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X E L M Y



Global Advertising  
Agency

2022

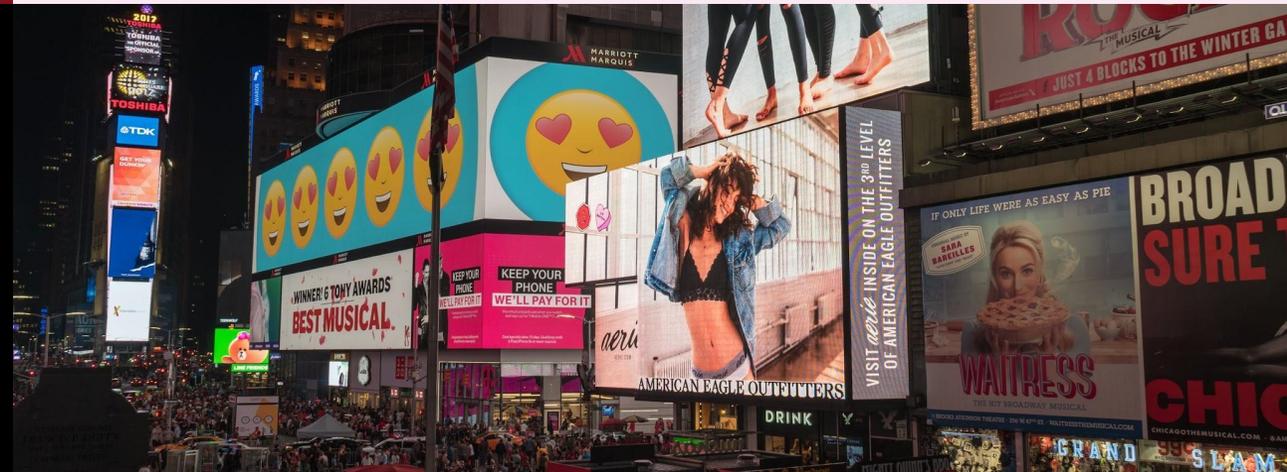
More than 30 awards.



Top 20 advertising agency in Iberoamerica

# INTERNATIONAL AWARD-WINNING AGENCY

Unearthing the ideal advertising agency to elevate your business can be a daunting task. Look no further. Our agency has demonstrated our proficiency by garnering accolades in esteemed industry competitions such as Clios, Cannes Lions, El Ojo de Iberoamerica, One Show, SXSW Awards, FWA, and more.



WE ARE YOUR CREATIVE PARTNER

# OUR CAPABILITIES

Advertising

Branding

Communication on  
Social Media

Design

Events

Innovation (Artificial Intelligence)  
Creativity  
Strategy

At our agency, we specialize in providing data-driven, strategic creative solutions to elevate your business above the competition. We pride ourselves on taking calculated risks, pushing boundaries, and fostering exponential brand growth. Our team of expert storytellers is brimming with inventive and imaginative ideas to help your brand thrive.



# WORLDWIDE OFFICES



New York

Los Angeles

Montevideo

Londres

Madrid

Andorra

Barcelona

# The team.



THE TEAM

# Who we work with.





# OUR WORK

Our portfolio showcases a diverse range of projects that we have undertaken over the years. Each client in our portfolio has a unique goal and we strive to deliver creative solutions that not only meet but exceed their expectations. We believe that your success is our success and that's why we are committed to delivering measurable results that drive your return on investment. We pride ourselves on our ability to think outside the box and deliver truly impactful, innovative solutions that deliver real business results.

# 01 ADVERTISING

In this section, we have curated a selection of our most impactful advertising projects for your perusal. To see a more extensive portfolio, please visit our website, social media profiles, and professional networks. We have selected one project from each art direction to highlight a specific expertise. Please note that most campaigns consist of multiple pieces, and you can find links to view the full versions on each project page.

- 01 This year we need more magic than ever.
- 02 IKEA Store App
- 03 UrSafe





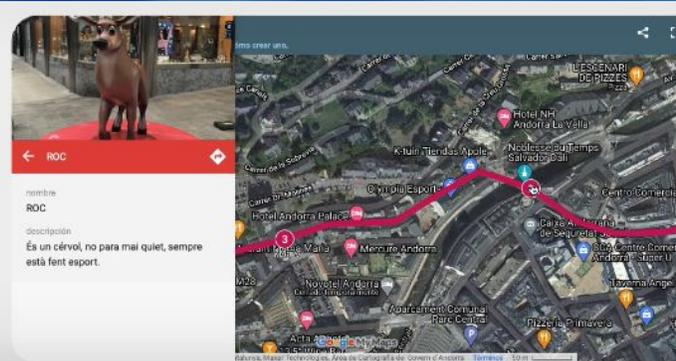
# This year we need more magic than ever

## Pyrénées Christmas campaign

"XELMY crafts a campaign in which animals take the lead, fiercely protecting the magic of an unforgettable night. Our Christmas Campaign not only features an impactful spot, but also incorporates multi-media print, a family-friendly digital experience, and on-street and in-mall activations, making it a 360 campaign with unmatched creative and production efforts in the country.

A breathtaking location serves as the centerpiece of this integrated campaign. To bring this campaign to life, we meticulously crafted each and every one of the main characters, taking into consideration not only their visual design, but also their unique personalities and characteristics, as well as their relationships with the rest of the group and their role in the adventure.

Our beloved animal characters took over the heart of Andorra la Vella, with a strong presence on Google Maps. This innovative initiative mobilized Andorran families to take to the streets to be photographed with these endearing creatures, who, as we all know, have managed to save Christmas in a year when magic is needed more than ever."



