



Turn activity
into news...

... and news into business.

*Two decades of customised
communication solutions*

Ippi comunicación

1. Ippi Comunicación

2. Our values

3. Services and solutions

4. Our clients

5. The team

1. Ippi Comunicación

Our clients' fidelity is one of our goals: the sixth building company in Spain, the second home appliances maker worldwide and the leading telecommunications supplier have been trusting us for over twenty years.

1. Ippi Comunicación

Ippi Comunicación is one of the most veteran PR agencies in Spain, with a story that spans for more than two decades. Our team has a wide experience in communication strategies and have worked for the leading media.

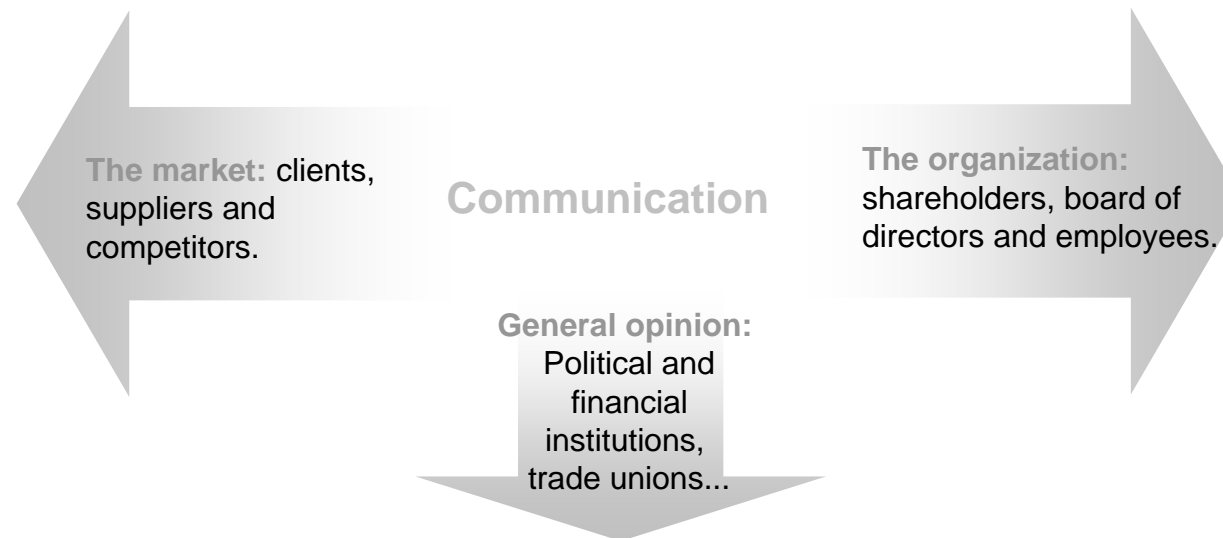
Our daily work focuses on bringing up solutions for specific issues, as well as on making journalists familiar with our clients' corporate culture.

The result: the fidelity of our clients. International and national companies, leaders in their sectors, trust us for more than 20 years now.

1. Ippi Comunicación

This is, in short, our main business goal: **“To turn activity into news and news into business”**. We work to achieve the basic goal pursued by every company or institution’s communication strategy: to create value for the shareholders, the clients, the employees and the society.

Our communication strategies focus on influencing on three specific areas:



Our final goal: the clients and associates’ fidelity, to motivate employees, to encourage the projects, to promote the products and brands, to strengthen the image, and, in short, to turn activity into news and find the suitable way to make news turn into business.

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2. Our values

A close relationship with our clients, a permanent consultancy service and a customised assistance – both for companies with an internal press office and for those without- are the key factors of our success.

2. Our values

Experience: more than 20 years bringing up communication projects, always customised to our clients.

Commitment: a team of consultants that fully match the strategic philosophy of our clients.

Exclusive contracts: we never work for direct competitors.

Fidelity: some of our clients have trusted us for more than twenty years.

Leadership: our clients have one thing in common: they are leaders in their respective sectors.

Influence: the application of our strategies have resulted in successful case stories, having minimized crisis situations and reinforced our client's corporate image.

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3. Services and solutions

We provide global communication consultancy services, both external and internal. Since 1986, we design and execute medium and long-term PR, communication and institutional strategies. We also apply these services in specific campaigns.

3. Services and solutions

Global communication strategies

- ❑ Creation, design, implementation and execution of corporate and product strategies.
- ❑ For multinational companies: adaptation of the global communication policy to the local market.

Media relations

- ❑ Team of consultants with a wide experience in mass media.
- ❑ We design strategies with media and journalists in order to strengthen their links with our clients.
- ❑ All activities -press releases, press conferences, one-on-one meetings and media relations- are meant to act as a strong link between our clients and the media.
- ❑ We are our client's spokesperson and also provide spokespersons training.

Crisis management

- ❑ Specific plans for crisis situations. internal and external communication.
- ❑ Specific strategies for takeover bids, M&A, sales, closures, cessation of payments, staff reorganizations, etc.

3. Services and solutions

Corporate communications

- ❑ Design and production of annual reports, prestige brochures, corporate and trade presentations.
- ❑ Creation of corporate websites and contents management.
- ❑ Speeches for senior staff, reports and presentation scripts.
- ❑ Relations with public and private institutions.
- ❑ Choice of suitable roundtables.

Marketing communications

- ❑ Identification of trade fairs, seminars, and sponsorship opportunities, as well as attendance management.
- ❑ Digital and online production of newsletters for clients and suppliers.
- ❑ Preparation of conventions, seminars and client meetings.
- ❑ Product presentations, choice of promotional gifts and merchandising support.

Internal communications

- ❑ Creation and development of internal communications plans.
- ❑ Creation, design and execution of online and printed newsletters for employees.
- ❑ Design and implementation of corporate intranets, as well as content management and updating.
- ❑ Handbooks for employees and memoranda.

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4. Our clients

Our client portfolio is IPPI's best visiting card. We design and implement communication strategies for the following clients, in some cases, for more than 20 years now.

4. Our clients



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5. The team

A strong, close relationship with the media is one of the main values of our daily work that guarantees our success.

5. The team

Our team is made up by professionals with a wide, proven experience. Their skills and values are related to media sociology, business and financial journalism, scientific and social communication, public relations, corporate communications and new technologies.

They all have a wide experience in journalism, usually in the business media.

This profile qualifies our consultants not only for optimizing our clients' awareness -thanks to their deep knowledge of the media- but also for them having a global view of economy, a key tool to make the business grow.