



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

A solid purple rectangular area containing two logos. On the left, the word "Sing" is written in a large, white, elegant cursive font. A small green swirl is positioned above the letter 'i'. Below "Sing" is the text "comunicação de resultados" in a smaller, white, sans-serif font. To the right of "Sing" is a vertical white line. Further right is the logo for "TRIBO GLOBAL". The word "TRIBO" is in a large, white, bold, sans-serif font, and "GLOBAL" is in a smaller, white, bold, sans-serif font below it. To the right of "TRIBO" is a green circular icon containing a white swirl.

# Sing at a glance



- Sing was created in 2004 to turn simple what seemed complicated: offer customized communications strategies.
- Sing works as a communications 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.
- The team is lead by the founder, Vânia Gracio, with more than 20 years of experience in corporate communication.

# It's all about Results

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- 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
  - ✓ Events organization



# 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).
- **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.
- **The only one Brazilian PR agency shortlisted at Cannes Lions 2010 on the PR category:** <http://www.youtube.com/watch?v=FIZKU6c7dv0>



# Key capabilities

- **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.





# Current Customers

acer

DIVINO  AMOR

 ESL

 evoluir

 FEMME



LogMeIn<sup>®</sup>

  
NVIDIA.

OurTime

ParPerfeito 

RedFox Games

SingleParentMeet

  
TATA CONSULTANCY SERVICES



tinder

Voom

WeDo  
Logos

# Try it!



**Sing**  
comunicação de resultados

**TRIBO**  
GLOBAL

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