The christmas spot



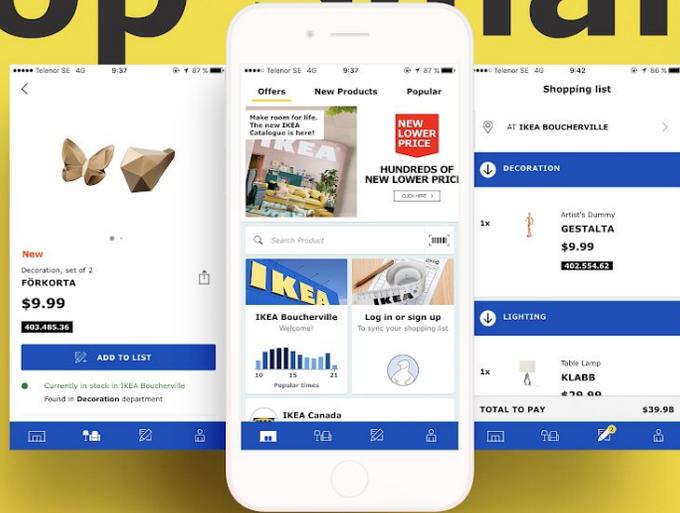
The christmas action



# IKEA Store App

YOUR PERSONAL IN-STORE SHOPPING COMPANION

# Shop Smarter



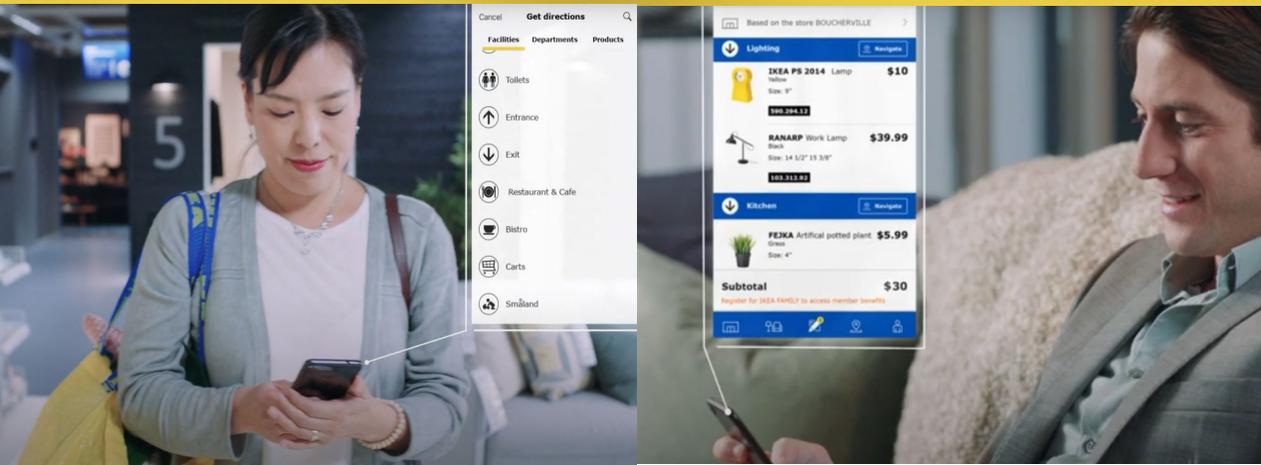
## IKEA Store App: In-store navigation

IKEA worldwide

In collaboration with the global IKEA team, we spearheaded the design of the user interface, user experience, and advertising campaigns for the IKEA Store app. The app, which is available in 46 countries, was tailored to each culture to provide a seamless experience.

During the design process, we identified a common pain point among IKEA shoppers - getting lost within the store. We leveraged this insight to enhance the in-store navigation experience by incorporating a geolocation system. This feature allows users to easily find their way around the store and make the most of their shopping experience.

Our team also crafted the overall user interface and user experience, as well as advertising capsules that were distributed globally to raise awareness of the app's location-based services (LBS) feature.





# UrSafe: Personal security app

#StayAtHomeSafe

When the Covid-19 crisis began, our research team realised it was forcing millions of women to be locked up with their worst enemy.

We knew our unique technology could help them.

But the question was: how can we reach millions of women who are too scared to ask for help? Easy. By reaching them without anyone else knowing we were reaching them.

That's why we created a 100% fully targeted digital campaign with messages disguised as Covid-19 tips, but when combined and in the right context, they took on a completely different meaning, reaching only the victims and telling them that our voice recognition software would enable them to ask for help, without anyone else realising that they were actually asking for help.

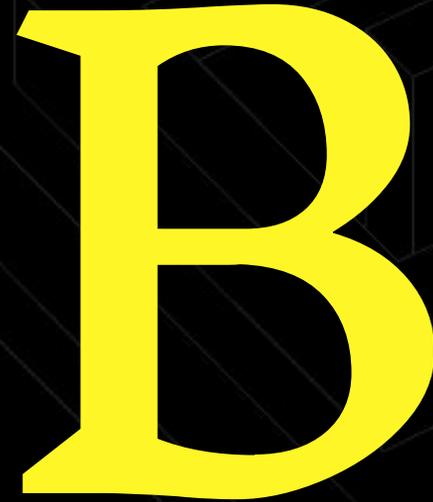
#StayAtHomeSafe



## 02 BRANDING

Discover a curated selection of our branding projects here. From brand identities to packaging design, product photography and animated videos, we've got it all covered. Want to see more? Head over to our website, social media platforms, and professional networks for a glimpse into our portfolio. We understand that every company and every project is unique, that's why our services are tailored to fit your specific needs and goals, whether it's a brand identity refresh or a complete rebranding, we are here to help you stand out from the crowd.

