

EVERYTHING  
YOUR COMMUNICATIONS  
CAN BE.

**And should never be.**



STRATEGY



RESULTS



SUPPORT



You've probably seen companies  
whose communication  
**leads nowhere?**

Without the strategy, communication is  
**confusing...**





The results are

**disappointing...**

**It doesn't get you far**  
without a partner to rely on.



You better make sure to  
**avoid that!**



Your communication can be

**CLEAR**

**RECOGNIZABLE**

**EFFICIENT**

**MEASURABLE**

**YOUR REAL SUPPORT!**

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 SUP  
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RT

Since 2001, we make marketing communications of our clients  
a **key factor of their success.**

Be it strategy development, branding, ATL or BTL advertising, digital, event marketing,  
PR, internal communications...

**We get your needs. We get things done.**

**WE GOT YOU**





# STRATEGY



**Ask us first for your winning strategy. Billboards and stuff will easily follow.**

With us, your communication strategy is not just a few introductory slides in a presentation.

**We knew what we needed, but DNA Communications developed a strategy that really got us there.**

Roland Fischer, CEE Area Manager, Teekanne GmbH



87%



# RESULTS



**We work for your growing sales, market share and awareness, not just advertising awards and page likes.**

With us, your expected results are not just charts.

**In five years with DNA Communications, they never lost the focus on our business interests.**

Vojislav Lazarević, Executive Board member,  
Vojvodjanska banka



# SUP PORT RT



**We are a strong and true partner, ready and capable to get you to a higher level.**

With us, the support you need is not just stuff defined in the contract.

**I had a dream I thought was impossible to realize. DNA got it perfectly and organized it smoothly.**

Dušan Kecman, a basketball legend

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Since 2001:

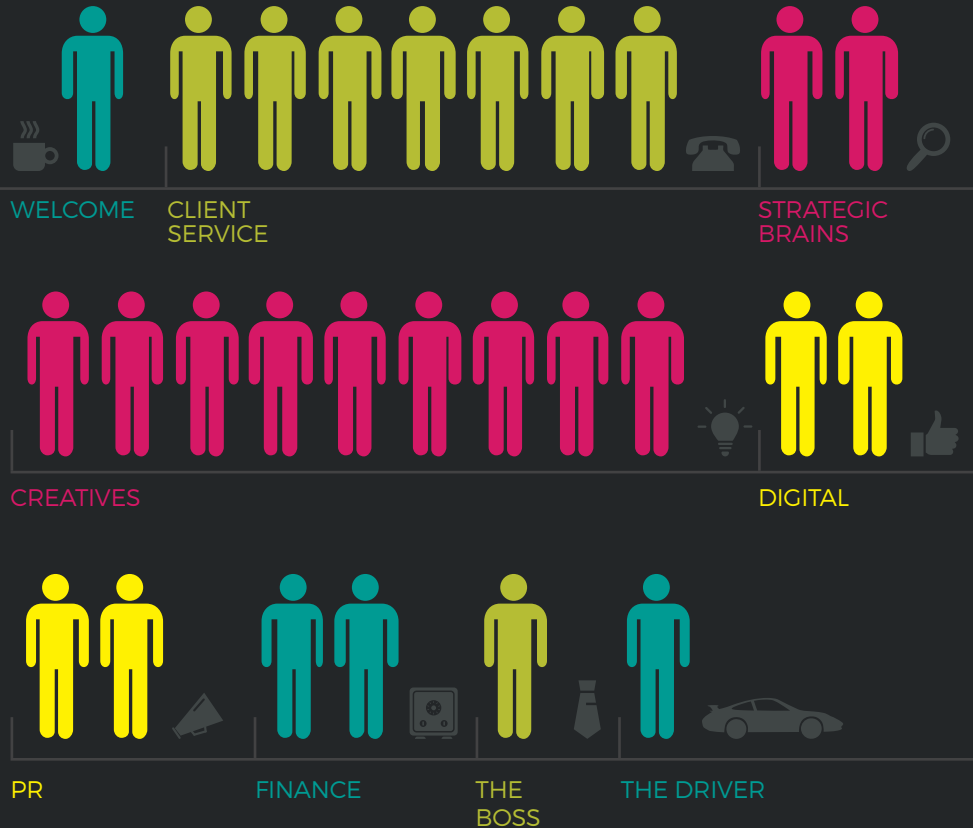
**Thousands** of projects and campaigns  
Respectable and growing **turnover**  
Many dozens of **clients**  
**Not one** contract breach in 15 years  
**20+** dedicated professionals  
Steadily **stronger and stronger**

**We get your needs. We get things done.**

**WE GOT YOU**

DNA Communications is the leading agency in the region in applying the **neuromarketing principles** in communication - SalesBrain® certified.

