



FINLEY  
AGENCY

# BUILDING NEW BRANDS

SERVICES FOR  
**STARTUPS**



## 1. VALIDATION



**FROM:** I AM NOT SURE ABOUT THE IDEA  
**TO:** BASE FOR YOUR DECISION

NEW BUSINESS  
OR NEW MARKET  
INSIGHTS

## 2. BRANDING



**FROM:** IDEA  
**TO:** BRAND!

AN EXCELLENT IDEA  
MEANS NOTHING  
WITHOUT EXCELLENT  
EXECUTION.

## 3. SCALING



**FROM:** 100+ CUSTOMERS  
**TO:** 10 000+ CUSTOMERS (GROWTH / ROI)



**FROM:** I AM NOT SURE ABOUT THE IDEA  
**TO:** BASE FOR YOUR DECISION



## THE MARKETING PARTNER FOR YOUR STARTUPS

- IN-DEPTH INTERVIEWS (3-10+)
- COMPETITORS (2-10+):
  - BASIC SUMMARY
  - KEY FACTS
  - FINANCIAL RESULTS
  - HISTORY & GROWTH
  - SALES CHANNELS
  - MARKETING
  - KEY PEOPLE
  - THEY & WE (COMPARISON)
  - ALL RESOURCES
  - SWOT SUMMARY
- TARGET GROUPS
- POTENTIAL PARTNERS
- RULES / LAWS / REGULATIONS
- EXECUTIVE SUMMARY OF THE ANALYSIS
- FORECASTING
- MARKET UNDERSTANDING
- SOCIAL INTELLIGENCE
- ETNOGRAPHY
- CURATION (RESEARCH)
- MOBILE RESEARCH
- MYSTERY SHOPPING
  - INCLUDING GLOBAL SC HUB IN PRAGUE, COORDINATING MYSTERY SHOPPING ALL OVER THE WORLD
- PRODUCT TESTING
- PACKAGE TESTING
- PATH TO PURCHASE
- ACTIVATION WORKSHOPS

**IPSOS = PARTNER OF FINLEY**

**+ WHATEVER YOU CAN IMAGINE  
IN THE GLOBAL SEGMENT  
OF INSIGHTS & RESEARCH**



**CHOOSE ONLY THE SERVICES YOU ARE INTERESTED IN, UTILIZING THE TOOLS OF IPSOS, THE THIRD LARGEST RESEARCH AGENCY IN THE WORLD AND THE LARGEST RESEARCH AND TECHNOLOGY COMPANY IN THE CZECH REPUBLIC.**

**WE WILL IDENTIFY IF YOUR IDEA HAS A CHANCE FOR MARKET  
SUCCESS IN EUROPE / ALL OVER THE WORLD.**



# EXPERIENCE:



## IS THERE A SPACE FOR A NEW BOUTIQUE WITH INTERIOR DESIGN?

CZ / EUROPE

CLIENT:

CO-OWNER OF THE HANJIN COMPANY (PHILLIPINES) - ONE OF THE BIGGEST SHIPPING COMPANIES IN THE WORLD

361 PAGES

## IS THERE A SPACE FOR A BID PORTAL ABOUT MARKETING OPTIONS / PROPOSALS?

CLIENT:

FINANCIAL DIRECTOR IN THE ONE OF THE BIGGEST CZECH COMPANIES BY ANNUAL REVENUE

159 PAGES

## IS THERE A SPACE FOR A NEW SERVICE COMPANY FOR ORGANIZERS OF EVENTS?

CLIENT:

HEAD OF THE BIGGEST CONCERT ORGANIZER IN THE CZECH REPUBLIC

202 PAGES

# WORLDWIDE INSIGHTS:



3<sup>rd</sup> LARGEST  
global research company



89 COUNTRIES  
with Ipsos representation



48+ MILLION  
interviews per year



5 000+ CLIENTS  
worldwide



16 700  
full-time employees

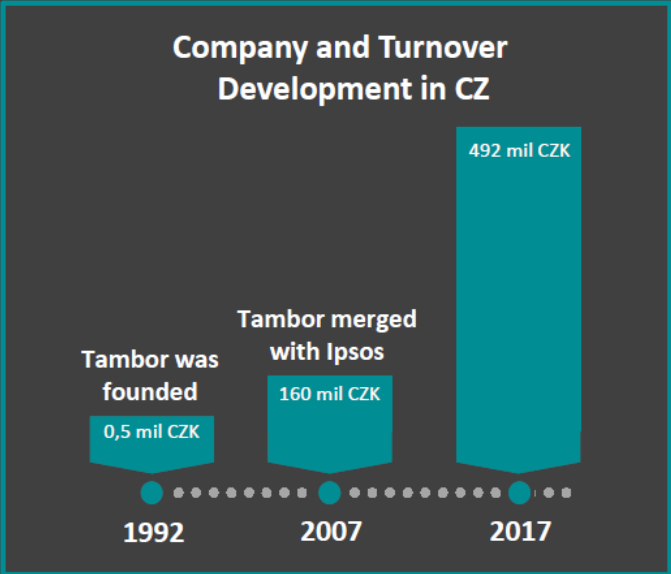
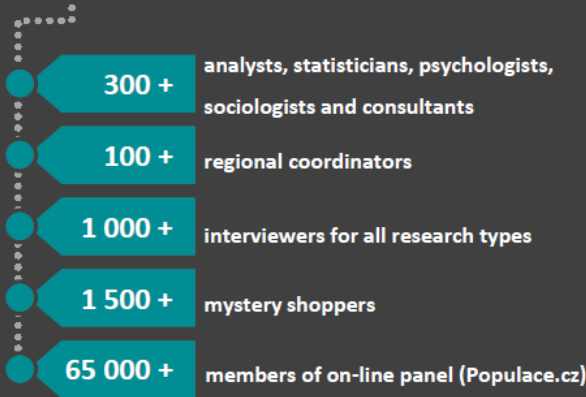


1975  
Ipsos was founded

IPSOS IS CURRENTLY OPERATING IN 89 COUNTRIES IN THE WORLD,  
HELPING CLIENTS TO GAIN INSIGHTS ALL OVER THE WORLD.



