

Life In The Woods announces a partnership with London-based agency Wordville

Barcelona, 31 January 2020– To address the large-scale shift in marketing communication across a widening landscape of media, online and social channels, strategic agencies, Life In the Woods (LITW) and Wordville are joining forces to develop a multifaceted, streamlined service that will deliver brand positioning and impact.

Led by Wordville founder Lucy George and LITW founders Alfons Pich and Cristina Salinas, this new partnership draws on an extensive combined experience for cultural, non-profit, and commercial clients and will support brands wishing to develop strong reputations and meaningful leadership positioning in order to connect with customers, partners and the world at large.

‘For too long communications companies have started each programme with the end in mind,’ said Lucy George. ‘An advertising agency suggested an ad, or a PR agency recommended an article because they didn’t have the capabilities to flex their approach as needed to capture an audience’s interest. In 2020, our clients are looking for ideas that cross the marketing mix, running campaigns that reach out to the individuals through whichever medium works best.’

“Life in the Woods and Wordville have a track record of thought leadership, marketing communication and innovation. Being micro-agencies, with a network of specialists, allows us the freedom to deliver what’s needed, not just keep our people busy’ said Alfons Pich.

The Barcelona-based and London-based agencies have worked to date on clients that include Vienna Tourist Board, Kennedy Space Center, Sportingbet, Blackboard, Cause4, Guildhall School of Music and Drama, Delsey Paris, StarStone, UNESCO Chair of Life Cycle and Climate Change, University Pompeu Fabra’s School Of International Studies, Mobile World Capital Barcelona, Fedrigoni Spain and Portugal, Poblenou Urban District, Barcelona City Council (BSM), among others.

Outside LITW and Wordville, Lucy George and Alfons Pich work together for the International Telecommunication Union, the United Nations specialized agency for information and communication technologies, developing projects in Qatar, Thailand, South Korea, South Africa, Hungary and Vietnam over the last eight years.

London remains a hub for creativity and the world’s media and Wordville’s Marylebone office is situated in the heart of the city. Barcelona’s Poblenou district, where Life in the Woods is based, has captured world attention as a crucible of creativity and an incubator for innovative start-up businesses.

‘We’re traditional, transformative; Spanish, English; online, offline; in London and in Barcelona,’ says Cristina Salinas. ‘The changing nature of communications demands a new approach and that’s what motivates everything we do.’

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Lucy George has 21+ years’ experience in PR and marketing communications and five years’ experience in the media. Lucy has managed communication projects for global brands and worked in the UK and the US for BBC Television, Paramount Communications and MTV Networks. Lucy works on the global PR campaign for The United Nation’s ITU TELECOM WORLD, along with some of the world’s leading technology brands managing positioning, corporate profiling and crisis management. Lucy devised The Alternative Rich List as a way of encouraging people into the not-for-profit sector. She has handled PR for multiple creative organisations including V&A, Tate and The Royal Albert Hall. In addition to communication and media relations, Lucy has spent 15 years preparing corporate spokespeople and elected officials for tough questions from the media. Lucy has served as an international spokesperson and has experience of media relations across 30 countries. Prior to starting Wordville, Lucy was an Associate Director at Fleishman-Hillard and LEWIS PR.

Alfons Pich has fifteen years of experience in developing communication, marketing and public relations strategies for projects around the world, specializing in the technological, cultural and creative sectors. Aside from his role as founder of LITW, Alfons managed the Spanish-speaking markets for a well-known social network with more than 400 million users worldwide; worked for PR agencies in London; and has hosted numerous communication workshops. He is also a strategic and external press consultant for ITU, the United Nations agency for ICT.

Cristina Salinas specializes in all forms of digital communication and PR; principally developing activities related to the cultural industries and creativity sectors. In tandem with LITW, she was previously the digital communication director for the Poblenou Urban District where she was responsible for all content. She also possesses a Master's Degree in Cultural Management from the University of Barcelona. In recent years she has worked for clients including Barcelona Municipal Services, Lapsus, LAUT, Klépierre and Fedrigoni Spain and Portugal.

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