

**S
A
R
A
J
E
V
O**

BBDO Sarajevo

Mjedenica 54,
71000 Sarajevo
Tel: +387 33 551 430;
+387 33 551 431;
+387 33 551 432;
+387 33 205 733;
E-mail: nfo@bbdo.ba
www.bbdo.ba

O nama...

BBDO agenciju osnovali su u Barton, Batten, Durstine i Osborn, u Americi, davne 1928. godine. Od tada, do današnjeg dana formirana je globalna mreža agencija BBDO WORLDWIDE koja posluje u 77 zemalja, sa 287 ureda, sa preko 17.000 zaposlenih. BBDO WORLDWIDE je agencijska mreža sa najviše nagrada u 2008. godini (Gunn Report). BBDO Sarajevo je full service agencija osnovana 2000. godine u BiH, sa uredima u Sarajevu i Banja Luci. BBDO je članica BBDO WORLDWIDE mreže kao i članica regionalne Adriatic mreže agencija. BBDO posluje sa osnovnim ciljem – dugoročna, kvalitetna saradnja i partnerstvo sa klijentima.

BBDO nudi veliki broj usluga. Integrirajući internacionalno znanje i bogato iskustvo na domaćem tržištu, BBDO je u mogućnosti da svojim klijentima ponudi full service usluge i obezbijedi 360°communication na najvišem nivou: Strateško planiranje, Kreativna strategija, Media strategija, Media planning, Media buying, PR, BTL, Events, Kreative, TV i radio produkcija.

Zašto BBDO?

Iako je BBDO Network agencija sa najviše nagrada na svijetu, rad je taj koji je čini ponosnijom.

The work, the work, the work je parola pod kojom BBDO posluje i vjeruje da je rad najzaslužniji za kreiranje ideja koje doprinose uspjehu klijenata.

Agencija ima osnovni cilj koji ujedno predstavlja i formulu za uspjeh: dugoročna saradnja sa klijentima + [visoki kvalitet usluga + naporan rad] = zadovoljni i uspješni klijenti.

Mlad, ali iskusan i kreativan kadar u agenciji čini dobro uigran i stručan tim koji uz pomoć timskog rada servisira internacionalne i domaće klijente i svakodnevno prati aktualne trendove na tržištima u sferi oglašavanja i marketinga.

BBDO Sarajevo je u zadnjoj deceniji kroz svoj rad dokazao da je uspješan član BBDO Networka, njenih vrijednosti, kulture i visoko postavljenih standarda.

About us...

BBDO agency was founded in the United States by Barton, Batten, Durstine and Osborn, long ago in 1928. A global network of agencies called BBDO WORLDWIDE

operates in 77 countries with 287 offices and more than 17,000 employees. BBDO WORLDWIDE was the most rewarded agency network in 2008 (Gunn Report). BBDO Sarajevo is a full service agency established in BH in 2000 with offices in Sarajevo and Banja Luka. BBDO is a member of BBDO WORLDWIDE network and a member of the Adriatic regional agency network. BBDO operates with the main goal of long-term, high-quality cooperation and partnership with clients.

What services does BBDO offer? By integrating international know-how and rich experience on the domestic market, BBDO is able to offer full service to its clients and ensure '360°communication' at the highest level: Strategic Planning, Creative Strategy, Media Strategy, Media Planning, Media Buying, PR, BTL, Events, Creative, TV and radio production.

Why BBDO?

Although BBDO Network is an agency with the highest number of awards in the world, it takes even more pride in its work.

"THE WORK THE WORK THE WORK" is the slogan under which BBDO operates, believing that work is most meritorious for devising ideas that contribute to clients' success.

The agency has its main goal, which represents the formula for success: long-term cooperation with clients + [high quality of services + hard work] = satisfied and successful clients.



direct media

Beograd • Sarajevo • Banja Luka • Skopje • Podgorica • Zagreb • Tirana • Ljubljana

DIRECT MEDIA

Mjedenica 54
71000 Sarajevo
Tel: + 387 33 551 445
Fax: + 387 33 205 733
E-mail: info@directmedia.ba
www.directmedia.ba

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

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

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 leaderska 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 te podrazumijeva sljedeće faze rada:

Strategic planning; Creative strategy; Media planning; Media buying; Monitoring; Post buy analysis; Campaign evaluation; Competitive analysis (SOV, SOL); 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 on the BH market.

With full awareness of this fact, 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 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 in 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, SOL); 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 begins 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.