TOP largest research and technology company



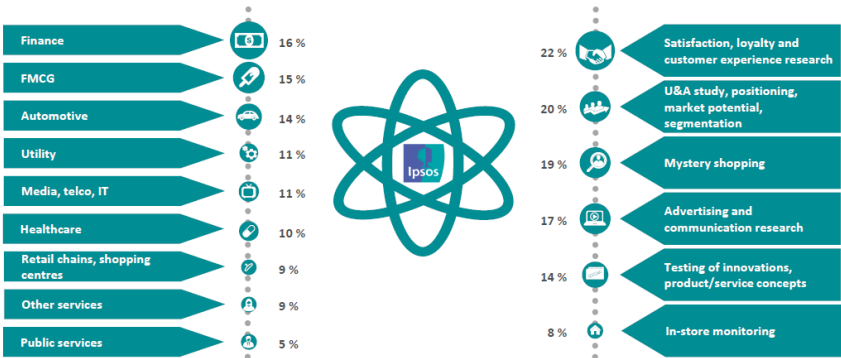
IPSOS  
Central Europe Cluster



In 2016, the global Ipsos Mystery Shopping Global Support Centre was founded in Prague, supporting 89 countries.



IPSOS  
Complex Research and Technology Company



HAVING MEANINGFUL INSIGHTS  
SHOULD BE THE BEGINNING  
OF EVERY NEW BUSINESS.



FROM: IDEA  
TO: BRAND!

AN EXCELLENT IDEA MEANS NOTHING WITHOUT EXCELLENT EXECUTION.

**A. BRAND STRATEGY:**

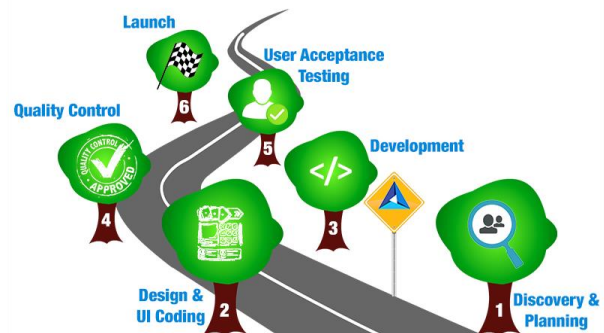
- POSITIONING
- ARCHETYPE MODEL
- STORYTELLING
- MARKETING PLAN (3.)

**B. VISUAL IDENTITY:**

- LOGOTYPE
- LOGO MANUAL
- GUIDELINES



**TOOLS:**



**C. WEB:**

- WIREFRAMES
- GRAPHIC DESIGN
- COPYWRITING
- CODING (FRONTEND)
- RESPONSIVE VERSION
- PROGRAMMING (BACKEND)
- TESTING
- PROJECT MANAGEMENT
- SEO OPTIMIZATION
- PRODUCT TESTING
- SERVER HOSTING
- LONGTERM MANAGEMENT
- MOBILE APP (*iOS, Android*)

**D. INVESTOR PITCH**

**E. 3D MODEL**



# YOUR BRANDING IS ESSENTIAL COMPLEMENT TO YOUR BUSINESS PLAN

## BUSINESS PLAN



### 1. INSIGHT

- A. Hlubkové rozhovory
- B. Velikost trhu
- C. Konkurenti a potenciální partneři
- D. Trendy a inovace



### 2. STRATEGY

- A. Faktory ovlivňující poptávku (= FOP)
- B. Neovlivnitelné faktory OP
- C. Strategie (4x)
- D. Tým (Archetypy)
- E. Hlubkový SWOT



### 3. FINANCE

- A. Náklady a příjmy (3 modelace)
- B. Cash-flow (3mod.)
- C. Break-even point
- D. Potřebná investice (projekce)
- E. ROI (3 modelace)



### 4. REASON TO BELIEVE

- A. Brand strategy
- B. Visual identity
- C. Web
- D. Investor Pitch
- E. 3D Visualisation

## ALL PHASES OF OUR WORK ARE CONNECTED



## YOUR BRAND – BRAND BUILDING IN YOUR CHOSEN MARKET:

### 1. INSIGHT

- A. Depth interviews
- B. Situation in the Czech republic
- C. Current situation of communication and competitors communication
- D. Trends from all over the world

### 2. BRAND STRATEGY

- A. Brand strategy
- B. Positioning
- C. Archetype model
- D. Storytelling

### 4. IMPLEMENTATION

- A. Website
- B. Mobile app
- C. Investor pitch
- D. 3D visualisation

### 3. VISUAL IDENTITY

- A. Logomanual
- B. Visual identity
- C. Guidelines

### 5. SCALING

#### MARKETING PLAN:

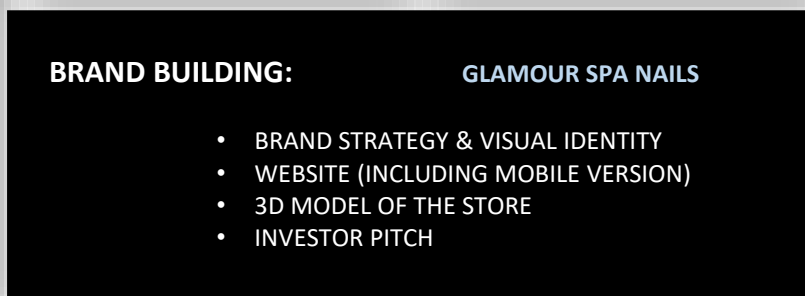
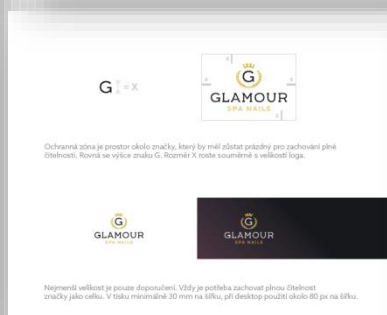
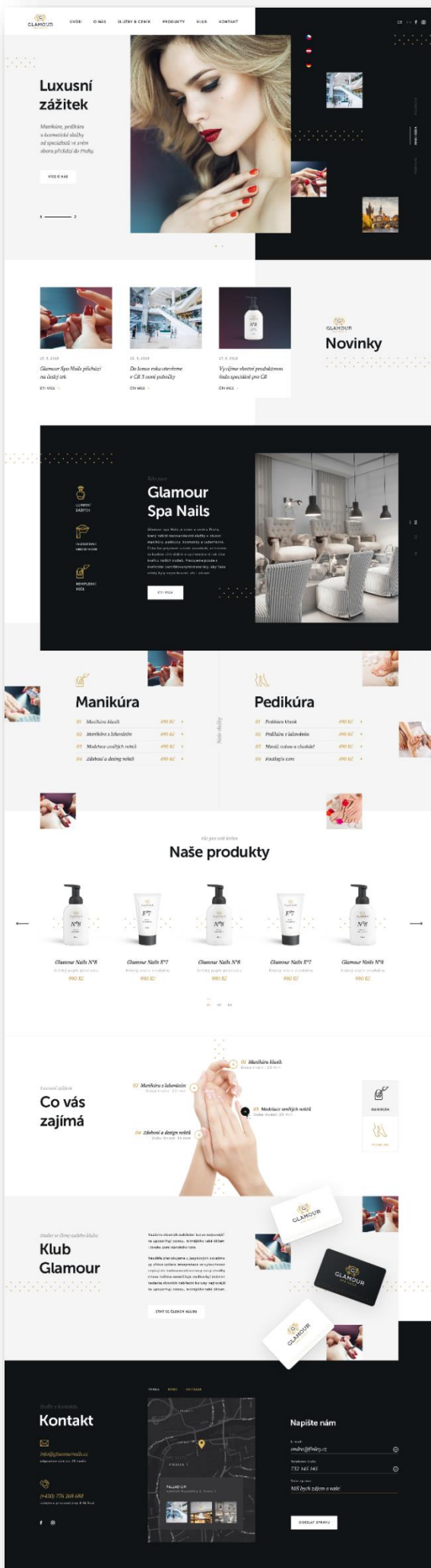
- Online marketing (Content, performance, social networks, email, videoproduction)
- PR Activities
- Relationships (KAM)
- Shooting of short movie
- And many more...



