

Barcelona Virtual

The Agency of the New Brand

Thanks for stopping by.

I'm grateful for your time & for this opportunity to quickly present our agency to you.

If you're here, perhaps you're looking for something.

Might that be Ideas, Strategies & Experience, to help you succeed in an increasingly complex mediascape? I hope so.

I truly hope that you are a passionate Marketeer, seeking an equally passionate agency...

Digital Natives, both wet behind the ears & greying at the temples. Lovers of Branding - & of the Conversation with the New Consumer.

If that's the case, welcome to The Agency of the New Brand.

Born in Barcelona, weaned on the Web, pan-European in essence.

You're in good company. Since 1995, international Brands such as Universal Pictures, Sony, Bacardi-Martini, Nissan, Deutsche Bank, Ferrero, COFIDIS & many others have teamed up with us to reach the elusive Digital Generation. And to create their own New Brands.

In E-Mail Marketing we average openings of 87%; the average in Europe runs well below 40%, according to Doubleclick.

Expertise in Web 2.0 & Community in 3D Virtual Worlds has made our own Brand a household word in Second Life. Now we're targeting Sony Home.

And our 1 to 1 focus on Real Relationships with the Real People who buy your products usually results in fresh, out-of-the-box ideas.

Shall we talk more? Here's my card: **paul.fleming /at/ bvirtual.com**

Should you be lucky enough to be in Barcelona, please call me directly. **I'll reserve the table. And the Rioja.**



Paul Fleming, Founder & President