Division

Leaving
a mark
since 2001

DIVISION.MK
DIVISION.MK
CHANNEL/UCA7CZZ8XAMDMLKCFLMJ8EVW
MAIL@DIVISION.MK

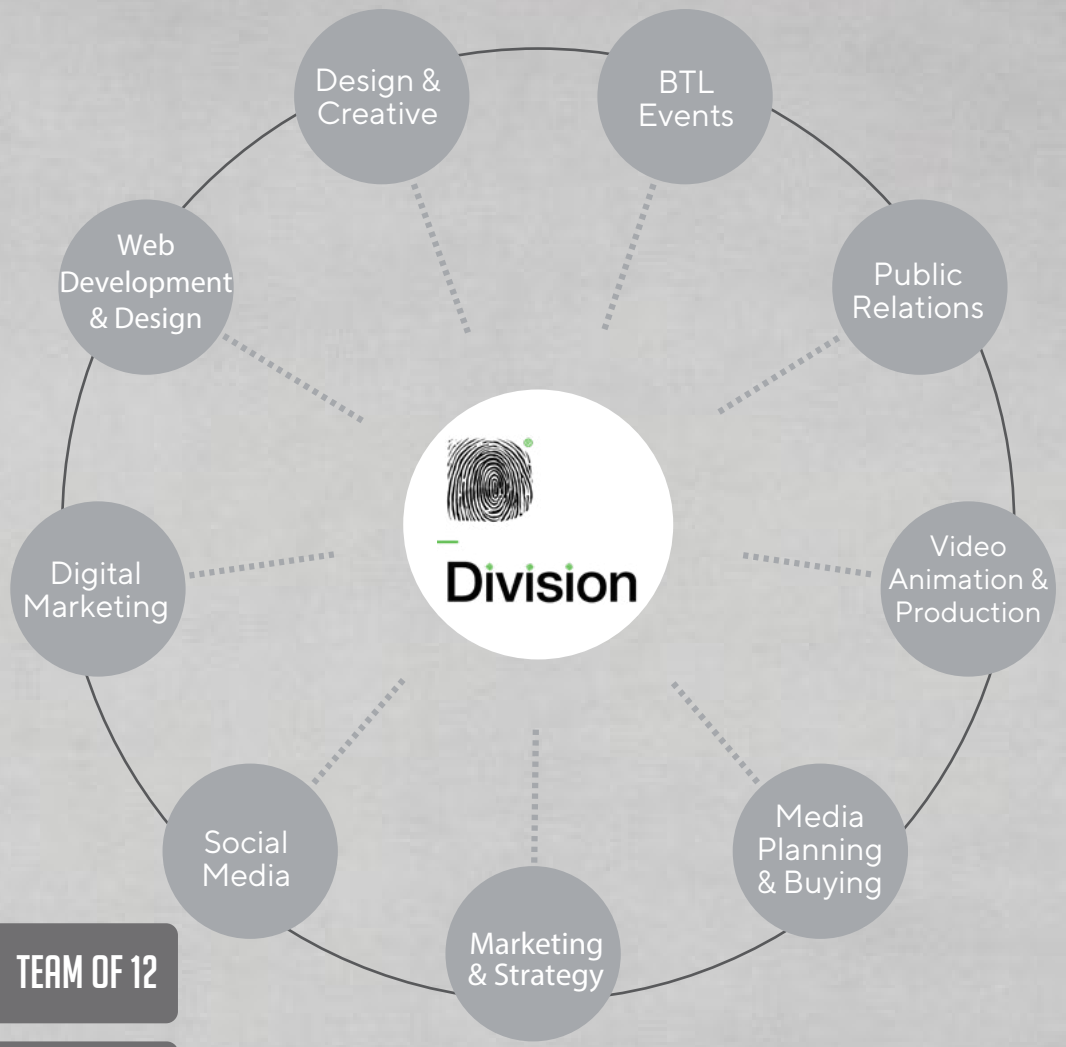
AGENCY SHOWREEL

HTTPS://WWW.YOUTUBE.COM/WATCH?V=NI12BJN7TG0

OUR TEAM

Division is a full-service marketing agency founded in 2001. Our team is connected by a passion for helping clients achieve outstanding results using integrated marketing strategies and tactics.

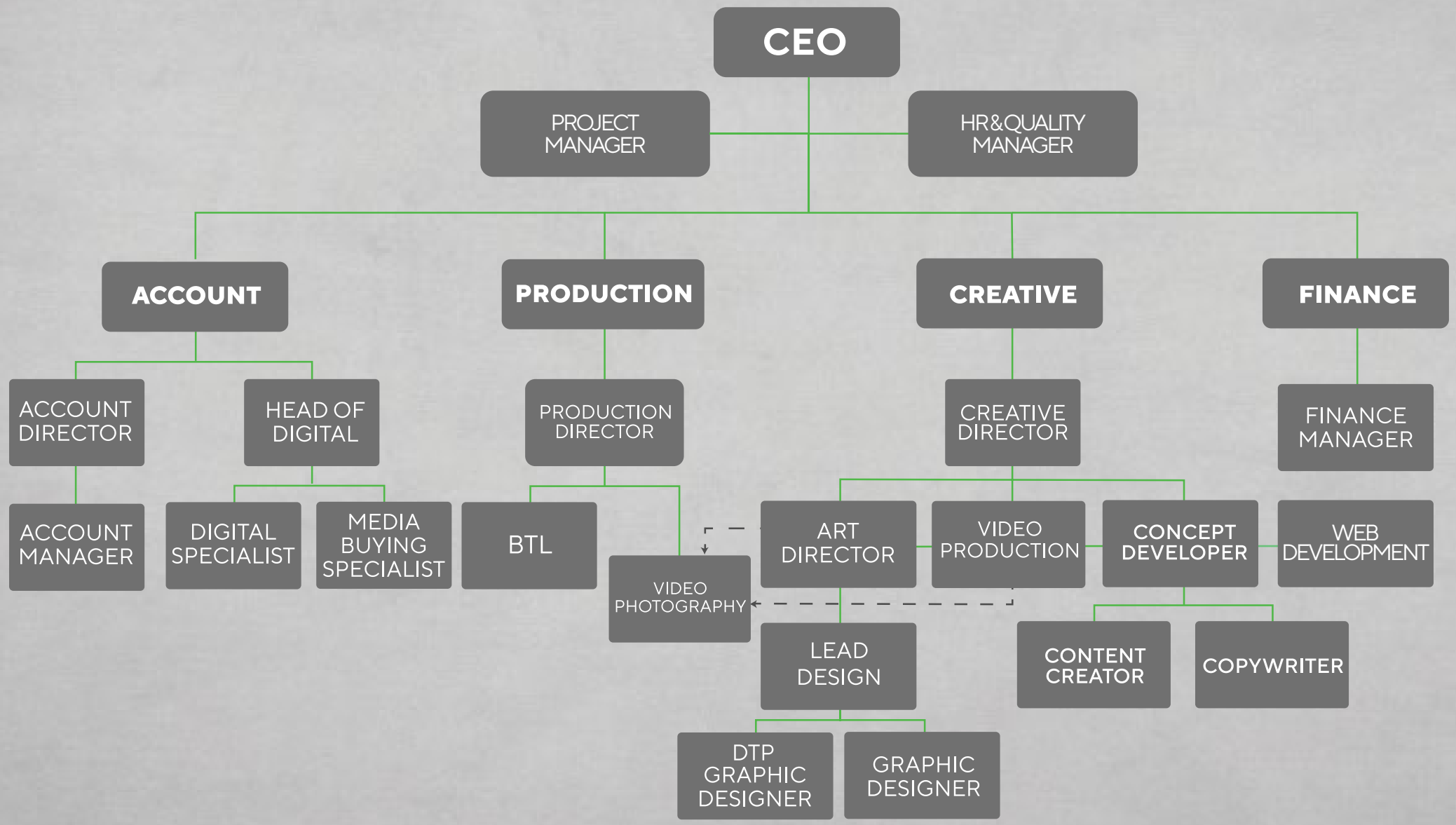
Our agency is comprised of bright minds, willing spirits, and an ever-present commitment to client service and satisfaction. We have the ability to deliver innovative and high-quality work, which makes us the right business partner for your company.



TOTAL TEAM OF 46

ACCOUNT & DIGITAL SECTOR	TEAM OF 9
CREATIVE SECTOR	TEAM OF 12
PRODUCTION SECTOR	TEAM OF 7
MEDIA SECTOR	TEAM OF 1
WEB & UX	TEAM OF 12
ADMINISTRATION SECTOR	TEAM OF 2
MANAGEMENT SECTOR	TEAM OF 3

ORGANISATIONAL STRUCTURE



Market research & strategy

Developing the most effective **marketing strategy** involves a comprehensive approach that takes into account various elements and considerations. It is a foundational tool for businesses to navigate the complex landscape of the market, connect with customers, and achieve sustainable growth and success. It ensures that a company's efforts are strategic, targeted, and aligned with its overall business objectives.

It all starts with...

Market research

Proper market research is essential for developing a successful marketing strategy for a product and/or service. It provides valuable insights into the market, customers, competitors, and overall industry dynamics. Here are some key reasons why market research is important:

1 Understanding the Target Audience:

Market research helps identify and understand the needs, preferences, and behaviours of the target audience. This information is crucial for tailoring the marketing message and product/service features to meet customer expectations.

2 Identifying Market Opportunities:

Research allows businesses to identify gaps in the market, unmet needs, and emerging trends. This helps in uncovering new opportunities for product or service development and innovation.

3 Assessing Market Viability:

Before investing resources in product development or marketing, it's important to assess the viability of entering a particular market. Market research helps evaluate the potential demand for a product or service and whether there is a realistic chance for success.

4 Competitive Analysis:

Understanding the competitive landscape is crucial for positioning a product or service effectively. Market research helps identify key competitors, their strengths and weaknesses, and allows businesses to differentiate themselves in the market.

5 Setting Realistic Goals and Expectations:

Research provides data that can be used to set realistic and achievable marketing goals. It helps in establishing benchmarks and understanding what success looks like in a given market.

6 Risk Mitigation: Mitigation:Expectatio

Market research helps identify potential risks and challenges in the market. This allows businesses to develop strategies to mitigate these risks and make more informed decisions.

7 Optimizing Marketing Mix:

By understanding customer preferences, businesses can optimize their marketing mix, including product features, pricing, distribution channels, and promotional activities. This ensures that the marketing efforts are aligned with the target audience.

8 Resource Allocation:

Efficient allocation of resources is crucial for a successful marketing campaign. Market research helps businesses allocate resources effectively by identifying the most promising market segments and channels.

9 Adapting to Market Changes:

Markets are dynamic and can change rapidly. Regular market research helps businesses stay informed about changes in customer preferences, technological advancements, and competitive strategies, allowing for timely adjustments to the marketing strategy.

10 Measuring Success and ROI:

After implementing a marketing strategy, market research provides a basis for measuring its success and return on investment (ROI). This feedback loop is essential for continuous improvement and adjustment of future strategies.

In summary, proper **market research** is foundational for developing a marketing strategy that is targeted, effective, and adaptable to the dynamic nature of markets. It minimizes risks, optimizes resource allocation, and increases the likelihood of achieving marketing objectives.

Choosing the appropriate type of market research depends on the specific goals, questions, and context of the research effort. Often, a combination of these research types provides a comprehensive understanding of the market.

We offer different types of **market research**, including:

Competitor Analysis:

Focuses specifically on understanding the strengths and weaknesses of competitors, identifying opportunities and threats in the market.

Product Research:

Centers on understanding the development, design, and features of a product. It includes gathering feedback on existing products or testing prototypes.

Brand Research:

Examines how a brand is perceived in the market, measuring brand awareness, loyalty, and associations.

Pricing Research:

Focuses on determining the optimal pricing strategy by understanding customer perceptions, price sensitivity, and willingness to pay.

Customer Satisfaction Research:

Measures and evaluates customers' satisfaction with a product or service, identifying areas for improvement.

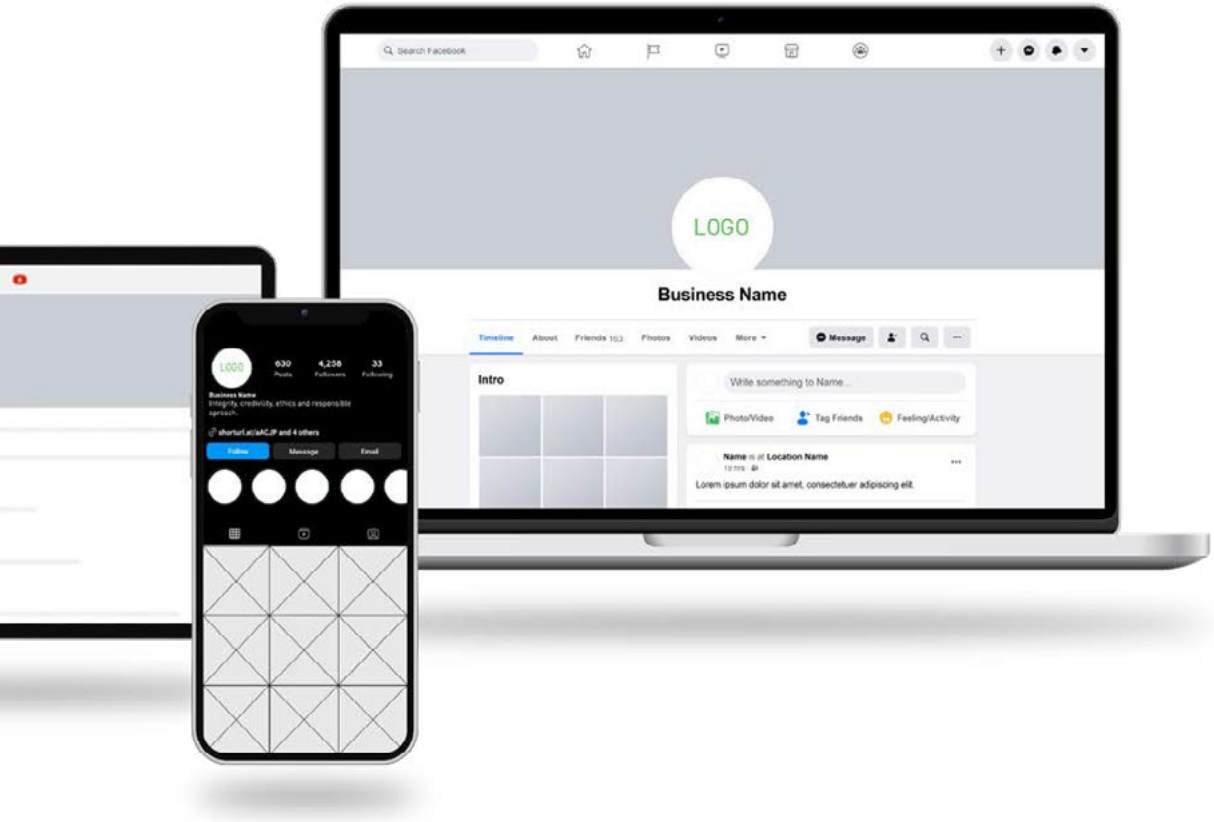
Social Media Research:

Analyzes social media platforms to understand customer sentiments, trends, and discussions related to a brand or industry.

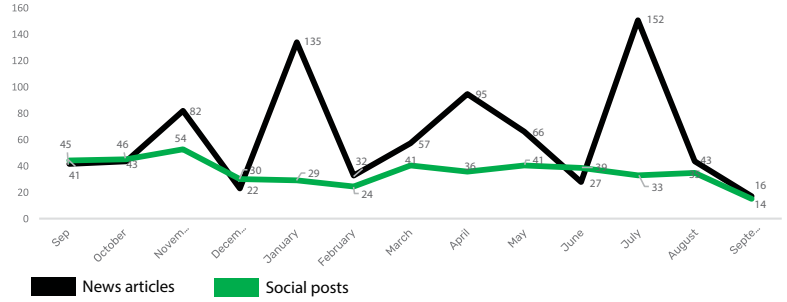
Trend Analysis:

Examines patterns and trends in the market to anticipate future developments and changes.

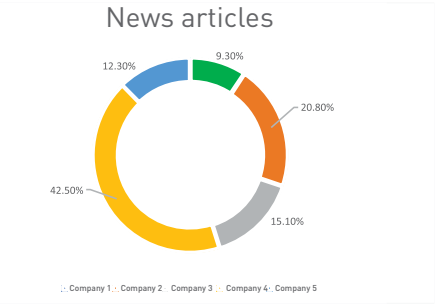
For an example, **social media research**

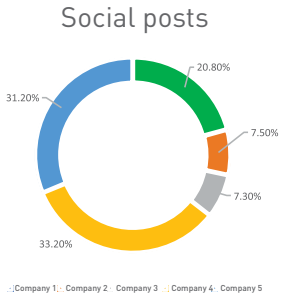


Number of published news articles and social posts



*Articles/post = published media articles and social media posts





Developing a new brand involves careful planning and strategic considerations. Here are key essentials for the successful development of a new brand:

1

Brand visual identity, including brand name, logo and guidelines:

- Clearly define the brand's identity, including its mission, values, and personality. This forms the foundation for all branding activities.
- Choose a memorable and distinctive brand name that reflects the brand identity. Design a logo that is visually appealing and aligns with the brand's personality.
- Create brand guidelines that outline how the brand should be presented across various platforms. This includes guidelines for logo usage, color schemes, and tone of voice.
- Ensure consistency in branding elements such as colors, fonts, and imagery. Consistency builds brand recognition and trust.

2

Brand Storytelling and messaging:

- Craft a compelling brand story that resonates with the target audience. Storytelling helps create an emotional connection with customers and communicates the brand's values, benefits, and personality across all communication channels.

3

Unique Value Proposition (UVP) and brand positioning

- Clearly articulate what sets the brand apart from competitors. Define the unique value proposition that communicates the specific benefits the brand offers.
- Clearly define the brand's position in the market. Determine where the brand fits relative to competitors and how it fulfills the needs of its target audience.

4

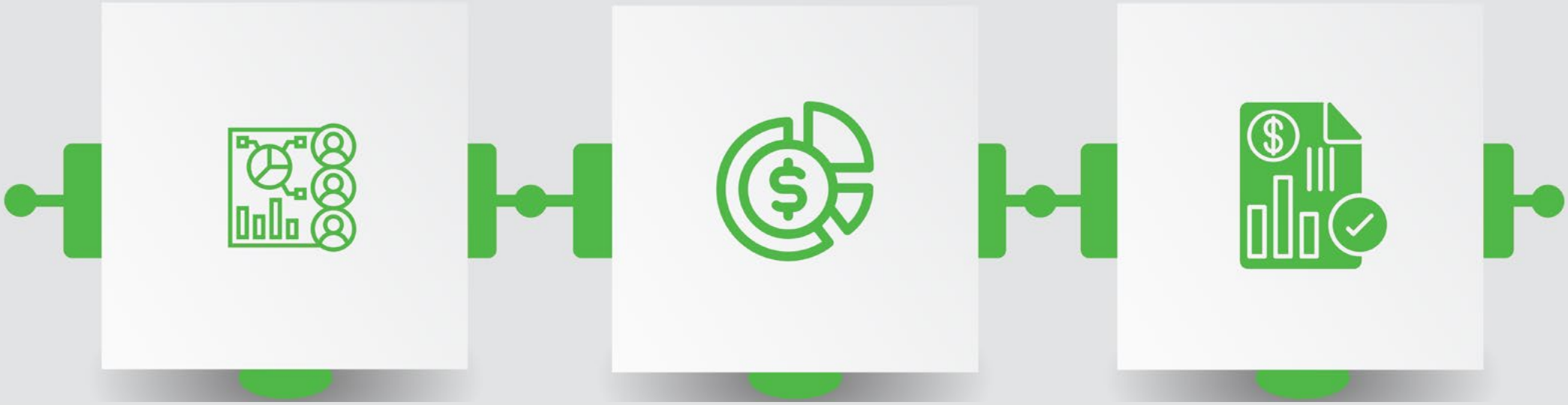
Development of launch strategy and an integrated marketing campaign:

- Develop a comprehensive strategy for launching the brand. This includes planning for product or service introduction, marketing campaigns, and public relations.
- Establish a strong online presence through a user-friendly website and active engagement on relevant social media platforms. A digital presence is crucial for brand visibility.

By carefully addressing these essentials, businesses can create a strong and memorable brand that resonates with its target audience and sets the foundation for long-term success.

Digital advertising & strategy

Tools for advanced targeting through AI



Collecting an audience

Through AI, we find the broad audience interested in the brand.

Budget Optimization

Throughout the entire campaign, budget optimization is performed with the goal of achieving the optimal cost per result.

Audience Testing

For each product, three phases are conducted for every campaign, during which testing is performed in this process.

Detailed Audience Processing through AI Algorithm

Detailed Cross-Analysis of Key Parameters
(Range, Interactions, Clicks, Conversions...)
By Platform and Demographics

Detailed Audience Processing through GEO Targeting

Analysis of Key Parameters
(Range, Interactions, Clicks, Conversions...)
By Cities.

AI Algorithm for Campaign Optimization

OPTIMIZING THE PROCESS OF SETTING UP ADVERTISEMENTS

MINIMAL HUMAN ERROR

DISCOVERING AUTHENTIC COMMUNICATION AND CREATIVITY

Custom-Made Report

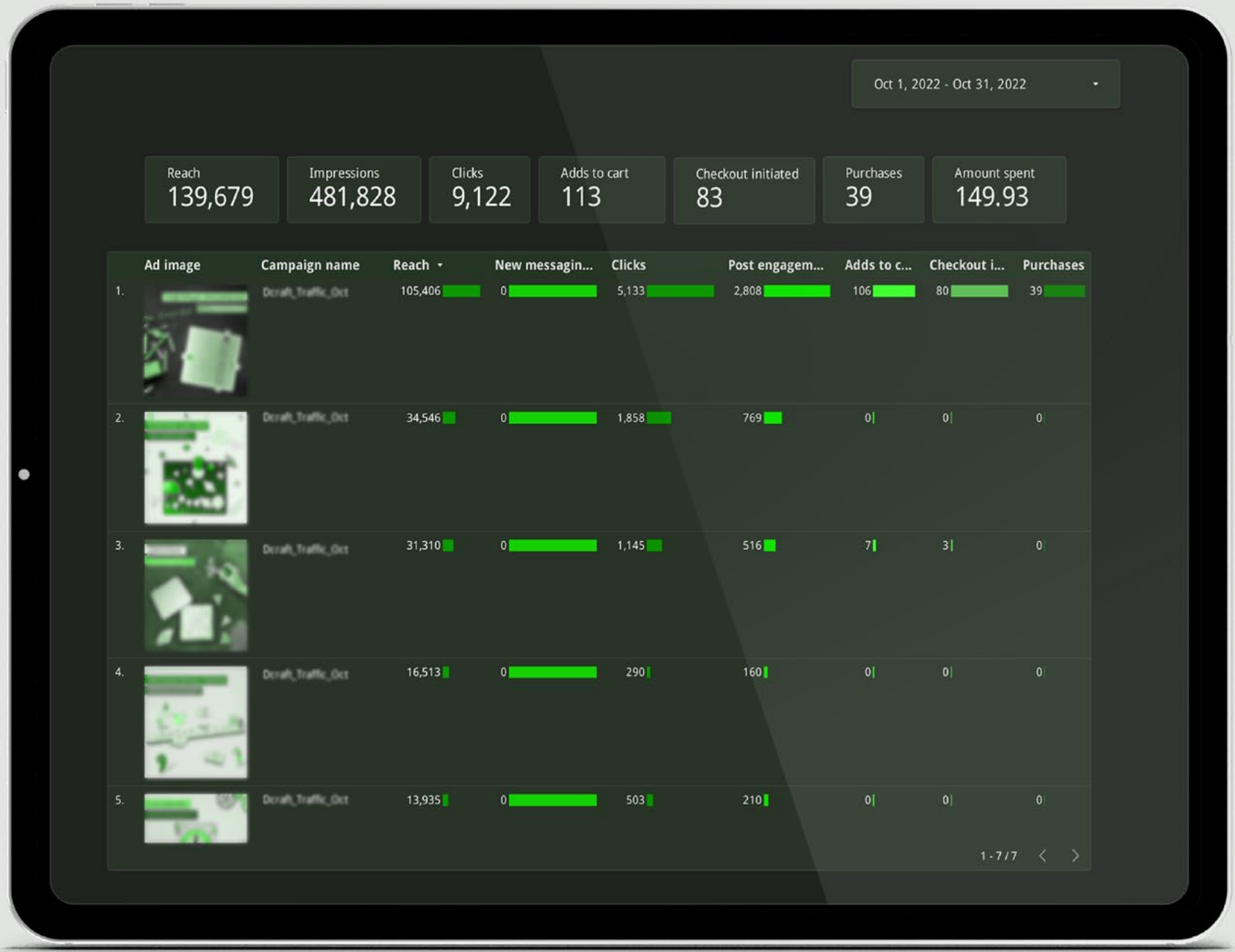
Custom-Made Report

Measurable Results According to the Client's Needs

Implementation of AI in Every Segment of the Report

The reports are connected to the APIs of Facebook Ads Manager, Google Ads, Google Analytics, and more.

