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X E L M Y



Global Advertising  
Agency

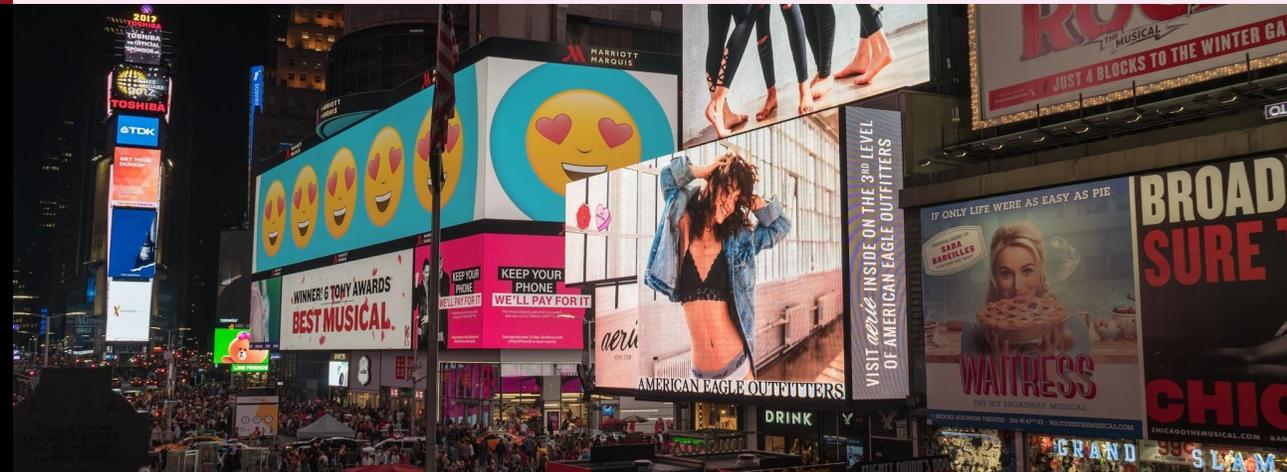
2022

More than 30 awards.

Top 20 advertising agency in Iberoamerica

# INTERNATIONAL AWARD-WINNING AGENCY

Finding the right advertising agency to help you build your business is not always easy. We have proven our expertise by winning awards in major industry competitions, including Clio, Cannes Lions, El Ojo de Iberoamerica, One Show, SXSW Awards, FWA, and several other major award programs.



WE ARE YOUR CREATIVE PARTNER

# OUR CAPABILITIES

Advertising

Branding

Communication on  
Social Media

Design

Events

Innovation  
Creativity  
Strategy

We deliver data-driven, strategic creative to make your business stand out from the crowd. We take risks, break boundaries and accelerate brand growth. We are storytellers full of innovative ideas.



# WORLDWIDE OFFICES



New York

Los Angeles

Montevideo

Londres

Madrid

Andorra

Barcelona

# The team.



THE TEAM

# Who we work with.



LEUCHTTURM1917



PERONI  
ITALY



Uber



FOREVER 21



smk



Mashable





# OUR WORK

A selection of some of our work over the years. Every client in our portfolio has a different objective.  
Your return on investment is our return on creativity.

# 01 ADVERTISING

This section presents selected advertising projects from our work. More projects can be found on our website, social media platforms and professional networks. We choose one project from each art direction to showcase a specific skill set, usually campaigns consist of multiple pieces, you will find a link on each project page for the full version.

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





# This year we need more magic than ever

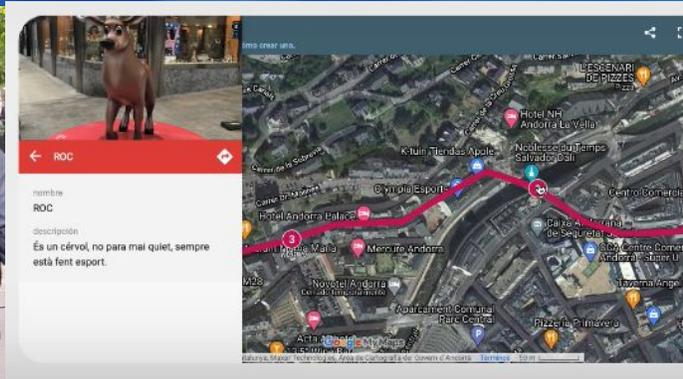
## Pyrénées Christmas campaign

XELMY creates a campaign in which animals take the reins and gratefully guard the magic of an unforgettable night. In addition to the impactful spot, the Christmas Campaign also features multi-media print, a family-friendly digital experience, and on-street and in-mall activations, making it the 360 campaign with unprecedented creative and production commitment in the country.

A stunning location is the centrepiece of this integrated campaign. For this, we have worked on the creation of each and every one of the main characters. Not only from the visual point of view and the design of the character itself, but also from the personality of the character, the characteristics that make them unique and the bases that mark the relationship of each one of them with the rest of the group and their role in the adventure itself.

The animals featured in our campaign took over the centre of Andorra la Vella.

