



BeRepublic  
Document: Press release

Date: 13/10/07

## **Made to order digital advertising**

### **Jordi Sanllehí, from Manresa, is one of the pioneers in designing advertising for the new media**

A year's stay in New York showed Manresa-native Jordi Sanllehí, cofounder and technical manager of the company BeRepublic (Barcelona), that things could be different. A year and a half after its creation, this agency specialising in new-media advertising expects to earn nearly one million euros this year, which could reach €2.5 million next year.

This independent capital company currently operates in the national markets of countries such as Spain, the United Kingdom, Italy, the United States, Portugal and Dubai. BeRepublic has a 33 employees on staff, with an average age of 27, and two development centres in Argentina and the Philippines managed by investee companies.

At present this Catalan company has over forty clients, including companies such as Manresa-based Ausa, Danone, Vueling, Panasonic, RBA Editores and Media Markt.

BeRepublic conducts advertising campaigns on the internet, mobile phones and dynamic point-of-sale screens. However, the company's management knows that, in an ever-changing sector, it is essential to remain alert to information and communication technology (ICT) applications. Jordi Sanllehí says that one of the areas that is currently experiencing an intense period of growth is "Bluetooth marketing".

Text message platform management for contests, online promotional games, corporate channels, development of technological applications, videos for mobile phones, and campaigns on well-known websites such as MySpace or Second Life feature in BeRepublic's advertising portfolio, as well as other more traditional ones such as corporate website design and maintenance.

Jordi Sanllehí, 33, is a telecommunications engineer from the Universitat Politècnica de Catalunya (UPC) and has a Master's in business administration from the Esade (Barcelona) and Leonard N. Stern (New York) business schools.

Upon his return from New York City, he became involved in the creation and development of the company Focus On Emotions (Barcelona), which focuses on dynamic point-of-sale communication. Prior to this he was part of the Marketing and Strategic Planning departments for the Auna and Amena telecommunications groups.

Sanllehí created BeRepublic in early 2006 with his partner Gerard Olivé.

The Manresa-native entrepreneur explains that, at the time, both cofounders were aware that the new communication channels, such as mobile phones, had "major potential" as far as the advertising sector was concerned, especially in light of the experience of other developed countries. Although internet



BeRepublic  
Document: Press release

Date: 13/10/07

advertising campaigns generate the majority of BeRepublic's revenue, Sanllehí says that, at this point, this is already a "mature" medium, with more competition and less potential for growth than other more recently developed technologies.

Jordi Sanllehí says that business growth has exceeded his initial expectations, in terms of both activity and structure.

One of the things he considers to be a strong point, giving BeRepublic a competitive edge, is its ability to offer a "complete" service, covering each stage in the advertising process, from initial creative design to the promotional strategy, campaign management and message dissemination through the new interactive media. "Our campaigns are made to order," according to the company's managers.

BeRepublic has created an advisory board made up of key players from the world of information and communication technology (ICT). There are also plans to increase its presence in the national and international markets, with the projected opening of new offices next year in Madrid, as well as in one of the other European countries in which a major potential for growth is identified, such as Italy or the United Kingdom.

The Manresa-native entrepreneur explains that one of the advantages of the new communication systems is that they enable promotional campaigns to be carried out at a lower cost than the traditional media. They also make it possible to monitor the impact and profitability of each campaign more accurately. According to Sanllehí, the new media *are arriving on the scene all at once and are going to become more and more important.* "Despite this, it does not seem likely that the traditional will disappear entirely. "I can't imagine a future without television adverts," he says.