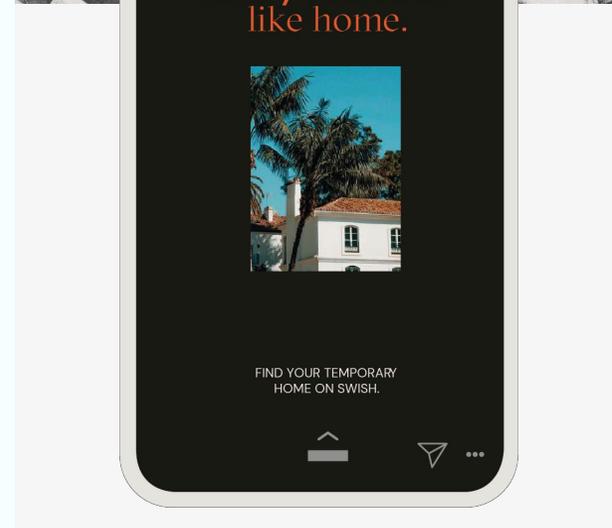
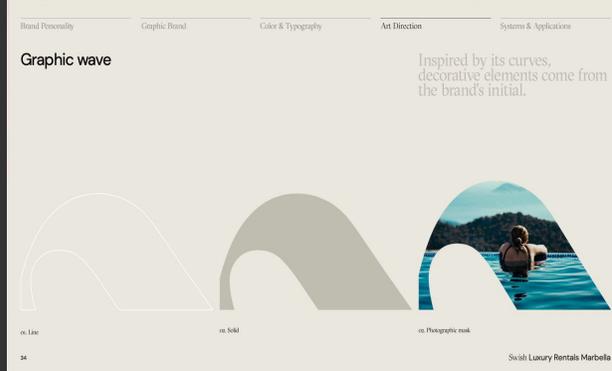
- 01 swich
- 02 quantum corporate
- 03 helmut newcake
- 04 byld



# swish

## Branding for luxury rentals marbella

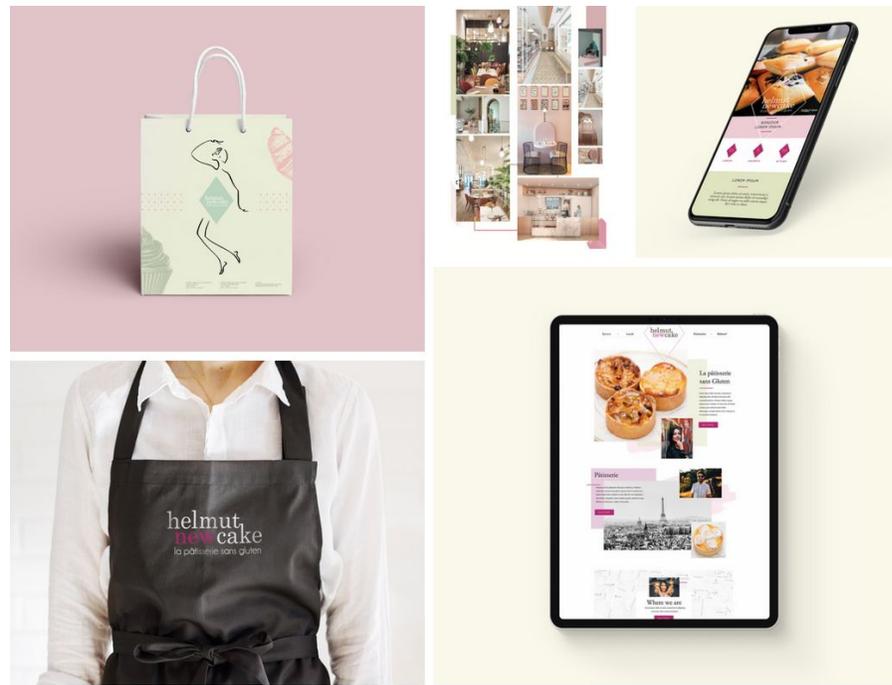
We crafted Swish from the ground up, taking the founder's vision and passion for luxury as our guiding principle. The result is a timeless and sophisticated brand that caters to the most discerning clientele. Swish is poised to redefine luxury on Spain's Costa del Sol, offering an unparalleled level of elegance and refinement. Whether you're looking for a luxurious holiday home, an exclusive vacation rental, or a prestigious property investment, Swish is your destination of choice.



# helmut newcake

Branding for a boulangerie.

Helmut Newcake is a revolutionary gluten-free bakery that is paving the way for a new generation of gluten-free treats in Paris. With four locations in the city, the bakery offers a wide range of traditional cakes, bread, pastries, and biscuits, all of which are 100% gluten-free. XELMY is proud to be a part of the team, managing the marketing department with a focus on branding, social media, activations, design, campaigns, and events. We are committed to bringing delicious gluten-free options to Parisians and helping Helmut Newcake to become a leading brand in the gluten-free market.





# BYLD

Branding project carried out for a construction company.



We were tasked with creating a strong and memorable brand identity for a new construction company. Our process included the development of an appropriate brand name, a unique and recognizable logo, a comprehensive style book and brand book that outlines the company's visual guidelines and messaging strategy. The essence of the project was to evoke the sense of construction, which is why we incorporated the shape of a house in between the letters Y and L in the logo. The result is a cohesive and impactful brand identity that effectively communicates the company's core values and offerings in the construction industry.



