
COMUNICADOS creates and develops value-added communication platforms and products, contributing to the activities and initiatives pursued by institutions, companies, specialists and designers.

We provide personalized service when working with our clients to build strategic communication programs aimed at fulfilling concrete and quantifiable objectives.

We are experts in developing content positioning projects, with over 25 years of experience in the field. This has allowed us to build collaborative relationships respected by leading editors and journalists at print and digital publications, radio, television, influencers & social media.

We also specialize in marketing programs, public relations and events production.

At Comunicados, we combine **experience**, **talent**, **networking** and a **global vision**

Why choose Comunicados?

- Pro-activity
- Efficiency
- Experience
- Creativity
- Liability
- Loyalty
- Market Understanding
- Confidentiality

Vision

We deliver clear, timely and powerful messages which create loyalty and positive perceptions among clients and users, strengthening the image and credibility of organizations and designers.

Communication and information are key elements to participating and competing within any system or market. They are strategic tools for nurturing a plan, an image and a brand over time.

We work toward

- **Being prominent placed in media.** We generate corporate information that is validated and valued by editors and journalists.
- **Effective product and service launches and events** as part of a motivation strategy that ensures good client relationships and excellent coverage results. This is an important complement to your publicity investment; it also means savings.
- **Earning the leadership and opinions** of executives or spokespeople who represent a voice of authority in their areas of specialty.
- **Feedback.** We design and draw up qualitative-quantitative press reports that list and analyze news and information from the sectors related to your company along with communicational management of the data and the main players in the industry.

Talents & Services

Communication and Press

- **Event Organization and Production**
 - International Conferences and Seminars
 - Executive Seminars and Events
 - Company Launch Parties (products or services)
 - Multimedia and Art Activities
 - Food Festivals
 - Participation at Fairs and Seminars

- **Design Communication Plans**
 - Develop Corporate Image and Identity
 - Brand positioning strategy
 - Generate opinions and leadership in the media
 - Design marketing strategies and products
 - Content positioning strategies in the media
- **Develop Editorial Line, Content and Corporate Messages**
 - Editorial production in all formats (print, electronic and audio-visual).
 - Edit news, opinion pieces, newsletters, bulletins and other journalism-related products.
 - Generate informational packets for the media
- **Press Management**
 - Design tailor-made press strategies
 - Theme-based media proposals
 - Train and acclimate executives
 - Generate corporate content and message
 - Information Administration
 - Organize press conferences
 - Produce events and networking opportunities with editors and journalists
 - Coordinate interviews
 - Generate opinion
 - Launch products
 - Plan and design informative material
 - Produce and edit corporate information like Memories, Web Pages, Brochures and News
- **Develop Press Strategies for specific launches and scenarios**
 - Design campaigns
 - Develop content in all formats
 - Media Plan
 - Networking and exclusive events for journalists
 - Press Management
 - Finding and negotiating Advertising Spaces

Public Relations

- **Shape alliances and agreements**
 - With the media
 - With groups of professionals, artists, the city and other institutions

Edition and Analysis of Information

- Develop content
- Supervise media
- Reports in the media
- Newsletter design and edition
- Information analysis
- Measurement and reports

Experience & Clients

Technology

Autodesk Inc.
Binaria S.A.
BBA Mind (Hyperion)
DTS Software Latin America
Hewlett-Packard Co.
Panasonic
SAP
Softland
Solex
The Baan Company
Tripp Lite
ViewSonic

Retail

Amphora
Audiomúsica
Bazhars
Cecinas PF
Doite
DogPlus
Fabrics
GE Plastic
Hasbro Chile
John Paul Mitchell Systems Kychenthal
Muebles Sur
Muebles Vienna
Nestle
Trupán
Tiendas ELLE
Vienna Muebles
Video Chile
Yamaha (Music and Motorcycles)

Health

Biotoscana Farma
Farmacias Carmen
Laboratorio Organon
Laboratorio Heel
Laboratorios MintLab
Laboratorio Steifel
Nutrición Inteligente

Tourism and Gastronomy

Hotel Antumalal, Pucón
Hotel La Leonera, Codegua
Frontera Holiday, *Resotr & Convention Center*
Alfresco Restaurant

Ambrosía Restaurant
C Restaurante – Christopher Carpentier
Cachagua Golf Club
Del Beto Restaurant –chain
Don Bife
Grupo Gastronómico Barrio Bellavista
Les Maitres Restaurant
Los Insaciables Pizzeria
Nuria restaurant – chain
Mezzanotte Ristorante
Santabresa Restaurant
Soya Restaurant
Vietnam Discovery

Online Companies

Amarillas.cl (Publiguías)
Aprendiendo.com
DeRemate.com
Sin Reservas.cl
StarMedia Network
The CreditCompany.com

Transport and Telecommunications

Emergia
Emery Worldwide
FedEX
Merlin Telecom

Corporate

Inmobiliaria El Bosque (Grupo Hurtado Vicuña)
Mercamar Foundation
Losani Group
Heidrick & Struggles
KDM, Urbaser Kiasa Group

Art

Francisco Huichaqueo
ArTeK Foundation
Hans Braumiller
Jasón Galárraga (Venezuela)
Taller Italia -Chedomir Simunivic; Paco León,
Florence Onetto; Beatriz Hagel, and Giorgia
Pezzoli
Taller Salvador – Paty Valle, Klaudia Kemper
and Verónica Colodro

Our Network

We are connected to an expansive network of partners and collaborators including celebrated professionals in editorial, electronic and graphic design; photography; theater and video; industrial and architectural design; art direction and set design; marketing; advertising; gastronomy, music and the visual arts, and other specialties.

Global Scope

Since 1999 we have been partners with Brodeur Worldwide (www.brodeur.com) to become part of a global communications network with alliances that help coordinate customer service that reaches well beyond the local market. Brodeur Worldwide is based in Boston, USA. It has 55 offices in 32 countries and is part of the Omnicom Group, one of the world's largest marketing communications conglomerates.

Contact

Ana Maria Piola B.

Executive Director

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With a degree in Social Communication and Journalism from Venezuela's Universidad Central, Ana Maria specializes in Communication Research and development for Corporate Communications.

She is the Executive Director and founder of **COMUNICADOS** Communication Productions. She formed the company in 1995 after focusing on public relations, event production and editorial production for over 15 years followed by a period working as a journalist and editor for several marketing and tourism magazines in Latin America.

At **COMUNICADOS**, she has developed successful events, launch campaigns and media placement, along with providing continuous press management for companies in the areas of technology and business, retail, design, tourism and gastronomy where she has worked with ViewSonic, Panasonic, INN, Indra, HP, Autodesk, Hotel Antumalal, Bazhars, PF, Nestle, Grupo KDM, Inmobiliaria El Bosque and INTA, among others.

As Executive Director, Ana Maria is the direct intermediary between clients and the press. She plays an important role in developing strategies and she maintains excellent relations with the most important journalists and editors in the country.