

**We Design Your Brand Success**



# **Reference book**

# About



We have started with the **IDEA**.

To **HELP** making connections between highly creative individuals who can work together, share experiences and make things that matters.

To **CREATE** marketing for people and organisations which present much more than just a simple selling process.

To **EMPHASIZE** the importance of collaboration and partnership. Building strong business network of professional associates, organisations and associations comes within the core of our activities.

To **CONTRIBUTE** our community by being the members of the Creative Industries Cluster of Vojvodina, Members of Enterprise Europe Network (EEN), Partners with the University of Novi Sad and the Business Incubator Novi Sad.

We want **TO MAKE THE WORLD A BETTER PLACE** for living and by helping our clients to increase their visibility, credibility, influence and impact we tend to inspire the fulfillment of such goal.

# Services



**branding**  
logo & visual  
**digital**  
project  
management  
**events**

- Brand strategy
- Brand positioning
- Brand communication
- Rebranding
- Slogans
- Packaging

# Branding



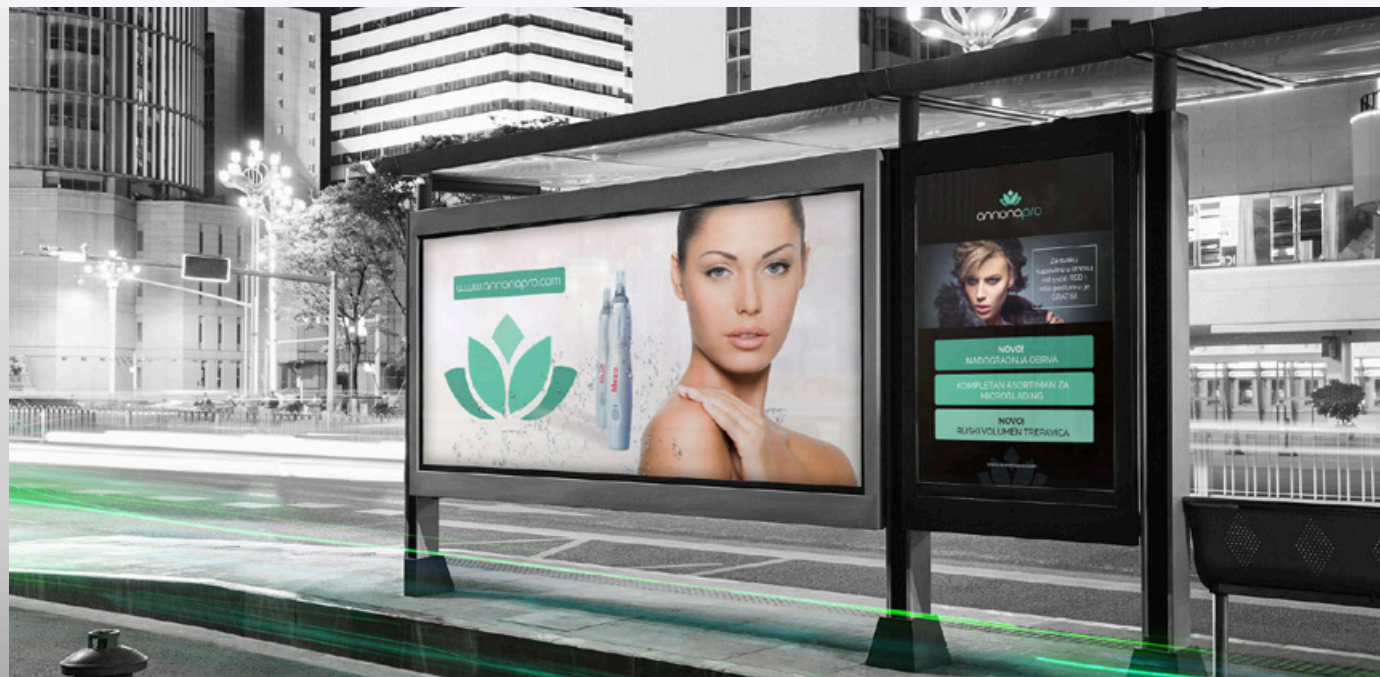




**WIR MACHEN TEMPO**  
Schnelles und präzises Stanzen mit innovativer Technologie

Wir fertigen die Kabelkanalstanze RAPIDA 960 für Profile aus PVC. Dank einer neuartigen Technologie erreicht sie ein extrem hohes Tempo. Dieses Tempo ermöglicht eine Angleichung an den schnellen Produktionsrhythmus des Extruders. Im Ergebnis stanzen wir gratfrei und geräuscharm zu niedrigeren Energiekosten und erreichen dabei eine höhere Produktivität.