Constant Campaign Optimization Based on the Report Results


Oct 1, 2022 - Oct 31, 2022
Reach 139,679
Impressions 481,828
Clicks 9,122
Adds to cart 113
Checkout initiated 83
Purchases 39
Amount spent 149.93
Ad image
Campaign name
Reach
New messagin...
Clicks
Post engagem...
Adds to c...
Checkout i...
Purchases
1. Dcraft_Traffic_Oct 105,406 0 5,133 2,808 106 80 39
2. Dcraft_Traffic_Oct 34,546 0 1,858 769 0 0 0
3. Dcraft_Traffic_Oct 31,310 0 1,145 516 7 3 0
4. Dcraft_Traffic_Oct 16,513 0 290 160 0 0 0
5. Dcraft_Traffic_Oct 13,935 0 503 210 0 0 0
1 - 7 / 7

Social Media Advertisements Correspond with Website Visits and Achieved Sales

MEASURING FACEBOOK LEADS

COLLECTING CONTACTS THROUGH THE WEBSITE CONTACT FORM AND OPTIMIZING COST-PER-LEAD

DISTRIBUTION AND BUDGET OPTIMIZATION BY CAMPAIGN TYPE

MEASURING LEADS IN GOOGLE ANALYTICS

CLIENTS

Following is a list of our most notable clients

SOME OF OUR LATEST PROJECTS THAT WE ARE PROUD OF

Division

Leaving
a mark
since 2001

STOBI FLIPS - FLIPNI
INTEGRATED MARKETING CAMPAIGN

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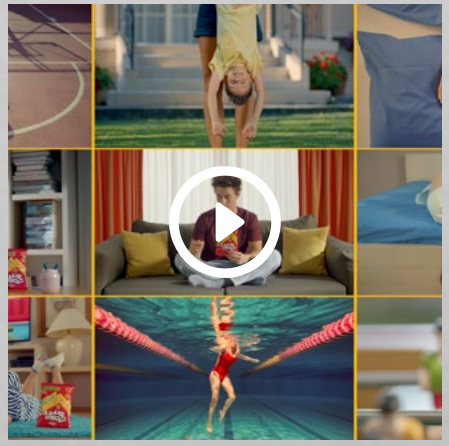

STOBI FLIPS 40 YEARS
INTEGRATED MARKETING CAMPAIGN

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HTTPS://YOUTU.BE/6VZKOJDJIUW

447,974 People Reached		
557,531 Video Views		
3,797 Reactions, Comments & Shares		
3,299 Like	2,514 On Post	785 On Shares
129 Love	108 On Post	21 On Shares
31 Haha	22 On Post	9 On Shares
68 Wow	50 On Post	18 On Shares
5 Sad	5 On Post	0 On Shares
11 Angry	9 On Post	2 On Shares
132 Comments	92 On Post	40 On Shares
125 Shares	117 On Post	8 On Shares
12,834 Post Clicks		
7,385 Clicks to Play	32 Link Clicks	5,417 Other Clicks

- TVC - STOBI FLIPS EVERYWHERE!
- TEASER DIGITAL CAMPAIGN:
FIRST MACEDONIAN BRAND IN SPACE

STOBI FLIPS 40 YEARS
INTEGRATED MARKETING CAMPAIGN

- LOGO DESIGN
- PACKAGING DESIGN
- OOH BRANDING
- PR

LOGO DESIGN | 40 YEARS STOBI FLIPS

Лансиран прв македонски бренд во вселената!

February 23, 2018 · Leave a comment

"Уште многу одамна ја освоивме Македонија заедно со соседните земји во регионот, прераснавме во бренд кој можете да го најдете во трафика во Мароко, во супермаркет во Квинс или во продавничка во Париз.По повод 40 години од нашето постоење, навистина можеме да кажеме дека Стоби Флипс го има насекаде" – ... Read More »

Како Македонија стигна до вселената!

March 21, 2018 · 1 Comment

Неодамна го погледнавме видеото за лансирањето на Стоби Флипс во вселената, чие што лансирање на околу 36 000 метри и целиот пат до орбитата на Земјината топка, предизвика огромен интерес во јавноста и побуди многу прашања за неговата реализација. Како изгледаше лансирањето на Стоби Флипс дознаваме од разговорот со креативнот ... Read More »

ВИДЕО: Стоби Флипс - прв македонски бренд во вселената
www.femina.mk › Новости › Занимливости ▾ Translate this page
Стоби Флипс оваа година слави 40 години постоење. ... „Витаминка" сними видео со кое е прикажано лансирање на македонскиот бренд во вселената.

(ВИДЕО) Стоби флипс, првиот македонски бренд симболично ...
https://time.mk/.../video-stobi-flips-prviot-makedonski-brend-simb... ▾ Translate this page
Feb 23, 2018 - Македонскиот бренд Стоби Флипс, симболично беше испратен во Вселената Флипсот беше лансиран на 36.000 метри и целиот пат ...

„Стоби Флипс" лансирани во Вселената (ВИДЕО) - USB.mk
https://usb.mk/2018/02/23/стоби-флипс-лансирани-во-вселенат/ ▾ Translate this page
Feb 23, 2018 - Полно кесиче „Стоби флипс" денověве беше испратено во стратосферата, на 36 километри над површината на Земјата. Со тоа, ...

40 YEARS STOBI FLIPS BUS BRANDING

STOBI FLIPS

INTEGRATED MARKETING CAMPAIGN - SERBIAN MARKET

-DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY FOR PRIZE GAME
-DEVELOPMENT OF KEY VISUAL, POP SET, OTHER PROMO MATERIALS AND WEB PAGE

STOBI FLIPS

INTEGRATED MARKETING CAMPAIGN - SERBIAN MARKET

-ORGANIZATION, COORDINATION, LOGISTICS AND CONTROL FOR ALL ASPECTS (LEGAL, PRIZE FUND, DELIVERY OF PRIZES ETC)
-DIGITAL

STOBI FLIPS

INTEGRATED MARKETING CAMPAIGN - SERBIAN MARKET

-PRODUCTION OF TV ANIMATION

-CREATION OF VIBER STICKERS

HTTPS://WWW.YOUTUBE.COM/WATCH?V=J5SZZ89RH90&FEATURE=YOUTU.BE

MAGNUS
INTEGRATED CAMPAIGN 2022

-DEVELOPMENT OF KEY VISUAL AND OTHER PROMO MATERIALS

-PRODUCTION OF TVC

-SOCIAL MEDIA

TVC

HTTPS://WWW.YOUTUBE.COM/WATCH?V=GOKXFA3YVUE

STOBI FLIPS MAGNUS
INTEGRATED MARKETING CAMPAIGN

DEVELOPING THE BRAND IDENTITY:
- NAME AND PACKAGING
- STRATEGY FOR COMMUNICATION PLATFORM FOR MACEDONIAN AND SERBIAN MARKET

PACKAGING DESIGN

TVC

HTTPS://YOUTU.BE/IA3HVUMKKXM

HTTPS://YOUTU.BE/MWJ3RCAHOAG

STOBI FLIPS MAGNUS
INTEGRATED MARKETING CAMPAIGN

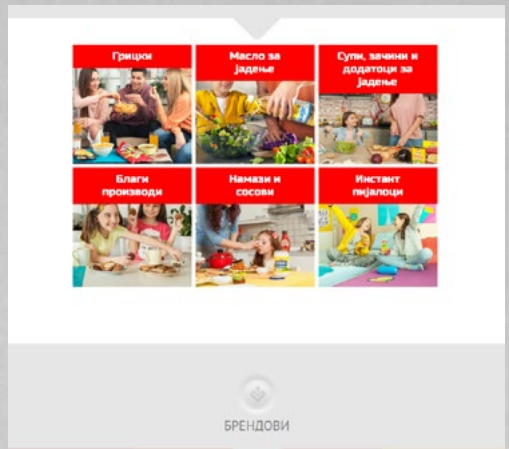
BTL AND OOH

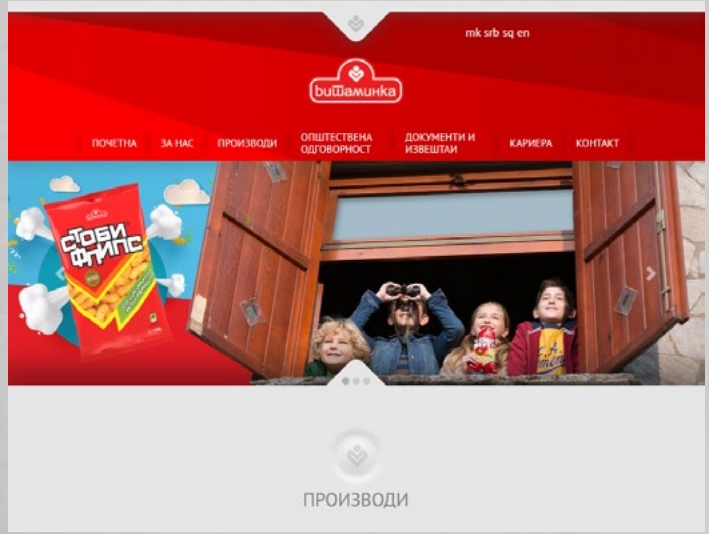
DIGITAL

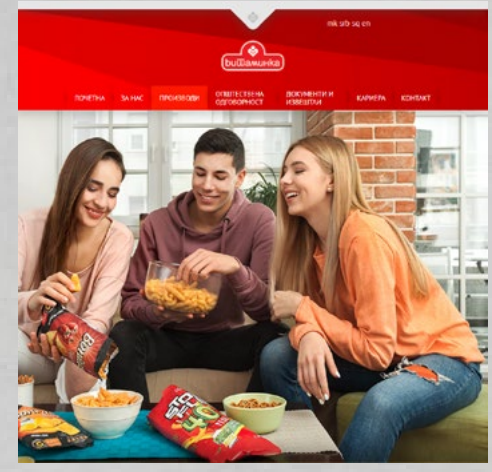
VITAMINKA

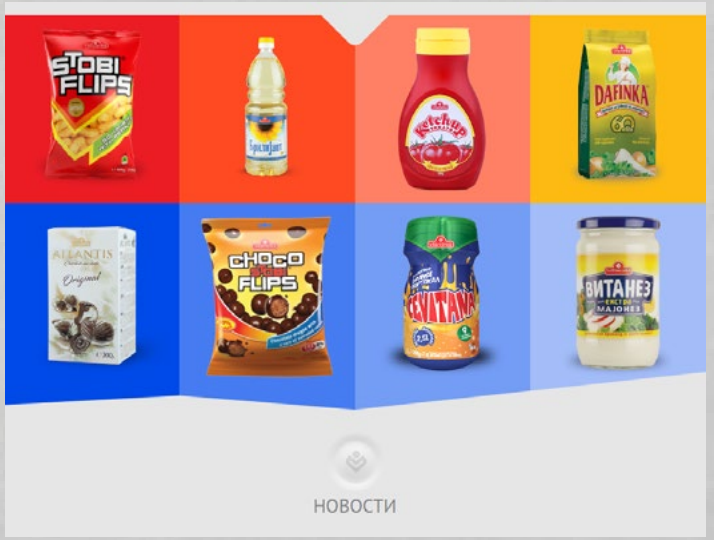
VITAMINKA CORPORATE WEB PAGE

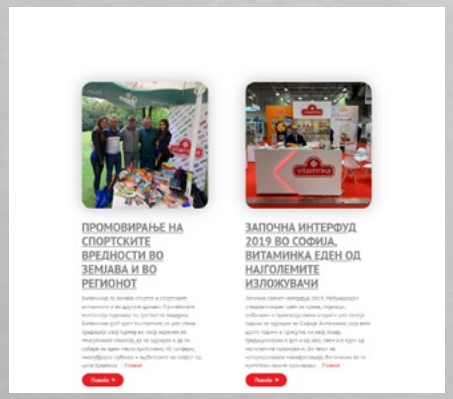
-DEVELOPMENT OF CONCEPT AND STRUCTURE FOR DEVELOPMENT OF NEW CORPORATE WEB PAGE
-DESIGN DEVELOPMENT FOR DIFFERENT TYPES OF PAGES
-ORGANIZATION AND COORDINATION WITH A SOFTWARE COMPANY FOR FINAL EXECUTION

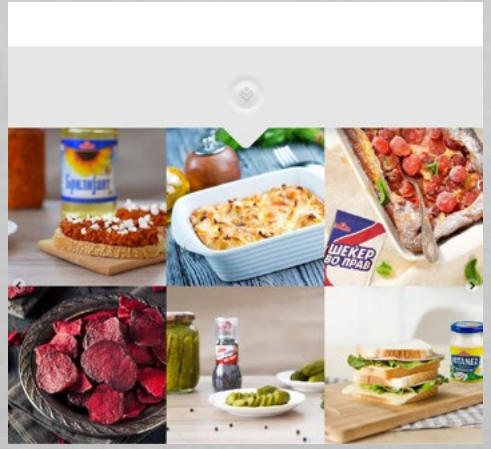












CHOCO STOBI FLIPS

DIGITAL CAMPAIGN - MACEDONIAN MARKET

-DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY FOR PRIZE GAME
-DEVELOPMENT OF KEY VISUAL, PROMO MATERIALS AND WEB PAGE
-ORGANIZATION, COORDINATION, LOGISTICS AND CONTROL FOR ALL ASPECTS (LEGAL, PRIZE FUND, DELIVERY OF PRIZES ETC)

CHOCO STOBI FLIPS

DIGITAL CAMPAIGN - MACEDONIAN MARKET

-DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY FOR PRIZE GAME
-DEVELOPMENT OF KEY VISUAL, PROMO MATERIALS AND WEB PAGE
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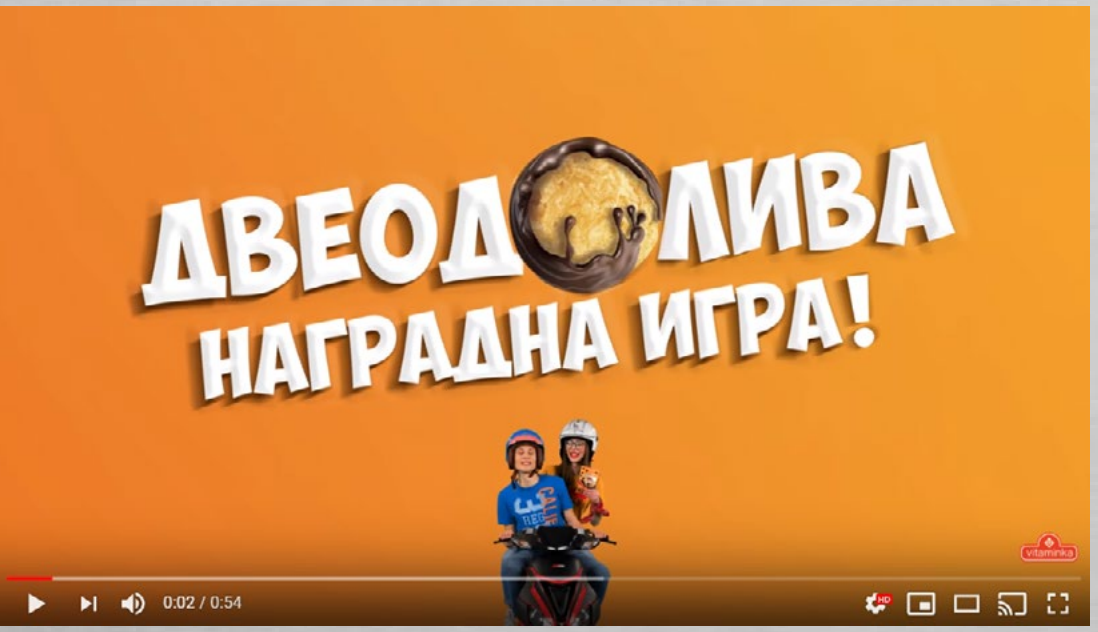
-PRODUCTION OF TVC
-CREATION OF VIBER STICKERS



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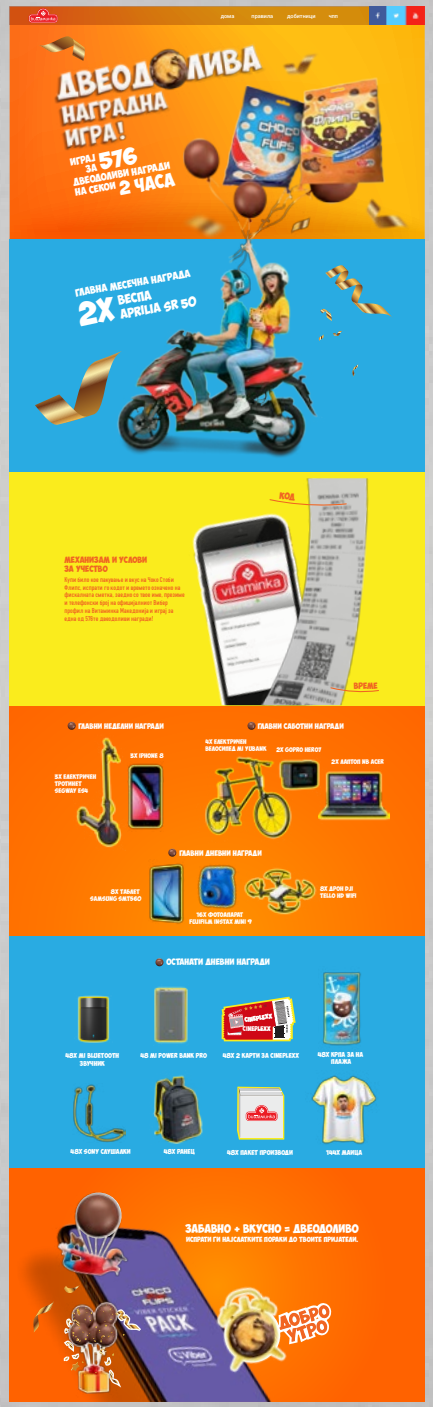

CHOCO STOBI FLIPS DARK & CHILI
INTEGRATED MARKETING CAMPAIGN

-DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY FOR THE LAUNCH OF A NEW CHOCOLATE-COVERED PRODUCT

-DEVELOPMENT OF KEY VISUAL AND OTHER PROMO MATERIALS

-PRODUCTION OF TVC AND RADIO COMMERCIAL

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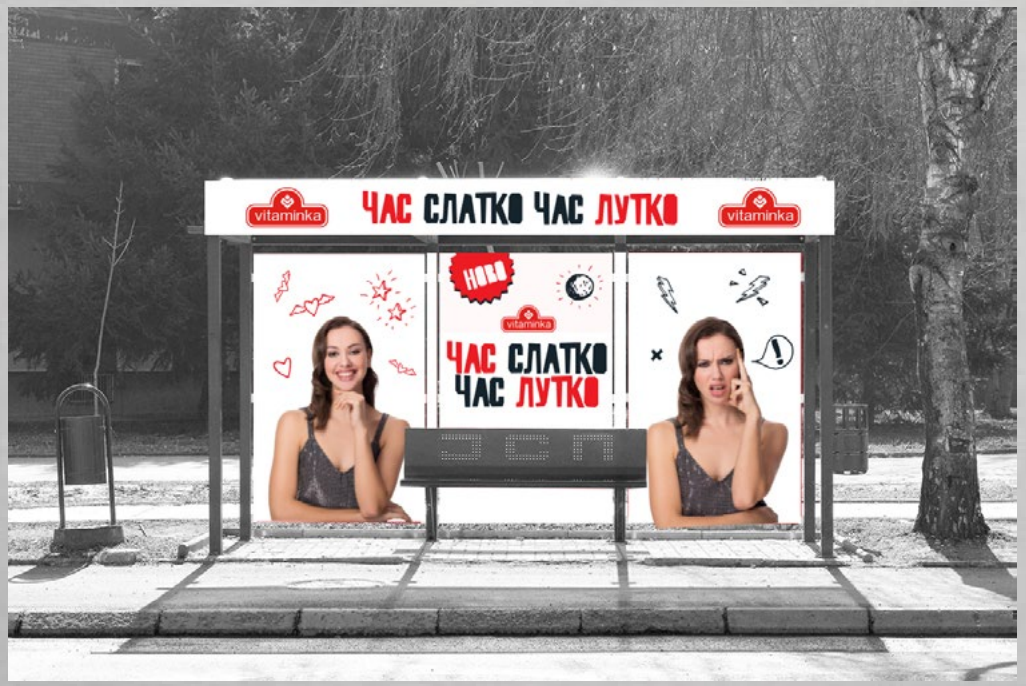
CHOCO STOBI FLIPS DARK & CHILI
INTEGRATED MARKETING CAMPAIGN

-DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY
FOR THE LAUNCH OF A NEW CHOCOLATE-COVERED PRODUCT

-DEVELOPMENT OF KEY VISUAL AND OTHER PROMO MATERIALS

-PRODUCTION OF TVC AND RADIO COMMERCIAL

OOH



CHOCO STOBI FLIPS DARK & CHILI

INTEGRATED MARKETING CAMPAIGN

-DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY FOR THE LAUNCH OF A NEW CHOCOLATE-COVERED PRODUCT

-DEVELOPMENT OF KEY VISUAL AND OTHER PROMO MATERIALS

-PRODUCTION OF TVC AND RADIO COMMERCIAL

BTL & DIGITAL

Report 16.10 – 04.11.2019

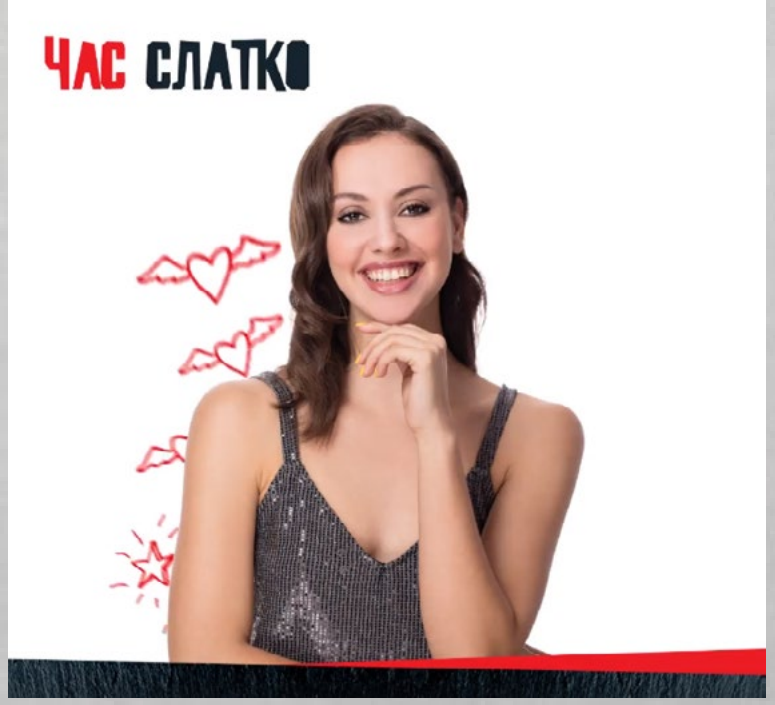
Содржина	Канал	Reach	Views	Engagement
Главно видео	Facebook	393,220	235,998	13,809
Главно видео	Instagram	733,375	147,981	2,597

Содржина	Канал	Paid Impressions	Paid Reach
Главно видео/Post	Facebook	1,366,848	916,673
Главно видео/Post/Story	Instagram	2,053,545	1,469,616

Содржина	Канал	Total Impressions (Paid & Organic)	Total Reach (Paid & Organic)	Unique User Reach
Video/Post/Story	FB/Insta	3,454,348	2,834,280	641,247

YouTube views: 1,438

Division
MARKETING AGENCY



ONNI FLIPS
PACKAGING DESIGN

-LOGO

ONNI FLIPS
PACKAGING DESIGN

-LOGO

FIT IN
PACKAGING DESIGN

-BRAND NAME
-LOGO

RISKO

INTEGRATED CAMPAIGN 2020 (ONGOING)

-DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY FOR THE LAUNCH OF A NEW CHOCOLATE-COVERED PRODUCT

-DEVELOPMENT OF KEY VISUAL AND OTHER PROMO MATERIALS

-PRODUCTION OF TVC AND RADIO COMMERCIAL

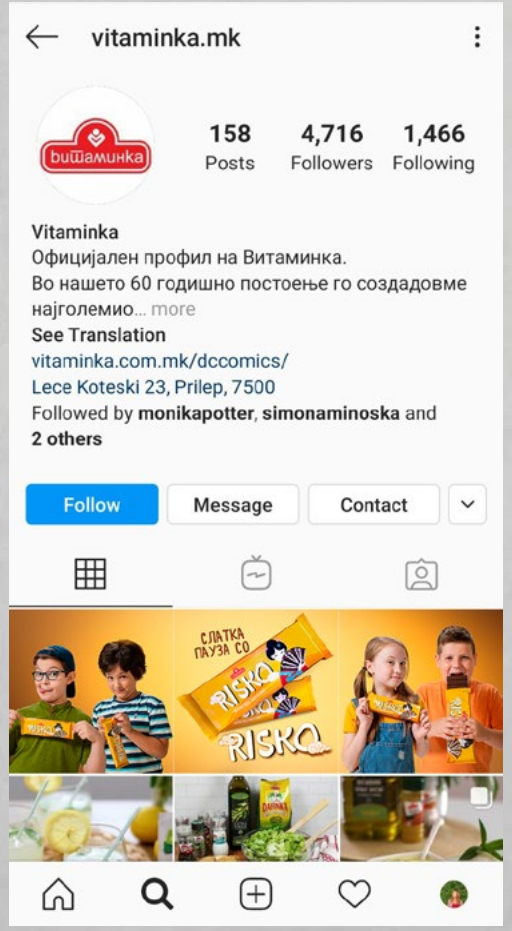
RISKO

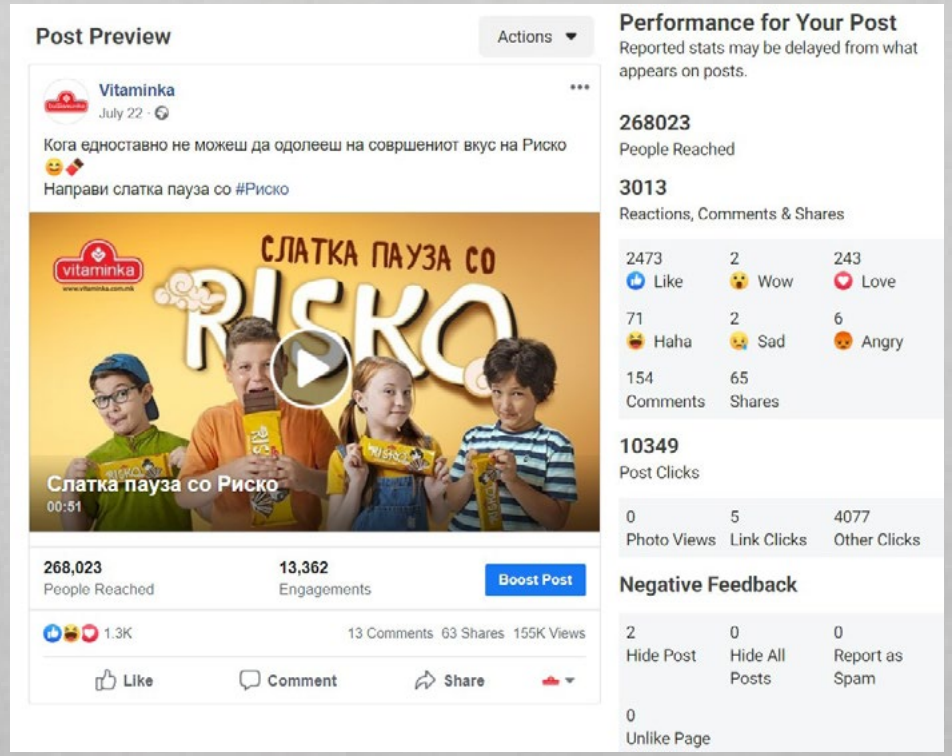
INTEGRATED CAMPAIGN 2020 (ONGOING)

