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## **BeRepublic develop COMSA Medio Ambiente TV and BeOne TV**

The interactive agency specialising in new media has recently been responsible for creating and implementing the in-house corporate channels of Grupo Comsa and BeOne Telecom.

Grupo COMSA, one of the leading construction and service groups in Spain, recently chose BeRepublic to create, develop and implement a digital signage channel for their environmental division: COMSA Medio Ambiente TV. The content the agency has created for the channel includes a corporate video showing all the projects carried out by the division in 2008, "*actualidad COMSA*", to communicate company news, new occurrences, recent events, etc., and an RSS with news from La Vanguardia .

BeRepublic's next project was BeOne TV for BeOne Telecom, the low-cost Catalanian operator, after carrying out its entire online launch. In this case, the company's Corporate TV channel was used to announce the launch and birth of the new brand within the company and to describe the products and services it provides. An RSS with news from La Vanguardia was also implemented.

By implementing digital signage both companies aim to increase employees' sense of belonging, foster corporate philosophy and reduce the digital gap, as well as implementing more horizontal communications within the company.

**About BeRepublic:** BR is an agency specialising in new media advertising, interactive Internet communication, and Mobile Marketing and Digital Signage. Founded in 2005 by Gerard Olivé and Jordi Sanllehí, the agency has offices in Barcelona and Madrid. The company currently has a team of 25 professionals handling 30 accounts with over 20 clients including Grupo Danone, MediaMarkt, Corporación Dermoestética, the airline Vueling, RBA Editores, Panasonic, Nuñez y Navarro, IESE, "La Caixa" and Tele5.

For more information, [www.berepublic.es](http://www.berepublic.es)

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