

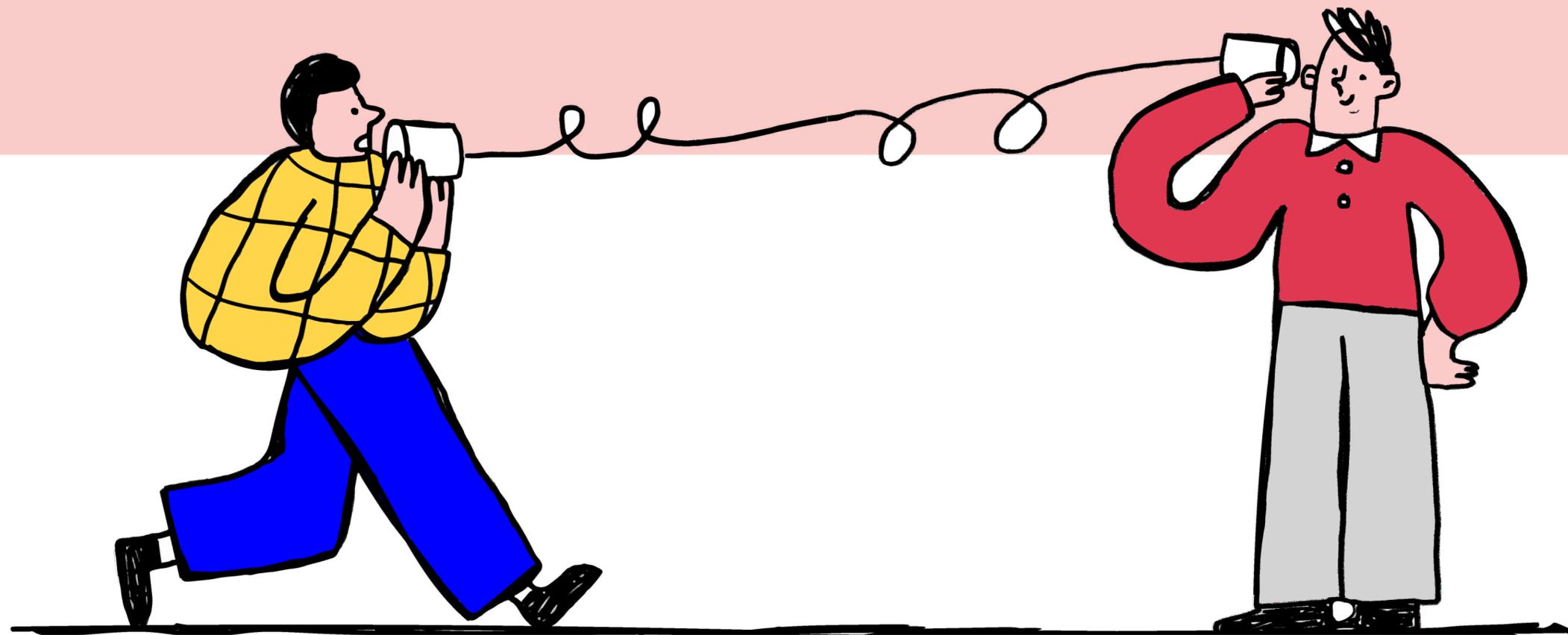
Service Portfolio



Happy Mondays
communication

happymondaysgroup.com

At our agency, we believe that understanding the unique needs of our clients is crucial to delivering a strategy that works.





Our Services I



Integrated multichannel communication plans

We develop comprehensive 360-degree campaigns by running a combination of online and offline initiatives, adapting them to various channels and innovating new ways of communicating. This strategic approach is developed through an exhaustive analysis of the market and competitors, ensuring the alignment with your corporate objectives.



Social media presence and paid campaigns

We design campaigns with a double focus on creating awareness and driving sales, covering both organic and paid strategies. Whether it's a single collaboration or the ongoing management of your social media, we oversee the entire process, including the creation of copy and visuals, segmentation, the scheduling of posts and the measurement of the impact generated.



Content generation

Establishing your brand's verbal identity is crucial to effectively disseminate key messages among your target audience. Our expertise lies in the development of tailored content for diverse communication formats, such as websites, printed and digital marketing materials, blogs, newsletters, etc. Furthermore, we are also experts in the application of SEO techniques to improve the organic ranking of your online publications.



Our Services II



Branding and graphic design

Thanks to our extensive experience in branding and corporate visual identity, we ensure a consistent presence of your brand across all communication vehicles. To this end, we specialize in the design of a wide range of print and online materials, including small and large format posters, brochures, leaflets and infographics among others.



Creative videos

To dynamically convey your brand value, we excel in capturing customer attention through engaging animated videos, managing the entire creative process to perfection. Beginning with a thorough briefing, we meticulously craft the script, create a static storyboard, and culminate with the animation phase. Our services also extend to adapting the content into multiple languages, ensuring a global reach for your brand message.



Web design and development

Digital presence is crucial, and effective content SEO is essential for your business or project's positioning. We can guide you during the structure and content generation, prototyping in Figma, and layout in WordPress, applying key user experience principles. If desired, we also take care of keeping your website a day with regular updates.



Our Services III



Mass media

Do you want to communicate your company's milestones? We create the content for your press release, launch it in general and specialized media, and measure the obtained impact. If you're organizing an event, we issue media invitations and provide on-site support for interview management and subsequent media opportunities.



