

# Alana Communication Consultants

Credentials

An abstract graphic on the left side of the slide, featuring a dense collection of colorful splatters and dots in shades of red, orange, yellow, purple, and blue, creating a vibrant, energetic background.

## We are Communication Consultants

- We know that companies that work strategically transform their businesses and improve their market position and influence.
- We help to build relationships between our clients and their audiences that generate growth, transformation and future.
- We add value: from the strategy, positioning and a brand storytelling, we develop relevant content in owned, earned and paid media that enables valuable conversations and relationships with our audiences.
- Since 2020, we are part of the Euromedia Group, more than 40 professionals, spread across our offices in Seville, Madrid and Badajoz.

A network diagram with nodes and lines on a grey background. The nodes are represented by small circles in various colors: red, green, blue, cyan, and black. The lines are thin, dark grey, and connect the nodes in a complex, web-like pattern. The overall aesthetic is modern and tech-oriented.

At Alana we  
communicate to build  
trust

Empathy and  
generate  
business  
growth

# Our Services

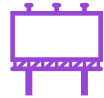
The image features a solid red background. At the bottom, there is a horizontal strip of white, textured material that looks like torn paper, with irregular, jagged edges. The text "Our Services" is centered in the upper half of the image in a white, sans-serif font.

# Services



## Communication consultancy

Audit  
Strategy  
Positioning and story  
Entry into new markets  
Public relations  
Corporate communication  
Product Communication  
Media relations  
Internal Communication  
Branded Content  
Crisis Communication



## Advertising

Social advertising campaigns  
Programmatic display....



## Digital communication

Digital design and production  
Social content management  
Network management, blogs



## Public affairs

situation audits  
Definition of objectives and story  
Analysis and selection of interest groups  
Access programs for decision makers and regulators



## Technology

Diagnosis and digital strategy  
Web development and programming  
Web and network analytics  
social listening



## Events

In-person, hybrid and digital events  
strategy and plan  
Secretary  
Logistics and coordination

30

years  
communicating  
for our clients



ASTRAVE  
ASOCIACIÓN DE TRANSFORMADORES DE VEHÍCULOS

aoglp

avd  
ASOCIACIÓN DE  
EMPRESAS DE  
VENTA DIRECTA

bp

Beyome.  
Living big in flexible spaces



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MEDINA

Clúster  
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CGCOII  
CONSEJO GENERAL DE COLABORADORES OFICIALES  
INGENIEROS INDUSTRIALES

DISA

DREAMHACK

enel  
Green Power

FECE  
Federación Española  
de Comerciantes  
de Electrodomésticos

FIESTA

GIANTS

HERBALIFE  
NUTRITION

ICF  
International Coach Federation

INTER  
PORC  
Interprofesional  
Porcino de Capa Blanca

ISABEL



MAPFRE

MOLECOR  
canalizaciones

MURPROTEC

Primaflor

PRIMAGAS



OIKO  
CREDIT

REPSOL

Rentokil  
Initial

SCHMIDT

Sirha  
THE WORLD HOSPITALITY  
& FOOD SERVICE EVENT

sinersis

UAX  
UNIVERSIDAD ALFONSO X EL SABIO

VITOGAS  
España

VIRIDI

Whirlpool  
CORPORATION

Ximenez  
GROUP

Quantum  
Metric

ALDNA  
consultores de  
comunicación



# Credentials

A team that balances experience and youth, multidiscipline and specialization





... and  
more...



# We are part of Euromedia Group



euromedia corporate

Corporate &  
Marketing  
Communications

Internal Communication  
and Reputation



## A CONNECTED WORLD



## IPRN members

We have partners and contributors that provide us with the necessary Communications and Marketing complementary services in Spain.

And when an international service is needed, we belong to the largest network of independent PR agencies in the world, with whom we frequently work:



iprn

INTERNATIONAL PUBLIC  
RELATIONS NETWORK

AL>NA

consultores de  
comunicación



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