


agency  
credentials



We move quickly  
from talking  
to doing.



- 
- An advertising agency with a personal approach.
  - We launch brands, products, campaigns as a part of integrated marketing mix.
  - We create campaigns with tangible results.

## SIEMENS

### CORPORATE MATERIALS AND ON-LINE

Siemens is an engineering company with principal divisions:

- Industry,
- Energy,
- Healthcare,
- Infrastructure & Cities.



We cooperate with Siemens on a regular basis providing graphical, on-line and creative services:

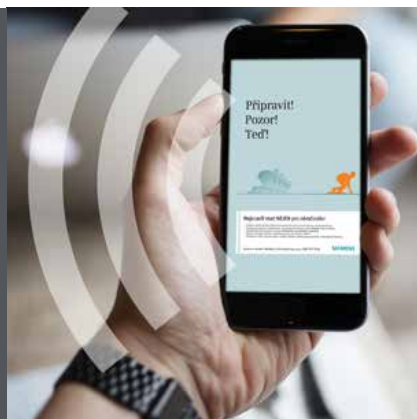
- interactive brochures,
- new concepts,
- new ergonomic styles etc.





siemens

- » Successful continual cooperation throughout the years.
- » Yearly upgrade of internal and client system.





## WUNDERMAN – HOSTESS PROMO

Wunderman belongs among the biggest Czech communication agencies in the market.

In cooperation with Wunderman, we organise regular hostess promo events for RWE, with the aim of increasing the number of visitors to the customer and contact centres.



The hostess promo events take place every year in several regions throughout the Czech Republic. The events are run by a stable, trained team of hostesses, and obviously include regular reporting and control mechanisms.







- » Immediate increase of the numbers of visitors to customer and contact centres.
- » 3–4 series of promo events throughout the Czech Republic every year.
- » During a single promo event in 2015, 33,000 RWE customers, both potential and existing, were addressed over an average 600 hours.



## svépomocí.cz

### PROJECT MANAGEMENT

Svepomoci.cz is the first and biggest community website of self-builders in the Czech Republic.

We entered the project in the fourth year of its existence and helped to shift it from a middle size website to a complex project with a wide community of readers and content contributors.



Svépomocí.cz offers advices and information through segmented articles, videos, seminars and presentations at exhibitions. Its club has now more than 15 000 members.

All these activities are managed by Absolook together with media sales.

[www.svepomoci.cz](http://www.svepomoci.cz)







- » A 20% yearly increase of website visits on the server Svpomoci.cz
- » In the year 2016 average monthly website visits exceeded 175,000.
- » A 10 time increase of project's turnover during one year.
- » Realization of conferences, including workshops on the topic "construction".
- » In year 2015 over a hundred instructional videos were recorded.





## ORGANISING AN INTERNATIONAL CONFERENCE

The Czech Institute of Internal Auditors enforces and supports the development of internal auditing in the Czech Republic. We organised an international conference on the occasion of the 20th anniversary of the Institute's establishment. The conference took place under the auspices of the Ministry of Finance of the Czech Republic and the Czech Chamber of Commerce, and was attended by prominent personalities of both Czech and foreign internal auditing.



We provided a complete service for the conference: creating a webpage, distributing invitations, selling tickets, writing newsletters, providing an appropriate venue, providing service for VIP guests, printing graphic materials, preparing side events, and evaluating the conference's successfulness.





# český institut interních auditorů



- » The conference was attended by 272 participants from 25 countries and four continents.
- » Over 95% of them appraised the conference with an A or B mark (on a scale from A to E).







## REBRANDING AND INTEGRATED COMMUNICATION

Aterra group is a well established middle size company specializing in financial and accounting services. Its main seats are in the Czech and Slovak Republics, but it also operates in a series of European countries.

At the time, before re-branding it was not perceived as such, but rather as a small company with a local reach.

To reposition Aterra as a leader of a middle segment with an international extent we chose the more radical changes in its image and overall presentation.



The new look reflects the progressiveness and confidence of a company that is not afraid to apply new trends and practices.