-DEVELOPMENT OF CONCEPT

-DEVELOPMENT OF KEY VISUAL AND OTHER PROMO MATERIALS

-PRODUCTION OF TVC AND RADIO COMMERCIAL



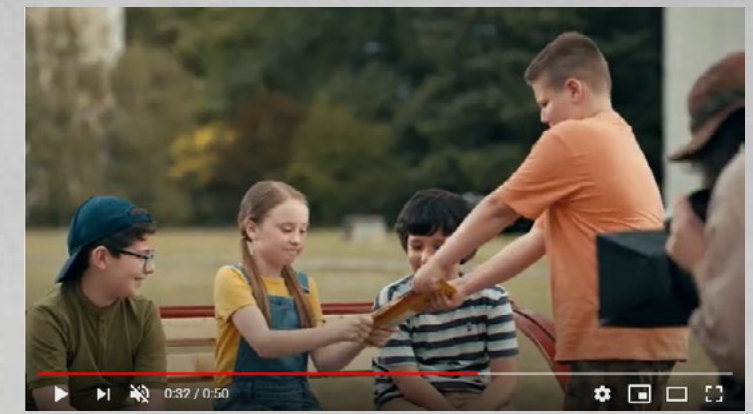


RISKO

INTEGRATED CAMPAIGN 2020 (ONGOING)

-DEVELOPMENT OF KEY VISUAL AND OTHER PROMO MATERIALS

-PRODUCTION OF TVC AND RADIO COMMERCIAL



TVC

HTTPS://WWW.YOUTUBE.COM/WATCH?V=I8FENP-LLNU

ATLANTIS
INTEGRATED CAMPAIGN 2022

-DEVELOPMENT OF KEY VISUAL AND OTHER PROMO MATERIALS

-PRODUCTION OF TVC

-SOCIAL MEDIA

TVC

HTTPS://WWW.YOUTUBE.COM/WATCH?V=B3YCRNORIQG

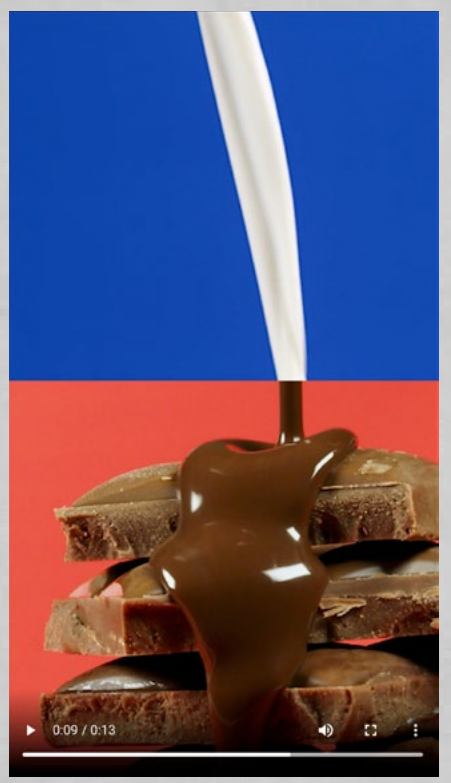
HAPPY

PACKAGING DESIGN & DIGITAL CAMPAIGN

HAPPY

PACKAGING DESIGN & DIGITAL CAMPAIGN

HTTPS://DIVISION.MARKETING/PROJECT/HAPPY-CHOCOLATE-VITAMINKA/



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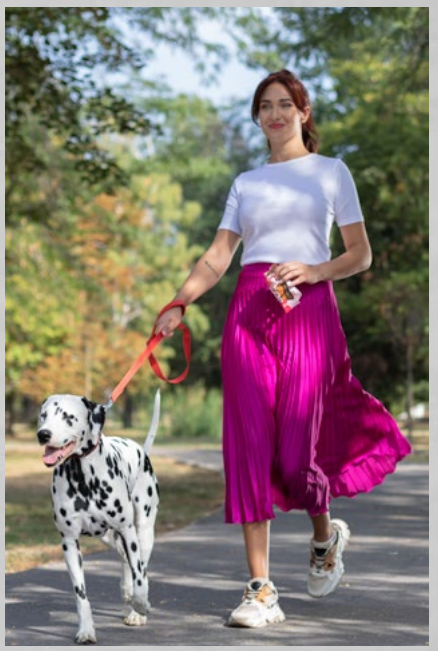
HTTPS://DIVISION.MARKETING/PROJECT/HAPPY-CHOCOLATE- /

HTTPS://DIVISION.MARKETING/PROJECT/HAPPY-CHOCOLATE-VITAMINKA/

CAKE UP LOOP
TVC

HTTPS://WWW.YOUTUBE.COM/WATCH?V=OW8RHJHZZOU



CEVITANA
INTEGRATED CAMPAIGN 2022

-DEVELOPMENT OF KEY VISUAL AND OTHER PROMO MATERIALS

-PRODUCTION OF TVC

-SOCIAL MEDIA

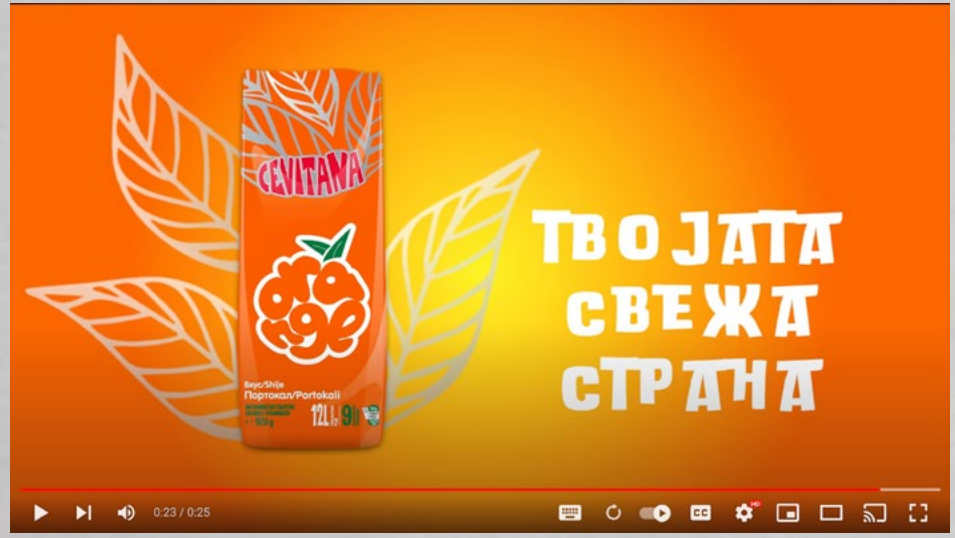
CEVITANA

INTEGRATED CAMPAIGN 2022

-DEVELOPMENT OF KEY VISUAL AND OTHER PROMO MATERIALS

-PRODUCTION OF TVC

-SOCIAL MEDIA



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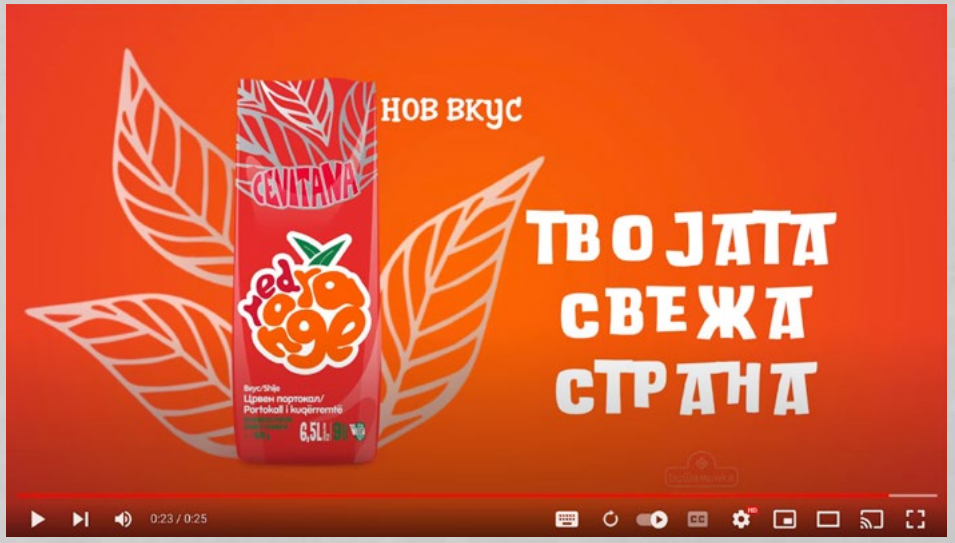

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CEVITANA
INTEGRATED CAMPAIGN 2019

-DEVELOPMENT OF KEY VISUAL AND OTHER PROMO MATERIALS

-PRODUCTION OF TVC

-SOCIAL MEDIA

HTTPS://YOUTU.BE/NDSLYJHRZ8Y

HTTPS://YOUTU.BE/NDSLYJHRZ8Y

HTTPS://YOUTU.BE/NDSLYJHRZ8Y

HTTPS://YOUTU.BE/NDSLYJHRZ8Y

CEVITANA

-BTL EVENTS – CEVITANA BUBBLE FOOTBALL

HTTPS://YOUTU.BE/9CR1I0F-4RQ

VITAMINKA

LICENCED PRODUCTS COLABORATION

- DEVELOPMENT OF PRODUCT DESIGN WITH WARNER BROS CHARACTERS
- DEVELOPMENT OF DISPLAYS AND POP MATERIALS
- DEVELOPMENT OF LANDING PAGE

VITAMINKA

LICENCED PRODUCTS COLABORATION

- DEVELOPMENT OF DISPLAYS AND POP MATERIALS

VITAMINKA

LICENCED PRODUCTS COLABORATION

- DEVELOPMENT OF PRODUCT DESIGN WITH UNIVERSAL CHARACTERS

JUST 2 GOOD
INTEGRATED MARKETING CAMPAIGN

DEVELOPING OF THE BRAND IDENTITY:
- NAME AND PACKAGING
- STRATEGY FOR COMMUNICATION PLATFORM

TVC

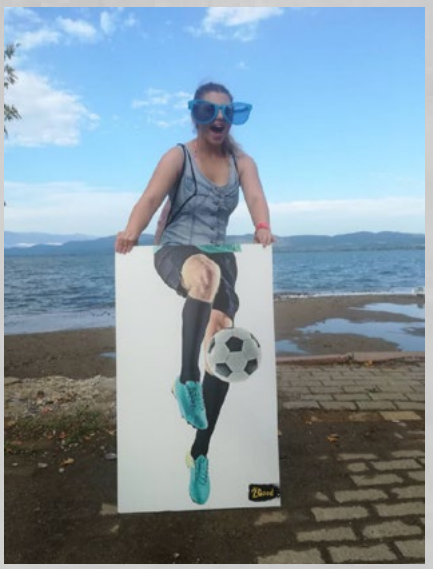
HTTPS://YOUTU.BE/SXV7VEYOQUS

JUST 2 GOOD
INTEGRATED MARKETING CAMPAIGN

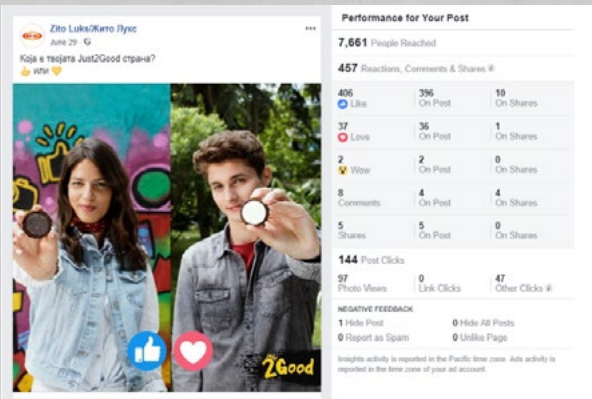
DEVELOPING OF NEW FLAVORS
- PACKAGING. POS & PRINT MATERIALS
- STRATEGY FOR COMMUNICATION PLATFORM

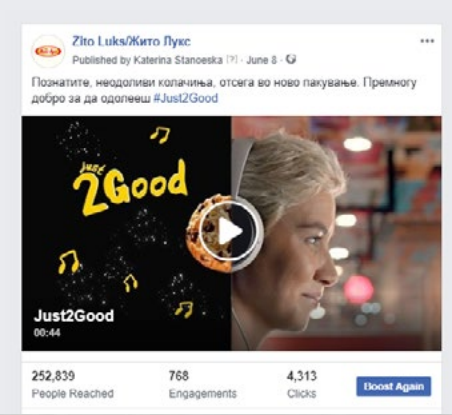
JUST 2 GOOD
INTEGRATED MARKETING CAMPAIGN

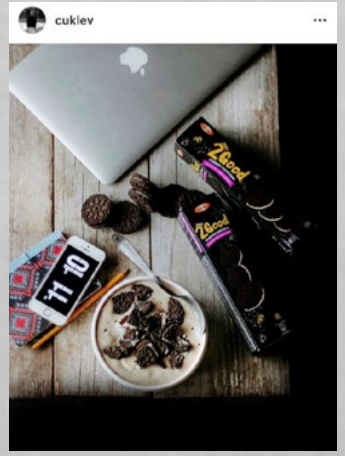
BTL – KA AND OUTDOOR



DIGITAL







TOAST BREAD
INTEGRATED MARKETING CAMPAIGN

- DESIGN OF PACKAGING

TOAST BREAD
INTEGRATED MARKETING CAMPAIGN

- TVC

HTTPS://YOUTU.BE/BF5MFM5WGZI

HTTPS://YOUTU.BE/BF5MFM5WGZI

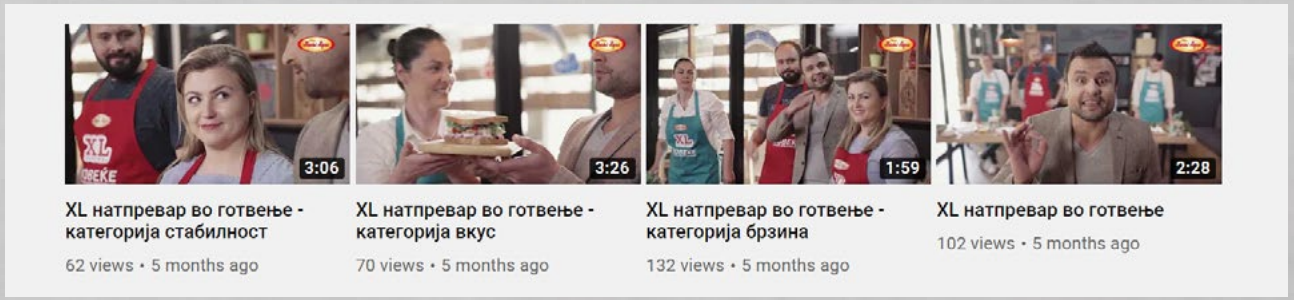
XL TOAST BREAD

INTEGRATED STRATEGY FOR LAUNCH OF NEW EXTENSION OF THE TOAST BREAD CATEGORY – XL SLICES

-DESIGN OF PACKAGING
-SLOGAN AND KEY VISUAL DEVELOPMENT, POP MATERIALS,
-BRANDING OF SUPERMARKETS

XL TOAST BREAD

-DIGITAL STRATEGY AND INFLUENCER COLLABORATION
-PRODUCTION OF XL COMPETITION VIDEOS



HTTPS://YOUTU.BE/IOASP1G1I9I

XL TOAST BREAD

-OOH
-BTL EVENTS – XL PICNIC

SUPER BREADS
INTEGRATED MARKETING CAMPAIGN

-SLOGAN AND KEY VISUAL DEVELOPMENT,
POP MATERIALS, BOOKLET

SUPER BREADS

INTEGRATED MARKETING CAMPAIGN

-BTL EVENTS

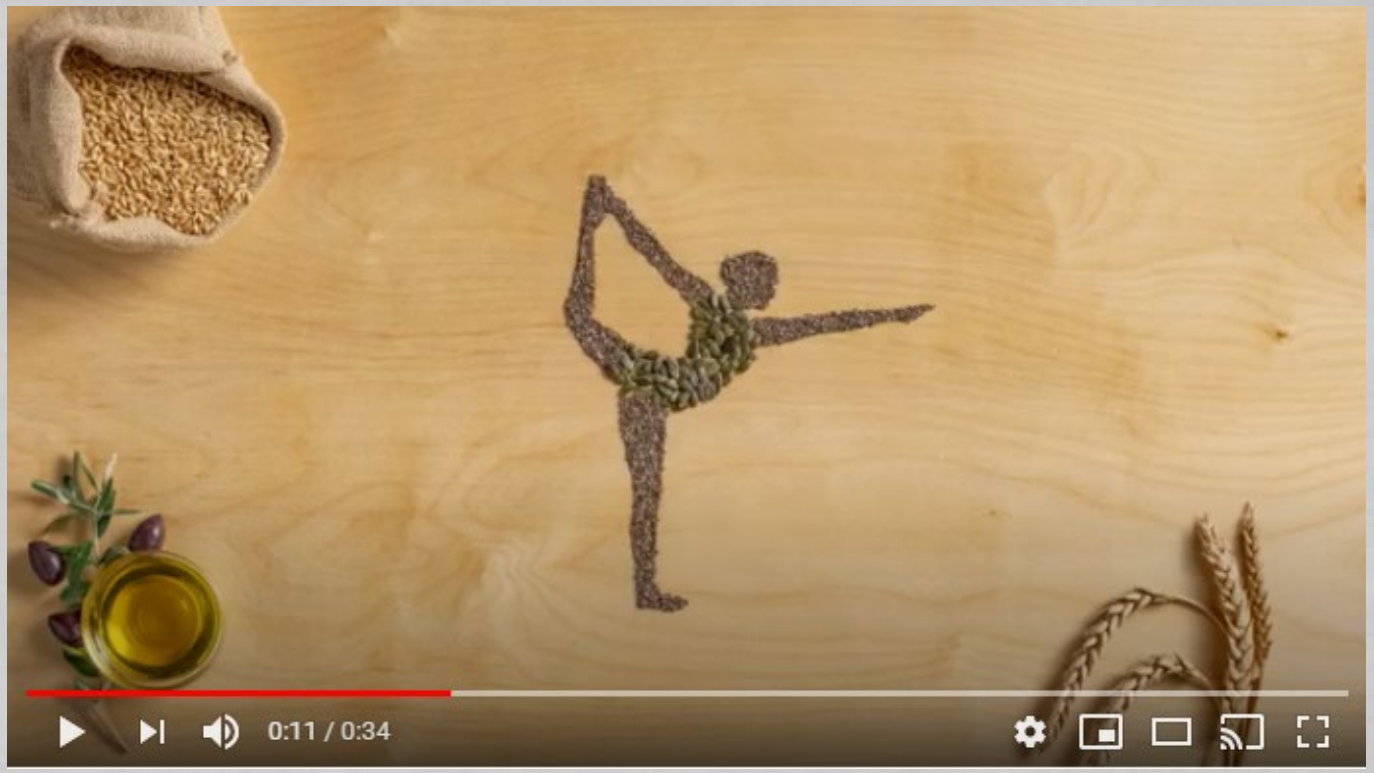
SUPER BREADS
INTEGRATED MARKETING CAMPAIGN