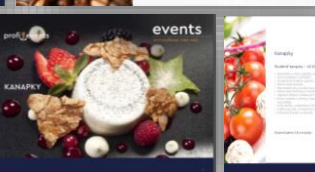
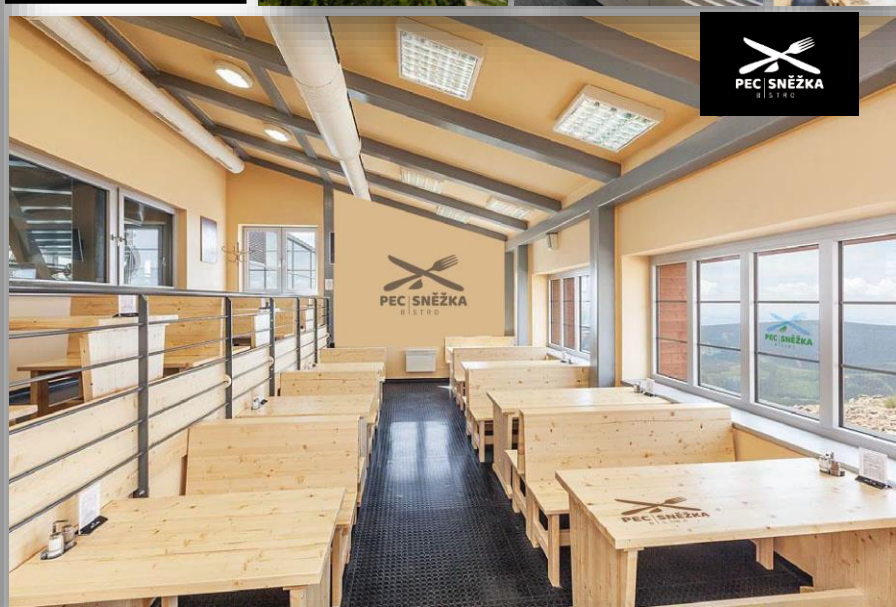
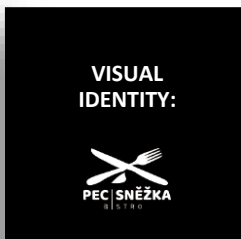
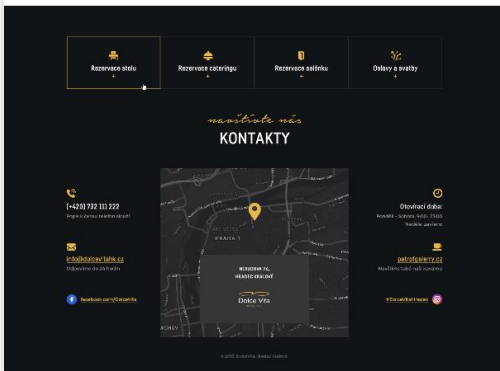
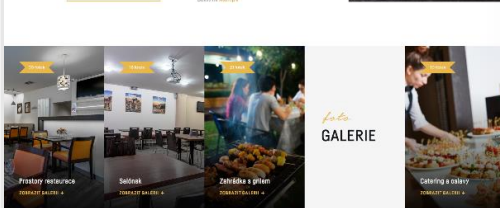
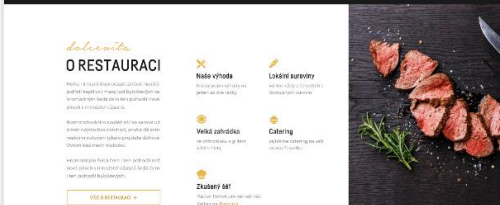
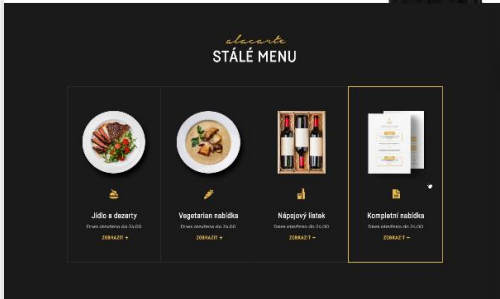
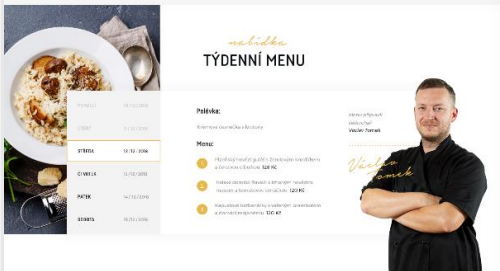
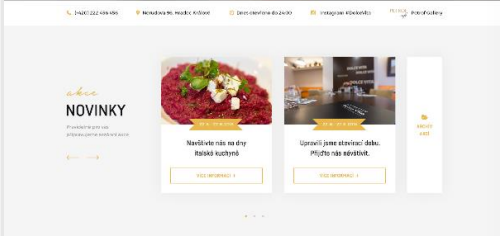
THE MARKETING  
PARTNER FOR  
YOUR STARTUP











