

# EAST SIDE Consulting

## Credentials



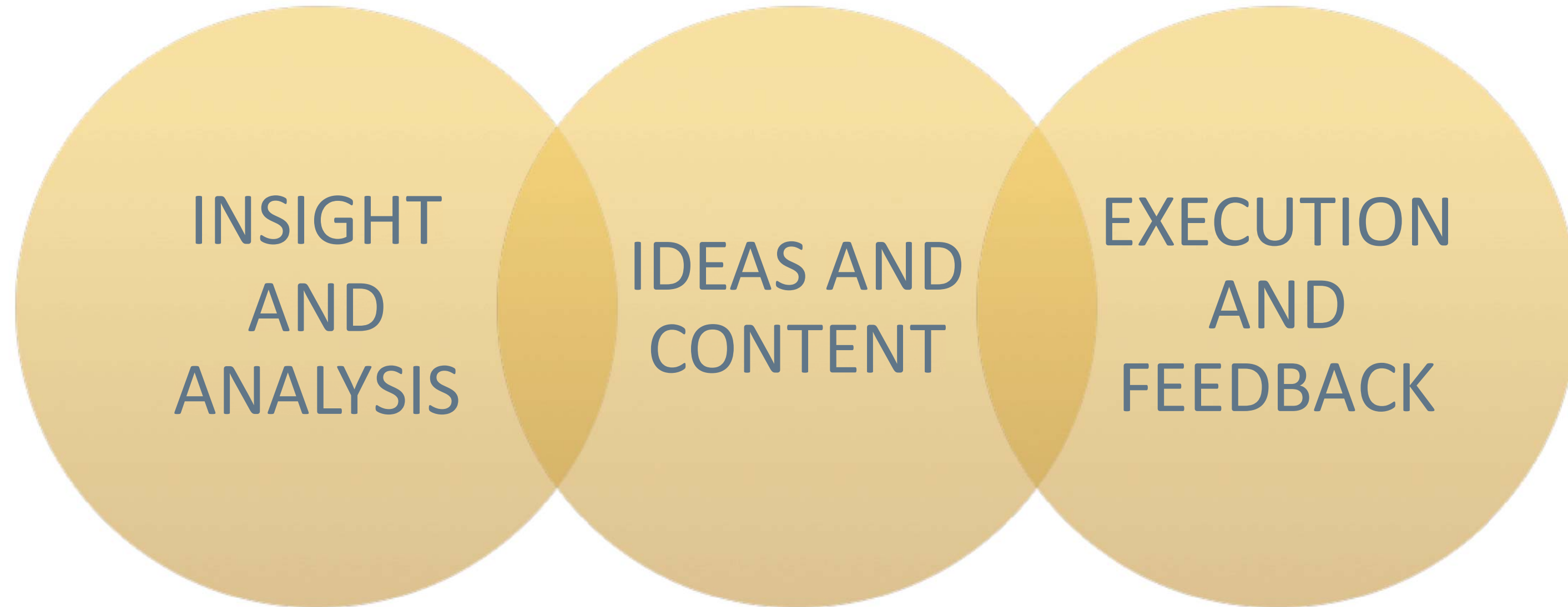
# EAST SIDE: communications across Eastern Europe



- A boutique agency, established in 1998 by Rosa Vujovic, present-time managing director
- Independent PR and marketing agency serving global brands in Eastern Europe
- 23 full time account managers, all fluent in English.
- Comprehensive track record of delivering impactful communication programs across region
- Certified affiliate partner of global PR networks, reaching out from San Francisco to Singapore