BYLD

## 03 COMMUNICATION ON SOCIAL MEDIA

Building an engaged online community requires constant education. Not only do we produce relevant content for our clients and their fans, but we help connect with them and build a lasting connection by constantly monetising their online conversations.

- 01 Nonna Bazaar
- 02 guardian glass
- 03 Atlantic Airways

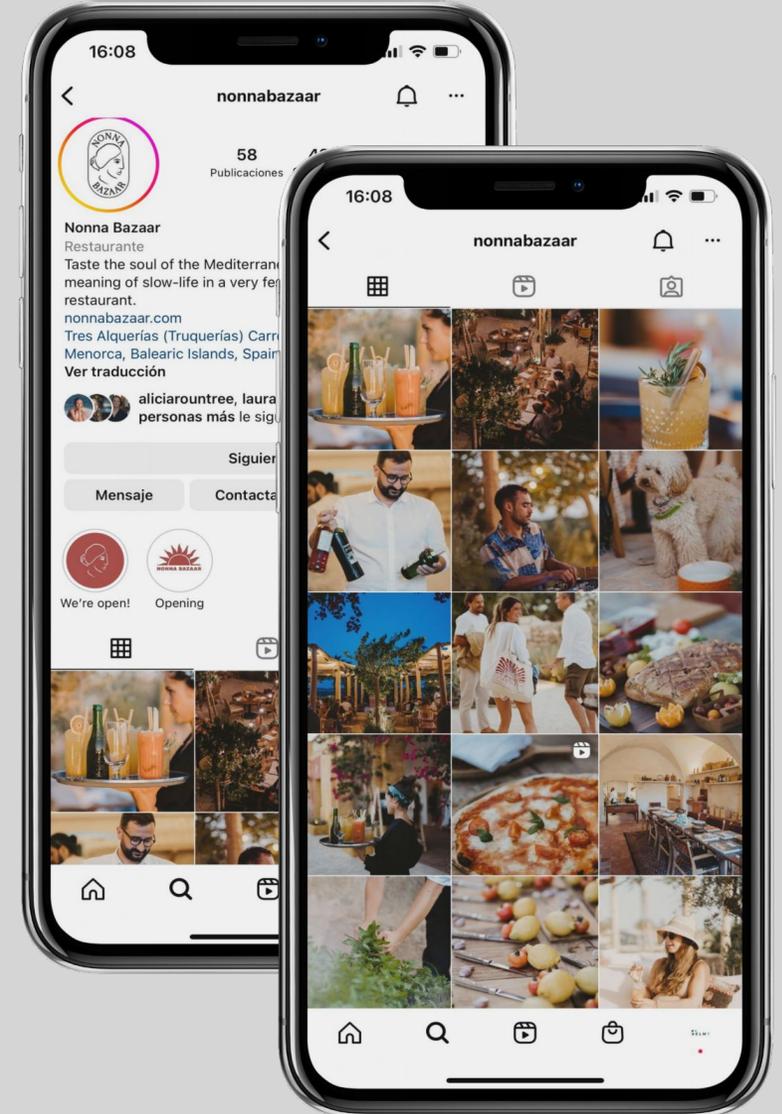


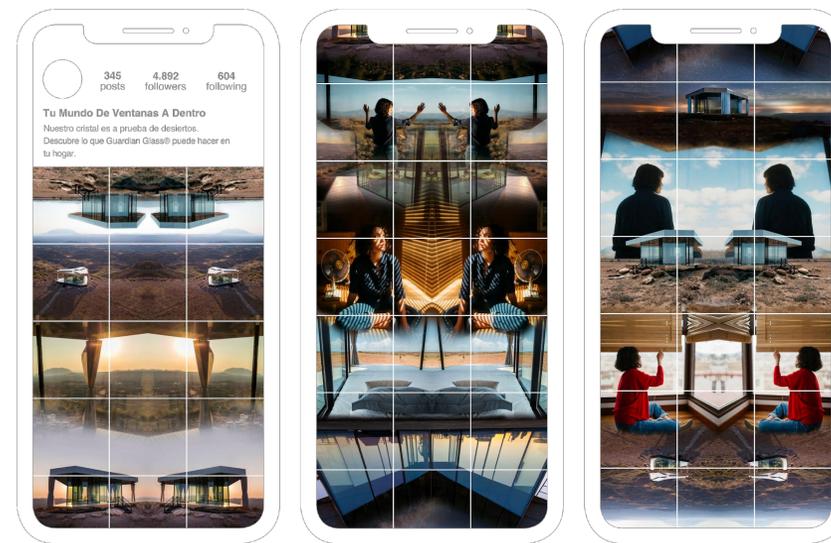
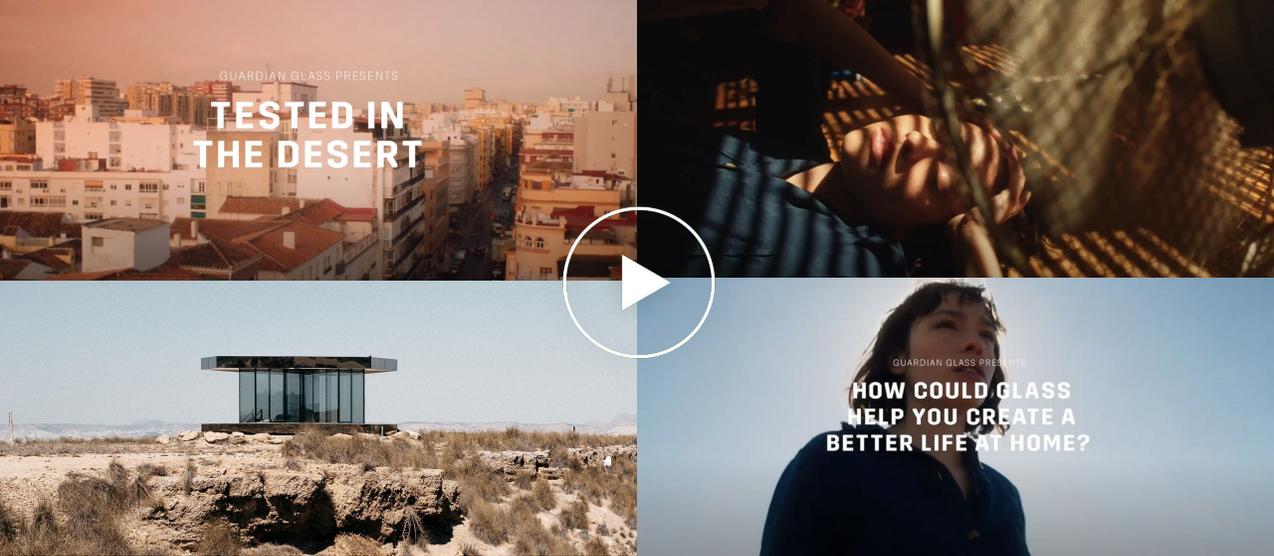


