



*Brenda González, founder & president of Adworks*

## Adworks turns 20!

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### *Puerto Rico integrated-communications agency at the top of its game*

What began as a labor of love in 1994 continues to be so at Adworks, the integrated communications agency that is celebrating its 20th anniversary this year.

"The company began as a way to work and be able to spend more quality time with my children," said Brenda González, founder & president of Adworks, at the firm's offices, a Spanish/ Mediterranean-style house with red tiles and whitewashed walls. "We are proud of our success as a local, privately held and independently owned business and of being able to provide truly personalized communications services that make a difference for our clients."

When she founded Adworks, González was already known for her creative work in the local offices of agencies such as McCann-Erickson, West Indies & Grey—where she was associate creative director from 1983 to 1993—and Arteaga & Arteaga, where she headed the creative department. After a year in this last agency, González decided she was going to make a go as a freelance creative of reaching the balance between her professional and private lives. Well-wishers were there from the beginning, but there were also naysayers,

some of whom gave González only a couple of months on her own before returning to the fold of the agencies.

"I guess 20 years of success proved them wrong," said González, whose roster of impressive clients began when the agency was awarded the account of Pizzeria Uno Restaurants and its parent company on the island, Interlink. "We have really been geared toward a more corporate approach to communications rather than a retail-based one, an approach that we provide to all our clients of all sizes, in all types of industries."

Adworks' personal and integrated approach to corporate communications, based on an interplay of strategic thinking and creative solutions, has led the firm to expand its services to clients in the Dominican Republic, Colombia, Panama and Mexico. In fact, in 2013, Adworks launched Adworks Colombia to tend to clients in that South American country and the region. The company's roster of local and international clients includes Hospital Auxilio Mutuo, ProExport Colombia, Triple-S Management, Johnson & Johnson, Reliable and SunWest Mortgage.

"An essential element in our relationship with clients, some of which have been with us since the beginning, is transparency," González explained. "A relationship with a client is much more important for us than just making money; a client is not only a client when things are good, but also in times when they need communication services the most."

She said one other key to success is "always read."

"There's the reading that you do to know your client's businesses as thoroughly as possible," said González, who is currently a board member for Haití se Pune

de Pie and Hogar Cuna San Cristóbal. "But there is also reading to keep oneself informed in a world where change can happen from one day to the next, or in just a couple of hours."

One of the most significant changes González has seen in the past 20 years regarding public relations and advertising is the growth in importance of social media as an essential tool to engage the consumer. In the old days, there was what could be called a "one way media street," which included radio, print and television, through which a brand set the grounds on how the consumer would interact with the brand.

"However, with the advent and growth of social media, consumers are more informed and even dictate how they will interact with that brand. Now it's about creating an experience where both brand and consumer engage together, where digital media is more than a sales tool but a brand tool as well, González said.

"Right now, we have a digital team at Adworks that is young and dynamic, adding to the coming opportunities that digital media presents," she said. "So, we are basically set for the next 20 years!"