Events and conferences

Success in an event requires coordinating many actions. We offer a comprehensive service that includes a multichannel promotion campaign, technical secretariat, space visits and customization, creation of audiovisual materials, and on-site coordination.



Online presence

Include this service in your overall strategy or contact us for assistance with a dedicated campaign. To connect with your audience, we will design compelling content and fresh layouts for newsletters and/or corporate mailings focused on the call to action through quality content.

We turn your vision

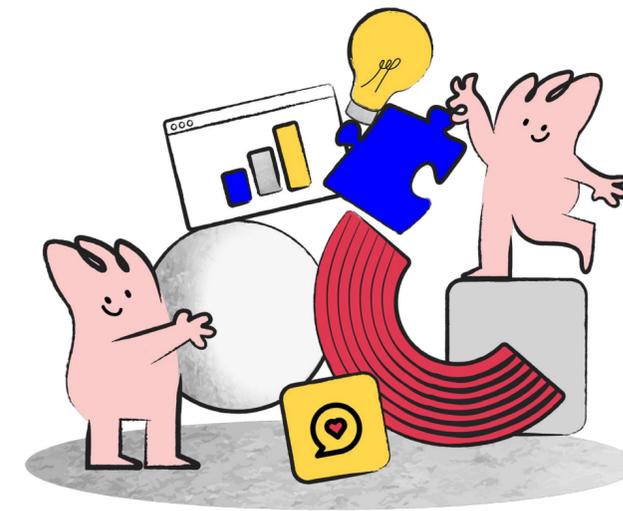


into creative results

European Projects

European Programs

For over 13 years, we have been participating in European Commission-funded programs such as Horizon Europe and EIT Health. These initiatives provide opportunities for consortia consisting of industry, hospitals, SMEs, research centers, academia, and more to test innovative solutions in the healthcare and social sectors, with the goal of validating their effectiveness and incorporating high-value services into the market.



Our specialized services include:



Proposal consultancy phase

We assist you before the project is granted by providing a communication proposal tailored to each project's challenges and stakeholder network. The goal is always to include an ad hoc plan capable to maximize the project's impact through online and offline communication channels and tools, aligning with exploitation and sustainability objectives to continue the generated value proposition throughout the project.



Grant phase

We are experts in implementing communication and dissemination strategies for large consortia and flagship projects. We extend the value of each initiative through unique ecosystems that allow sharing project results with target organizations, connecting with business groups to co-create and validate services and bring them closer to the market, and generating clustering activities with other innovative projects to exploit their potential at the European level.



Open calls

We have developed a methodology that guarantee success in launching and managing Open Calls, attracting the interest of scientific communities, innovators, business partners, and healthcare/social organizations. We have achieved outstanding results in creating awareness of these initiatives, reaching all healthcare and innovative environments' spheres, and ensuring outstanding proposal participation and quality.



Communication training

We are experts in designing and executing communication plans in the innovation sector. With our 12 years of experience, we have the key insights you need to focus and execute your communication strategy in the most effective way possible. Rely on us to discover how communication can elevate your business or project to the next level.

 **Success Stories**

dino & leben

Odin Smart Hospitals

Activage

GATEKEEPER

INCISIVE

SusFE

Carla Sadhana

Alimentación Postigo

TeleRehaB

NEW MONDAYS

Success Stories | dino & leben



At Dino & Leben, they understand the importance of providing comfort and well-being to all creatures that are part of our families. That's why they created innovative and functional designs that meet the needs of both humans and furry friends.

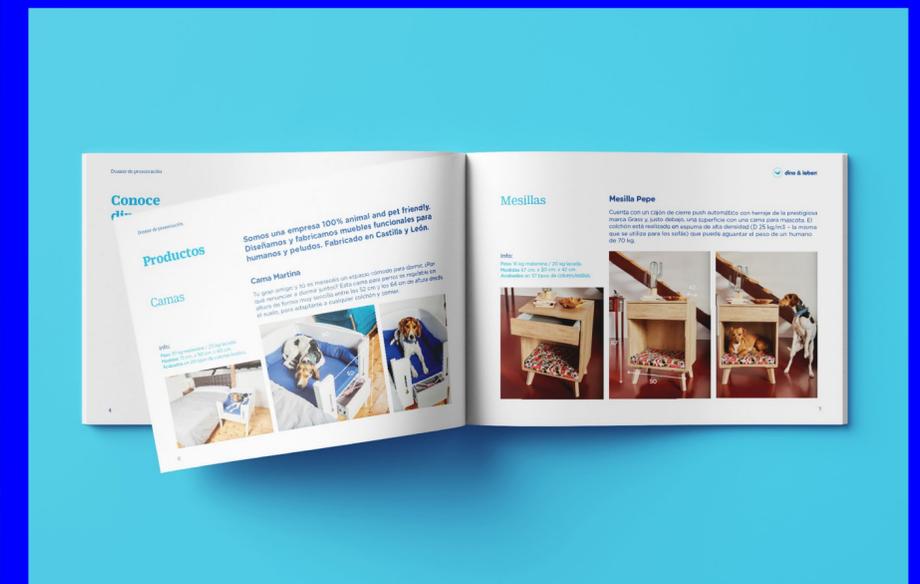
Their pet furniture is carefully crafted with high-quality, sturdy, and durable materials to ensure long-term use. From beds and sofas to scratching posts and interactive toys, their range of products caters to different types of pets and sizes.

