

praktycy.com
pr & marketing



ABOUT US

We are a team of experts who are effective in creating image, building communication and promoting Polish and international brands in the real world, as well as in the online one.





What

DISTINGUISHES US

- **knowledge and experience**
we know and prove that impossible is nothing
- **effectiveness**
we give clients the measurable results of our actions, not just a promise of achieving them
- **commitment**
we have a boundless optimism, combined with enthusiasm for work





OUR OFFER

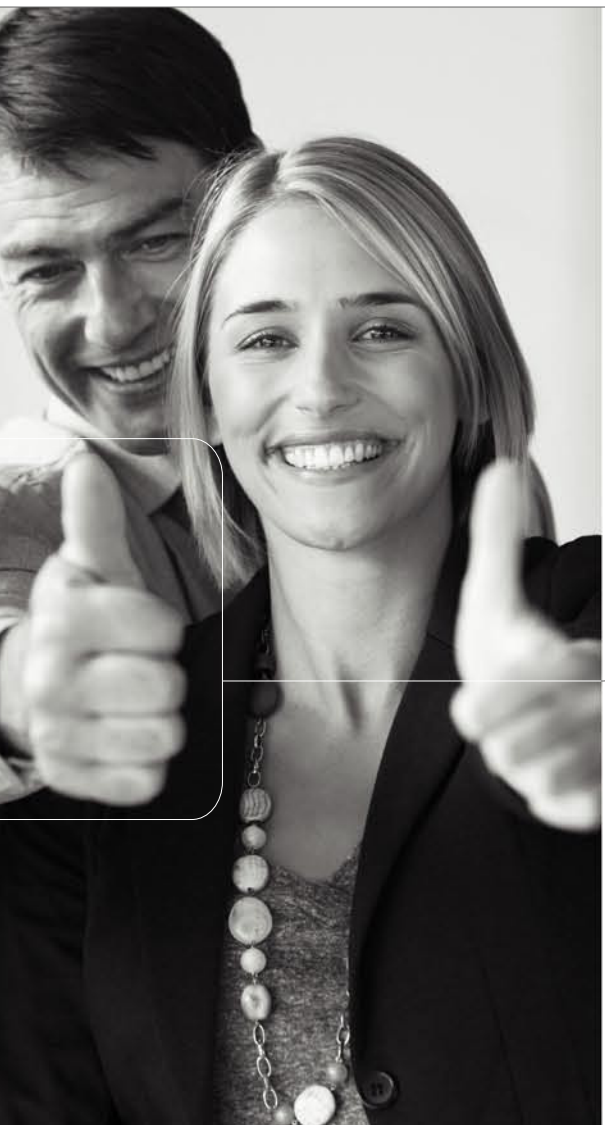
- Public Relations
- advertising and promotion
- strategies and research
- events

PR

PUBLIC RELATIONS

- media relations (TV, press, radio, internet)
- e-PR
- social media
- VIP PR (public relations of officers, managers, business owners)
- internal PR
- CSR
- crisis PR
- Investor Relations
- lectures and training





ADVERTISING AND PROMOTION

- advertising campaigns:
 - internet (such as display and contextual ads, sponsored links, affiliate marketing, retargeting, real time bidding),
 - press,
 - radio
- custom promotional activities (such as guerilla or viral marketing, word of mouth)
- graphic design (corporate identity, corporate publications, annual reports, communication materials - ATL, BTL, POS)
- websites and web portals



STRATEGIES

AND RESEARCH

- action plans and marketing and PR strategies
- long-term strategies for expansion and development with timetables and budgets
- marketing research, public opinion research (quantitative and qualitative)



Creation of a new product or service is just the beginning. No one will know about anything without effective promotional and advertising activities. Therefore, first we carry out detailed research which we use as a base for preparing well-fitted strategies. This is why clients don't have to worry about their sales.

EVENTS

COMPLEX ORGANIZATION OF

- integration events
- pro-sales events
- business meetings
- press conferences
- banquets and galas





SELECTED

CLIENTS

ANIMEX



Bank Polski



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P&G



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