## BRAND BUILDING:

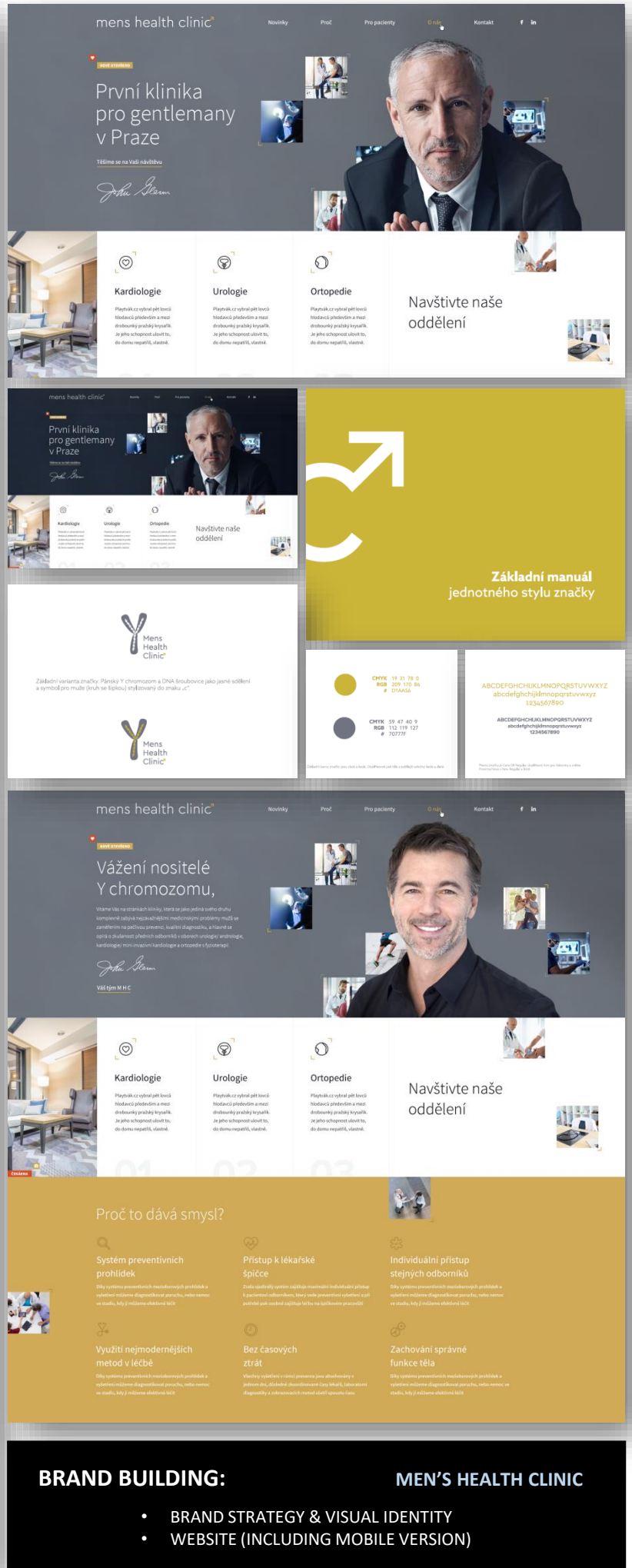
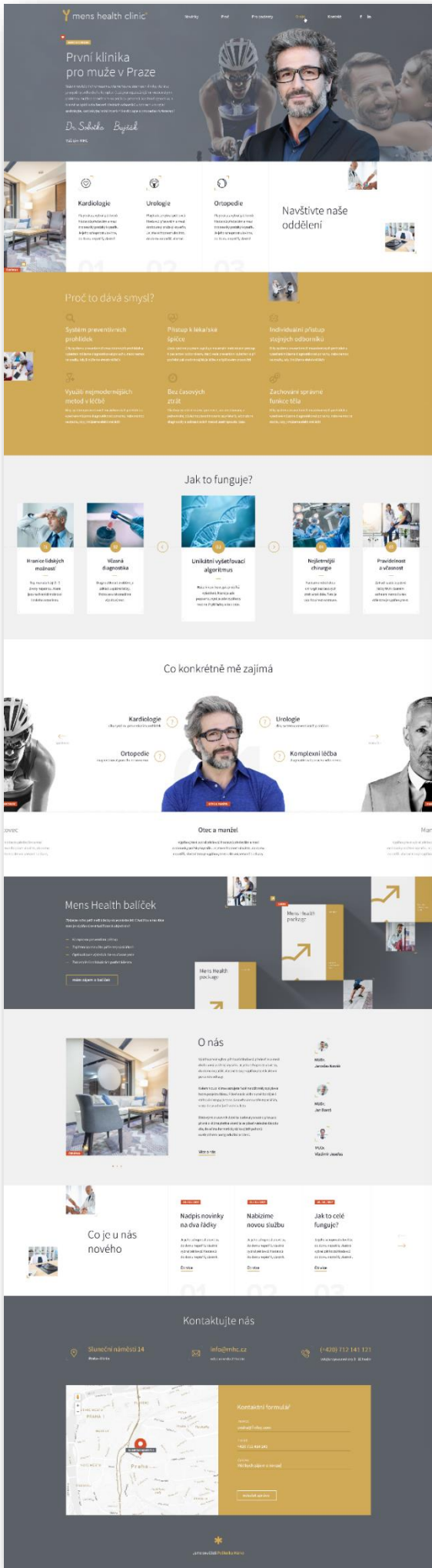
- BISTRO PEC SNĚŽKA:
  - LOGOTYPE
  - VISUAL IDENTITY
- PROFI EVENTS:
  - LOGOTYPE
  - VISUAL IDENTITY
- DOLCE VITA:
  - WEBSITE (INCLUDING MOBILE VERSION)