To support this innovative local business, Happy Mondays assisted them in creating a verbal and visual identity to effectively convey the values of their brand to an increasingly thriving market. It was a pleasure working with the creative team of this company on naming, branding, key messaging, and web positioning. Here's to improving the lives of many furry friends!

dinoandleben.com



Mobiliario más que pet friendly.



Success Stories | **Odin**

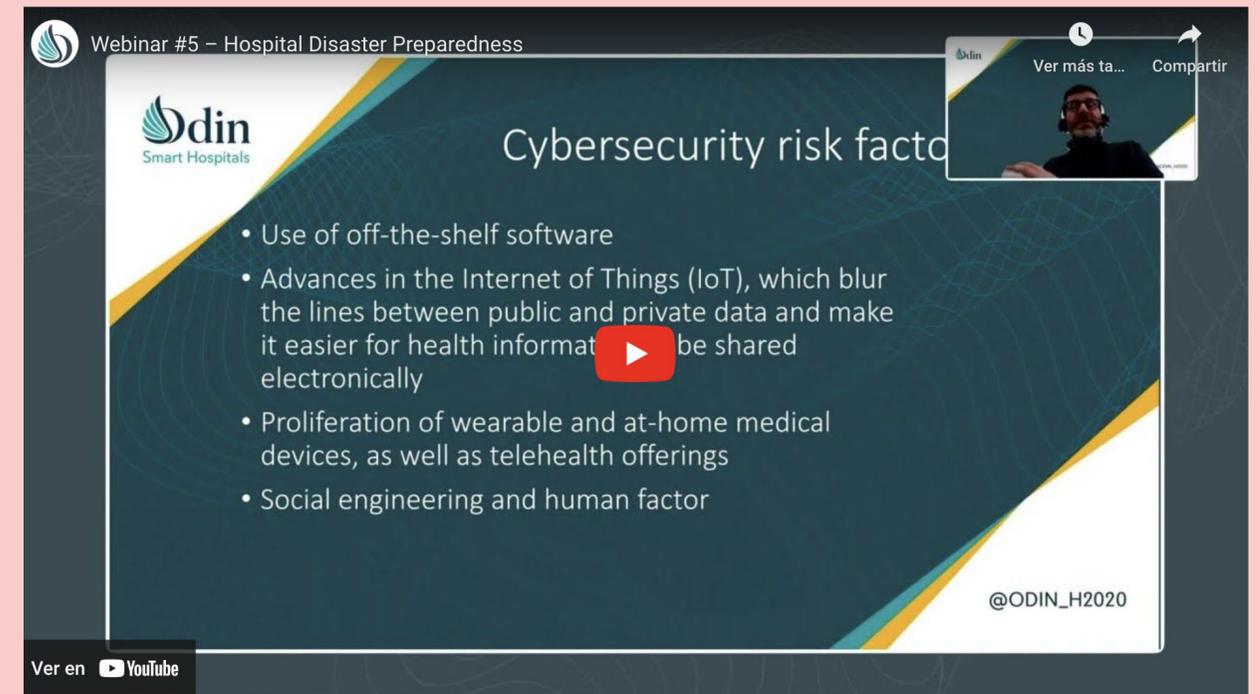
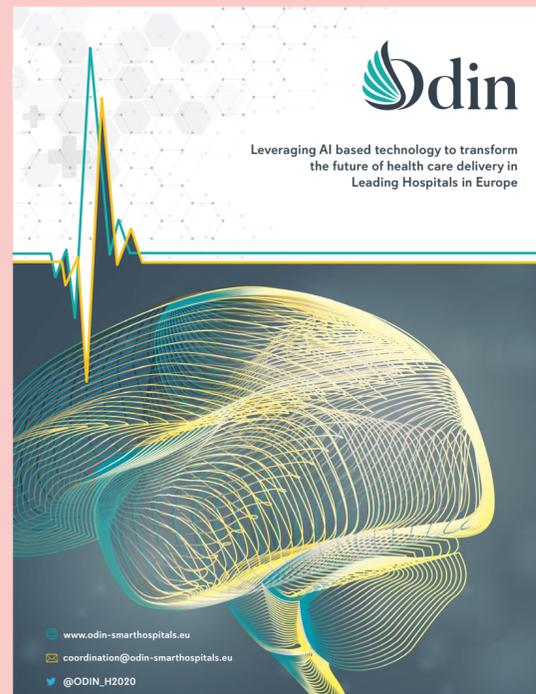
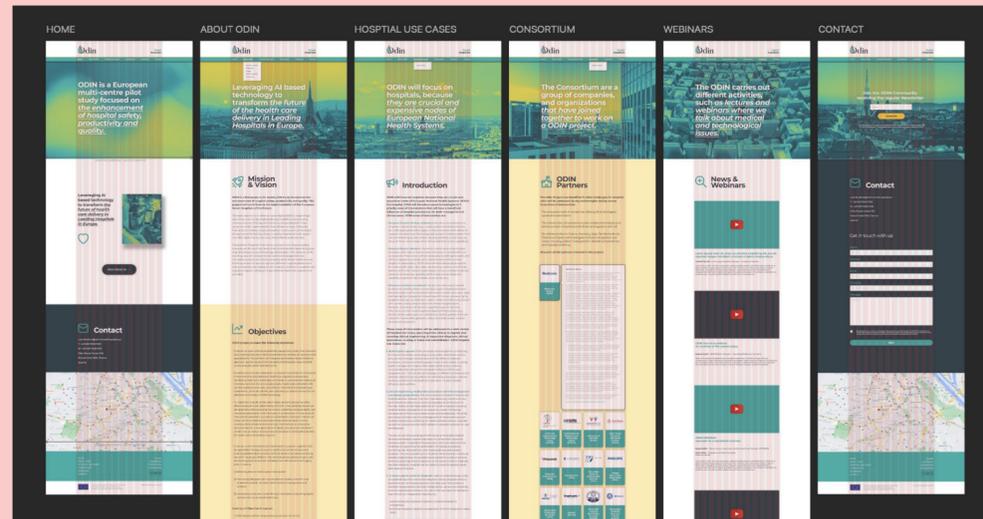


