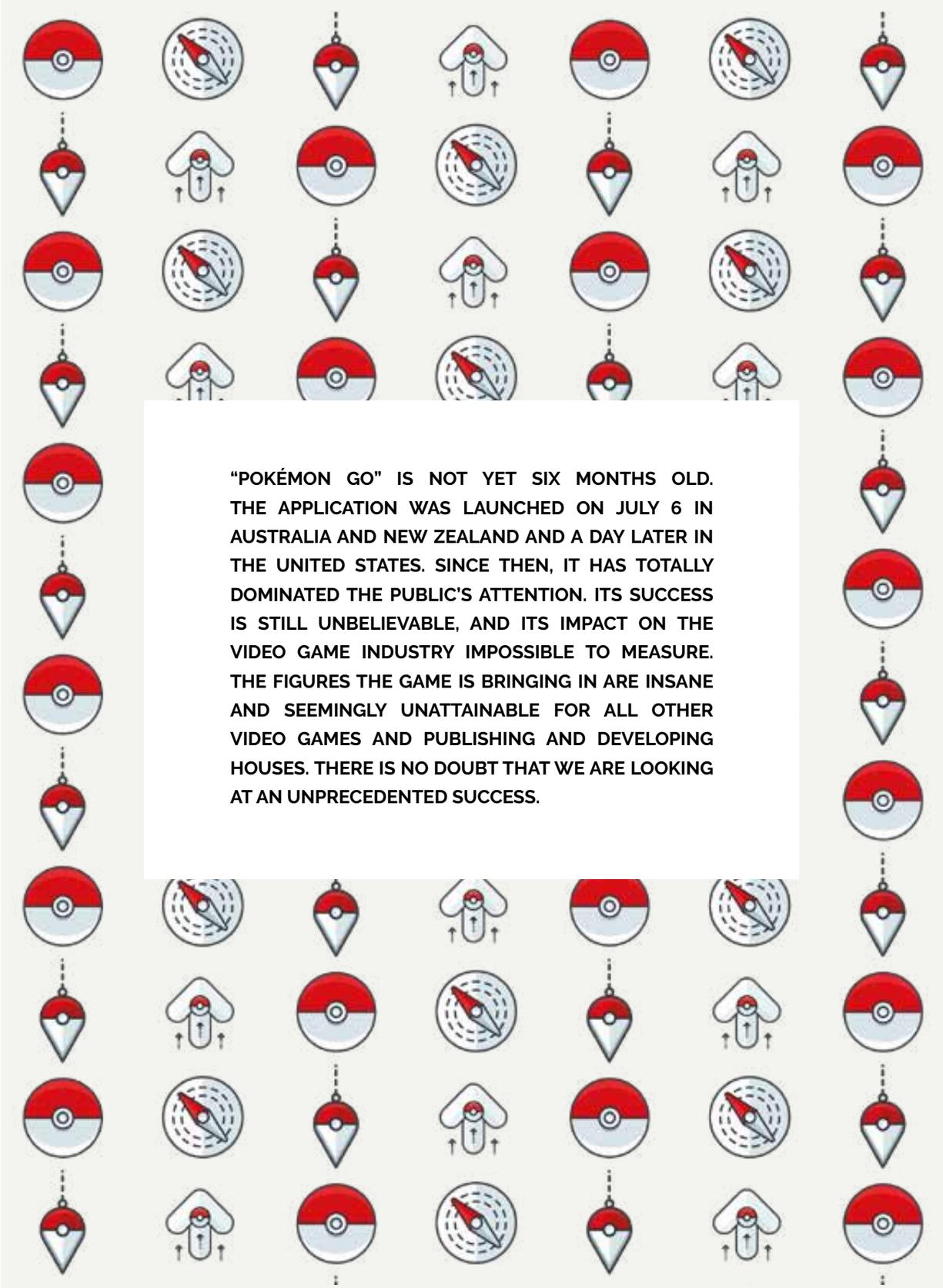
2500000682 - SET BEACH BAG + SUNGLASSES
BAG SIZE: 36 X 29 X 8 CM

2300002383 - PREMIUM FLIP FLOP
T. 28/29 - 30/31 - 32/33 - 34/35 - 36/37

“POKEMON
GO” AND THE
REASONS
BEHIND ITS
SUCCESS.







