

direct media

DIRECT MEDIA

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Direct Media je osnovana u januaru 2001. godine sa jasnim zadatkom, da postane vodeća marketinška agencija na prostoru Bosne i Hercegovine.

Već u prvoj godini, rezultati poslovanja su pozicionirali Direct Mediu kao vodeću full service agenciju na tržištu BiH.

Svjesni te činjenice, Direct Media svakodnevno ulaže u znanje i svoj rad temelji na visokim standardima i odličnom poznavanju aktuelnosti u medijima i na tržištu.

Politika poslovanja agencije se oslanja prvenstveno na povjerenje koje je temelj za građenje dugoročne saradnje sa Klijentima.

Agencija svakodnevno unapređuje servis i ulaže u obrazovanje ljudi, svjesna činjenice da je to uslov za kontinuiran rast. Edukacija ljudi dobija dodatnu vrijednost uz timski rad.

CILJ - BITI NAJBOLJI - ostvariti dugoročnu saradnju sa klijentima nudeći im kvalitetan servis i osiguravajući im najpovoljnije uslove na tržištu.

MISIJA - BITI NAJVEĆI – kontinuirani razvoj i usavršavanje usluga; kreiranje uspješnih kampanja koje će osigurati uspjeh klijenata.

VIZIJA - BITI PRVI - svojim visoko profesionalnim poslovanjem uticati na razvoj klijenata i građenje novih standarda tržišnih i medijskih komunikacija. Na taj način se razvija agencija i čuva liderska pozicija.

Usluge
Proces rada koji vodi do ostvarenja željenog cilja određen je znanjem i dugogodišnjim iskustvom u radu sa velikim brojem domaćih i internacionalnih klijenata i podrazumijeva slijedeće faze rada:

- Strategic planning
- Creative strategy
- Media planning
- Media buying
- Monitoring
- Post buy analysis
- Campaign evaluation
- Competitive analysis (SOV, SOI)
- PR activities
- BTL activities
- Events
- Creative
- TVCs production

Svojim klijentima Direct Media agencija obezbjeđuje najbolje uslove kupovine u svim medijima i tako ih čini svojim privilegovanim partnerima.

Uobičajena saradnja sa klijentom počinje istraživanjima i izradom strateškog plana, nastavlja se razvijanjem kreativne strategije, kreiranjem komunikacijskih materijala, medijskim planiranjem, zakupom medijskog prostora po najboljim mogućim uslovima i praćenjem realizacije kampanje.

Proces se zaokružuje analizom kampanje i izvještajem koji klijentu omogućava da kvalitetno odredi i planira buduće poslovne poteze.

Direct Media was founded in January 2001, with a very clear task of becoming the leading marketing agency at the territory of Bosnia and Herzegovina.

In its first year already, the agency's business results positioned Direct Media as the leading full service agency at the BiH market.

Taking that fact into account, Direct Media



invests into its know-how daily and grounds its work in high standards and excellent knowledge of current trends in the media and the market.

The policy of agency's operations relies primarily on confidence, which is the foundation for establishing long-term cooperation with clients.

Every day the agency upgrades its service and invests into staff education and training, aware of the fact that such an approach is a requirement for sustained growth. Staff education gains an additional value through teamwork.

GOAL – TO BE THE BEST – accomplish long-

term cooperation with clients by providing them with high-quality service and ensuring the most favourable market conditions.

MISSION – TO BE THE LARGEST – sustained development and improvement of services; creating successful campaigns that will ensure clients' success.

VISION - TO BE THE FIRST – through its highly professional work affect the development of clients and establishment of new standards of market and media communications. The agency thus continues to develop and it maintains its leader position.

Services: The work process that leads to accomplishment of the desired objective is characterised by knowledge and many years of experience in working with numerous local and international clients, and it includes the following work stages:

- Strategic planning
- Creative strategy
- Media planning
- Media buying
- Monitoring
- Post buy analysis
- Campaign evaluation
- Competitive analysis (SOV, SOI)
- PR activities
- BTL activities
- Events
- Creative
- TVCs production

To its clients Direct Media provides the best purchase conditions in all media, thus making them its privileged partners.

Standard cooperation with a client starts with research and drafting of a strategic plan, continues with creative strategy development, creating communication materials, media planning, purchase of media space under the best possible conditions and monitoring campaign implementation.

The process is fully completed with a campaign analysis and a report enabling the client to adequately define and plan its future business steps.





HOTEL EUROPE

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Evropa, podignuta 1882. godine na razmeđi orijentalnog i evropskog Sarajeva, udahnila je sve najljepše osobine jednog i drugog. Smještena u samom srcu grada, samo par koraka od turističkog starog jezgra, ova Austro-Ugarska građevina plijeni već svojim raskošnim izgledom.

