

D O S S I E R

CHERRIES



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## **Pacha Group is the first company within the Spanish entertainment business and the best projected internationally**

### **The Spanish brand foresees to be present in the 5 continents in 2011**

In 1967 the first Pacha nightclub was launched in Sitges. This first venue started what today is the most long-standing and powerful club chain in Spain and the best projected internationally. Pacha Sitges was also the starting point of a constant search for differentiation in the entertainment business and catering trade.

With Pacha Ibiza, the jewel of the Group's crown, the cherry brand became part of the most intimate essence of the island. Since the opening in 1973, Pacha Ibiza has attracted visitors from all over the globe and has become a must see venue due to its personality, experience and its way of understanding and living the nightlife. The subsequent evolution of the group fused the initial pioneer spirit with the professionalism acquired along the years, and provided it with successes, failures, hits and misses.

With a trajectory heavily marked with the eagerness to prioritize the quality over the quantity, today Pacha is present in great cities including London, New York, Moscow, Sao Paolo, Munich and Madrid. After the last openings Pacha Mallorca and Pacha Bilbao, today Pacha Group projects the arrival of new franchises in the USA, Mexico, Australia, Indonesia and Spain.

On the other side, the impact of the Pacha brand comprises more than just the catering trade. There is a great variety of products and projects within other business sectors that are distinguished through the use of the Pacha brand: a record label, a hotel in Ibiza, restaurants, fashion and accessorize collections, editorial projects including books and magazines, and much more. Therefore, apart from the renowned clubs, its symbol and essence has become widely recognisable thanks to the merchandising and other licensed products.





## **1 Ricardo Urgell, Owner and Founder of the Pacha Group**

Grandson and great grandson of painters and son of a renowned engineer in the world of motor, Ricardo Urgell was studying architecture when, due to his enterprising and creative attitude, he decided to focus in the execution of his own interior design projects with the help of his good friend the architect Jorge Goula.

In 1960, aged 23, Ricardo Urgell invested in the creation of a jetski school in Sitges. With the benefits he obtained from this project he could open his first bar, Tito's.

Since 1967, the year when the first Pacha was founded in Sitges, Ricardo Urgell's biography is fused with the one of the group he co-founded with his brother Piti, who still plays as a DJ and is considered the soul of the infamous Flower Power parties that take place every summer in Pacha Ibiza.

In 1980, Ricardo Urgell finally settled in Ibiza. Today, aged 71, Ricardo Urgell continues running his company together with his brother and children.





## 2 The History of the Cherry Brand



The Pacha Group is owned by the businessman and founder Ricardo Urgell Martí and it was erected as the first Spanish group in the entertainment business.

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With Pacha Ibiza, the jewel of the Group's crown, the cherry brand became part of the most intimate essence of the island. Pacha Ibiza, which remains open all year round, was built with the traditional architectonic style of the island, with its inherent simplicity and whiteness, and following the architectonic project designed by Jorge Goula and the interior design by Ricardo Urgell.



In its beginnings, Pacha's clients were once referred to as 'The rebels of their families'. They were the main source of inspiration when it came to designing new premises that will respond in a totally new and attractive way to their taste and style. This was the beginning of a constant search for something different that, since its foundation, has been able to mark the difference.



The first years of Pacha coincided with the hippie movement – this marked a fun start to the story. Making money was not the main priority and the people's minds were focused more on enjoying themselves. People regarded Pacha as their home where everyone were friends and all involved threw themselves into the parties with passion. The quality of this project is characterized by this behaviour that should be the base of all leisure activity and with which Pacha has been able to consolidate a company of global prestige.



However the glory days are over. The entertainment with more competition than ever, demands a high level of preparation and professionalism. In this sense, Pacha's experience within the industry and the excitement from the beginning give a unique character to the nights at Pacha.