"POKÉMON GO" IS NOT YET SIX MONTHS OLD. THE APPLICATION WAS LAUNCHED ON JULY 6 IN AUSTRALIA AND NEW ZEALAND AND A DAY LATER IN THE UNITED STATES. SINCE THEN, IT HAS TOTALLY DOMINATED THE PUBLIC'S ATTENTION. ITS SUCCESS IS STILL UNBELIEVABLE, AND ITS IMPACT ON THE VIDEO GAME INDUSTRY IMPOSSIBLE TO MEASURE. THE FIGURES THE GAME IS BRINGING IN ARE INSANE AND SEEMINGLY UNATTAINABLE FOR ALL OTHER VIDEO GAMES AND PUBLISHING AND DEVELOPING HOUSES. THERE IS NO DOUBT THAT WE ARE LOOKING AT AN UNPRECEDENTED SUCCESS.



Let's start at the beginning, the origin of "Pokémon GO". The start of this cultural phenomenon lies in a joke orchestrated by Nintendo for April Fools Day, when they announced the development of a game that fused together Google Earth and Pokémon. The news was nothing more than a mere anecdote and did not have a very strong impact in the media until it became a reality at the hand of John Hanke, the real protagonist of the "Pokémon GO" story.

John Hanke was one of the top directors for the Google Earth application. Hanke's passion to bring together cartography and entertainment led him to developing pioneer games such as "Ingress" (Niantic Inc., 2012), an online role-playing game that uses augmented reality and relies on GPS to advance the plotline and the progress of the character, and whose structure "Pokémon GO" has used almost in its entirety. "Pokémon GO" shares its DNA with "Ingress", and so it is not in vain that Niantic Inc. is the company that has been in charge of the game's development. But while "Ingress" was neither positively nor warmly received among critics and the public, the idea, the seed, was already there, so when the guys at Nintendo, Satoru Iwata from Nintendo and Tsunekazu Ishihara from The Pokémon Company, threw together the mix between Google Earth and Pokémon under the name "Pokémon Challenge" it was originally done as a joke. But it was clear to Hanke, known and admired by Ishihara, that this was the missing element to his previous game, a popular franchise that could serve as a catapult to mass popularity. But the result has even exceeded all his expectations.

In just two years they had the game ready to share with the

world. On the 7 July 2016, it was launched in Australia, and in the United States on the 8th, and that very day the madness was unleashed. In the latter country, the application was downloaded 7.5 million times by the 12th of the same month, and by July 19, it had already been downloaded over 30 million times and generated a profit of 36.9 million dollars. "Pokémon GO" has broken all data, sales and user records previously established by other applications and as of today, data for Japan, where the game was released on the 22nd July, could see these figures multiplied. Nintendo is living its second adolescence thanks to the huge benefit provided not only as a direct benefit but also as capital reimbursed with a profit of \$22,000 for every \$22 invested in Niantic Inc.

The reasons behind this extraordinary success are perhaps difficult to understand, and equally difficult to point out, but there are a number of key issues that are really remarkable. The first of these is the Pokémon license itself.

Pokémon is one of the greatest franchise success stories with regard to audience levels. Thanks to this success, the series is among the most sold in the history of video games, just under Mario, with over 279 million copies sold and more than \$57 billion profit in 2015. The second key is evident: it is the first game of the franchise that is made for mobile phones; according to data from 2014, there are more mobile phones in the world than people. In Spain, in 2015 there are more than 51 million active mobile phone lines registered, a figure that is greater than the Spanish population. Therefore, the following key is the demographic expansion of mobile

telephony. But it is not only about the growth of the device, but the constant growth in the amount of time the device is in use, with the current average being recorded as around 40 hours per week, a figure that has almost doubled since 2014, meaning that we look at our mobiles an average of 37 times a day. These figures reinforce an obvious idea, the success of "Pokémon GO" is closely related to the success of mobile phone use and of the Pokémon franchise. The third key, even more important, is that "Pokémon GO" is a free application in its basic form, supporting micropayments to progress in the game faster. In summary, we have a world renowned saga, with proven success, a huge number of mobile phones spread across all layers of the population and a game based on the super-famous franchise that can be accessed from our mobiles for free. These would be the essential and basic keys, and not the less important ones, since, in our view, accessibility and popularity are the clearest reasons for the success of

