

Clipatize

WE ARE FLUENT IN EXPLANATION

Corporate profile

- July'17 -

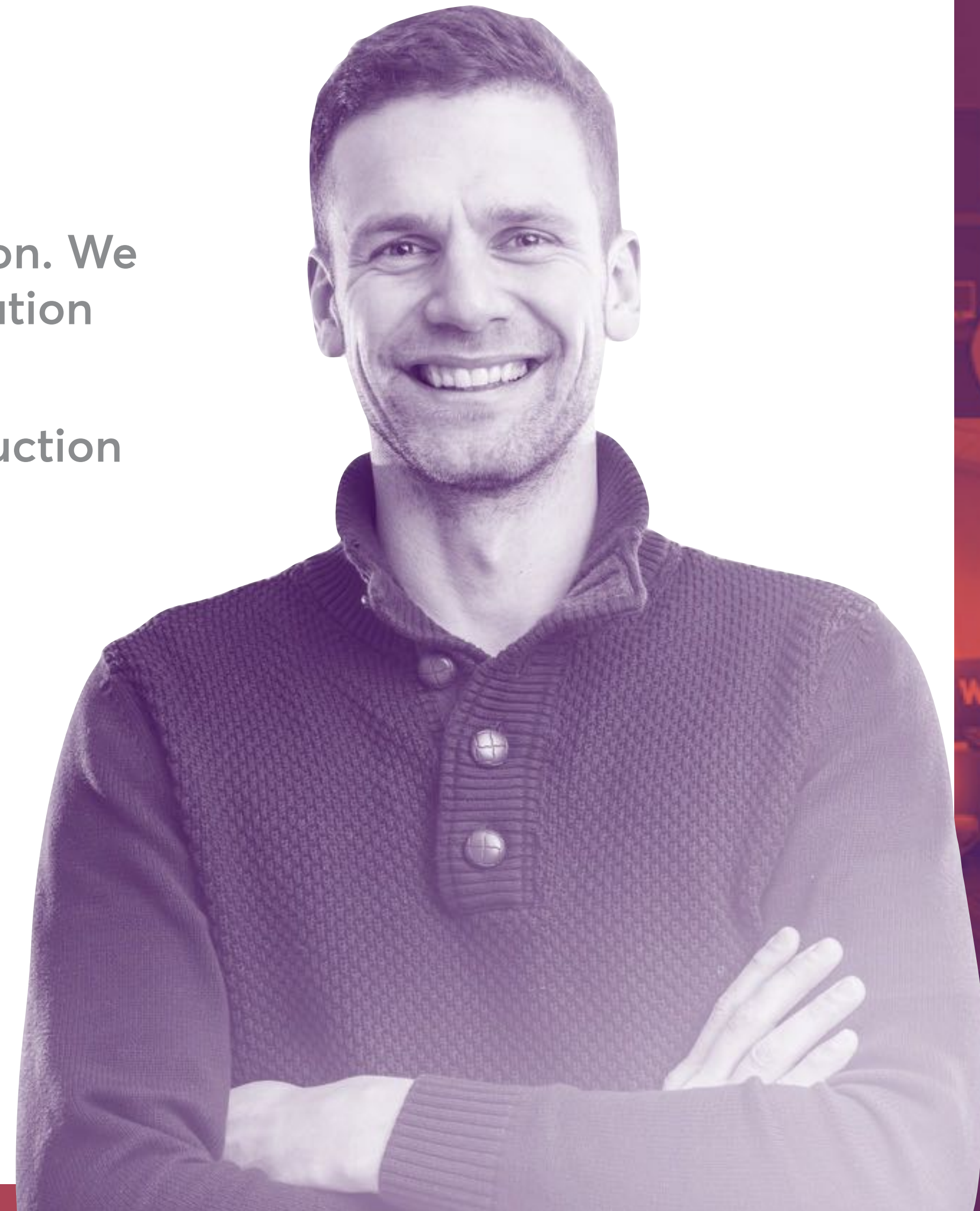
About Clipatize.

Clipatize is an international content agency with strong digital orientation. We support top global brands as well as fast growing startups in communication with their key stakeholders.

Our services include development of marketing strategies, content production and media activities at the stage of campaign execution.

We believe in meaningful communication.

