

Arpo



We believe in the stories behind
every profile

We seek reality, purpose
and motivation

We unveil the drivers of
people's interactions

Arpo

We do what we're good at. And what we're good at is knowing that brands and institutions need tools to stand out from the crowd, to shine above the competition, to be heard over the noise. And we know how to get it done.

We do

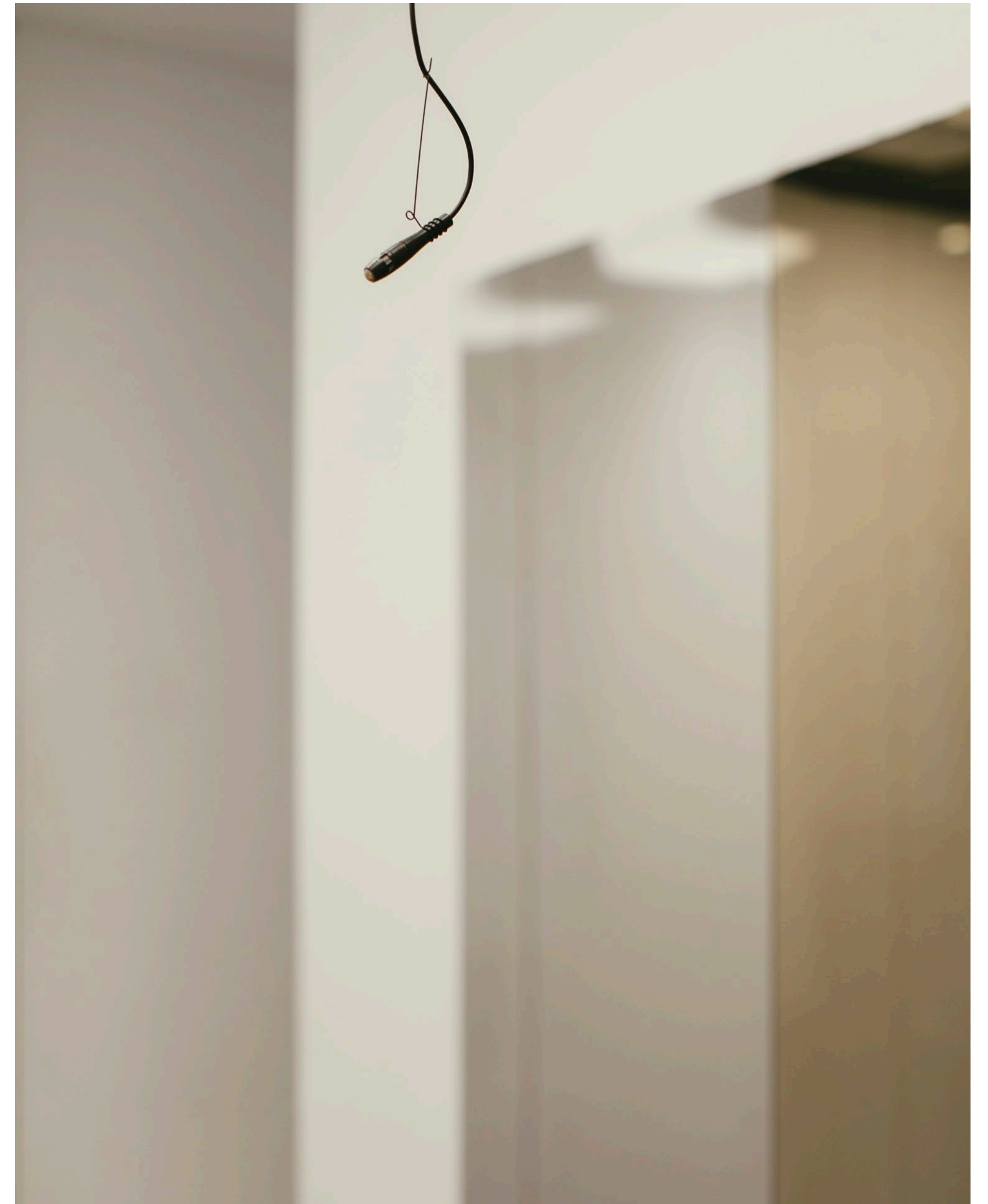


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We analyse

We look consumers straight in the eye to uncover drivers for action. Their decision-making processes are our driving force.

We do



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What would your dream
superpower be?

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We evaluate

Brands have souls. We penetrate their inner depths to unlock their potential.

We do



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What songs do you
know off by heart?

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We facilitate

We're big on data. Mostly because
we know it helps you innovate.