# Nonna Bazaar

## Menorca Restaurant

Nonna Bazaar is a farm-to-table style restaurant that offers a unique Mediterranean experience to its guests. Together with XELMY now the Nonna experience is effectively lived through its website and especially through its social networks. Thanks to an effective strategy and the creation of relevant content that connects with its audience @nonnabazaar has managed to achieve a steady paid/organic growth rate that translates into more user engagement (UGC) and more bookings reached through Instagram.





Social Media  
Global  
Tested in desert

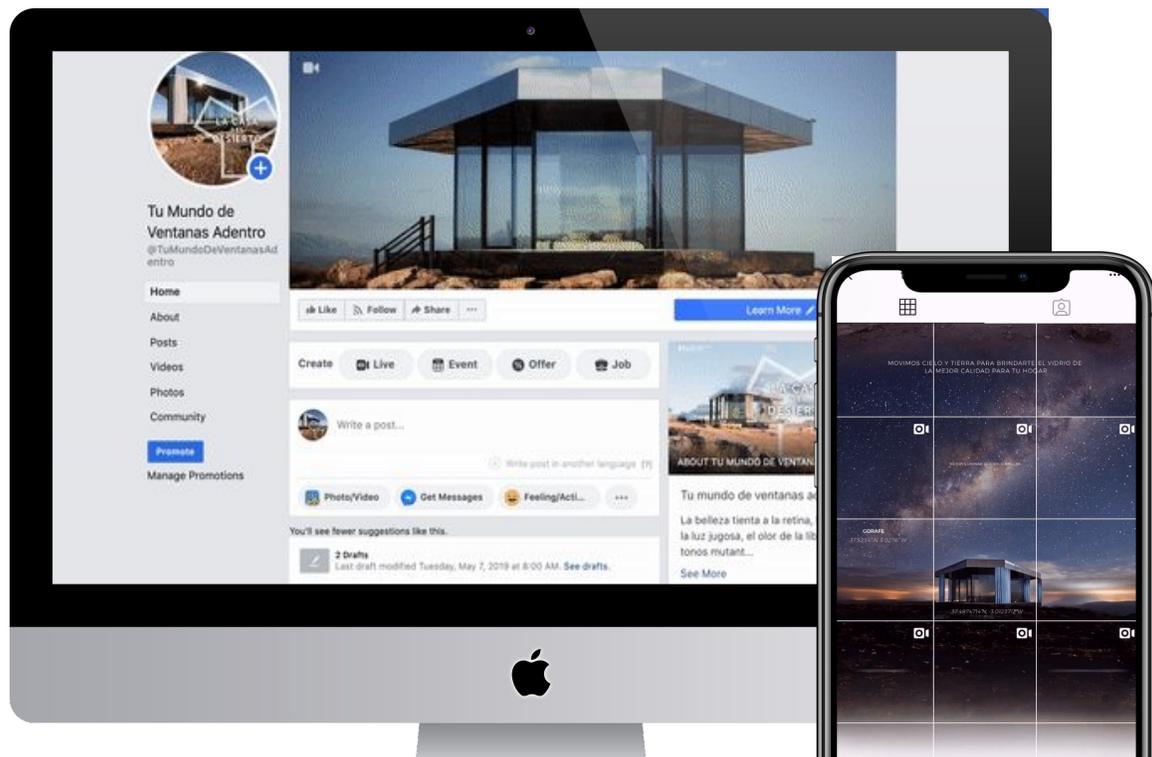
# guardian glass

The great indoors.

Guardian Glass is the world's leading manufacturer of glass, with a strong focus on dealer incentives. We were tasked with creating their first direct-to-consumer campaign, which centered around an all-glass house built in the desert, designed to withstand even the harshest of conditions. Our goal with The Great Indoors campaign was to identify and engage the right target audience to drive traffic to the website, generate leads, and ultimately increase sales.

To achieve this, we employed a multi-faceted approach, utilizing a combination of strategy, videography, photography, social media, advertising, audience optimization, and conversion tactics.

Our efforts proved to be highly successful, as we saw a marked increase in conversions and doubled our social media followers. Through a constantly evolving targeting formula, we were able to drive optimized traffic to the website, resulting in a steady stream of sales leads. Overall, the campaign was a resounding success, helping to establish Guardian Glass as a leader in the glass manufacturing industry.



