



A digital design agency.
Nectar

DOSSIER 018



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Creative place for good digital ideas.

ABOUT

We are a design studio and an interactive new media agency based in Spain. Our aim is to create digital products and experiences that connect with people.

Nectar is the dream of four designers: Luis Miguel Garcia Almansa Santos, Raul Ortiz and Javier Lacasta, an atelier where we work since 2004. We count with a great multidisciplinary team, able to provide solutions that fits the needs of any client or company.

The design is our essential tool. We trust in creativity and technology. We believe in hard work and good ideas as the main ingredients of the recipe of great digital products.

Our expertise is interactive design and digital communication. Nectar provides Digital Solutions: web design and development, apps, UX / UI, E-commerce, Software, Content creation, Online marketing, Consulting and training.

We work with large and small customers in the development and implementation of "custom" digital solutions that span the entire project, from the briefing to the communication.



Strategy

Digital strategy and Audits
Consultancy
Brand strategy, branding projects
Content strategy
UX strategy
E-commerce strategy
Social media strategy
Audit and analytics
Digital Communication

Creativity

Art direction
Branding and brand design
Interactive experiences
Web design & UI interfaces
Copywriting and Translation
Publisher design
Multimedia production
Creative concepts

Technology

Front-end development
Back-end development
CMS integration
Web and mobile apps
E-commerce
E-learning platforms
ERP integration
Social media

Performance

SEO / SEM
web analytics
CRM integration
Community management
Social Networks & SMO
Mailing Management
Lead Generation

SERVICES



PHILOSOPHY

Communicate through design

As designers we have the responsibility of communicate ideas in an attractive way, creating customized products. The design is our main tool, our strategy and the value which makes the difference between us and other agencies.

Details make us different

We like commitment with users, custom design, digital handcrafted, pixel perfection. We look for the right solution from the first pixel and not stop until we find, creating always unique solutions to unique problems.

Using reliable processes

The sum of strategy and technology enables us to improve and solve problems effectively. We use methodologies and processes that allow us delve into each phase of the project in order to go further and exceed the goals.

Designing for users

We are designers but also users. We have a special sensitivity to the needs of people. This sensitivity allows us to design products and interactive experiences to be recognized, appreciated and shared.

Simplifying to improve

We know the impact of simple and clear messages. We work tirelessly to find what is truly important on each idea to communicate in the most simple and effective way.

Learning from experience

Our 12 years of experience and knowledge of the digital environment guarantee part of the success of the projects. Our mistakes and successes during all these years have taught us that technology and fashion can be transformed, but the success of a design project is always based on the effort and hard work.



12 years designing digital experiences and supporting local culture

CAREER

Since 2004, our projects and awards have positioned us in the global digital industry. We believe in democratizing knowledge and thus create Pixel Attack in 2007, the first meeting of digital and new media in Valencia at the moment Pixel Attack is a meeting space between professionals of the digital environment.

We have been fortunate to work with clients which have understood the value of creating a recognizable digital identity. A good example is Lois Jeans, with whom we collaborate since 2006, garnering with them dozens of awards and obtaining a huge brand impact.

We evolve with technology, from the “flashturbation” years to current trends, material design 3D, VR, GL, web, interactive immersive experiences.

We are suppliers, partners, design consultants and digital product developers for startups, public institutions and multinational companies.

Since 2010 we are combining our work in the study with our teaching work in universities and companies. Currently we teach in various bachelors, MBAS, and post degrees.



“Nectar is able of anythingt”

MEDIA MENTIONS

El país

Digital creation in Valencia.

“Nectar Studio has done graphic projects, web, multimedia and advertising for clients like Cimarron or Lois”. Pixel Attack, the digital creation meeting that concluded yesterday in the Parpalló Museum in Valencia, has served as a showcase of what Valencians creators are able to do.

Awwwards.com

The best Spanish web agencies. Israel Pastrana.