## BRAND BUILDING:

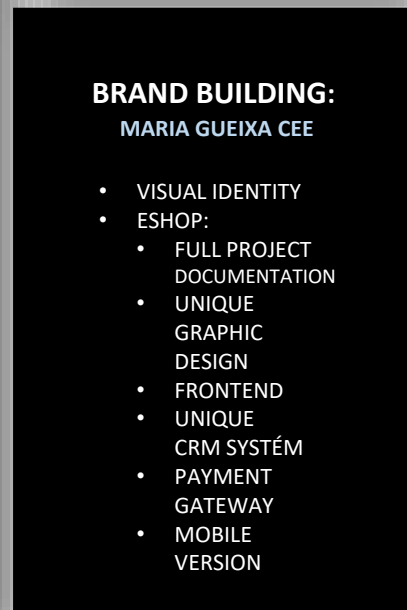
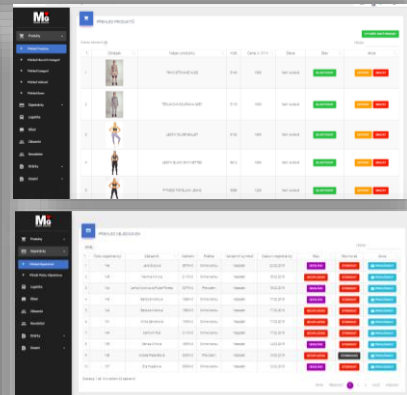
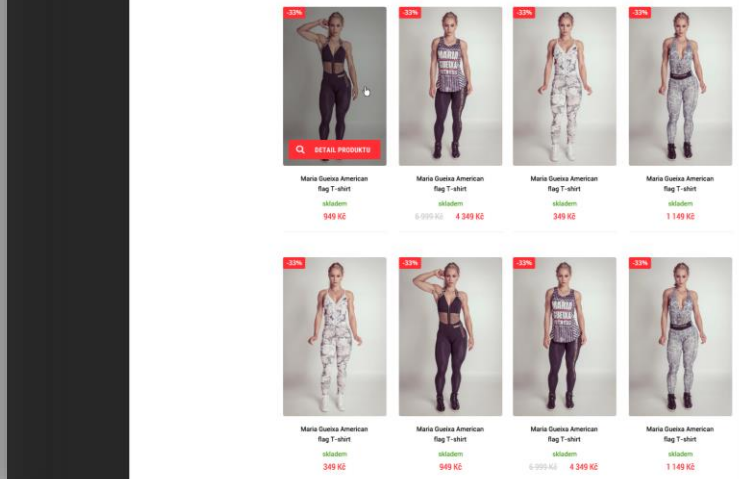
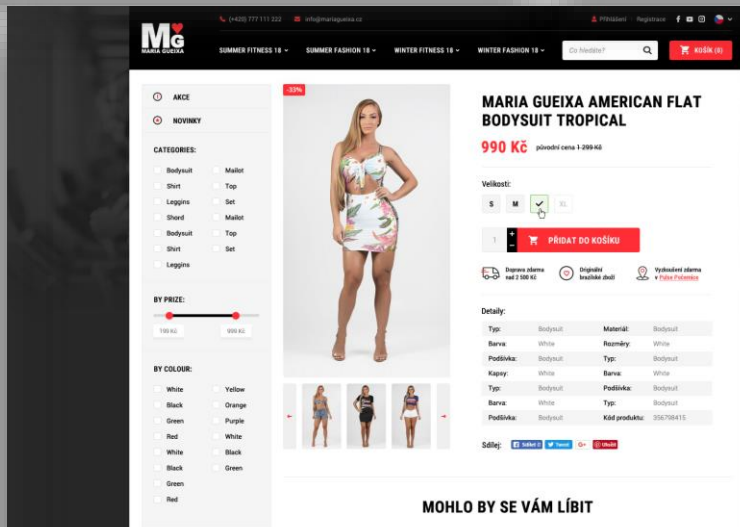
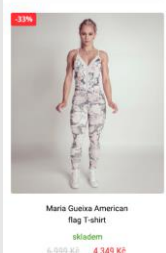
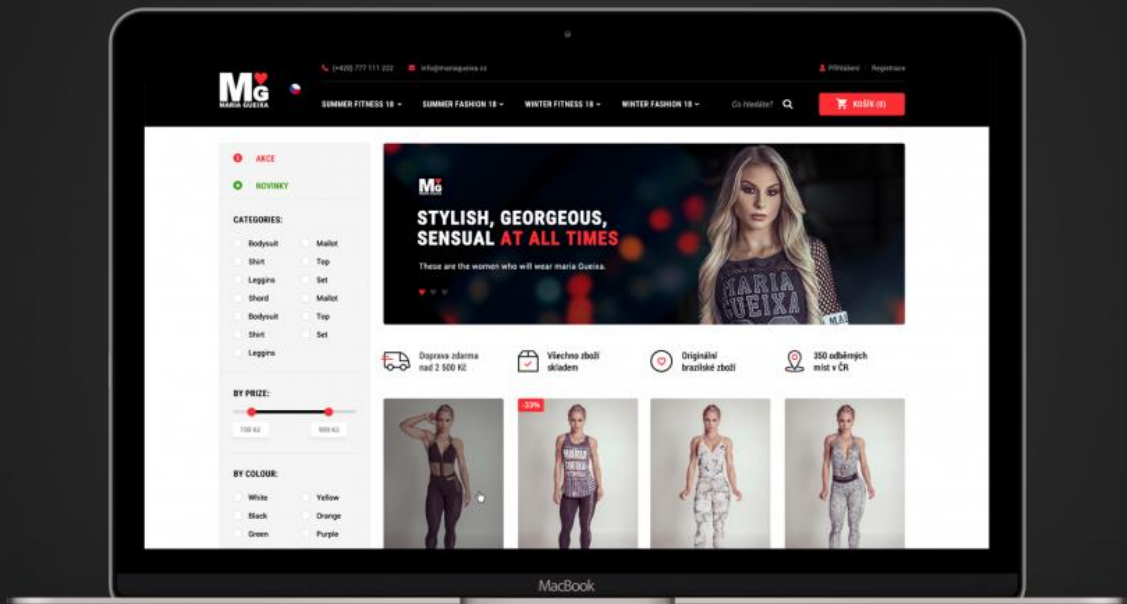
## MEN'S HEALTH CLINIC

- BRAND STRATEGY & VISUAL IDENTITY
- WEBSITE (INCLUDING MOBILE VERSION)









## BRAND BUILDING: MARIA GUEIXA CEE

- VISUAL IDENTITY
- ESHOP:
  - FULL PROJECT DOCUMENTATION
  - UNIQUE GRAPHIC DESIGN
  - FRONTEND
  - UNIQUE CRM SYSTÉM
  - PAYMENT GATEWAY
  - MOBILE VERSION



**FROM:** 100+ B2B CUSTOMERS

**TO:** 10 000+ CUSTOMERS (GROWTH / ROI)

**A. MARKETING PLAN:**

- VISION AND MISSION
- SITUATION ANALYSIS
- MARKETING OBJECTIVES
  - EXPECTED RESULTS (KPIs)
- MARKETING MIX
  - ALTERNATIVE PLAN
- TACTICAL PLAN
- FINANCIAL
- IMPLEMENTATION, EVALUATION AND CONTROL