**stanova**  
Stanovičková GmbH





# Logo & visual

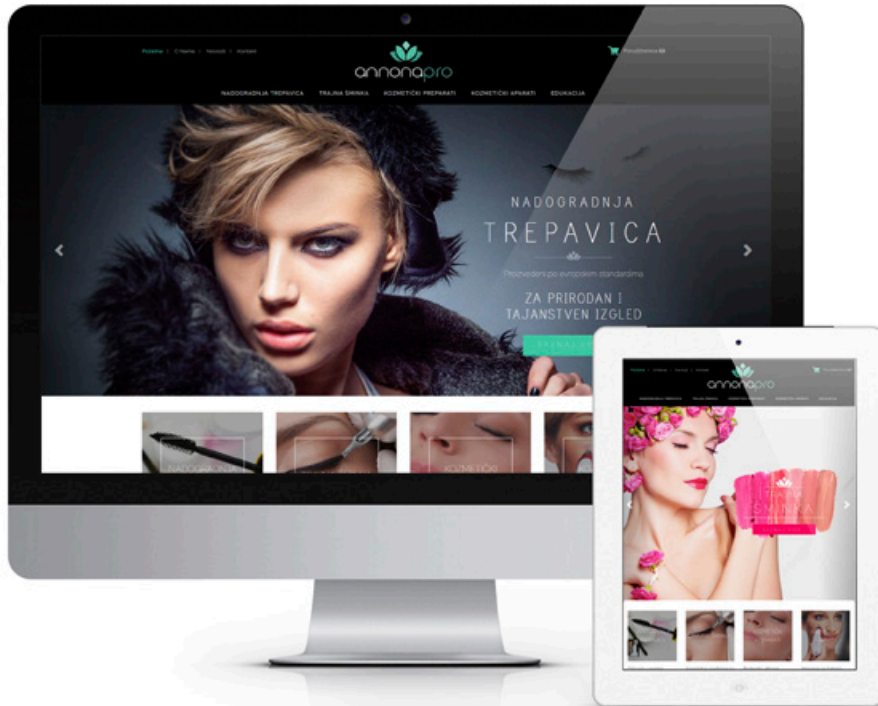
- Logo design
- Visual identity
- Corporate Identity
- Graphic Design
- Illustrations
- Studio Photography
- Video Production





- Web Design
- Web development
- Digital strategy development
- Content creation
- Social media management
- Analytics and monitoring

# Digital









- Project consulting
- Strategy and development
- Implementation
- Project marketing and PR
- Project report

# Project management





Regeneration of the area  
 • Housing services, infrastructure  
 • Energy, information  
 • Science education, open youth  
 • Public health, safety  
 • Local cultural landscape for children  
 • Local schools  
 • Nature  
 • Local culture, heritage

## SWOT analysis

In order to assess the business opportunities of Trilka Gora Eco Camp a SWOT analysis will be applied for comparing internal and external incentives, as well as eco-camp weaknesses and threats from the surroundings. This SWOT analysis shows the key strengths and weaknesses within the company, and describes the opportunities and threats that will affect the operations of Trilka Gora Eco Camp.

### STRENGTHS

- **Excellent location** – Eco Camp is located near the key roads in this part of Europe – Corridor X, and Corridor VII (The Danube). Apart from this, Eco Camp is close to one of the most popular Trilka Gora sites – Strelitsa, as well as near Strelitsa Karlovac and their rich cultural and historic heritage.
- **Remarkable capacities in natural surroundings** – The fact that the Eco Camp is in the heart of national park is an immense advantage. One should especially focus on the opportunities for development of eco-tourism and attracting tourists such as nature lovers, scientists, and similar target groups.
- **The first eco-camp in Serbia** – Being first commonly has its advantages and its flaws. In this specific case, although it is a pioneer project, the comparative analysis of similar business ventures in the region, the analysis of demand and development trends, focus on the fact that the first market entry and the penetration strategy shall produce a recognition effect and important comparative advantages.

