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### **BeRepublic to be the new online agency for RBA Coleccionables**

The decision coincides with the launch of the new “*La Selección del Chef*” campaign.

**Barcelona, 16 March 2009.** The company RBA Coleccionables has chosen BeRepublic as its interactive advertising agency, after having worked together for two years on projects such as the *El Cuerpo Humano* and *Tengo un Dinosaurio en Casa* websites and the online advertising campaigns for its collectible products.

The latest project has been the launch, during this month of February, of its new campaign: “*La Selección del Chef*”, in which BeRepublic has dealt with the entire online development, from the creative models to resources planning.

Despite its great experience, this was the first time that BeRepublic has worked with RBA Coleccionables in the area of project planning, a move that clearly demonstrates RBA's trust in the agency's capacity.

Therefore, thanks to BeRepublic's work and dedication, “*La selección del Chef*” will appear on the country's major websites. “*La Selección del Chef*” is a selection of the newest and most interesting RBA collections such as “*Abalorios*”, “*Clásicos del Humor*”, “*Historia de Grecia y Roma*”, “*Biblioteca Anagrama*”, “*Dinosaurio*” and “*Grandes Obras de la Cultura*”.

#### **About BeRepublic:**

BR is an agency devoted to publicity using new media: Interactive Internet Communication, 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](http://www.berepublic.es)

Contact:

Gerard Olivé

NB | Comunicación

[gerard.olive@berepublic.com](mailto:gerard.olive@berepublic.com)

**BeRepublic BCN** - Rambla de Catalunya 99, Barcelona 08008

**BeRepublic MAD** - Santiago Bernabeu, 10 1º D, Madrid 28036

Tel. 902 73 40 50 Fax. 902 73 40 51

[bcn@berepublic.com](mailto:bcn@berepublic.com) - [mad@berepublic.com](mailto:mad@berepublic.com)