THE POPULARITY OF THE POKEMON FRANCHISE, THE UNIVERSALIZATION OF PHONES WITH INTERNET ACCESS AND THE FREE NATURE OF THE APPLICATION ARE THE THREE ESSENTIAL FACTORS OF THE SUCCESS OF "POKEMON GO".

"Pokémon GO".

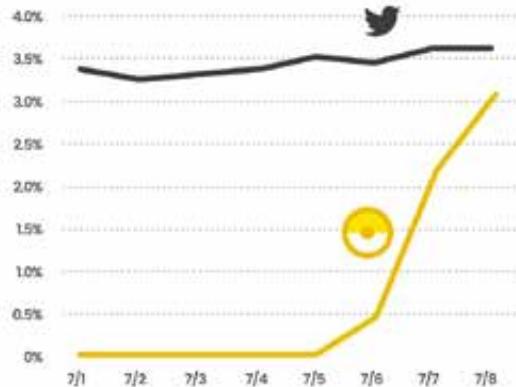
As yet, we do not have enough perspective to determine the reasons for the success of "Pokémon GO". We have pointed to several possible reasons, like the democratization and universalization of mobile phones with network access, the apparent gratuity of the game, the need for accumulation and collection of today's population, the transformation of reality into a game, and the immense popularity of the franchise, besides many other aspects that we have mentioned already. It will be a matter of time

before we can point out the game's next moves and any future consequences, both within the scenario of the game as well as in our day to day lives. Although one thing is indeed clear, "Pokémon GO", whether we like it or not, is and will be a milestone in the history of the videogames and their study ■



Pokémon GO in numbers.

Pokémon GO is about to **pass** **Twitter** in daily active users.



- ONE IN 20** Android devices in the US have the app.
- 1.6 MILLION** daily revenue from the iOS App Store
- #1** Google Play Store on launch date (7/6)
- 30 MILLION** invested by Google & Nintendo for app dev.

Nintendo's value has jumped by **\$7.1 billion** since launch.





2300002392 - PREMIUM EVA FLIP FLOP
SIZE 24/25 - 26/27 - 28/29 - 30/31

2500000639 - SUNGLASSES
100% PROTECTION



**COMIC
BLAZE**

2200001955 - COTTON T-SHIRT
SIZE 2-3-4-5-6

2200002017 - TWO ASSORTMENT CAP
SIZE 51 CM

2200001929 - BOXER SWIMWEAR
SIZE 2-3-4-5-6





<https://goo.gl/soilDt>



THE TRAINERS THAT KIDS MOST WANT

THEY ARE SOLD IN SHOE STORES, TOY STORES, DEPARTMENT STORES AND FASHION STORES, BOTH IN CITY CENTRES AND IN NEIGHBOURHOODS OR SMALL VILLAGES... AND, OF COURSE, ON HUNDREDS OF WEBSITES...





You only need walk the streets around any town or city these days to find them. The first impression will be one of shock, but you will soon realise that this is the new trend in footwear. Trainers with LED lights have arrived in Cerdá and, as the evening falls, these trainers can be seen lighting the night with each footstep taken. Gone are trainers with wheels. What's in now is trainers with lights, one of the most requested gifts in letters to Santa these days, and not just by kids! This trend has also invaded the adult world.

350,000 steps, which corresponds to about three months of non-stop walking! Wow! Similarly, you can always choose whether you wear them illuminated or not, and so it can look as though you are simply wearing normal trainers.