“Nectar is a digital agency focused in new media, a young team that seems which it is never still, ever present at events and Spanish design awards “

Graffica.info

Restlessness to the core.

“Nectar does it all: corporate identity, online marketing, SEO / SEM, online shopping, mobile apps, 3D and motion graphics, but definitely his strong point is the design and Web development”.



2017

Red Dot Award: Communication Design: Nectar website. Nectar Website: Client: Nectar

Red Dot Award: Communication Design: Lois Jeans SS15 "Elements. "Lois Jeans SS15 Elements"
Client: LTM-melophone.

AWWWARDS: Honorable mention: Nectar Website:
Client: Nectar

ADCV Gold. Category corporate website
"Lois Jeans SS 15 Elements" Client: LTM-melophone.

ADCV Gold. Category: Apps UX/UI Design. Travel
Angel app: Client: Nego Group.

ADCV 2017 Finalist project. Category: Online
Advertising "Vives Emprande and Emplea Digital"
Campaign for both projects.
Client: Action Against Hunger.

2016

Awwwards Honorable Mention: "Underground
Culture" Lois Jeans AW 2016" Client: LTM-melophone.

Awwwards Honorable Mention: "Reflections. Lois
Jeans SS 2016". Cliente: LTM-Melophone.

2015

Premio ADCV Oro. mobile platforms: Rutas
Interactivas. client: Jeanologia.

Premio ADCV Oro. category corporate web "Lois
Jeans AW 2014" Cliente: LTM-Melophone.

Silver Laus. Awards Laus 2015. Categoría sitio
promocional. "Lois Jeans AW 2014". Cliente: LTM-
Melophone.

Bronze Laus. Awards Laus 2015. category
best web. "Lois Jeans Official website". client:
LTMMelophone.

AWARDS



AWARDS

Awwwards Honorable Mention: "Awwwards Honorable Mention: "Lois Jeans SS 2015", Lois Jeans interactive campaign. client: LTM-Melophone.

2014

Lluna de Bronze 2014. Better interactive campaign: "Enjoy Life. Take the Risk. Lois Jeans AW 2013". client: LTM-Melophone.

Awwwards Honorable mention: "Lois Jeans AW 2014". client: LTM-Melophone.

Awwwards Honorable mention: "Lois Jeans Official website". Cliente: LTM-Melophone.

FWA Shortlist: "Lois Jeans Official website". Cliente: LTM-Melophone.

2013

Awwwards Site of the Day: "Lois Jeans AW 2013", campaña interactiva para Lois Jeans. Cliente: LTM-Melophone.

Awwwards Site of the day: "Colour your life. Lois Jeans SS 2013", seleccionada como "Site of the day". Cliente: LTM-Melophone.

FWA Site of the day: "Lois Jeans AW 2013", campaña interactiva para Lois Jeans. Cliente: LTM-Melophone.

2012

Awwwards Site of the day: "Lois Jeans 50th anniversary" seleccionada como "Site of the day". Cliente: LTM-Melophone

Lluna de Plata 2014. Category. Best production of interactive media: "Lois Jeans 50th anniversary". client: LTM-Melophone.



2011

II awards Web Las Provincias: best corporate web. "The Love Revolution" by Lois Jeans AW 2010-2011. client: LTM-Melophone.

ADCV awards. Gold. New Media. Website graphics. "The Love Revolution" by Lois Jeans AW 2010-2011. client: LTM-Melophone.

ADCV Awards. Gold. Publisher design: Best valencian published book: "La Cuina de les 4 Estacions". Publisher: Tandem Edicions.

2008

Laus Plata. Premios Laus 2008. Categoría Interactivo "Paul Friedlander. Timeless Univers". Cliente: Sala Parpalló y Paul Friedlander. AW 2010-2011. client: LTM-Melophone.

2010

Web award Las Provincias: best corporate web: "Nectar Estudio". client: Nectar Estudio.

2009

ADCV Awards. Gold. Websites "Cimarron Spring-Summer 2008" Cliente: Cimarron.