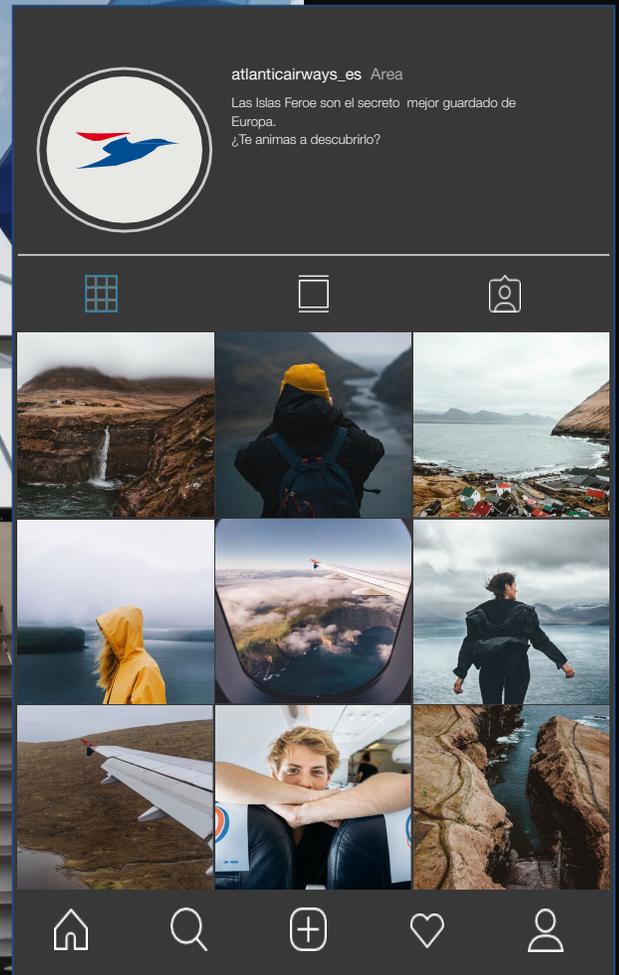
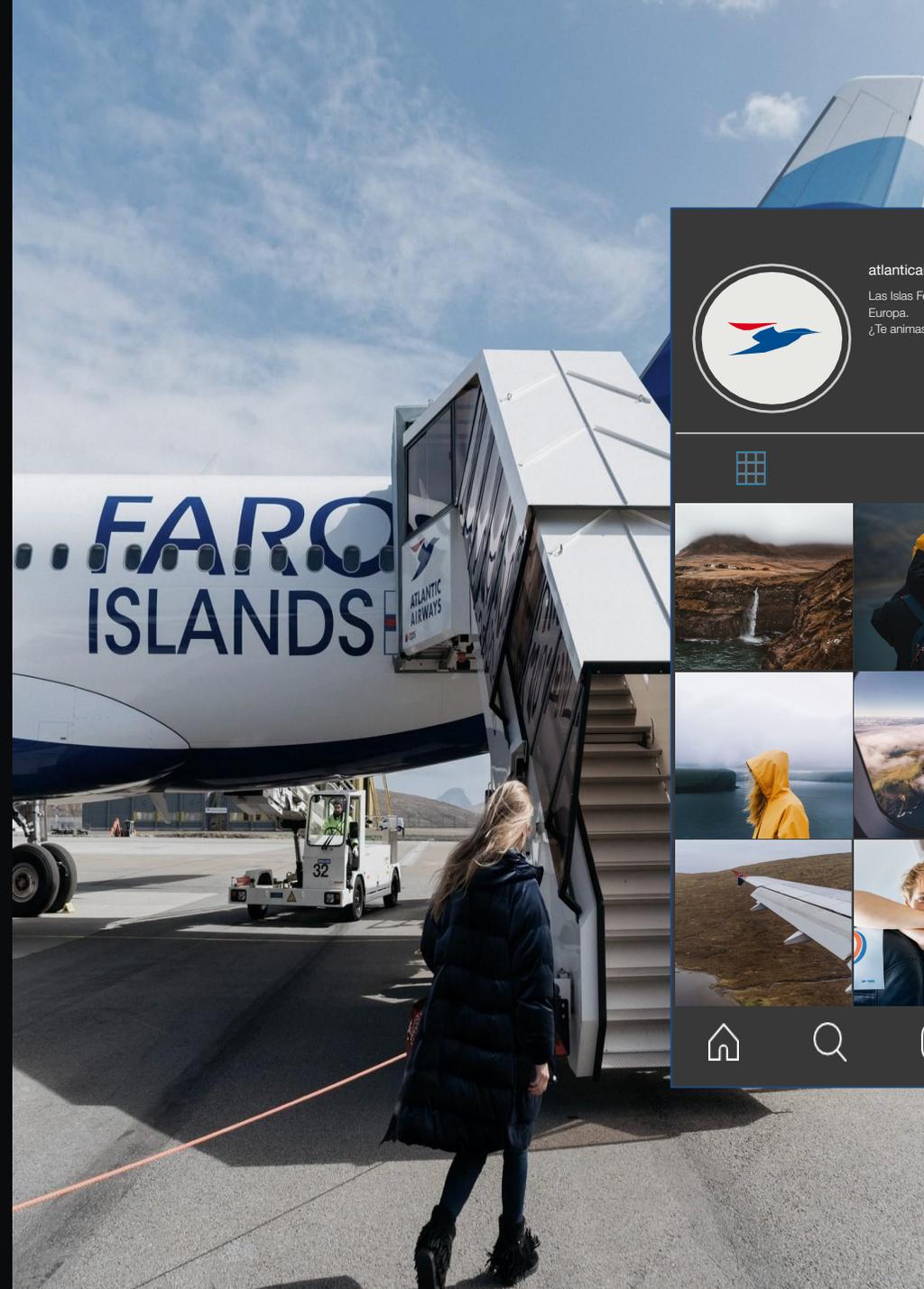