Jakub Lebuda
Founder and CEO

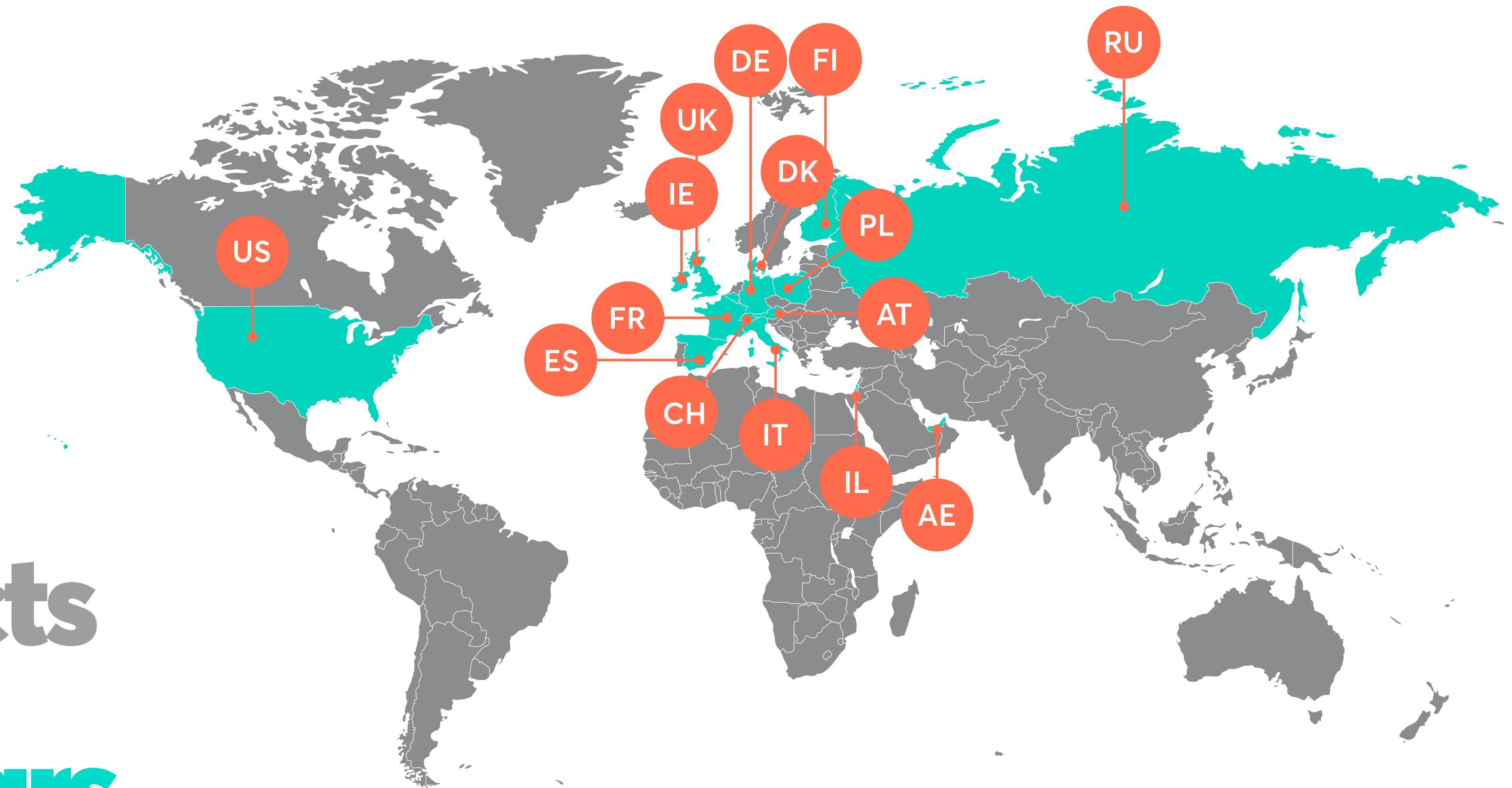


Value proposition.

Meaningful communication at the service of your business

At a glance.

over
230 projects
in just 3 years



Some of our clients.

5

PHILIPS



acer

MARS

SONY



McKinsey&Company



MERCK



Canon



Waterford Institute of Technology

Talents.



Strategy.

- ▶ Branding Specialists
- ▶ Digital Marketing Strategists
- ▶ B2B/B2C Communication Experts
- ▶ Inbound Marketers
- ▶ Strategic Copywriters



Client Service.