With a strong presence on Google Maps, this innovative initiative mobilised all Andorran families who took to the streets to be photographed with these friendly little animals who, as we all know, have managed to save Christmas in a year when magic is more necessary than ever.



The christmas spot



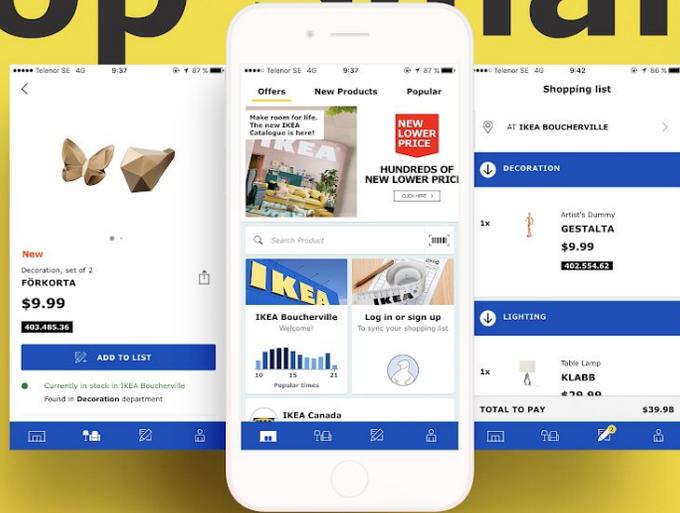
The christmas action



# IKEA Store App

YOUR PERSONAL IN-STORE SHOPPING COMPANION

# Shop Smarter



## IKEA Store App: In-store navigation

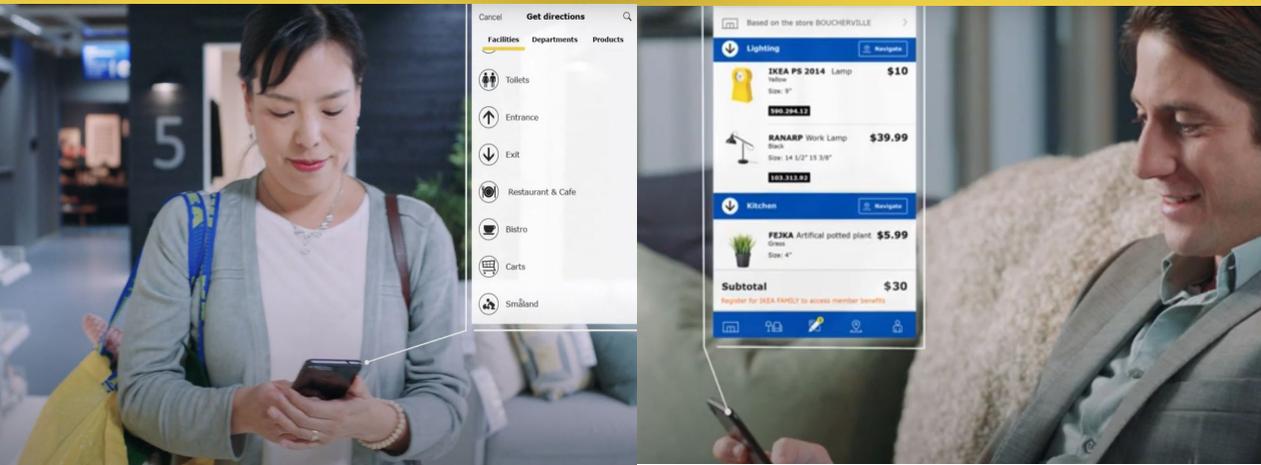
IKEA worldwide

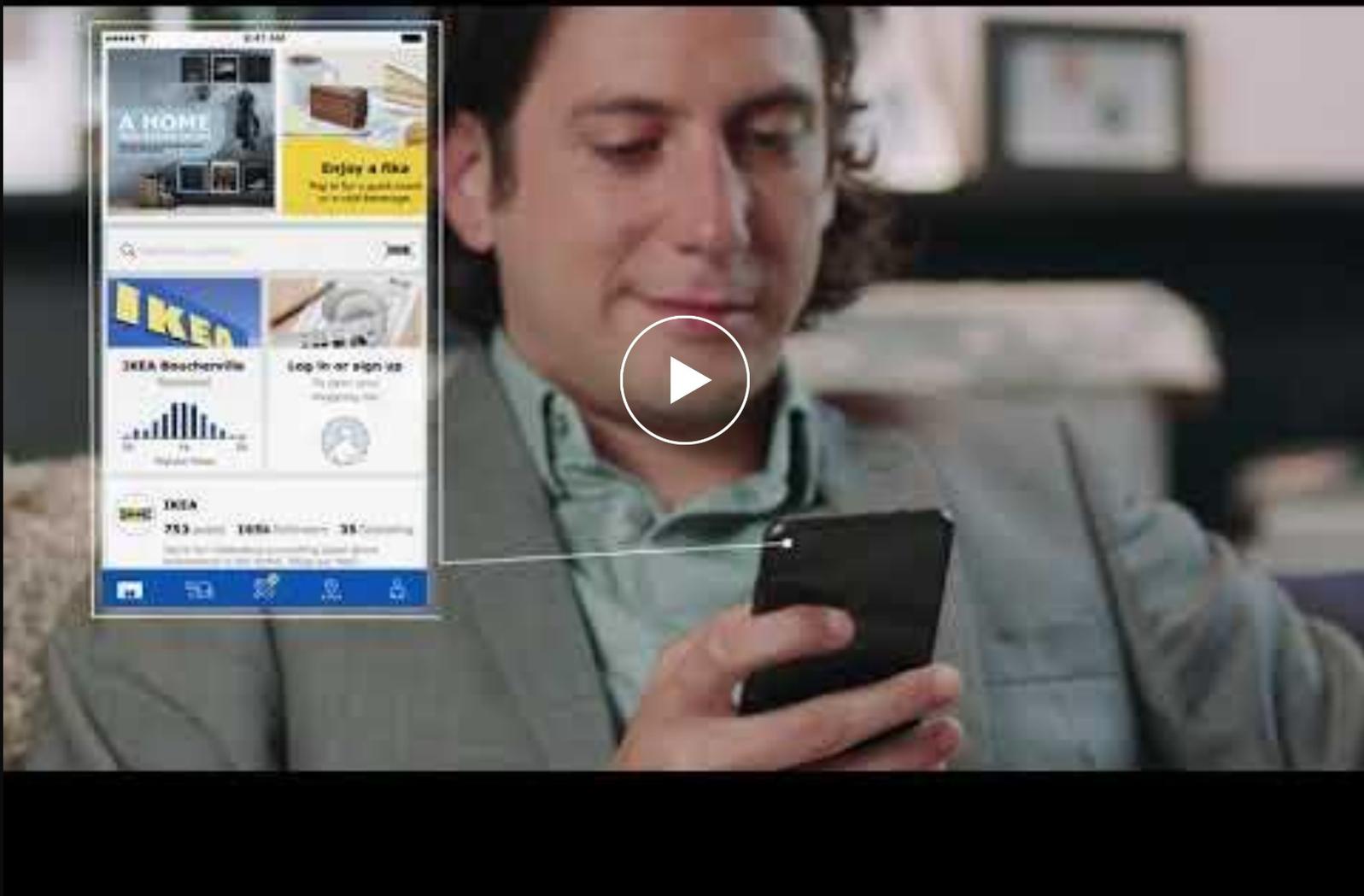
With the global IKEA team, we designed UI / UX and advertising campaigns for the IKEA Store app.

An App designed for use in 46 countries and adapted to each culture.

