

| BUMAYĒ | INTRODUCTION  
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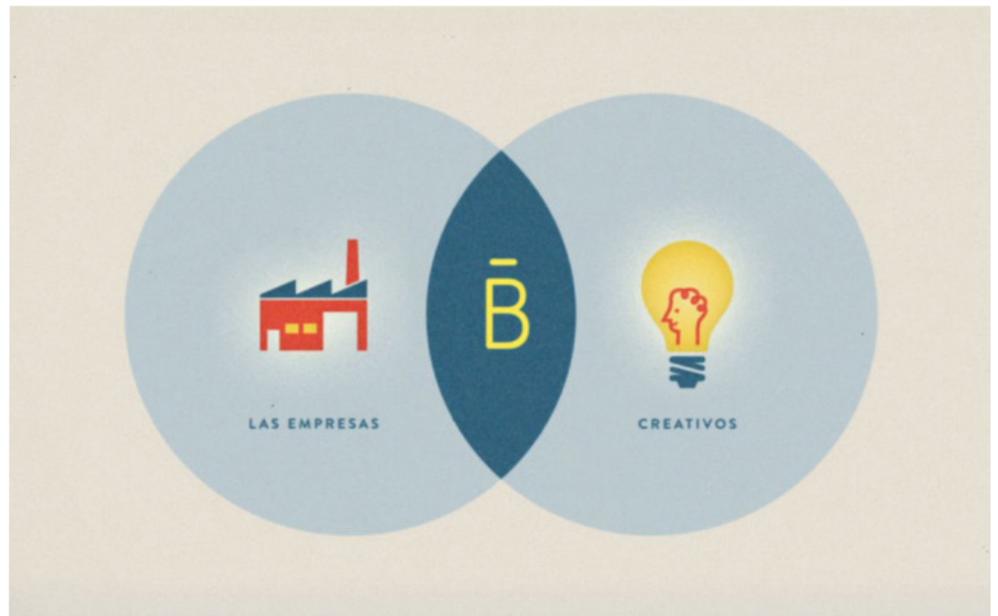
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[hello@youbumaye.com](mailto:hello@youbumaye.com)  
+34 649 35 40 72

BUMAYÉ is a start-up from the Cultural and Creative Industries (CCI), a sector in full expansion because of its **innovative potential** and its **relationship with technology**. Our company manages quality **multimedia data**, original and thought-provoking from the message itself, through different kinds of formats, styles and mediums, specially **the Net, social networks and mobile devices**. It promotes a virtual **community** of freelance creative professionals and small companies from the audiovisual sector, with **training, experience** and **quality works** accepted on a domestic and an international scale. BUMAYÉ works within this virtual community, carries out and co-produces different projects with a special communicative, social and cultural interest for organizations which are looking for a place in the global market.

BUMAYÉ **cooperates with companies and innovative initiatives** which want to include a creative dimension to their communication. We think that companies and organizations need to communicate **values of social improvement** and **commitment to the environment**, so they can create links with their followers. Consumers value the social responsibility of different companies and brands, which must react to the social and economic changes of our time. The company directly mediates between the creative professionals and the organizations for the development of communication projects, technically and stylistically perfect and with a positive message for connecting with the audience.



## CONNEXION BETWEEN THE CREATIVE SECTOR AGENTS.

BUMAYÉ is strategically placed in the junction between **companies** (promoters, brands, products, agencies, advertisers, exhibition representatives, broadcasting stations...), **creative professionals** (art directors, copywriters, designers, developers, producers, digital platforms...) and the **audience** (spectators, consumers, users, customers, followers, fans...).

It slots in between these agents, who cannot meet in the middle that would allow them to easily develop projects together. On one hand, **creative professionals** think about projects that they want to promote but many times they do not have the means to do it. On the other hand, **companies** look for innovative communicative solutions to connect to their followers. **BUMAYÉ monitors the needs of all these agents.**

It gives **creative professionals** the capacity of finding a way of funding their projects, of having more orders, of protecting their rights, of promoting their talent, of giving an identity to the whole and of giving advice and training in areas such as law, social media and marketing.

It helps **companies** have a large number of creative designs, define their own communication strategy, supervise the creation process and control the produced contents' quality.

It facilitates the access to quality and interactive contents as a means of entertainment, information, communication and social act to the **audience.**

BUMAYÉ creates **co-participation micro-strategies between creative professionals and companies**, forming a triangle that, horizontally, establishes collaboration formulae in which each professional does their best during the process.