- ▶ Account Managers
- ▶ Project Managers
- ▶ Field Experts



Design, Motion & Interactive.

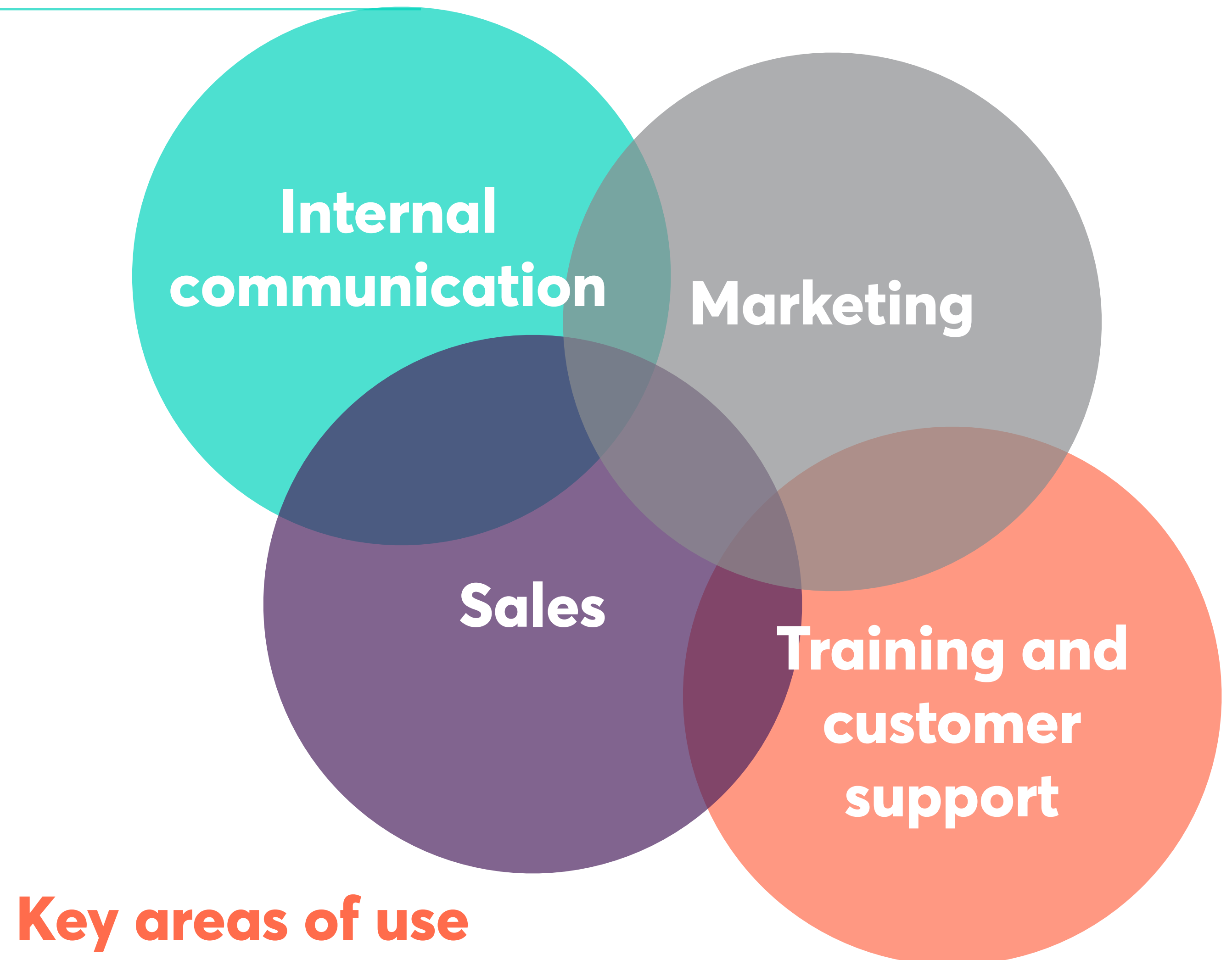
- ▶ UX & UI Designers
- ▶ Illustrators and Animators
- ▶ Film makers
- ▶ Web Developers
- ▶ Creative Director

Offering.

