



About Próxima

Próxima is a comprehensive communications advisory firm dedicated to providing integrated solutions to our clients' communication needs. Our work is closely guided by three fundamental values: Creatibertad (creativity + liberty), Comprofianza (commitment + trust), and Feliquilibrio (happiness + balance).

For two years, our firm has represented EDELMAN, a global leader with 65 offices the world over, in Central America and the Caribbean.

Our firm relies fully on teleworking, taking maximum advantage of the facilities offered by technology. With more than two years of zero employee turnover, we can guarantee a safe, stable environment for our clients to engage in their business dealings with the confidentiality, professionalism, and high standards of excellence they require.

We opened our doors in 2004 and now serve close to 18 clients in Costa Rica and the rest of Central America and the Dominican Republic. We also partner with firms in the rest of Latin America, as necessary, to make sure our clients' needs are met.

With our highly qualified professionals we can closely monitor the communication needs of the companies we advise and provide them with strategic and tactical solutions.

Where are we?



Our methodology

Our initial corporate methodology for developing any communication strategy makes use of audience mapping, using academic studies as a basis for determining the types of ties a company has with each of its audiences at any particular moment. With this we can ensure that the company is covering the entire spectrum of interests.

For measuring press results, Próxima has developed its own tool, called *Próximetro*, to analyze the quantitative and qualitative aspects of its efforts. *Próximetro* rates releases with a series of stars according to criteria such as the presence of key messages, statements by spokespersons, photographs or visuals, brand mention, etc.

Sustainability and Corporate Responsibility

Thanks to our flexible service and ongoing search for new approaches and innovative projects, our firm has built up an extensive curriculum on the environment, corporate social responsibility, and project management, earning us the 2014 Corporate Social Responsibility award in the Best Green/Environmental Stewardship category of PR Daily, specifically for our work on the *AmbientaDOS* program.

As Costa Rica's first carbon neutral communications and teleworking firm, our contribution as providers to our clients' environmental metrics is guaranteed. In October 2017, we received the country brand "esencial Costa Rica", with which we continue to grow as leaders in communication for sustainability in Central America and the Caribbean.

Our Services

- Media relations and press arrangements
- Internal communication strategies
- Social responsibility and community outreach projects
- Crisis prevention and management plans, spokesperson training and risk assessment
- Production of graphics and audiovisual materials
- Organization of corporate events
- Integrated communications plans
- Strategic social network administration
- Advertising and marketing

Some of Our Clients





Since 2011, Próxima Comunicación has also helped sponsor the International Design Fair, as well as the Tenth Central American Biennial of Ibero-American Sustainability Week (cycle seven) in Costa Rica.

We are members of the Business Association for Development (Asociación Empresarial para el Desarrollo, or AED) and the Global Network of Communication Agencies (IPREX), a partner of the Federation of Social Organizations (Federación de Organizaciones Sociales, or FOS), and the representative for Central America of the Edelman PR agency.

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