When designing the app we grabbed a powerful insight which is that "who hasn't ever been lost inside IKEA? We decided to work on this and created the navigation inside the shop. A geolocation system where the in-store experience is highly benefited.

We created the UI, the UX and the advertising capsules distributed globally to make users aware of the existence of LBS.





# 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.



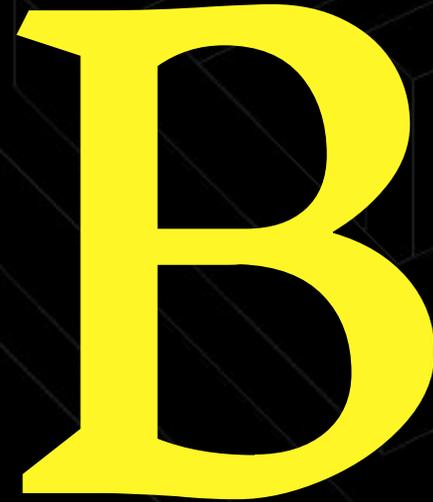
#StayAtHomeSafe

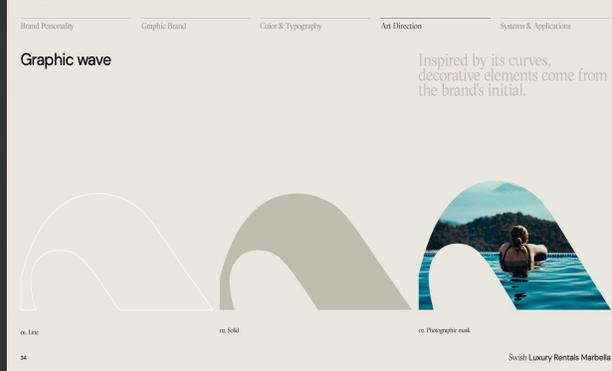


## 02 BRANDING

This section presents selected branding projects from our work. More projects can be found on our website, social media platforms and professional networks. In addition to the brand identities we help create, we offer other services such as packaging design, product photo shoots, animated videos and/or websites, depending on the nature of the assignment or the company's activity.