AWARDS





EXHIBITIONS

2017

12 Years of Nectar.

Collective exhibition for celebrate 12 years of Nectar.

Artists: Javier G Pacheco, Estudio Menta, Joan Quirós, Mik Baro, Enisaurus, Doctor Zamenof, Marc Granell, Jaime Mullet, Deconstructeam (Marina), Julia Happymiaow, Juan Nava, Nectar.

Laus Expo 2017. ADG-FAD.

Silver Laus for promotional site "Lois Jeans underground culture aw2016.

2016

Graphic Design Week : Conference roundtable "El diseño gráfico como cultura visual". Speakers.

2015

Exhibition Laus awards 2015.(46º Edición) communication and graphic design Silver.

ADG-FAD Disseny Museum. Barcelona. Exhibited project "Lois Jeans AutumnWinter 2014". Client: LTM-Melophone. "Lois Jeans Corporate site".

Pixel Attack Pixel charlas and Beers :Carlos Magro. Interbrand. Conference directors.

Pixel Attack Pixel charlas and Beers: Viocemod. Conference directors.

2014

Lluna 2014 Exhibition . Rambleta

"Exhibited project "Enjoy Life. Take the Risk." for AW 2013 season".

Dialogues 9. EASD Valencia. Nine edition design Meeting . Escuela Superior de arte y diseño de Valencia. Conference Speakers.

Entrepreneurship workshop UNED "Como crear tu propia empresa" Roundtable for new entrepreneurs . Speakers . UNED, invittec SECOT



EXHIBITIONS

Design Walk 2012. Design Walk opening. Event that aims to promote the design and open to the public the work that takes place within design studios or communication agencies.

2011

Annual lois brand licensees 2011. Hotel Westin Valencia. Online campaign and website de Lois Jeans Autumn/ Winter 2011-2012 presentation. Congreso IMEX. Ciudad de las Artes de Valencia.

Congreso IMEX. Ciudad de las Artes de Valencia. Presentación de la plataforma online KC Solutions.

Feria Habitat Valencia. Stand ADCV. Exposición de trabajos seleccionados en el BIANUARIO 5 ADCV. Proyecto "The Love Revolution" by Lois Jeans, Autumn/Winter 2010-2011.

II Jornada Il·lustrada. APIV . II Jornada Il·lustrada. Siringa conference II illustration day APIV, "El repte de l'era digital".

2010

Zink Project: Project conference for creativity course. Speakers.

Pecha Kucha Night Vol. 7. Entrepreneur day. Speakers.

20 segundos x 20 imágenes conference: Entrepreneur day. Speakers.

Pixel Attack 2010. Event direction, production, "Éxodo creativo", Conference roundtable direction and coordination. CCC Octubre.

2009

Pixel Attack 2009: Presentación del evento en las jornadas de diseño de la ESAD de Castellón.

2008

Laus 2008. Exhibition ADG-FAD. Paul Friedlander. Timeless Univers" Interactive experience.



Pixel Attack 2008. Event direction and coordination,

2007

Pixel Attack 2007: Event direction. Event Speakers "Introducción al multimedia" Project "Paul Friedlander. Timeless Univers exhibition" presentation.

EXHIBITIONS



PUBLICATIONS

2017

International yearbook communication design 2017/2018.

Editor: Red Dot Editions (March 19, 2018)

Lois Jeans SS15 "Elements"

Red Dot Award: Communication Design.

Red Dot: Communication Design for web Nectar

ISBN-10: 3899391993

Laus Adg Awards 2017

Editor: Promopress; Edition: 47th edition

Laus Awards 2015: VVAA: Laus Plata.

Category Promotional Site "Lois Jeans

underground culture aw 2016.

ISBN-13: 978-8416851652

2016

Annual of annuals ADC*E Best of European Design & Advertising 2015:

ADCE Europe. Multiplatform publishing.

