Media strategy, planning and buying
Setting up media strategy is the process. It contains some crucial steps:

- **Market analysis**
- **Establishing the media objective**
- **Setting the strategy**
- **Implementation**
- **Evaluation and follow-up**
Setting objectives involves a continuous process of research and decision-making.

When business objectives are set, they have to be translated to media objectives. Media objectives then support communications objectives through focused targeting and cost efficient empowering of the advantages.
Let’s start

Briefing
  Media debrief
  Frame Strategy

Tactical planning & Recommendations
  Media plan approval
  Buying and implementation

Conclusions

Brief questions
  Goals determination
  Target group definition
  Research

Brainstorming
  Tactical planning
  Buying supervision

Recommendations
What do we take into consideration?

**Big picture**
- Changes & trends
- Local situation

**Market**
- Global market situation
- Local market dynamics

**Consumer**
- Consumer dynamics
- Local consumer

**Media market situation**

**Competitive activities**

**Media consumption**
What do we offer?

Wide range of **media consulting**, including **media strategy, media planning** and **buying**.

We follow your business objectives and translate it to **media goals**, identifying value opportunities and setting clear **goals for each campaign**.

**Managing relationships with media** to achieve best action on client and brand interest is our focus to build long term partnerships.

Close **cooperation with our creative** team, elaborating specific campaign details and outcomes, constant track of media performance and content, leads us to **build successful stories**.
We are not focused only on paid media. We take into consideration your own media potential and discover ways to earn extra release.

We care about the key performance metrics to achieve your objectives. Media metrics such as REACH, GRP, OTS, CTR, Frequency, SOV, ATV and many more are part of our daily routine.

But we also care about personal and custom approach. We advise you to how gain maximum ROI and create successful stories.
Our media service

- Strategic planning
- Tactical media planning
- Research and analyses
- Buying control
- Media Buying
- Creative media approach
- Media Negotiations
- Integrated media implementation
In the world of constant and rapid updates in communication technology, we follow TTL ("through the line") approach.

Digital is affecting the boundaries between ATL and BTL, connecting both “through the line” (TTL) and creating a complex, integrated approach.

Differentiation and relevance is the driver basically in any kind of approach or environment.
Media channels & partners

We cooperate with big national media partners as well as local media.

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[Images of media logos]
Austria
Population 8.6 mio
Internet penetration 83%

The media landscape is characterized by two dominating groups: the public service broadcaster ORF, being the uncontested market leader in television, radio and online; and the by far largest newspaper Kronenzeitung, reaching 31 percent of the Austrian population. On the other hand, Austria is part of a much larger language area, and international developments shape the Austrian media landscape.

Germany
Population 81 mio
Internet penetration 89%

The media landscape is characterised by a long and deeply-rooted tradition of the press, with the first newspaper having emerged about 400 years ago. German media landscape is very dynamic and diverse. Television has not lost its dominant role in the German media system, which is also reflected in advertising revenues.

Croatia
Population 4.2 mio
Internet penetration 74%

The Croatian media market is characterised by a strong television sector, concentrated national press with failing print runs, and a growing sector of born online and legacy online news providers.

Serbia
Population 8.7 mio
Internet penetration 54%

The Serbian media market is small and oversaturated with more than 1600 media outlets registered in the Serbian Bussines Registry Agency (SBRA). Due to a poorly regulated media system, the exact number of registered active media outlets remains unknown.

Sources: Agencija Novelus, internetliveStats.com, digitalnewsreport.org, mediareport.org, serbia.mom-rsf.org
Our solutions

Inbound Marketing
Grow your business to the next level using the most sophisticated marketing method available – inbound marketing.

Public Relations
A fine art of generating validation and legitimacy with the aim of amplifying your business story.

Web Development
We create and develop modern, attractive and efficient web solutions.

Digital Marketing
Forging durable bonds between your brand and its digital excellence through product-centered digital marketing.

Design
A fine art of generating validation and legitimacy with the aim of amplifying your business story.

Media Buying
The old rules no longer apply. The media market is continually changing due to new technologies.
Our solutions

Events Management
Event management requires foresight, follow through and attention to details.

Social Media
Building social ecosystems that connect brands with customers through interaction.

Business To Business
B2B markets move fast – build better marketing programs, accelerate their pipelines and goose the metrics that matter.

Market Entry
Live locally, think globally. Entering foreign markets with no stress.

Creative
Creativity is a wild mind and a disciplined eye.

Strategies
There is a lot going on in today’s market. We help you not to struggle to keep up.
We focus on regional ROI with the global mindset and cultural knowledge. We use the knowledge that we acquired by working in over 20 countries to make the best out of every single project.

Our current market
Slovenia, Austria, Hungary, Croatia, Serbia, BIH, Montenegro, Kosovo, Albania, Macedonia

We operate through partners
Germany, Italia, Romania, Bulgaria, Slovakia, Czech republic

We will conquer in future
Russia, Benelux, Switzerland
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