At ODIN, we are on a mission, powered by European funding, to advance the hospitals of tomorrow. By leveraging cutting-edge technologies like robotics and artificial intelligence, we're revolutionizing healthcare processes' efficiency.

Through strategic consortium collaboration and communication approaches engaging key healthcare ecosystem stakeholders, we've successfully positioned the project as a European benchmark. We offered a comprehensive range of services at ODIN to ensure effective project communication and dissemination.

Our services included designing plans, branding, websites, PR, print materials, social media, videos, e-learning, webinars, and digital communication. These efforts helped us overcome communication challenges and spread our innovations effectively.

- odin-smarthospitals.eu
- twitter.com/ODIN_H2020
- linkedin.com/company/odin-smart-hospital
- youtube.com/@ODINH



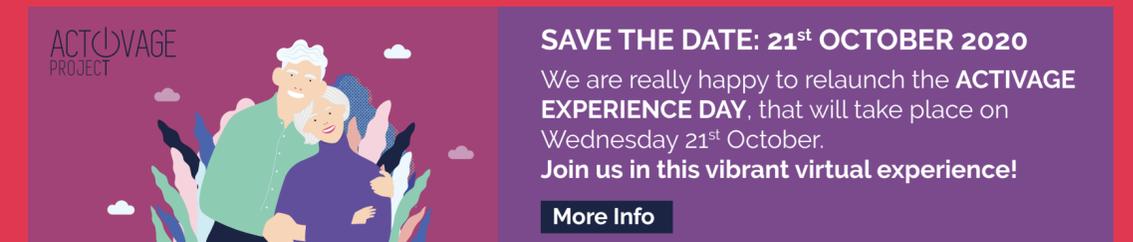
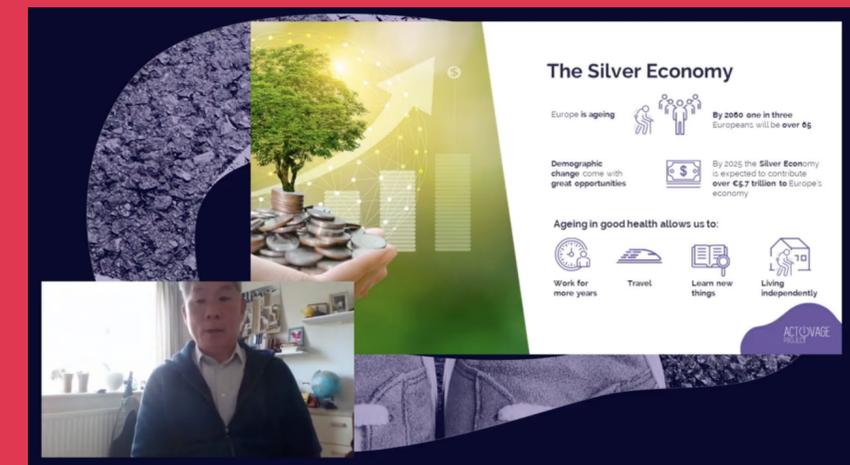
Success Stories | **Activage**

ACTIVAGE PROJECT

ACTIVAGE, a flagship project of the European Commission, demonstrated the impact of new technologies on older adults' well-being and health. We provided dissemination and communication services, including detailed work package design, branding, web design, public relations, event organization, print materials, social media management, video content, e-learning and webinars, and strategic digital communication. These services were instrumental in overcoming the project's communication and dissemination challenges, ensuring that our innovations were effectively known, adopted, and utilized.

As communication and dissemination leaders, we created a significant impact among stakeholders involved in older individuals' care. Our engagement strategies led to the project's continuation through the ACTIVAGE association, now launching a marketplace revolutionizing the silver economy market.

- activageproject.eu
- twitter.com/ACTIVAGEproject
- linkedin.com/company/activage-project
- youtube.com/@activageproject



Success Stories | **INCISIVE**

A INCISIVE

INCISIVE, funded by the European Commission, aims to enhance cancer imaging with AI features for effective decision-making in healthcare. Our task is to organize clustering activities to engage key healthcare players and highlight this groundbreaking tool's potential. We specialize in dynamic event organization to bring this solution closer to clinicians.

