

Agency description



BBZ Publicidade e Marketing, SA
 Simple ideas work better
 Largo Eng. António de Almeida, 70, 11º - Torre C
 4100-065 Porto
 Tel.: +351 22 607 98 00
 Fax: +351 22 609 75 47
 cristina@bbz.pt, vitortito@bbz.pt
 www.bbz.pt

Main business areas:

- Research and Strategy
- Marketing
- Advertisement
- Direct Marketing
- Promotions
- Event Marketing
- Media consultancy and buying
- Emergent media (internet, crm, creative media...)

CommWorld contact person/s:

Vitor Tito

Salient facts

Established
1995

Corporation registration
Corporation

Management
Vitor Tito

Total employees
19

Agency profile

Who are we

Multinational or local?
 This is often, the first criteria used to describe an agency Being local, BBZ has gained it's main competitive advantage – We go very deep when the subject is the knowledge of the Portuguese market sectors, from the business agents to its consumers.

Positioning

As local agency, we have a strong network and partnerships, allowing BBZ to offer a complete and integrated communication service, where being close to the clients and acquiring a deep knowledge about his final consumers, are the two most paramount factors on our client's brand management.

Structure

BBZ's structure is consistent, complete and audacious.
 Consistent because it is a real team, with a fluid and effective internal communication. BBZ's sustained growth is very related to this personnel stability, witch is not very common on other agencies, whether they are local or not.
 Complete, because it gathers a wide range of communication knowledge and expertise, allowing the agency to set up integrated marketing proposals, also very effective and competitive.
 Audacious, because it's perseverant attitude, lead BBZ to its very good position at the Portuguese advertising agency ranking.

Current major clients

Aldo Shoes
Shoes and accessories

Beppi
Portuguese Shoes Brand

Caçarola
Rice and dough brand

Coliseu do Porto
The biggest event room in Portugal

Ferbar
Portuguese food brand

Garval
Mutual Guarantee Society

Guylian
Belgian chocolate

Lisgarante
Mutual Guarantee Society

Molarte
Mattress brand

Norgarante
Mutual Guarantee Society

Serrata
Olive oil brand

SPGM
Portuguese Investment Society

Sportzone
Action sports store

Xerox
The document company

Jana
Mineral water

C.M.Lisboa
Lisbon city hall

Coats Clark
Textiles

Intermarché
Food Retail

Bricomarche
Bricolage Retail

AEP
Portuguese Entrepreneurial Association

Alfapar
Real state

ANSR
Governmental Organization of Road Safety

ANPC
Govermental Organization of Civil Protection