After consolidating the pioneering experience of Ibiza, with its singular print and unique character, the group took the leap with the opening of Pacha Madrid. All the freshness of the Mediterranean entered the capital like a torrent and, adapting perfectly to the city, developed a singular style when the 'movida' was in full swing. The opening of Pacha Madrid became the real starting point for the expansion of the Group throughout Spain and later all over the world. Pacha Madrid was inspired by the famous Studio 54 in New York, and opened its doors on April 23, 1980. Its successful opening brought about the creation of El Cielo, a private club-restaurant with VIP atmosphere inside Pacha Madrid a few years later.



With the unarguably base of Pacha Ibiza, the consolidation and influence of Pacha Madrid, and the support of the Classic Pachas, the Group started its expansion throughout the Spanish territory and joined the growing globalization of the Spanish companies leading the entertainment business.



The subsequent evolution of the group has proved it was a good choice to fuse the initial pioneer spirit with the professionalism acquired over the years, which brought experience obtained through successes, failures, hits and misses. With all these, the brand has made history in the world of nightclubs and has gained the essential knowledge to be able to diversify their offer by following a criterion of quality and maintaining its distinctive style. With the years, Pacha has created a great number of parties that have brought the thrill, colour and motivations to the night and has created a genre of clubs unique in the world.



## PACHA IN THE WORLD



1967 PACHA SITGES  
1973 PACHA IBIZA  
1980 PACHA MADRID  
1984 PACHA GRAN CANARIA  
1988 PACHA LA PINEDA  
1992 PACHA OFIR  
2000 PACHA MUNICH  
2001 PACHA LONDON  
2001 PACHA ISCHGL  
2002 SA PUNTA REST. IBIZA  
2003 EL HOTEL PACHA IBIZA  
2004 PACHA SHARM EL SHEIK

2004 PACHA MARRAKECH  
2005 PACHA NEW YORK  
2006 PACHA VALENCIA  
2006 PACHA SAO PAOLO  
2007 SWEET PACHA SITGES  
2008 SWEET PACHA IBIZA  
2008 PACHA BUZIOS  
2008 PACHA FLORIPA  
2009 PACHA MOSCOW  
2010 PACHA MALLORCA  
2011 PACHA BILBAO  
2011 LIO REST. IBIZA

## COMING SOON

2011 PACHA POZNAN  
2011 PACHA RIO DE JANEIRO

## IN PROJECT

2011 PACHA GOIANIA  
2011 PACHA PLAYA DEL CARMEN





### 3 International Brand

With a trajectory of more than 40 years and thanks to the eagerness and continuous work the Urgell family has dedicated to the brand, Pacha today is a brand of huge international projection – something that earned Ricardo Urgell the Gold Medal to the Tourist Merit in 2003.

Heavily marked with the eagerness to prioritize the quality over the quantity, today Pacha is present in cities including London, New York, Sao Paolo, Munich and Madrid.

After its last openings, today the Pacha Group is planning the arrival of new franchises in the USA, Mexico, Australia, Indonesia and Spain.

Pacha Mallorca and Pacha Bilbao are the two last venues from the 20 clubs the Group has currently around the world through a system of franchises. The nightclubs in Sitges and Ibiza are the two only ones owned by the Group and, as such, they are the flagships of this great empire that has been able to create, throughout its history, a great number of party venues that have their own personality but share the foundational spirit of the brand, which is one of the keys to its success.





The clubs do not follow a rigid and exact model, but they adapt to the traditional aspects of the region or country where they are going to be located. However, Pacha always sets some general lines that guarantee the coherence among the different franchises of the Group and the loyalty to its original spirit. These include the conception of the club as a spectacle; hence the importance of open spaces to improve the visual flow. The rigour in the company management and the importance of a human team are basic values for the brand. Therefore, the Pacha clubs share a good location, several rooms within the club, a very well cared for decoration and a musical policy of the first level.

In its franchise policy, Pacha always has present the necessity to transfer its valuable experience of how to develop a business, and the reality of Pacha Ibiza is a constant referent where all the venues from the growing Pacha family are reflected.





