

MARKET RE-POSITIONING
PROGRAM FOR A FULL
SERVICE ADVERTISING
AGENCY



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THE CLIENT:

Pictas Interactive is a **full-service advertising agency** with over 8 years market experience, in full wind of development. Their main competitive advantages reside in strong web development skills, their creativity and experienced team.

THE CHALLENGE:

Previously known for its web development specialization, our client wanted to **re-position on the market** as a full-service agency, by releasing a full-range of integrated advertising & PR services and appropriately communicate the new approach. Our client needed a solid **marketing and communication strategy**, which would create awareness on the target market, both locally and internationally, as well as generate leads to increase sales.

THE SOLUTIONS:

The project, still in development, begun with assessing needs correctly and by establishing a clear approach to meet all objectives.

NNC Services developed an extensive marketing strategy, starting from market research to identify the profile of the target client, evaluate competition and appropriately position the company. We then came up with the plan to approach industry verticals and target markets, and decided on the marketing methods to be used, as well as the materials needed.

THE RESULTS:

Although the project is still in development, the results already show. Our direct marketing actions are already generating new leads and building opportunities.

TESTIMONIAL:

“NNC Services performed an excellent job both in generating leads for our company and providing us with the communication tools to address prospects. They offered their services by delivering best-of-breed tools and strategies in the agreed timeframe and to an exact standard. Working with NNC Services enabled us to identify new potential clients and to uncovered revenue opportunities.”

Oana Dereji, General Manager, Pictas Interactive