



## AGENCY OVERVIEW & CREDENTIALS

**Mirabal & Associates | M&A Communications Group** is a Public Relations & Strategic Communications agency based in Puerto Rico. For over 25 years, we have developed relationships based on mutual trust and respect with over 200 corporate and local clients, including major Fortune 500 companies.

### Experience

Our experience includes serving companies in Puerto Rico, the Caribbean and LATAM markets. Business segments served include the following:

- Aerospace
- Biotech
- Pharmaceuticals & Medical Devices
- IT and Telecommunications - Broadband, Mobile Devices, Government & Enterprise Sectors
- Banking and Financial Institutions
- Universities & Educational Institutions
- Health & Hospitals
- Consumer Products
- Fashion & Beauty
- Real Estate Development
- Universities & Educational Institutions

### Partial List of Clients Served

During the past 25 years, we have been honored to serve a prestigious group of over 200 corporate, multinational, and local clients who are leaders in their market segments. Clients served include the following leading companies and institutions:

- Pratt & Whitney | A United Technologies Company
- GSK - GlaxoSmithKline
- GE
- HP
- Wyeth
- Lilly
- AVON
- AT&T
- J&J
- Bristol-Myers
- Walmart
- FedEx
- Motorola – Puerto Rico & Caribbean
- Franklin-Covey
- Banco Popular - Biggest banking institution in Puerto Rico
- Aeronautical & Aerospace Institute of Puerto Rico (AAIPR)
- University of Puerto Rico – Mayaguez and Aguadilla campuses
- Puerto Rico Techno Economic Corridor (PRTEC)
- VITEC Science & Technology Business Incubator
- Cooperativa de Aguada - 2<sup>nd</sup> biggest Savings & Loan Institution in Puerto Rico
- Local Hospitals: Metro Perea and Buen Samaritano Hospitals

## Services & Capabilities

Following is a brief description about major clients served by our agency, in order to provide an overview of our experience and capabilities:

**Pratt & Whitney** | Since start-up of operations in Puerto Rico in 2003, we have served as the Public Relations Agency of Record (AOR) for Pratt & Whitney and its joint ventures in Puerto Rico: Infotech Aerospace Services, Inc. (started in 2003) and HCL AXON Puerto Rico (started in 2008). Services provided include: Public Relations, Reputation Management, Media Relations, Government Relations, University Relations, Internal Communications, Events Planning & Coordination (CEO Visits, Press Conferences, Inauguration of New Facilities, Media Tours, Job Fairs, Corporate Donations Events, Company's 10<sup>th</sup> Anniversary Event), Speech Writing, Video Productions, Live Transmissions, Company Websites Creation and Maintenance, Social Media services, Professional Photo Shoots, Graphic Design, Signage, etc. We have also provided support to initiatives directed to employee recruitment, specially engineering degree candidates from local universities.

**GSK** | One of the leading pharmaceutical companies in the world. Our firm has provided Public Relations and communication services during 17 years to GSK Pharma's Marketing and Sales Headquarters in San Juan, Puerto Rico. Services provided to GSK include: Internal Communications Consulting and Services; production of the employee magazine for over a decade; speech writing services for company President and VPs; Media Training for Company Spokespersons, Development of Content for Company Intranet and Social Media, Audiovisual Productions, Coordination of employee events and trainings, among other services.

**HP** | Have provided Public Relations services to HP Manufacturing Operations in Puerto Rico for over a decade. Services include: Media Relations, Coordination of major events such as Inauguration of new facilities, start-ups, and joint ventures, Internal Communications, Video Productions, Media Tours, Press Releases, Coordination of Press Conferences, Coordination and handling of press interviews, etc.

**GE** | In charge of Internal Communications consulting and services for all GE operations in Puerto Rico (corporate offices and 14 manufacturing plants) during seven years, including: Corporate Consulting, Communications Trainings, Internal Communications Services, Production of Employee Publications and Company Magazine, and Coordination of Special Events.

**Walmart** | Served as the Agency of Record for Walmart in charge of coordination of all in-store promotions at Walmart and Sam's stores in 50% of the Puerto Rican Market during a period of 2½ years. As sole supplier for these services, our team developed training guidelines for the promotions team; provided selection, recruitment and training services; as well as supervision and execution of all in-store promotions with a 100% successful outcome.