- [incisive-project.eu](https://www.incisive-project.eu)
- twitter.com/IncisiveEu
- [linkedin.com/groups/9022935](https://www.linkedin.com/groups/9022935)
- [youtube.com/@incisiveproject](https://www.youtube.com/@incisiveproject)



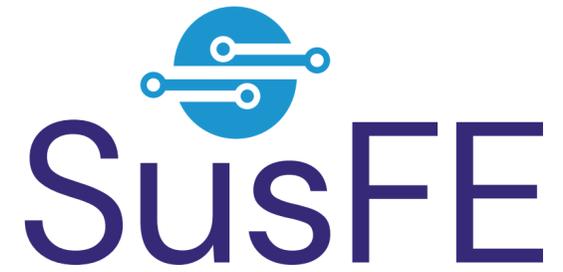
ABOUT INCISIVE

5 MAIN PILLARS

- Analysis of AI challenges related to cancer imaging while striving to achieve a highly acceptable solution
- Incorporation of AI features enhancing cancer imaging and enabling effective decision making
- Implementation of an interoperable pan-European federated repository of health images, including secure data sharing mechanisms
- System validations, technology assessment and proof-of-concept demonstration



 **Success Stories | SusFE**



SUSFE is at the forefront of driving change in sustainable solutions for the next generation of electronic components and systems, and we're proud to be the driving force behind its success. Our team specializes in mesmerizing crafting visuals that showcase the cutting-edge materials and processes utilized by SUSFE under EU funding.

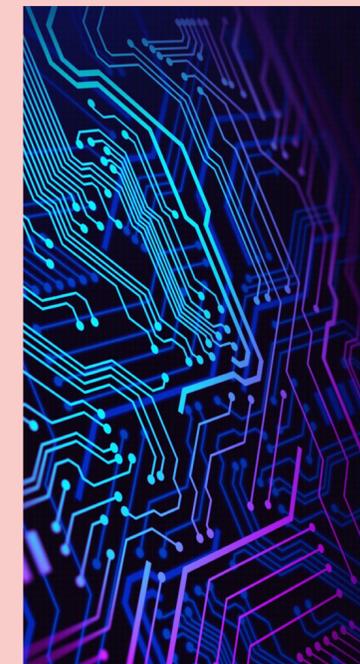
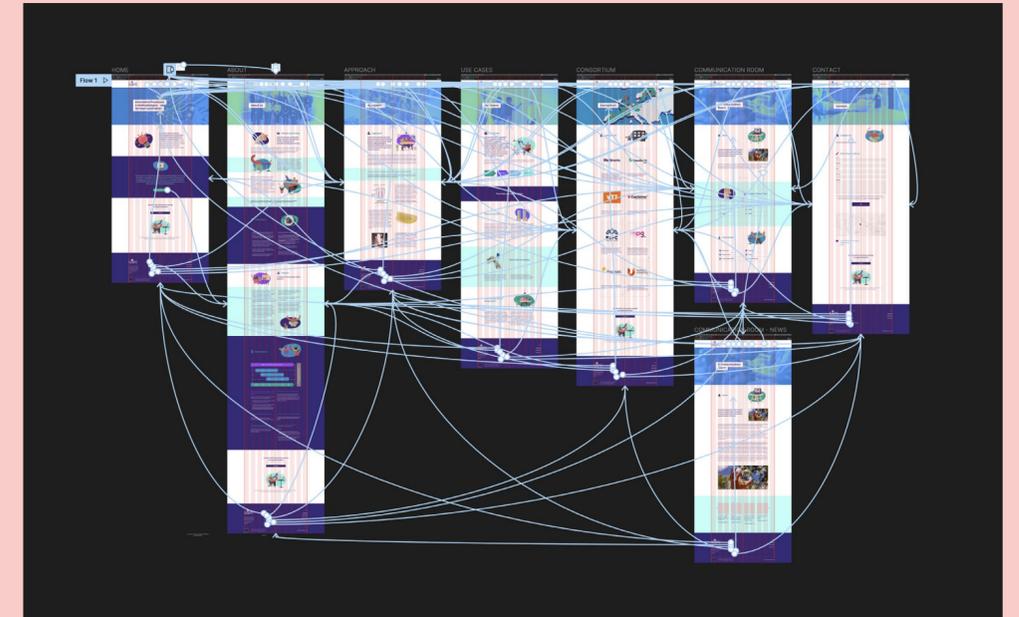
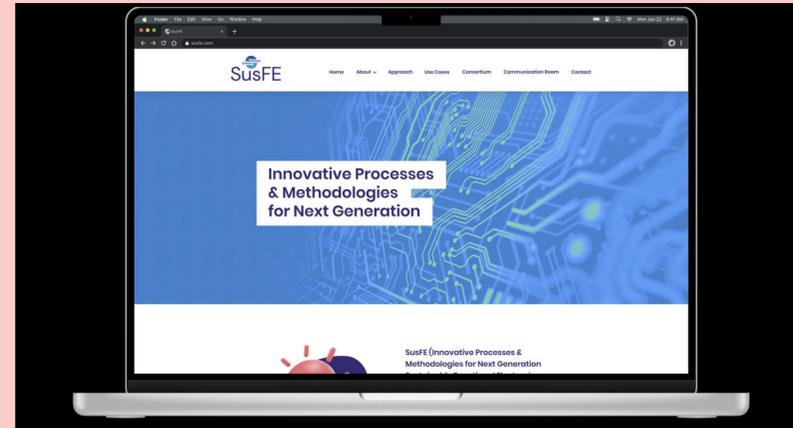
When it comes to web design, we excel in creating online experiences that captivate stakeholders and effectively communicate SUSFE's eco-friendly alternatives. But we don't stop there! We're also busy developing strategic communication plans that shine a spotlight on SUSFE's mission and the incredible benefits it offers.