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



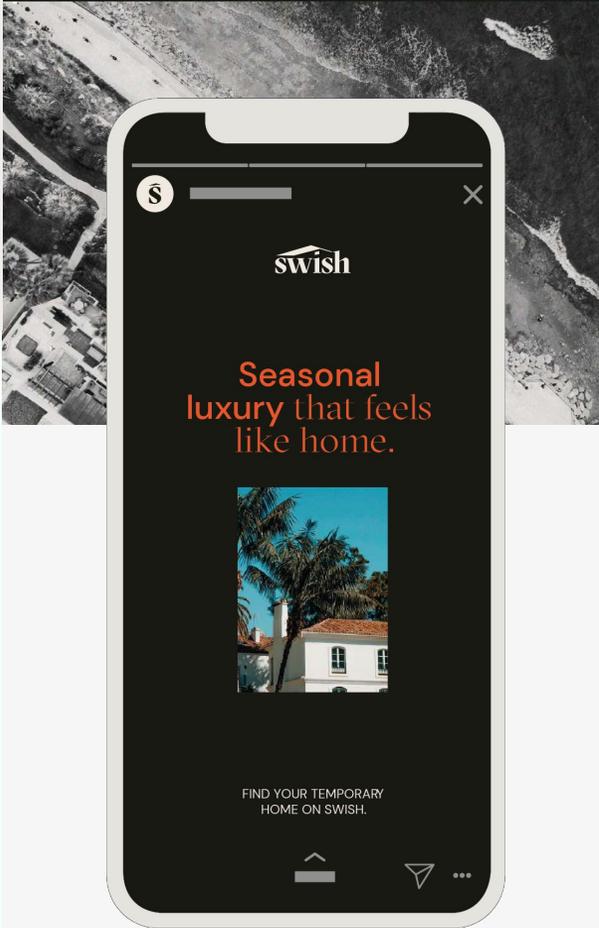


# swish

## Branding for luxury rentals marbella

We created Swish from the founder's vision and passion for luxury.

Swish is timeless and luxurious and adapts effortlessly in its pursuit of the most discerning client. The brand will set a new standard of luxury along Spain's Costa del Sol.



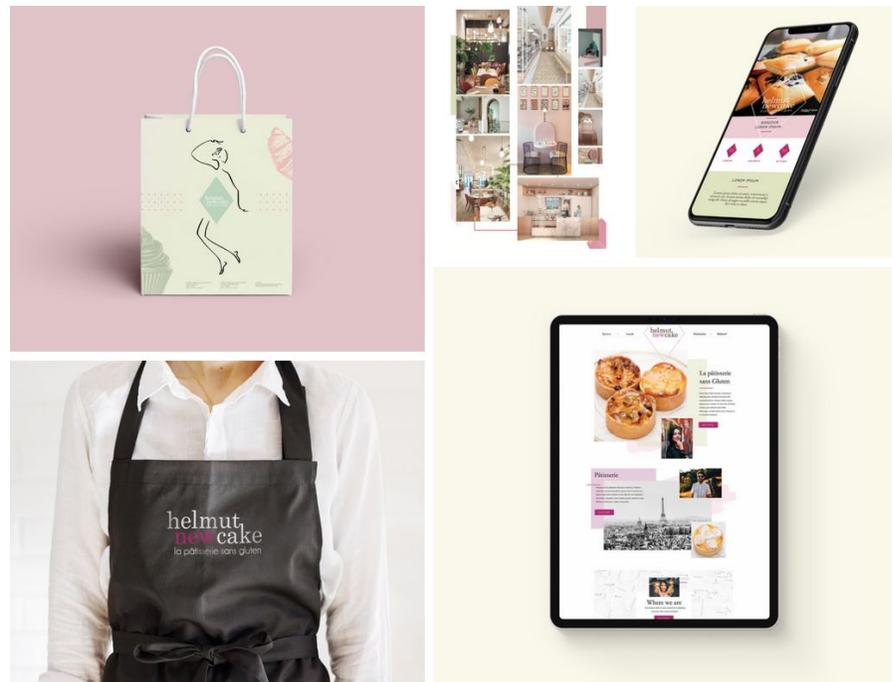
# helmut newcake

Branding for a boulangerie.

Helmut Newcake was the first gluten-free bakery to offer traditional cakes to its Parisian customers.

In its four shops in Paris, it also offers bread, pastries, biscuits and 100% gluten-free dishes.

XELMY is in charge of the marketing department. From branding, social media, activations, design, campaigns to events.





BYLD



# BYLD

Branding project carried out for a construction company.

Creation of the name, logo, style book, brand book and communication. The essence of the project evokes the construction, between the Y and the L we find the shape of a house.