## 4 A Lifestyle



Pacha is more than just a club. Pacha represents the Mediterranean lifestyle of free spirit and a marked character, as well as being synonymous of stylish parties that comprise fun and glamour. Pacha has been able to recreate this atmosphere thanks to its decoration, graphical image, dancers, artists, DJs... The relation among all these elements as well as the philosophy that characterizes Pacha are responsible for making the cherries an unmistakable symbol of this essence around the world.

The graphic designers Jordi Vila, Carlos Manchón, Juan Gomara, Miguel García Caridad, Toni Riera and Luis Romero have created a collective imagery for the Pacha brand taking into account the trends of the different periods. Currently, the Group has its own Artistic Department to attend the necessities of the company regarding the matters of design and visual communication.



However, the logo is not just a synonym of clubs. In fact, the Pacha brand impact is not strictly limited to the catering business. There are a great number of products and projects from other industries that are distinguished through the use of the Pacha brand including Pacha Recordings, El Hotel in Ibiza, restaurants, fashion and accessorize collections and editorial projects including books and magazines. Therefore, apart from its famous clubs, its symbol and essence are widely recognizable thanks to its merchandising and other licensed products.

One of the best examples is Ford Spain S.A. that wanted to use the brand for one of its most popular models, the Ford Fiesta Pacha. According to the manufacturer, the use of the brand provoked an increase of the sales of this particular model. Other successes include the Vodafone Pacha phone, Blue Sense MP3 and MP4, Oakley sunglasses and Pacha perfumes.





## 5 El Hotel Pacha Ibiza



The style of Pacha Ibiza was also applied to the design of El Hotel, located just right opposite the club. Opened in 2003, it was presented as an innovative proposal to the people of the island. The idea was to create a modern hotel with a minimal design enriched by decorative elements where the space and great volumes prevailed. El Hotel Pacha was planned as a multi-space of leisure and fun for the client and visitor, where one could achieve a special combination of fun, relax and exclusive services in a warm and sophisticated atmosphere. After celebrating its fifth anniversary, El Hotel has become a leisure and cultural focal point of endless movement that characterizes the personality of the island.



### INTERIORISM PROJECT OF 'EL HOTEL'

In the hall, the depth of the spaces is accentuated through the whiteness of its walls and the pavements, which avoid visual delimitations with the support of wide circular structural pillars. The interior design follows the pure lines and pale tones that contribute to the luminosity of each space and allow the contrast brought by rustic furnishings. In the decoration African wooden elements have been included such as benches, sculptures and paintings, which have been combined with contemporary furniture; obtaining open and warm atmospheres. The rooms create cosy vibes where the guest can find all the modern commodities of the new technologies as well as the ideal place to relax.

The whole is a hotel of striking modernity where the luxury is a fusion of forms and elements that play with the contrasts providing a new language to the hotel.



## 6 Means Available



### AT A LOCAL LEVEL – IBIZA

The publicity presence of Pacha in multiple means such as press and radio is daily, as well as the distribution of posters and flyers to announce the nightly parties.

1,000 posters and 15,000 flyers are printed everyday with full colour, and distributed to very exclusive and well cared spaces.

35 Pacha billboards around the island.

Advert in Pacha Magazine, with an approximate monthly run of 30,000 copies.

Possibility of inclusion in an advert in the local newspaper Diario de Ibiza and other media that is considered adequate.



### Other visual means:

Projections in a giant screen on the façade of El Hotel Pacha all night long.

Projections in Ibiza port via personalized light balloons.

Visual presence in the interior of the club, associated to the party image.

Possibility to include the brand in promotional T-shirts.

Presence in the VIP photocall.



### Other ways of presence:

Presence of the brand at the club's doors.

Customisation of bars or other interior spaces at Pacha.

Use of branding elements (coasters, straws, luminous spots, napkins, etc.).

Special clothes for waiters.

Personalized table in the VIP area for the promoter's guests.

Gifts for VIP guests.

Presence of the promoter's brand in the marketing activities by the Pacha PR team on the beach, port and at the entrance of the club.