 susfeproject.eu

 twitter.com/SusFEproject

 linkedin.com/company/susfe

 youtube.com/@susfeproject



Success Stories | Carla Sadhana



Carla Sadhana

YOGA Y SALUD HOLÍSTICA

Carla Sadhana, a coach and expert in Nutrition and Dietetics, Emotional Bio decoding, Sleep Hygiene, Mindfulness, Yoga, and Pilates, is passionate about conscious movement and self-care. She provides simple and powerful tools to impact health and wellness.

With these values, we worked closely with Carla in the construction of her naming and branding, as well as all the resources surrounding the holistic approach of health she want to transmit. It was a co-creation process where we put a lot of care into every detail of this very personal project.

carlasadhana.com



Success Stories | L.M. Postigo

ALIMENTACIÓN • CARNICERÍA • CHARCUTERÍA

L.M. POSTIGO

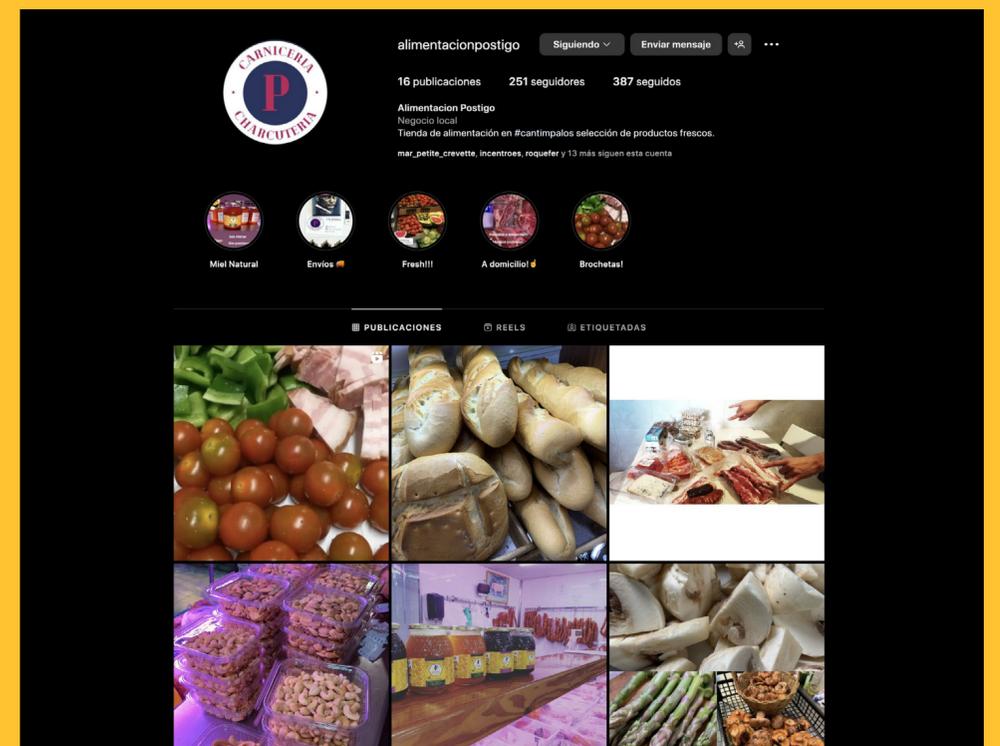
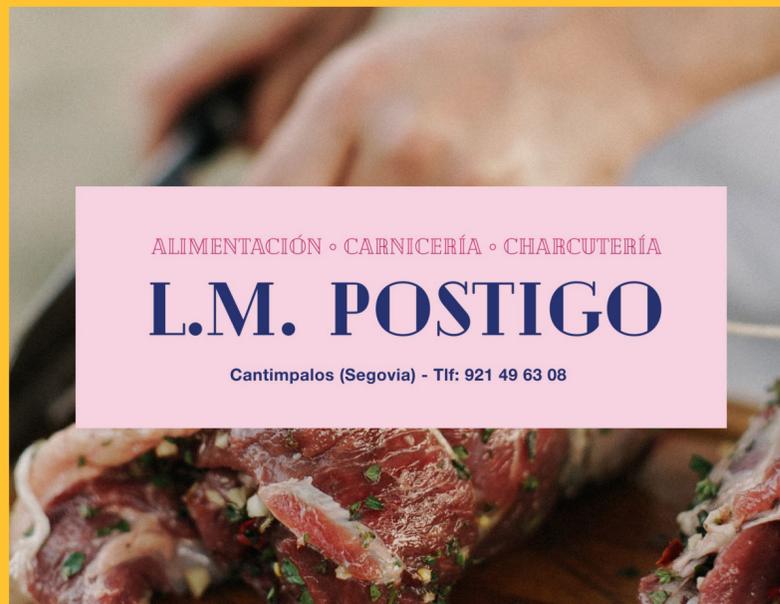
Cantimpalos (Segovia) - Tlf: 921 49 63 08

Postigo Supermarket in Cantimpalos (Segovia) is a small haven for food enthusiasts. Located in the heart of the village, this grocery store offers a unique shopping experience. With its well-stocked shelves and friendly staff, Postigo de Catimpalos is the perfect place to find fresh produce, pantry staples, and a variety of specialty items.

