

# COMMUNICATION IS *POWER*

---

comma

# PEOPLE AT THE SERVICE OF COMMUNICATION

*We are a strategic communications consultancy  
that creates customized narratives, transforms  
data into stories and generates different  
experiences for our clients.*



*Silvia Albert*



## Methodology

# craft, collaboration, effectiveness

... We carry out in-depth analysis with objective data. We define a strategy that's bespoke, unique, realistic. We move into action.



## Manifesto

---

**At comma we believe that communication is power.** Humanity. An energy capable of breaking the inertia of the script. We come from a diverse set of backgrounds. Passion inspires our work, as a team. With that attentive listening where the data speaks. With that love for detail that can only be perceived when it is not there. Like the craftsman who never ceases in his efforts, we strive to maintain coherence between what our clients are, what they do and how they transmit it.

In a world that needs profound changes to progress sustainably, at comma we understand that only this conscious communication leads us to take care of what we say, to whom and how. Because all power also entails a great responsibility. Because good communication not only changes your business.

Above all, it changes your life.

**#communicationispower**

# Our services

---

CORPORATE COMMUNICATIONS  
SPECIALIZED COMMUNICATION  
PUBLIC RELATIONS  
MEDIA RELATIONS  
CONTENT CREATION  
DIGITAL MARKETING  
DATA ANALYSIS  
COMMUNICATION TRAINING



# Our current clients

---



## Our team

---

We are good.  
Good people.  
Committed,  
multidisciplinary,  
proactive.



Silvia  
**ALBERT**  
Founder &  
CEO



Natalia  
**MARTÍN**  
Admin &  
general services



Fernando  
**MARTÍNEZ**  
Accounts  
director



Cristina  
**RUBIO**  
Accounts  
director



Noemí  
**JANSANA**  
Specialized  
consultant.  
Delegate in  
Catalonia.



Carolina  
**GARCÍA**  
Senior  
consultant



Teresa  
**AMOR**  
Senior  
consultant



María  
**MATOS**  
Senior  
consultant



Vanesa  
**MATESANZ**  
Senior  
consultant



Pablo  
**GASULL**  
Consultant



Pedro  
**PAREJA**  
Graphic  
designer

# WHERE we work

NY

Mexico



We have become the communication hub in Latin America for our clients and participate in the Cila Network.

Colombia

Argentina

Chile

Uruguay

Brazil

Portugal

Spain

France

Italy

UK

Germany  
Austria  
Switzerland

**FINCOM**  
FINANCIAL COMMUNICATION ALLIANCE

First network of  
independent financial  
agencies in Europe

Madrid

## Our promise

---

# COMMITMENT

Let's make a deal. Actions speak louder than words. And we know a lot about words and even more about actions. See for yourself.



# Case studies

---

JOB WELL DONE.



## Objective

**23 years** working with one of the largest investment banks in the world. **Six Country Heads.** Purchase of FG by Merrill Lynch, Bank of America Merrill Lynch merger, sale of private banking division to Julius Baer.

## Actions

Communication strategy in Spain. We work with all **business areas:** Investment and Corporate Banking, Research, ESG, Global Payment Services.

## Results

Brand reputation. **Positioning** of spokespersons as opinion leaders. **Total trust** between teams. Consolidated relationship with all key media.



## Objective

Give a **voice to retail investors**, in line with their philosophy of opening the markets to everyone based on social collaboration.

## Actions

Development of different initiatives: quarterly report titled 'El pulso del inversor minorista' (the retail investor's view). Studies of **trends** among retail investors in Spain. Launch of the eToro Trading Academy and the **Interactive** investment education campaign with Spanish news website El Confidencial.

## Results

More than **100 impacts** from the study conclusions in the main financial media outlets. More than **8,000 unique users** interacted with the El Confidencial campaign, with a reach of more than 40,000 people on social media.

The eToro logo is centered at the bottom of the slide. It features the word "eToro" in a white, lowercase, sans-serif font. The letters are enclosed within a white, stylized double-headed arrow shape that points left and right, resembling a quote or a bid/ask symbol. The background of the bottom half of the slide is dark and textured, with faint, glowing patterns of binary code (0s and 1s) and abstract light effects, suggesting a digital or financial environment.

eToro

## Objective

Facilitate the identification of the Canary Islands' bananas affected by the volcanic eruption at Cumbre Vieja in order to **dispel preconceptions** about the quality of the products affected by the volcano.

## Actions

Distribution of transmedia news alerts for media outlets and social networks with audio-visual resources about the collection, cleaning and packing processes for the affected bananas, photos of the sales points in the peninsula and the management of features and news articles with general interest media, as well as those specialising in foodstuffs, retail and distribution.

## Results

More than 30 impacts generated in media with major audience levels, including El Mundo, 20 Minutos and El Economista, and a **notable presence** on national TV programs (during *prime time*).