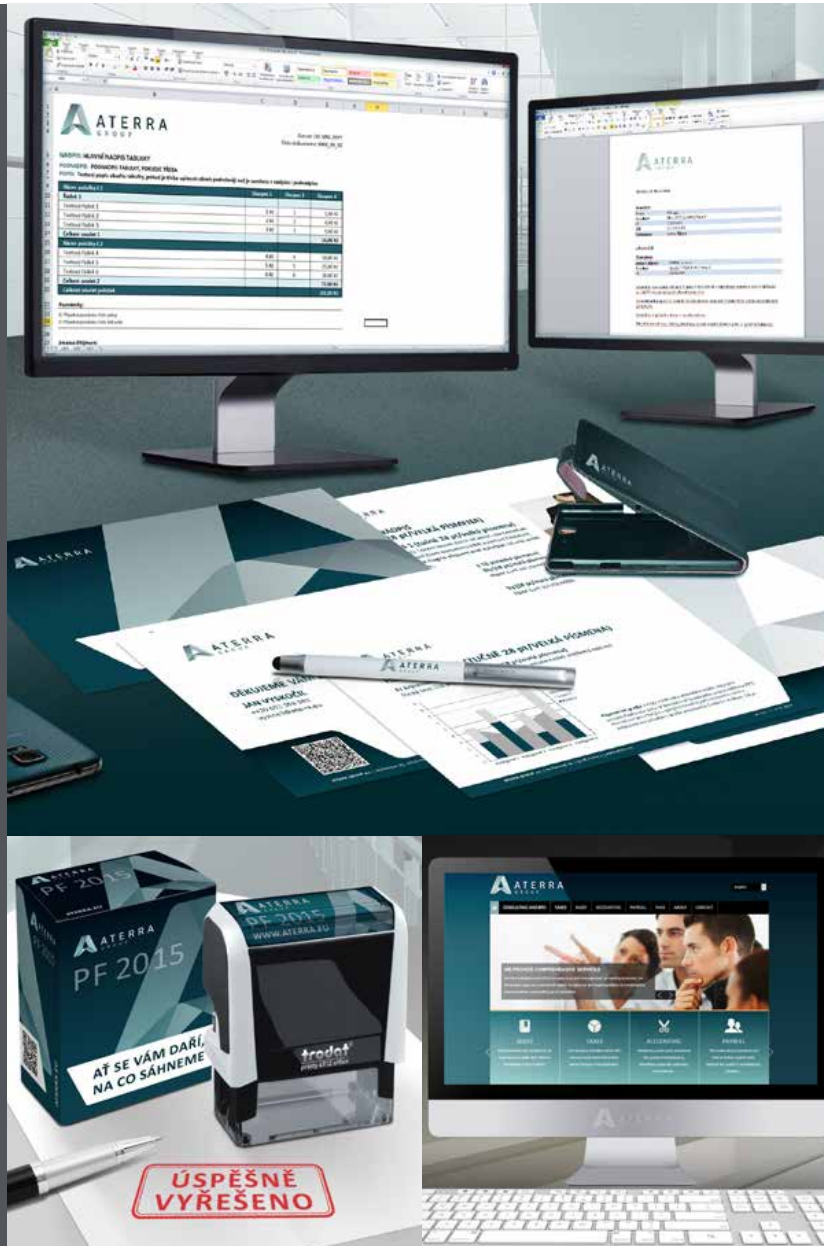
Our work included development of company's corporate identity, website, BTL materials and integrated communication campaign with an original direct mailing.

[www.atterra.eu](http://www.atterra.eu)



# aterra group

» Significant change in the brand's perception among clients from a small local company to one of the major companies in the middle segment.







## ONLINE CAMPAIGN

The company ABF is one of the leading organisers of trade fairs in the Czech Republic.

We created online campaigns for trade fairs such as: FOR ARCH, FOR DECOR & HOME, FOR INTERIOR or STRIBRNE VANOČNI DNY (silver Christmas days). Each of these online campaigns was tailored to the specific needs of the individual fair.



**FOR ARCH**

**STŘÍBRNÉ  
VANOČNÍ  
DNY**

**FOR INTERIOR**

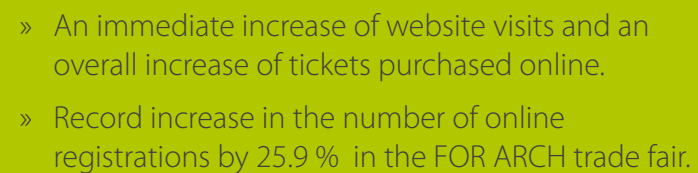
**FOR DECOR & HOME**



Strategic planning and media buying, keyword analysis, plus a Facebook campaign were all evaluated.







## ZLATO.CZ

### INTEGRATED COMMUNICATION CAMPAIGN

Company, Zlato, a.s., focuses on the sale of investment gold in the Czech Republic and company is also the operator of the portal zlato.cz.

