

A modern office interior featuring a long white conference table surrounded by grey upholstered chairs. The room is separated from other areas by vertical wooden slat partitions. Large windows on the right side offer a view of a city street with brick buildings. The ceiling is equipped with several spherical, textured pendant lights. The floor is covered with light-colored wood-look laminate. A green border frames the entire image.

- CREDENTIALS -

WE ARE NOVA EXPRESSÃO



NOVA EXPRESSÃO
Planeamento de Media e Publicidade

AGENDA

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NOVA EXPRESSÃO
Planeamento de Mídia e Publicidade

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WHO WE ARE



Our past, present and future



NOVA EXPRESSÃO

CREATED IN 1991 BY PEDRO TELES BALTAZAR, PRESIDENT OF THE COMPANY

Stakeholder and Presidency of **PowerMedia** media buying club.
(manages investments of more than €100 million per year in Portugal)

Member of the governing bodies of **APCT** (Portuguese Circulation Control Association).

Presidency of the General Assembly of **APAME** (Portuguese Association of Media Agencies).

Founding member and member of the board of directors of **IAB Portugal** (Interactive Advertising Bureau, Portugal).

MEMBERSHIP



PUBLIC PROCUREMENT PLATFORMS



Faturação eletrónica



We are #1 Media Agency Portugal We are #1 Independent Media Agency since 2021



Nova Expressão ranks 1st in the RECMA ranking for the Portuguese market, based on 2024 activity.

Since 2021, it has consistently held top positions (1st in 2024 and 2021, 2nd in 2023 and 2022), with its qualitative profile consistently rated as *High*.

This qualitative assessment is based on 18 parameters, including participation and performance in pitch processes, responsiveness and efficiency, the team's adaptability to new—especially digital—challenges, and a diversified client portfolio.

RECMA Qualitative Profile PORTUGAL

Portugal			Vitality	Structure	
February 20th, 2025		Quali-scores	Profile	Quali- points	Quali- points
1=	Carat	16	High	6	10
1=	Initiative	16	High	5	11
1=	Nova Expressão	16	High	11	5
4	UM	15	High	8	7
5=	Arena	13	High	7	6
5=	Havas Media	13	High	6	7
5	Mindshare	13	High	6	7
8	OMD	7	Good	5	2
9	Zenith	4	Good	4	0
10	Wavemaker	3	Average	-2	5
11=	EssenceMediacom	2	Average	0	2
11=	PHD	2	Average	1	1
13	Starcom	0	Average	0	0



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We have a strong international presence



Nova Expressão is the founder and shareholder of Local Planet.

A network of the largest independent agencies in the world, which guarantees high operational capacity **with 203 offices and a presence in 85 markets**, that manages investments of €17 billion, globally.



Setting the benchmark:

with an ESG high score in the media business

being a carbon zero company committed to minimizing our ecological footprint,



with a strong spirit of social responsibility and standing for diversity and inclusion,



ensuring transparency, fairness, and an ethical conduct.



GDPR compliant



We are increasingly more **technological**, with strong digital capacity

+77%

Growing number of people
on the Digital team
(last 10 years)
13, in 2024

Certified Team

Google
Programmatic
Meta
Amazon

Digital Champions

#1 place National and 2# Iberian
in the Google program that
recognizes media professionals in
digital knowledge and best
practices

**Pioneers in the first
campaign on the
Netflix streaming
platform**
Madeira Tourism Board

Partnerships



Members of the IAB Portugal Board of Directors

having access, promoting
and implementing the most
current and rigorous
methodologies and good
practices regarding Ad
Quality & Fraud, Viewability,
Transparency & Consent
and other Digital Industry
Standards.

Artificial
intelligence and
Bots

Attribution and
predictive models

Data Integration |
Owned, Paid,
Business

Collaborative
platforms

Analytics and
dashboards



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WHAT WE DO

Our constantly evolving portfolio of services





NOVA EXPRESSÃO
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We develop relevant media experiences that connect brands with their audiences in the most effective way.

WE INTEGRATE

- Advertising
- Media
- Creativity
- Analysis

WITH TECHNOLOGY



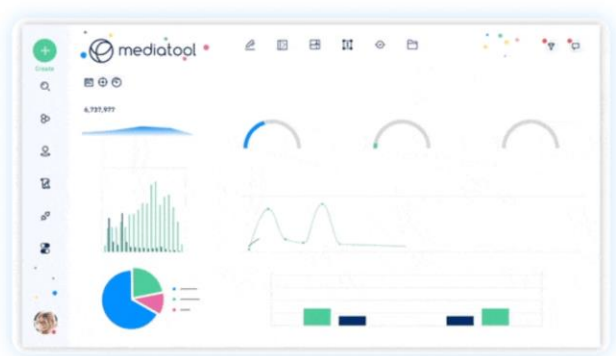
Our Services

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



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In 2024, we started to build impactful and ROI-driven campaigns using our **media management platform**



All media plans in one place

A complete view of the media activities, budgets and planned versus actual expenses.