## SOCIAL CHANGING MESSAGES. CREATION OF POSITIVE STORIES.

BUMAYÉ offers companies the opportunity of designing and managing their **social identity** and their **communication strategy and branded content.**

All organizations must interact in society. Their public image, their personality and their commitment have become economic values as they influence consumers' buying decisions. Corporations, like people, must have a **moral conscience** and be **constructive members of a better society.** For companies it is more necessary to transmit values, to have personality, to interact with messages and to make possible experiences that make their customers unconditional followers.



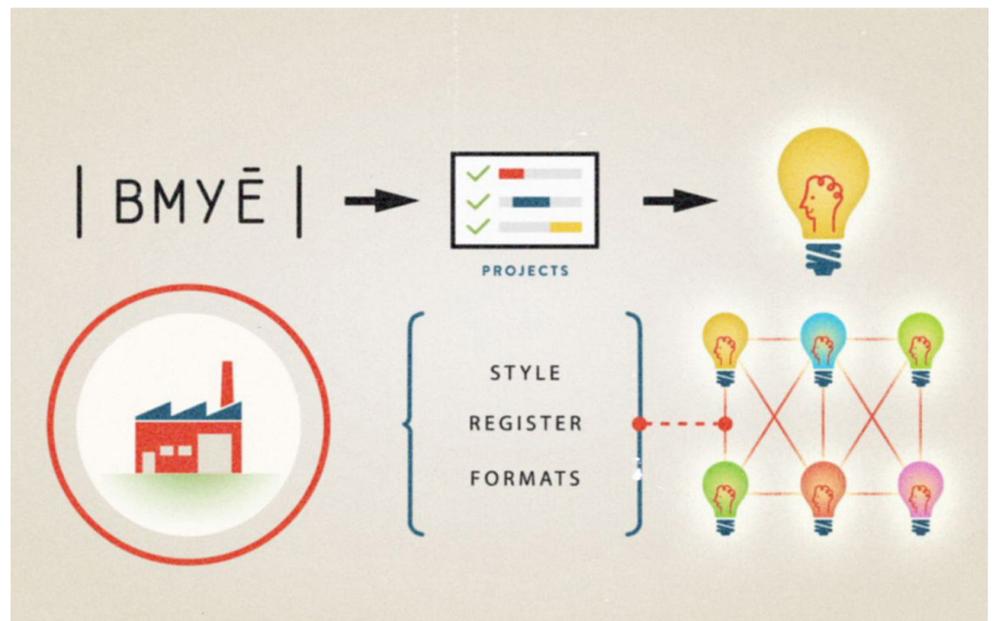
## BUMAYÉ COMMUNITY.

BUMAYÉ promotes an **open community of multidisciplinary creative professionals**. The collective keeps growing progressively, but new members' acceptance is controlled in order to assure quality and a unified style. All creative professionals who take part in the community are enterprising people, with a high artistic level and they have a precise command of the technique. They are not only aesthetics professionals, but **conceptual** professionals.

BUMAYÉ **looks for and finds the talent, provides it and prefers teamwork**. It **organizes work-teams adapted to the functional, well-measured and reliable needs** to front any kind of projects.

Thanks to the community organization, BUMAYÉ manages to:

- Cover a lot of different styles and designs.
- Adapt easily to **each need**.
- Give a **multidisciplinary character** to work-teams.
- Connect with **suitable professionals**.
- **Streamline** costs and make them flexible.



## METHODOLOGY.

BUMAYÉ uses digital tools which establish a fluent and efficient relationship between the agents involved. The resources used make the creative process' **coordination, monitoring and quality** easier. The working basic tool is normally the Internet, but this is not only an Internet-based company. Communication technologies are the preferred means of work, but not the real objective of their work. There is a commitment to **face-to-face contact** and to **thorough production processes**. The method used is an equal mix between **virtual processes**, which give speed and reaction capacity, and **personal and individualized work**, for adapting to each and every reality.

The work comes from a need and from this need the project is produced. BUMAYÉ looks for companies and creative professionals that can make the idea a reality; it helps determine the **approach** and takes care of the later **development**, through the **constant mediation between the parties involved**. It is simply an effort to make alliances, to find additional resources and to fight to carry out a project through joint participation.

Once the project has been accepted, thanks to its **markers and measurable objectives**, the work-team is created and the staged production is planned. BUMAYÉ takes responsibility for the coordination, but all agents can follow the production process in real time and help.

BUMAYÉ **quality controls** in all stages. The parties can make suggestions and, at the end of every stage, **evaluate the completed work**, in order to introduce improvements in the future.



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