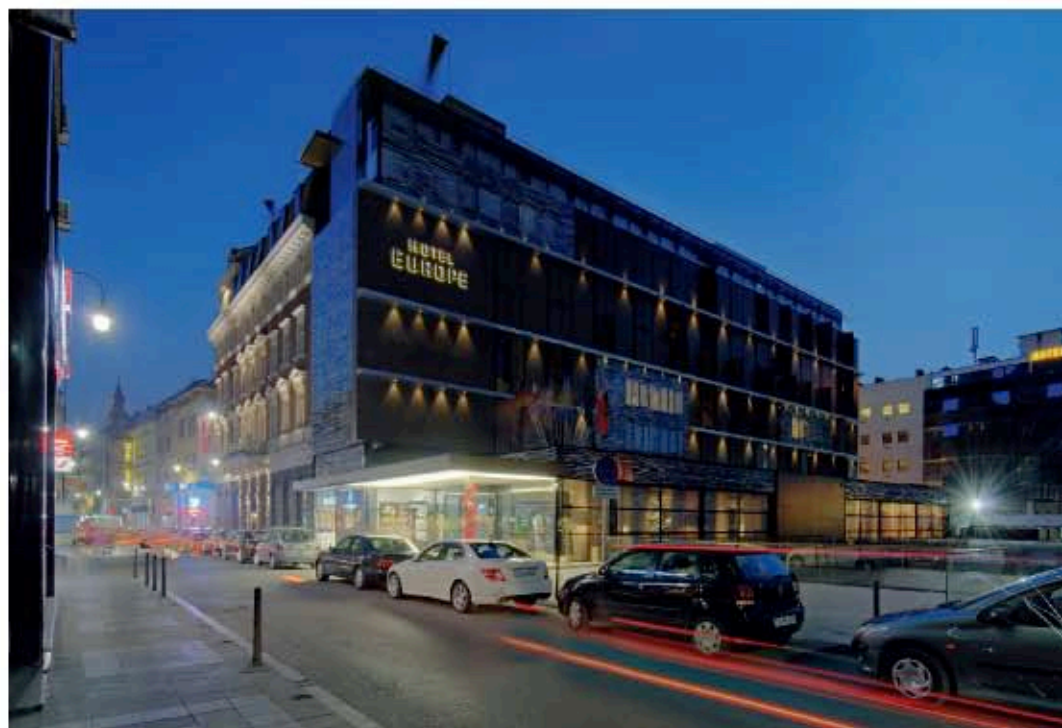
Sam ulaz u Hotel Europe je poseban užitek, kroz koji će Vas provesti pažljivo osoblje, dočekuje vas lagana lounge muzika i interijer vrijedan izučavanja. Tradicionalni dio čuva duh prošlog vremena, sa kitnjastim detaljima obojenim godinama, dok je novi urađen u modernim, minimalističkim crtama.

Čitav jedan vijek, Hotel Europe je bio nijemi svjedok sarajevske istorije, i bas u njemu odsjedale su najistaknutije ličnosti Evrope i svijeta, ugledni političari, filmske zvijezde, sportisti i sportistkinje, kada bi došli u posjetu gradu.

Danas, nakon 126 godina tradicije, Hotel Europe je uređen po vrhunskim ugostiteljskim standardima, sa osobljem koje Vam je uvijek na usluzi. Široku ponudu čini 160 luksuzno opremljenih soba, 10 apartmana uređenih po najvišim svjetskim standardima – od kojih su dva predsjednička, četiri kongresne sale sa opremom za simultano prevodenje, kao i bogata wellness ponuda – bazen, solarijumi, saune, prostorije za masažu.

Uz poznatu Bečku kafanu te kuhinju sa vrhunskim specijalitetima lokalne i internacionalne kuhinje i originalnim slasticama u slastičarni Mozart, Hotel Europe će okrijepiti duh i boravak u Sarajevu učiniti iskustvom kojeg ćete se uvijek sjećati sa osmijehom.

Europe, erected in 1882 at the dividing line between the Oriental and European Sarajevo, is imbued with all the most beautiful traits and



features of both. Located at the very heart of the city, only few steps away from the old tourist core, this Austro-Hungarian building immediately captivates with its luxurious appearance.

The very entrance into the Hotel Europe represents a special joy, and the welcoming staff will guide you through it; you are greeted with the sounds of discrete lounge music and an interior worth of careful inspection. The traditional segment preserves the spirit of past times, with very decorative details bearing the imprint of years, while the new segment is decorated with modern, minimalist lines.

For an entire century Hotel Europe was a silent witness of the Sarajevo history, and the very place that hosted the most prominent persons from Europe and the world, eminent politicians, film stars, sportsmen and sportswomen, when they

would visit the city.

Today, after 126 years of tradition, Hotel Europe is done according to the supreme catering standards, with staff that is always at your service. The extensive offer includes 160 luxury-equipped rooms, 10 suites designed according to the highest world standards – two of them being presidential suites, four congress halls with simultaneous translation equipment, as well as the rich wellness offer – swimming pool, solarium, sauna, and massage rooms.

With its famous Vienna café and kitchen offering supreme specialties of local and international cuisine and original sweets in the Mozart pastry and cakes shop, Hotel Europe will invigorate the spirit and make your stay in Sarajevo an experience you will always treasure and remember with a smile.

