

WHO WE ARE | WHAT WE DO | HOW WE DO IT
MEET ALL COMUNICAÇÃO
2020





ABOUT ALL COMUNICAÇÃO

WHO WE ARE

ADDING VALUE THROUGH COMMUNICATION

ALL Comunicação is a communications and digital marketing agency based in central Lisbon. We have decades of expertise in: Strategic Consultancy, Media Relations, Public Affairs, Stakeholder Mapping and Management, Crisis Communication and Digital Marketing.

EXPERIENCED

Our team has decades of joint expertise in communications consultancy and journalism, in both the private and public sectors. We have managed some of the most important operations and media events in Portugal.

EFFICIENT

Adding value means gearing action towards measurable goals. We design strategies and execute global communication plans that generate value and minimize risks. We strive to reach ambitious goals that help amplify awareness and increase reputation.

TAILORED

We work very closely with our clients. We focus on partnerships that generate value and we pride ourselves to personalize and tailor our approach to each client.

WHY WE ADD VALUE

A solid and efficient communications strategy helps raise the profile of your company, increase sales, deepen relationships with key stakeholders and consolidate public and corporate reputation.

WHAT WE DO

ALL Comunicação offers integrated communications and digital marketing services. We help our clients raise corporate awareness and strengthen the reputation of their business, its brands and products, whilst helping to consolidate their value proposition in the market.

To communicate and effectively reach different target audiences we need to think globally.



Strategic Communications Consultancy

Communications Audit
Media Relations
Government & Public Affairs
Crisis Communications &
Reputation Management
Media Training & Public
Speaking



Digital Marketing Consultancy

Consultancy and Advisory
Digital Audits
Digital Projects from A to Z
Workshops & Training



Research & Intelligence

Insights on market analysis,
trends and competition
Reports and
recommendations



MEET THE TEAM

Strategic Consultancy in Communications and Digital Marketing

- 1 *Strategic Digital Marketing Consultancy*

RITA FEVEREIRO

Over 10 years of experience launching digital products and services globally.

- 2 *Strategic Consultancy, Public Affairs and Media Relations*

MARGARIDA FIÚZA

Journalist for 18 years at Exame and Expresso (key economic media), Margarida was also an advisor at the Ministry of Economy.

- 3 *Strategic Consultancy, Reputation Management and Public Affairs*

LUÍS LEMOS

Over 20 years of professional experience in communication management, public affairs and reputation management.

- 4 *Strategic Consultancy, Public Affairs and Media Relations*

JOANA MADEIRA PEREIRA

Worked as an economic journalist for over a decade at Exame magazine and Expresso.

- 5 *Strategic Consultancy, Public Affairs and Crisis Management*

JOSÉ AGUIAR

Over 17 years of expertise in strategic communication consultancy, advising leaders in the public and private sectors. Professor of Crisis Communication and Media Training at ISCSP (University of Lisbon) since 2011.

- 6 *Media Relations*

FILOMENA NASCIMENTO

Journalist for seven years at SIC (TV), then worked in various ministerial offices.



COMMUNICATION SERVICES

ALL Comunicação provides integrated communication services that help position and consolidate your organization's value proposition in the market, whilst amplifying awareness and reach among key-stakeholders.



COMMS AUDIT

We do an in-depth analysis of the current communication process and flow of your Organization – from external to internal comms – identifying any potential barriers and highlighting strategic recommendations for the development and maintenance of fluid and efficient communication channels.



STRATEGIC COMMUNICATION CONSULTANCY

A solid communication strategy contributes to business growth, the enhancement of brands, products and services; and the consolidation of reputation. Therefore, it must be fully aligned with the business strategy and its goals, focusing on relevant key messages and strengthening the positioning of the organization in the market.





MEDIA RELATIONS

Any company aiming to build a solid and consistent reputation overtime, must leverage positive and meaningful relationships with the media. It's important to nurture these relationships and keep the media up to date with results and key initiatives of the company. Through consistent and positive Media relations, businesses can gain exposure and strengthen reputation, adding value to a solid and integrated communication strategy.





GOVERNMENT & PUBLIC AFFAIRS

We follow very closely some of the main affairs related to public policy, parliamentary activity, legislative process and government action, at central, regional and local level. This allows us to gain reliable, current and relevant information to help the decision-making process of our clients. We ensure public decision makers understand our clients whilst helping them improve public awareness.



CRISIS MANAGEMENT

Any crisis, big or small, can have a highly disruptive effect on organizations and permanently damage reputation. Therefore, effective crisis management is paramount to help prevent and minimize the impact of a potential or real crisis on any business.

We see crisis communication as a critical part of public relations and advisory.





MEDIA TRAINING & COACHING

Understanding the way the media works and being able to interact with them is crucial for all senior level professionals. We train and prepare key speakers to ensure they can, confidently and effectively, publicly represent their Organization, including during presentations and other public events.





OTHER SERVICES

Our strategic partners network allows us to create brands with strong identities, focused on both the market and the success of the business. We offer services in graphic design and produce written and audio-visual content. We work on editorial projects from A to Z and organize corporate events. All of this is done with a 360° view in order to effectively respond to the challenges faced by our clients.



DIGITAL MARKETING SERVICES

We provide Digital Marketing services to help your business amplify your reach and connect with different target audiences in a meaningful way. Our services include: digital auditing, strategic consultancy, campaign creation and management, and digital project management.



DIGITAL AUDIT

We take an in-depth look at your company's digital footprint - from owned to organic and paid channels - and compare it with the competition.

We identify opportunities and highlight a set of recommendations and priorities to help your business strive in the digital space: amplifying reach, raising awareness, and converting 'followers' into customers.





STRATEGIC CONSULTANCY

Through strategic consultancy we help your company identify and profile key audiences, map and optimize customer journeys, define key messages, and advise on the most suitable content, channels and formats.

We also help you design and launch campaigns based on specific goals such as awareness, engagement, leads or sales.



DIGITAL PROJECTS

We design and manage turnkey digital projects.

We help identify market opportunities and outline the delivery roadmap, always taking into account the resources and budget available.

We take your digital project from A to Z.





TRAINING

Workshops can be geared towards finding a solution to a specific problem or for team building activities for Marketing and Communication professionals. The length of the training or workshop is tailored to your team's needs. We provide Digital Marketing training in: Strategy, Digital Marketing Channels, CRO, Customer Journey Mapping, Persona Creation, Email Marketing, and more.



OTHER SERVICES

Our strategic partners network allows us to offer complementary services that help us provide a 360° service to our clients. From consumer insights (user research, analytics, persona creation, card sorting), to campaign and channel management (website, social media, google display and ppc, e-mail, affiliates, influencers, etc), content creation and web design, CRO e SEO. We offer integrated solutions to ensure a solid strategy with a long-term vision.





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Obrigado | Thank You