# Atlantic Airways

## First flight to faroe islands

We leveraged our creative prowess and strategic experience to make the Faroe Islands an attractive destination for curious travellers seeking something off the beaten track. Our efforts began with an influencer trip to the Faroe Islands on the inaugural direct flight from Barcelona, in conjunction with Atlantic Airways and the Faroe Islands Department of Tourism.

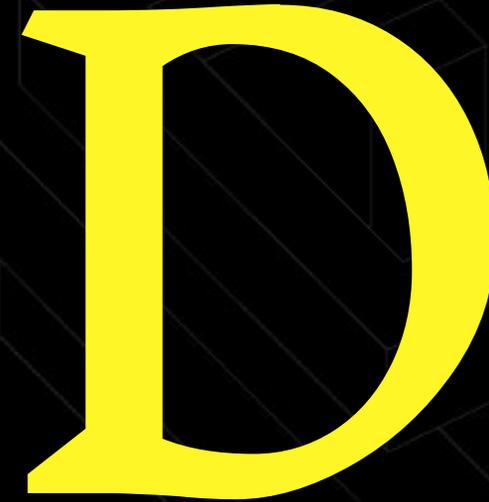
The 4-day trip allowed us to share stories with our Spanish audience and produce an extensive media bank for Atlantic Airways. We were pleased to see our efforts pay off, with an impressive number of impressions and interactions across social media channels. Our work has helped to put the Faroe Islands on the map, opening up the destination to visitors from around the world.



## 04 DESIGN

Design is the foundation of creativity, inspiring the process of prefiguration that confronts the challenges of any field. It affects every industry, from engineering and architecture to marketing and communication, helping to shape solutions and find new paths forward. Design is a powerful tool, allowing us to explore our imaginations and create something that is truly unique. When we take the time to focus on the design process, we can create something with beauty, purpose, and a lasting impact.

- 01 magazine design
- 02 web design
- 03 interior design



# D



# FOOD & FUN

Pyrénées food magazine

Creating a brand and content for Pyrénées Food en is a great way to promote the products of the Pyrénées supermarket and its 3 restaurants. A gastronomic magazine like FOOD & FUN is an excellent platform to showcase these products in a visually pleasing and informative way.

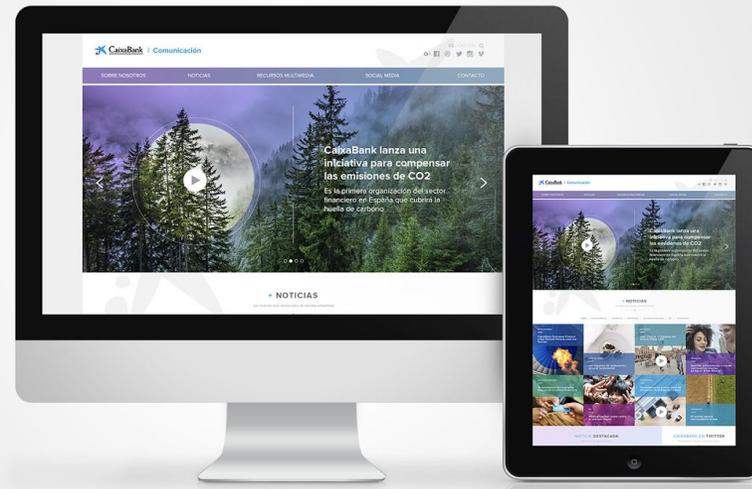
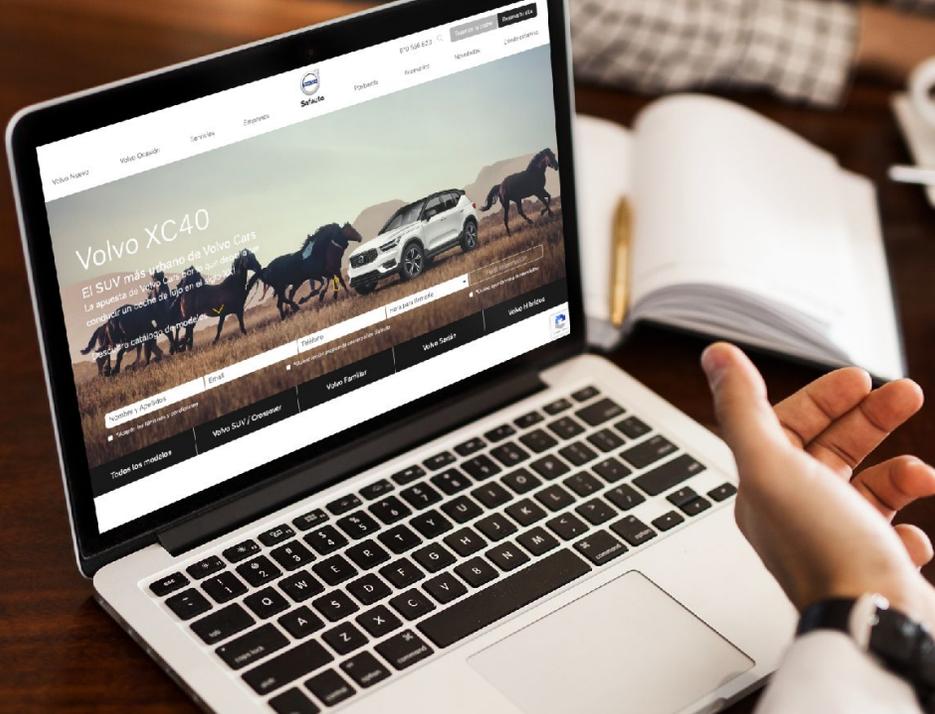
To make the most out of the magazine, content should be tailored to the target audience, which would likely include foodies, chefs, restaurateurs, health and nutrition experts, and those who are looking for new and exciting recipes. The content should be engaging and feature interesting stories about the products, the people behind the products, and the local gastronomic culture.