We do



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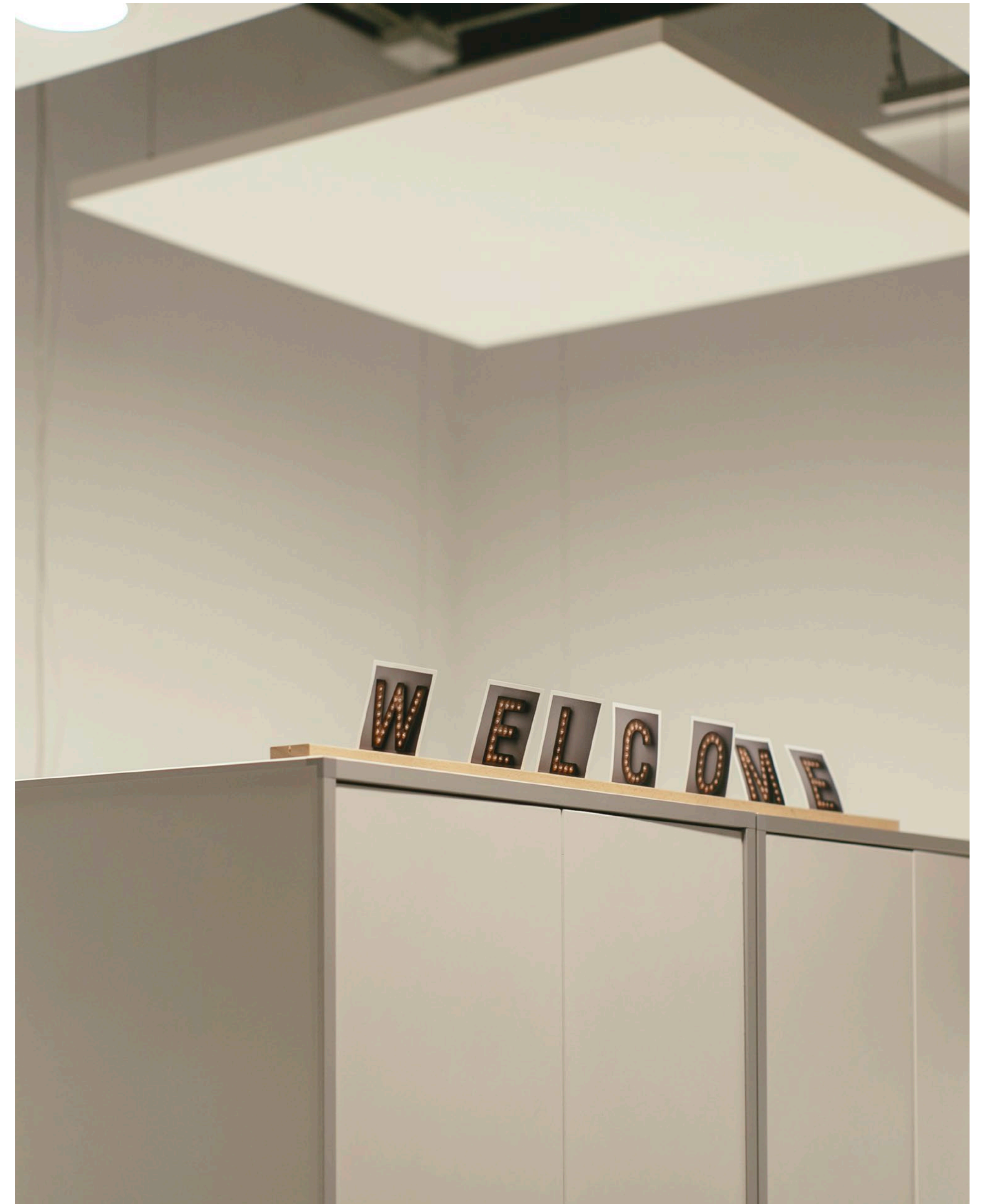
If you could meet anyone,
who would it be?

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We decode

Only those who listen carefully to the conversation between brands and consumers know exactly what to say.

We do



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Arpo

Leading is movement. Movement is knowledge. Knowledge only comes if you look, listen and learn from everything you see and hear. From everything you feel. Look, listen and learn to lead. That is the formula. Learning is the key to knowledge. At **Arpo**, we've been immersed in qualitative and quantitative research for decades. Learning takes time. We have learned new lessons from each of the 6,000 studies we've conducted to help brands realise who they are in Spain and who they could be. And we keep on doing just so. We feed their innovation engines with the only thing that can boost their market value: understanding. And we keep on doing just that. We call it knowledge for action. They call it confidence. Getting to where we are today was never the objective. Getting here was all about the journey. And we're still on the move.

Arpo

We're a tight-knit crew of curious minds united by an unquenchable thirst for knowledge. Led by highly experienced partners, the team has just what it takes to meet your specific needs. We believe that the project makes the team, which is why we collaborate with stellar specialists in each area.

Silvia Artiñano

Founding Partner and Managing Director at Arpo

Business Administration Degree from Saint Louis University, Missouri (USA)

Practitioner of Neurolinguistic Programming with Dilts and DeLozier at the University of California Santa Cruz (2010)

Areas of expertise:

B2B, Finance, FMCG, Gaming, Pharma, Personal Care, OTC, Travel & Tourism, etc.

She also loves cooking as her Certificat de Cuisine de Base from Le Cordon Bleu Culinary Institute reveals (2015)

Óscar Artiñano

Founding Partner and Managing Director at Arpo

Business Administration Degree from Saint Louis University, Missouri (USA)

Double major in Marketing & International Business

Areas of expertise:

Automotive, Entertainment, Fashion, Food & Drink, IT, Media, Movie Industry, Retail, Telecom, Video Games, etc.

His love for beauty and design has taken him to art galleries and local markets the world over

Arpo

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Just call

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We
just
know