

JENICA CREATE THE DIFFERENCE  
DARKNESS TO LIGHT

# JENICA


A G E N C Y

AN AGENCY THAT THRIVES THE OVERWHELMING PERSPECTIVE INNOVATION

#WE THRIVE TO INNOVATE

# ABOUT US





JENICA MARKETING AGENCY  
AIM TO CREATE A MEANINGFUL DIFFERENCE TO  
THE BRANDS, THE COMPANIES, AND ALSO THE  
LIVES OF THE PEOPLE WE WORK WITH TO  
BRING THE LIGHT FOR THEM  
OUR AMBITION IS TO BE A HOME FOR FANTASTICALLY  
TALENTED PEOPLE AND A PARTNER TO GREAT BRANDS.  
BUT MOST OF ALL, WE WANT TO BE A REWARDING  
PLACE TO WORK AT, AND A GOOD PARTNER  
TO WORK WITH.



# WHAT MEAN BY JENICA



# "GOD'S GRACIOUS GIFT"

JENICA

ORIGIN: ROMANIAN

MEANING: GOD'S GRACIOUS GIFT

ALTERNATIVE SPELLINGS & VARIATIONS: JENICA, JAANAA, JANA

PEAK POPULARITY: JENICA IS A TRADITIONAL ROMANIAN FORM OF JANE AND MEANS "GOD IS GRACIOUS" AND IS QUITE POPULAR IN CENTRAL AND EASTERN EUROPE.



# MISSION AND VISION






OUR MISSION is to  
PROVIDE INNOVATIVE AND EFFECTIVE  
INTEGRATED BRAND MARKETING AND  
ADVERTISING SOLUTIONS THAT HELP OUR  
CLIENTS GROW THEIR BUSINESSES AND  
REALIZE THEIR MARKETING GOALS.

OUR VISION is to become a top agency  
worldwide offering marketing solutions and  
rebuilding digital marketing strategies and  
traditional marketing strategies, digital sales  
solutions, and internet brand management in  
the international business sphere.









JENICA WAS FOUNDED WITH THE GOAL OF HELPING CLIENTS THRIVE IN TODAY'S HIGHLY COMPETITIVE MARKETING ENVIRONMENT. WHILE OTHER COMPANIES RUSH TO ABANDON TRADITIONAL MARKETING IN FAVOR OF DIGITAL TECHNIQUES, WE'VE BOLSTERED OUR OFFLINE MARKETING CAPABILITIES WHILE EXPANDING OUR TEAM WITH SEASONED PROFESSIONALS TO SUPPORT OUR CLIENTS' DIGITAL NEEDS.

## **EXPERIENCE**

WE BUILD SEAMLESS EXPERIENCES TO MAKE BRANDS PART OF PEOPLE'S LIVES, CREATING MORE MEMORABLE ENGAGEMENT AND DRIVING BETTER BUSINESS RESULTS

## **COMMERCE**

WE MAKE IT EASY FOR OUR CLIENTS TO SELL WITHIN THE COMPLEX ECOSYSTEM OF WHERE AND HOW THEIR CUSTOMERS WANT TO BUY

## **COMMUNICATION**

WE CREATE POWERFUL IDEAS BASED ON DEEP INSIGHT TO CONNECT BRANDS MESSAGING WITH AUDIENCES IN MEANINGFUL WAYS AND CHANNELS AT MEANINGFUL MOMENTS

## **TECHNOLOGY**

WE LEVERAGE OUR GLOBAL TECHNOLOGY PARTNERSHIPS AND UNIQUE SCALED PLATFORMS AND CAPABILITIES TO BUILD TECHNOLOGY AND DATA SOLUTIONS FIT FOR OUR CLIENTS' NEEDS.



# OUR APPROACH





**WE BELIEVE THAT CHANGE HAS BECOME THE DEFINING CHARACTERISTIC IN TODAY'S BUSINESS ENVIRONMENT. THE BRANDS THAT THRIVE ARE THOSE THAT UNDERSTAND THIS AND ARE DESIGNED TO MANAGE, CAPTURE AND LEVERAGE THE CHANGE IN THE WORLD AROUND THEM.**

**IN A WORLD OF ACCELERATED CHANGE, THE FUTURE OF A BRAND AND BUSINESS CANNOT BE PREDICTED PRECISELY, BUT IT CAN BE IMAGINED. TODAY'S BRANDS COMPETE WITH NEW TECHNOLOGIES, EMPOWERED CONSUMERS, SHIFTING PUBLIC ATTITUDES, BRAND NEW CONTENDERS AND MUCH MORE. IN ORDER TO KEEP THEIR RELEVANCE AMONG CUSTOMERS, MANAGING CHANGE AND UNCERTAINTY IS A PRE-REQUISITE. CREATING LEADING STRATEGIES AND POWERFUL IDEAS THAT ALLOW OUR CLIENTS' BRANDS TO BECOME UNIQUE, IRREPLACEABLE, IN CONTROL AND AHEAD IS OUR PURPOSE.**



# OUR SERVICES

A black and white illustration of two hands reaching towards each other, set against a solid red background. The hands are positioned above the word 'SERVICES' in the main title. The hand on the left is reaching down and to the right, while the hand on the right is reaching up and to the left. Their fingers are just inches apart, creating a sense of tension and divine spark, similar to Michelangelo's 'The Creation of Adam'.

## **MARKETING**

- CONTENT STRATEGY
- ADVERTISING
- SEARCHING ENGINEERING  
OPTIMIZATION (SEO)
- MAILING AND SMS
- SOCIAL MEDIA MANAGEMENT
- ENABLING SALES
- CONSUMER ENGAGEMENT CAMPEIGN

## **BRANDING**

- DESIGNS
- LOGO
- FONTS
- COLORS
- TAGLINE
- GUIDELINES
- COLLATERAL
- UI/UX

## **MEDIA PRODUCTION**

- PRODUCTS
- EVENTS COVERAGE
- FOODGRAPHY
- FILM MAKING
- MOTION GRAPHIC
- VIDEOGRAPHY
- TELEVISION ADVERTISING
- RADIO ADVERTISING

## **SOFTWARE**

- LANDING PAGE
- WEBSITE
- E-COMMERCE WEBSITE
- MOBILE APPLICATION
- BUSINESS APPLICATION
- MAINTENACE AND SUPPORT
- PAY PER CLICK (PPC)



# OUR CLIENTS







**YOU ARE THE NEXT TO BE IN THE LIGHT SIDE...**



# CONTACT US



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