



OMMWRITER

A perfect place to think and write

Words are the mathematics of ideas

Our thinking is made up of words. The more we can make good use of our words, the further we can go with our ideas. This is why at herraizsoto&co we have so much respect for words because they are the tools of our trade that have an emotional effect on people.

Barcelona's herraizsoto&co agency harnesses its digital DNA to connect brands and people through experiences of value. We understand experiences of value to be content, apps, services, products, stories, installations, games. If we do good things for consumers, consumers will end up doing good things for brands and in a hyperconnected society a happy consumer is a very valuable asset.

Shortly after starting to do things that are worthwhile for our customers' consumers, there arose in us a need for our own independent thinking: doing things that are worthwhile for ourselves. The result was OmmWriter, a tool that helps us think and write. By creative people for creative people.

But not just OmmWriter. Other products too, like Mood App, which instantly stylizes what you write so you can share it on social media. Or Mood Keyboard, a keyboard that combines text and emojis. Or Stick With Me Baby, which are stickers that convert your Mac's apple logo into characters. And many others that are on the way.

This dual facet of agency and incubator enables us to always be both user centric and consumer centric and apply this know-how with clients like Ikea, BMW, Camper, Moritz, Puig, Roca, Casio and Nintendo.

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Contact: hello@ommwriter.com