2015

Awards ADCV 2015. Catalogue. Gold. Category.

Mobile platform "Rutas Interactivas"

client: Jeanologia. Gold. category

corporate web "Lois Jeans Autumn-Winter

2014". Client: LTMMelophone.

Awards Laus 2015: V.V.A.A: Laus Plata.

Category. Corporate website "Lois Jeans

Autumn-Winter 2014". client: LTM-Melophone.

Laus Bronze. "category best web" "Lois Jeans

Corporate site". Client: LTMMelophone. ISBN

9788416220861 2013 365 Best Websites.

2013

Around The World 2013. Selected Web "Site

of the day" worldwide for the prestigious site

awwwards.com ISBN 978-84- 942007.



2012

365 Best Websites Around The World 2012. Website selected "Site of the day" worldwide by the prestigious site awwwards.com. "Lois Jeans 50th Anniversary".

Select K. Graphic Design from Spain: Selected web: "Lois Jeans 50th Anniversary". ISBN 978-84-15308-29-4.

2011

Bianuario 5 ADCV: 5 selected projects: Valencia Disseny Week 2010 (web), CPI2. Ciudad Politécnica de la Innovación y la Investigación (web), "The Love Revolution" by Lois Jeans. Autumn/Winter 2010-2011, Lois Jeans Spring/Summer 2011 (web), Belén Experience (minisite). legal deposit: V-2942- 2011.

Select J. Graphic Design from Spain. Selected web: "The Love Revolution" by Lois Jeans. A/W 2010-2011. ISBN 978-84-92643-96-7.

Selected B. Graphic Design from Europe. ISBN 978-84-92643-95-0. Idiomas: Inglés.

Selected project: "The Love Revolution" by Lois Jeans. Autumn/Winter 2010-2011.

2010

Bianuario 4 ADCV: 8 selected projects: Cimarron Jeans Spring/Summer 2008 (web), Nectar Estudio (web), Bdos Center (web), Publisher Pencil (web), Lois Jeans Spring/Summer 2008 (web), Lois Jeans Autumn/Winter 08-09 (web), Love is Lois (minisite), Paul Friedlander. Timeless Univers (interactivo). legal deposit: V-3098-2009.

Selected. Graphic Design from Spain.

Selected web: "The Time Machine" by Lois Jeans. Autumn/Winter 2009-2010. ISBN 978-84-92643-59-2.

Selected A. Graphic Design from Europe.

Selected web: "The Time Machine" by Lois Jeans. Autumn/Winter 2009-2010. ISBN 978-84-92643-59-2.

PUBLICATIONS



PUBLICATIONS

2009

Bianuario 4 ADCV. 8 selected projects: Cimarron Jeans Spring/Summer 2008 (web), Nectar Estudio (web), Bdos Center (web), Publisher Pencil (web), Lois Jeans Spring/Summer 2008 (web), Lois Jeans Autumn/Winter 08-09 (web), Love is Lois (minisite), Paul Friedlander. Timeless Univers (interactive experience). legal deposit: V-3098-2009.

Select H. Graphic Design from Spain. 2 selected projects: Lois Jeans Autumn/Winter 08-09, Cimarron Jeans Autumn/Winter 08-09. awards ADCV 2009. ISBN 978-84-92643-22-6.

2008

Awards Laus ADG-FAD. "Paul Friedlander. Timeless Univers" (interactive). Cliente: Sala Parpalló y Paul Friedlander. ISBN 978-84-612-3626-8. Language: Castellano, Catalan and English.

The Annual of Annuals. Best European Design and Advertising 08 ADC*E. "Paul Friedlander. Timeless Univers" (interactivo). Client: Sala Parpalló y Paul Friedlander. ISBN 978-84-612-8343-9.

Select G, Graphic Design from Spain.

5 Selected projects: Bdos Center (web), Cimarron Jeans Spring/Summer 2008 (web), Lois Jeans Spring/Summer 2008 (web), Love is Lois (minisite), "Paul Friedlander. Timeless Univers" (interactivo). ISBN 978-84-96774-86-5.