As part of the campaign „Chytré spoření do zlata s Felixem,“ we made strategic planning and especially the production. Ambassador of the project became a famous musician Felix Slováček. The aim of the campaign was to inform about the possibilities of investing funds into gold, increase the number of savings contracts and promote new portal Zlato.cz.



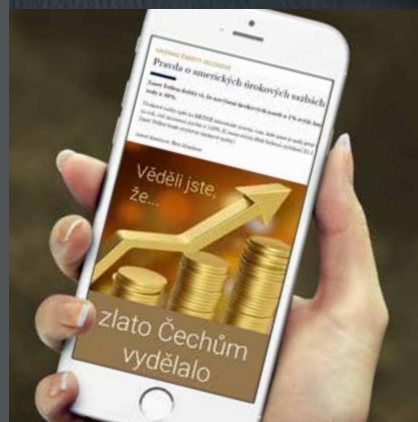
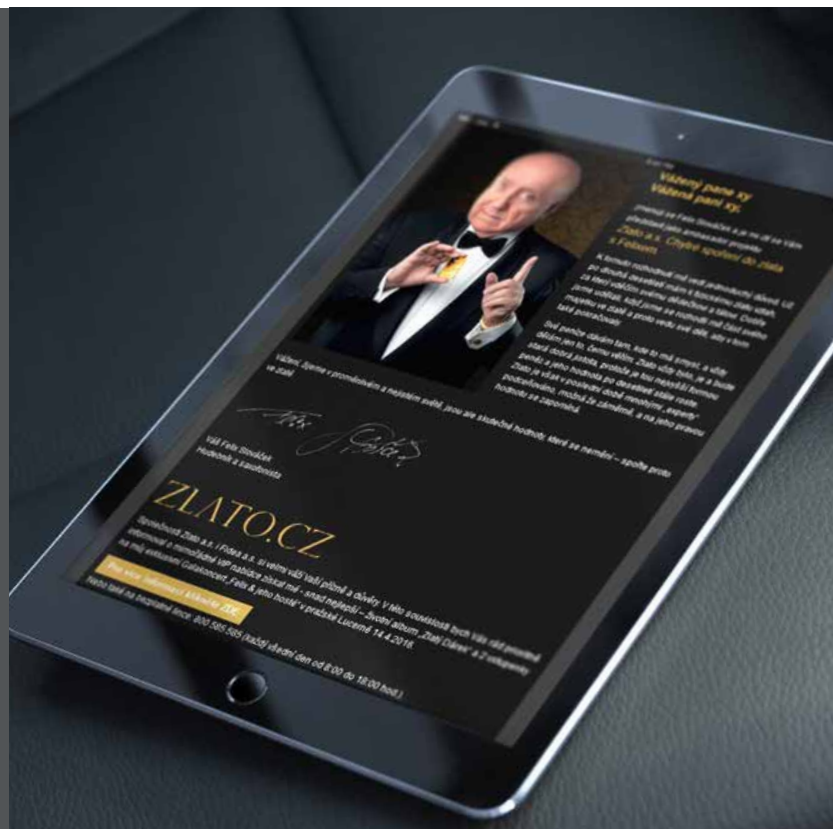
We produced television commercials and talk shows that were shown for several months on the television station Šlágr TV. We designed a booklet and pressed a Felix Slováček's new CD „Zlatý dárek.“

We have prepared a campaign's graphic design, including outdoor advertising and effective remarketing. In the spring we completely ensure the gala concert in Lucerna, Prague.





- » A broad reach with high affinity media for a less addressed target group 55 +, requiring special marketing approach.
- » Instant increase in people interested in saving and buying a gold ingots.
- » Effective remarketing reaching up to 20% of website visits and the comparable price with purchasing keywords.





## KING OF MARKETING

### ABS GAME – KING OF MARKETING

An exclusive Christmas gift for clients and business partners: in the form of a board game.

We designed a concept, developed a visual image and have integrated thematic texts. The result is a very imaginative gift which is based on our corporate identity.



The original idea was to present something unique, original and practical. We have received positive feedback and references for our marketing motive board game.

We have managed to create a useful gift which is packed full of entertainment that can be used time and time again.



# king of marketing



- » Introducing marketing practices to our clients and partners in a fun way.
- » Imaginative graphic motives, poignant texts and a lot of fun, not only for adults.
- » Very positive feedback, including requests for more units of the board game.





**Ultra Marine**  
Ultra Safe Anchoring

## EXHIBITIONS

Ultra Marine is a brand of the world's top anchoring technologies.

We were asked by the European distributor to develop a marketing strategy introducing Ultra Marine products onto the European markets.

