



## 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 Feliquilibre (happiness + balance).

Our firm represents EDELMAN in Central America and the Caribbean.

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.

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.

## 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.

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



*Our Clients*

