



## **Stone Junction offers Spanish services**

**~ Stone Junction recognizes the benefits of foreign language in PR for expanding to international audiences ~**

**Technology PR consultancy Stone Junction has launched services in Spanish for the convenience of clientele in Spain as well as global looking to expand their international market.**

Spanish is the second most widely spoken language in the world, and Stone Junction recognises the importance of catering to this core market. Its team boasts five fluent Spanish speakers who can facilitate dialogue with Spanish journalists in their native language. As an agency, this gives them in-depth access to the Spanish market and greater knowledge of the cultural landscape.

Clients wanting to increase their global visibility can benefit from Stone Junction's international reach. Its team is prepared to transcend geographic limitations by bringing its clients' products to Spain and across the world.

Stone Junction is based in Stafford; however, it also has branches in Germany and Romania. The team is composed of 33 experts in science and engineering, marketing professionals, and foreign language speakers. This wide range of skills allows the company to create PR campaigns tailored to your brand yet accessible to an international market.

One of Stone Junction's clients is global, high-tech engineering group Sandvik. This wide-reaching company focuses on providing sustainable technologies for the mining and infrastructure industries. As of 2022, Sandvik had sales in 150 countries. Stone Junction is pleased to have contributed to Spanish marketing activity.

Stone Junction offers more Spanish-language services than other companies of a similar size, giving them a competitive edge in pitching to Spanish audiences. "Having that personal touch is important," says Phil Taylor, one of Stone Junction's Spanish speakers. "If you're able to call the journalist and speak to them in their language, it's better for building relations." He explains how a phone call feels more human than an email and increases your chances of maintaining those international contacts.

Prospective clients looking to expand their brand awareness into Spanish markets should consider Stone Junction for their PR and marketing needs. The consultancy offers a personal, culturally intelligent approach to international PR.

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**About Stone Junction:** Specialist STEM (Science, Technology, Engineering and Maths) PR agency, Stone Junction is a corporate affiliate member of the CIPR and full member of the PRCA.

The company is based in Stafford and boasts a team of 35 consultants who speak thirteen languages between them and are qualified in subjects ranging from chemistry, electronics and IT to biology and natural sciences.

The business has won 35 PR and marketing awards since 2015 and is one of PR Week's Top [40 Technology PR agencies](#), [Top 150 UK agencies](#), and [Top 50 Agencies Outside London](#). It was named as the CIPR's *Outstanding Consultancy* in the Midlands in 2018 and 2019 and the PRCA's *Outstanding Large Consultancy* in the Midlands in 2018, 2019 and 2020. In 2020 it was awarded the CIPR's Mark of Excellence in the *Best Specialist Agency* category at its national *Excellence* awards and in 2021 received the same award for *Best Staff Wellbeing Initiative*. We think we are boss.

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