



FINZEL PUBLIC RELATIONS

AGENCY PRESENTATION 2024



About us

EXPERTS IN APPLYING LOCAL KNOWLEDGE
TO GLOBAL PR CAMPAIGNS

- Founded in 2003
- Offices in Madrid and Lisbon
- 6 team members
- ½ million € annual turnover
- Key areas of expertise:
 - Consumer & Enterprise Technology
 - Industry & Automation
 - Travel & Lifestyle
 - Finance & Insurance
 - Education
 - eCommerce & Retail





About us

EXPERTS IN APPLYING LOCAL KNOWLEDGE
TO GLOBAL PR CAMPAIGNS

- Fully multilingual support (English, Spanish, Portuguese)
- Experienced senior consultants
- B2B and B2C
- Focus on:
 - ✓ Strategy
 - ✓ Planning and Action
 - ✓ Content Development
 - ✓ Measurement



The Team



Piers Finzel

Founder of Finzel PR with over 22 years of senior PR consultancy experience in Spain. Key PR experience in Consumer and Enterprise technologies, Industrial Automation and Travel & Tourism. Bilingual English-Spanish.

General Responsibilities: Overseeing the management of client accounts and ensuring quality control in the application of strategic processes and reporting. Also acts as liaison with client and/or partner agencies for all issues relating to the execution of client activities at a local level within the context of the global strategies.



Violeta Larrad

Communication consultant with over 20 years experience both inhouse and with agencies in Spain. Expert in the fields of PR for Enterprise technology, FinTech/MarTech, Engineering, Industrial and Telecommunications sectors.

General Responsibilities: Management of the day-to-day execution of the campaign scope of work, contact with the Spanish media, content management and distribution, and liaison with client marcoms teams and local sales team in order to leverage local news stories as well as aligning global content with local requirements.



Susana Gomez

Former editor of leading banking industry newspaper, joined the agency as senior consultant and copywriter in 2021. Key PR experience in the fields of Enterprise technology, Financial Sector, FinTech/MarTech, Consumer Tech, and Retail.

General Responsibilities: Management of the day-to-day execution of the campaign scope of work, contact with the Spanish media, content management and distribution, and liaison with client marcoms teams and local sales team in order to leverage local news stories as well as aligning global content with local requirements.



Isabel Antão

Communication consultant with over 25 years experience of professional public & media relations, and event management experience in Portugal. Core experience in Consumer & Enterprise Tech, Retail & eCommerce, Tourism, amongst others.

Responsibilities: Management of the day-to-day execution of the campaign scope of work, contact with the Portuguese media, content management and distribution, and liaison with client marcoms and local sales team in order to leverage local news stories as well as aligning global content with local requirements.

What we do



Strategy and planning

Audiences, Events, Trends, Local Conditions



Content Development & Copywriting

Articles, Case Studies, Bulletins



Media Relations

Press Materials, Media Outreach, Press Office



Digital & Social

Websites, Blogs, Social Media



Measurement

Coverage Audits, Monitoring of competitors, Qualitative and Quantitative Analysis of Results



“We help organizations, businesses and brands of all sizes to be able to share their insights, opinions and assets with people, groups and entities that are important to them. We endeavour to create and nurture the right channels for a positive, mutual flow of information, exchange of views and understanding.”



References

ENTERPRISE TECH

- Akamai Technologies
- Autocab
- Bio-key
- Ciphix
- Citrus Ad
- Commanders Act
- Cyclomedia
- eShare
- FrontRange Solutions
- Guardicore
- Intel
- MarkMonitor
- Nexsan
- OKI Printing Solutions
- ONLYOFFICE
- Openwave Mobility
- Pegasystems, Inc.
- Permutive
- PFU Ltd. (Fujitsu)
- Scalify
- Semperis
- Snowflake
- Talend
- Tutela Technologies
- UiPath
- Vermeg

CONSUMER TECH

- ActImagine
- Alcatel
- AMD
- AVG Anti-virus
- Cosori Air Fryers
- DivX
- Genius
- Greentube
- ICQ
- Memup
- Narr8
- Plustek
- QNAP
- SamKnows
- Tronsmart
- YI Technology
- Zhiyun

INDUSTRY

- Barloworld Logistics
- Guardian Glass
- Havells-Sylvania
- Microlease
- MiR (Mobile Industrial Robots)
- nVent
- Omron
- OnRobot
- Reichle & De-Massari
- Rocol Lubricants
- ROEQ
- Sabic
- SendCloud
- Seoul Semiconductor
- SupplyOn
- Telit Wireless Solutions
- Universal Robots
- Vanzetti Engineering
- Yotta

References

TRAVEL

- Abu Dhabi Tourism
- Botswana Tourism
- Dorchester Collection
- Hotel La Tremoille (Paris)
- Incredible India
- Les Borjs de la Casbah (Marrakech)
- Luxembourg Tourism
- Omio
- One & Only Le Saint Gerain (Mauritius)
- One & Only Reethi Rah (Maldives)
- Preferred Hotel Group
- Rioja Wine Experience
- Smartbox
- WhereToSleep.com

MISCELLANEOUS

- Rainbow Productions
- Adveo
- Allianz Global Corporate Services
- Animal Defenders International
- Avery Dennison
- Black&Decker
- Blue Ocean Robotics
- Bureau Veritas
- Cambridge Assessment English
- Deposit Solutions
- DiaSorin
- EasyRoomMate
- EikonTech
- Ekso Bionics
- European Respiratory Society
- KidsCo TV
- Mood Media
- Nestpick.com
- NielsenIQ
- Novatec Biosol
- Recycap
- Samsung Ads
- Seeking.com
- Thomson Compumark
- Twickto
- Vitis Life
- Zoll

What makes us different?

“After over 20 years in business in Spain, we have a reputation nationally and internationally as a small boutique agency that offers excellent quality, results and value for money.”

- We focus on results and client intimacy
- We use only experienced senior consultants – no costly large teams
- We are big enough to deliver, small enough to care



What they say about us

“The quality of Finzel Public Relations’ work was consistent throughout. The team drew from their strong media network to gain coverage in both niche publications and general channels, and they researched our company’s industry well enough to collaborate on thought leadership content.”

UiPath

“Their flexibility and willingness to help at all times, even with tasks that sometimes fell outside the agreed scope of work. They were also very knowledgeable of the local media landscapes in Spain and Portugal. They were able to creatively make the most of any earned media opportunities.”

OKI Printing Solutions

“If you’re looking for good visibility in the Spanish market, flexibility, and the know-how over the local market and media, Finzel PR is a great choice.”

Mobile Industrial Robots

<https://clutch.co/profile/finzel-public-relations-sl>





FINZEL 
PUBLIC RELATIONS

Muchas gracias.



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