### WEAKNESSES

- **Brand recognition** – In this case, entering the market first creates a brand recognition issue. Relying on word-of-mouth the opportunities in the region like cooperation with professional organizations, subsidies, attending fairs, or various other factors, the recognition is not in the group of critical success factors.
- **Limited number of tent and visitor limitations** – Proximity to the national park imposes certain limiting factors including space and visitor limitations. In line with the Sustainable Development Strategy of Trilka Gora and the Visitor Management Plan, it is required to constantly keep count of number of visitors for the goal of reducing negative influences on the nature and the environment.
- **Management and staff without prior experience in eco-camping** – Eco Camping is a new camping industry in the Serbian market requires transfer of know-how from other regions with similar business activities such as the Netherlands' nature camping concept, German natural tourism, etc.

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- Conferences
- Corporate events
- Presentations of products and services
- Brand activations
- Outdoor and in-store presentations

# Events









# **Our work**

**our projects**  
types of cooperation  
**we offer**



# Our projects

With more than a decade of experience and a number of completed projects and campaigns, we fully commit to every project task and maintain a successful long-term cooperation with our clients.

- **“DANUBE PIE” - PRODUCT INNOVATION THROUGH ECO-DESIGN IN THE DANUBE REGION**

- partnership project: University of Novi Sad & Total Idea
- total investment = EUR 830,555.00
- two-year project (2013-2014)
- financed by the European Commission and co-financed by partners engaged in six European countries (Germany, Hungary, Romania, Bulgaria, Croatia, and Serbia)
- aim was to educate small and medium enterprises of the Danube region in the area of eco-design, primarily focusing on packaging industries
- “Total Idea” was engaged as an expert consultant for the “Danube PIE project” in the field of eco-design
- we have also produced visual identity of the project and promotional & printed materials



- **CONSTRUCTION OF THE YOUTH HOSTEL IN NOVI SAD & VOJVODINA - FIRST OF ITS KIND IN OUR COUNTRY**

Joint Venture project: Moca Inženjering & Total Idea

Total investment = EUR 1,638,157.00

Participation in market positioning and brand building Serbia as a youth and hosteling destination

ROI = 8 years

Design by: Projektni biro GRAF



- **THE “BE ECO-FRIENDLY” WEBSITE – WWW.BUDIEKOFIN.COM**

BUDIEKOFINa.COM (Be Eco-Friendly) internet project is a national initiative for environmental protection and improvement serves to brand Serbia as an eco-friendly destination online sale of eco-friendly products is a unique project segment unique internet portal in the Serbian market (also one the first Eco shops in Balkans region)  
Financed by “Total Idea”





- **"SAY YES TO ECO BAGS"**

Supported by Environmental Protection Office of the City of Novi Sad & by the Ministry of Environment, Mining and Spatial Development

The "Say Yes to Eco Bags" campaign was lead by the Be Eco Friendly portal [www.econice.rs](http://www.econice.rs) (Novi Sad) and the Centre for Sustainable Development (Subotica)





- **“SORT OUT WASTE, IT’S NOT ROCKET SCIENCE”**

Supported by Environmental Protection Office of the City of Novi Sad & by the Ministry of Environment, Mining and Spatial Development

The “Sort Out Waste, It’s Not Rocket Science” campaign was lead by the Be Eco Friendly portal [www.econice.rs](http://www.econice.rs) (Novi Sad), Balkan Urban Movement (Belgrade) and the Centre for Sustainable Development (Subotica)





## • SASH CHILDREN CLOTHES & ACCESSORIES

SASH children clothing line includes printed designer illustrations which represent the works of the most famous children's authors. Manufacturing process is based on the work of domestic businesses.

We want to make the world a better place for living and by helping our clients to increase their visibility, credibility, influence and impact we tend to inspire the fulfillment of such goals.