Whether you need of everyday essentials or searching for something new and exciting to try, Postigo Supermarket in Cantimpalos has it all. Stop by and discover the joy of shopping for quality products in a welcoming and cozy environment.

This local brand trusted us to make the jump into nationwide delivery. Our first step was to rebrand the company, adapting it to the digital era and bringing a fresh and more professional look, in line with the high-quality gourmet products they offer.

[instagram.com/alimentacionpostigo](https://www.instagram.com/alimentacionpostigo)



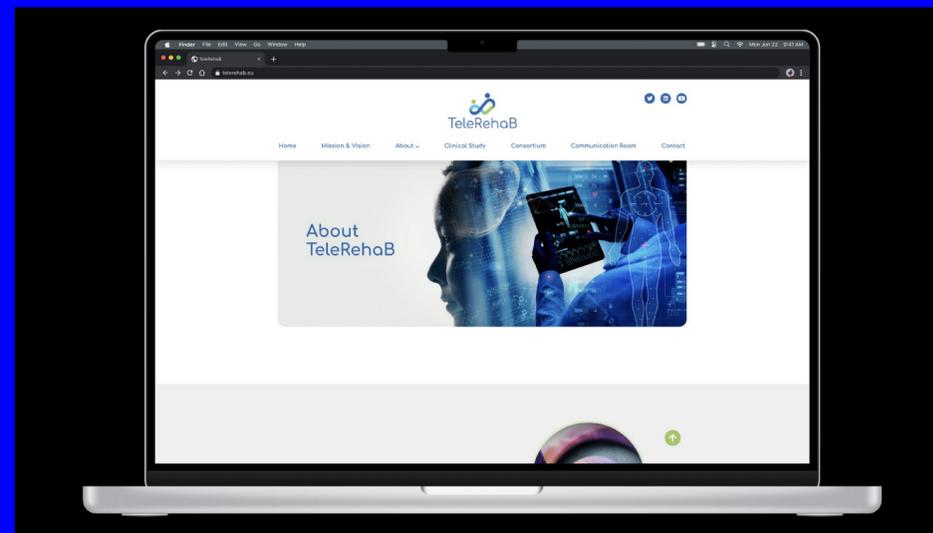
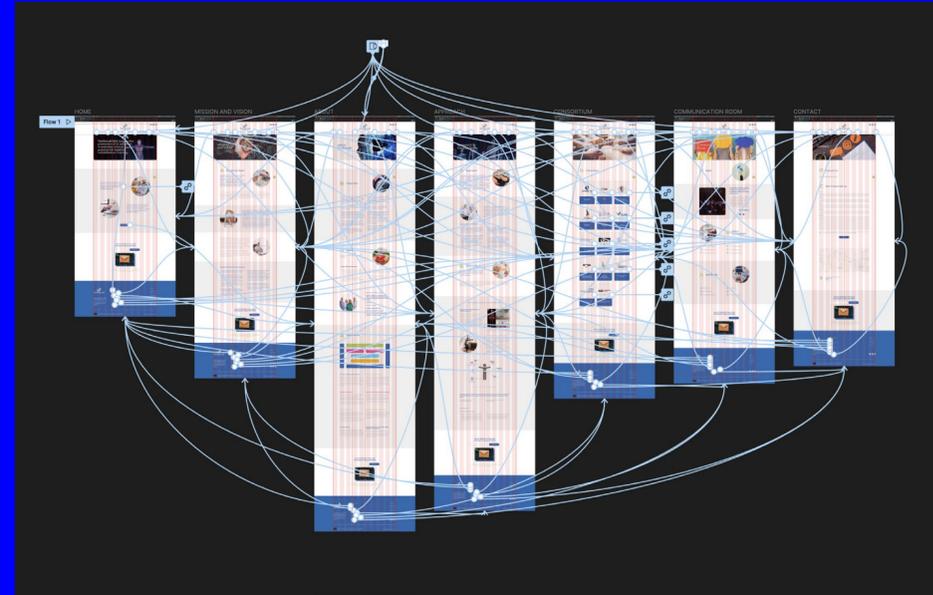
Success Stories | TeleRehaB



TELEREHAB DSS, funded by the European Commission, aims to improve access to rehabilitation services for patients with neurological disorders. We provided dissemination and communication services, including detailed work package design, branding, web design, public relations, event organization, print materials, social media management, video content, e-learning and webinars, and strategic digital communication. These services were instrumental in overcoming the project's communication and dissemination challenges, ensuring that our innovations were effectively known, adopted, and utilized.

Our focus is on visually representing TeleRehab's telecommunication-based solutions, effectively communicating benefits through captivating graphics. We manage internal and external communication activities to ensure TeleRehab's message reaches the right audience.

- telerehab-project.eu
- twitter.com/TeleRehaBEU
- linkedin.com/company/telerehab-dss
- youtube.com/@telerehabproject



TeleRehabilitation of Balance clinical and economic Decision Support System

Call: **HORIZON-HLTH-2021-DISEASE-04**
Type of Action: **HORIZON-RIA**

1st December 2022 to 31st November 2025

Clinical Studies

Ambition

- Adaptable and expandable web-based and cloud facilitated platform and mobile phone apps
- AI model at the back end that will provide patient-specific, cost-effective interventions
- AI model for exercise progression and patient motivation
- Disease specific toolboxes: intervention outcome measures, meta-analysis, instructional videos...