## Objective

Create public opinion trends about health via **communication** and **awareness** campaigns about different illnesses or the financing of medication.

## Actions

Spokesperson training, crisis communication, relationships with the media, specialised clippings, reporting on pharmacovigilance, product communication and the **digital transformation** of the organisation.

## Results

**More than 600 impacts** both in specialised media and directly with the consumer. A corporate digital strategy that has served as an example for project development on an international level.



Inspired by **patients**.  
Driven by **science**.

## Objetive

Increase presence on the LinkedIn social network in order to reach a new **potential public**, and improve internal communication among employees.

## Actions

The establishment of an editorial calendar (40 organic annual publications) to ensure a constant flow of content. Training of potential company directors in order to strengthen the reach of their profiles and to bolster the corporate account.

## Results

**Increase** in followers of 61%, of 110.9% for **engagement**.  
149,148 impressions.  
15,546 interactions.



Urbania

## Objective

Design the **communication strategy** in Chile and Colombia with the objective of reaching a reference point as an independent boutique of active investment management.

## Actions

In-depth study of new markets. Public relations and communication plan for the asset manager in Latin America in line with the 2021-2022 business and marketing plans. Continuous monitoring, coordination and supervision of the activity in both regions.

## Results

**Positioning** of the Jupiter brand among specialised media and journalists in both countries. Key impacts in target media. Fluid relationships between multinational teams in different continents, aligning activity with the client's **global communication strategy**.



## Objective

Boosting AXA IM's brand **recognition** among the general and financial public as one of the main investment fund managers in Spain. Strengthening the relationships between the key spokespersons with general and specialised media outlets.

## Actions

Since 2016, an active communication strategy with the media has been in place, which allows for an increase in brand awareness of AXA IM in our market and the communication of the main milestones of the firm via the distribution of market analysis, the **strengthening of relationships** with spokespersons, and the creation of **exclusive content**.

## Results

AXA IM has been positioned as a **documentary source of reference** for general and specialised media outlets, thanks to analysis of markets and the financial landscape by its key spokespersons. The presence of the brand in the media has risen up to 50% thanks to the impacts from the distribution of content from its experts.



Investment  
Managers

## Objective

Promote the **visibility** of the Natixis IM brand and its multi-management model as a leader among active-management firms and position its spokespersons as **opinion makers** within the Spanish asset management sector.

## Actions

The central axis of the strategy is based on **active communication** with the media, events and press conferences, corporate announcements and the evaluation of investors in Spain, as well as market commentary, including the vision of the asset manager on the main financial and political milestones.

## Results

Natixis IM has become a documentary source of reference for financial and general media outlets, thanks to its **studies** and **investigations** into the main trends in asset management, as well as its up-to-date analysis of the markets and the global economy.



## Objective

Increase the **brand awareness** of Julius Bär in Spain, as a leading private bank, thanks to the communication of its main milestones, corporate culture and its commitment to the national market.

## Actions

Develop a proactive and selective **communication strategy** in terms of communication channels and content, in line with the company's philosophy. The action plan is based fundamentally on the construction of **solid relationships** between the spokespersons from the company and the main financial, general and institutional media outlets.

## Results

The **launch of the brand** after the sale of Merrill Lynch Wealth Management to Julius Bär in Spain and its positioning in the region. Consolidation of its Research team as **opinion leaders** on issues such as macroeconomics, investments and markets in Tier 1 media.



Julius Bär

## Objective

The launch of the first **roboadvisor** in the Spanish market in 2017. The need to open a debate in the Spanish financial media about the global rise in passive investment.

## Actions

The definition of the brand identity, its **positioning** in the market and its presentation and consolidation strategy. The **launch** of new products and investment portfolios. Coordination of press events, campaigns and strategic actions.

## Results

Nearly 400 media impacts in the first year. Exponential growth of the **presence** of the brand in key media outlets covering financial news. The **positioning of the company** as a reference point for indexed investment management.



 finizens

La nueva forma de invertir  
Invertir muy fácil

Mostrar o ocultar mi contraseña  
¿Aún no tengo cuenta? Registrarme

## Objective

Develop the **annual report** with a new look to reach a greater range of audiences.

## Actions

The creation of the report in three formats: **printed**, **pdf** and **web**.  
Translation of texts produced by different departments into everyday language and into a uniform style, formatting the information with an ad hoc visual approach.

## Results

Revitalisation of content in different formats (interactive graphics and tables, memes, etc.) for an efficient visualisation of the huge amount of data included in the report.



## Objective

**Publicise** the programs, projects and initiatives of the Spanish Service for the Internationalisation of Education (SEPIE), feeding the debate regarding the factors in play for the internationalisation process of Spanish universities.

