

Sara Balonas

B+ communication

Be positive

Sector: integrated communication / advertising

Region: Porto - Portugal

#### **Nomination as an Ambassador**

Here is Sara's point of view: Take the risk. "Three, two, one...breathe deeply. At your feet there's an abyss. In front of you, the unknown. Behind you, the same landscape of always. Finally, after some hesitation, you jump. You take a chance. And, as crazy as it may seem, if your strong will, you're capable to fly. Towards other destinations."

This might feel like risking to letting go a world of safe routines and going on our own. The feeling to take a risk, the fear to not succeed, the pain in the stomach are symptoms felt by the most experienced entrepreneurs. But, to undertake a business is really this: an effort and a risk. It's an impulse to go forward, even knowing not everything is secure at start.

That's what happened one decade ago with Sara. She left a CEO function in a well-known advertising agency and jumped into the unknown. Today, Sara fly's her own way through business, paralleling to her university career. Always innovating and with a positive perspective.

#### **About the company**

Created in 2002, b+ is b positive, the blood type common to its creators.

**b+** is also new blood in communication, creative vein, ideas flow, transfusion of innovation, grey matter. Its positive thinking. Above all, **b+** is a colorful mix of **strategic thinking, creativity** and **sensibility**.

Re-inventing, re-thinking, **acting** instead of re-acting. Finding new ways to communicate, new media, new techniques or new ways to reinvent the traditional media are a constant concern.

**b+** keeps a light structure, organized to respond to the companies and brands communications issues.

#### **Further information:**

Sara Balonas

B+ Communication

Rua da Restauração 292 4050-501 Porto

Phone: 22 605 2500

Email: [sarabalonas@bmais.com](mailto:sarabalonas@bmais.com)

Web: [www.bmais.com](http://www.bmais.com)

Facebook: <http://www.facebook.com/bmaiscomunicacao>

University:

University of Minho

Social Sciences Institute

Communication Sciences Department

Communication and Society Research Centre

Campus de Gualtar

4710-057 Braga - Portugal