These are some of the means available for the sponsor, other means or variations of the existing ones could be presented by the sponsor and studied by Pacha, and will be introduced if they agree with the style of the party and are approved mutually by Pacha and the guest brand.



## AT A GLOBAL LEVEL INTERNET: WEBSITE AND NEWSLETTERS

One of the differences that make our site stand out from other informative websites is that, as a company, we do not start from a total virtuality, given that we have clubs, hotels and physical stores. Thanks to this condition the virtual multimedia campaigns can become physical by benefiting from these facilities. A good example would be the Axe deodorant campaign that took place only in the web but concluded with a huge party at Pacha.

Pacha as a brand comprises all those areas that are very popular among the internet users. Including the music of Pacha Recordings, the fashion of the Pacha Collection and travelling since Pacha is present both in tourist areas as well as in big cities. Hence, Pacha offers an ideal setting for beverage brands, fashion, music, accessorizes; and other products associated with luxury, sophistication, catering trade, services and travel.

It has been proved that 40% of our website's visitors will be ready to materialize a purchase of a Pacha product through a virtual or physical shop, which proves that the e-buying that the group is currently developing has a huge potential.

By bringing all the franchises under the same server, a crossed campaign can be installed in few minutes in each one of the websites of every Pacha club making possible to reach the audiences of other countries. At the same time it has all the hard and soft tools to do a whole follow-up of the marketing activity.

The [www.pacha.com](http://www.pacha.com) website has more than 150,000 hits a month. To which we must add the 900,000 visits to the radio. The whole of the franchise websites receive a total of 500,000 hits a month. Besides, every week Pacha sends a newsletter to a database of approximately 25,000 subscribers.



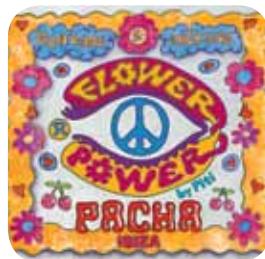
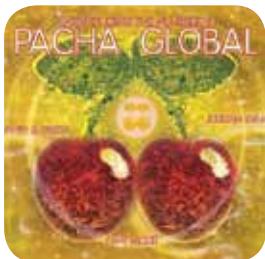
## PACHA RADIO

Currently the radio has more than 900,000 listeners that tune in the best house sessions by some of our DJ residents. As well as electronic and dance sessions Pacha radio also broadcasts special shows. Here there could be promotional breaks for promoters and sponsors, and even there is the possibility to create new spots or shows to promote certain products.



## PACHA RECORDINGS

Pacha Recording has been running for many years and during this time has produced an endless list of hits within the dance music industry. Specializing in house music, funky, lounge and chill out, the Pacha Recordings team has worked with great DJs including Erick Morillo and Pete Tong, as well as artists like Shakira, with whom they have just launched the remix of her greatest hit Las de la Intuición. Thanks to the Pacha Recordings team it is possible to produce customized CDs for sponsors and parties.





### PACHA MAGAZINE

The Pacha magazine publishes five issues during the summer season and other special issues during the winter. The magazine is distributed for free all around Ibiza and to different franchises. There is the possibility to receive it anywhere else in the world by paying the shipping expenses, both nationally and internationally, and it can be downloaded from the Internet in pdf format.

The magazine is bilingual (Spanish – English) and contains articles about the Pacha world, interviews to celebrities, trends, photos, etc. After just five years it has featured cover stars including Ronaldinho, Pedro Almodóvar, Penélope Cruz, Shakira, Juliette Lewis, Paz Vega and many other celebrities that have been involved with the island or Pacha.



### PACHA MERCHANDISE

Apart from the cherry T-shirts and other merchandise objects, Pacha has a very popular clothing line and accessories among the young clientele. The weight of the demand is generated internally by the franchises and the Ibiza and Barcelona shops, as well as the online shop. We are known worldwide and our stand in the Bread and Butter fashion fair is a popular one.





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