# Types of cooperation we offer

We invite you for cooperation  
& joint venture projects in following models:

- **HIRE US AS YOUR EXTERNAL ASSOCIATES** – we produce high-quality creative projects, campaigns, branding and total design for you. You can rely on us for long-term.

- **INCLUDE US AS EQUAL PARTNERS IN YOUR CAMPAIGN** – we'll be your eligible, experienced and extremely efficient partner in each campaign and/or project.

- **CALL US FOR JOINT VENTURE PROJECTS / IDEAS** - we have more than a decade of experience in project management, including several of the most demanding EU projects.

- **WE ARE MORE THAN READY FOR NEW IDEAS/PROJECTS/AND INVESTMENTS PROJECTS** – our team of enthusiasts and creatives is prepared and ready for running “outside of the universe/beyond the final frontier” campaigns.

# Clients

**UNIVERSITY OF NOVI SAD** dr Stevan Savic *full professor*

“Very good and successful cooperation for the promotion of activities and organizing project events.”  
Very positive cooperation, very quick response to any request. Also, Total Idea is the first company that organized the presentation of our project activities on national media. Good and fast communication, professional work and jobs are done at a high level of quality.

**TOURISM ORGANIZATION OF NOVI SAD** Branislav Knezevic *director*

“Very professional and successful cooperation with the Total Idea agency.”  
We had a great experience working with the Total Idea agency. Honesty and open communication, highly professional team. Professional and fast work with high-quality feedback.

**DANUBE BOOKS** Thomas Zehender *director*

“Complete harmony in thinking and we have worked together for a long time.”  
Total Idea was a great partner. They worked competently and with empathy for the project. Total Idea very quickly understood the challenge of this special book cover. Communication was easy, the timetable reliable, and the output was perfect.

**PSD STRAZILOVO** Branislav Srdic *president*

“The Total Idea team delivered very professional and successful cooperation in the field of promotion activities.”  
The team worked on the creation of a destination branding strategy, development of visual identity, business, and promotional materials, web presentations, design and printing promo materials, placement, visual identity and social networks, and in the end, the brand book. I had good impressions about the cooperation with Total Idea. They were creative and delivered on-time responses. I have already made a few recommendations for future clients. Very good communication, fast replies, a good destination branding strategy, and brand book. They were professional and produced creative work with high-quality outcomes.

## **LABUDOVIC NS Nikola Labudovic** *CEO*

“We are grateful to have such a good partner.”

The website was the biggest project that we have worked on together. We were not familiar with these things, but thanks to them, it was easily done. As I mentioned, we were grateful and really pleased to work with them. They are experts in their field, but the most important thing is that they are good and honest people. We learned a lot of new things which are also important for work.

## **STANOVA STANZTECHNIK Katrin Lechler** *Marketing Director*

“Opening our long-awaited site was a positive shock – the look was so fresh and innovative just like our product.” We asked Total Idea to create a site easy to handle having a young and professional look. The user should get all the information in a few clicks. It took us some time to work out together what we wanted. Total Idea helped us to find words for our inner idea. After this was clear, they created a clear and recognizable corporate identity which we are still proud of even years after our foundation. As German clients, we profited from the creativity of another country and another culture, so that we charmingly distinguish from other German websites. We got very professionally guided by Total Idea during the whole process. Very often we get compliments on behalf of our beautiful and intuitive site.

## **FRUŠKA GORA DANUBE REGIONAL RESOURCE CENTRE Vladica Vojnovic** *Project Manager*

“Total Idea Marketing & Consulting Agency provided a professional and outstanding service within the scope of the work and cooperated with the Fruska Gora Danube Region Resource Center successfully.”

The opening of the center required proper public relation management and professional communication with the stakeholders. Total Idea performed great engagement and completed all tasks with aim to provide maximum visibility of the event. The work was carried out to a high standard and in a professional manner.

## **KLETT PUBLISHING Aleksandar Rajkovic** *Editor - in - chief*

Numbers speak for themselves: 10 years of constant cooperation with the scope increasing year after year; more than 300 book designs; countless page layouts and prepress solutions; an abundance of illustrations, pictograms and vignettes... Could we say anything else to emphasize our long-term cooperation with Total Idea? Ok, they're nice



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**Contact**