

In honor of receiving the Gold Quill Award from the prestigious International Association of Business Communicators (IABC)

## **The magazine *Comunicas?* hosted a conference dedicated to communication tendencies**

*This morning at the Esade Law and Business School in Barcelona Grupo BPMO celebrated the very first Comunicas? convention, dedicated to the tendencies in communication. Brands such as Nike, Moritz, Gallina Blanca, Mango and Primavera Sound, among others, participated in the event.*

**June 7, 2010-** This morning Grupo BPMO hosted a convention titled **Trend Topics in Communication Day**. The convention focused on tendencies in communication and was structured according to three blocked topics: Social Media, Branding and Custom Content Creation. Each of these topics included the participation of different experts from a range of prestigious brands.

Pau Herrera, the general director of Grupo BPMO, inaugurated the event by thanking the IABC for the Gold Quill Award, which Grupo BPMO's corporate publication *Comunicas?* received this year.

For the first part, *Trend Topics in Social Media*, Barbara Gibson, the president of the IABC, summarized her "best practices" in the field. She stressed that one should be sure to appoint a social media manager, set up social media strategies within an organization and then incorporate these strategies into the crisis plan.

The topic's second speaker, Màrius Cirera, who is responsible for online presence and business for Munich, explained that while earlier it was the *coolhunters* that identified consumer tendencies, "right now it's us, through our personalized shoe products offered through the Internet, who can detect the major trends and necessities of our consumers". The firm currently has 37,000 active fans. This was achieved in part by the growth of their social network through *outlet* events (munichmer.cat), in which thousands of people participated. If anybody had any doubts about the ROI of these actions, Cirera said that, "the reality is that from 2002 to 2009 our return rate has increased by 525%."

### **The Power of the Network**

Raimon Casals, consumer relationship manager of Gallina Blanca, also spoke about the power and relevance of social networks. Working with the premise that "if cooking is a social act, our brand also has to be social", his objective was to change from a product-oriented website to a social communication-oriented website. In order to accomplish this he based his actions on three pillars: using "pull" focus (attract the user while also covering the basics), giving value to the users (create interesting content) and being sensible with time (share the status of the growth with continuous input from the users). By the final month, Gallina Blanca had received 1,700 pieces of content input from users (of which 500 were recipes). In recent years Gallina Blanca has grown by 1,100%, reaching 600,000 unique users.

Guillermo Corominas, communication director for Mango, went back to a time in September 2007 in order to talk about the moment when the company decided to form a larger community with the objective of creating a space that would integrate all of their countries and many profiles of their consumers. One of their more outstanding actions was the “What I wear by Mango” campaign, which obtained more than 1,300,000 visits. Furthermore, according to Corominas, another one of the pillars of their strategy was “bloggers rely on experts in fashion, so by following them we were able to get high quality content and greater viral messages.” Right now, Mango has 500,000 fans.

### **Brand Tendencies**

The next theme, “Trend Topics in Brand”, began with a word from Albert Castellón, the general director of Moritz, who revealed that for the launch of Moritz they drew out a strategy of character authenticity that was developed over several years. As a result, concepts such as vanguarda (the avant-garde movement), culture, fashion, beer culture, gastronomy, design, innovation and art are associated with the collective image of Moritz. These same concepts are also associated with Barcelona, which is a reason why an association between the two brands has surfaced.

Judith Rubinat, the public relations manager for Nike, was next to speak. She defined Nike as a “sport” in order to explain the force of the brand. “We have a very clear reason to be: to provide inspiration and innovation to all the athletes. And if you have a body, you are an athlete”, Rubinat said. For this reason, Nike has the obligation to listen to the needs of the athlete so that each time Nike can improve from it. Along this same line, Rubinat stated that, “we believe that sports are a great weapon for inspiration. For this reason we work with great athletes that are the influencers for the brand and that help us position ourselves.” In conclusion, Nike presented itself as “great athletes + great products + great stories”.

The final speaker on this topic was Beba Naveira, the director of communication for Primavera Sound. Naveira revealed that the purpose of the brand’s communication strategy is to articulate the Primavera Sound universe through the following concepts: quality (commitment and variety), variety (eclecticism), authenticity (risk and differentiation) and emotion (feelings and adrenaline).

### **Graphic Communication**

The third part of the convention dedicated to “Trend Topics in Custom Content Creation” began with Alons Sort, the general director of Adobe Ibérica. Sort explained that the signature of content creation “aspires to revolutionize the world of graphic communication”. From the innovations that are drawn in the sector, Sort stated that editors look for solutions and experiences that will give the clients what they pay for. Furthermore, he also stated that content creation is changing business models.

The convention ended with expert Jeremy Leslie, CEO of Magculture, who described to the audience the tendencies and experiences that move the magazine sector. According to Leslie, magazines learn and grow—evolve and contemporize their design and content in order to more directly reach their audiences, who also evolve over time.

### **About Comunicas?**

Comunicas? is a free publication about tendencies in communication, which is published three times a year and reaches 16,000 professionals of the sector. You can discover us and subscribe at [www.comunicas.es](http://www.comunicas.es) or find us on Facebook at [www.facebook.com/revistacomunicas](http://www.facebook.com/revistacomunicas).

**Grupo BPMO, editor of Comunicas?**

Grupo BPMO is an independent communication group founded in 1992. With offices in both Madrid and Barcelona, it is comprised of a team of more than 60 people and 100 collaborators. Grupo BPMO integrates six divisions with one core business in common: corporate communication. The divisions of BPMO Grupo include BPMO Edigrup, corporate publication agency, BPMO photo, photograph and video agency, Concept/advertising soul, publicity agency, citricus.com, digital communication agency, DcorporateCom, department of communication and Glob, sensory communication events agency.

Grupo BPMO boasts 18 years of experience in the world of corporate communication. Our slogan is that communication should be all encompassing, a communication that involves strategic brands, creativity and results.

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