

## WHO WE ARE 🕂

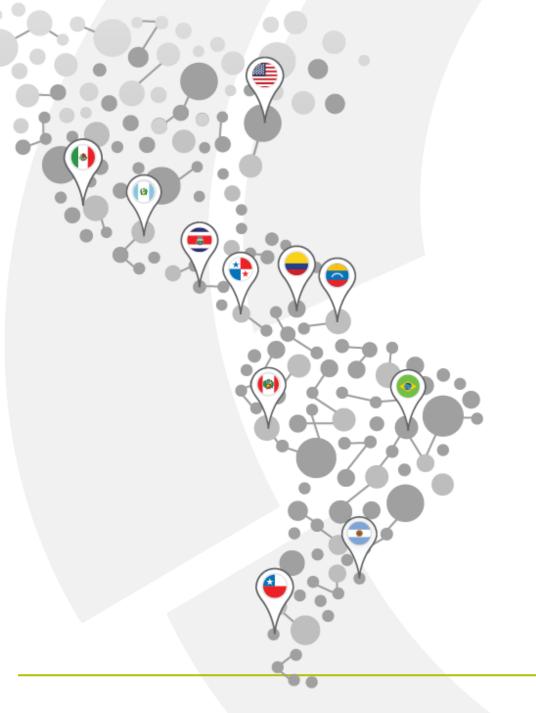




International Partner:

latamPR<sup>™</sup>





### OUR MISSION AND VALUES

martcom's mission is to support organizations in the effective management of their corporate comunication processes with key audiences, offering integrated solutions, 360 degrees, to help them build valuable relationships, position their corporate image, enhance their brands and build a positive reputation in the market to support their business plans.

We share the following values as part of our culture:

Innovation

Teamwork

- Honesty and Ethics
- Dynamism and Flexibility
- Quality
  - Focus on results and customer needs





We are oriented to create and develop tailored Brand experiences to fullfill branding goals, relationships and training goals. Introducing advisory services to promote SMEs

We continue to grow and improve, with the vision of being a strategic partner to our customers and be the best cost / benefit option for companies. With that objective in mind we are in the process of expanding our reach to other markets.

**2** We opened our office in Panama, as an independent company, consolidating our regional expansion plan. The same year we open the departamento of in company training.

We incorporated Digital Communication Services, including Social Media Planning and Content; as well as strengthened the Creativity and Design department, in order to offer our customers updated "turnkey solutions" to their evolving corporate communication needs.. That the same time, our advertising services focused more on alternative media and BTL activations. That same year we partner with Latampr Network and Eurocom Worldwide.

**8** We incorporated a great deal of industries and sectors to our customer base, including: oil and energy, technology and telecommunications, healthcare and pharmaceutical, cosmetics, consumer goods, logistics, franchising, banking and insurance, as the most important.



2018

We restructured our services within five categories: Press and Public Relations Management, Internal Communications, Corporate Event Production, Advertising Campaigns, Trade - Marketing and BTL activations. The same year we opened our in - house Creativity and Graphic Design.

Smartcom was born in late **1999** in Venezuela as a public relations consultant specializing in franchises.

### BRANDS THAT HAVE TRUSTED US



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# We provide 100% integrated

Marketing Communication Solutions customized for each Brand.

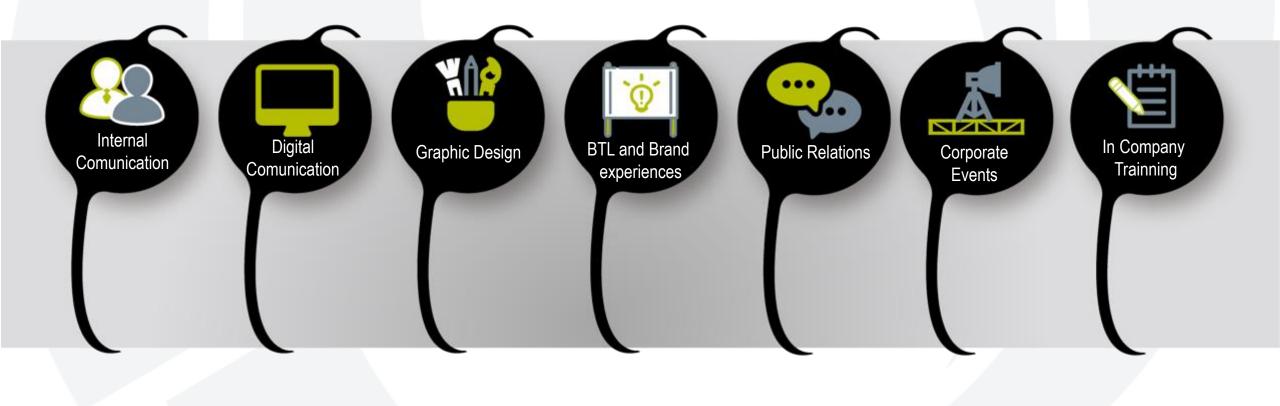
### SPECIALIZED EQUIPMENT IN DIGITAL MARKETING

smartcom



We are an internacional agency with strategical allies in Latin America and the United States.

### SERVICES







## **BRAND EXPERIENCES & EVENTS**

- Conceptualizing, producing and directing "turnkey" corporate events: product & service launching, press conferences, brand experiences, anniversaries, rebranding, sales or strategic planning conventions, client or salles meetings, teambuilding activities, holiday celebrations, among others.
- Trade marketing strategies as well as activations s Below The Line (BTL).
- Media planning and advertising campaigs in traditional and alternative media.
- Conceptualization and production of direct marketing campaigns and e-mail marketing.