The first part of the product launch was a creation of Ultra Marine exhibition booths actively presenting the products on main European boat shows in the 2014-2015 season.



We created an interactive and educational stand with practical demonstrations of the main product benefits showing the products in action.

Products were presented by independent top professionals in 7 languages.





ultramarine

» The most visited exhibition booth on European boat shows.





## LAUNCH CAMPAIGN

RoSa provides a new type of residential living for senior citizens.

We prepared a marketing strategy introducing a new concept of high standard residential living for senior citizens providing to the clients' security, services and a social centre.



In 2014 a visually strong campaign ran on billboards, in press and in public relations.

RoSa residence was also advertised through a hostess promotion in Prague.

[www.rezidencerosa.cz](http://www.rezidencerosa.cz)





» Sales targets have been reached  
a few months earlier.





ORIFLAME  
— SWEDEN —

## ROADSHOW

Oriflame is a cosmetics brand using multi-level marketing system to compensate distributors.

Our task was to create a “never seen before” stand presenting Oriflame products via Roadshow in 10 Slovak and 10 Czech towns.

The main aim was to recruit new distributors from the common people and to increase brand awareness of Oriflame in a highly competitive market.



We developed a brand new concept – Oriflame “dream tent” – covered wooden sectors offering various Oriflame services.

Original execution supported with music, competitions and tailor made dance show draw a high attention of bypassing inhabitants.



oriflame



- » An instant increase of company representatives.
- » Over 20 thousand of clients with a product experience.







## CONSUMER CONTESTS

Dr. Oetker is a world food brand of baking powders, pudding, frozen pizzas and cornflakes.

For several years, we have regularly prepared promotional campaigns for various Dr. Oetker divisions in the Czech and Slovak Republics to directly promote the sales and maintain brand awareness.

The promotions have always been based on certainty or high-odds of winning a prize, which ensures a great response among customers.



Each promotion was carefully designed to attain the planned reach, sales, brand awareness, point-of-sale presentation and consumer response.

In the end, the promotions are evaluated using all these criteria.

One of the most popular and successful promotion was a contest for Paula pudding organized in 2013.

[www.e-paula.cz](http://www.e-paula.cz)







- » Direct increase of sales based on high-odds prizes.
- » Brand building with a high response from clients.





## USA★SPORTS

### PROJECT AND WEB MANAGEMENT

A website specialized in American sports in and outside of the Czech Republic.

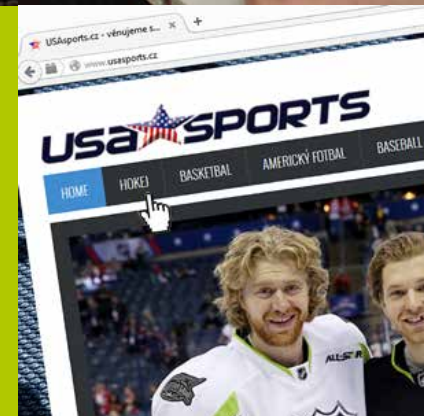
It offers actual information about the most popular American sports (hockey, basketball, American Football, etc.) in a well-arranged ergonomic way.



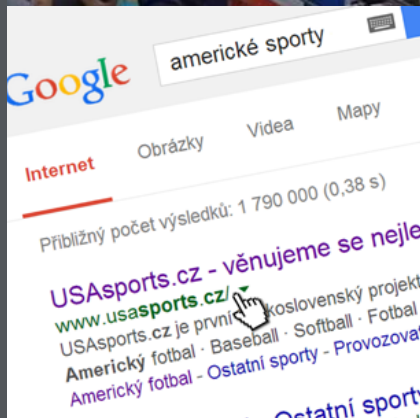
We took over the project at its start and built a living website for fans and professionals.

We take care of the content, project management and media sales.

[www.usasports.cz](http://www.usasports.cz)



- » Successful start of the website with yearly increase by tens of thousands visitors during one year.
- » More than 100 own articles and coverages released every month.







SMART CONSTRUCT  
TECHNOLOGIES

## PRODUCT LAUNCH

SCT is a company specialized in smart technologies in the building industry.

Our task was to create a logo, CI, website, a complete range of office and promotional materials and merchandise.



We prepared a campaign introducing a new product for surface reinforcement called "Neoweb" to the market.

A functional connection of the actual product with the materials helped to elevate them in design and attractiveness.

[www.smartconstruct.eu](http://www.smartconstruct.eu)



# smart construct technologies

- » Solid establishment of SCT as a new company on the market.
- » Substantial increase in number of website visits.