-DEVELOPMENT OF KEY VISUAL AND OTHER PROMO MATERIALS

-PRODUCTION OF TVC

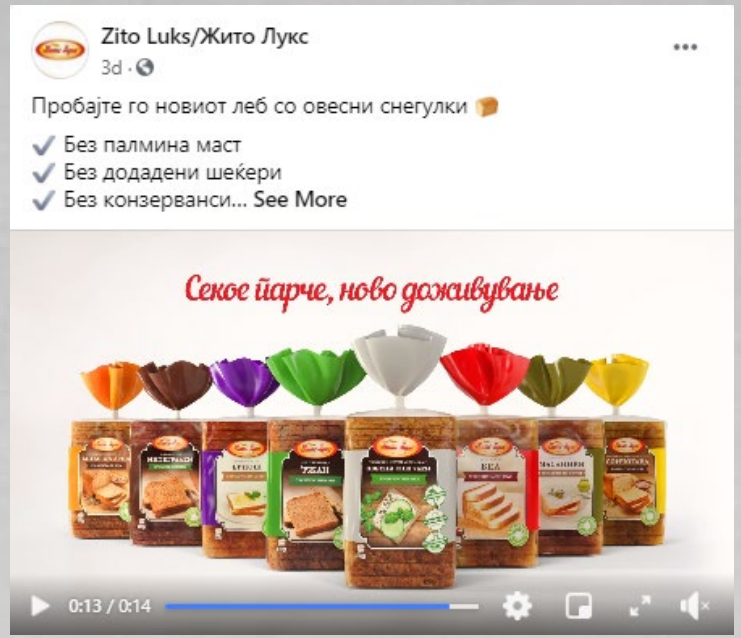
TVC

HTTPS://WWW.YOUTUBE.COM/WATCH?V=MHXIEJ6N1SG



TOAST BREAD
INTEGRATED MARKETING CAMPAIGN

- DESIGN OF PACKAGING
- SLOGAN AND KEY VISUAL DEVELOPMENT, POP MATERIALS,
- BRANDING OF SUPERMARKETS



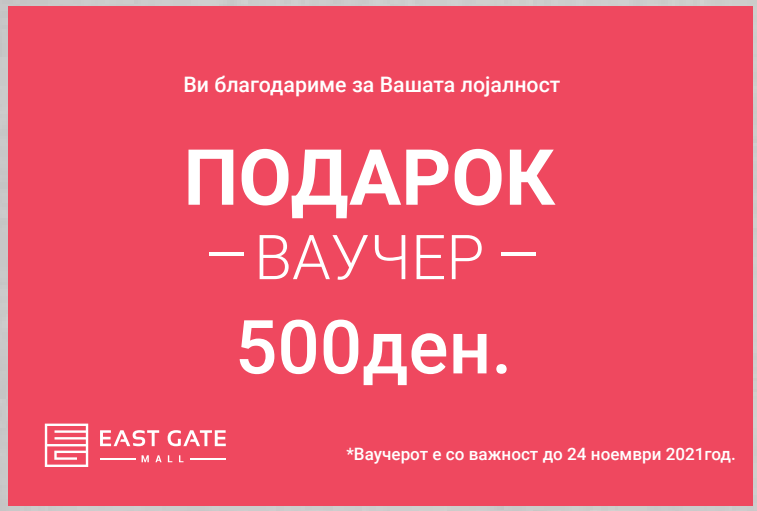
EAST GATE MALL - SHOPPING DAYS
INTEGRATED MARKETING CAMPAIGN

-OOH
-DIGITAL
-EVENT ORGANIZATION

EAST GATE MALL - SHOPPING DAYS

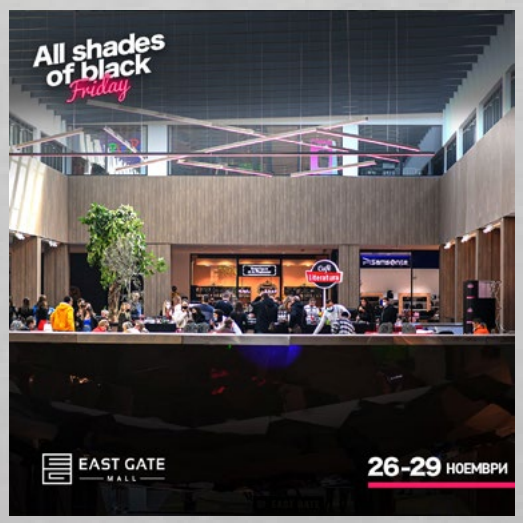
INTEGRATED MARKETING CAMPAIGN

-OOH
-DIGITAL
-EVENT ORGANIZATION



EAST GATE MALL - BLACK FRIDAY
INTEGRATED MARKETING CAMPAIGN

-OOH
-DIGITAL
-EVENT ORGANIZATION



EAST GATE MALL - BLACK FRIDAY
INTEGRATED MARKETING CAMPAIGN

-OOH
-DIGITAL
-EVENT ORGANIZATION

HTTPS://FB.WATCH/HBXCBNYRVY/

HTTPS://FB.WATCH/HBXKNHYVMZ/

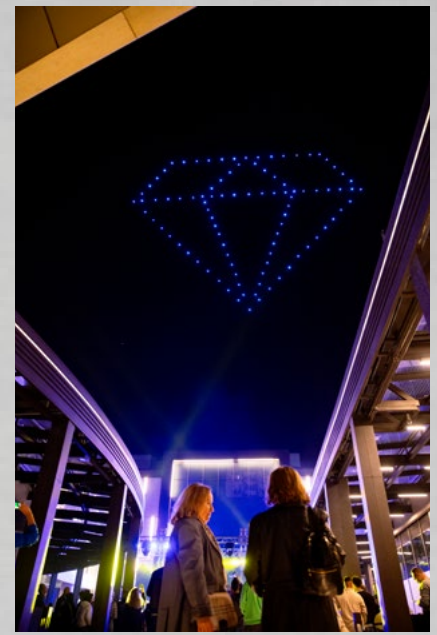
DIAMOND MALL

- Grand Opening Events
- Branding Materials
- OOH
- Video Animations

DIAMOND MALL

HTTPS://WWW.YOUTUBE.COM/WATCH?V=OIBJLEHIJ98

DIAMOND MALL
GRAND OPENING

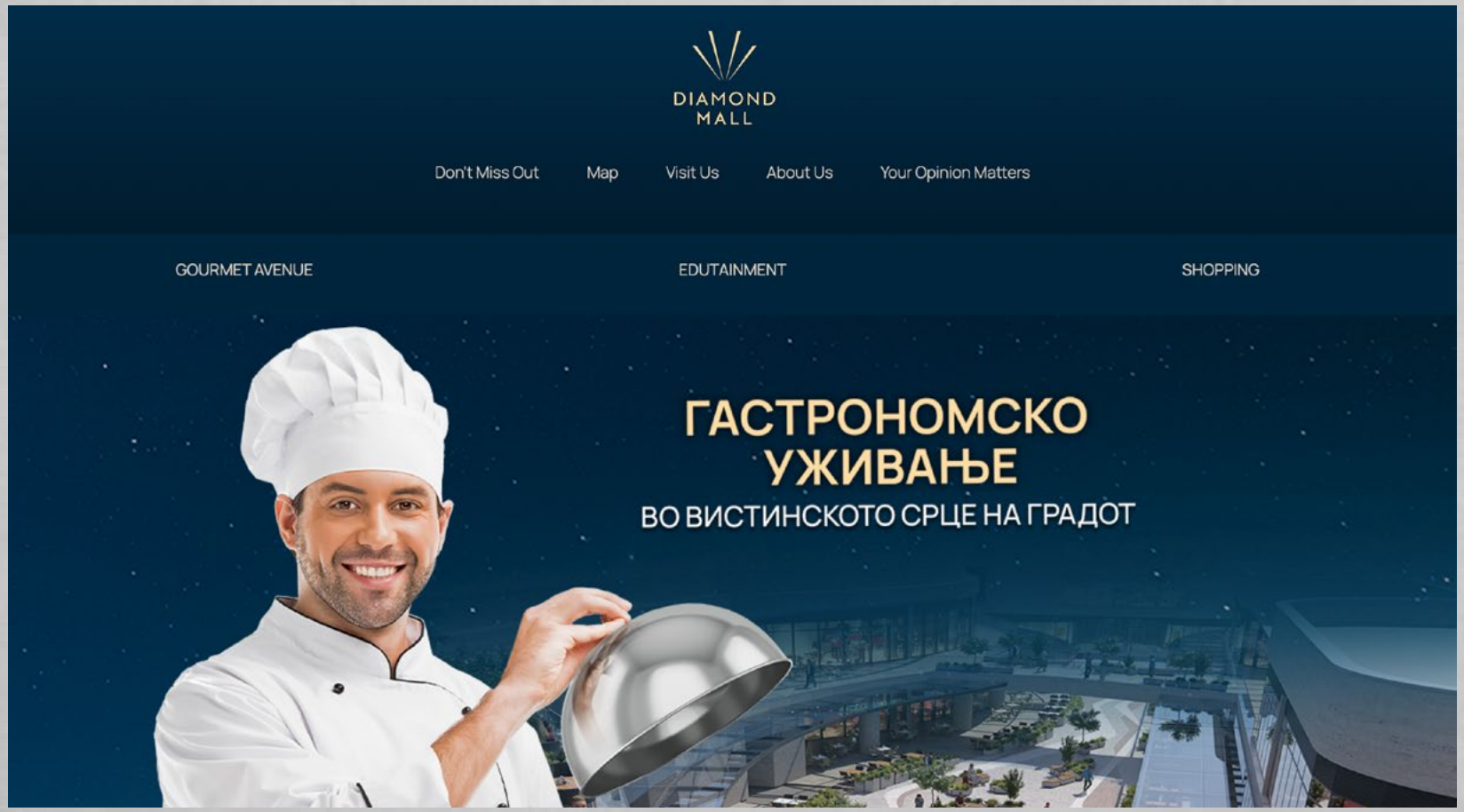


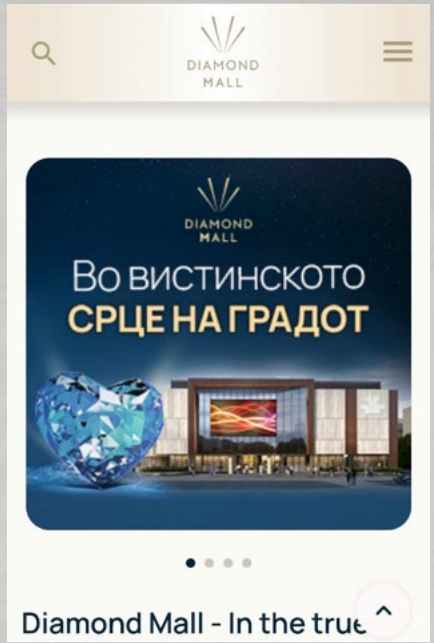
DIAMOND MALL
GRAND OPENING

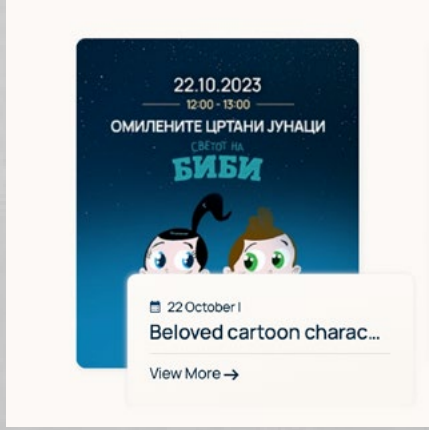
DIAMOND MALL
GRAND OPENING

DIAMOND MALL
WEB PAGE & MOBILE APP

HTTPS://DIAMONDMALL.MK/EN/HOME

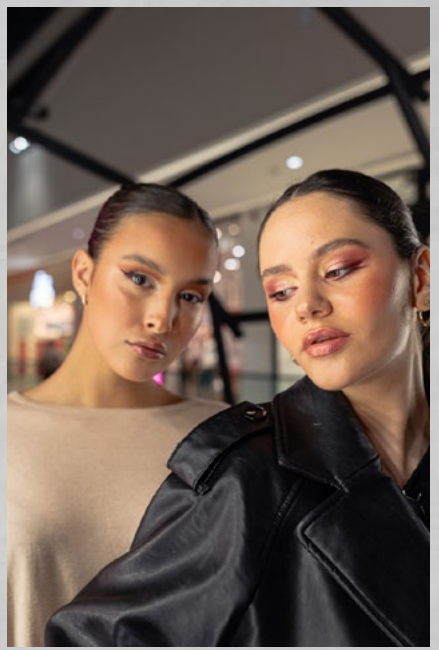






DM
BEAUTY CAMPAIGN

DM
BEAUTY CAMPAIGN



KEY VISUAL & KEY MESSAGE

PIVARA SKOPJE MARK AS A CERTIFICATE OF QUALITY. THROUGH THE MARK COMES SUNSET GLARE LIGHTNING THE BOTTLE GORSKO.

THE MAIN HEADLINE IS PLACED IN A RED BOX THAT SIMULATES THE LABEL, COMPLEMENTED WITH THE SYMBOL OF THE BEER – THE FOX

HERO PACKSHOT ON MONOCHROME MOUNTAIN LANDSCAPE USING THE CREAM PRIMARY COLOR AS ONE OF THE MAIN ASSETS OF THE BRAND, MAKING A CONNECTION WITH THE BRAND GORSKO.

THE KEY MESSAGE THAT COMMUNICATES THE NEW TASTE AND LABEL

ООН

ПИВАРА·СКОПЈЕ
1924
ТВОЕ ПИВО,
ТВОЈ НАЧИН
ЗБОГАТЕН ВКУС ВО НОВО ПАКУВАЊЕ
ГОРСКО
СВЕТЛО ПИВО
ПРОИЗВЕДЕНО ПО ТРАДИЦИОНАЛЕН РЕЦЕПТ

ГОРСКО

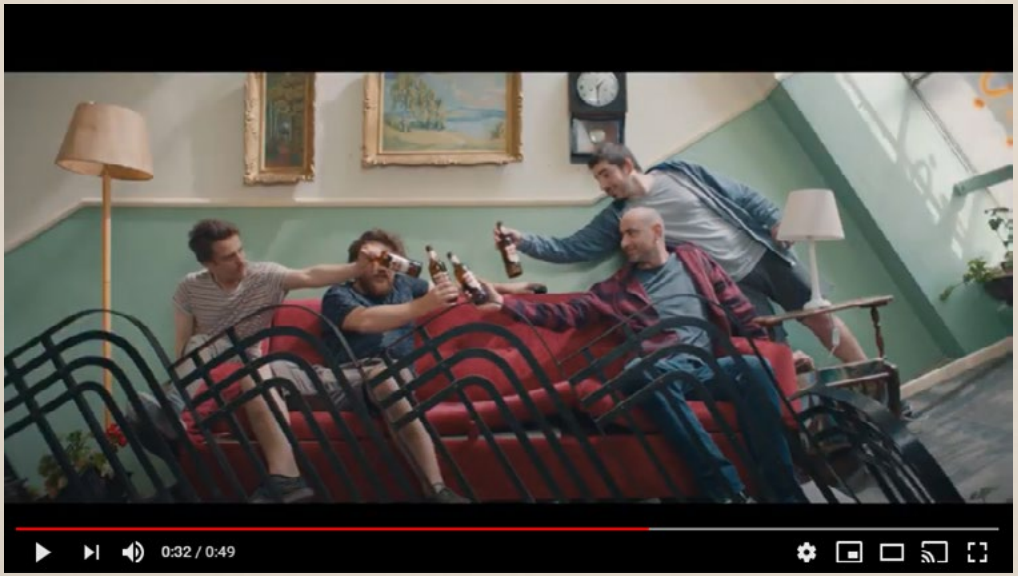
POP SET

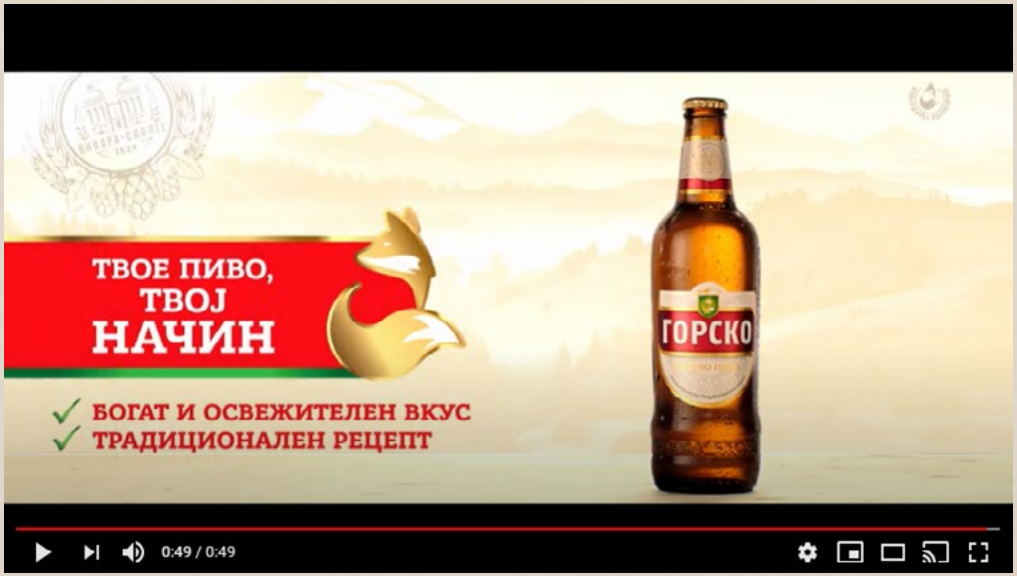
ГОРСКО
35mm
ТВОЕ ПИВО, ТВОЈ НАЧИН
ЗБОГАТЕН ВКУС ВО НОВО ПАКУВАЊЕ
ТВОЕ ПИВО, ТВОЈ НАЧИН
ЗБОГАТЕН ВКУС ВО НОВО ПАКУВАЊЕ
ТВОЕ ПИВО, ТВОЈ НАЧИН
ГОРСКО
СВЕТЛО ПИВО
ЗБОГАТЕН ВКУС ВО НОВО ПАКУВАЊЕ
ТВОЕ ПИВО, ТВОЈ НАЧИН
ГОРСКО
СВЕТЛО ПИВО
ЗБОГАТЕН ВКУС ВО НОВО ПАКУВАЊЕ
ТВОЕ ПИВО, ТВОЈ НАЧИН
ЗБОГАТЕН ВКУС ВО НОВО ПАКУВАЊЕ
ТВОЕ ПИВО, ТВОЈ НАЧИН
ЗБОГАТЕН ВКУС ВО НОВО ПАКУВАЊЕ
ГОРСКО

SECONDARY POSITIONS

TVC 2019

HTTPS://YOUTU.BE/BM3ZVLQOT3C





TVC 2018

HTTPS://YOUTU.BE/4YSPEYZJFKY

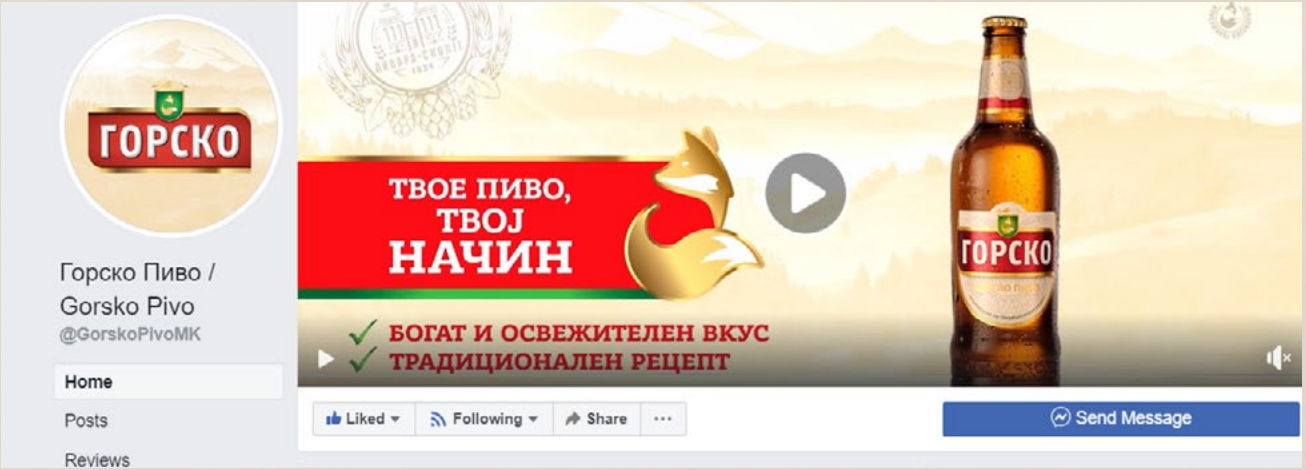
THE IDEA BEHIND THE STORY OF THE TVC IS TO CELEBRATE THE WAY IN WHICH OUR CONSUMERS HANDLE EVERYDAY OCCASIONS. THROUGH SHOWING THAT THERE IS ALWAYS ANOTHER WAY OF LOOKING AT THINGS, WE ARE EMPHASIZING THE WITTINESS AND RELAXED ATTITUDE OF OUR TARGET GROUP.

FACEBOOK

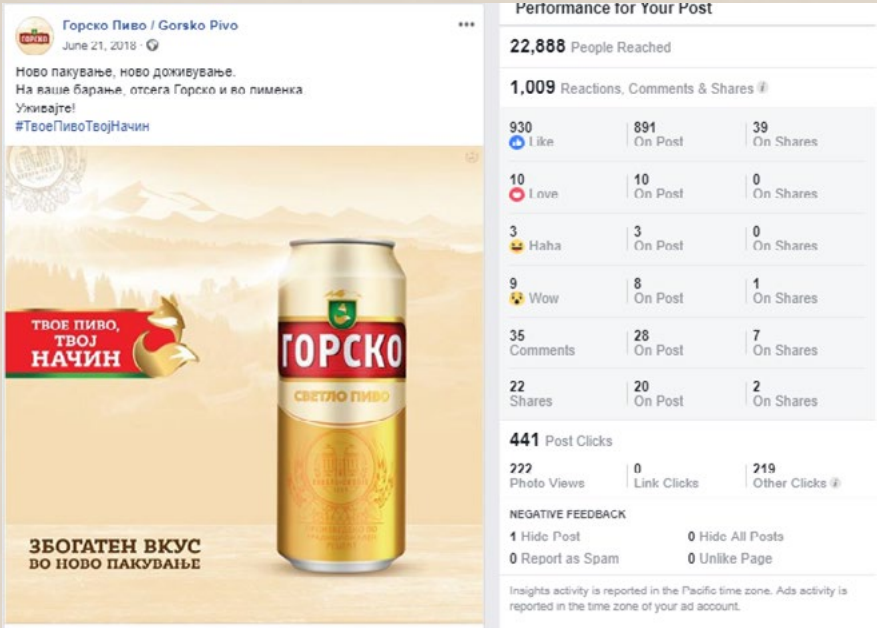
BUILD A STRONG RELATIONSHIP BETWEEN GORSKO AND THE COMMUNITY IN A MORE DIRECT, INFORMAL AND FRIENDLY WAY.

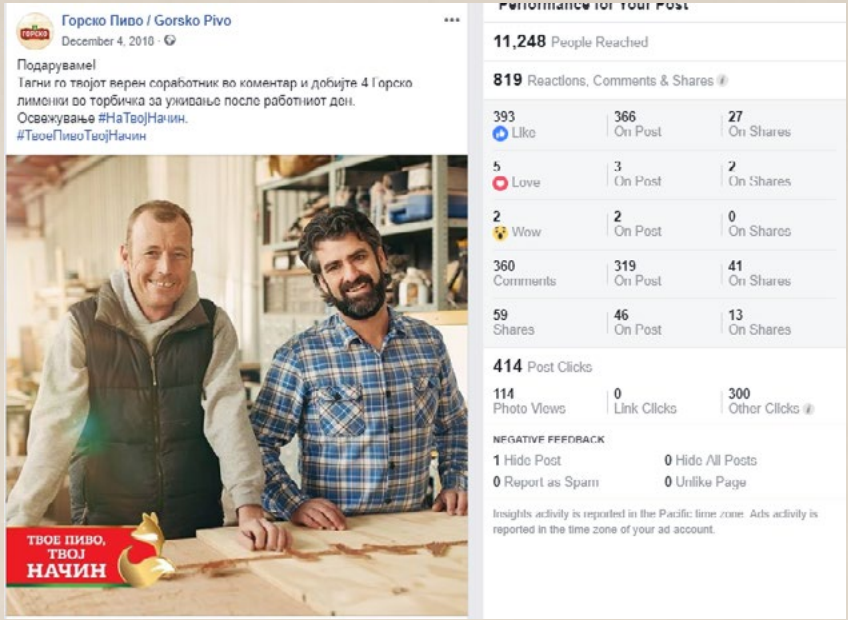
PAGE FANS: 5488
REACH: 9 952 658
IMPRESSIONS: 18 947 446
ENGAGED USERS: 257 635

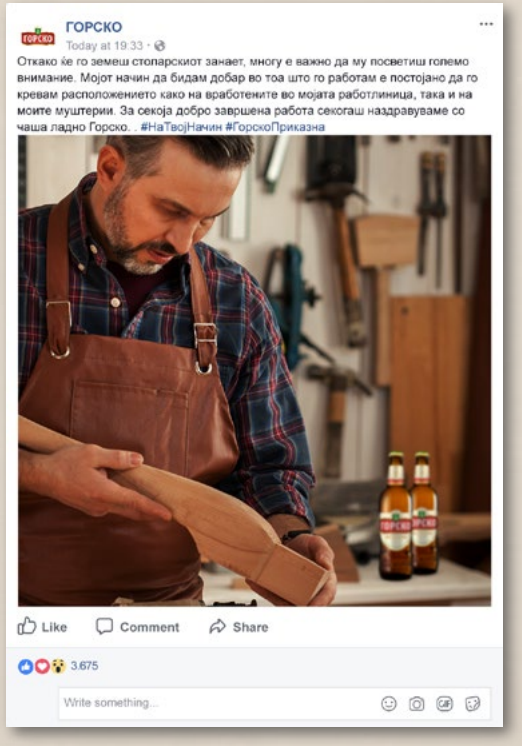
(PERIOD MAY 2018 TO JANUARY 2019)



FACEBOOK







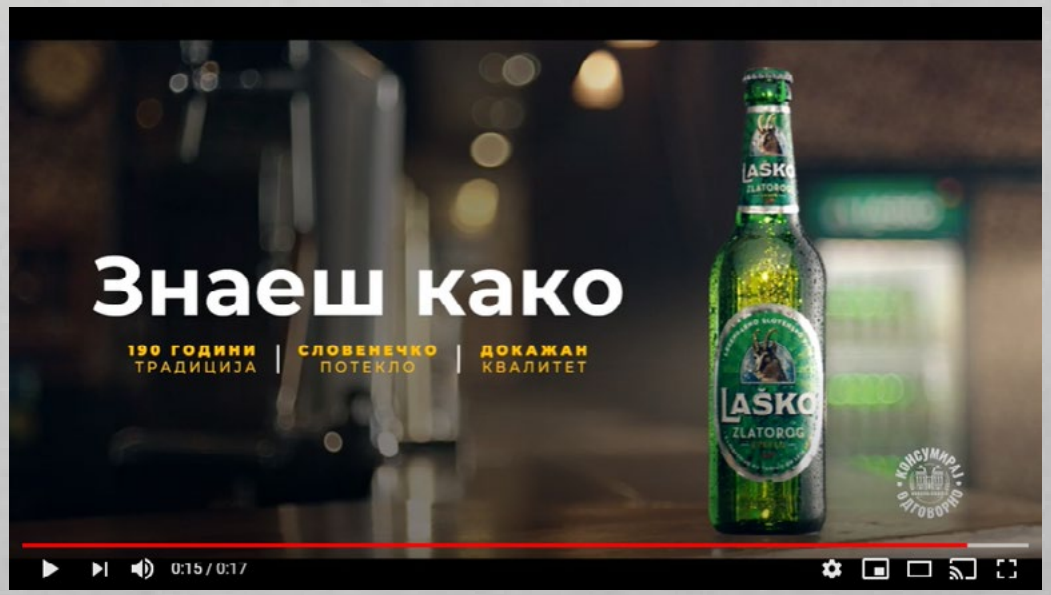
ГОРСКО

LAŠKO
INTEGRATED CAMPAIGN 2017 – 2019

Shelf talker

LAŠKO
TVC

HTTPS://YOUTU.BE/LY9RYELTF5O



CIDER

INTEGRATED MARKETING CAMPAIGN
CIDER BRANDS:
APPLE BANDIT & STRONGBOW

- INTEGRATED STRATEGY FOR LAUNCH OF NEW CATEGORY ON THE MARKET
- DESIGN AND BRANDING OF ON TRADE AND OFF TRADE ELEMENTS

KEY VISUAL & KEY MESSAGE

CIDER

-DESIGN AND BRANDING OF ON TRADE AND OFF TRADE ELEMENTS
CIDER BRANDS:
APPLE BANDIT & STRONGBOW

DISPLAY DESIGN AND PRODUCTION

APPLE BANDIT

-DIGITAL AND SOCIAL LOCAL MEDIA STRATEGY AND MANAGEMENT

-INFLUENCER COLLABORATION

@ ANASTAZIJA_BRANCHELLA
@DONNAOCTOBER
@EVGENIJ.HOUP
@BIBIRIBI
@MARIJAMARIJAMARIJA

Post likes	11371
Story Impressions	78100

STRONGBOW

-DIGITAL AND SOCIAL LOCAL MEDIA STRATEGY AND MANAGEMENT

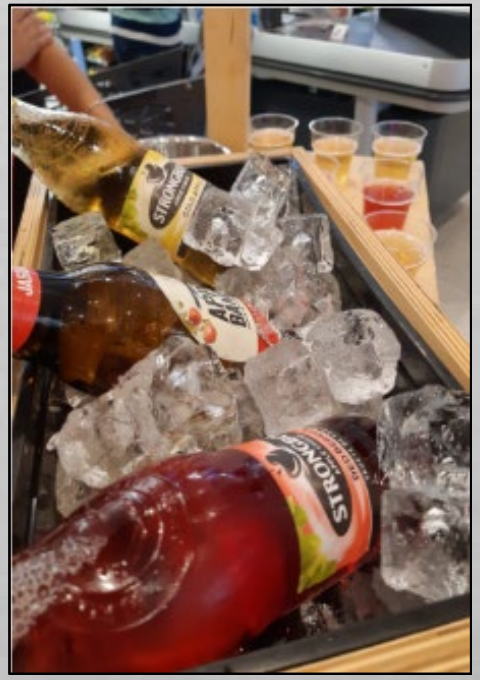
-INFLUENCER COLLABORATION

@ANAMARIJA_ARDZANOVA
@MYMACEDONIANHOME
@DANIEL_ARTEVSKI
@VD_MAKE_UP_SKOPJE

Post likes	7494
Story Impressions	116149

CIDER

-BTL STRATEGY AND EVENT MANAGEMENT
CIDER BRANDS:
APPLE BANDIT & STRONGBOW



CIDER

-BTL STRATEGY AND EVENT MANAGEMENT
CIDER BRANDS:
APPLE BANDIT

Total sampled consumers 2019 (06.11)

