

# FACT SHEET

## Who We Are

Proximity Prague provides marketing consultancy services and creates communication campaigns using both digital and classical media. The communication strategies we develop respect the principles of integrated marketing and one-to-one communication philosophy. The result is a broad range of marketing solutions oriented on sales results, brand building and consumer behaviour change.

## Why Proximity Prague

We deliver better results in sales and communication. We have been in the Czech market since 1993, we have all the necessary experience, background and know-how of the world's most awarded network of communication agencies. Our integrated approach puts emphasis on understanding who you are, where you are and where you want to go. We are convinced that in order to make your marketing and communication activities as successful as possible we need to understand your organizational culture, processes and skills of your people. The future of communications is apart from PR, OOH and event marketing mostly digital. We aim to be an inspirational guide in a world that is changing fast and more frequently than ever.

## Basic Facts

Founded in 1993  
Headquarters: Prague, Czech Republic  
Web site: [www.proximity.cz](http://www.proximity.cz)  
Member of Proximity Worldwide, aligned to BBDO Worldwide

## Our Services

### CONSULTING

Communications audits  
(corporate design, campaigns, Web, online activities)  
Analyses & research  
Benchmarking  
Communication strategies  
Corporate identity  
Defining brands, their values and benefits  
Brands architecture  
Business models redefinition  
Communication plans  
Briefing assistance  
Campaign strategies  
Evaluating communication activities

### COMMUNICATION

Creative campaign concepts  
Integrated campaigns from the briefing to the execution incl. of production  
Communication mix design (direct marketing, digital marketing, sales promotion, advertising, PR, event marketing)  
Corporate/graphic design  
Media planning & buying  
Event & promotion management

### DIGITAL

Digital strategies (mobile marketing, online marketing)  
Web site architecture  
Pre-implementation Web site analyses  
Web design  
Online content development & publishing (blogging, multimedia etc.)  
Banners and other elements of online communications  
SEO – search engine optimization  
SEM – search engine marketing

### CRM / DIRECT MARKETING

CRM strategies  
Segmentation and customer cycle related analyses & recommendations  
Retention & loyalty schemes  
Direct marketing campaigns  
Data management

### DTP & PRODUCTION

DTP & print production  
Film production  
Events production

## How We Work

Our approach is different from other agencies. Fusing management/marketing consulting and the perspective of a communications agency, our strategies are based on your business and marketing objectives, resulting in consumer behavior changes with a measurable impact on your bottom line. Our approach is backed up by our in-depth know how of advertising, direct marketing and CRM as well as our analytical tools, which give us the possibility to get to the core of the matter and subsequently design a corresponding strategy.

## Our Clients

Ahold – retail  
AMoYA – contemporary art  
BMW (representation) – automotive  
Česká pojišťovna – insurance  
ČSOB – finance  
DHL – IT / logistics (international)  
FINEP – real estate  
Fond ohrožených dětí – charity  
Manghi Czech – real estate  
Pet Center – retail (international)  
P&G – FMCG (international)  
Sazka – entertainment industry  
Shell – gas stations/retail (international)  
T-Mobile – telecommunication  
Representation of the European Commission in the Czech Rep. – public sector  
Žabka – retail

## Our Awards (selection)

We have earned 45 awards at some of the world's most prominent festivals as well as at local competitions in the recent 5 years. Our most valued prizes include Cannes Lions, Echo, John Caples and Eurobest.



## Contact

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