## 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

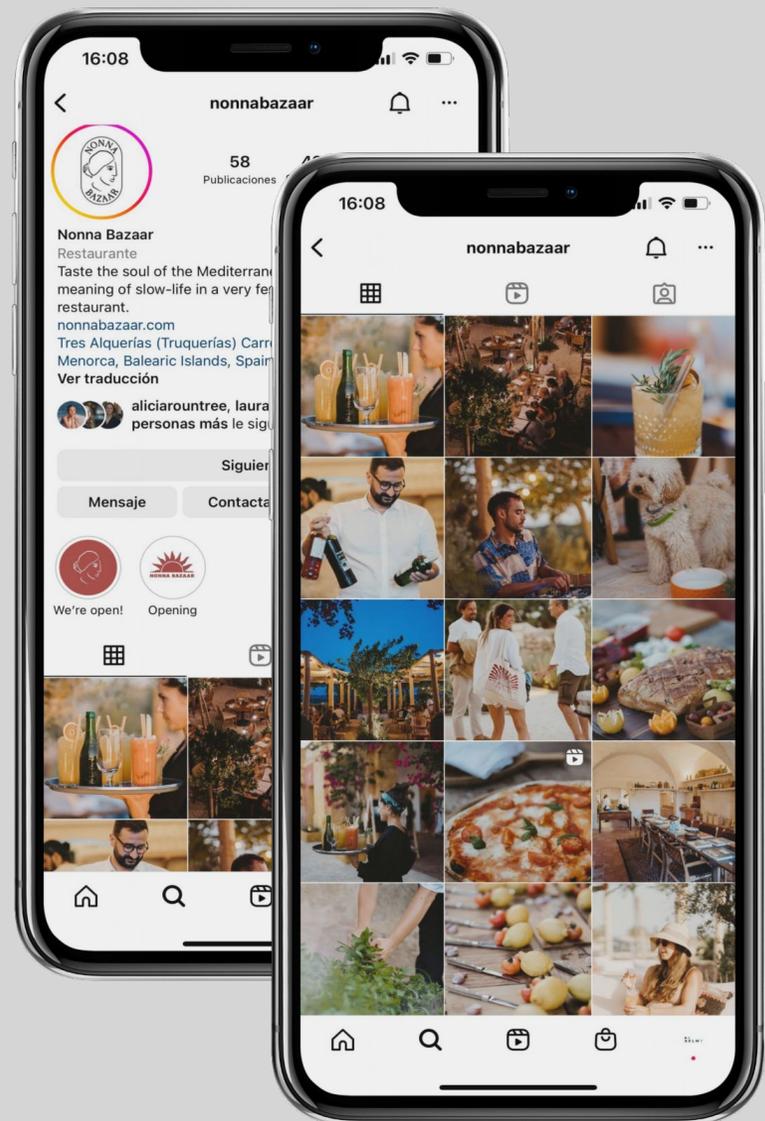


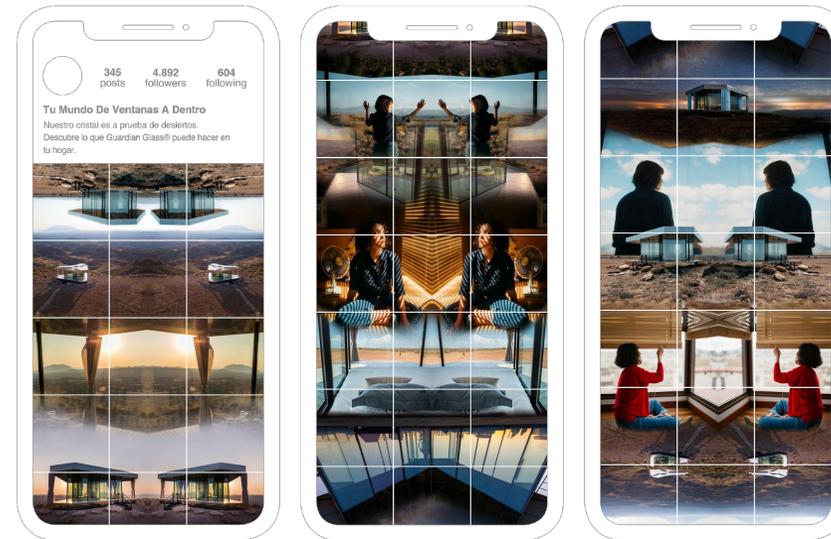
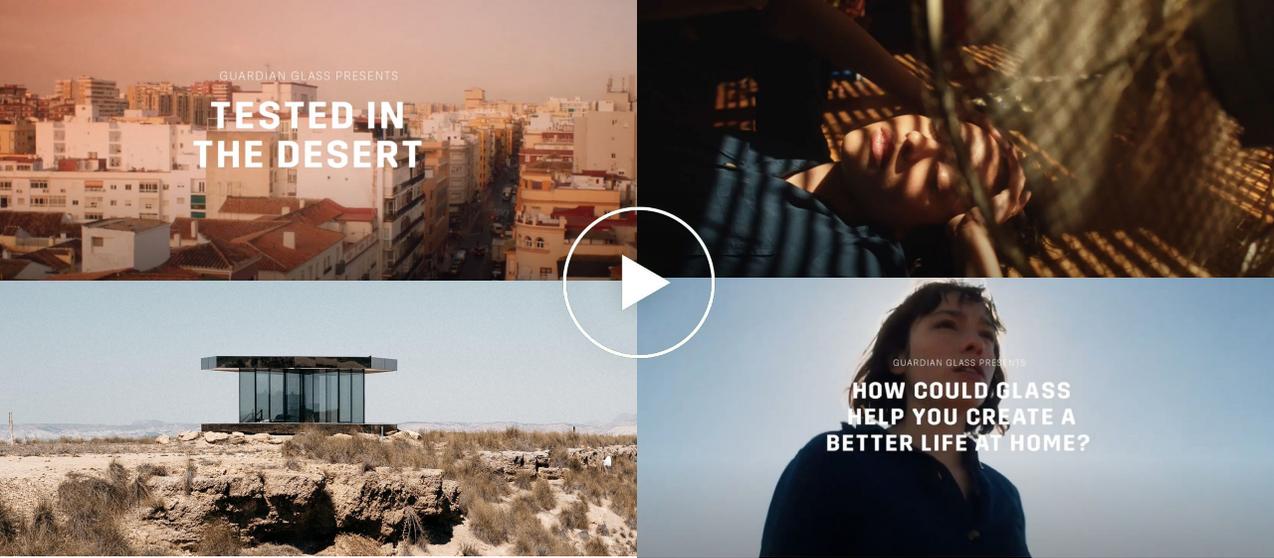


