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BeRepublic to modernise the online communication of the Núñez i Navarro group

The leading Catalan real estate group [Núñez i Navarro](#) has chosen the interactive agency BeRepublic to redesign its corporate web page and the NN Inmobiliaria web page, in addition to creating and implementing their new NN Parkings web page.

Barcelona, December 2008. The Núñez i Navarro group have chosen BeRepublic to redesign and restructure its online presence.

The first step was to develop the group's corporate web page www.nyn.es. The site provides all the group's corporate information (background, communications policy and human resources management) as well as encompassing and presenting its three business units: NN Inmobiliaria, NN Hoteles and NN parkings. The site embodies the elegant and modern look&feel of the company's new corporate image.

The next step involved the complete overhaul of the NN Inmobiliaria *Residencial y Oficinas* business area's web page, designed to attract online commercial leads. In keeping with the new image, the web page enhances the user's experience (usability) and new functions have been added to extend the content of product descriptions.

Finally, BeRepublic has created and developed the group's new web page: NN Parkings. A pioneering new web page using a district-based search engine to provide real time search results for car parks in the city of Barcelona. The web page, also in keeping with the new image, caters both for members of the general public searching for available parking spaces in a particular area at a particular time, and for the rental market.

This project has enabled BeRepublic to completely modernise the online presence of Núñez i Navarro, positioning the company as a professional, elegant and, above all, up-to-date property developer and real estate group.

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, Nuñez y Navarro, IESE, "La Caixa" and Tele5.

For more information, www.berepublic.es

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