**B. GLOBAL PR ACTIVITES**

**C. RELATIONSHIPS (KAM):**

- UNIQUE APROACH, CRM
- EVENTS, GIFTS, CLUB ++

**D. DIGITAL MARKETING:**

- DIGITAL AUDIT
- DIGITAL STRATEGY:
  - SALES CHANNELS
  - CONTENT STRATEGY
  - A / B TESTING
- PERFORMANCE:
  - PPC: GOOGLE, SKLIK
  - RETARGETING
  - FB ADS, INSTA ADS
- SOCIAL NETWORKS:
  - INFLUENCERS
  - GHOSTWRITING
- E-MAIL MARKETING:
  - NEWSLETTERS
  - COMMUNICATION WITH CUSTOMERS
- VIDEO PRODUCTION

**OUR TEAM OF EXPERTS WILL HELP YOU UNTIL YOUR STARTUP GETS ITS OWN MARKETING DEPARTMENT!**

TOOLS & OPTIONS:





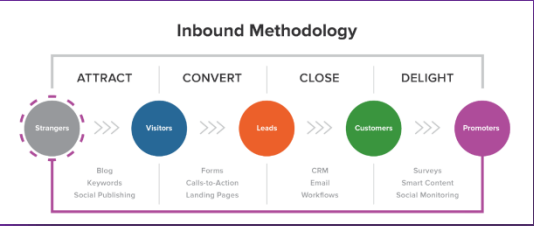
# HOW DO WE WORK?



## OUR PARTNERS:

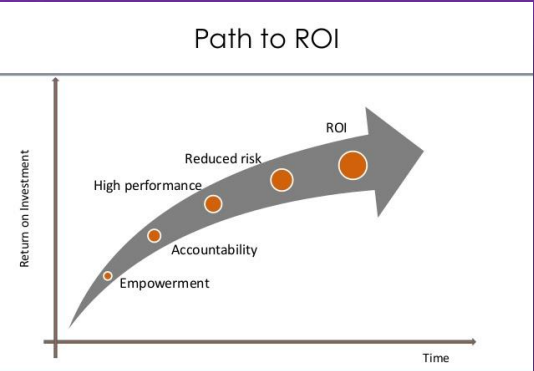
## ANALYTICS DIMENSION

IN THE INTERNET WORLD  
IT'S ALL ABOUT MEASURING.



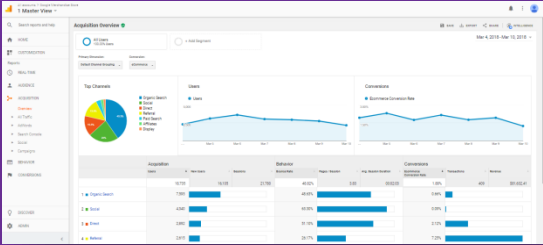
## DIFFERENT SCREENS

WE OFFER SOLUTIONS FOR  
ALL KINDS OF DEVICES.



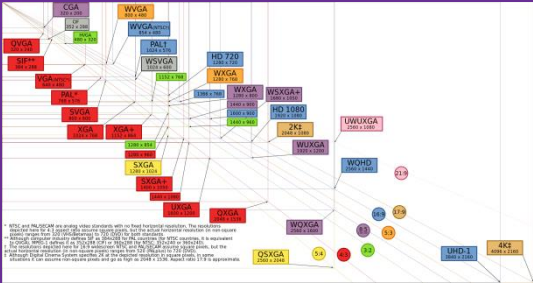
## CONTENT OF BUSINESS CASES

- DELIVERY (QUALITY & RANGE)
- EXPECTED ADVANTAGES
- EXPECTED DISADVANTAGES (IF ANY)
- TIMESCALE
- COSTS
- INVESTMENT APPROVAL
- MAJOR RISKS



## MARKETING FOR STARTUPS

THERE ARE 4 PHASES IN THE MARKETING  
CAMPAIGN FOR STARTUPS. ALL OUR  
ACTIVITIES ARE DIVIDED TO THIS PHASES.