7

Tools and solutions

- ▶ Digital marketing campaigns
- ▶ Market research
- ▶ Brand guidelines
- ▶ Inbound marketing strategies
- ▶ Explanatory videos
- ▶ Infographics & data visualization
- ▶ Professional presentations
- ▶ Microsites and Rich Media
- ▶ Websites and apps



Key areas of use

Delivering services to:

8



Healthcare



Green



Finance



Oil&Gas



IT



Engineering

and more...

From clients' perspective.

"Clipatize helped us to simplify the messaging around a complex process of organisational change here at Dubai Airports. They produced an engaging video that explains this process, engendering a positive attitude towards that change. As a result, we value their creativity and process clarity and look forward to working with them on future projects."

Matthew Horobin,

Head – Digital Media, Dubai Airports

From clients' perspective.

10

"CLIPATIZE brings in video marketing expertise, creativity, and delivers expected results timely and within agreed budget."

Oana Dominica Penu,

Head of Gov't Affairs, European Affairs Office, Philips

From clients' perspective.

11

“From the first instant, the flow of work was very well organized giving us the confidence and ease of moving forward with the project. ”

Omnia Halawani

Managing Partner at Griffin Consultants

From clients' perspective.

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"I highly value their understanding of our business, proper communication and timely production. I'd definitely consider them for future projects."

Tomasz Szymański

Marketing Manager Eastern Europe at Acer

Portfolio.

Selection of projects

1. Shell Card Online

Client: Shell Commercial Fleet (global)

Objective: Introduce Shell Card Online service to Shell Card holders and encourage them to subscribe to the online platform; help existing users of Shell Card Online overcome problems and frustrations related to platform functionality.

Challenge: Not user-friendly system

Solution: We have designed and developed an online competence centre composed of a landing page (hosting environment), a short animated video introducing Shell Card Online, a set of screen-cast step-by-step tutorial videos as well as downloadable one-pagers presenting the screen-cast video content in the static form.

Online competence centre.

15

The screenshot shows the 'WELCOME TO SHELL CARD ONLINE LEARNING PLATFORM' page. It features a Shell logo, a grid of vehicle icons (cars, vans, trucks, and trailers), and a central play button icon. Below the grid, there is a text box that reads: 'Learn how to best manage your cards via Shell Card Online. Quickly, easily and all in one place.' A left-pointing arrow icon is next to the text: 'Watch a teaser video to get to know what features SCOL offers to you'. At the bottom, there is a navigation bar with four categories: 'CARDS', 'REPORTS', 'ADMINISTRATION', and 'ALERTS & RESTRICTIONS'. The 'ADMINISTRATION' category is highlighted in red, and a hand cursor is pointing at the 'ALERTS & RESTRICTIONS' category.

WELCOME TO SHELL CARD ONLINE LEARNING PLATFORM

Learn how to best manage your cards via Shell Card Online.
Quickly, easily and all in one place.

Watch a teaser video to get to know what features SCOL offers to you

PICK CATEGORY AND SELECT A VIDEO TUTORIAL TO WATCH.

CARDS **REPORTS** **ADMINISTRATION** **ALERTS & RESTRICTIONS**

#customer support
#B2B
#online

Scope of work:

- ▶ Solution concept
- ▶ User experience design
- ▶ User interface design
- ▶ Front-office
- ▶ Back-office (CMS & video-player)
- ▶ Copywriting
- ▶ Localization in 7 languages

Tutorials - videos & pdfs.

Step 1 Choose CardTypes and Products | **Step 2 Enter Card Details** | Step 3 Delivery Address | Step 4 Confirm

You have Selected : SG FLE NAT SIN R2 Restriction Profile : 2 - All Fuels Products and Lubricants [Change](#)

Usage : Singapore(National) use only Fuel Product : FS01: All Fuels

Network : Shell and Partner Sites Non Fuel Product : NFS01: All Lubricants

1 Card(s) being ordered.
You can order up to 20 new cards in this order, and they can be specified for a driver or vehicle or both.

Enter Card Details

	VRN	Driver Name	Card Group	Self Selected PIN	Driver Input	
1	123456	JOHN SMITH	Don't add to a card group	<input checked="" type="checkbox"/>	None	
	VRN	Driver Name	Card Group	Self selected PIN	Driver Input	

Number of copies [Copy](#)

Enter a different account name to emboss on card

Emboss the card group name

[Cancel](#) [Continue](#)

(Specify delivery address...)

[Terms and Conditions](#)

#customer support
#B2B
#online

Scope of work:

- ▶ creencast recording (32 videos)
- ▶ Localization in 7 languages



Value proposition - presentation.

