



ADVERTISING IN BARTER
COMMUNICATE WITHOUT SPENDING MONEY



WE GET YOUR
PRODUCTS



YOU GET
ADVERTISING



WE RESELL
PRODUCTS

I WILL TURN INTO A WEB BANNER



I WILL TURN INTO A COMMERCIAL



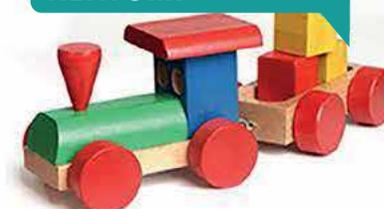
I WILL TURN INTO A BILL



I WILL TURN INTO A POSTER



I WILL TURN INTO A COMMERCIAL BROADCASTED ON UNDERGROUND NETWORK



RATING

The company provides to **Gruppo Next** a list of products supplied by photos, average retail price and any sales restrictions. The commercial account provides for the enhancement.

PLANNING

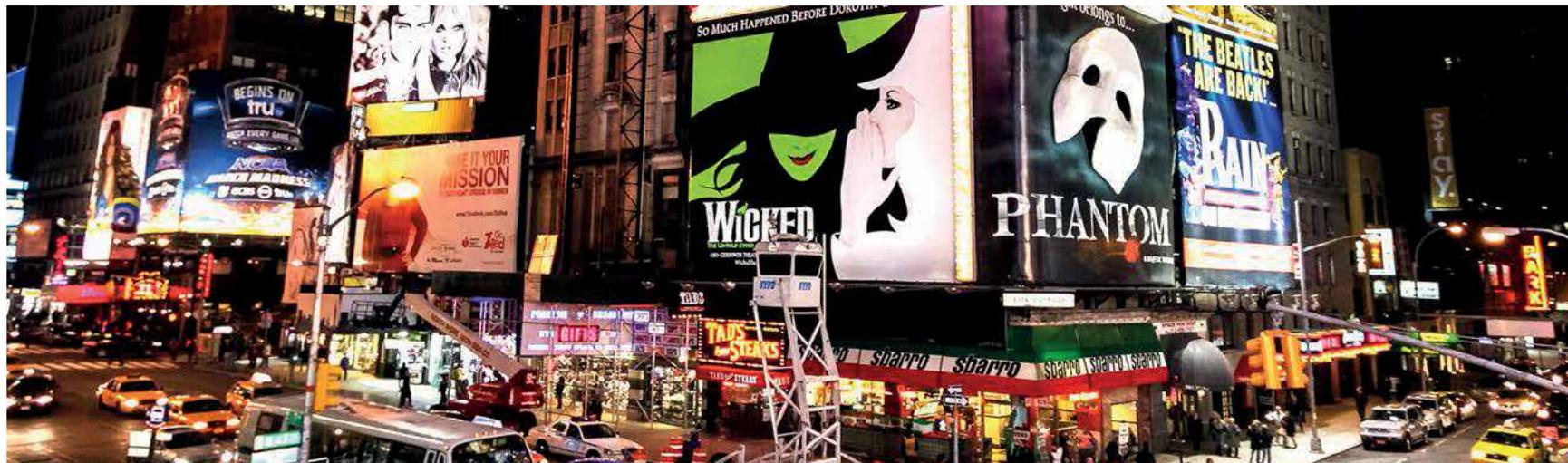
The media strategist shares the brief communication with the client, analyzes their needs and makes a proposal of advertising plan in line with the brief.

SALE

Gruppo Next, in accordance with the distribution limits set by the client, replaces the goods on new circuits in Italy and abroad such as members advertising circuit, the organized retail, the HoReCa channel, etc...

ADVANTAGES

- Advertising campaigns in Italy and abroad no cash.
- Liquidity company preserved.
- Disposal of surplus warehouse.
- Cutting of stock's cost.



Gruppo Next plans advertising campaigns **analyzing the different communication needs**: what product to communicate? whom? on what media? This allows the media strategist to identify and propose the best approach to meet the needs expressed during the brief, offering **a selection of the medias, both in Italy and abroad**.

From Russia to Spain, from the UK to the UAE, **Gruppo Next** employs a competent team prepared and able to analyze, plan and implement advertising campaigns around the world.

Advertising in Russia and abroad:

- TV and radio;
- daily press and magazines, free press, specialized magazine;
- static and dynamic billboards (bus shelters, street boxes, metro, bus back, etc);
- web and mobile;
- cinema.

We also realize:

- Integrated communications projects and BTL
- Organization and sponsorship of events and fairs
- Press office
- Corporate video
- Catalogs print



Are you an international trader and you want to be informed about latest managed products by **Gruppo Next**?

Fill out the form and you will receive personalized offers, informations about new products and stocks available.

Have you had problems in filling out the form?

**Call us at +39 02 45478600
or send an email to
info@grupponext.net**

**CLICK HERE AND
FILL THE FORM**





To receive a proposal without commitment you have to provide us just:

- quantity and typology of products;
- technical data and high resolution pictures;
- trade and retail price;
- any sales restrictions;
- favorite media and campaign period.

Send an email to
info@grupponext.net

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The barter consists in the sale of a product in exchange for another product.

The modern form of barter as **advertising barter** allows a company to dispose of its products by a barter expert receiving in exchange an advertising campaign. So companies have the opportunity to advertise without taking financial resources to its budget, but taking advantage of stock redundancies, expiring products or change of packaging.

THAT'S WHY THE CORPORATE BARTER, IN ITS VARIOUS FORMS, TURNS THE DEBT INTO AN ECONOMIC OPPORTUNITY!

Who's the barter expert?

The barter expert is the one who practices the barter and relocates the products on the market.

What are the minimum quantities required to create an interest in the sale?

There is no minimum quantity fixed object of barter products. It is a value that varies depending on the type of goods object of barter and the value of the same.

What are the types of product to whom addresses the barter?

There are no specific limitations, except for those required in the food industry where expiry date and cold chain may limit the interest in some categories.



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How the product's assessment is managed?

The company that provides the goods must to sent to barter expert samples and/or pictures of the product to treat, with and/or without packaging, indicate the retail price, the sale price to barter, the assortment, the restrictions in the marketing, distribution, expiry date, palletizing, transport, etc. In this way the barter expert will acquire historical information and will compare prices of similar products.

In which channels the barter distribute the products?

Mass Retail Channel, small retailers, closed factory outlets, abroad etc. A shop is called "closed" when the input is limited to corporate employees, usually identified by special tiles that allow you to enjoy exclusive benefits.

What happens first? Goods delivery or campaign schedule?

Delivery and planning may take place at the same time, or, because of the time required to schedule and send materials together, the delivery of goods is usually carried out before the advertising campaign.

The subject of the advertising campaign must match the pulled back product?

Only if the customer says yes. It is not of any relevance the correspondence between what is sold in exchange for goods and what is object of the adv campaign. Subjects can be different and released, even from other brands of the company.

When do the client make invoice of his goods?

At the same time or after the delivery of goods with mutual invoicing within the month, in compliance with the VAT rules.

What does "by mutual invoicing" mean?

Mutual invoicing provides that two invoices with the same amount, balance themselves for compensation. Any differences of VAT rate resulting from several rules will be paid by the customer transfer.

When must we invoice?

After receiving of the invoice by the customer, rather at the end of the adv campaign.