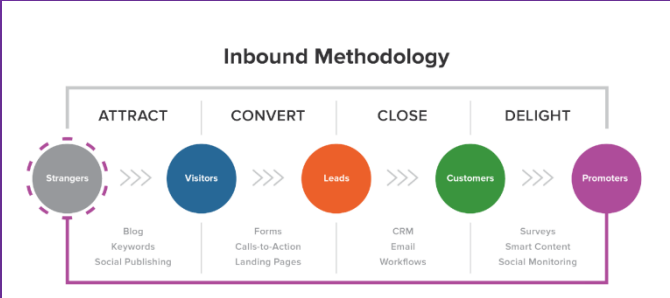


## PERFORMANCE OF YOUR STARTUP

THE MOST IMPORTANT PART IS  
PERFORMANCE. WE ARE YOUR  
PARTNER ON THE WAY TO GROWTH / ROI

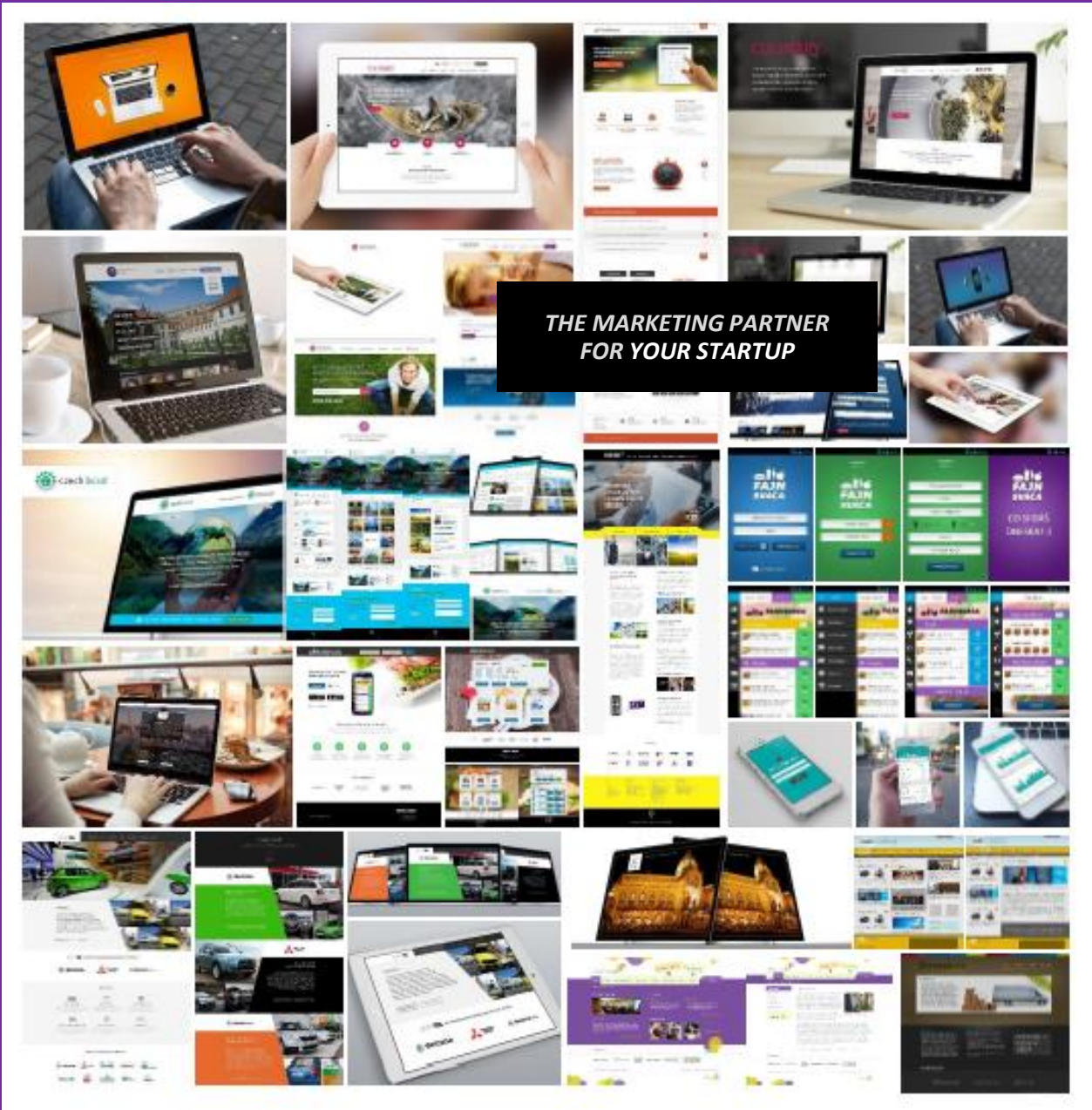


# TEAM OF EXPERTS & EXPERIENCE



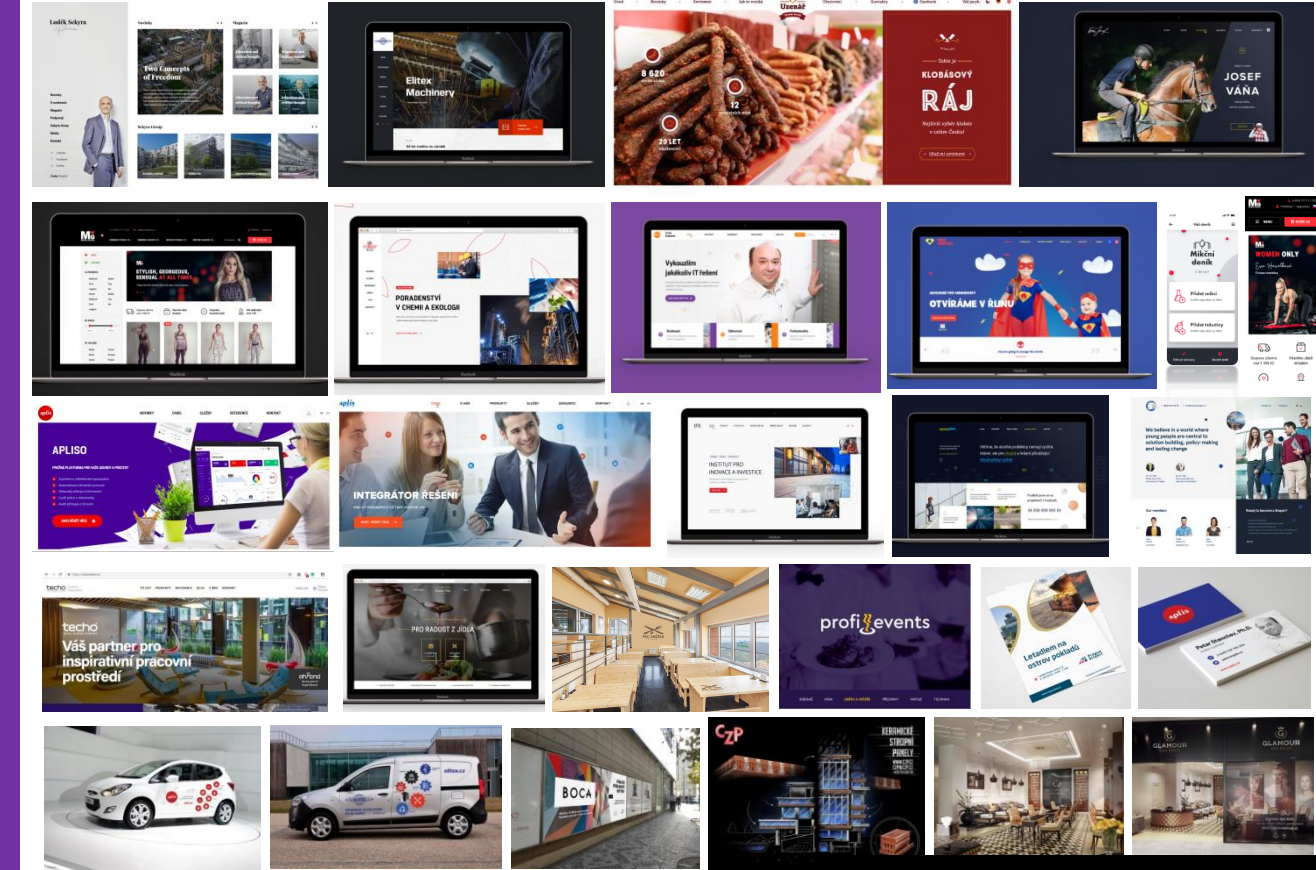
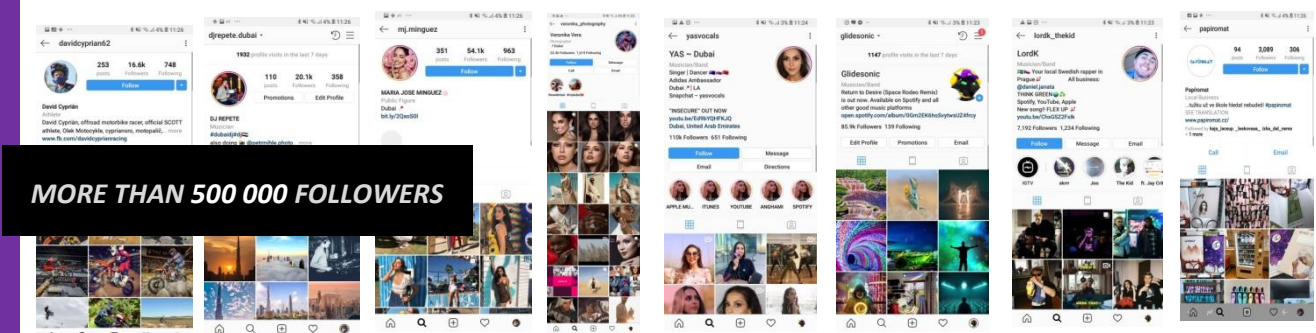
## OUR TEAM OF EXPERTS:

