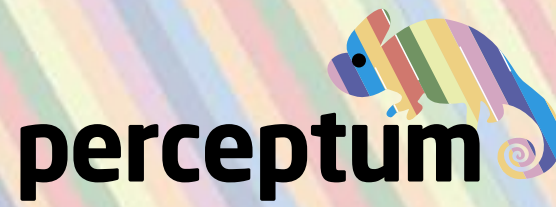


marketing strategy
branding
visual identity
corporate events
delivering ROI



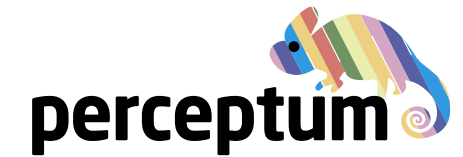
Matching the right perception that
defines a memorable customer experience

Matching the right perception that defines a memorable customer experience

The background of the slide is a complex, abstract pattern of concentric circles and dots, creating a 3D effect of depth. The pattern is composed of many small, overlapping circles that form larger, more intricate shapes. The color gradient transitions from a bright yellow on the left to a deep blue on the right, with a white text overlay in the upper right quadrant.

the argument

Matching the right perception that defines a memorable customer experience



Customers don't want drills:

they want to hang on memories from past for their dear ones to enjoy.

Customers don't want MP3 players:

they secure the perfect resonance with their moment's temperament.

Customers don't want just trains:

they look for the "In-Between-Stations" lasting stories brought by them

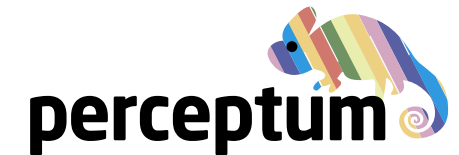
Customers don't want computers:

they like sense of controlling intelligence that otherwise can't address

Facts that answer perceptions



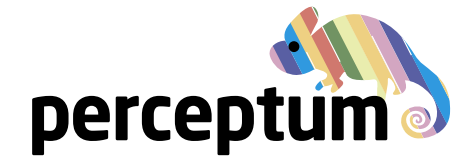
Matching the right perception that defines a memorable customer experience



- You might have observed a lag between your actions and the way they are perceived by those that matter to you.
- We can optimally use communication as a strategic driver for your enhanced value creation.
- You might have sensed that your communication is still “anchored” in the past and perceived by some as unimportant
- We will link all communication directly to your business goals and will empower and build communication competences across the organization.
- We have been responsible with all aspects of Corporate Communications, Public Affairs and Branding strategies of the companies we’ve collaborated with, this including but not limited to strategic planning, branding, change communication efforts, media relations& PR, media training, crisis communication, strategic stakeholder relations etc.
- We have been responsible with all aspects of Corporate Communications and Branding strategies of the companies we’ve collaborated with, this including but not limited to branding, change communication efforts, media relations, strategic stakeholder dialogue etc.
- You might have noticed that none has yet rightly/timely picked up on your expressed thoughts to further build the strategy that matters
- Our main competences are tangibly linked to forming and developing in-time corporate strategies and to implement communication policies and execute in alignment with these.

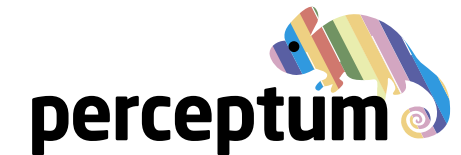
A friendly & flexible bunch

Matching the right perception that defines a memorable customer experience



We like to believe that our agility comes from the thirst of knowing everything that relates to your “universe”. Whatever your requirements, you can rely on our experts to maximize everyone’s strengths and fill the gaps where needed. We will partner you throughout the communication value chain, from researching and understanding project’s needs, through designing and developing creative concepts up to the delivery of technologies that execute your campaign efficiently and effectively. We offer complete communication solutions that convey memorable experiences.

**Think of PERCEPTUM
as of extension of your
marketing and
communication department**



We help you to reach a defined audience to affect your clients behavior by informing, persuading and reminding. Our plan acquires new customers for your brands by building awareness, raise interest by focusing on the advantages, convince the public they want and desire the product or service that will satisfy their needs and lead clients towards taking action and/or purchasing. We also maintain a brand's current customer base by reinforcing their purchase behavior by providing additional information about your brand's benefits.

We designing **marketing communication** plan so you keep up with the changing needs of your clients.

Our goal is to help you develop strategies and create solutions to reach your goals.

A secondary goal of our plan is building and reinforcing relationships with your customers, prospects, retailers, and other important stakeholders, as well as media. PR can help with all aspects of reputation management and reputation drives word-of-mouth marketing (WOMM), the most effective way of marketing.

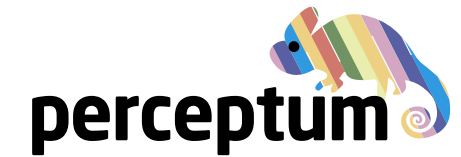
By our marketing communication we make your brand unique in your consumers' perception.

