

PRUDÊNCIO STUDIO

marketing and communication



PRUDÊNCIOstudio is a Shoe and Accessories design atelier, operating since 2010.

With a team of professionals specialized in the area, the studio creates and follows up collections in all stages of its development, starting in planning and until the final samples and brand communication.

In 2017, not only aiming for the creation of links between professionals of several creative areas. But also in an approach of consumer laboratory the studio has open a store.

In our clients list you will find names as Felipe Oliveira Baptista, Lacoste, Rag&Bone, Exceed, Eureka, Preen by Thornton Bregazzi, Thakoon Addition and Volca.





Building a solid communication plan, creating effective content, and maintaining digital platforms carefully is essential to achieve the goals and objectives defined by brands in terms of brand awareness and proximity to the consumer.





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Due to the proximity and technical knowledge adjacent to the product development, we are enabled to create visual elements that identify the brand, making it easier to be recognized in the market.

Through a vast network of contacts PRUDÊNCIO studio collaborates in the process of creating and managing the realization of fashion productions suited to the various media formats.

With the purpose of creating fashion campaigns that effectively communicate the message that the brand intends to pass and which make the products more attractive to the consumer, we support the development of mood boards and styling briefings, as well as in the selection of locations and scenarios for the realization of sessions or videos.


Based on a strong knowledge of the fashion market and the varied artistic and cultural areas, PRUDÊNCIOstudio identifies and selects brands and artists relevant to the accomplishment of collaborations that enhance the audience of the brand, promoting the contact between both parties.

collaborations promotion



Based on the experience gained in the participation of international tradeshows and showrooms we support the graphic creation that involves the development of Look books and line sheets, as well as the creation and construction of a stand.

sales support material development



The active participation in social networks has become essential for the presence and subsistence of a brand in the market. Our support is through effective publications in the different channels, optimization of SEO, as well as collection and interpretation of statistical data of each network.

social media management



The use of a language appropriate to the consumer of a brand is fundamental to the approach to this same consumer. We therefore support the creation of visual and written content for use in social networks, newsletters, websites and press releases based on the objectives set for each action and in compliance with the brand's DNA and the contact with its public.



Rua Cimo de Vila, 41

4000-170 porto

Portugal

www.prudenciestudio.com

studio@prudenciestudio.com

+351 222 010 511