**AVON** | The leading fashion & beauty company for women in the world. Served as Agency of Record for AVON's operations in Puerto Rico for over a decade, including: Public Relations and Strategic Communications, Corporate Consulting, Development of Public Relations Programs, Coordination of CEO Visits, Media Relations, Media Tours, Inauguration of new facilities, Coordination of employee events, Marketing support, Graphic Design and Publications, and many other communication initiatives. One highlight of our relationship with Avon was serving as Public Relations consultants during a 4-week company visit to Asia, covering visits in the following markets: China, Japan, Hong Kong, South Korea and Taiwan.

**Banco Popular & other financial Institutions** | Our agency has served several major customers in the banking and financial services sector, including the leading banking institution in Puerto Rico, Banco Popular. We designed and developed the Marketing and Public Relations strategy for Banco Popular, Western Puerto Rico Region, and served as their Agency of Record in that area during three years. We have also provided marketing, advertising and public relations services to several major Loan & Savings institutions, including Cooperativa de Ahorro y Crédito de Aguada, the second biggest in Puerto Rico.

**Franklin-Covey** (formerly Covey Leadership Center) | Served as the company's Agency of Record for Puerto Rico, the Caribbean and Latin America during five years. Provided extensive Public Relations and Marketing support, including full responsibility for all Corporate Communications, Reputation Management, Strategic Development, Coordination of Events, Marketing Support, Design and Development of Publications and other marketing materials, etc. Coordinated Dr. Stephen Covey's first visit to Puerto Rico and the Leadership Congress sponsored by the company. Also provided strategic communications consulting and support in the coordination of events and marketing initiatives for several LATAM markets.

**University of Puerto Rico (UPR)** | Our agency has served as Media and Communications Consultants for UPR-Mayagüez Campus for many years during the past two decades, providing communications support to the University's Chancellor's Office, and the Press & Communications Office. We have also been in charge of the coordination of major events hosted by UPR, including: Latin American & Caribbean Biotechnology Congress, Chemical Engineering Congress, and the International Congress on Engineering Education. This event had an attendance of 500+ Engineering Deans and University Presidents from over 50 countries worldwide with 4,500+ room nights. Our firm handled all logistics, coordination, communications and Media Relations for these events. We also provided services for several years to the UPR-Aguadilla Campus and the Aeronautical and Aerospace Institute of Puerto Rico, ascribed to UPR. Our services include: handling Media Relations, Coordination of Events, Social Media Management, Website Production, Content Development and Audiovisual Productions.

**Real Estate Development Companies** | Throughout the past two decades our agency has served over 20 Construction and Real Estate Development companies in Puerto Rico, providing Public Relations and Marketing Communications services, including: Media Relations, Government Relations, Inauguration of Real Estate Projects, Coordination of Open Houses, Media Tours, Media Trainings, Press Conferences, and Advertising in major media. Have also been in charge of social media management, website production, content development and audiovisual productions for these clients. One of our most recent clients in this business segment is Vista del Mar Luxury Apartments, a \$9 Million residential complex in Aguadilla.

**Motorola Puerto Rico & Caribbean** | As the Public Relations Agency of Record (AOR) for Motorola for over four years, our agency directed the Public Relations Strategy, Reputation Management, and Corporate Communications services to company operations in 26 countries in the Caribbean, including: Puerto Rico, Dominican Republic, Jamaica, Trinidad, Barbados, Haiti, etc. Our services included: Corporate Communications Consulting, Development of Communications Strategies and Execution, Media Relations, Product Launch, Media Events in Puerto Rico & Dominican Republic, Press Conferences, Media Tours, Media Training for all company spokespersons in the Caribbean Region, Marketing Public Relations, Audiovisual Production, Social Media Management, etc. Mirabal & Associates handled the Public Relations accounts for both the Consumer Products / Mobile Devices Division; as well as the Government & Enterprise Products Division. Due to the diverse Caribbean Market served, services included production of press releases and media materials in four languages: Spanish, English, French and Creole.

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### **Local Knowledge, Global Reach**

Mirabal & Associates is honored to have developed a close working relationship with member agencies of the Public Relations Global Network (PRGN), the leading network of independent Public Relations agencies worldwide, while serving as the only Caribbean member agency for over a decade. PRGN is comprised of 51 agencies with offices across six continents and combined revenues of over \$100 Million. The relationship has extended to become a trusted one between our agency and this group of leading and reputable owner-operated agencies located around the world. We have worked closely with Public Relations agencies serving the Hispanic Market in the U.S. and other markets in South America and Europe. Through this relationship we are able to provide our clients with local knowledge and global reach.



**Mirabal & Associates | M&A Communications Group**

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