

## CLIENT LIST • 1995-2015

During the last 20 years we've had the pleasure of advising the following companies and their brands:

### AUTOMOBILES

**Nissan Motor España** Promotional Marketing on the Internet, Microsite

### BANKING/ FINANCIAL SERVICES

**Banca March** A series of online strategies focused on different targets, 2000-2008  
**Banco Sabadell** Creation of a multi-lingual portal for Solbank, E-Mail Marketing, Promotions  
**Caixa Laietana** Web 2.0 Strategies, Blogs  
**Catalunya Caixa** Private Banking website development, Conversion Strategies, Digital Online Video  
**COFIDIS** Consulting & creation of a new project for a vertical target; CRM Strategies  
**Deutsche Bank** Digital Marketing strategies, including Money Shelf & DB 24  
**Kutxa** Consulting & creation of 'Tuhipoteca.com', an e-commerce portal  
**"La Caixa"** Consulting & Benchmarking studies, In-Company trainings, Web creation  
**Confederación Española de Cajas de Ahorra** In-Company training courses  
**La Caja de Canarias** Consulting & creation of a strategy directed to the Digital Generation  
**Obra Social Caixa Sabadell [Unnim]** Their Digital Marketing agency since 2000, E-Mail Marketing, Second Life

### BUSINESS TO BUSINESS

**Bandalux** Interactive Marketing & creation of the Corporate Website with Backoffice  
**BCG, Barna Consulting Group** Consulting and creation of the Digital Marketing strategy, E-Mail Marketing  
**CIRSA** Interactive Marketing & creation of the Corporate Website  
**Ducasa** Interactive Marketing & Promotional Marketing on the Internet, Backoffice  
**Infoempleo.com** Development of the Infoempleo Island in Second Life for the First SL Job Fair  
**Grupo Metrópolis** Creation from scratch of the Corporate Image and Website  
**MPG (Havas Media)** Internal Communications consulting, development of a Content Manager, Trainings  
**Morillas Brand Design** Creation of the Web and Backoffice of Morillas Brand Design  
**Multitrade Spain** Consulting and Creation of the new Internet Communications strategy  
**Restaura** Digital Marketing & E-Mail Marketing  
**Sage Logic Control** Creation of the first Web in 1996, creation of 'Confesores.com', New web in 2007  
**Simon · Nature · Domótica** Digital Marketing & E-Mail Marketing, 3D, Digital Video  
**Sony España** Consulting, E-Mail Marketing strategies and customer loyalty via Interactive Marketing  
**S&S Pools** Digital Marketing strategies, Web 2.0, Second Life & E-Mail Marketing

### CONSUMER PACKAGED GOODS

**Arbora & Ausonia** Consulting & creation of 'Dodot.com', Spain's portal for young & expecting mothers  
**Henkel Iberia** Creation of the first Corporate Website for Henkel, as well as for Misto! & other brands  
**Unilever Spain** Design and creation of loyalty portal "Unilever y tú", E-Mail Marketing (with partner PSM)

### CULTURE & COMMUNICATION

**El Gran Teatre del Liceu** Creation of the webs of Barcelona's Opera House, El 'Liceu', 1996-1999  
**Televisió de Catalunya** Various Digital Marketing projects for Catalan television

# Barcelona Virtual

The Agency of the New Brand

## FASHION

<b>Abanderado</b>	Promotional microsite for this leading men's underwear brand
<b>La Redoute</b>	Digital Marketing & Loyalty, Social Media in Facebook, Twitter, Pinterest, Blog
<b>Indo</b>	Interactive and Promotional Marketing for this multinational eyeglasses brand
<b>Puig Fragrances</b>	"Social Wall": Paco Rabanne, Carolina Herrera, Nina Ricci with Agence Vertu, Paris
<b>Vertbaudet</b>	Childrens' Fashion brand: Social Media Marketing on Facebook & Pinterest

## FOOD & BEVERAGE

<b>Avocados.tv (Frutas Montosa)</b>	Creation of 'Avocados.tv', a video-web dedicated to the avocado
<b>Bacardí Martini</b>	Winner of the SOL award for the Web of the "Martini Man" & his online store
<b>Ferrero (Kinder)</b>	Digital Marketing and insourced Customer Service in Spanish and Portuguese
<b>Font Vella / Lanjarón</b>	Interactive and Promotional Marketing on the Internet
<b>Fruit Simple (Sunny Delight)</b>	New product launch online, E-Mail Marketing, Web 2.0, Second Life
<b>Frudesa</b>	Interactive Marketing, promocional campaigns online, Cyberspots
<b>Gallina Blanca</b>	Imán award for the online soap opera "Pasarela de Ambición", 'Avecrem.com', E-Mail MK
<b>Lacasa Chocolates</b>	Website, E-Mail Marketing, Social Media strategies, Customer Loyalty, e-Commerce
<b>La Sirena</b>	Winner Premio Imán for the Web "Soluciones en tu mesa" (Solutions on Your Table)
<b>Nabisco Iberia</b>	Winner Premio DRAC for the Web "La Hora Nabisco" (The Nabisco Hour)

## HEALTHCARE

<b>B. Braun Melsungen AG</b>	Consulting & creation of 'SaludCare.com', a portal for dialysis patients (now offline)
<b>CIBA Vision</b>	Promotional Marketing on the Internet
<b>Diomedes Healthcare</b>	Consulting & creation of 'Diomedes.es', develop for Health Industry professionals
<b>Instituto Maxilofacial (Teknon)</b>	Logo & Branding, Web creation, Digital and E-Mail Marketing, Blogging, Social Media
<b>Novartis</b>	Promotional Marketing on the Internet

## INSTITUTIONS

<b>Fundación Gas Natural</b>	E-Mail Marketing strategies, design, creation and implementation
<b>Generalitat de Catalunya</b>	Digital Marketing project for the Department of Justice of Catalonia
<b>IE Business School</b>	Consulting and content creation for the IE Business School in Second Life
<b>RACC</b>	Kids Marketing: Consulting and Usability Testing for 'RACC Club Junior'
<b>TMB</b>	Creation of the Webs for the yearly festival 'La Mercè', Barcelona Tourist Bus, et al.

## LEISURE & ENTERTAINMENT

<b>Cinesa / UCI Cinemas</b>	Creation & Maintenance of Cinesa.es, E-Mail Marketing, Smartphone apps, Social Media
<b>Parques Reunidos</b>	Customer Loyalty Club: Creation Branding, Web, Social Media, POS Marketing material
<b>Sony PlayStation®</b>	Promotions and contents in Second Life for PlayStation® Home; Ethnographic Consulting
<b>Unidesa-Europea / UGS</b>	Digital Marketing & E-Mail Marketing strategies
<b>Universal Pictures</b>	Digital Marketing /Second Life for the promotions of 'Miami Vice', the TV series 'Heroes' 'Plan Oculto', 'La Familia Monster', Blu-Ray

### If you would like to receive more information

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