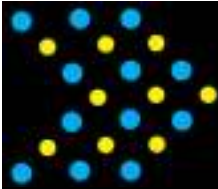


# special events team

promotion • sponsorship • party • merchandising

THE CLOSEST TEAM TO CONSUMER

[www.se-team.hr](http://www.se-team.hr)



# about us

Special Events Team (SET) started as a special branch of the marketing department in Coca-Cola HBC Croatia in early 2000.

Since that time, SET has successfully implemented all major Coca-Cola marketing field promotions throughout Croatia being matchless and unique in this particular field of work.

We owe our success to long and extensive field experience that has been accumulated over the last 12 years, where numerous ideas and innovations were transformed into effective promotions, recognized and accepted by Coke marketing department.

We have, since then, decided to move ahead and tackle the challenges in the market outside the scope of Coca-Cola company, and offer our expertise to a much wider clientele. We can help you with your marketing ideas, conveying them into successful, fun, attractive and attention grabbing projects in the field.

We are good at developing and implementing innovative ways of communication with target audiences. Our strategy is direct transfer of information regarding our products or services, taking into consideration the circumstances; audience, place, time and manner of promotion – all in the aim of giving best possible results. Successful message conveying is one of our trademarks.

We offer new solutions and ways of communication with the audience.

We use our own methodology and promotional tools which will guaranty successful realization of even the most demanding marketing activities. We readily embrace new trends in communicating with the audience, and even create our own. We know how to capture interest of your target audience, how to create excitement in your customers / consumers and how to stimulate them to notice and remember your brands.



# our services

## **promotions**

- experiential / mass sampling
- in store promotion
- active sales promo (ASP)
- leafleting
- web promotion
- rewarding games through social network
- multimedia
- guerilla marketing

## **sponsorships**

- concerts
- sport events
- press conferences
- public events
- media presence
- branding
- team building

## **party**

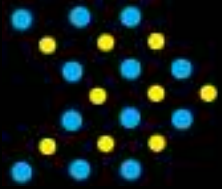
- brand mechanic organization
- audio / video / light production
- DJ
- hostesses, dancers, promoters

## **full service**

- event mechanic
- hostesses training
- full analysis
- web TV
- design solutions
- cooling vehicle

## **merchandising**

- all round product activation at point of purchase
- outlet activation
- design & manufacturing of POP materials



# services - in details

- **promotions**

We can fulfill your most demanding marketing ideas and make your brands & products visible / accessible to the wide audience of your consumers. We know how to capture their interest, awake their imagination and bring your brands closer to them.

- **sponsorships**

Active involvement in designing all events in which you are present as a sponsor, organizer or co -organizer, and successful implementation of those ideas in the field.

- **party**

Full production support which includes; organization, implementation, image building and promotional sales (if included) with measurable results.

- **merchandising**

We know the importance of proper support for your products at the point of sales / purchase. How to position them in front of your consumers, and activate them - make them accessible & visible. All of our staff are trained according to your needs and expectations.

- **full support**

We provide all round services that include everything from ideas and innovations connected to your projects, to implementation of those ideas in the field.

If necessary, we can train our staff according to your specific needs or standards.

We will provide you with measurable results / data analysis of each and every projects in which we were involved. We will record all of our activities and provide you with full coverage.

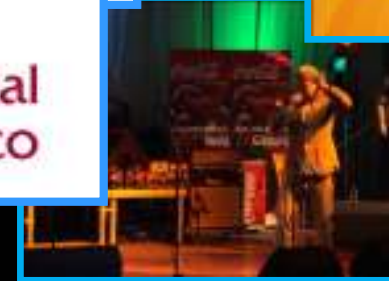
- **cooling vehicle**

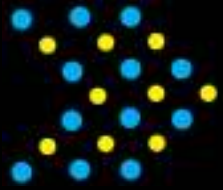
Adequate cooling for your products.

# some of our projects

Snaps of few of them (out of many, many more that we successfully implemented) of which we are especially proud of.

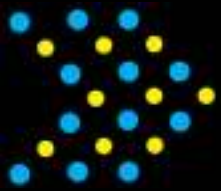
See more details about our activities and our abilities on our web page [www.se-team.hr](http://www.se-team.hr)





# logistics

- transport van with cooler trailer
- retro vehicle / van 1920 design “old-timer”
- refrigerator van
- audio & video equipment (loudspeakers, DJ mixer, LCD, retro jukebox)
- photo & cam equipment
- computer equipment
- light (moving heads, led reflectors)
- etc. (smokers, bubble device, T-shirt printing machine, gaming consoles)



# premise

- we create habits, innovations, awake emotions in your consumers and know how to present your brands
- we are persistent in everything that we do
- we are open in our communication and loyal to our clients
- we search for new opportunities to improve ourselves
- we cherish team work and create synergy between your brands and your consumers
- we are eager to manage in the most cost effective way and at the same time to achieve the maximum of your promotion
- we follow the trends in the market



# promotion mechanics proposal which could interest you



- zorb ball football
  - adequate for team building, street promotions
- Santa Clause
  - holiday presents giveaway for employee's children
- market research through mobile application
- store openings
  - DJ, balloons, promoters
- organisation and realization of nightlife events
  - DJ, fireworks, photo/audio/light production





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