



José - Antonio García  
Director



LinkedIn

**"Demonstrations are part of our democracy" (Michel Temer)**

### Logistics: Invisible and forgotten

The supply chain is made up of a multitude of parts that need a lubricating oil that allows the whole system to move without friction and automatically. This lubricating oil is economic profitability, which is the basis of any sustainable economic system. Profitability is also fundamental for developing innovation processes that make it possible to improve process efficiency, improve quality, develop new products and presentation formats and, in short, provide better solutions for consumers.

But things are not going well, this week it is the turn of the claims of the transporters who see how the cost of fuel is increasing uncontrollably day by day. **Logistics is an invisible and often forgotten sector.** But it is absolutely key. In our case, it starts with the transport of fruit from the field to the packaging warehouses, continues with the movement from the warehouses to the customers' platforms, and from these platforms to the supermarkets. On the other hand, we have the logistics from the warehouses to the juice and oil processing plants, which, in addition to sending their products to customers, need to transport the peels. **And we need all this every day, from sunrise to sunset. Logistics is the blood that runs through our body in non-stop mode. If it doesn't flow, activity grinds to a halt.**



### No marketing ... no future



The Spanish lemon sector, through **AILIMPO**, has as **one of its strategic objectives the promotion of Lemon from Spain® in order to achieve differentiation, generate added value and increasing consumption, especially among the younger population.**

To achieve these objectives, in 2020 the **"WELCOME TO THE LEMON AGE"** Promotion Campaign was launched. This project is financed with the economic contribution of the sector and the economic support of the European Commission. For the very first time in history, the lemon sector in Spain is investing in marketing in order to position the product through a campaign that is being developed in Spain, Germany, France, Canada and the United States. **A fresh, modern promotional campaign that tries to connect with the consumer using various tools, among which social media stand out.** A risky bet, but one that is gradually yielding results. **The sector has understood that without marketing there is no future. Lemon of Spain®, full of color, life and sustainability, has gone out to conquer the market.**

One more year, EL PUBLICISTA, the reference publication in Spain of the advertising, communication and marketing sector has updated its ranking 'The best players in the Spanish advertising industry', taking as a source for its elaboration the control and audit of almost 200 regional, national and international festivals and contests of reference where Spanish companies participate on a regular basis to show their capabilities and talent.

#### And this week we are really happy, since:

-  **AILIMPO is ranked 32nd among the best advertisers in Spain,** surpassing in the ranking companies with a great track record in marketing such as El Corte Inglés, El Pozo, Google, Telefónica, Ikea and even Amazon.
-  But... that's not all friends!! **"Welcome to the Lemon Age" has been placed in 28th place in this ranking in the category of the best work and advertising campaigns in Spain,** beating campaigns from renowned agencies and advertisers such as Pepsico, Adolfo Dominguez, Cosentino, Ikea and LLYC.
-  All this has been possible thanks to the hard work of the AILIMPO team and our agency TACTICS, which by the way is placed in the 14th position of the best companies in the advertising industry.