MT: 2391 PEOPLE
HORECA: 1908 PEOPLE
EVENTS: 5770 PEOPLE
DIGITAL: 110 PEOPLE

TOTAL: around 10.000

PIVARA SKOPJE

SALES & MAREKTING CONFERENCE 2019

KEY VISUAL & KEY MESSAGE

PIVARA SKOPJE

-DEVELOPING MAIN CREATIVE CONCEPT, THEME, AND VISUAL IDENTITY FOR PIVARA SKOPJE SALES AND MARKETING CONFERENCE

-PRODUCTION OF VIDEOS AND ANIMATIONS FOR THE CONFERENCE

-ORGANIZATION, LOGISTICS, AND COORDINATION OF THE MAIN CONFERENCE, AS WELL AS THE NIGHT PARTY FOR 400 EMPLOYEES

MONSTER ENERGY

-ORGANIZATION OF PRIZE GAME - ONGOING

KFC

INTEGRATED MARKETING CAMPAIGN

-DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY
-DEVELOPMENT OF KEY VISUAL, OTHER PROMO MATERIALS

KFC – 100 FOR 100

INTEGRATED MARKETING CAMPAIGN

-DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY
- OOH BRANDING

KFC – DRUMSTICKS

INTEGRATED MARKETING CAMPAIGN

-DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY
-DEVELOPMENT OF KEY VISUAL,
OTHER PROMO MATERIALS
-PRODUCTION OF TVC

HTTPS://WWW.FACEBOOK.COM/KFCMACEDONIA/VIDEOS/581180399499140

KFC – DRUMSTICKS

INTEGRATED MARKETING CAMPAIGN

-DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY
-DEVELOPMENT OF KEY VISUAL,
OTHER PROMO MATERIALS

SAVA OSIGURUVANJE
DIGITAL CAMPAIGN

-AUTOMOBILE INSURANCE

SAVA OSIGURUVANJE
DIGITAL CAMPAIGN

-TRAVEL INSURANCE

SAVA OSIGURUVANJE
DIGITAL CAMPAIGN

-PRIVATE HEALTH INSURANCE

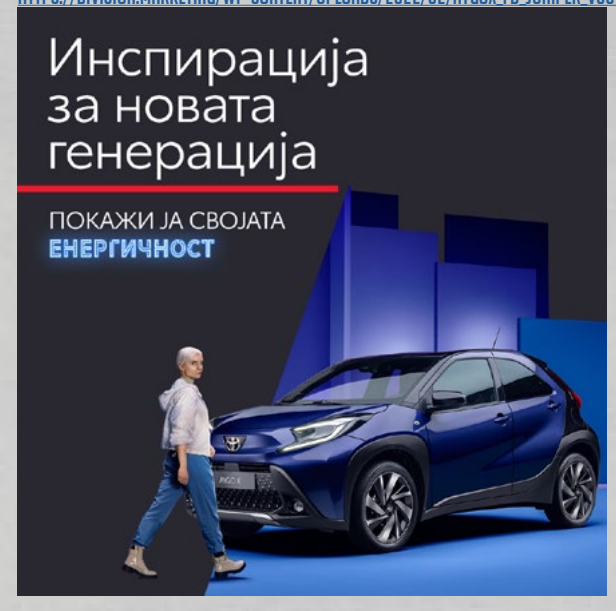
TOYOTA

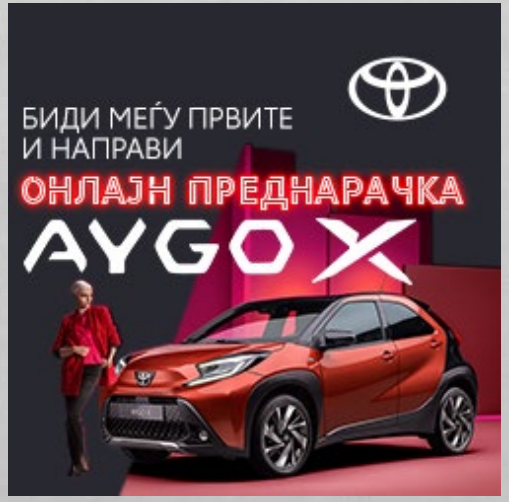
SAMPLES: ONE ANIMATED GIF FOR SOCIAL MEDIA

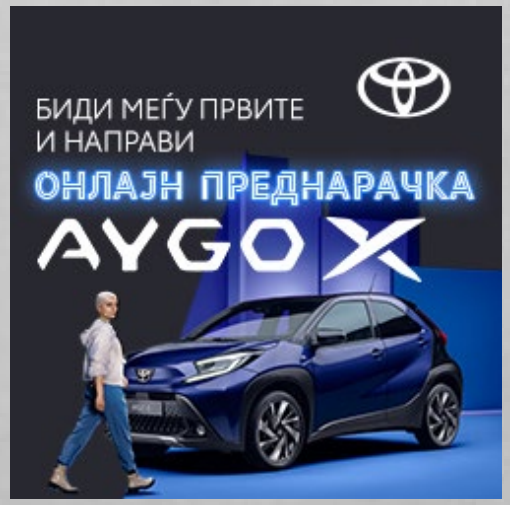
HTTPS://DIVISION.MARKETING/WP-CONTENT/UPLOADS/2022/02/AYGOX_FB.MP4

HTTPS://DIVISION.MARKETING/WP-CONTENT/UPLOADS/2022/02/AYGOX_FB_CHILI_V001.MP4

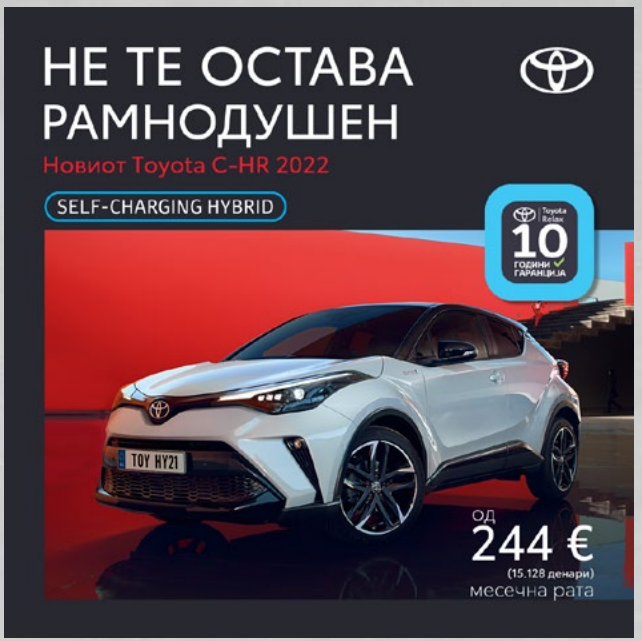
HTTPS://DIVISION.MARKETING/WP-CONTENT/UPLOADS/2022/02/AYGOX_FB_JUNIPER_V001.MP4

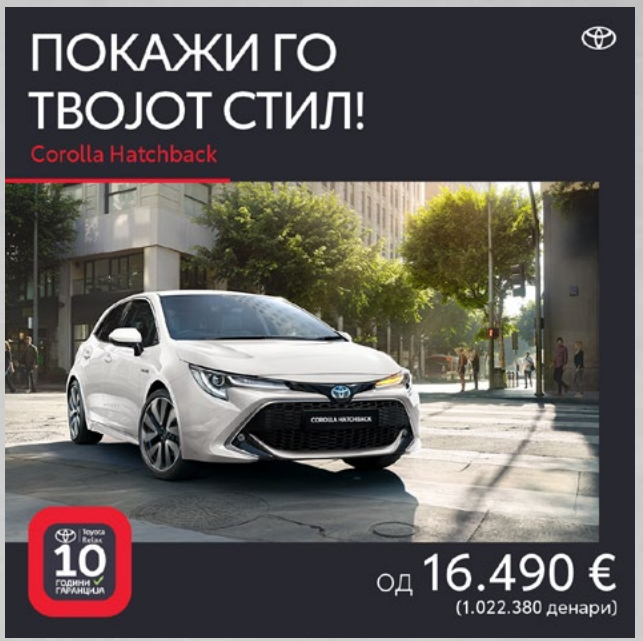


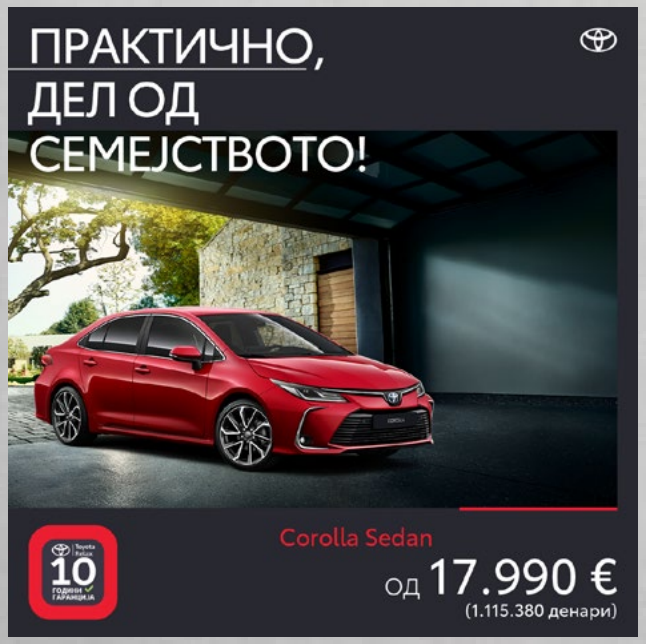




DIGITAL CAMPAIGNS







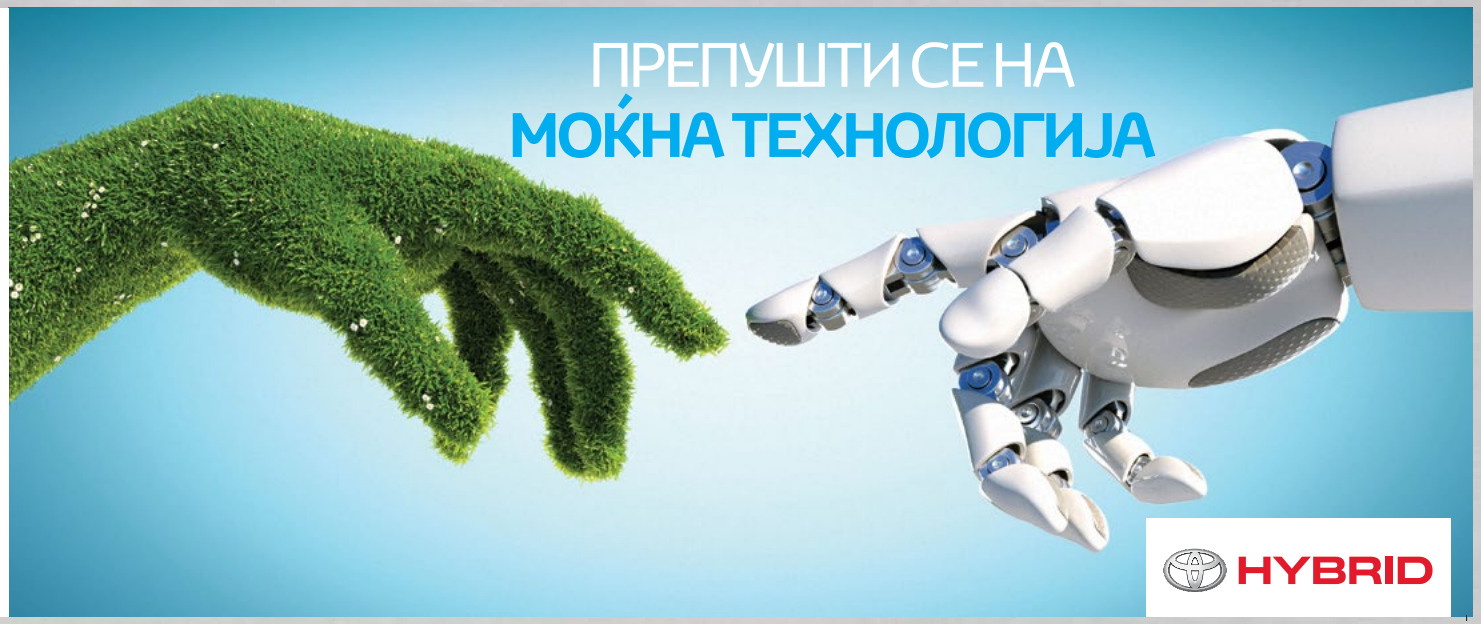
DIGITAL CAMPAIGN:

CONCEPT, SLOGAN, DESIGN, ANIMATION

TOYOTA – ECO CITY

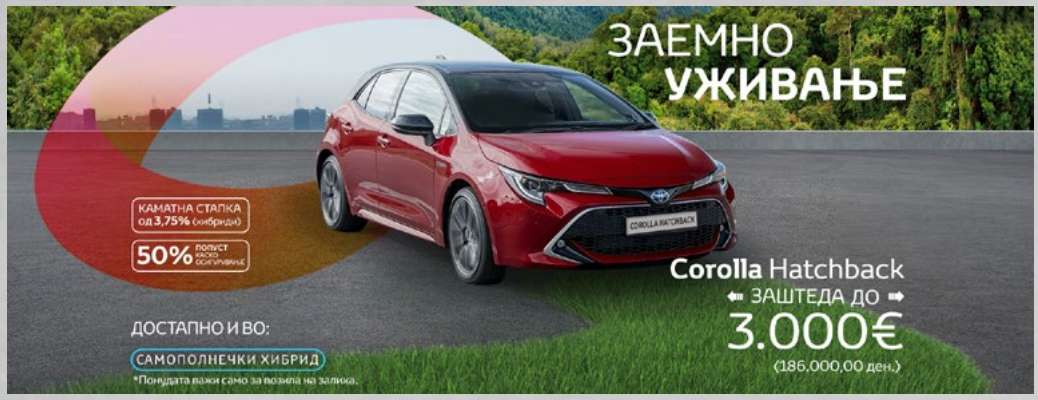
-BANNER
-EVENT

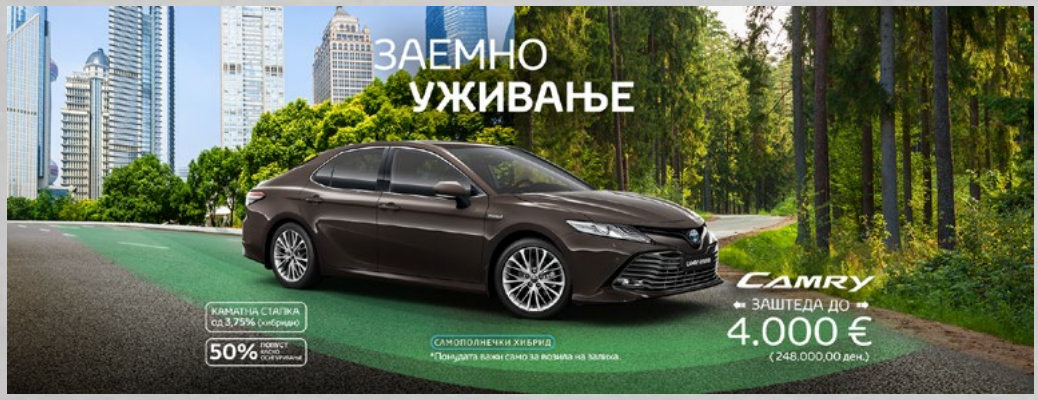
TOYOTA

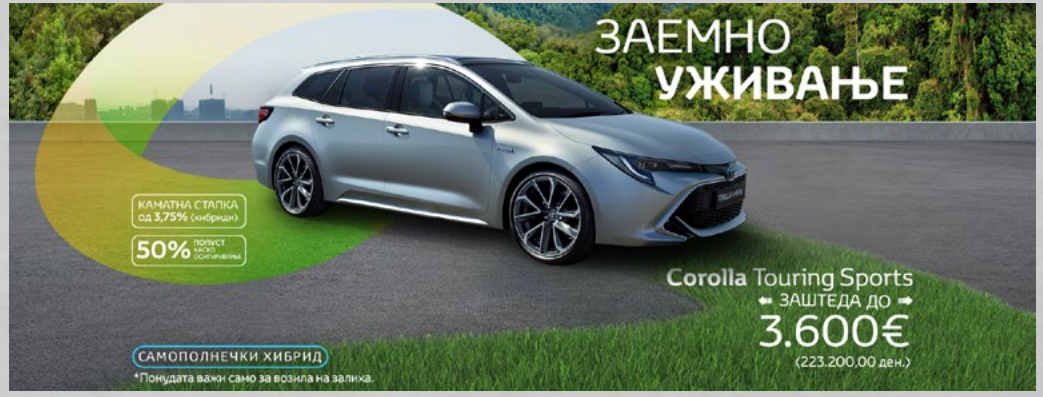


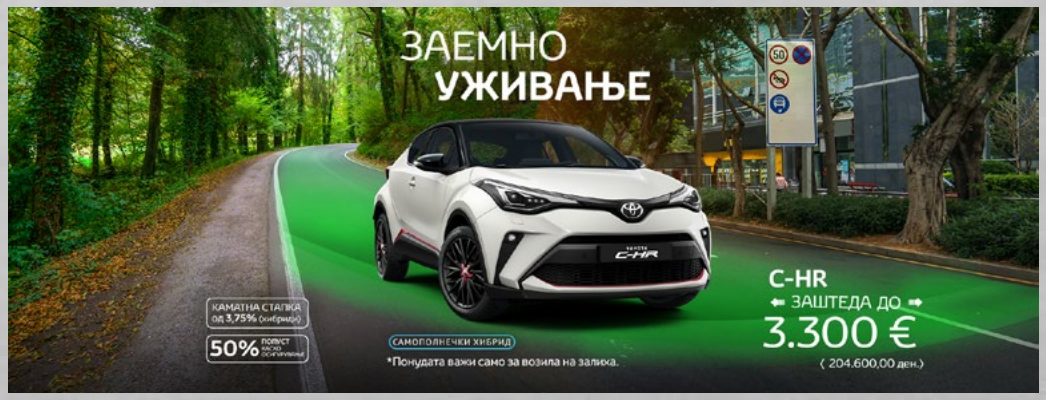
TOYOTA – MUTUAL ENJOYMENT

DIGITAL CAMPAIGN



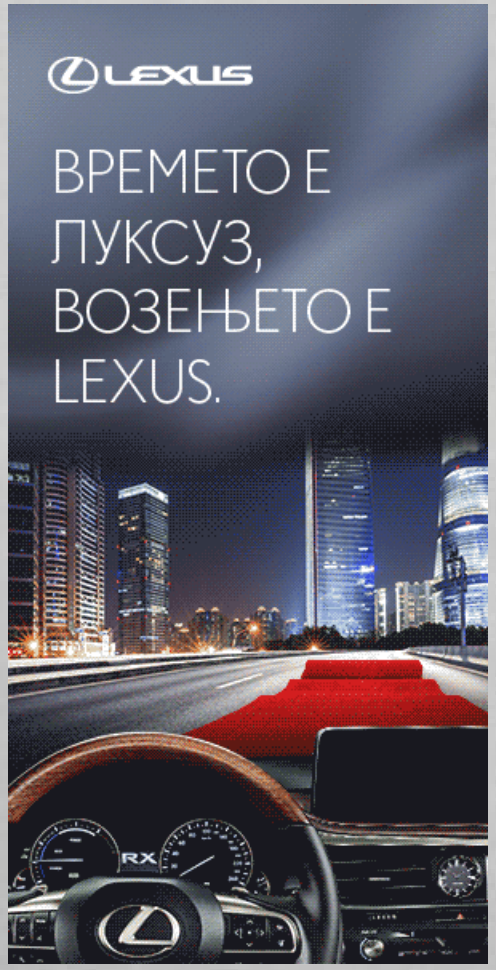






TIME IS A LUXURY, DRIVING IS A LEXUS

INTEGRATED CAMPAIGN



NEOTEL - SUPERIOR FIBER INTERNET
INTEGRATED MARKETING CAMPAIGN

- TVC

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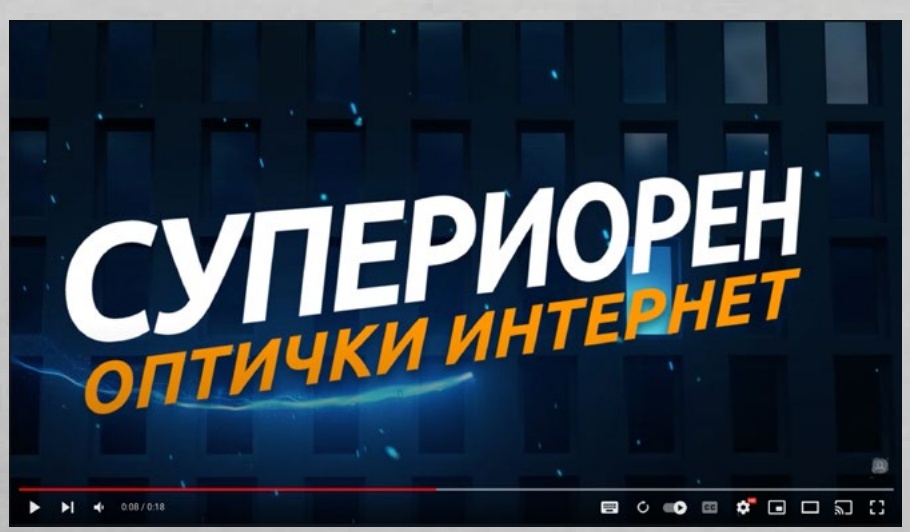
HTTPS://YOUTU.BE/EAHD8Y97POU



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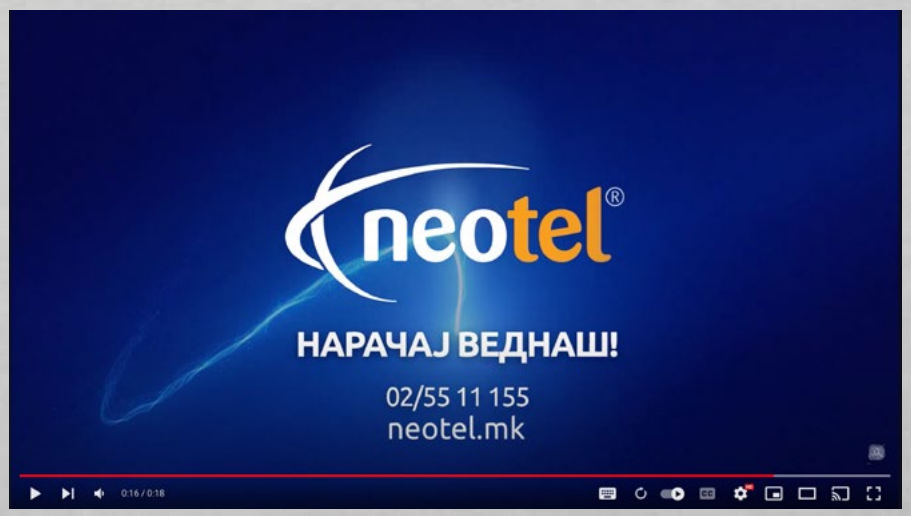


HTTPS://YOUTU.BE/EAHD8Y97POU

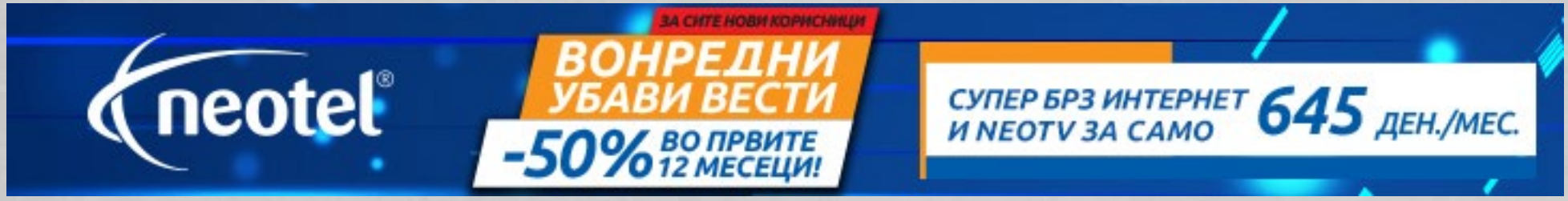
NEOTEL – SO MUCH SPORT/SO MANY OPTIONS
DIGITAL MARKETING CAMPAIGN

- TVC
- FLYER
- STORE BRANDING

HTTPS://WWW.YOUTUBE.COM/WATCH?V=J5BD6VEJYBE

NEOTEL – EXTRAORDINARY GOOD NEWS
DIGITAL MARKETING CAMPAIGN

- POST
- BANNER



- TVC
- FLYER

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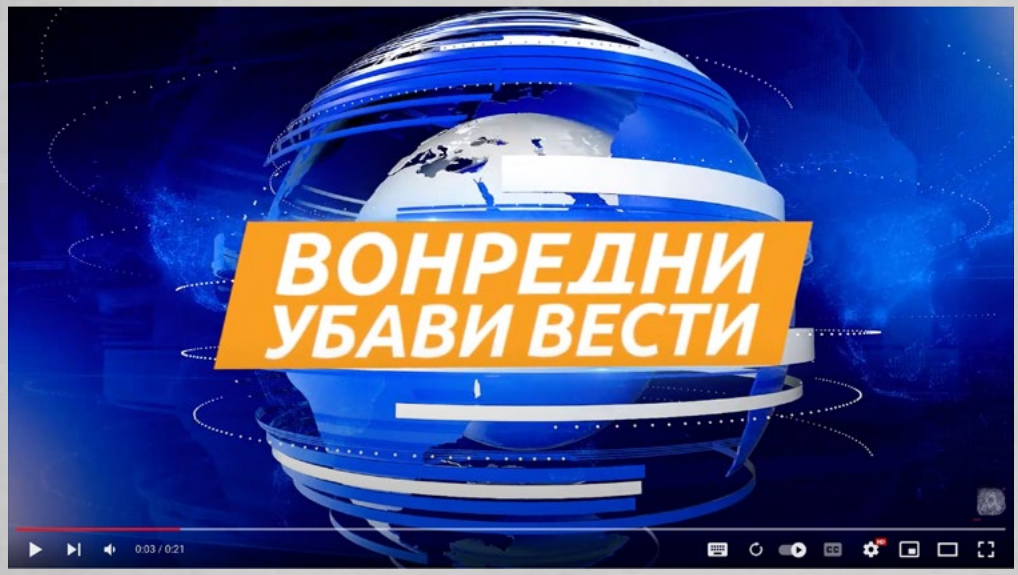
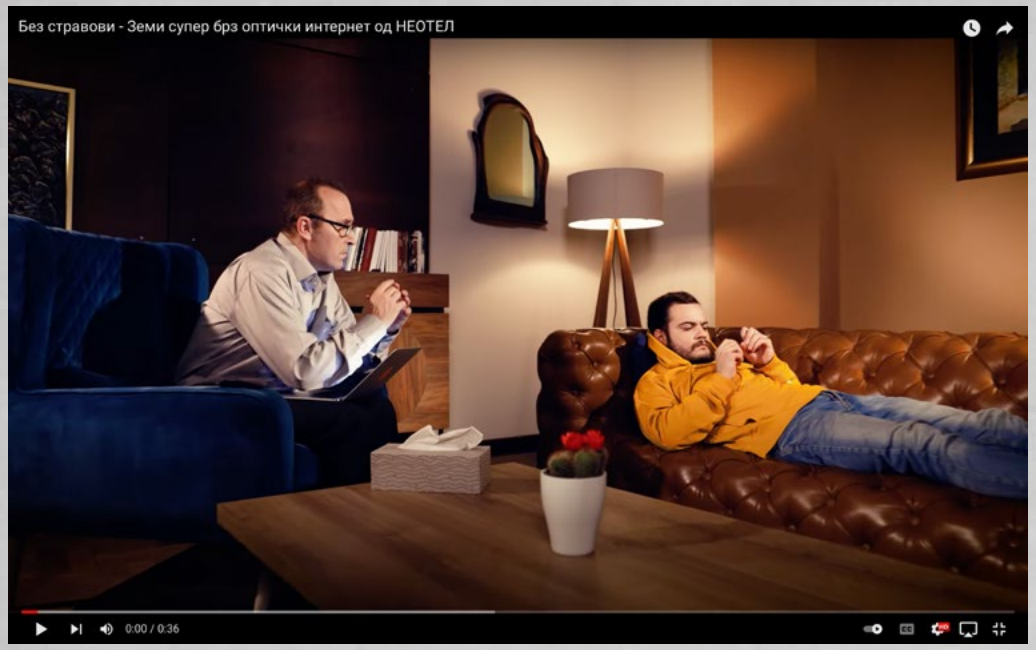