# Nonna Bazaar

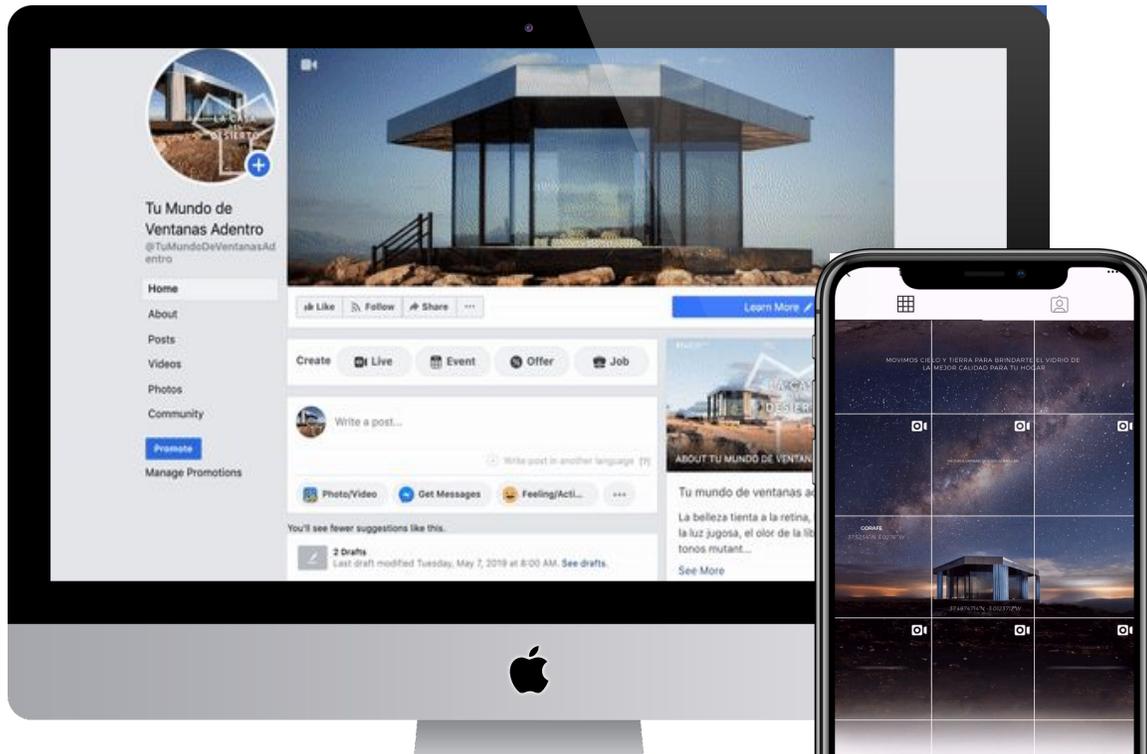
## Menorca Restaurant

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 largest glass manufacturer that focuses heavily on dealer incentives. We produced their first direct-to-consumer campaign focused on an all-glass house built in the desert, designed to withstand the harshest conditions. This campaign involved a combination of strategy, videography, photography, social media, advertising, audience optimisation and conversions.

Our mission for The Great Indoors campaign was to find and nurture the right target audience to drive traffic to the website, generate leads and increase overall sales.

Our conversion rate was so positive we doubled our social media followers. With a constantly improving targeting formula, we drove optimised traffic to the website to generate sales leads.



# Atlantic Airways

## First flight to faroe islands

We worked with Atlantic Airways and the Faroe Islands Department of Tourism to put the islands on the map and drive curious travellers seeking adventure off the beaten track.