## Actions

Design an email marketing strategy. The production and mailing of a monthly newsletter. The design, layout and production of the academic publication titled: "The internationalisation of higher education in Spain: reflections and perspectives."

## Results

Expanding knowledge of initiatives and projects driven from SEPIE. Creating loyalty among newsletter subscribers. Strengthening of the **perception** of the Erasmus+ program brand. Generation of international recognition for the publication about the internationalisation of Higher Education in Spain.



sepie

The logo for SEPIE (Spanish Service for the Internationalisation of Education) is displayed in white lowercase letters. The letters 'e', 'p', and 'e' are stylized. The final 'e' is partially overlaid by a semi-circle of twelve white stars, which is a reference to the European Union flag. The background of the entire image is a grayscale photograph of many flags flying on tall poles in front of a building.

## Objective

**Consolidate** a communication channel for co-creation between different collectives involved in the health of citizens.

## Actions

Technical secretariat of the editorial committee. The creation of content and the management of the conversation. Design of graphic materials. SEO and certification as an accredited health website.

## Results

57,000 hits on the website, with an average of 4,200 visits a month. 3,500 fans on Facebook and a total reach of 76,600 impressions. 3,400 Twitter followers and **400,000 impressions**.



## Objective

Roll out the first interactive and immersive reality game that arrived in Spain, at a time when dotcoms were in their infancy, and **communicate it in a disruptive way.**

## Actions

Presentation in Spain in 2003. Twelve-hour press conference inside the game itself. Three different types of public, three different types of content. **The first cross-media communication.**

## Results

**More than 150 journalists** from all kinds of media. A success case for the new communication approach. The basis for expansion into the US.



WESGONE

## Objective

'One-shot' action. Roll out the new range of 100% vegetable products (Hi Veggies!) from DACSA within the HIP fair, which was held in Madrid's IFEMA exhibition centre. Create the biggest impact possible in the media.

## Actions

Distribution of press release and images about the launch of the new brand. Organization of 'one-to-one' **meetings with key journalists** from the sector, who could sample the new products at the DACSA stand.

## Results

Four 'one-to-one' meetings with key journalists. More than **15 impacts** (clippings) in the media during the fair. Three important media outlets from the sector requested interviews with the DACSA spokespersons: The food supplement from EL Economista, Spanish state radio network RNE and the news agency EFE Agro.



## Objective

Build a solid, coherent and attractive brand identity and provide it with a narrative and message. Increase **brand awareness** and position the company as a benchmark in sustainable investments in real assets in Spain. Communicate the launch of the new sustainable agriculture business area.

## Actions

- Internal audit
- Brand essence report
- Redesign of brand and corporate identity materials
- Creation of new website + new corporate profile on LinkedIn
- Media relations
- Content strategy

## Results

Starting from a non-existent visibility in the media, Aurea's presence in the general, financial and specialized media in the energy sector has increased exponentially, **with with almost 100 impacts in the first quarter of 2022**. Highlights include the impact of the press release on the launch of its sustainable agriculture investment strategy and Aurea's participation in various reports on sustainability and the environment ([El Español](#) and [El País](#)).



## Objective

Maintain the brand's **position as a global leader** in transportation and mobility infrastructures.

Assist with crisis communication in cases of potential reputational crises.

## Actions

Bombardier Communication in Spain. Media relations. Crisis communication. Social media (content for Spanish profiles). Advice during the acquisition by Alstom and then social media and media relations.

## Results

During 2020, **coverage of 323 impacts in online media and 84 in print media** was achieved. Among the activity carried out, 38 press releases were sent, 154 calls were managed with journalists and 26 collaborations with media. Among the results of the last few months, the interview with the president of Alstom Spain in Cinco Días stands out.



ALSTOM

## Objective

Creation of the communication department. Introduce the company as a key player in the market. **Consolidate the company's image** so that it is perceived as a solid, consistent and integrated project. Generate a positive image in non-specialized audiences

## Actions

Creation of the new brand.  
Creation of the website.  
Media relations.

## Results

Among the results obtained, we can highlight impacts in media such as El Mundo, El Español or El Periódico de la Energía.



## Objective

**To position the Mutualidad Group as an insurance company recognised in the media for its social and sustainable commitment.** To this end, a basic quantitative objective was established: 30% of media coverage should be linked or related to these aspects, giving visibility to the group's multi-faceted approach (business, financial and social) and positioning the different spokespersons of the entity with experience in these issues.

## Actions

The core of the strategy was based on building relationships with journalists and other public relations actions based on the **alignment of the group and its projects and initiatives with the Sustainable Development Goals of the UN's 2030 Agenda**, which we used as a reference to measure the achievement of the base goal.

