



# Sing

comunicação de resultados



The only one Brazilian PR agency shortlisted  
at Cannes Lions 2010 on the PR category

Corporate Communications Public Relations Social Media Buzz  
Crises Prevention and Management Media Events Organization

# Sing at a glance

Sing was founded in March 2004 by two seasoned professionals who do believe in the power of a tailor made communication strategy:

- **Vânia Gracio**, 18 years of expertise in the PR industry (including 10 years at Ketchum Brazil as a Technology Practice director);
- **Melissa Sayon**, 10 years serving the top Brazilian media in the editorial area (such as IDG, Exame and Gazeta Mercantil) in addition to 6 years in the corporate communications area.

Sing works as a **communication boutique** where its business associates are dedicated to defining customized communications strategy for each client – this is the business model to assure creativity and meaningful results.



# Strengths

- In-depth market knowledge and extensive communications expertise. At Sing we strongly believe a PR agency must offer a deep knowledge of each industry in order to really support its customer's communications strategy in a remarkable way.
- Know-how and expertise with international brands, including some of our current customers: Tata Consultancy Services (since 2005) and Meetic Group (ParPerfeito service – since 2008).
- Good reputation in the market, press and PR associations.
- **The only one Brazilian PR agency shortlisted at Cannes Lions 2010 on the PR category:**

<http://www.youtube.com/watch?v=FIZKU6c7dv0>



# It's all about results



- Using its **exclusive methodology** Sing delivers to all its clients high level services across different industries: **Technology, Consumer Products, Brand Marketing, Aviation, Entertainment, Sports, Finance, Agribusiness** just to name a few.

- ✓ Corporate Communications
- ✓ Media Relations
- ✓ Media training
- ✓ Crises Prevention & Management
- ✓ Social Media Buzz
- ✓ Events organization

# Key Capabilities



- **Headquarters:** Sing's office is based in São Paulo, Brazil's business hub, from where we are able to cover the entire country.
- **Latin America coverage:** offered by our partner agency, [MarketCross](#), based in Argentina with offices in Chile, Venezuela and Mexico.
- **Dedicated account teams:** By offering dedicated account teams for each customer, formed by a senior executive under a manager's coordination, Sing is able to understand the market's needs, establish a closer relationship with key media by industry and draw the appropriate communication strategy to reach the desired visibility for the brand/service/product.
- This is more than a business model, this is part of Sing's DNA. This is how this agency has been able to successfully achieve outstanding outcomes for every customer in different media segments.



# Visibility in different media segments

All media cuts and cover stories below feature some of Sing's customers

HR



Technology - Devices



Technology – B2B Solutions



E-commerce / Consumer



Business



Marketing



Variety



Consumer



Beauty



Sports



# Current Customers

- 16 companies/brands, including international and local organizations.

Online Dating Services



Consumer Goods



Drugstore



Wellness/Gym



e-Commerce



Marketing



Entertainment



Games / Innovation



Security



Price Comparison



GEO Information / Satellite



Technology





Looking forward to  
working with you!

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