All budget in one place

Infographic visualization of the distribution of measurements such as: budget, by brand, product, quarter, campaign.



Dashboards in seconds

Real-time campaign performance reporting for KPI optimization

Strategic Tech Planning | Actionable Insights | Google & Social Media Integration | Data Visualization | Dashboards | KPIs Measurement



Training *on demand*

Workshop NE – related topics

- Digital Marketing Metrics
- Google Analytics–Measure Online Campaigns
- YouTube Strategy
- Design Thinking
- Social Media Strategy
- LinkedIn for Business
- Programmatic Buying
- Data Science for Marketing
- Branded Content & Entertainment
- Map the Consumer Journey
- Data Driven Marketing
- Search Engine Marketing (SEM) Strategy
- Amazon presence optimization

Strategic Partner Events

- IAB
- Google
- Facebook
- LinkedIn
- Making Science
- Maze One

“Accelerate NE” Program

- Get to know and interact with all operational areas of Nova Expressão, for 1 day



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Our methodologies and processes

HOW WE DO IT





The identity of **Nova Expressão** continues to guide us

#Business consultancy

Our drive is in the growth of brands, we combine technology, Data Science and experience, with a view to ROAS.

#Proximity in the relationship

We know our customers and partners closely, which allows us to develop co-creation and recommend in and out of scope marketing solutions.

#Agility of response

The added value of an agile structure gives us a competitive advantage in speed of customer service.

#Integrated vision of the team

Trained in strategic thinking, we analyze the brands' ecosystem and share insights, using proprietary technological tools..

Some of the brands **that trust us**



Technology



Entertainment



Retail



Mobility



Tourism



Home Appliances



Beauty & Health



FMCG



Institucional





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Demonstration of NE's commitment to generating growth for brands

CASE STUDIES



CASE STUDY

Expertise in consideration and optimizing performance in the target male 25-54 y.o, being an international case study of growth.

Automotive



Challenge

Maximize the efficiency of BMW's "Choose & Drive" initiative, a new approach for test-drives with users having the car delivered directly to their home.

This started as a way for the client to engage with the audience during the COVID pandemic and was a success at first, but as the world slowly returned to normal, this approach started to lose traction.

Strategy

With a full-on digital brief and a similar budget, we focused our efforts on reducing the Cost per Lead of the previous wave in 2022.

While leveraging the reach and conversion volume we had on Meta, we wanted to take this a step further and activate the Meta Lead Ads as a way to reduce friction and promote form submissions.

Approach

Supported by Search Engines that captured the existing demand for our service, the Meta campaign was able to stimulate a large in-target audience to submit the form while we supported the integration of BMW's CRM to leverage the best formats.

With real-time monitoring and daily optimization and reporting, we optimized the campaign to its most cost-effective delivery.

**GROWTH
NUMBERS 2023**

+117%

Generated Leads

-63%

Cost per Lead



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CASE STUDY

Successfully data-driven model applied
Online retail

Beliani



Challenge

Beliani, an international furniture brand, in 2023 / 2024 intended to increase the penetration in the Portuguese market, to boost online visits and sales.

Therefore, to increase the sales and penetration KPIs, Beliani, used the recommendation of Nova Expressão in a new media data approach (100% TV).

Strategy

Nova Expressão's recommendation was to concentrate investment in TV in order to boost brand awareness and consideration. However, for a fully data-driven company, it was necessary to optimize channel performance based on website visits.

The use of a predictive performance tool allowed for a refinement of the strategy by cross-referencing TV data with web analytics.

Approach

With weekly meetings about the campaigns performance, results and budgets per channel Nova Expressão and Beliani optimized, the media performance in line with the results of the site in visits / sales / GRPs.

The score card views inputs, generate one understanding knowledge, about the channels results on the visitors of the landing page. Allowing focus, on the strategy results.

**GROWTH
NUMBERS 2024**

+21%

Impacts TV Performance

+25%

Visits to the Site



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CASE STUDY

Generate growth in a high regulated market
Consumer Credit

Banco
PR1MUS



Challenge

Increase Banco Primus' visibility and business, in a highly unfavorable scenario.

We had substantially less investment available: compared to the market leader (-99%), compared to the average investment of consumer credit advertisers (-98%), and compared to the brand's investment in the previous year (-96%).

Strategy

With less budget, the solution was:
Data & Precision Marketing.

- We leverage seasonality analysis from intent to conversion using the Google Artificial Intelligence platform, identifying spikes in demand and reinforcing investment by 60% at key purchasing moments.
- Segmentation by days of the week with higher responsiveness from the sales force team to close leads

Approach

Communication system designed for a 100% digital campaign, with only Display ads, Demand Gen, Social Media and Search ads.

Advanced set-up with platform structuring, instead of being at the campaign level, it was tuned at the adgroup level, the format, the audience, for analysis and constant profitability in ROI


**GROWTH
NUMBERS 2024**

+63%

Average Time on Page

+172%

Business Conversions



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