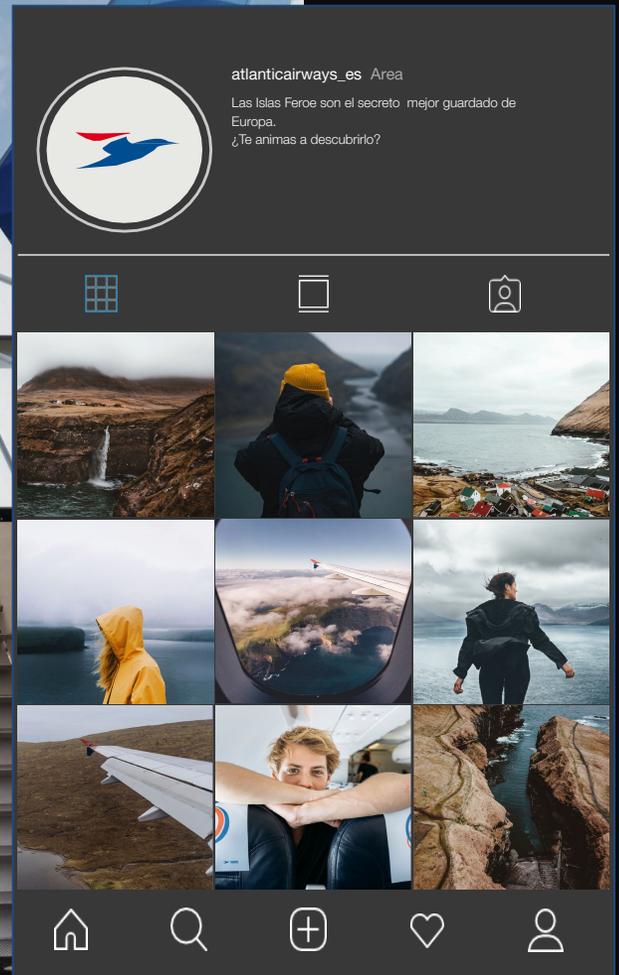
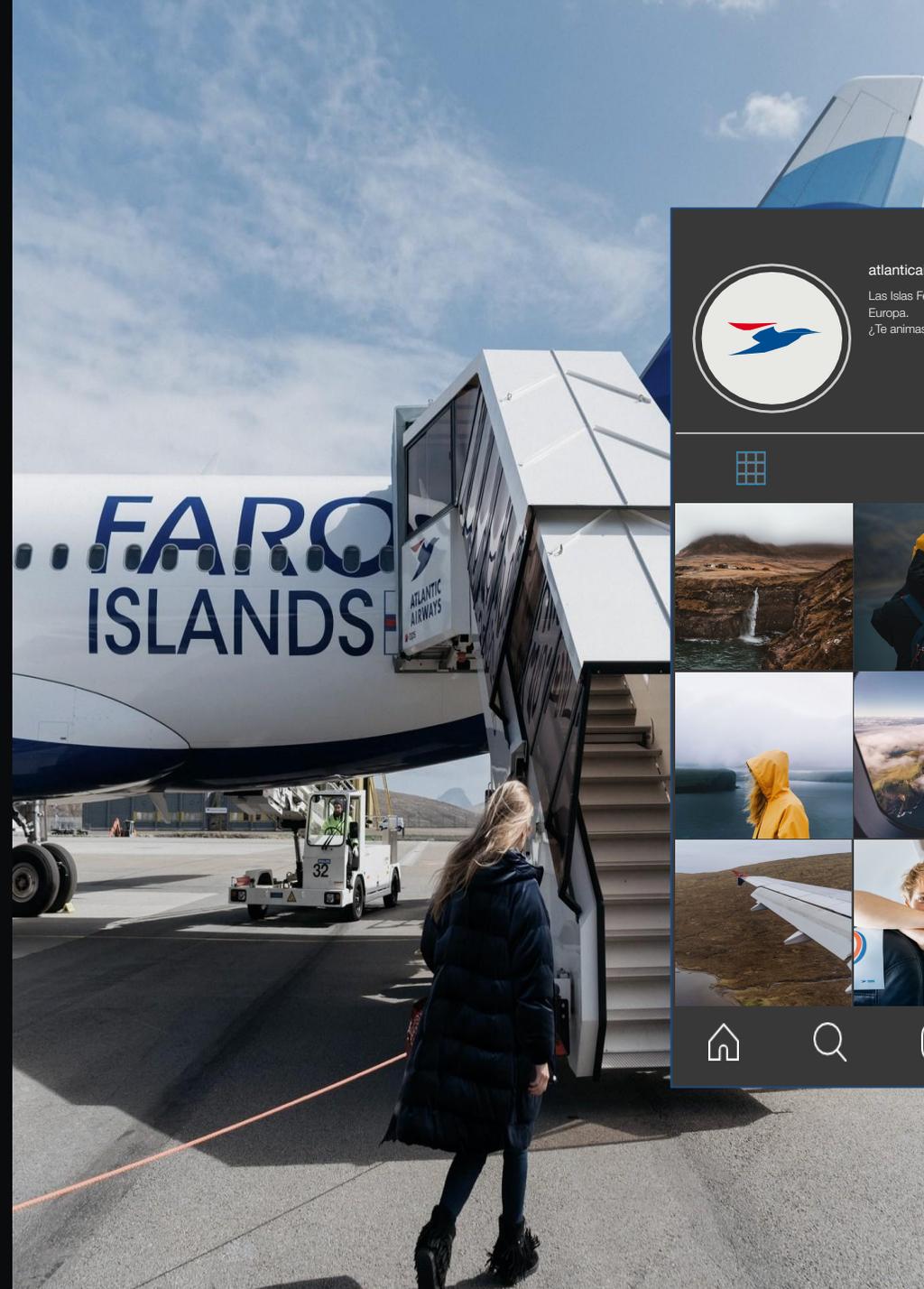
We combine creative ideation with strategic execution on social media.

