



**Corporate Communications Public Relations Social Media**  
**Crises Prevention and Management Media Events Organization**

# Sing at a glance

Sing was founded in March 2004 by two seasoned professionals who do believe in the power of a tailor made communication strategy:

- **Vânia Gracio**, 18 years of expertise in the PR industry (including 10 years at Ketchum Brazil as a Technology Practice director);
- **Melissa Sayon**, 10 years serving the top Brazilian media in the editorial area (such as IDG, Exame and Gazeta Mercantil) in addition to 6 years in the corporate communications area.

Sing works as a **communication boutique** where its business associates are dedicated to defining customized communications strategy for each client – this is the business model to assure creativity and meaningful results.



# Strengths

- In-depth market knowledge and extensive communications expertise. At Sing we strongly believe a PR agency must offer a deep knowledge of each industry in order to really support its customer's communications strategy in a remarkable way.
- Know-how and expertise with international brands, including some of our current customers: Tata Consultancy Services (since 2005) and Meetic Group (ParPerfeito service – since 2008).
- Good reputation in the market, press and PR associations.
- **The only one Brazilian PR agency shortlisted at Cannes Lions 2010 on the PR category:**  
<http://www.youtube.com/watch?v=FIZKU6c7dv0>



# It's all about results



- Using its **exclusive methodology** Sing delivers to all its clients high level services across different industries: **Technology, Consumer Products, Brand Marketing, Aviation, Entertainment, Sports, Finance, Agribusiness** just to name a few.

- ✓ Corporate Communications
- ✓ Media Relations
- ✓ Media training
- ✓ Crises Prevention & Management
- ✓ Social Media Buzz
- ✓ Events organization





- **Headquarters:** Sing's office is based in São Paulo, Brazil's business hub, from where we are able to cover the entire country.
  
- **Global reach:** Sing is part of [Tribe Global](#), international network of independent agencies, employing 1.700 talented people across 47 cities speaking 28 languages.
  
- **Dedicated account teams:** By offering dedicated account teams for each customer, formed by a senior executive under a manager's coordination, Sing is able to understand the market's needs, establish a closer relationship with key media by industry and draw the appropriate communication strategy to reach the desired visibility for the brand/service/product.
  
- This is more than a business model, this is part of Sing's DNA. This is how this agency has been able to successfully achieve outstanding outcomes for every customer in different media segments.

# Current customers



ParPerfeito 

tinder



DIVINO  AMOR

OurTime

SingleParentMeet

**MERCUR**   
Since 1924

KAYAK

LogMeIn

  
nVIDIA

zoom

acer

iZettle

 kickante

  
TATA CONSULTANCY SERVICES

WeDo  
Logos

Voom

 OneCoin



Av. Moaci, 395 | 4º andar | Cj. 44  
04083-000 São Paulo | SP | Brasil  
Tel: + 55 11 5091.7838

[contato@singcomunica.com.br](mailto:contato@singcomunica.com.br)

[www.singcomunica.com.br](http://www.singcomunica.com.br)

[www.twitter.com/sing\\_comunica](https://twitter.com/sing_comunica)

[www.facebook.com/SingComunica](https://www.facebook.com/SingComunica)

<https://www.linkedin.com/company/sing-comunica-o-de-resultados>



The only one Brazilian PR agency shortlisted  
in the PR category at Cannes Lions 2010