This illuminating trend began in Asia and has gradually expanded into Europe in recent months. Although the simple model is a white tennis shoe, we have already developed countless new designs with prints, in a wide variety of colours and models, including more boot-style

YOU'RE SURE TO HAVE SEEN THEM EVERYWHERE: THEY HAVE SINGLE OR MULTI-COLOURED LED LIGHTS AND ARE BRINGING LIFE TO THE STREETS ACROSS THE GLOBE.

“And how long will they light up for?” This the question most often asked by parents and relatives that head to the stores to buy them. They are guaranteed for more than

trainers for winter. Because on those specialized fashionista forums we are already being warned that this trend is here to stay for a few months! ■





2200001616 - COTTON T-SHIRT
SIZE 2-3-4-5-6

2200001616 - BOXER SWIMWEAR
SIZE 2-3-4-5-6

2200001616 - SPORT SANDAL
SIZE 2-3-4-5-6



2100001672 - 3D EVA BACKPACK
SIZE 23 X 28 X 10 CM

2200002106 - COTTON T-SHIRT
SIZE 2-3-4-5-6

2300002445 - PVC INJECTION CANVAS
SIZE 22-23-24-25-26-27-28-29



**WORLD
WINGS**



TOP 10: MUST-HAVES





WHAT WILL BE IN FASHION IN 2017? WHAT WILL BE REALLY BIG? WHAT FINISHES ARE BIG BRANDS TAKING A GAMBLE ON? TO BE OR NOT TO BE? ... TODAY WE SOLVE THE BIG QUESTIONS THAT LAY AHEAD. 10 TRENDS. 10 MUST-HAVES. 10 THINGS YOU SHOULD NOT LOSE SIGHT OF. THE 10 MUST-HAVES YOU NEED IN 2017 TO BE ON TOP!



01 ★ SEQUINS



Sequins, rhinestones, metal, crystals and sparkles are a must this season. The key is in small but precise touches of sparkle.

02 ★ POMPOMS



Accessories exist to bring a touch of originality, and what better way is there than to join in the new trend that is sweeping across the world: the charm of pompoms!

03 ★ VINTAGE PATCHES



The patches that remind us so much of the 90s have arrived: bomber jackets, denims, backpacks customized to the extreme... Many fashion houses are already using these items!

04 ★ NEOPRENE



Neoprene is here to stay. By itself or combined with other fabrics, garments and accessories...

The possibilities it offers are endless!

05 ★ ICONS



Emoticons go beyond WhatsApp. They are already part of our vocabulary and are now set to become part of the way we dress. Fun, light-hearted and communicative.

06

★ HASHTAGS



Adapting to the current form of communication is key. These days what is sought is simplicity, sharing and tagging using precise terminology, and everything should have its corresponding #HASHTAG.

07

★ BLOCK DESIGN



Contrasts: It is not about rainbows, nor a flashback to colour blocking, it is a trend that combines, in the form of printed or striped fabric, different tones, primary-coloured ones if possible.

08

★ 3D EVERYWHERE



Reliefs and 3D effects are a constant, and they get to products through the use of specific materials, in shaped, sumptuous reliefs that stimulate the senses of sight and touch.

09

★ FUR, FURISSIMO



A trend that revives the spirit that has been gracing the catwalks for many seasons now. Adding fur to every accessory imaginable is the latest turn of the screw from the fashionista imaginary.

10

★ VINTAGE



Vintage influences surrounds us everywhere: interior design, objects, accessories... and of course, in fashion. Thanks to this trend we can travel back in time and rescue looks, finishes and outfits that we see in the movies and that we like so very much ■

