



PRESS RELEASE

GRUPO CONSULTORES PORTUGAL IS NOW OFFICIALLY SCOPEN

Lisbon, 11th May 2018

Yesterday at the Official Opening of the XIV Prémios Eficácia -Portugal Efficiency Awards-, which took place at the Rector's Office of University of Nova de Lisboa, the brand and image transformation of Grupo Consultores Portugal to SCOPEN was officially announced.

Grupo Consultores, a leading consulting firm in the communication market, was founded in 1990. In 2015, it turned 25.

The company has grown both in international expansion and in its services offered. Today it is present in 12 markets; it continues to grow. In addition, changes occurring in the sector result in the creation of projects to expand the scope of action into different fields. Creativity intervenes as the engine of customer transformation.

All of this change led to the necessity of a more inspirational brand evolution that favored our company's global implementation.

From the beginning of the adoption of SCOPEN as the company's new brand in Spain (where the central offices are located), the different countries in which SCOPEN operates have been incorporating this transformation, and now it is Portugal's turn.

From now on, Grupo Consultores Portugal is SCOPEN.

César Vacchiano, President & CEO of SCOPEN commented that "the change of brand has already occurred in other markets and has been a success despite the fact that Grupo Consultores has been operating in some markets for more than 20 years. Advertisers, Agencies, and Media already have SCOPEN in mind as a reference consultant in our industry."

The new identity was developed by Saffron Brand Consultants, after a consultation process with clients, partners and professionals of the company in the different offices around the world.

This transformation is accompanied by some changes in the management structure. **Pedro Loureiro**, Partner of Grupo Consultores Portugal since its birth, gave way to **Alexandra Machás** as Managing Director of SCOPEN Portugal. Pedro will continue, however, leading the organization of the "Prémios Eficácia" (Efficiency Awards), as he has been doing for the past 14 years.

Pedro said in his speech yesterday that "I leave the company very proud of the work we have accomplished and I have full confidence in the entire team of the company that they will continue to achieve. Now it's time to focus on more personal

SCOPEN.COM



challenges and continue contributing to the organization of the Efficiency Awards with APAN."

Vacchiano says that Pedro "launched the brand in Portugal and we have to thank him for his dedication to the company all these years. We are very happy that the position will be assumed by Alexandra. She has been leading, for more than 10 years, all the research projects and studies in the Portuguese market. She has made a notable contribution to the expansion of new products and services, some of which will be seeing the light in other countries."

Alexandra said, "[I am] very happy with the challenge I have ahead in further developing the Portuguese market and to be able to implement new studies and models for brands in other countries of the SCOPEN network."

More information:

SCOPEN Portugal

Luisinha Figueira

luisinha.figueira@scopen.com

Tlf: 214 212 341

www.scopen.com

SCOPEN.COM