### First flight from the Faroe Islands

We combined our social media and advertising activities with an influencer trip to the Faroe Islands on the first direct flight from Barcelona.

Over 4 days, we hosted the group from Spain and shared stories with our Spanish audience and produced a new media bank for Atlantic Airways, the national airline.

This resulted in millions of impressions, interactions



## 04 DESIGN

Design is the prior process of mental configuration, "prefiguration", in the search for a solution in any field. It is commonly applied in the context of industry, engineering, architecture, communication, marketing and other disciplines requiring creativity.

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

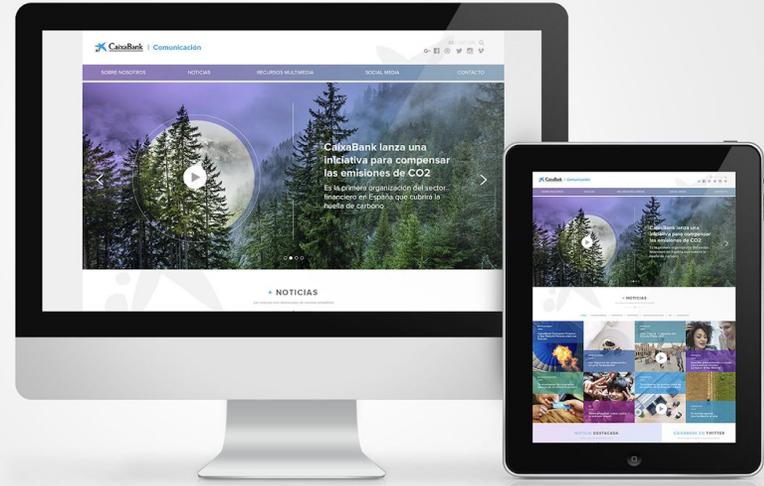
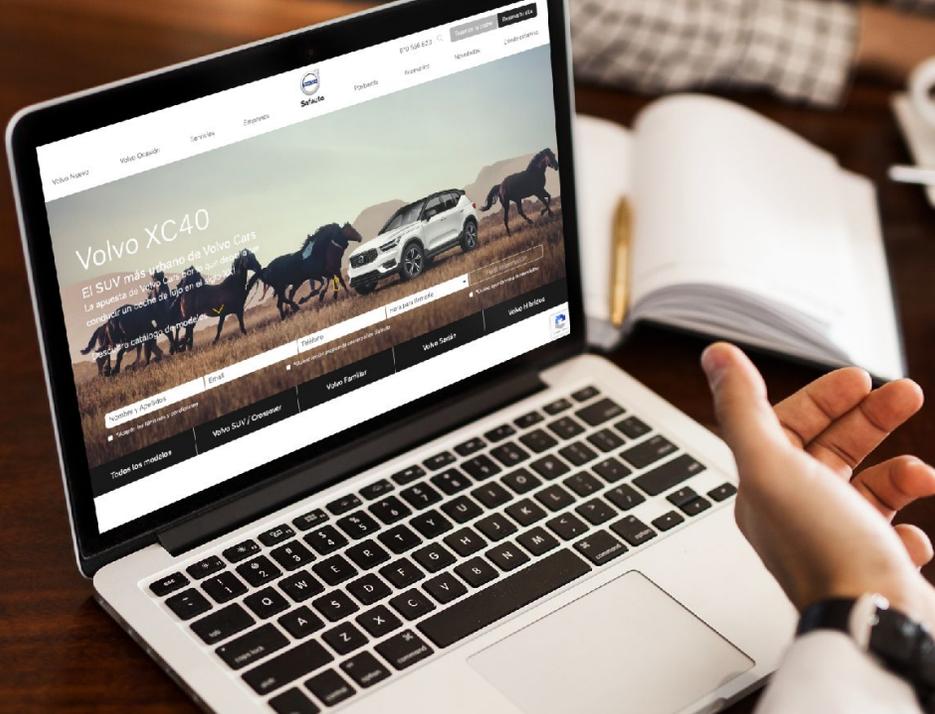
# D



# FOOD & FUN

Pyrénées food magazine

Creation of the brand and content for Pyrénées Food en, a current gastronomic magazine FOOD & FUN. The magazine is based on the products of the Pyrénées supermarket and its 3 restaurants.



# Web design

Several companies

UX/UI web design and programming.

## 05 EVENTS

The world is seen through the experiences we live, that's why at XELMY we offer comprehensive activation, hospitality, events, production, technology and ETT services created to generate unique experiences.

We are part of the largest event creation group in Spain.  
[.staffglobalgroup.com](http://.staffglobalgroup.com)

01 various events for all types of companies.

# E



# THANK YOU!

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**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.

XELMY

