

FERROVIAL

Digital communication strategy to position globally the brand

Client

ferrovial

Used services

- Design UX and UI
- Social Media
- Online Ads
- Web Analytics

The project

Ferrovial, a leading global company of infrastructure and services, has a transversal communication policy to communicate their corporate actions to different audiences.

Using digital communication they decided to bet on a strong position in social networks as the main channel of daily communication. They also sought to achieve with their content strategies new niches and countries such as the Anglo-Saxon market and LATAM.

At the same time, they were working on a new creative and visual line that would allow them to communicate financial results, corporate data and Corporate Social Responsibility actions in a smooth way that would reach new audiences.

In addition, Ferrovial launched in 2018 a start-up of urban mobility, called Wondo. To promote it, they needed to give itself known and publicize it through digital media.

Challenges



To create a communication strategy which would integrate Spain, Europe, the United Kingdom, the United States and LATAM and to design a brand identity in social networks according to the global entity.



To develop multi-channel visibility strategies in different countries and to take care of the demands of the different departments of Ferrovial.



To position a mobility app in a highly competitive environment.



The solution

They addressed the overall management of all channels of social media, the planning and the design of a strategy to improve the digital reputation of the company and the creation of paid campaigns.

The result

Thanks to an excellent strategy of communication and social media and the integration of their team in the communication department of Ferrovial, the quantitative and qualitative objectives on the creation of a new visual image were achieved. The growth of followers of social channels increased by about 60% annually, the traffic from social networks to web and blogs increased by 50% annually and more than 100,000 downloads were done of the app of Wondo urban mobility.

+60%

Increase in social network followers.

+50%

Increase in traffic from social networks to blogs and webs.

100k.

Mobile app downloads.