### ENDO MARKETING

Design and management of communication channels such as: publications, newsletters, campaigns, among others.

Advisor and expertise for internal communication needs, strategic planning, wellcome kits, internal communications manual, corporate culture campaigns, employer branding campaigns, trainning in communication, metrics.

Endo - marketing campaigns to inform, educate, influence and / or motivate employees and workers of the company.

Voluntary corporate programs.



**Soy la cara de CEMEX.** Estoy comprometido con su éxito

Comparto mi conocimiento y experiencia en beneficio de la empresa. Fomento la colaboración y el trabajo en equipo, proyectando con el buen ejemplo la imagen de la empresa.

Compórtate con excelencia. Reporta las desviaciones del Código de Ética.

Construyamos juntos un mejor futuro.

ETHOS





### PUBLIC RELATIONS AND MEDIA MANAGEMENT

#### Brand and product communication:

Branding strategies, product and service launching and presentations, brochures and videos of products or services, communications tactics for trade shows, free-press services, among others.

#### Institutional communication:

Development of audience mapping and news-angles positioning, preparation of speeches and multimedia presentations, conceptualization and production of videos and printed magazines/brochures, communication strategies for Corporate Social Responsibility programs.

#### Press Office:

PR and press office services for various purposes, media tours for corporate spokespersons, meeting planning for events or activities with press, lobby to push free-press, analitics for competitive environment, media monitoring and reports.

### CORPORATE TRAINNING

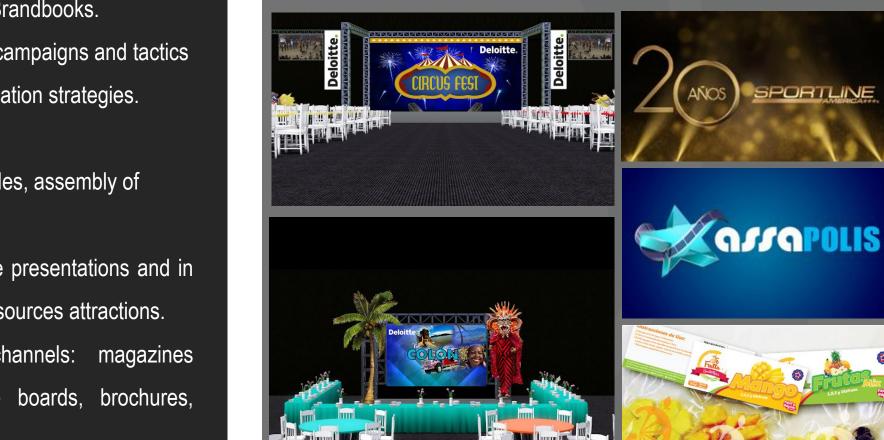


- Effective communication management seminaries and trainnings.
- Workshops for effective personal communication tools.
- Formal training for spokespersons: proper management of their communications with key audiences and effective crisis management.
- Training workshops on quality of service and customer orientation.
- Design and development of educational programs for strengthening personal skills and managerial skills associated with effective communication, leadership, teamwork and other competences, using the methodology of TEATRO FORO.
- Workshops on strategic management of social media.

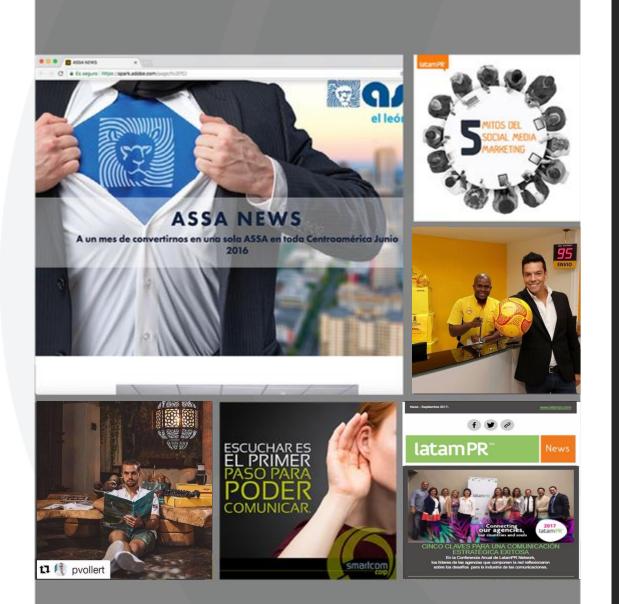
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### BRANDING & CREATIVITY

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- Graphic design, videos and animations. Audits of Corporate Image.
- Logos, Identity development and Brandbooks.
- Creativity and design services for campaigns and tactics for internal and external communication strategies.
- Modeling 3D objects
- Renderings (offices, spaces, vehicles, assembly of events, etc)
- Development of modern corporate presentations and in lively interactive formats, video, resources attractions.
- Design of communicational channels: magazines (printed and digital), interactive boards, brochures, newsletters, among others



### DIGITAL MARKETING

- Strategic Plans for digital marketing and social media.
  2.0 Services: content management, social media management, influencers management, analitics and reporting.
- Creativity and media planning for digital campaigns.
- Transmedia narrative strategies.
- Web & apps Design and optimization.
- Multimedia digital newsletters and email marketing campaigns.

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OFFICES









TODOS LOS DERECHOS RESERVADOS