BUILDING NEW BRANDS

SERVICES FOR

STARTUPS
SERVICES FOR STARTUPS

1. VALIDATION

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

2. BRANDING

FROM: IDEA
TO: BRAND!

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 (PHILIPPINES) - 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:

IPSOS IS CURRENTLY OPERATING IN 89 COUNTRIES IN THE WORLD, HELPING CLIENTS TO GAIN INSIGHTS ALL OVER THE WORLD.
HAVING MEANINGFUL INSIGHTS SHOULD BE THE BEGINNING OF EVERY NEW BUSINESS.
FINLEY AGENCY

2.

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

C. WEB:
• WIREFRAMES
• GRAPHIC DESIGN
• COPYWRITING
• CODING (FRONTEND)
• RESPONSIVE VERSION
• PROGRAMMING (BACKEND)
• TESTING
• PROJECT MANAGEMENT
• SEO OPTIMALIZATION
• PRODUCT TESTING
• SERVER HOSTING
• LONGTERM MANAGEMENT
• MOBILE APP (iOS, Android)

D. INVESTOR PITCH

E. 3D MODEL

TOOLS:

- Basecamp
- asana
- moqups
- slack
- GoPay

DIGITAL & MARKETING
YOUR BRANDING IS ESSENTIAL COMPLEMENT TO YOUR BUSINESS PLAN

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

3. VISUAL IDENTITY
   A. Logomanual
   B. Visual identity
   C. Guidelines

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

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:

- BRAND STRATEGY & VISUAL IDENTITY
- WEBSITE (INCLUDING MOBILE VERSION)
- 3D MODEL OF THE STORE
- INVESTOR PITCH
BRAND BUILDING:

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

- LOGOTYPE STATISTICA.PRO
- VISUAL IDENTITY
- WEBSITE STATISTICA.PRO (INCLUDING MOBILE VERSION)
- PHOTOSHOOT

HAVING A BRAND IS A START OF YOUR BUSINESS.
BRAND BUILDING:
MARIA GUEIXA CEE

- VISUAL IDENTITY
- ESHOP:
  - FULL PROJECT DOCUMENTATION
  - UNIQUE GRAPHIC DESIGN
  - FRONTEND
  - UNIQUE CRM SYSTEM
  - 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 ACTIVITIES

C. RELATIONSHIPS (KAM):
   • UNIQUE APPROACH, 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
     • VIDEOPRODUCTION

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

TOOLS & OPTIONS:
HOW DO WE WORK?

CONTENT OF BUSINESS CASES

- Delivery (Quality & Range)
- Expected Advantages
- Expected Disadvantages (if any)
- Timescale
- Costs
- Investment Approval
- Major Risks

ANALYTICS DIMENSION

In the internet world, it’s all about measuring.

DIFFERENT SCREENS

We offer solutions for all kinds of devices.

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

THE MARKETING PARTNER FOR YOUR STARTUP
MORE THAN 500 000 FOLLOWERS

MORE THAN 10 YEARS OF 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 & DECORATION
- 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
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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