Summer Blossoms



2100001692 - SATIN POLYESTER SHOULDER BAG
SIZE 27,5 X 21 X 9 CM

2200001948 - GIRL SWIMSUIT
SIZE 3-4-5-6-7





2100001759- SHAPED SHOULDER BAG
SIZE 15,7 X 16 CM



PEPE CERDÁ, AN EXAMPLE OF WORK WELL DONE

Illustrations by *Jordi Albiñana*

IN 2016, SURVIVAL AND GROWTH IN THE WORLD OF CHILDREN'S LICENSES PRESENTS GREAT CHALLENGES. THE WORLD IS GOING THROUGH A PERIOD OF DIZZYING CHANGES. THE RECENT FINANCIAL MELTDOWN, CLIMATE CHANGE, TECHNOLOGICAL ADVANCES... ALL THESE FACTORS ARE INFLUENCING THE BEHAVIOUR OF BUSINESSES AND CONSUMERS, AND PEPE CERDÁ, AN ENTREPRENEUR WITH A HISTORY OF MORE THAN 40 YEARS BEHIND HIM, KNOWS QUITE A LOT ABOUT THIS. IN THE PAST, PEPE WAS THE MANAGING DIRECTOR AT CERDÁ, AND HE IS NOW IN CHARGE OF THE COMPANY'S PRESIDENCY, ALONGSIDE WITH HIS CHILDREN AND THE CEO. ACCORDING TO HIM, THE FUTURE LIES WITH EVERY COMPANY THAT IS COMMITTED TO DOING THINGS WELL, AND TO THEIR TALENT AND VALUES. BUT PERHAPS IT IS BETTER IF HE TELLS YOU THIS HIMSELF, IN HIS OWN WORDS.

> How was Cerdá born? What year, and with what products?

P: Cerdá as a company was born out of my need, as a founder, to make a living to bring up my family. I started out as a street vendor in the late 60s, but to be honest, it was a job that did not fulfil me. Perhaps that was why I looked for ways to leave this work and start shaping what Cerdá as a brand now is, combining both jobs until we could live exclusively from the second.

Those were the real beginnings of Cerdá: glass covered in embossed leather or other materials. In 1972, under the name Cerdá Artesanía, the company had a turnover of 2,972,168 pesetas (about 18000 euros). From this moment on, I devoted 100% of my time to the company.

> Tell me about the big leap. How do you go from a company focused on products for adults and leather products to one focused on children's licenses?



In L'Olleria (the village in which we are located), there has always been a tradition of making artisan glass, so there have always been small trading companies whose business was in glass and its transformation into many forms, such as painted and decorated glass, glass covered with vegetable fibres, with leather, etc. In my early days, I started buying the finished products and it was not long before I could make them myself at home, just as everyone in the village did.

P: Because, as in everything, products have their own lifecycles and sooner or later they become obsolete. Also, competition is always lurking in the background, and much more so in a small town, where even if you want you can not go unnoticed.

Each time I saw someone had copied my models or designs of etched glass, instead of entering into a price war

– of which I have never been a fan-, I tried to rebuild my collection of samples, adapting it to the characteristics of the equipment that I had. This is how I went from lining glass to making embossed folders and agendas. In turn, thanks to the characteristics of my equipment, we were able to start making small bags. We just couldn't keep up with the demand for our agendas and for little bags! Until, after a short period of time, the competition began to copy us, offering these products at very low prices, and we were back to square one again.

Just when I no longer knew what to do, I had a light-bulb moment... What if the small bags, instead of having an ornament on the flap, had a silkscreened image of a children's character on it? This simple idea excited me! Then came the big question: "Where were the people of Disney and how could I reach them?". Google was a long way off at that time.

“THE LIGHT-BULB MOMENT CAME FROM MY CHILDREN. THEY WERE, UNKNOWNLY, THOSE WHO ARE RESPONSIBLE FOR THIS INNOVATION.”

It was around 1986 when we went to the Chamber of Commerce in Valencia and they provided me with the phone number and address of The Walt Disney Company. Mrs. Natividad Azcoz became part of my story then, because she was my first contact at Disney, and she invited me to come to the headquarters in Madrid to negotiate the specifics of our contract.

- Pepe, don't really have a license for small bags. We will see what we can do with you.

+ Look Nati, I would make a collection of about 10 models of small bags in several colours.

- And how many of these new products can you sell?

