



viral advertising

www.fatcat.ro

company presentation

WHO we are

Fat Cat Entertainment is an advertising company founded in 2008 by Ioachim Ciobanu, a seasoned professional with over 11 years of experience in the film and advertising business. He comes from a heritage of famous Romanian filmmakers and is inclined to maintain the high professionalism and quality standards set forth by his family.

Fat Cat is a brand new concept in the advertising business. We combine a creative agency with a production house, giving you the best of both worlds. Our clients can count on us to do just the creative work, the video production or both, relying on our unique business model.

WHAT we do

Our biggest strength is online video. We can create a viral video campaign, video banner ads, video minisites and any combination thereof. Our core business consists in creating and producing viral video campaigns on the Internet.

Viral videos are very low-cost compared to traditional TV commercials and their impact is much more quantifiable by the number of views, user ratings, comments etc.

Other areas in which we specialize are video websites and corporate videos. Video websites display rich media and take the user on a fantastic journey, providing a more rewarding online experience.

Corporate videos can be of a large variety. Internal/sponsored events can be documented. They can also be enhanced by including video in the presentations. Employees can watch training videos in order to enhance training communication and emphasis. Work safety, motivation, all can be enhanced through the use of video.

To summarize our belief in a motto:

“If a picture is worth a thousand words, what do you think of 25 pictures a second ?”

WHY should I choose Fat Cat

Because we have it all: the means, the experience, an excellent workflow and more importantly the will to turn something you love into great work.

contact

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