Feedback. Direct and Interactive Marketing:

ISBN 978-84-96774-33-9. Languages: Castellano. Project: Love is Lois (minisite).

La Cuina de les 4 Estacions. Desing: Nectar Estudio. Publisher: Tàndem Edicions. ISBN 978-84- 8131-809-8. language: Valenciano.

2007

Bianuario 3 ADCV. Selección del mejor diseño de la Comunidad Valenciana. Language: Castellano. 4 selected projects: Lois Jeans website Autumn/Winter 06-07 (web), Route 66 idiomas (web), Farmacia Alfarerías (illustration), Easy Water (Branding).



PRESS

2018

DissenyCV 08/02/2018: Nectar designs and develops the official app of Awwwards Conference.

2017

DissenyCV 21/11/2017CV. Nectar celebrates 12 years with a virtual exhibition.

DissenyCV 10/26/2017. Interactive design from Nectar is awarded at the Red Dot Awwwards.

Cultur Plaza 26/10/2017: Red Dot design awards Nectar for two projects.

DissenyCV 07/07/2017. Nectar: Awarded Nectar Lois projects with Adg Silver Laus.

Cultur Plaza 08.06.2017. From a to Y: index of award winners ADCV 2017.

ABC 05/24/2017. Nectar Digital Agency celebrates twelve years at cutting edge innovation of interactive design.

2016

El Mundo CV. Mayo 2016. Artículo. L'art de comunicar.

Dissenny CV. Marzo 2016. "Nectar estudio diseña para Lois su nueva campaña interactiva para 2016".

Graffica info. 04/03/2016. Blog referencia sobre diseño. "Nectar Estudio experimenta con la web de Lois Jeans y con el diseño UX".

Duplex 01. Revista de diseño y cultura visual: Entrevista "Futuro pixelado".

2015

Awwwards Blog: 30 Great Websites with Parallax Scrolling.

Graffica info. 04/03/2016. Blog referencia en la C.Valenciana sobre diseño. "Los ganadores de los premios ADCV 2015"



PRESS

2014

DissennyCV. Marzo 2014. "project: New EASD Valencia website by Nectar Estudio

El País. Creación digital valenciana. Federico Simón: Reseña del festival Pixel Attack.

2013

Graffica.info. Mayo 2013. Interview. "Nectar Estudio: «La web de Lois es como un centro de experimentación y creatividad, nos sirve como ejercicio creativo y tecnológico»"

Revista Weave Magazine. Diciembre/Enero 2013. Revista sobre diseño interactivo.

2012

Net Magazine August 2012 interview.

Awards Blog. Best Web Agencies of Spain, by Israel Pastrana.

2011

Revista Tendencias CV. Nº 2 Febrero 2011.Entrevista a Nectar Estudio: "El futuro del diseño está en los nuevos medios".

2010

Netmag.co. uk. Net Magazine nº 197: Enero 2010. Reseña del proyecto web "The Time Machine" by Lois Jeans. Autumn/Winter 2009-2010.

2009

Revista Interactiva nº 97. Diciembre 2009. Lois Jeans Autumn/Winter 08-09 web site review.

Revista Interactiva nº 98. Enero 2009. Nectar Estudio interview by LOIS JEANS.

Revista Interactiva nº 101. Abril 2009. Interactivos españoles en la ADC*E. Interactivo "Paul Friedlander. Timeless Universe" para la Sala Parpalló.



Growing with each project

CLIENTS



Throughout these years we have grown along with our Customers, businesses and institutions. We have worked and learned with the people and organizations that have helped to communicate ideas and make real their digital projects.