5 COUNTRIES

6M€ EC GRANT

An AI-based Decision Support System (DSS) will be developed expanding upon the existing Augmented Reality (AR) rehabilitation training platform, with its balance exercises, exergames, cognitive training and remote patient monitoring with wearables and IoT devices, to provide suggestive feedback for experts through the entire clinical rehabilitation pathway.

MAIN CONTACT:
Prof. Dimitris Koutsouris, IGCS
dkoutsou@biomed.ntua.gr

Success Stories | New Mondays

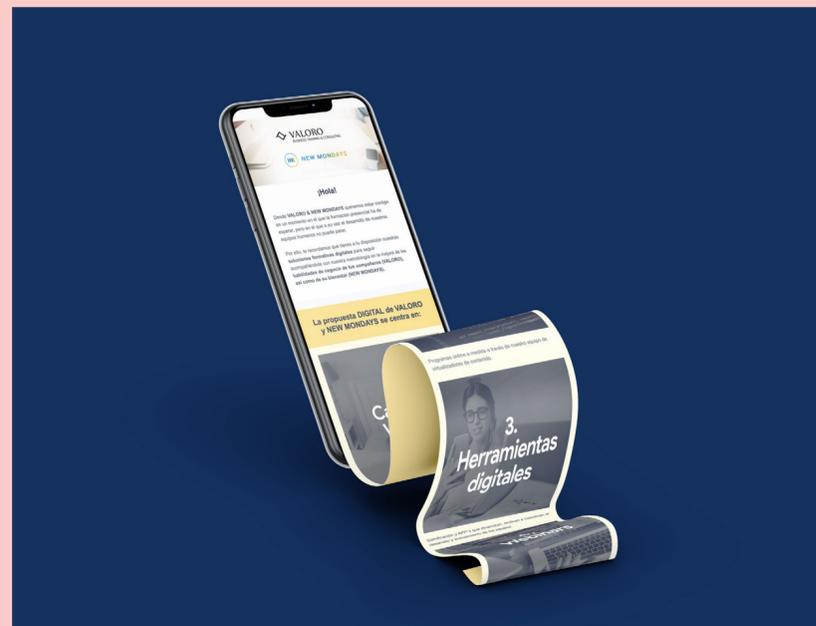
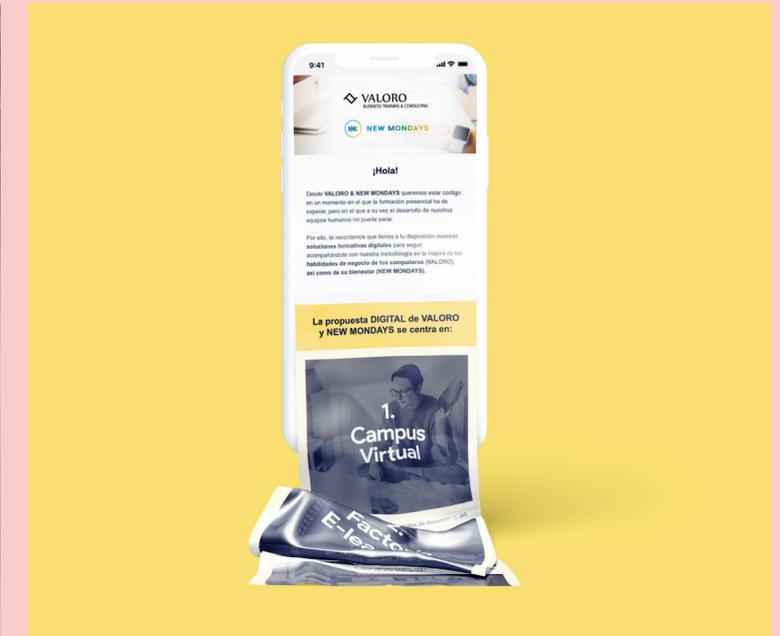


Their mission is to accompany organisations and individuals in situations of change, development and transformation, driving their results through the impact on 4 key skill sets:

- Life Skills. Body-mind-emotions balance through our LEAN LIVING® methodology.
- Soft Skills. Experiential methodology to facilitate learning.
- Team Skills. Activities to experience the achievement of milestones as a team.
- Language Skills. Focus on creating a routine of language use in different contexts.

With these fundamentals in mind, we engaged deeply with this team of strategy consultants in the development of their brand and identity, visual and verbal positioning in the market, and online presence. We aimed to work from a disruptive approach, aligned with the skills they promote in their trainings. We can say that we received their expertise throughout the creative process. Thank you very much.!

newmondays.es



 **Contact**

Happy Mondays Communication is located in the neighbourhood of Nuevo Pozuelo, in Pozuelo de Alarcón. The busiest neighbourhood of the town surrounded by all the services, parks, restaurants and only twenty minutes drive from the centre of Madrid.

info@happymondaysgroup.com
<https://happymondaysgroup.com>



Thanks for watching!



Happy Mondays

communication

info@happymondaysgroup.com

happymondaysgroup.com