MARKETING COMMUNICATION - Awareness - NEW CUSTOMERS - Belonging - LOYAL CUSTOMERS

Our expertise



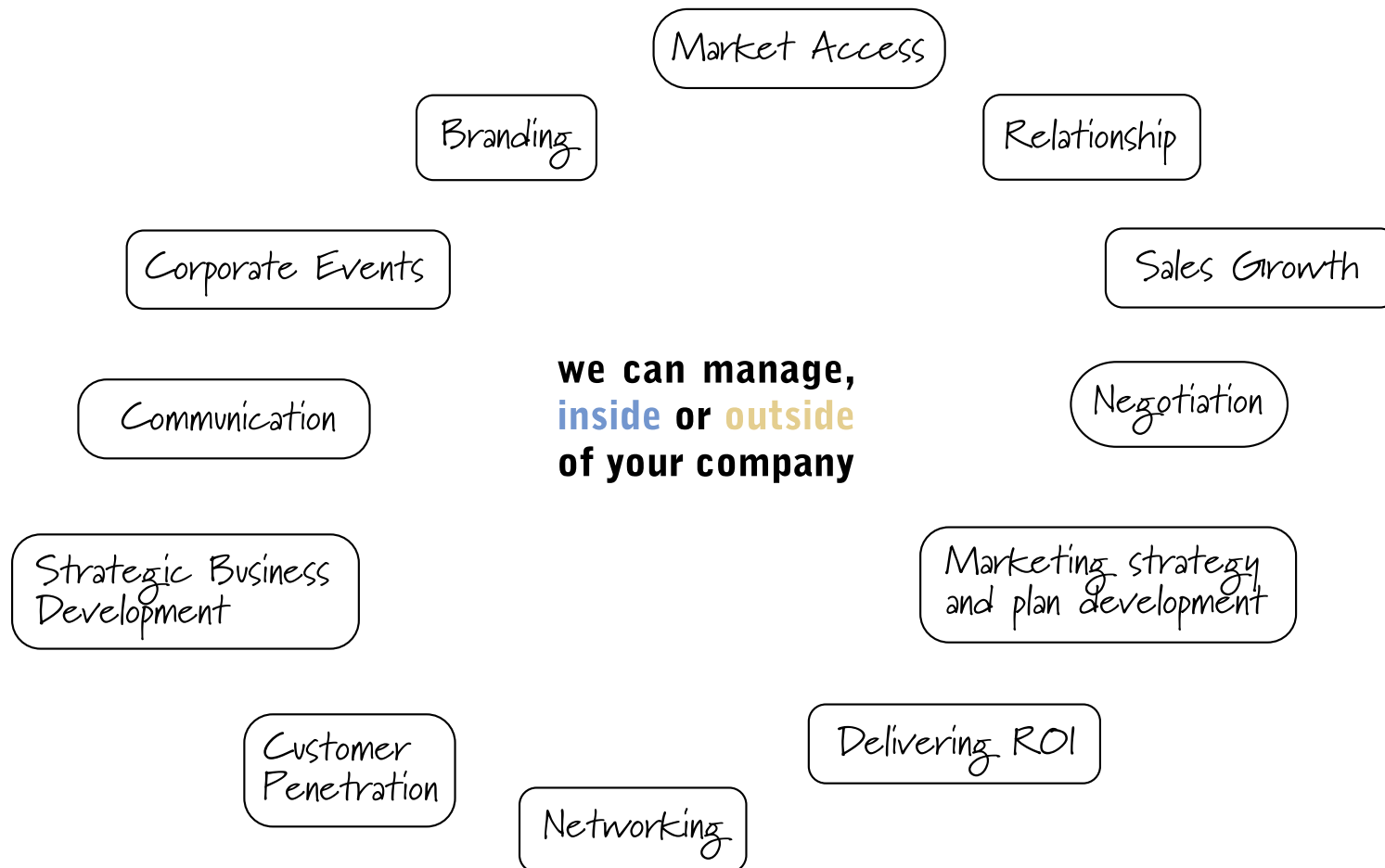
Matching the right perception that defines a memorable customer experience



1. Communicating and positioning newly developed products for a faster ROI
2. Product management Process for having the expected cash-flow
3. Branding and branding strategy in order to have the right perception in the market
4. Sales growth by Pricing, Pricing concepts and price settings
5. Loyalty programs for your customers through Customer Service and customer care plans
6. Strategic thinking to approach new niches for your products
7. Event management at various levels - media related, public and internal events
8. Relationship with the central and local media
9. Media training and communication management

Our services

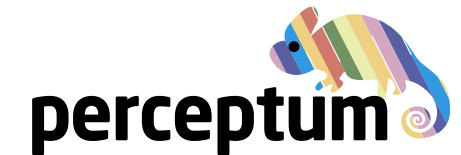
Matching the right perception that defines a memorable customer experience



Creative printed perceptions



Matching the right perception that defines a memorable customer experience



We provide creation services, production and delivery for printed materials to support marketing and communication activities.

We design and produce creative printed materials for:

- presentations of companies and products
- events, conferences, trade shows and exhibitions
- Corporate communication
- Internal communication

We produce and deliver effective operational materials for companies:

- personalized corporate stationery
- supportive promotion materials for sales department
- forms

You get comfort from the creation of a logo up to the delivery of the materials in the sites indicated. Everything in one place, quickly, completely, seriously.



contact us:

desk@perceptum.ro

phone: +40741 333 003

www.perceptum.ro

marketing strategy
branding
visual identity
corporate events
delivering ROI

perceptum 

Matching the right perception that
defines a memorable customer experience