

Company: ATREVIA CORPORACIÓN S.L, Barcelona, Spain

Company Description: Established in 1993 by Núria Vilanova, Atrevia is a leading communications firm based in Barcelona. It has a vast network of offices across Spain, Europe, and Latin America. Specializing in corporate communications, crisis management, media relations, digital communications, and CSR, Atrevia is renowned for its strategic expertise.

Nomination Category: Company / Organization Categories

Nomination Sub Category: Company of the Year - Advertising, Marketing, & Public Relations - Large

Nomination Title: ATREVIA CORPORACIÓN S.L

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 195 words used.

In 2024, ATREVIA celebrated its 35th anniversary—more than three decades dedicated to building and strengthening distinctive relationships of trust with its clients, firmly committed to growing alongside them. From its beginnings as a family project in a small Barcelona apartment, ATREVIA has evolved into the Ibero-American multinational it is at present.

Today, ATREVIA is a global Communication and Corporate Affairs company, with a talented, diverse, and multidisciplinary team of 640 professionals. The company has a presence in 15 countries—Spain, Portugal, Brussels, Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Mexico, Panama, Paraguay, Peru, the Dominican Republic, and Uruguay—and collaborates with 45 partner firms across more than 30 additional countries.

ATREVIA's culture of growth is driven by a purpose rooted in promoting change toward a sustainable future in a constantly shifting geopolitical landscape. Because of this—and because change is undoubtedly in the hands of companies—ATREVIA is a dynamic, ever-evolving organization. It operates with active listening to understand geopolitical and social trends and co-create impactful strategies, actions, and messages with its clients. Furthermore, it fosters dialogue, research, and knowledge-sharing, bringing together and integrating talent and capabilities to drive partnerships that influence and improve the society in which we live.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 240 words used.

2023 and 2024 have been years of significant growth and evolution for ATREVIA, marked by notable achievements that have reinforced the company's strategic direction and set even more ambitious goals for the future.

A clear testament to this success is the more than 50 awards and recognitions ATREVIA has received during this period in prestigious national and international competitions and rankings—honors that have acknowledged both the organization itself and the projects it has developed in collaboration with its clients.

In 2023–2024, ATREVIA achieved a revenue increase of nearly 32% compared to 2022, reaching a total turnover of €47.6 million in the most recent year. One of the key drivers of this growth has been the company's ability to integrate talent, disciplines, and capabilities across its teams—many of whom come from the eight companies ATREVIA has acquired in Spain and Latin America, including five during this two-year period. Of particular note is the recent launch of Ecosistema.

B, ATREVIA's new creative and digital universe, which brings together over 180 multidisciplinary professionals.

Over the past two years, ATREVIA has also made significant strides in advancing its sustainability strategy, ATREVIA Activa, as well as its corporate volunteer program. This commitment is reflected in the 6 ESG (Environmental, Social, and Governance) certifications the company has obtained and its incorporation into the B CORP community in 2023. Additionally, ATREVIA has carried out 15 volunteer initiatives involving 110 employees and developed 30 pro bono projects.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 250 words used.

ATREVIA's recognition as an organization is rooted in the company's results and the purpose that drives its activity: to promote sustainable change with its clients.

In line with its commitment to fostering social dialogue, the exchange of knowledge and experiences, ATREVIA held **159 networking events** during the 2023–2024 period, bringing together over **3,000 guests** to build alliances that advance sustainable progress.

Two initiatives in this effort are noteworthy. First, **the Ibero-American Congress on Trends in Marketing, Communication, and Public Affairs**, organized by ATREVIA, whose **fourth edition in 2023** brought together more than **1,000 professionals** from companies, organizations, and institutions, generating **70,000 impressions**. Second, the **IV Congress of CEAPI** (Business Council Alliance for Ibero-America), chaired by **Núria Vilanova**, founder of ATREVIA. CEAPI comprises **320 presidents of the largest Ibero-American companies** and serves as a golden bridge between Spain and Latin America.

In addition, ATREVIA continues to lead in research within its sector, collaborating with esteemed professionals, institutions and conducting extensive outreach. In 2023–2024, this included **150 newsletters, 30 reports, 30 podcasts, and 150 internal publications**.

One standout report, "**Women and the IBEX 35**," has brought distinction to ATREVIA for its commitment to achieving gender parity in listed companies. After ten editions, this parity became a reality in 2024. It is a flagship project of the company's sustainability strategy, **ATREVIA Activa**—the soul of the organization—which over the past two years benefited **700 people in six countries**, with **800 hours of volunteering** and **3,000 of free advisory services**.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 205 words used.

The successes achieved over the past two years have led to the creation of the attached document, a first-of-its-kind publication for ATREVIA. Titled "ATREVIA FOOTPRINT: Stronger to Create Value," it highlights the company's core activities and accomplishments throughout 2024, supported by verified information, figures, and photographs. This document has recently been shared with the company's clients and stakeholders.

Specifically, this footprint outlines the data that reflects the scale and operations of ATREVIA; it presents the 2024–2028 strategic plan, "Next Level," which is successfully guiding the company's growth through acquisitions in strategic sectors and organizational changes; it details the key milestones reached during the year across all relevant dimensions, including media impact; and it provides a comprehensive analysis of each area of action, with particular focus on the sustainable impact generated by ATREVIA.

Finally, the closing pages of the document list all awards and honors received by ATREVIA as a company or organization, as well as those granted to projects carried out by its professionals throughout the year. A curated selection of video case studies of these projects concludes this inaugural edition of the ATREVIA Footprint, which will continue in future editions in the coming years.

WEB ADDRESS

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Attachments/Videos/Links:

[ATREVIA CORPORACIÓN S.L](#)

[REDACTED FOR PUBLICATION]