



BRAND ARCHEOLOGY

We are BRAND ARCHEOLOGY, a subsidiary of PUNTOAPARTE BOOKVERTISING.



WHAT WE DO

We create and execute advertising strategies in light of both the histories and the stories of brands. After many decades in the trade, we have learned all there is to know about the history of toy and entertainment intellectual properties, as well as vintage products and brand collectibles.

WHY YOU SHOULD HIRE US

We use our expertise in brand history and advertising services to help you:



Organize your advertising campaigns and ads and store them in a systematized data base.



Document your company's history to produce:



Books



Documentaries



Web pages



Exhibitions



Anniversary events and parties



Special limited edition pieces



Graphic interventions in office spaces



Podcasts



Trips and ludic activities



Generate branding and advertising strategies based upon your history, what we call Retrobranding.

OUR EXPERIENCE

During the last 16 years, we have worked with companies and organizations such as:



Coca-Cola



Merck



Sika



British Council



GIZ



Swiss Contact



World Bank



Inter-American Development Bank



Smithsonian Institution



IOM



UNICEF



UN



OCHA



European Union



ACNUR



FAO



ILO



SECO



CONTACT

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