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Chile-Based Simplicity Joins PROI Worldwide

Full-service Agency Bolsters Latin American Presence of Global Network

Chicago: [Simplicity](#), headquartered in Santiago, Chile, and with an office in Miami, has been elected to partnership in PROI Worldwide, a leading global consortium of entrepreneurial communications agencies with 85 partners in 60 countries. Founded in 2012, Simplicity is a full-service international communication and marketing agency with offices and affiliates in the U.S. and Latin America that provides fully integrated support to clients across numerous industries.

“For more than a decade, we’ve instilled a multidisciplinary and multi-country team approach to help solve our clients’ business challenges,” said Paula Lacámara, Founder and Managing Partner of Simplicity Chile. “Joining the prestigious group of PROI agencies allows us to expand global communications and marketing for our clients while gaining access to a diverse knowledge base of industry leaders. We are very proud of this partnership with PROI because it demonstrates that we’re passionate about working with people who dream big and stand up for their beliefs.”

Jeff Lambert, Global Chair of PROI Worldwide and Chair of U.S.-based Lambert Global stated, “Simplicity has a strong reputation of providing sound strategic counsel and delivering exceptional results for clients across a range of industries in Latin America and the U.S. Their local and regional market expertise is a valuable new asset to our Partners around the world.”

Among the keys to Simplicity’s success has been developing a strategic framework and execution model that integrates all communications fields, including PR and communications, advertising, digital, branding, and crisis management. Simplicity is also the first Chilean communications firm to achieve B-Corporation certification, committed to meeting the highest social and environmental performance standards.

PROI Worldwide encompasses 85 PR and communications businesses in 165 cities and 60 countries. Lambert says, individually, they are proven leaders in their home markets. Collectively, the PROI partners represent more than US\$1.075 billion in revenue and 7,500 employees. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions worldwide.

About Simplicity

[Simplicity](#) is an international communication and marketing agency with ten years of experience, five areas of expertise (communications, advertising, digital, branding, and crisis), and is present in the United States and seven other Latin American countries. In January 2022, Simplicity began its international expansion process after opening an office in Miami, becoming the first agency with Chilean capital to arrive in North America. Today Simplicity has five partners and a staff of 40 professionals in the Chile and Miami offices. Their clients are linked to real estate, financial, technology, service, construction, venture capital, mining and startup sectors. Simplicity was the first communications company certified as a B Corp in Chile.

About PROI Worldwide

[PROI Worldwide](#) harnesses the collective power of the world's most ambitious entrepreneurial communications firms. By sharing global insights and best practices, PROI agencies remain best in market trendsetters, supporting the drive to deliver the most impactful communications campaigns for their clients. In 2021, PROI encompassed 83 partners with 7,500 employees in more than 165 cities and 60 countries. With combined revenue of more than US\$1.075 billion, PROI ranked 5th among consolidated communications groups, and was the only one that is based on a unique partnership of independent business people.