+ The truth is that I don't know ... It's a new world for me ...

Mrs Nati handed me a file and gave me what was most important: pages and comics with images of Mickey and Minnie Mouse. I had the first Disney guide in my hands!

Needless to say that this time the competition had no desire to copy what I was doing, and the highlight: a month after entering the market we had already covered our guaranteed minimum sale figures!

> *Why do you make a decision of this magnitude? What motivated your change of focus?*

P: The light-bulb moment came from my children. They were, unknowingly, those who are responsible for this innovation.

I got up one Sunday and they were colouring in books full of drawings and laughing. They were excited, fantasizing about what was happening in the scene they were colouring in.

The happiness written on their faces, the emotions they were experiencing only by having a few simple drawings of their favourite characters in front of them, made me think that I

wanted to create the same enthusiasm about my products.

> *Do you think that today a company like Cerdá, of purely Spanish origin, would work well or is the market too saturated?*

P: I think it could, but it wouldn't be able to have the same structure as our company. Also, obtaining and securing a license for the infinity of our products and categories is not easy. It is the result of years of work, trust and of making a name for ourselves within the sector.

> *If you were to found Cerdá again, would you change anything?*

P: Cerdá really is a family business and it founded itself. One keeps the daily work moving with enthusiasm and perseverance, because you have to live and earn a living. If

you also enjoy what you do and do it with care and time, you are shaping the company.

Behind every business there is a lot (a lot!) of work. Behind this, there must be a lot of honesty and ethics with employees, suppliers and customers. A family business is built on values, which in my case were instilled by my parents, and are the same as those I have tried to pass on to my children, with the help of my wife. This is how Cerdá was founded and I don't think there is any other way to start a family business.

> **Tell me about Cerdá today. What does it bring to the current market?**

P. Now Cerdá is much bigger than ever before, and it has a great deal more professional management. We have very capable and talented employees in every area of work. In addition, there is a lot of cohesion, motivation and unity. As a result of this, I firmly believe in our future and in the great things that will come out of here. Without doubt, we are a leading company in licenses and different from the other companies in the form and methods were employ.

> **And do you think you have a lot of competition in these markets?**

P. Sure! And I'll tell you something else: competition is not new; competition has always been there. And how boring would it be to have a monopoly for oneself? I personally have always been very grateful to my competition. It is thanks to them that the evolution that we are talking about even took place. Thanks to them, I am what I am, because they are what made me think about how to be different. And so, from all of us here, THANK YOU.

> **As an entrepreneur and on a personal level, what are your core values?**

P. Keep your feet on the ground! Do things slowly and well.

Life goes by very fast. The world changes, companies change, but you must never forget where you came from. We have achieved great things and, it is firmly entrenched in us that it all started from such a small idea, from etched glass.

In Cerda, we are close to each other, hard working and honest. These values define us and mark our trajectory. The most important thing for us is to not lose focus and to always keep our mission in mind: to make children happy with our licensed products. Nothing is more valuable than the smile of a child.

“THE MOST IMPORTANT THING FOR US IS TO NOT LOSE FOCUS AND TO ALWAYS KEEP OUR MISSION IN MIND: TO MAKE CHILDREN HAPPY WITH OUR LICENSED PRODUCTS.”

> **What do you think it takes to succeed?**

P. To succeed you just need a magic lamp and wishes from a genie. Ha-ha.

Success is very relative, because you can be proud and happy with your small business, and therefore, you can feel fulfilled. Personal success always, always goes hand in hand with work.

I will tell you one thing that is very clear to me: sometimes wanting is more important than being able to.

> **What is your advice for today's entrepreneurs?**

P. The first and most important thing to remember when starting a business today is to master new technologies, and then, the traditional recipe: work, work and more work ■





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ARTESANIA

MADE IN SPAIN

FILMAÑAS, A WORLD OF MAGIC IN ALMERIA

by MANOLO CERDÁ

OR HOW MASSIVE MARKET COMPANIES ARE GENERATING LOYALTY
THROUGH THE CARE OF THE BEST CUSTOMERS

CASE customer Filmañas



Filmañas is a company of reference in the world of children/youth product licenses, with three outlets and a distributor warehouse in the city of Almeria.