NEOTEL – NO FEARS
DIGITAL MARKETING CAMPAIGN

- DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY

- TVC



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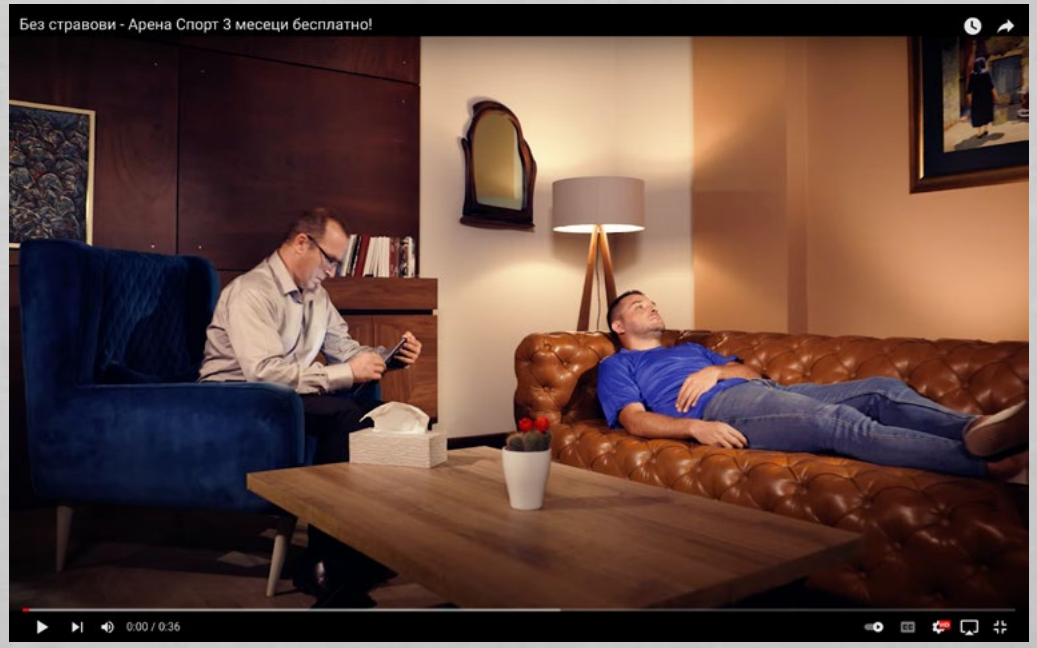

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NEOTEL – THAT FAST!
INTEGRATED MARKETING CAMPAIGN

- TVC

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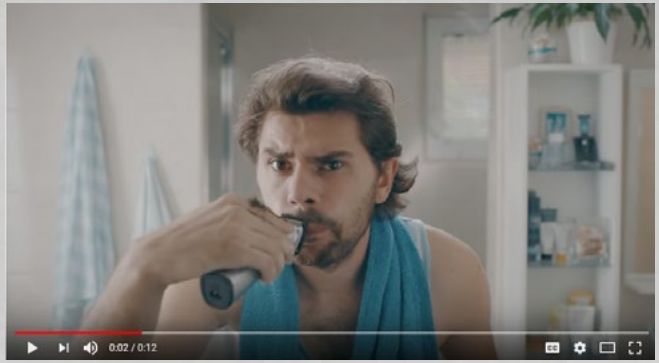

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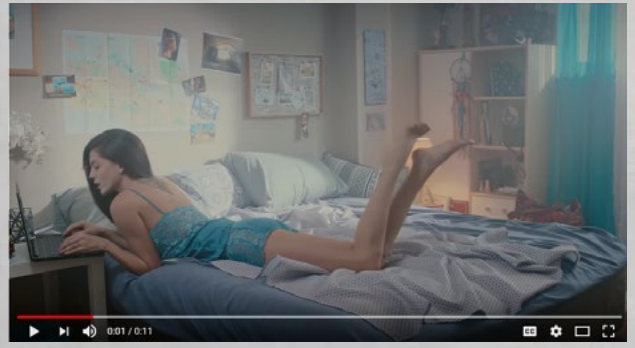

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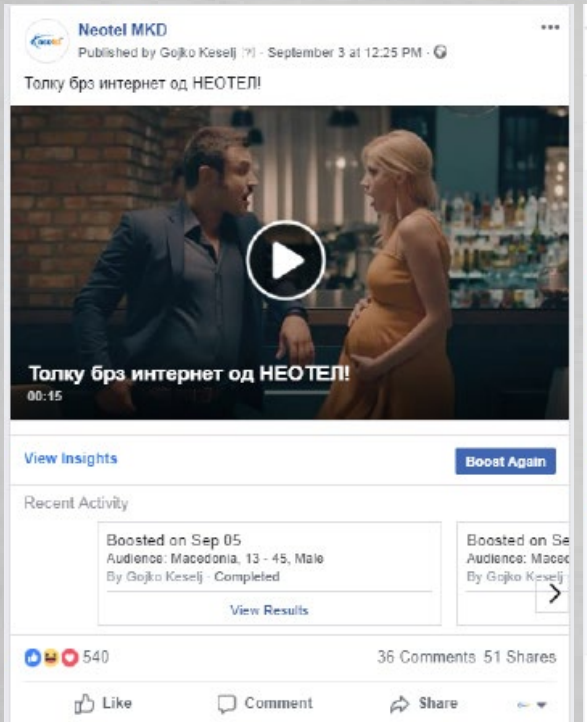
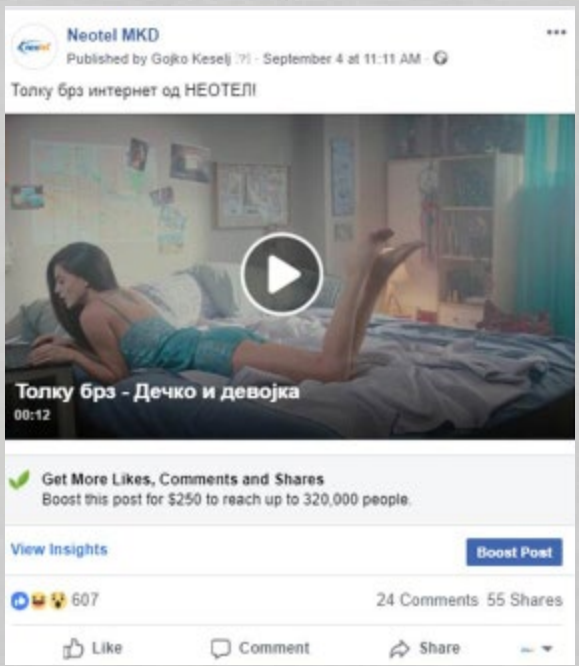
NEOTEL – THAT FAST!
INTEGRATED MARKETING CAMPAIGN

DIGITAL





INTEGRATED EDUCATIVE MARKETING CAMPAIGN: FOCUS ON WHAT'S IMPORTANT!

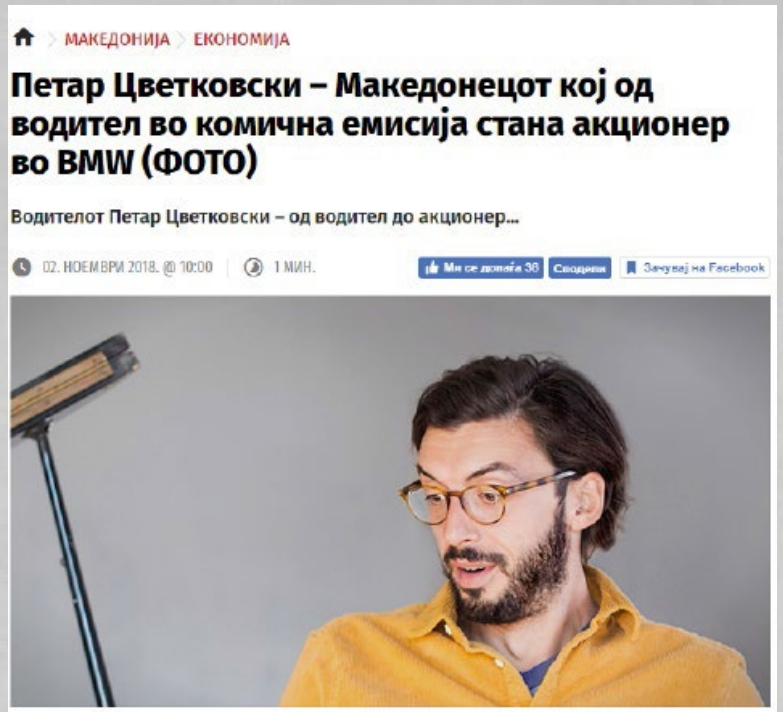
MAPAS; SAVA OSIGURUVANJE; KB PRVO PENZISKO

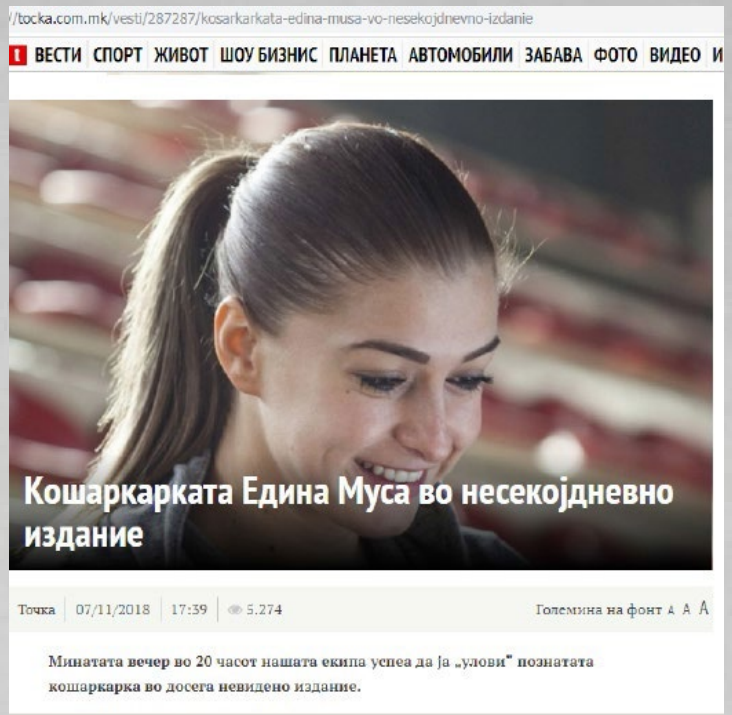
- STRATEGY FOR A COMMUNICATION PLATFORM

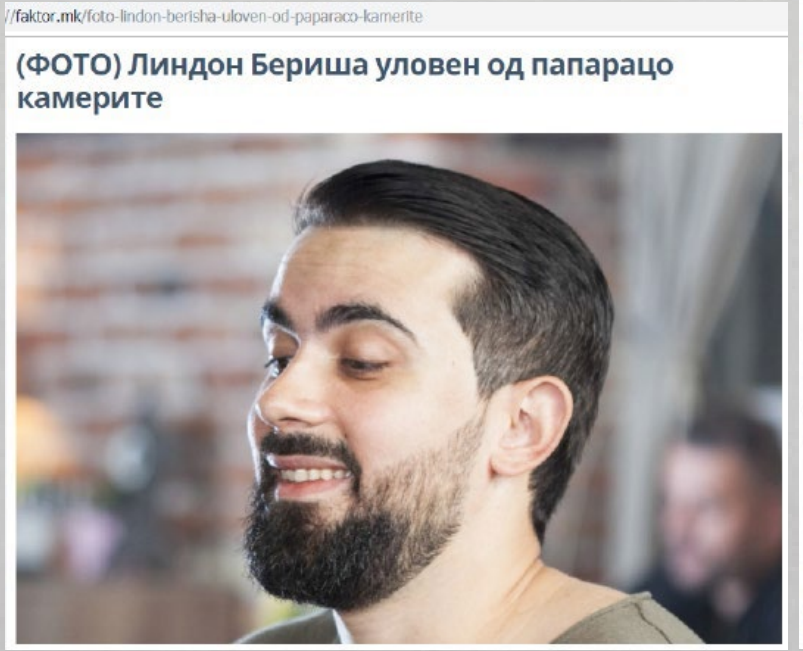
TEASER CLICKBAIT DIGITAL CAMPAIGN

ARTICLE READS: 73.000

FACEBOOK REACH: 405.000







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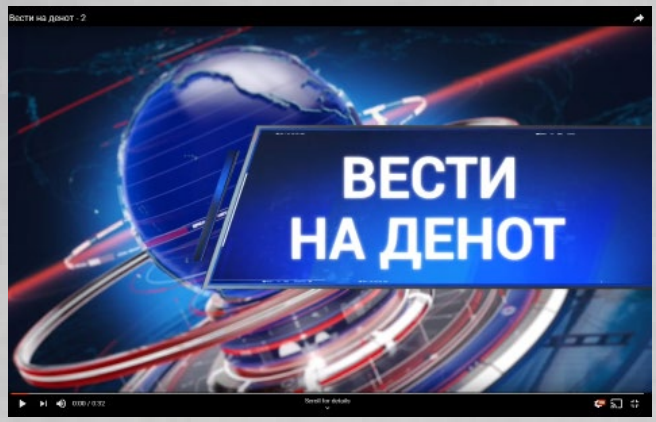

VIDEO 1

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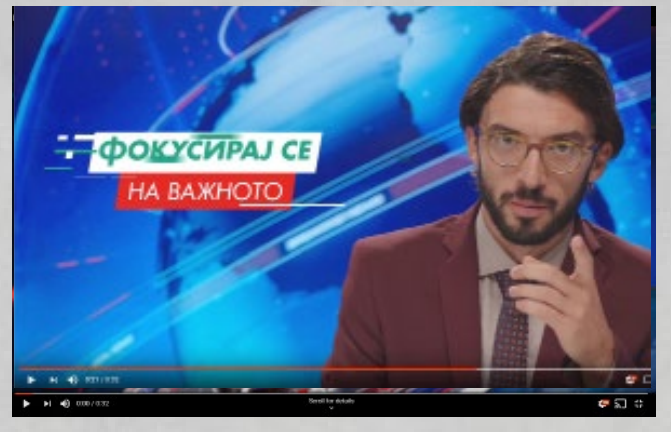

VIDEO 2

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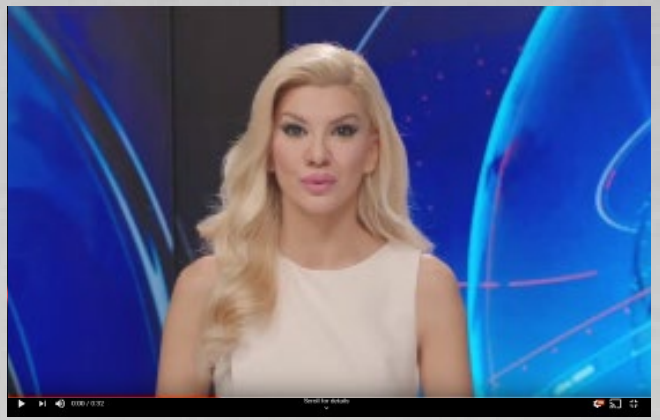

VIDEO 3

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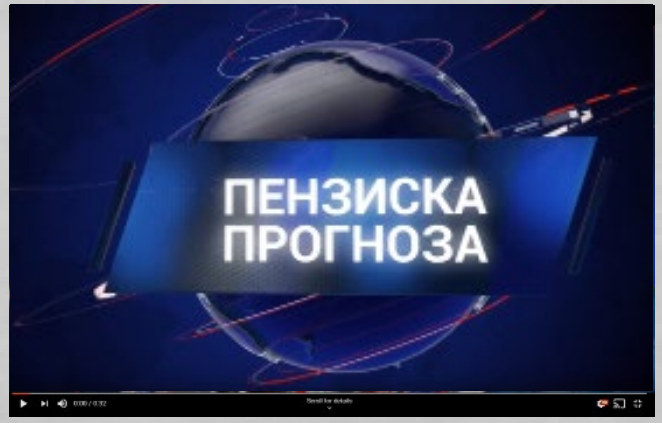
VIDEO 4

HTTPS://YOUTU.BE/DJSXB8UT1NE



VIDEO 5

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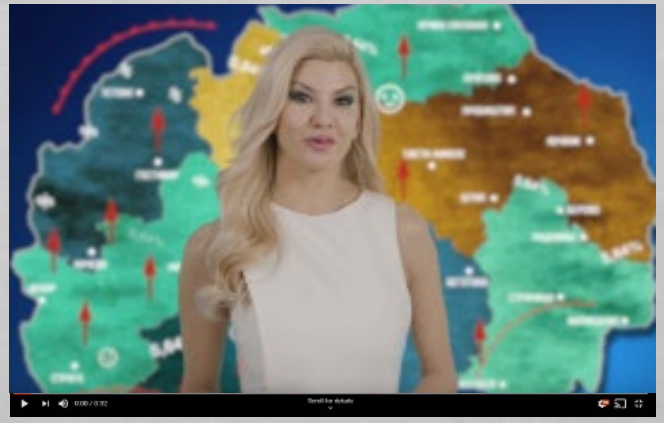
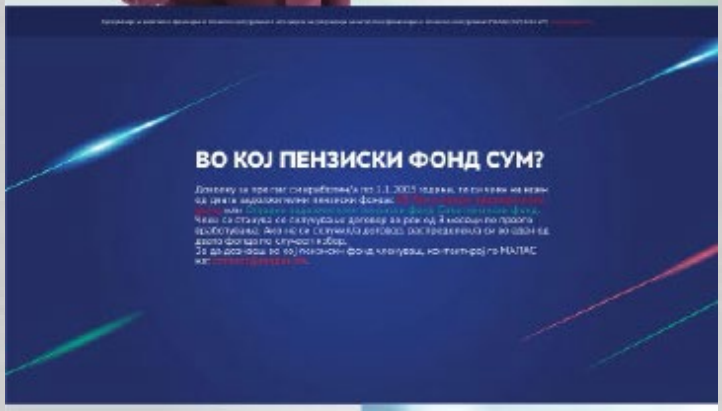
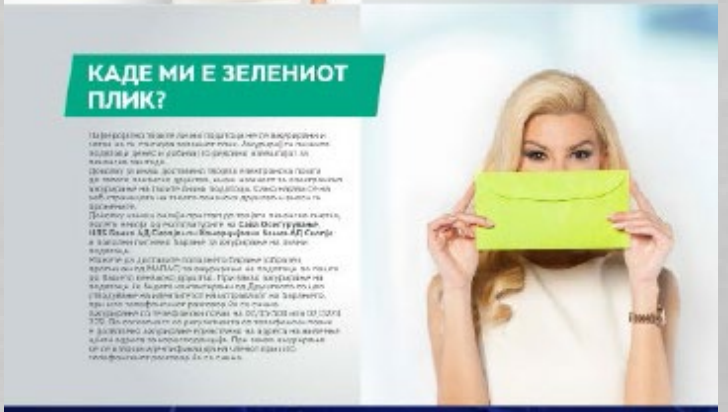


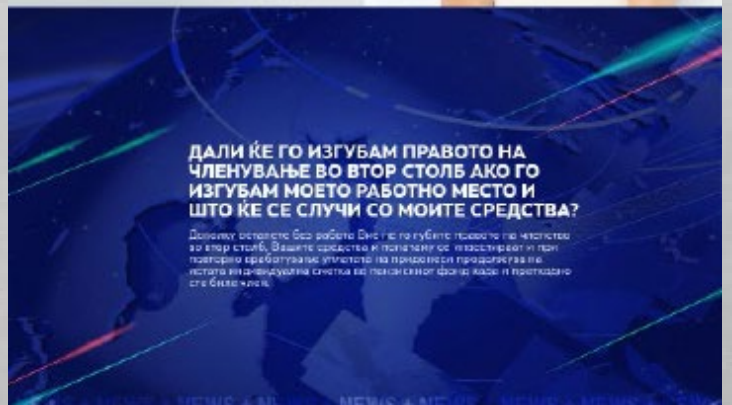
VIDEO 6

HTTPS://YOUTU.BE/PBQ6UPWIWIE

WEBSITE







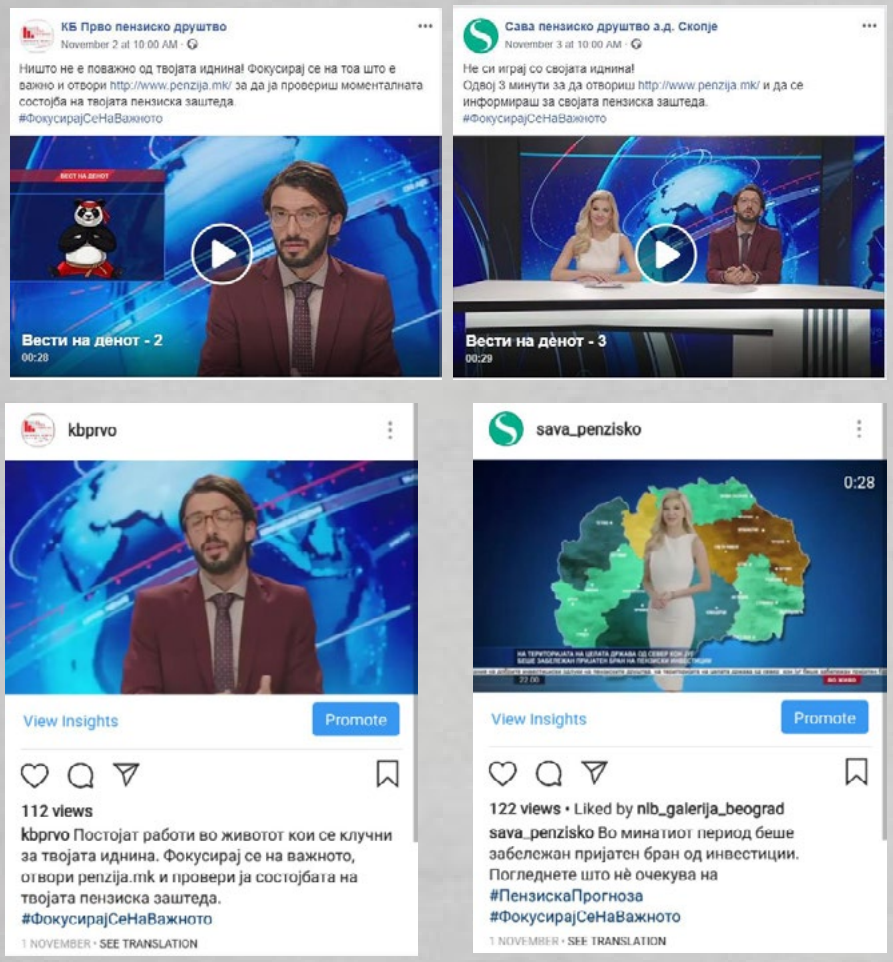
DESIGN AND CONCEPT FOR WEB PAGE
(70.000 PAGE VISITS)

[WWW.PENZIJA.MK](http://www.penzija.mk)

