



CREATIVE COMMUNICATION

Specialists in Real Estate & Lifestyle Marketing

Creativity. Simplicity. Efficiency.

**FiG** is a Barcelona-based creative agency founded by journalist and PR consultant Carrie **F**rais and entrepreneur Catriona **G**roves, who together have more than 40 years' professional experience working in marketing, journalism and PR in London and Barcelona.



CARRIE  
FRAIS



CATRIONA  
GROVES

When you  
**work with us,**

you gain access to a stellar network of creative collaborators.

Our family of tried and tested professionals includes designers, web developers, copywriters, PR consultants, SEO specialists, photographers, videographers and events organisers.



## **We develop** brand concepts and integrated marketing campaigns

that help businesses to define the future of their sectors and maximise their profiles. We create successful media strategies and implement marketing techniques that combine craft and technology.

At the heart of what we do is a love of innovation and creativity, peerless attention to detail and a strong belief in delivering memorable campaigns that get results. Our clients include high-end real estate agencies, cutting-edge property developers and forward-looking travel, family and lifestyle brands.

We understand the difference between global audiences and local sensitivities. This ensures our campaigns are highly targeted, impactful and effective in markets across the world.

FIG is based in

# BARCELONA,

a progressive city that constantly reinvents itself and is renowned globally for challenging the way people think and feel. Our ethos reflects the city's growing creative legacy.



Here are just some of the ways that FIG can help your business

grow  
and  
build

its profile.

Design

Digital

Content

Branding

Communication

Events

Websites  
Printed Material  
Graphic Design  
Newsletter Templates  
SEO  
Link Building  
Pay-Per-Click Campaigns  
HTML Campaigns  
Banner Campaigns  
Social Media  
Copywriting  
Blogs  
Translations  
Identity  
Transcreations  
Brand Strategy  
Public Relations  
Logo Design  
Advertising  
Digital Marketing



# Design

We draw on the very latest techniques and technologies to complement more traditional formats and materials to create

**high quality,  
targeted  
campaigns.**

Our technical experts, graphic designers, copywriters, illustrators, photographers and printers are each leaders in their field. We create fresh and innovative marketing materials including:

BROCHURES

FLYERS

ADVERTISEMENTS

NEWSLETTER TEMPLATES

DIGITAL BANNERS

3D VIDEOS

ANIMATED INFOGRAPHICS

LIFESTYLE VIDEOS



# Digital

We take care of everything from the overall strategy, **planning and design** to the set up and daily management.

Our specialist SEO team works to achieve Page One Google ranking across different languages.

Other digital services include quantitative competitor analysis, link building, real-time bidding, remarketing and multilingual Pay-Per-Click and HTML campaigns.

We carry out effective multilingual social media campaigns across all platforms to generate conversations and increase brand awareness.





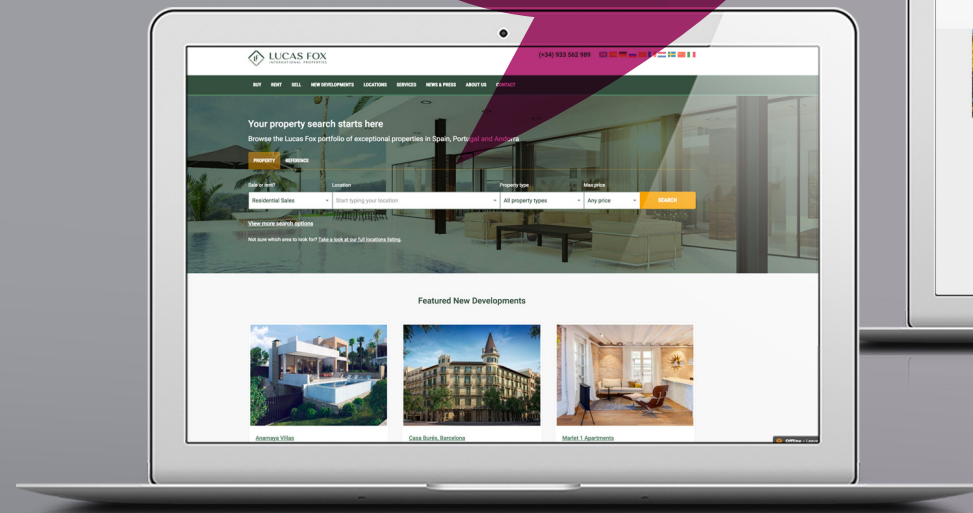
# Content

Our content is carefully curated, valuable and relevant to targeted audiences. It engages, raises awareness and educates, but also pushes boundaries and provokes reactions within the context of current social trends.

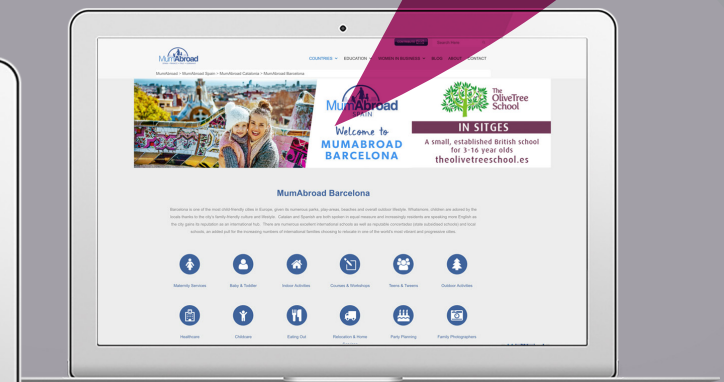
Our language services go beyond literal translations by taking into account cultural and marketplace characteristics to produce transcreations that deliver the right message.

Using extensive but targeted printed and digital content and social networks to **establish** Lucas Fox as a trusted source in the world of luxury property in Spain.

Using storytelling and trip-advisor style recommendations to **position** the MumAbroad brand as a leading information resource for the international community in Spain.



[www.lucasfox.com](http://www.lucasfox.com)



[www.mumabroad.com](http://www.mumabroad.com)

# Branding



We work closely with our clients to fully understand their needs, identify the essence of their business and goals, and create brands and logos that are

**relevant,  
memorable  
and impactful.**



# Communication

With an extensive network of national and international media contacts and a content team experienced at transforming visions into compelling stories, we deliver bespoke PR and advertising campaigns. We pinpoint relevant editorial opportunities and analyse the competition.

Our press releases and targeted content regularly appear in leading offline and online publications.

Our creative and copywriting teams work together to produce

**eye-catching, high-impact**

advertising campaigns that reach and engage the desired audience.

THE NEW YORK TIMES  
THE WALL STREET JOURNAL  
THE SUNDAY TIMES  
THE DAILY TELEGRAPH  
FINANCIAL TIMES  
THE ECONOMIST  
ROBB REPORT  
EL MUNDO  
EL PAÍS  
LA VANGUARDIA







# Events

Whatever the scale, we work with trusted partners and suppliers to create impeccably organised events that foster positive brand recognition.

Our unmatched attention to detail enables ideas to be actioned seamlessly and to budget.

## Our intimate knowledge of Barcelona

helps us to identify unique spaces that make any experience even more memorable.





# Our clients





We'd love to show you how we'd get  
your business out there.

**Carrie Frais**

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**Catriona Groves**

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**FiG Communications**

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