The magazine should include articles about the different products, their origins, and how to prepare them. Recipes and food-related tips should be included as well, such as pairing foods or healthy cooking techniques. Images and videos should be used to create an immersive experience and draw attention to the magazine.

In addition, the magazine should include interviews with suppliers and chefs, profiles on local restaurants and recipes, and feature stories about the people behind the products. It should also include interesting facts about the Pyrénées region and its gastronomic culture.

Creating a brand and content for Pyrénées Food en is a great way to promote the products of the Pyrénées supermarket and its 3 restaurants, and FOOD & FUN is the perfect platform to do this. With engaging content, interesting stories, and beautiful visuals, the magazine will be sure to attract food lovers from all around.

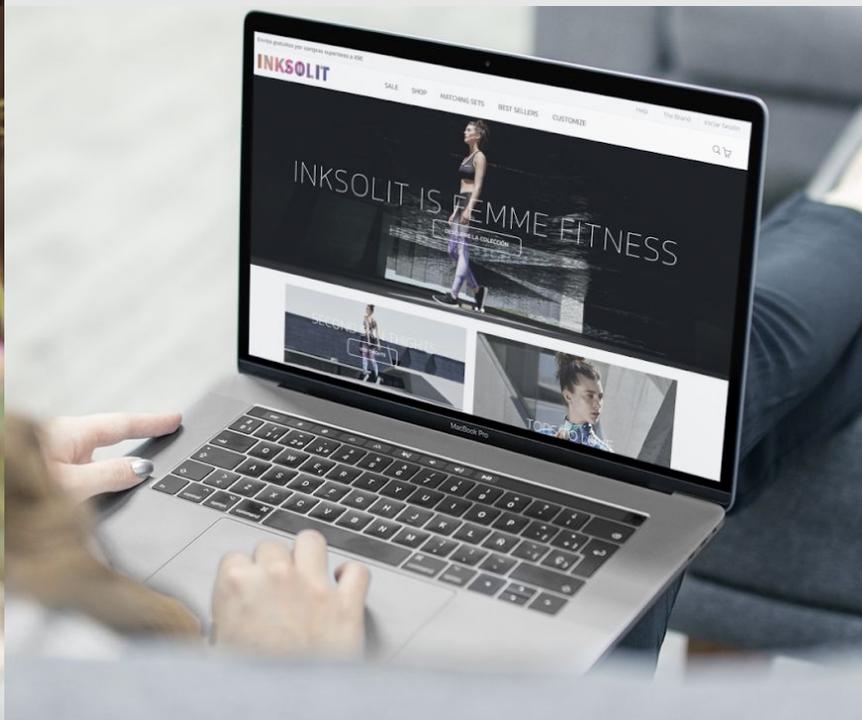




# Web design

Several companies

We specialize in creating custom user experiences (UX) and user interfaces (UI) for web design and programming. Our team of experts is comprised of talented designers, programmers, and entrepreneurs who work together to create beautiful, functional websites and applications. We are dedicated to understanding our clients' needs and creating tailored solutions that provide the best possible user experience. Our services range from basic HTML/CSS designs to complete, custom-built web applications. We strive to create products that are both visually appealing and intuitive, empowering users to use and interact with technology in a more efficient and enjoyable way.



## 05 EVENTS

At XELMY, we strive to create one-of-a-kind experiences that stay with our customers for life. We understand that the world is seen through the experiences we live, so we offer comprehensive activation, hospitality, events, production, technology, and ETT services. Our team is composed of talented professionals with extensive experience in the event industry, and as part of the largest event creation group in Spain, we can guarantee the highest quality services. Our services offer everything you need to create extraordinary events that make lasting impressions. We offer creative and innovative solutions tailored to your unique needs, so your event stands out above the rest.

01 various events for all types of companies.





# THANK YOU!

[xelmy.com](https://xelmy.com)

hello@xelmy.com

@xelmy\_agency

**New York** 6 St Johns Ln, 1003, New York, United States

**Los Angeles**, 700 N San Vicente Blvd 7th Floor, Los Angeles, CA 90069

**Montevideo** Plaza Independencia 755-759 | 5° Piso, Oficina 523/524 | 11100

**London** 26A Ganton Street W1F 7QZ, United Kingdom

**Madrid** C. de San Lorenzo, 11, 28004 Madrid, Spain

**Andorra** C.Roc dels Escolls 7, Ed.3, 2A, Andorra la Vella

**Barcelona** Lluçà 28, Entresuelo, 08028 Barcelona

The logo for XELMY, featuring two small white circles above the letter 'X', followed by the letters 'E', 'L', 'M', and 'Y' in a bold, white, sans-serif font. The logo is positioned on a blue rectangular background that is part of a larger graphic element on the right side of the page.

XELMY

