



**STRATEGIC
COMMUNICATIONS
& DIGITAL MARKETING**

firstcomm



ABOUT US

Eighteen years ago, we decided to walk into the unknown, and create a unique offer for our clients developing Strategic Communications and Digital Marketing initiatives.

With innovation at our core, we strive to offer unique solutions for our clients, no matter if it's within the sports, consumer, tourism, tech or luxury sectors.

We want to become business partners and a strategic component of our client's teams.

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GLOBAL NETWORK

F1rstcomm is an active member of the PRN, a global network of PR agencies with partners in over 50 countries worldwide. Through our network F1rstcomm is available to implement initiatives for our clients in all corners of the world.

F1rstcomm also has representation offices in Mexico, Panamá, Colombia and strategic partnerships in Argentina and Chile, helping us to overview closely our implementations in Latin America.



f1rstcomm

LEADERSHIP TEAM



BELINDA CHAN

Member of the Board
China



COLLEEN MOFFITT

Member of the Board
North America



VEIT MATHAUER

Member of the Board
Europe



HÉCTOR LIRA

Member of the Board
Latin America

AWARDS

Business to
business
campaign
winners
2024

THE
SABRE
AWARDS





INNOVATION TECH CREATIVITY

STRATEGIC COMMUNICATIONS

Delivering a message to a specific audience, through the right channels at the exact moment.

We help our business partners to build strong messages, map key audiences, identify strategic channels and to find the perfect timing to create an action, position a statement of influence a decision.



MEDIA MANAGEMENT & PUBLIC RELATIONS

Positioning key messages,
building reputation or creating
awareness and buzz around

key topics

We train spokespersons, develop key messages and press materials to communicate a Company's brand and products. By building and strengthening relationships with media outlets, we help our business partners to position themselves in the public's agenda.



CONTENT CREATION

Analytics, development and Influencer's Management

- Mapping of contents and key influencers
- Coordination of PR Activities, Product Seed and Exchange of Products and Services
- Social Listening

SPEAKING OPPORTUNITIES

Mapping and Coordination of Participations in Key Events.

- Colleges and Associations might be a great opportunity to reach key audiences.
- Mapping of opportunities for spokespersons in media led events.



ONLINE REPUTATION MANAGEMENT

New platforms require innovative approaches. We work with our business partners to develop these tools to positively impact their businesses.

Either through influencer marketing, shop streaming or in-store digital integrations, we work hand in hand with our clients to develop and implement digital and social media strategies to support their businesses.



CRISIS COMMUNICATIONS

Protecting a Brand's reputation during times of crisis could be also an opportunity to position its key messages.

We have extensive experience managing crisis in several sectors. We have helped clients in the consumer, pharmaceutical, industrial, technology and sports sector to overcome reputation crisis.

MEDIA TRAINING

Training for spokespersons and executives

- We consider to be essential to have spokespersons available that have been trained to communicate effectively the Brand's key messages.
- Media sessions at the beginning of the program and during the year to update messages and have practice sessions.

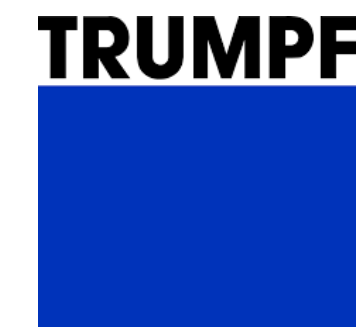
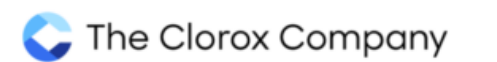


MONITORING

Monitoring and Social Listening of media outlets and social networks to review trends, mentions, competitors' efforts and relevant information.



SOME OF OUR CLIENTS





**LET US
BUILD YOUR BRAND**