This company sets an example for entrepreneurs, and certainly responds perfectly to the issues and needs behind recycling a business.

It is a company that began its journey at the time that video stores and movie merchandising was BOOMING. This type of business, as we all know, had great reach, but was ruined by the pirating of movies and the arrival of the Internet.

It is at this point that Natalia's hard work came into play. She knew how to stay ahead of the problems that were coming, and reoriented the business toward the incredible

as we can see from the pictures, successfully uses storefront windows to attract the type of customers that campaigns are trying to target, whether they are preschool campaigns such as Paw Patrol, building on the success of the series, or the window display for The Descendants, to take advantage of the hype around the premiere in Disney Channel

Natalia is the kind of customer who always buys complete collections because, as she tells me: "this helps me to create a good showcase". Moreover, she is completely convinced of the cross-selling commercial policy, as her stores stock all types of the products we create and manage at Cerdá.

Filmañas offers its customers a wide range of products. Natalia is very open to the new licenses and she is backing virtually all of them. All the team members are exceptional.

THE IMPORTANCE OF CORPORATE PHILOSOPHY

THE VISION AND VALUES THAT NATALIA DEFENDS ARE VERY SIMILAR TO OURS.

HER PHILOSOPHY IS MUCH LIKE OURS

universe of licensed gifts and the wholesale distribution of these products.

Filmañas has been working with, and relying on Cerdá for 15 years now. We could say that we have grown up together!

The company uses all its buying power to invest in its stores and it really is a pleasure to pop by and see their windows - she changes them every 15 days!

They are people who like to know the latest news about what is coming out over the upcoming few years and like to be up to date. That is such a pleasure!

As a side note, I must say that they never, never, never push aside the classics ... If you are wondering why, the answer is easy: the classics are the foundation of their business, a safe bet and one on which they have built their success.



FILMAÑAS, FIDELITY CUSTOMER

Filmañas is one of the customers that is most grateful to their customer base, and has many advantages deriving from our Loyalty Program for shops and chain stores. You can see from the pictures how they make use of the Fidelity Program displays we have in in Cerda (<http://programafidelity.es/>)

The kids look divine with our friend Elsa, from Frozen!



SOCIAL NETWORKS, A KEY PART OF SUCCESS

An important part of the success of *Filmañas* is their social networks. They provide information about many of our promotions, especially on Facebook and Instagram!

In this line, they use a lot of the images we provide them and take the opportunity to reveal movie products even before they have premiered, letting our customers know what content is coming.

What is certain is that if there is something that sets them apart from competitors, it is the love and enthusiasm that Natalia and her team show everyday.