## Results

We obtained 33% of coverage linked to one or more UN SDGs (up to 7 different ones) in the financial, specialised and general press. The **positioning of the Mutualidad Abogacía Group in terms of sustainability and social commitment reached all its key audiences** through the spokespersonship of up to 7 of its experts with whom we carried out a total of 28 qualitative actions (interviews and background, collaborations and forums).



## Objective

Introduce Arex Markets in Spain as a trustworthy partner for SMEs, **building the company's brand awareness**. Data-driven Fintech that offers an alternative and innovative financial solution to banks and traditional players to meet the financing needs of small and medium companies.

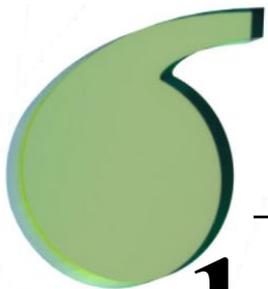
## Actions

Competitor and industry **analysis** and media coverage. **Launch event** in Spain with key journalists in attendance. Management of **social media** by creating bespoke content in line with the global contents of the strategy. Creation of the **podcast Futuro Fintech** with experts from the sector. Media **content strategy** covering established territories.

## Results

Achieved a **positioning of the brand** in the media and a consolidation of **relationships of trust with key journalists** as an international company that reinvents factoring for SMEs. It is a benchmark in the fintech industry, and the podcast Futuro Fintech is a referent platform.





THEY SAY  
**about us**





**Tali Salomon**

*eToro's Regional Director  
for Iberia and Latam*  
eToro

*"Thanks to our global campaign, we have managed to give a voice to the retail investor on a global scale and comma has helped us to also achieve this in Spain, adapting the content to the interests of the market, producing original local reports and leading a local campaign proactively and always in a coordinated way that is in line with the global strategy."*



**Anne-Laure Gelot**

*Head of Marketing,  
Communication and CSR*  
Groupe LBP AM

*"comma's relevance and responsiveness, the high quality of its support, and the strength of its proposals are assets that make this agency a real ally. comma is the perfect extension of our communications and media coverage strategy in Spain".*



**Miguel Milán**

*Communications and  
Management Support  
Coordinator*  
SEPIE

*"Working with comma makes the difference, given that not only do you find yourself with a team of innovative, creative and up-to-date professionals, but also the close contact, readiness and enthusiasm with which they take on each of our projects guarantees their success."*



**Irma Aguado**

*Communications Director  
for Spain and Portugal*  
Alstom

*"What I value the most about comma is its flexibility, capacity for coordination, willingness and proactivity. Thanks to this and its ability to work as a team, its activity is not limited to just that of an external agent offering support, but rather it is integrated in the company becoming another member of the team."*



**Amy Butler**

*Global Head of PR &  
Communications*  
eToro

*"Having worked with Comma at my previous company, partnering with them again when I joined eToro was a very easy choice. They are a rare example of a team which never becomes stale. Six years on, they continue to provide the same excellent level of counsel, expert knowledge and insights, creativity and passion that they did the very first day we started working with them."*



**Rafael Ximénez**

*Managing Director Iberia &  
Latam*  
Muzinich & Co

*"We appreciate the professionalism, care and dedication of the comma team. We consider them to be an extension of our communications team, working together over many years. Comma understands the specific needs of our business. Congratulations on your 25th anniversary".*



**Carlos Hernanz**

*Assistant to the Director*  
El Confidencial

*“Professionals with a lot of common sense, excellent negotiation skills and a lot of patience.”*



**Alicia de Miguel**

*Senior reporter*  
Funds Society

*“If there is a consultancy that understands media outlets that specialise in finance, it is comma. They count on qualified professionals who have been with the firm for many years and have a perfect understanding of what a journalist needs. They are fast, efficient, and above all, they administer their client relationships wonderfully.”*



**Miguel Moreno**

*Editor*  
Cinco Días

*“Their accessibility and availability are ample and they have an important level of knowledge about how a newsroom works, something that greatly facilitates dialogue”*



**Marta Riesgo**

*Writer specialized in the pharmaceutical industry*

El Global

*“Every time I have had to work with the comma agency, I have found great communication professionals who have flawlessly known how to respond to my needs.”*



**Manuel Torrents**

*Chief Executive Officer*  
Estrategias de Inversión

*“Their proactivity, availability, personal nature, ability to suggest an approach and understanding of journalism and the financial sector have made working with comma very easy and useful. Unfortunately, this is not something that is very common among the communication agencies in our country.”*



**Jorge Zuloaga**

*Financial journalist*  
El Confidencial

*“I believe comma to be one of the agencies that best manages the communication activities of financial companies in Spain.”*



# Communication is power

---



[agenciacomma.com](http://agenciacomma.com)



C/ Alburquerque, 15  
Bajo B, 28010 Madrid



[importa@agenciacomma.com](mailto:importa@agenciacomma.com)



+34 91 550 02 04