ATL: TV, RADIO

BTL: CARDBOARDS WITH FLYERS

DIGITAL MEDIA: SOCIAL MEDIA (FB, INSTAGRAM, YOUTUBE, LINKEDIN), WEB PAGES, GOOGLE ADS



VIDEO POST

REACH: 1407521

IMPRESSIONS: 1596115

CLICK PER POST: 11316

CLICK TO WEB: 1265

POST

REACH: 754035

IMPRESSIONS: 755583

CLICK PER POST: 2426

CLICK TO WEB: 1305

IUTE CREDIT
VIDEO PRODUCTION & POST-PRODUCTIONS

HTTPS://YOUTU.BE/BYZH5TOKAOW

IUTE CREDIT

INTEGRATED MARKETING CAMPAIGN

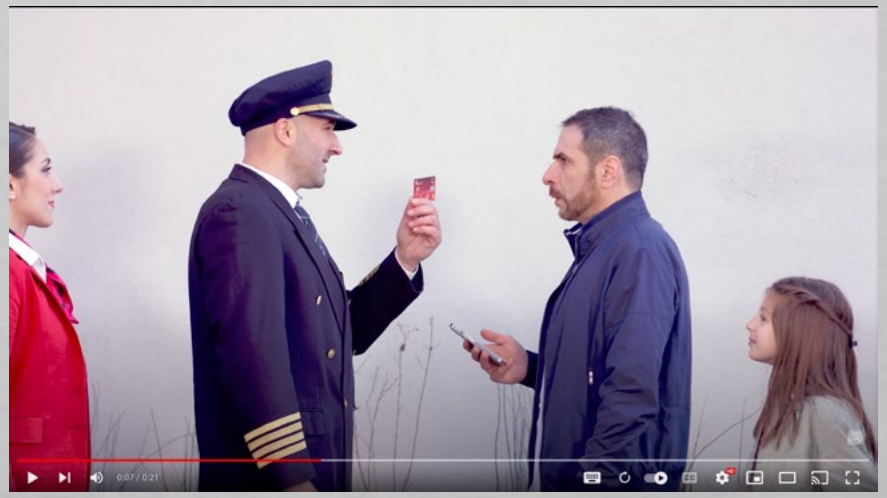
TVC

HTTPS://YOUTU.BE/DMUMLJNIHVO

HTTPS://YOUTU.BE/N-LXLBKU6CG

HTTPS://WWW.YOUTUBE.COM/WATCH?V=W4ED6TTARDO

HTTPS://YOUTU.BE/N-LXLBKU6CG



IUTE CREDIT

INTEGRATED MARKETING CAMPAIGN

DIGITAL

BILLBOARD

IUTE CREDIT

INTEGRATED MARKETING CAMPAIGN

- POSTER & FLYER

IUTE CREDIT

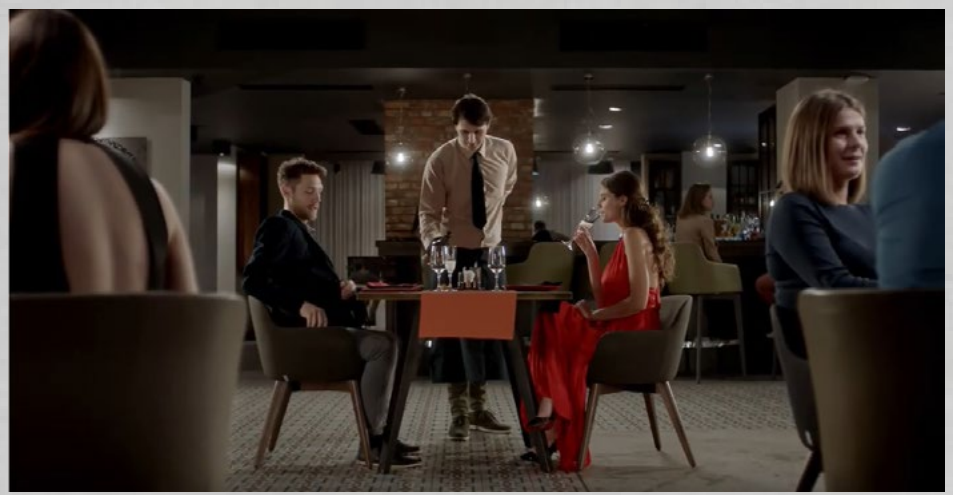
INTEGRATED MARKETING CAMPAIGN

- OOH

IUTE CREDIT

INTEGRATED MARKETING CAMPAIGN

- TVC



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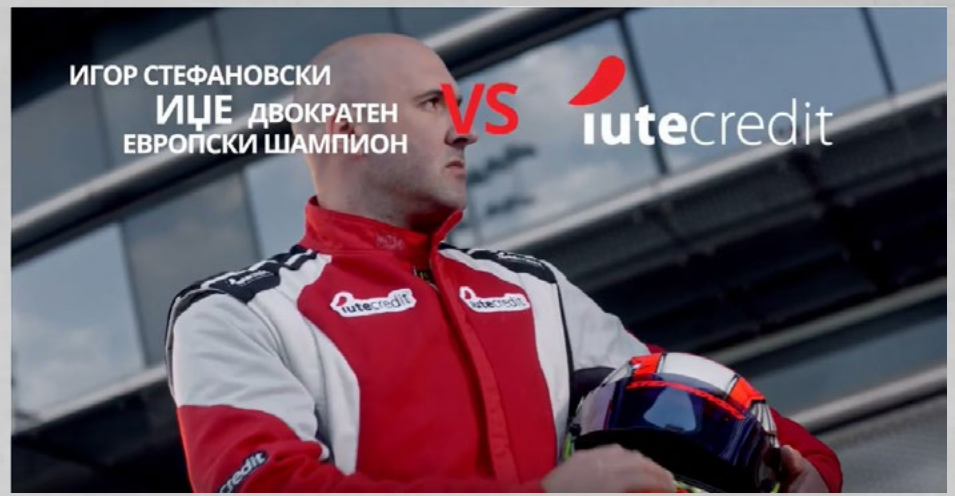


HTTPS://YOUTU.BE/DVOX2_2VJ9W

HTTPS://YOUTU.BE/7PLT55HIN4I

IT LABS

EVENT - REIMAGINE - ARCHITECTURE UNLEASHED

KEY VISUAL & KEY MESSAGE

1. CREATING A BASIC CREATIVE CONCEPT AND A COMPLETE VISUAL IDENTITY
2. DESIGN AND PRODUCTION OF BRANDING MATERIALS
3. PLANNING, ORGANIZATION, AND EXECUTION OF ACTIVITIES FOR 250 PEOPLE
4. DEVELOP A FULL DAY SCENARIO AND LOGISTICS
5. COORDINATION AND CONTROL OF ALL ACTIVITIES ABOVE, INCLUDING MAINTAINING THEIR QUALITY AND COMPLIANCE

✔ THE CAMPAIGN WAS REALIZED ON THE FOLLOWING CHANNELS: FACEBOOK, INSTAGRAM, LINKEDIN, TWITTER, GOOGLE, YOUTUBE, AND THE WEBSITE IT.COM.

✔ THE RESULT: MORE THAN 300 EMAIL ADDRESSES OBTAINED.

✔ THE NUMBER OF GUESTS THAT VISITED THE EVENT WAS OVER THE INITIALLY EXPECTED NUMBER

IT LABS

EVENT - REIMAGINE - ARCHITECTURE UNLEASHED

HTTPS://YOUTU.BE/JAELZ8WHZAK

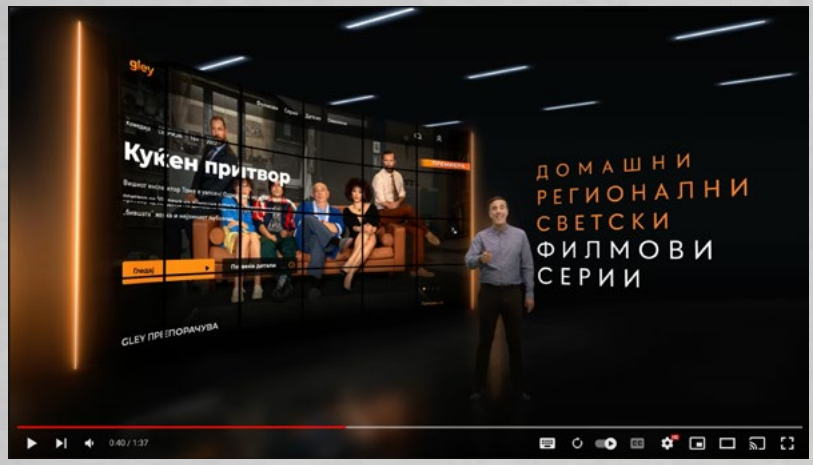
UKLO

VIDEO 40 YEARS UKLO

HTTPS://WWW.YOUTUBE.COM/WATCH?V=VM3HW02Q-98

GLEY
INTEGRATED MARKETING CAMPAIGN

-TVC



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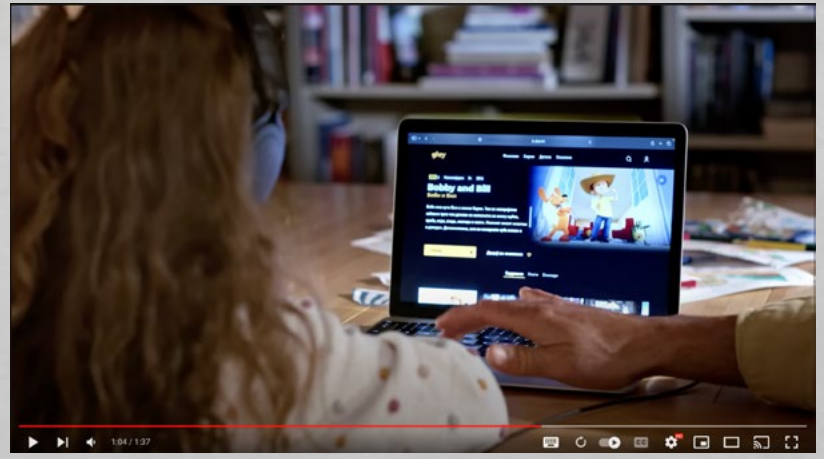

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GLEY
INTEGRATED MARKETING CAMPAIGN

-DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY
-DEVELOPMENT OF KEY VISUALS
-TVC

HTTPS://WWW.YOUTUBE.COM/WATCH?V=74WC3QAYWZW

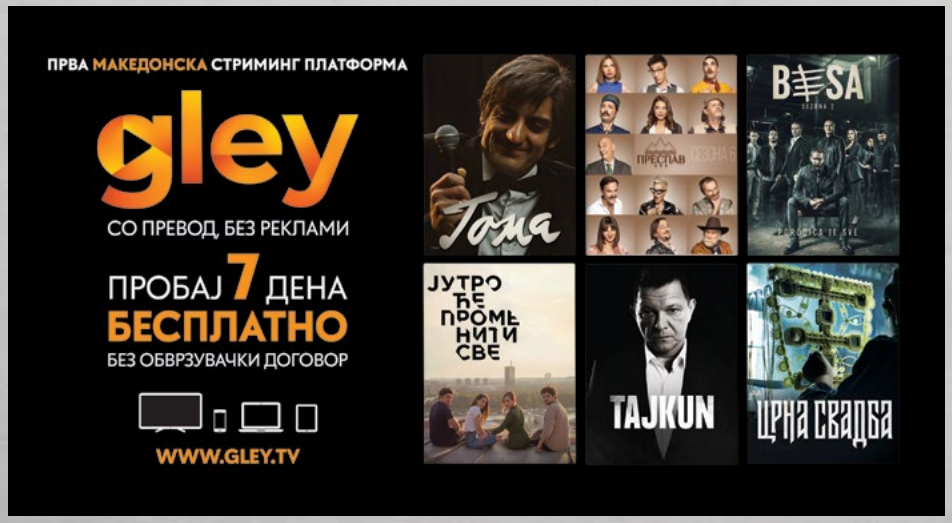
HTTPS://WWW.YOUTUBE.COM/WATCH?V=XXBCWVXBJL8

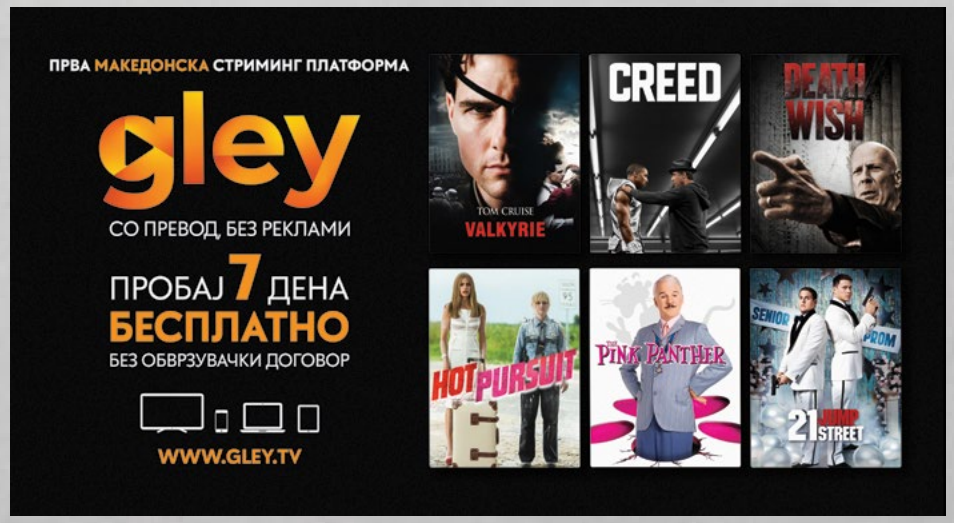
HTTPS://WWW.YOUTUBE.COM/WATCH?V=8L_GAPOEUIS

HTTPS://WWW.YOUTUBE.COM/WATCH?V=S5L27OB8XIK

GLEY
INTEGRATED MARKETING CAMPAIGN

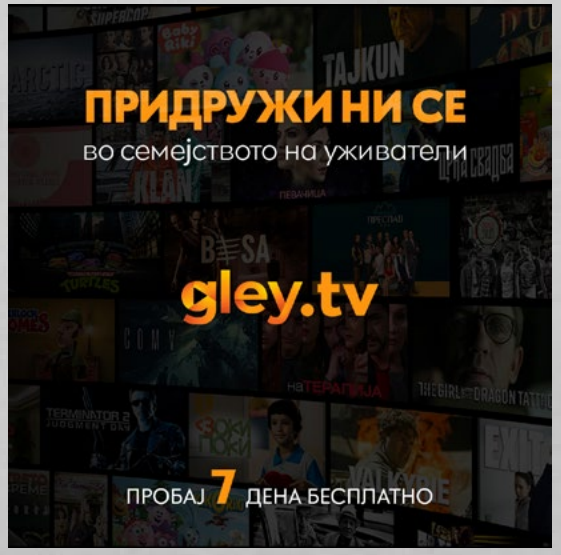
-OOH





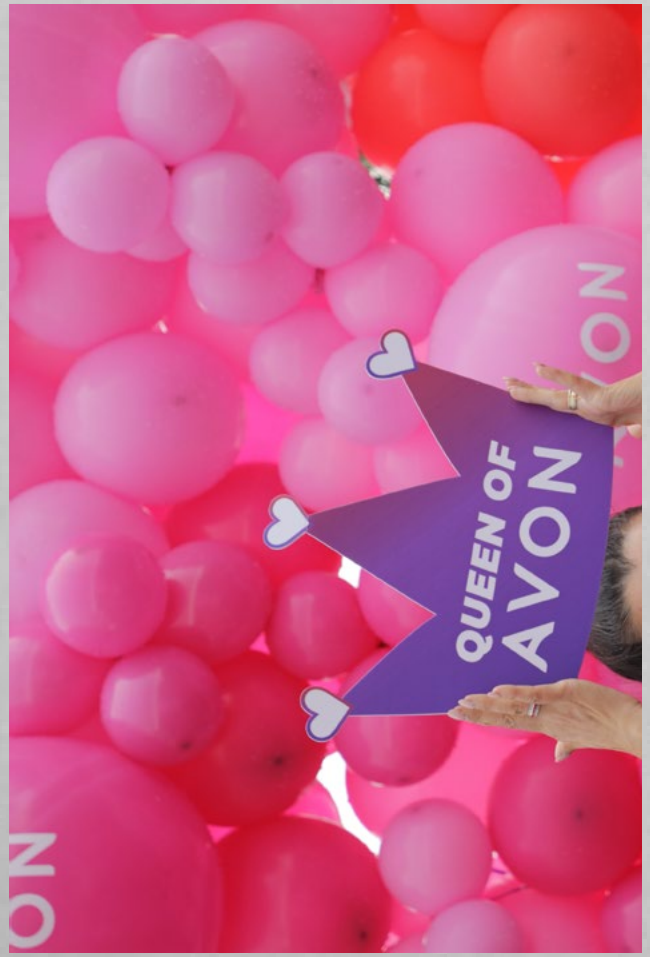
GLEY
INTEGRATED MARKETING CAMPAIGN

-DIGITAL



AVON
EVENTS ORGANIZATION

- CONFERENCES
- WORK MEETINGS
- PROMOTIONS



OSCE - CHECK TWICE, TRUST ONCE

INTEGRATED MARKETING CAMPAIGN

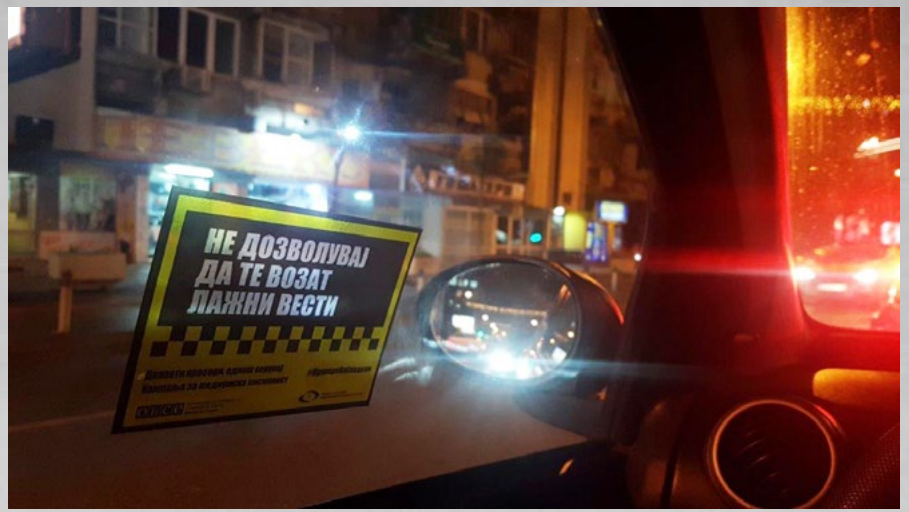
-DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY
-DEVELOPMENT OF KEY VISUAL,

GUERRILLA MARKETING
AND OTHER PROMO MATERIALS
-TVC

OSCE - CHECK TWICE, TRUST ONCE

INTEGRATED MARKETING CAMPAIGN

-DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY
-DEVELOPMENT OF KEY VISUAL, GUERRILLA MARKETING AND OTHER PROMO MATERIALS



TVC

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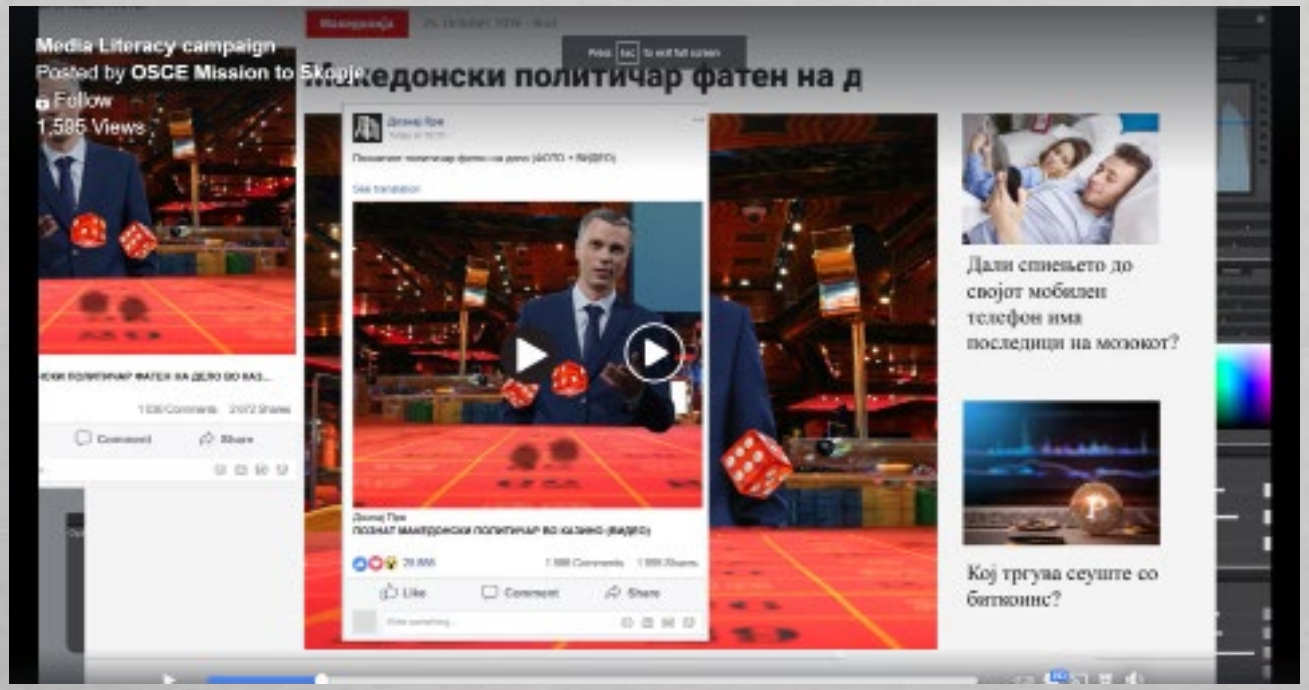


OXO EKSTERNO
INTEGRATED MARKETING CAMPAIGN

BADGES & MAGNETS

T-SHIRTS & BAGS

POSTCARDS

OXO EKSTERNO
INTEGRATED MARKETING CAMPAIGN

OXO EKSTERNO
DIGITAL

Екстерно МК
Published by Oliver Noveski [?] · November 7 ·

Дали знаеш што може да ти се случи доколку не излезеш да гласаш на избори?

342,492 people reached · Boost Unavailable

1.1K · 108 Comments 259 Shares

Like · Comment · Share

342,492 People Reached		
264,672 Video Views		
2,391 Reactions, Comments & Shares		
1,558 Like	**908** On Post	**650** On Shares
35 Love	**12** On Post	**23** On Shares
239 Haha	**174** On Post	**65** On Shares
10 Wow	**4** On Post	**6** On Shares
2 Sad	**0** On Post	**2** On Shares
7 Angry	**5** On Post	**2** On Shares
258 Comments	**156** On Post	**102** On Shares
289 Shares	**259** On Post	**30** On Shares
16,489 Post Clicks		
10,180 Clicks to Play	**27** Link Clicks	**6,282** Other Clicks

Екстерно МК
Published by Viktor Milevski [?] · November 16 at 4:31pm ·

Гласај без страв! Ако гласаш со страв, може да се најдеш во многу незгодна ситуација 🙂

За повеќе видеа посетете го веб-сајтот www.externo.mk

173,451 people reached · Boost Unavailable

404 · 38 Comments 66 Shares

Like · Comment · Share

173,451 People Reached		
76,322 Video Views		
720 Reactions, Comments & Shares		
512 Like	**345** On Post	**167** On Shares
7 Love	**1** On Post	**6** On Shares
49 Haha	**43** On Post	**6** On Shares
1 Wow	**1** On Post	**0** On Shares
2 Sad	**1** On Post	**1** On Shares
15 Angry	**13** On Post	**2** On Shares
63 Comments	**52** On Post	**11** On Shares
74 Shares	**66** On Post	**8** On Shares
7,151 Post Clicks		
4,828 Clicks to Play	**248** Link Clicks	**2,075** Other Clicks

Екстерно МК
Published by Oliver Noveski [?] · December 1 at 2:21pm ·

Што може да ти се случи доколку не излезеш на избори?

