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about us and our philosophy

PRODIDE combines traditional marketing and public relations techniques with the power, scope, and immediacy of Internet to achieve maximum awareness and integrated marketing communications strategies for our clients. We at PRODIDE aim to completely understand a client's business model before we make any business recommendations. We are also determined to lead the way in innovative thinking, design and management and to have the courage and knowledge to change old ways of doing business.

We are not a typical PR firm, much less an Internet PR firm. We are an integrated marketing communications (IMC) firm, focused on delivering PRODIDE (progressive, dynamic and definitive) business solutions.

While composed of independent business units, we operate as an integrated agency, calling upon the insight, expertise and experience of each member of the team. We act as a strategist and a coordinator for our clients and have a team of public relations, advertising and interactive specialists to bring the brand messaging to the market. Our clients do not have to deal with separate entities, but only with one company and one team and point of contact.

We do what we honestly believe in, something we are proud of. We will challenge the way you think and work. Getting it right isn't enough any more. There's no invention in it. There's no voice. We encourage our clients to stop communicating with commercial pitches and start using the real voice of the innovative marketing, design and Internet in their interaction with consumers.

internet/**W**eb solutions

Our Internet solutions enable clients to manage the technological complexities associated with Internet and messaging, and to stay competitive with the latest features, while simultaneously reducing costs and easing IT burdens.

PRODIDE offers a domain name registration service through our joint venture partner in the US, ELITE USA, LLC, as part of the complete Internet solution for our clients who want the best support and features at competitive prices.

PRODIDE web hosting solutions allow you to start small and scale upward to whatever server and bandwidth combination fits your needs. Through our superior network and innovative packages we have earned an excellent reputation for quality and service.

PRODIDE web presence development is marketing driven and web sites are created by a team of experts. We believe that every firm should have the web presence with a justifiable aesthetic sensibility, drawing the user/customer into a clear, distinct, satisfying experience.

Our integrated online branding strategy involves:

- defining a clear market position
- web presence creation
- localization local brand building and adapting the web presence to the local language and environment, mostly reflected by a local tone-of-voice, local content and graphic adjustments
- banner development, which is optimized according to four specific creative attributes banner clutter, logo size, banner size and presence of human face
- interactivity ability to make an impact on a viewer, deliver a message in a way that truly differentiates our client's offer from a banner, and include a call to action

Our media planning and buying service determines the best performing placements that reach consumers, clients and the industry in the direct way and with high impact. A successful online strategy, in most cases, survives only with the help of an offline strategy; therefore, we consider online, offline (traditional) and non-traditional media (trade shows and promotions) when we develop and execute media plans.

PRODIDE's search engine optimization program ensures that the clients' sites and products appear near the top of searches in their category across all major search engines, enhancing online visibility and increasing sales.

marketing PR

Marketing PR is not just media relations, but is about an organization's reputation and image. Everything you and your business do affects your public image. People are influenced just as much by their perception of reality as by the reality itself. We help the companies develop an image that is immediately recognizable and appealing to their customers.

A firm's image and brand can only be developed through the integrated marketing communications approach, which means that our clients should communicate with one consistent message at every point of customer contact. We trust that consistency leads to clarity, and that it is paramount for focused and effective communication.

PRODIDE has long recognized the impact of the Internet revolution on public relations. Our marketing PR for clients does not only mean media relations but also creating web sites optimized for online communication, web site marketing, brand building, viral marketing and being comfortable with new techniques - like online press conferences.

Our core PR services include:

- Reputation management and counseling
- Corporate and strategic marketing communications
- Crisis management
- Media relations
- Branding and messaging
- Product positioning, promotions and pull campaigns
- New website and product launches, including editorial reviews
- Influence specific target groups
- Special events

We offer our clients a simple and elegant creative execution, as this is one of the most powerful tools available for companies who need to stand out in the marketplace.

We cannot just create a great look; we strive to develop a theme or a complete personality of a product.

Our firm specializes in the development of the following visual communication:

- Corporate identity
- Brand identity
- Interactive design
- Advertising

Although we maintain a strong commitment to technology, we don't like to see our creativity device-dependent. The language of the computer is not the language of design. We tend to believe that PRODIDE's leading edge over the competition should come out of the reliance on our ideas and a pencil in the creative process.

We extensively use the Internet as an integral part of our approach to the overall marketing PR strategy for the clients. Today, many might see us as mavericks, considering the current level of acceptance and development of the Internet in the Balkan region. We see ourselves as communication leaders. The PR professionals and companies who do not embrace the Internet now will soon fall behind in productivity, and eventually in their competitiveness in the market.

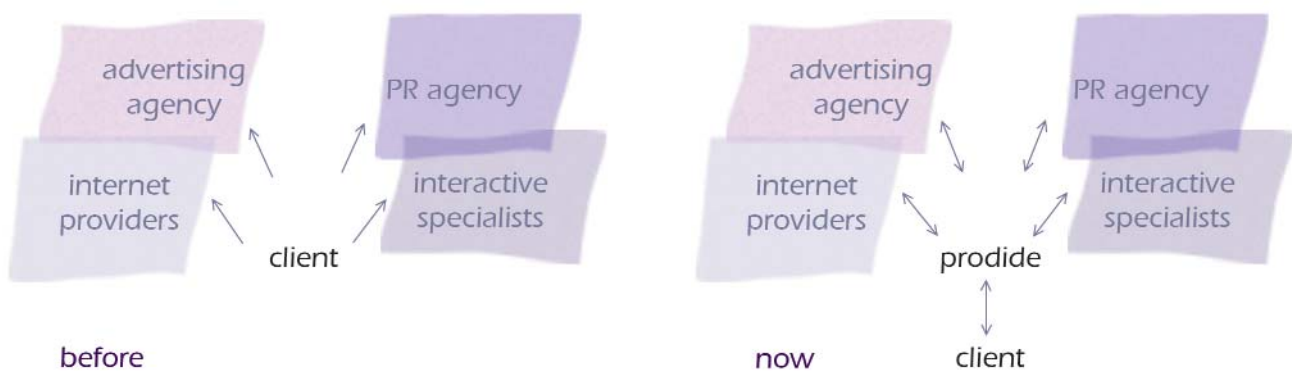
PRODIDE greatly improves the communication competence and effectiveness of both journalists and corporate clients through:

- PRODIDE's press-only web site
- e-mail friendly press releases
- downloadable media kits
- viral marketing
- virtual press conferences
- development of mini sites for special events

We at PRODIDE perform a comprehensive, independent and periodic examination of our clients' business, marketing environment, objectives, strategies, and activities. Consequently, we determine problem areas and opportunities and recommend a plan of action to improve the client's company marketing performance.

Our management has the necessary objectivity and independence, expertise and broad experience in a number of industries as well as the undivided time and attention to give to your audit.

Closing statement our reason why you should partner with us



We do not offer only a concept, or just technical expertise; we offer integrated marketing communications solutions, which contain a user-centered design and a superb creativity. Our clients communicate with the consistent message, since they do not have to deal with separate entities public relations, advertising and interactive companies. Our clients deal only with one team and point of contact - the PRODIDE team.

We understand that finding the best talent, forming strategic alliances, securing venture funding and developing new revenue streams are all closely linked, especially for emerging companies. Identifying the best candidates can be costly and time consuming. As a part of the PRODIDE group, PRODIREKT was created to provide strategic management and human resource consultancy services to help you find the best business solutions.

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