# This could be your team...



...delivering:

- Strategy
- Creatives
- Branding
- ATL & BTL
- Digital
- New media
- Events & Experiential
- POS
- Direct
- PR & IC
- Production

**Whatever you need!**

Some  
of our  
projects...



STRATEGY



RESULTS



SUPPORT



**2000**  
m<sup>2</sup>  
space

Brief:  
December  
2013

**The Agency:**

**100+**  
creative  
solutions

**1200**  
work hours

**17**  
professionals

**Opened:  
June 2014**

**Tarkett  
iAcademy**

As of June 2015:  
**2.000 visits**  
by architects, investors,  
installers, retailers...



5 years ago, we asked the Agency to help us turn Vojvodjanska banka into a modern financial institution. First they developed our new strategy, and then came branding, ATL and BTL, digital, PR, event management...

**Today we have a strong partnership, and some new sales records.**

**Marinos Vathis**  
CEO, Vojvodjanska banka



**VOJVODJANSKA BANKA**  
NBG GROUP





TASKS:  
LAUNCH  
RAUCH SERBIA



Communicate all values  
to diverse audiences

COMMUNICATION

to cover each  
brand, spirit, tone

STRATEGY

POSTS  
CONTESTS  
INTERACTION



THE MOST  
RECOGNIZED  
JUICE BRAND  
ON FACEBOOK

Within a year

70.  +

loyal and engaged fans



From:



**Roland Fischer,**

CEE Area Manager,  
Teekanne GmbH

**We have been working with DNA  
Communications for 4 years now.  
Each brought us one step closer to the  
status of being the **Number 1 selling  
premium brand on the market.****



Situation:

POOR UNDERSTANDING



NEGATIVE CAMPAIGN

SENSATIONALISM (DEBT COLLECTORS)!

giz



Enforcement agents

RESPONSE IS RESPONSIBILITY

# The Agency:



Website



Blogosphere



FB launch

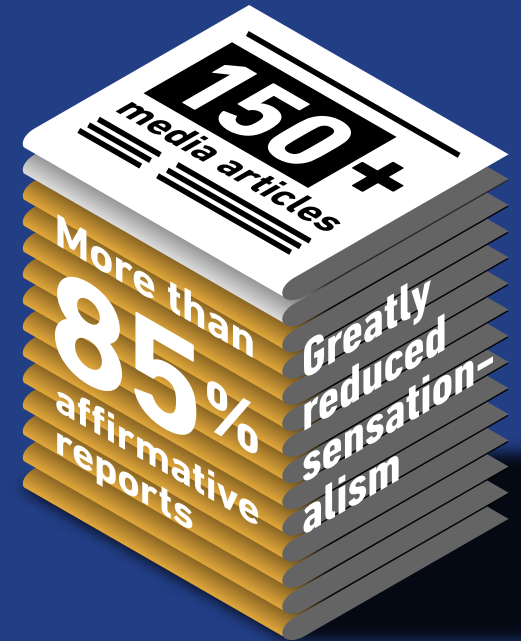


Video materials



PR:  
Round tables  
Events  
Journalist's award

# Results:



## Brief:

- Raise awareness
- Create understanding and trust
- Inform and engage journalists



From:

## Tijana Mirković

Internal Communication Specialist, IKEA SEE

For IKEA Zagreb store opening, we needed a strong and engaging internal campaign to call for support from all IKEA units from South East Europe.

**The store was opened with great participation from coworkers from whole IKEA SEE.**

### SITUATION

- Specific target group
- Poor understanding of startup concept
- Strong competition

### BRIEF

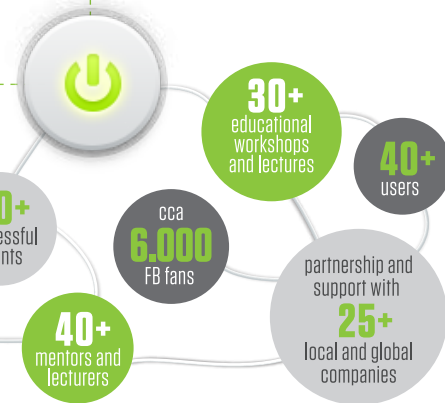
Target the young technological entrepreneurship. Develop visual identity & communication strategy. Create & implement launch campaign...**start to build positive ICT Hub reputation!**

### THE AGENCY

- Visual identity
- Communication and media strategy
- PR campaign
- Digital campaign
- FB page, LinkedIn, Twitter, YouTube
- Website and educational videos
- Social media brand ambassadors
- Press events



### IN A YEAR



**ICT Hub** is a leader in stimulating technological entrepreneurship among the young in Serbia!

# Understanding different brands...



If you're ready, together we will **really straighten up your communications, get the visible results and the recognizable success...**

The first step is to get to know each other.



**STRATEGY**



**RESULTS**



**SUPPORT**

LET'S MAKE  
A DIFFERENCE  
TOGETHER.

**Start now.**

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