За повеќе видеа посетете го веб-сајтот www.externo.mk

110,054 people reached · Boost Unavailable

220 · 39 Comments 53 Shares

Like · Comment · Share

110,054 People Reached		
36,058 Video Views		
559 Reactions, Comments & Shares		
302 Like	**165** On Post	**137** On Shares
13 Love	**5** On Post	**8** On Shares
64 Haha	**47** On Post	**17** On Shares
2 Wow	**0** On Post	**2** On Shares
3 Sad	**2** On Post	**1** On Shares
2 Angry	**1** On Post	**1** On Shares
115 Comments	**65** On Post	**50** On Shares
59 Shares	**53** On Post	**6** On Shares
4,902 Post Clicks		
2,897 Clicks to Play	**129** Link Clicks	**1,876** Other Clicks

Екстерно МК
Published by Viktor Milevski [?] · December 6 at 11:34am ·

Ако не сакаш да делиш соба со Перо кој слуша чудни гласови во главата, излези и гласај 🙂

94,372 people reached · Boost Unavailable

187 · 27 Comments 34 Shares

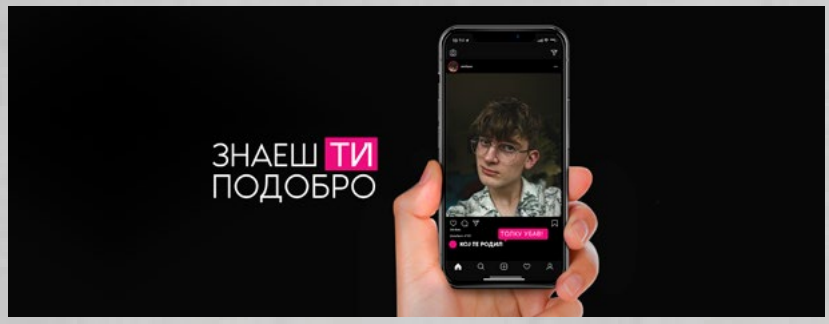
Like · Comment · Share

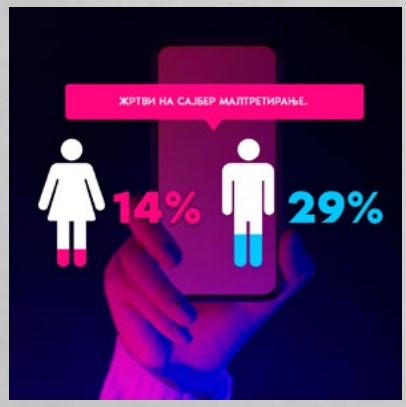
94,372 People Reached		
26,463 Video Views		
406 Reactions, Comments & Shares		
269 Like	**154** On Post	**115** On Shares
3 Love	**0** On Post	**3** On Shares
40 Haha	**31** On Post	**9** On Shares
2 Sad	**2** On Post	**0** On Shares
2 Angry	**0** On Post	**2** On Shares
54 Comments	**40** On Post	**14** On Shares
38 Shares	**34** On Post	**4** On Shares
2,691 Post Clicks		
1,418 Clicks to Play	**0** Link Clicks	**1,273** Other Clicks

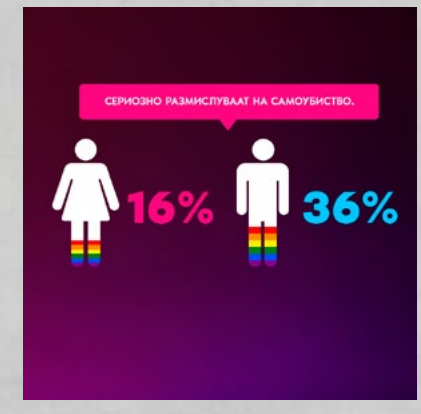
COALITION MARGINS - CAMPAIGN AGAINST GENDER BASED BULLYING

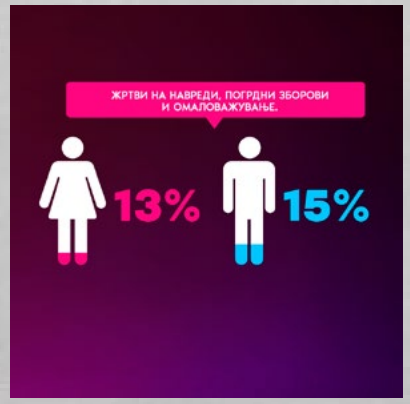
DIGITAL MARKETING CAMPAIGN

-DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY
-DEVELOPMENT OF KEY VISUALS









COALITION MARGINS - AWARENESS CAMPAIGN FOR LEGAL HELP AND PSYCHOSOCIAL SUPPOR

DIGITAL MARKETING CAMPAIGN

-DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY
-ORGANIZATION OF 4 PROMOTIONAL EVENTS

ТУКА СМЕ ЗА ТЕБЕ
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•ПРАВНА ПОМОШ
•ПСИХО-СОЦИЈАЛНА ПОДДРШКА
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+389 32 444 620
Sverige
KVINNA KVINNA
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ДОВЕРБА
БЕСПЛАТНА
•ПРАВНА ПОМОШ
•ПСИХО-СОЦИЈАЛНА ПОДДРШКА

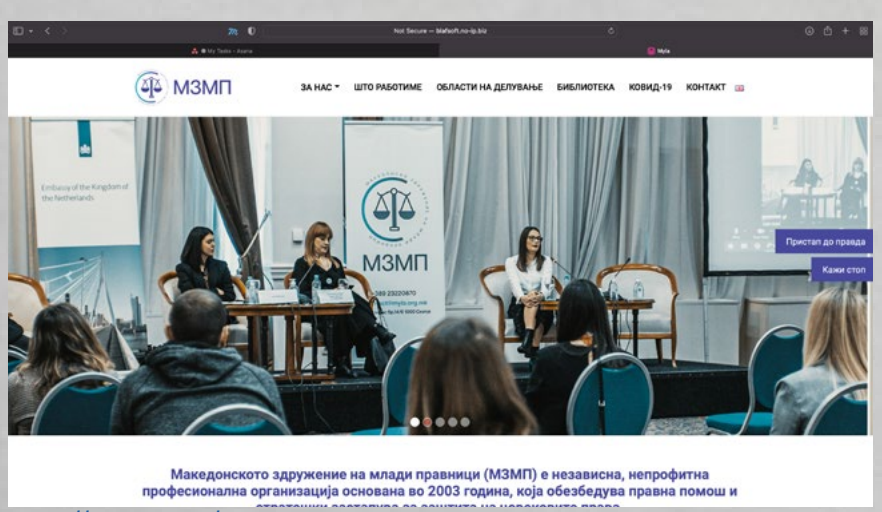
UNICEF
INTEGRATED MARKETING CAMPAIGN

-OOH

MACEDONIAN YOUNG LAWYERS ASSOCIATION - RE BRANDING

DIGITAL MARKETING CAMPAIGN

- RE DESIGN OF LOGO AND BRAND BOOK DEVELOPMENT
- REDESIGN OF WEBSITE



HTTPS://MYLA.ORG.MK/

MACEDONIAN YOUNG LAWYERS ASSOCIATION - CAMPAIGN FOR THE PREVENTION OF HUMAN TRAFFICKING AMONG MIGRANTS AND SEASONAL WORKERS

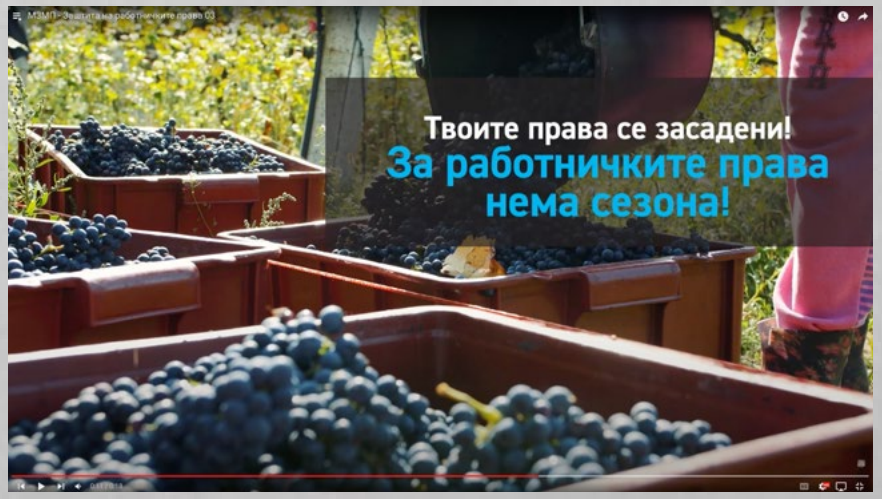
DIGITAL MARKETING CAMPAIGN

- DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY
- DEVELOPMENT OF VIDEOS

HTTPS://WWW.YOUTUBE.COM/WATCH?V=-8SPKJCLAYA

HTTPS://WWW.YOUTUBE.COM/WATCH?V=NWVVGT37GC0

HTTPS://WWW.YOUTUBE.COM/WATCH?V=TAT9N7NXD1S



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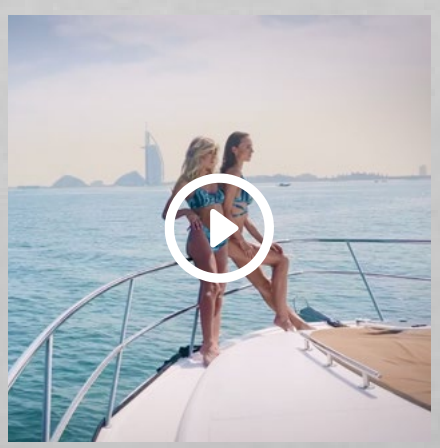
SARA FASHION SWIMWEAR COLLECTION - 2023

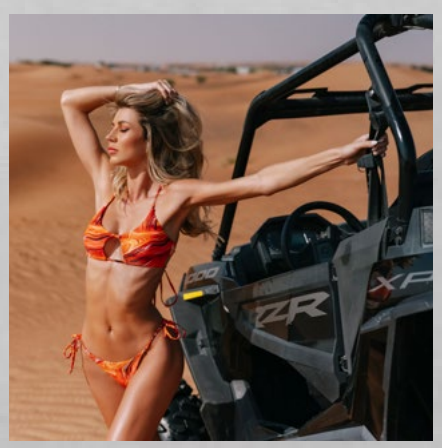
INTEGRATED MARKETING CAMPAIGN

HTTPS://WWW.YOUTUBE.COM/WATCH?V=R3YSOHVYUXI



SARA FASHION SWIMWEAR COLLECTION 2023

INTEGRATED MARKETING CAMPAIGN



SARA FASHION SWIMWEAR COLLECTION
INTEGRATED MARKETING CAMPAIGN

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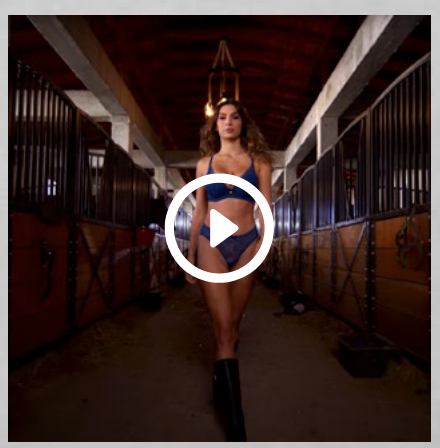
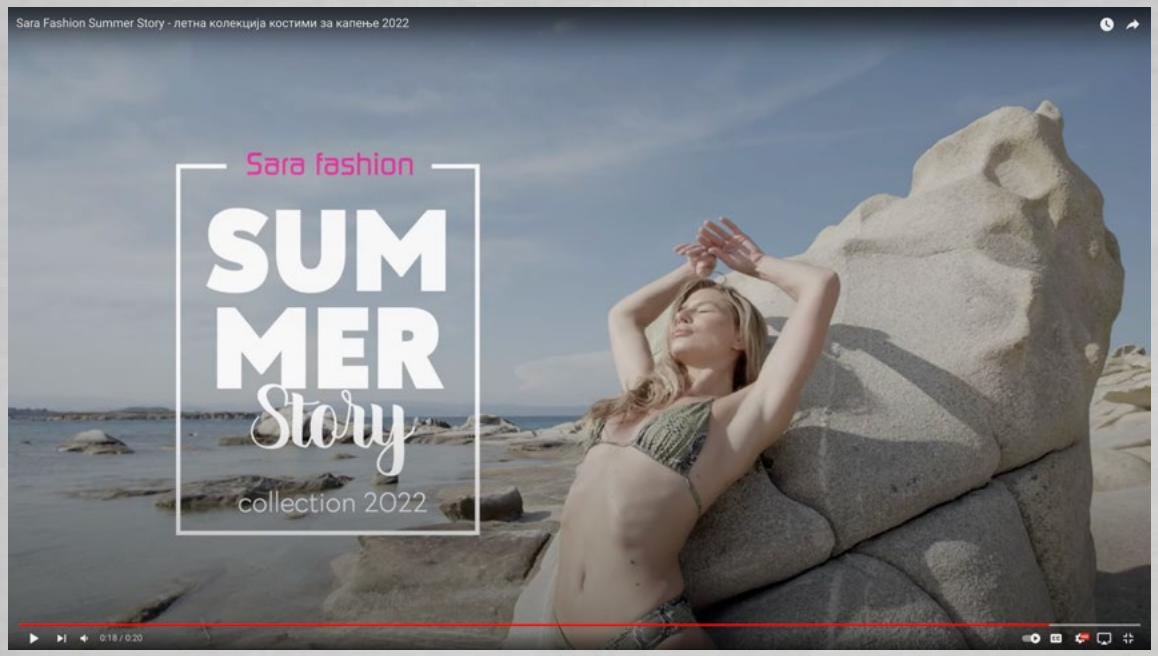


SARA FASHION
INTEGRATED MARKETING CAMPAIGN

-PRODUCTION OF VIDEO



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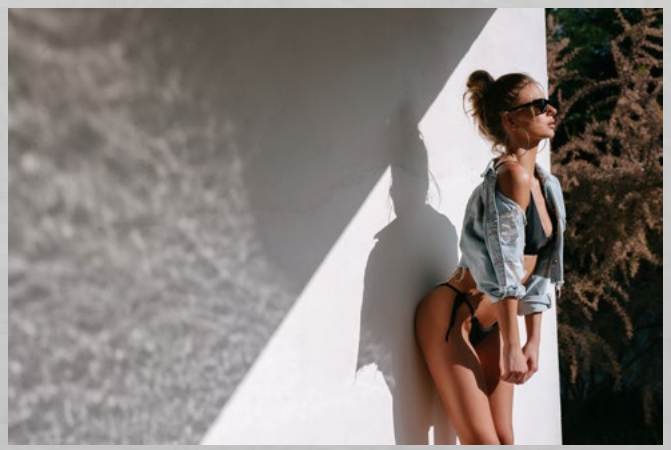
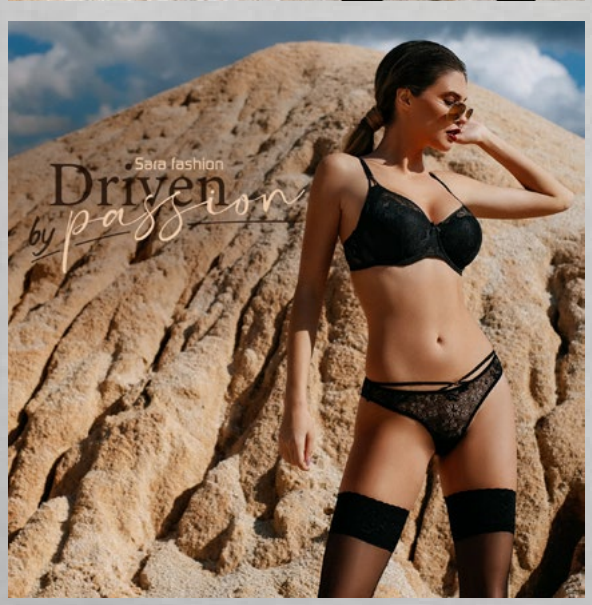
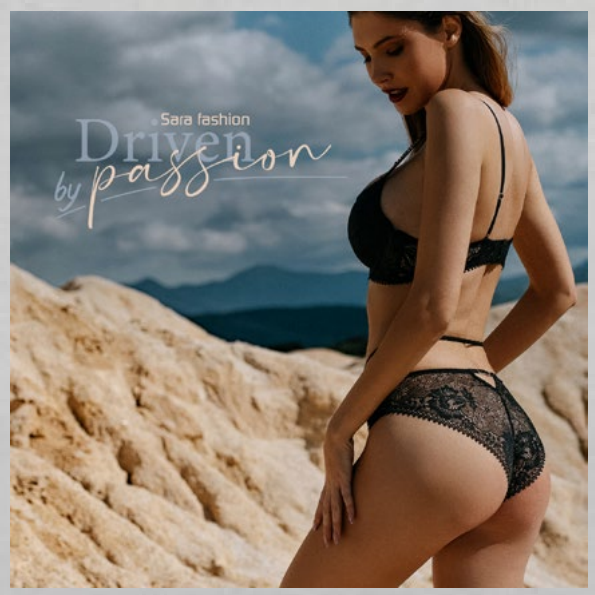


SARA FASHION
INTEGRATED MARKETING CAMPAIGN

-CONPECT, STRATEGY, PHOTOSHOOT, VIDEO AND DIGITAL CAMPAING





SARA FASHION
INTEGRATED MARKETING CAMPAIGN

-CONPECT, STRATEGY, PHOTOSHOOT, VIDEO AND DIGITAL CAMPAING

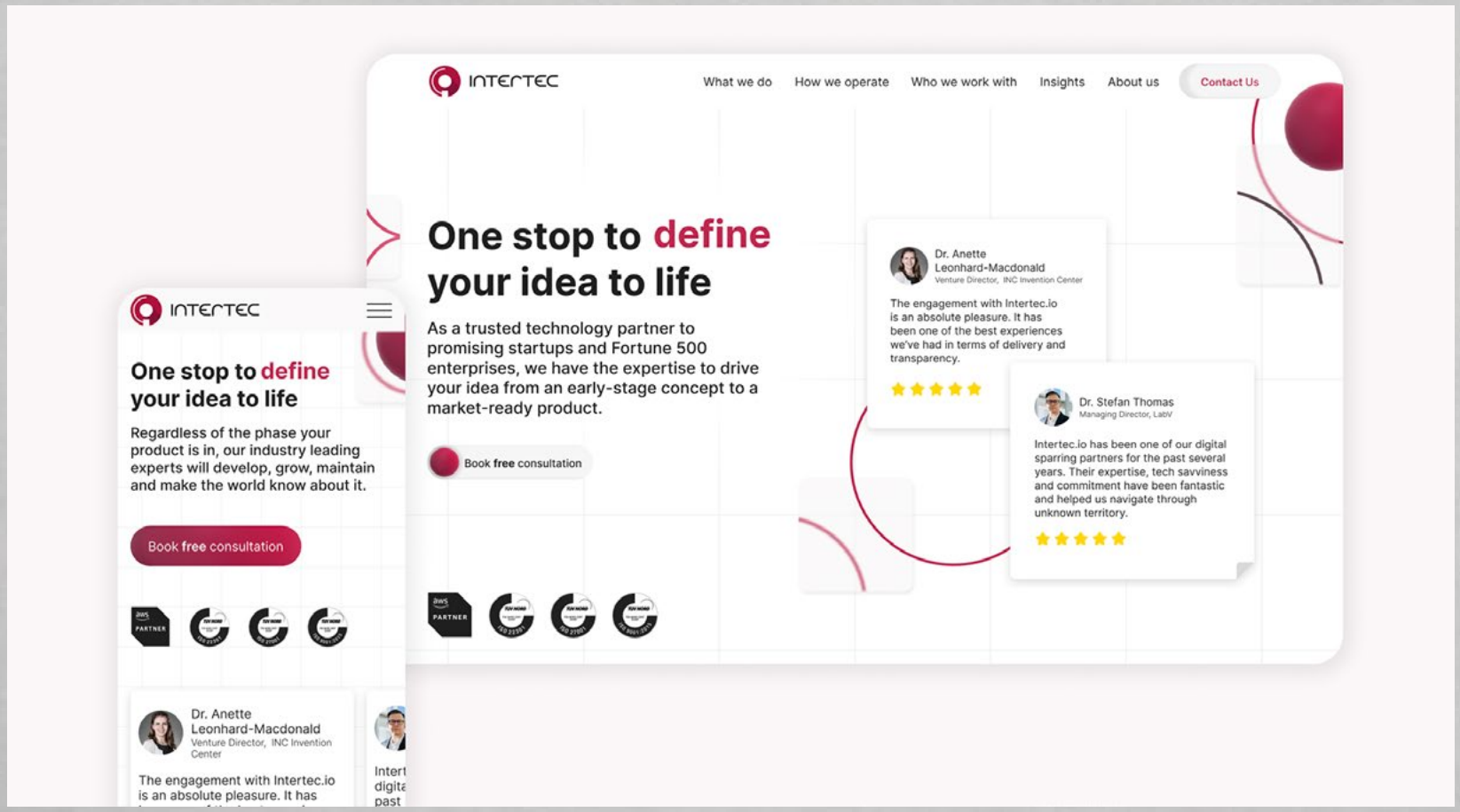
SF SWIMWEAR COLLETICION 2022
INTEGRATED MARKETING CAMPAIGN

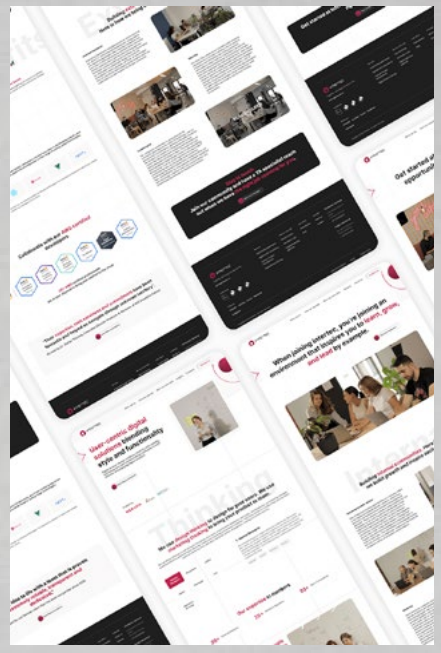
SKOPJE ZOO
WEB PAGE & MOBILE APP

HTTPS://ZOOSKOPJE.COM.MK

INTERTEC
WEB PAGE & MOBILE APP

HTTPS://WWW.INTERTEC.IO



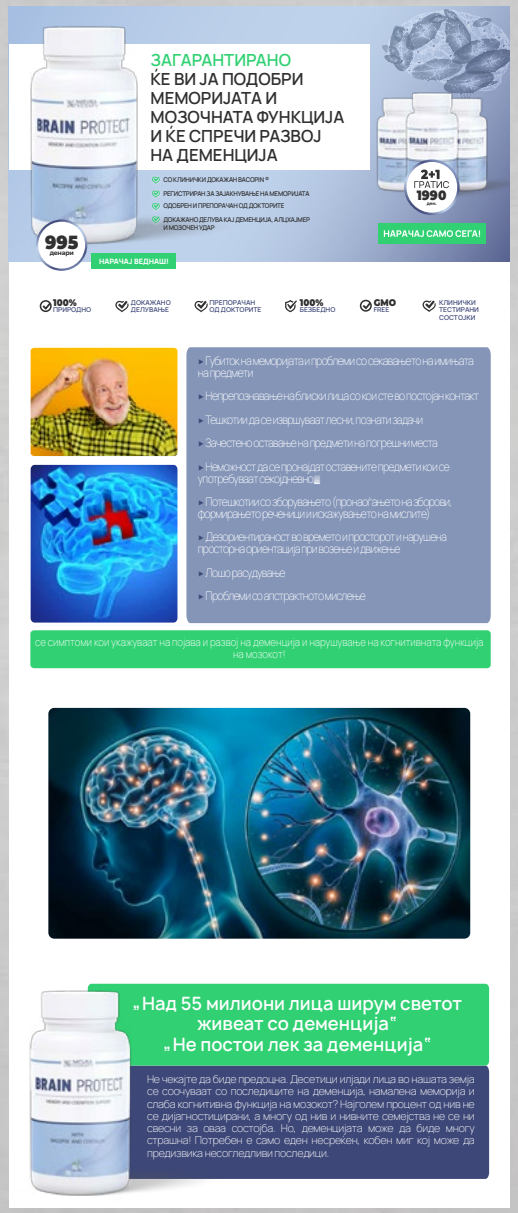


NATURA THERAPY

-PACKAGING DESIGN

NATURA THERAPY

-LANDING PAGE DESIGN



VITALIA - PROBIOTIC PRODUCT LINE
INTEGRATED MARKETING CAMPAIGN

-VIDEO ANIMATION
-SOCIAL MEDIA
-OOH

TVC

HTTPS://WWW.YOUTUBE.COM/WATCH?V=TQ1XNWLXWOK

JOSTELA WINERY - NEW LABEL DESIGN

LABEL DESIGN

-LOGO REDESIGN
-PRODUCT LABEL DESIGN

JOSTELA winery

JOSTELA winery

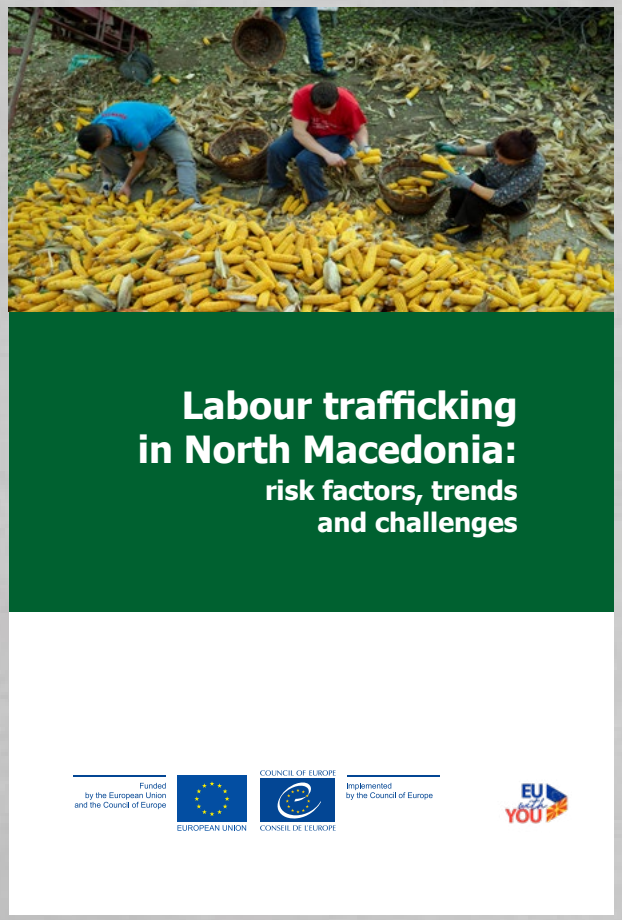
NUIT
Rose Cuvée

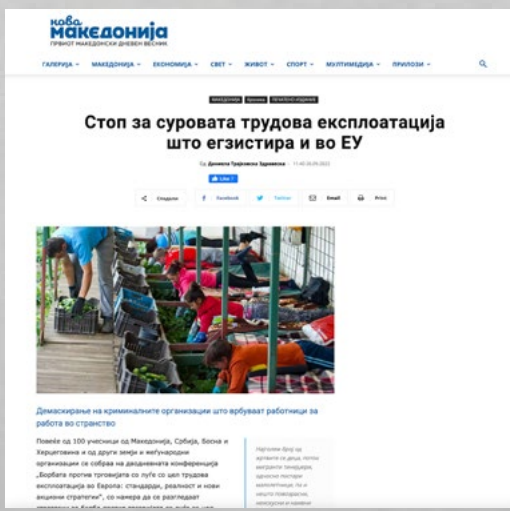
DIGIDIVE

CORPORATE REBRANDING
- NEW LOGO, LOGOTYPE AND BRAND-BOOK

EUROPEAN UNION AND COUNCIL OF EUROPE - HORIZONTAL FACILITY II
PREVETING AND COMBATING TRAFFICKING IN HUMAN BEINGS IN NORTH MACEDONIA (2022)

-PR SERVICES FOR REGIONAL CONFERENCE
-PRODUCTION OF VIDEO FOR SUCCESS STORY FROM THE PROGRAM
-DESIGN AND PREPRESS FOR REPORT





EUROPEAN UNION AND COUNCIL OF EUROPE - HORIZONTAL FACILITY II (ONGOING PROJECT)
FREEDOM OF EXPRESSION AND FREEDOM OF THE MEDIA

INTEGRATED MARKETING CAMPAIGN

- DEVELOPMENT OF CONCEPT AND DIGITAL STRATEGY
- DEVELOPMENT OF KEY VISUAL, OOH MATERIALS AND OTHER PROMOTIONAL MATERIALS

THANK YOU!