## absolook

### CHRISTMAS CAMPAIGN

Kacabuk direct mailing and comics “escaping ideas” communication campaign.

As a self-promotion, we developed a Christmas campaign, which was intended to call attention to our new website and introduce agency to new prospects.

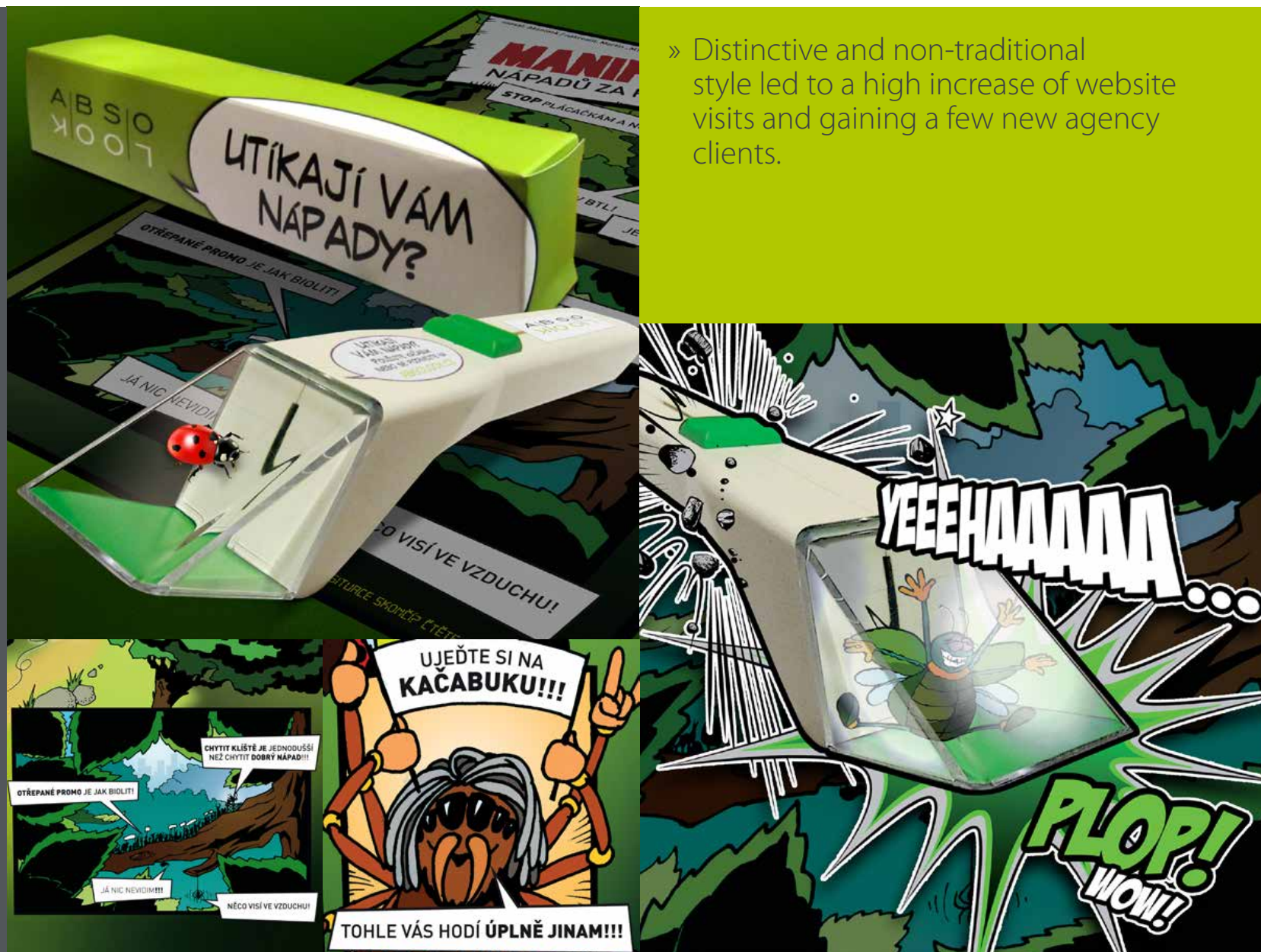


The campaign included a direct mailing and a special comic strip with the theme of 'The difficult life of interesting ideas'.

The direct mail contained a witty and practical 'object' for capturing and transferring insects without hurting them.



» Distinctive and non-traditional style led to a high increase of website visits and gaining a few new agency clients.







# Focused on result

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