



NOVA EXPRESSÃO Media Agency

Where advertising meets technology

Seriously Experienced | Intellectually Curious | Obsessed with Results

Nº 1 AGENCY IN PORTUGAL



Nova Expressão was classified as excellent in the RECMA evaluation (Research Company Evaluating the Media Agency Industry).

Nº 1 in Portugal, ranking of Media Agencies 2021

Nº 9 Worldwide, ranking of independent Media Agencies 2020

This **qualitative assessment** is based on 17 parameters, among which are participation in pitches and their results, responsiveness and effectiveness, adaptation of the team to new challenges, namely the digital one, and diversified customer profile.

[RECMA](#) is the only entity that analyzes the behavior and evolution of media agencies worldwide, working based on a qualitative assessments.



NOVA EXPRESSÃO

OUR **APPROACH**, AMPLIFY CONTENTS



VÍDEO



AUDIO



IMAGE



TEXT



EVENTS

WHEREVER THE CONSUMER'S ATTENTION IS

TV, MOBILE, RADIO, PRESS, OOH, INFLUENCERS, CREATORS, EVENTS



NOVA EXPRESSÃO

WE INTEGRATE

Advertising
Media
Creativity
Analysis

WITH TECHNOLOGY



NOVA EXPRESSÃO

STRATEGICALLY TECHNOLOGICAL

Behavioral targeting
Platform synchronization
Data Visualization | Dashboards
On going optimization
Data Integration | Owned, Paid, Business
Artificial intelligence
Attribution and predictive models
Collaborative platforms



EFFECTIVENESS AND ROI



OUR SERVICE

Market and consumer insights
Strategic planning
Research, Trends and Opportunities
Digital transformation
Negotiation and Purchase
Monitoring and optimization of results
Pre and post full evaluation
Customized teams



IN A TRANSPARENT AND AGILE PROCESS



NOVA EXPRESSÃO

WE ANTICIPATE SOLUTIONS

Real-time KPIs monitoring

Multiplatform performance campaigns

Assessment of the contribution of each channel until the conversion

WITH INNOVATION, TECHNOLOGY AND ADDING VALUE



NOVA EXPRESSÃO

TECHNOLOGICAL TOOLS/DEVICES

(RGPD Compliance)

Target Group Index | Consumer Behavior

YUMI | Your Unique Media Interface

Marktest | Audiences, Notoriety, Ad-hoc Studies

Google Marketing Platform

Google Ads

Facebook Business Manager

NE Marketing Intelligence Interface

NE Data Management | POESM

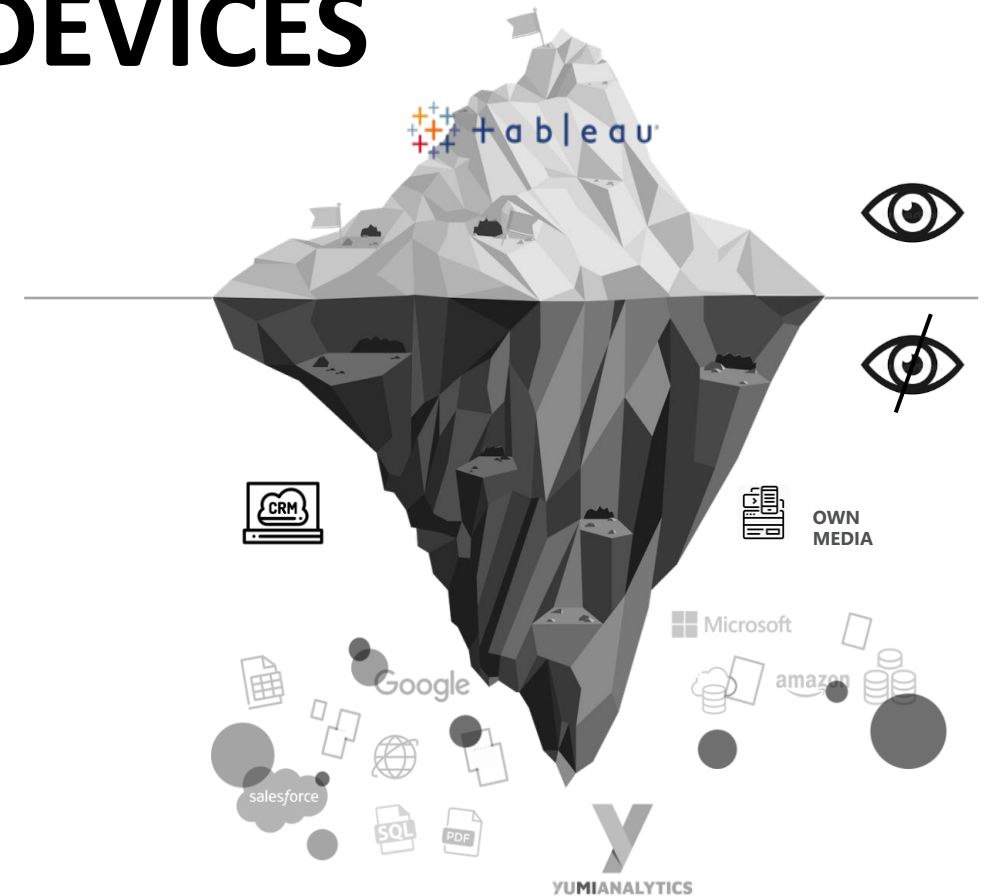
NE Performance | TV, Radio, Digital

NE GeoOptimizer | OOH, Digital

NE TargetOptimizer | All Media

NE Influencers Platform

NE Digital Marketplace Activation



FULLY INTEGRATED, IN REAL TIME
WITH DYNAMIC DASHBOARDS



NOVA EXPRESSÃO

PORTUGUESE and GLOBAL



Nova Expressão is founder and shareholder of [Local Planet](#), a network of the largest independent agencies worldwide and which guarantees operational capacity in **67 countries on five continents**.

A precious support for exporters, but also for operations in Portugal, which benefit from an updated view of the global evolution of the media landscape and new trends.

IDEAS, BEST PRACTICES AND TOOLS DRIVING BRANDS TO GROW



NOVA EXPRESSÃO

ONE STOP SHOP

Integration and development of the digital ecosystem

E-Commerce

Data management

User experience & User interface

Storytelling

Community management

Audio, visual and graphic production

Branded Content

Sponsorship activation

IN HOUSE OR IN PARTNERSHIP

The right resource, at the right time, for each project



NOVA EXPRESSÃO

WANT TO KNOW MORE?



NOVA EXPRESSÃO

Av. Marquês de Tomar 2, 8º / 9º
1050-155 Lisboa

Tel. +351 210 123 740 | www.novaexpressao.pt

Filipe Teotónio Pereira

General Manager

filipe.pereira@novaexpressao.pt

Isabel Ramires

Customer Service Director

isabel.ramires@novaexpressao.pt

João Neves

Director of Technology and Digital Transformation

joao.neves@novaexpressao.pt