Lois Jeans-LTM-Melophone, Interbrand, Manpower Group, Leo Burnett, Shackleton, Publib, Universidad de Valencia, Universidad Politécnica de Valencia Cimarron, Keytoon, Route 66, WorldPharma, Vinicola Vdo, Sacanell design, Ducatti Valencia, Agencia KIDS, Publisher Pencil, Blue Dream Studios, Recetideas, Banak Importa, Tenedenza Store, Diputació de Valencia, Sala Parpalló, Paul Friedlander, Archival Ingall Stretton, Tàndem Edicion, Revista Eina, Carmelitas Descalzos fundación, Demarks and Law, Traffic abogados, C.M Galileo Gallilei, V.I.U. Universidad internacional de Valencia, I.D.H, Instituto de derechos humanos, E.S.A.T, Engloba, E.A.S.D.V, Grupo Nego, Intrasenze, The Keenfolks, Fyla, Maval, Mecwins, Cluster energía CV, Estudio Pepe Gimeno, Solar Rocket, Think Spain, Viocemod, Mutua Madrileña, Istobal, Relendo, Idai Nature, Eurobioglobal, Rambleta, ADCV, APIV, Valencia Design Week, Jeanología, Adeit.

And many other companies, institutions and startups which we are very grateful.



**Our work is our best visiting
card. Come and meet Nectar.**

PROJECTS



10 years of digital branding. **Lois Jeans 2006-2016**

[VIEW PROJECT](#)

Lois Jeans is a fashion company that has positioned as one of the leading denim brands globally due in part to its digital branding strategy.

Since 2006 we have been creating the digital identity of Lois Jeans. In 2016 after millions of visitors, 20 interactive campaigns and dozens of awards, we are still creating trends together.





Design to improve productivity.

ManpowerGroup

[VIEW PROJECT](#)

ManpowerGroup is a multinational company which offers many services and consultancy in the human resources field 4000 companies just in Spain.

Manpower's sales department needed a tool that would serve to show its customers the different categories of their work efficiently, and trusted us for the design and development of a Web App.



The best destination for travel agencies. Grupo Nego

[VIEW PROJECT](#)

Grupo Nego is one of the leading suppliers to travel agencies in Spain. More than 500 independent agencies rely on the services offered by the platform Nego Services.

Grupo Nego has trusted us for the creation of their digital identity and the development of its main tool the Nego platform. The intranet that unifies all the services that an independent travel agency needs.



Improve security together. **Intrasenze**

Intrasenze is a Swedish company whose primary objective is to develop solutions in the field of security to generate a profit in society.

We have provided the digital environment to convey the idea of intrasenze designing the corporate website and developing the e-commerce. Our challenge was to communicate in a clear way the various solutions offered by Intrasenze and reflect the concept of social network deicated to improve the safety of people.

[VIEW PROJECT](#)



Digital minimalism to enhance product. **Viccarbe**

[VIEW PROJECT](#)

Viccarbe is one of the most important contract furniture design firms in the world, with clients as Microsoft, Barclays, Deutsche Bank or LinkedIn. Viccarbe`s designs are characterized by their simplicity and innovative elegance.

We have created the perfect digital environment for transmitting the values of the brand, emphasizing the product providing an amazing UX and fully satisfactory management.



Adding value to global events.

Awwwards

[VIEW PROJECT](#)



AWWWARDS conference have become a global reference event in the world of design and development of digital products. This event needed an app to add value.

We created the perfect app for an event. This includes an intuitive directory for search talks, speakers and attendees, locations and schedules. This app offers innovative features such as a fun system for qualifying conferences and workshops, perfect to improve the AWWWARDS Conference experience.



Designed to thrill target audiences. **Reale Seguros**

[VIEW PROJECT](#)

Reale is one of the most traditional insurance companies worldwide. their product "Instinto Familiar" needed a modern approach, away from the typical insurance campaigns.

For this projects we worked coordinated with Reale marketing team to create a landing page designed to impact their specific target. Simple design with fluid micro-interactions and emotive images. Regarding conversion, in the entire landing we can find some CTA'S that contrast perfectly with the rest of the design.



Nectar

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