- STRATEGY & ANALYTICS
- UX / UI DESIGNERS
- PERFORMANCE: PPC, RTB
- SOCIAL MEDIA MANAGERS
- ADS MANAGERS
- PROJECT MANAGERS



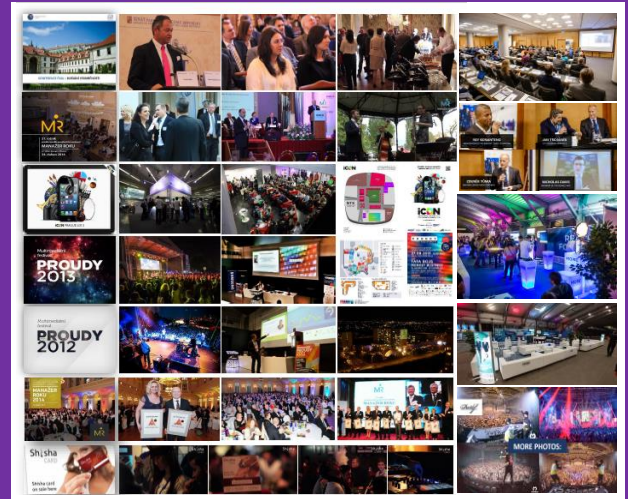
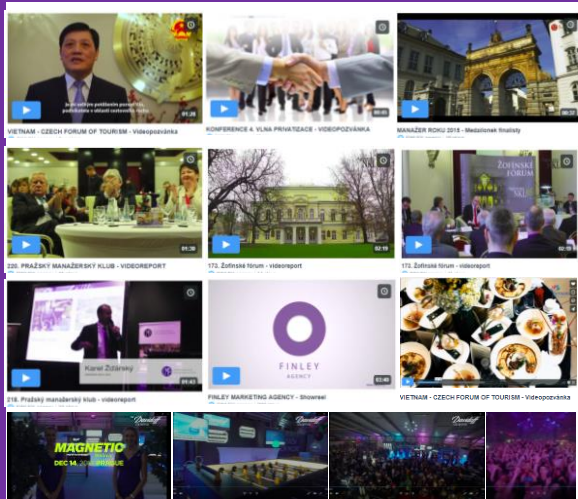


# EXPERIENCE





# EXPERIENCE IN OFFLINE WORLD



## A/ VIDEO PRODUCTION:

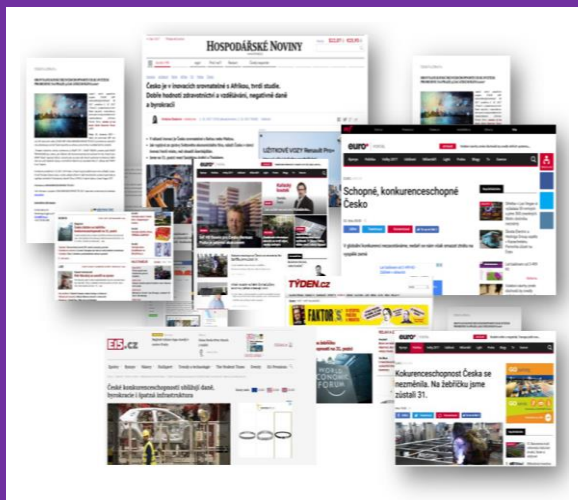
20s – 10 min (Spots & Short movies)

- MOOD BOARD & STORY BOARD
- VENUE & RENT OF AN EQUIPMENT
- ACTORS & STAFF & CREW
- FILMING & FILMING HOURS
- POST PRODUCTION & LICENCES
- PROJECT MANAGEMENT

## B/ EVENT PRODUCTION:

10 – 10 000 Visitors

- SCENARIO & PROJECT PLAN
- VENUE (DEPENDS ON EVENT)
- CATERING (DEPENDS ON EVENT)
- AUDIO & VIDEO & PERFORMANCE
- PRODUCTION & RENT OF TECHNICS
- BRANDING & DECORATON
- CREW & STAFF & HOSTESSES



## C/ PR ACTIVITIES:

Metric – Press releases

- DIGITAL PRESS OFFICE
- PRESS RELEASES
- ACTIVE & REACTIVE PR
- MEDIA MONITORING
- VOX POPULI TOOL

## D/ CATALOGUES:

150+ Brochures

- BROCHURES & CATALOGUES
- INFOGRAPHIC & EFFECTS
- VIDEOCONTENT & INTERACTIVE
- FOTOREPORT & RECORDING
- PRINT & DELIVERY



# BRIEF FROM THE STARTUP

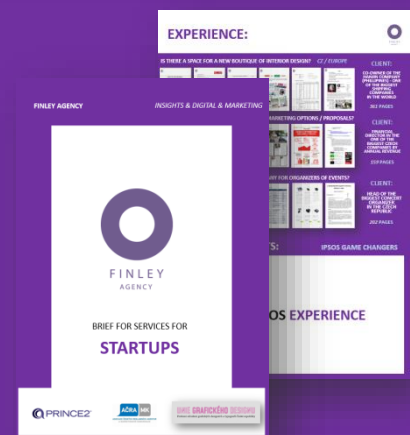


## WHAT'S THE ASPIRATION FOR THE STARTUP?

## WHERE IS THE MARKET?

## WHAT INFORMATION IS REQUIRED FROM YOU?

- COMMUNICATION BRIEF
  - *WHERE ARE YOU NOW? WHERE DO YOU WANT TO BE? WHAT ARE YOU EXPECTING FROM OUR COOPERATION?*
- ACCESS TO THE GOOGLE ANALYTICS
- SUMMARY OF YOUR BUSINESS STRATEGY
- YOUR BRAND STRATEGY, LOGO (MANUAL), VISUAL IDENTITY AND GUIDELINES (IF YOU HAVE THEM)





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