For me it is a pleasure to work with this company. From all of us, thanks ■



Navegación

FILTRO POR CATEGORÍAS

CONSULTA PERSONALIZADA

MULTIDISPOSITIVO



Área de clientes

REVISAR TUS DATOS Y PEDIDOS

DESCARGA DE TARIFAS

OPTIMIZACIÓN DE CONSUMO

cerdagroup.com

impulsa tu negocio a una nueva dimensión



Mi pedido

FORMA DE ENTREGA PERSONALIZADA

REVISIÓN DE CARRITO

AMPLIA PEDIDO CÓMODAMENTE

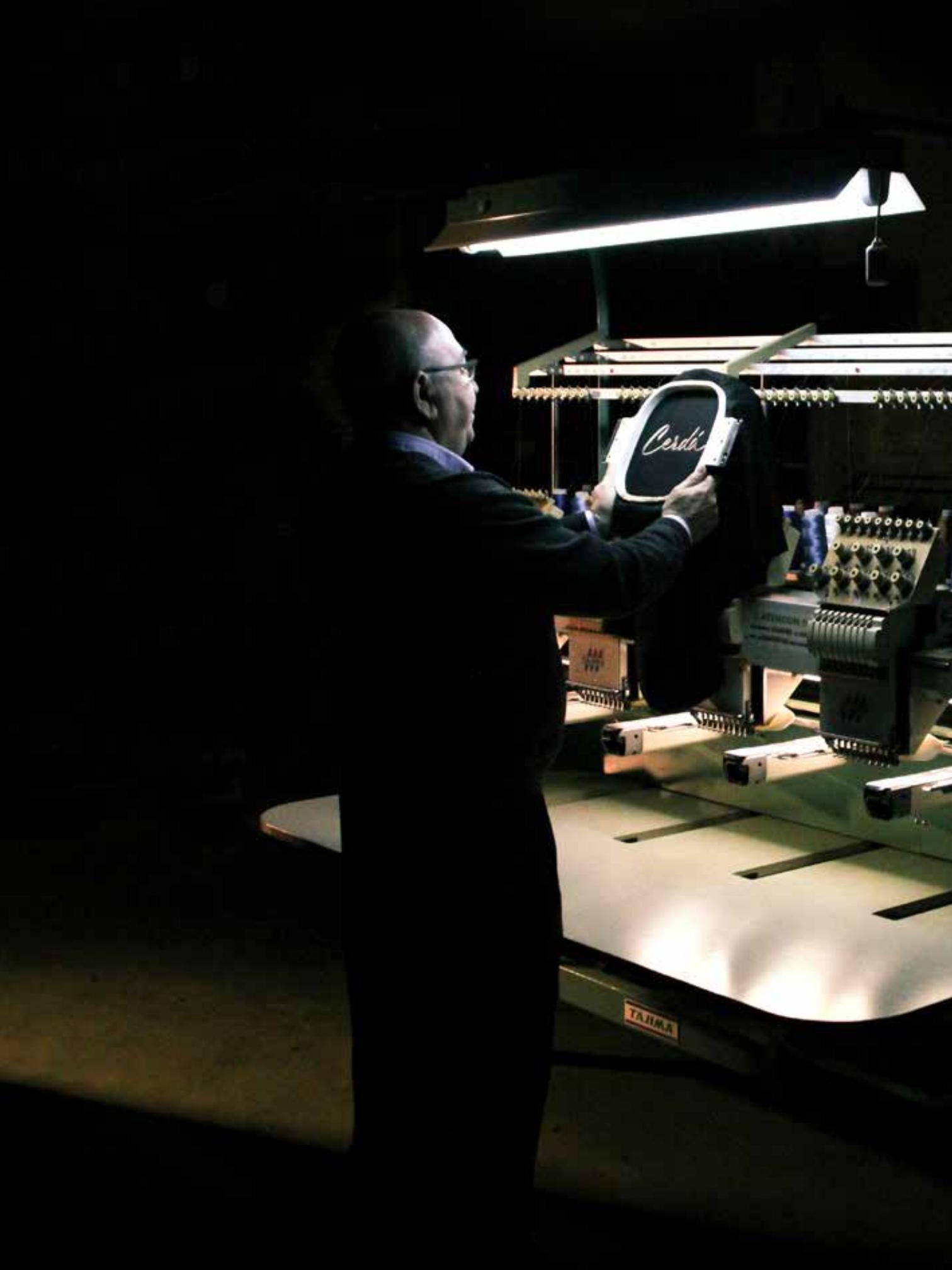
ACCEDER A TUS PUNTOS Y VENTAJAS

Programa Fidelity **FIDELITY**

BLÓG SEMANAL

SÁCALE PARTIDO A TU TIENDA







EVERY GREAT CHANGE
BEGINS WITH A SMALL DETAIL.

An artistic illustration of a watermelon slice with a vibrant red splash of juice and seeds extending upwards from the top right corner. The watermelon slice is shown in a cross-section, revealing the red flesh, white rind, and green outer skin. The splash consists of various shades of red and pink, with several dark brown seeds scattered throughout. The background is plain white.

Cerdá

LIFE'S LITTLE MOMENTS

THE MAGAZINE WITH **CHARACTER**

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