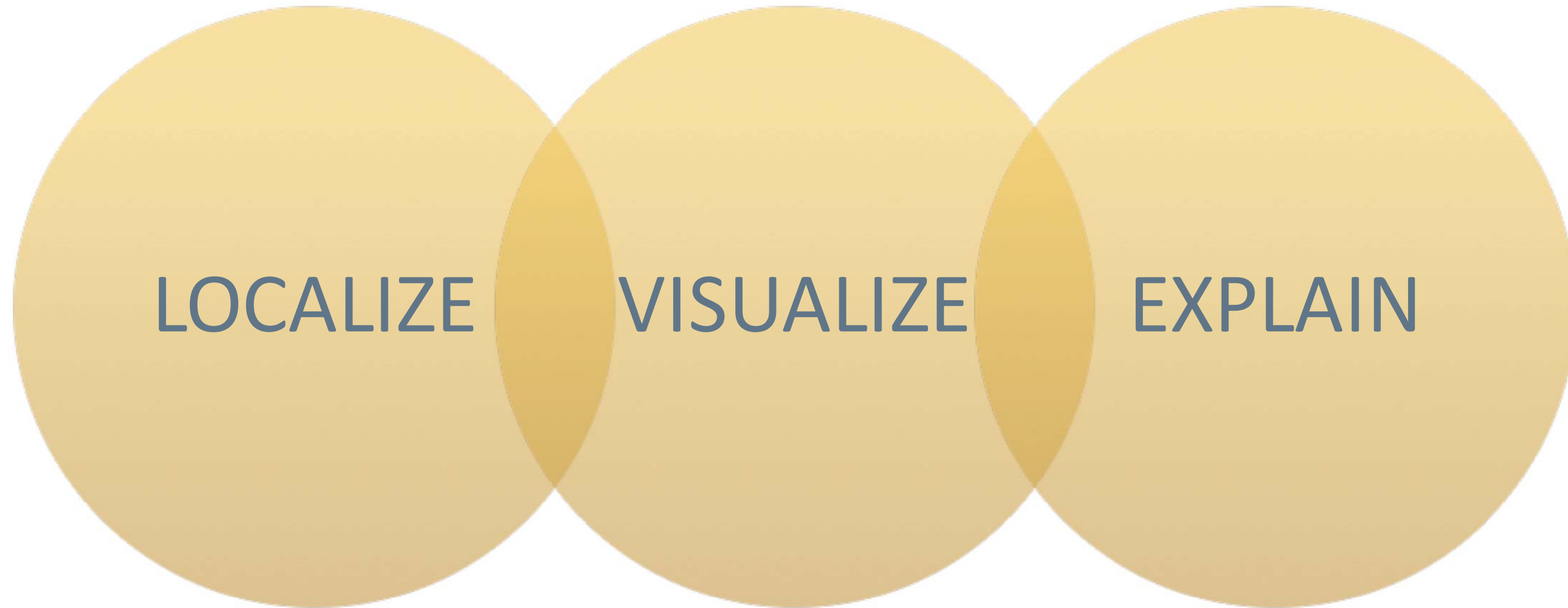


# HOW we work with customers



MEASUREMENT AND ADAPTATION

# HOW we work with media



**PROVE**

## WE DO:

- Understand our customers' markets and products, offering the best strategy
- Value quality above quantity
- Measure and analyze our work
- Believe in strategic approach to using communication channels

## WE DON'T:

- Believe in "Pay for play"
- Use the 'carpet bombing' approach to media relations
- Engage into unfair play and use dirty tricks
- Do PR without a purpose

# OUR services

**Social media**   **Production**   **Media Trainings**  
**Blogging**   **Content marketing**   **Video Production**  
**Media relations**  
**Copywriting**   **Press tours**  
**Research and analysis**  
**Graphic Design**   **Media Audit**  
**Native advertising**  
**SMM**   **Web Design**  
**Translation services**   **Press office**  
**Monitoring and Analytics**  
**Advertising**  
**Messaging**  
**Reporting**  
**Customer events**  
**Cultural audit**  
**Collaborations**  
**Channel marketing**  
**Event management**  
**Creative campaigns**  
**Guerilla Marketing**   **Personalized communications**

# STRATEGY

# CUSTOMER references

## Consumer



sense and simplicity

## Enterprise



## Telecom



## Specialized



# CONTACT us:



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- Over 20 years in the communications industry
- A track record of pan-European project management
- A team of 20+ PR practitioners