17

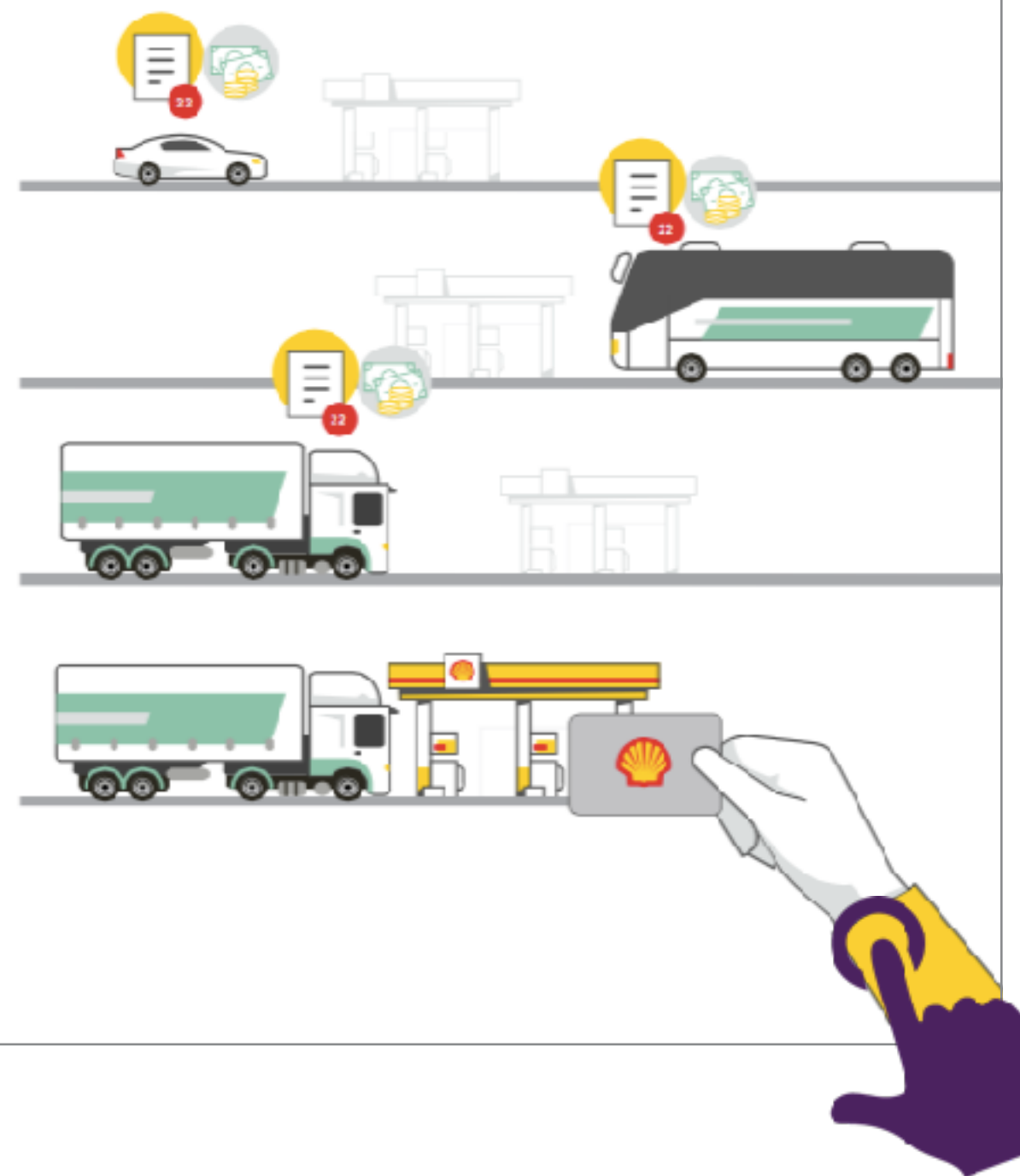
ASSISTANCE IN EVERYDAY FLEET MANAGEMENT

IS YOUR DAILY FLEET MANAGEMENT TIME- CONSUMING?

Managing a car fleet requires you to:

- Keep track of fuel expenses
- Control transactions on cards
- Organize paper invoices

There's a simple way to manage your car fleet more efficiently - with Shell Card Online.



#sales

#B2B

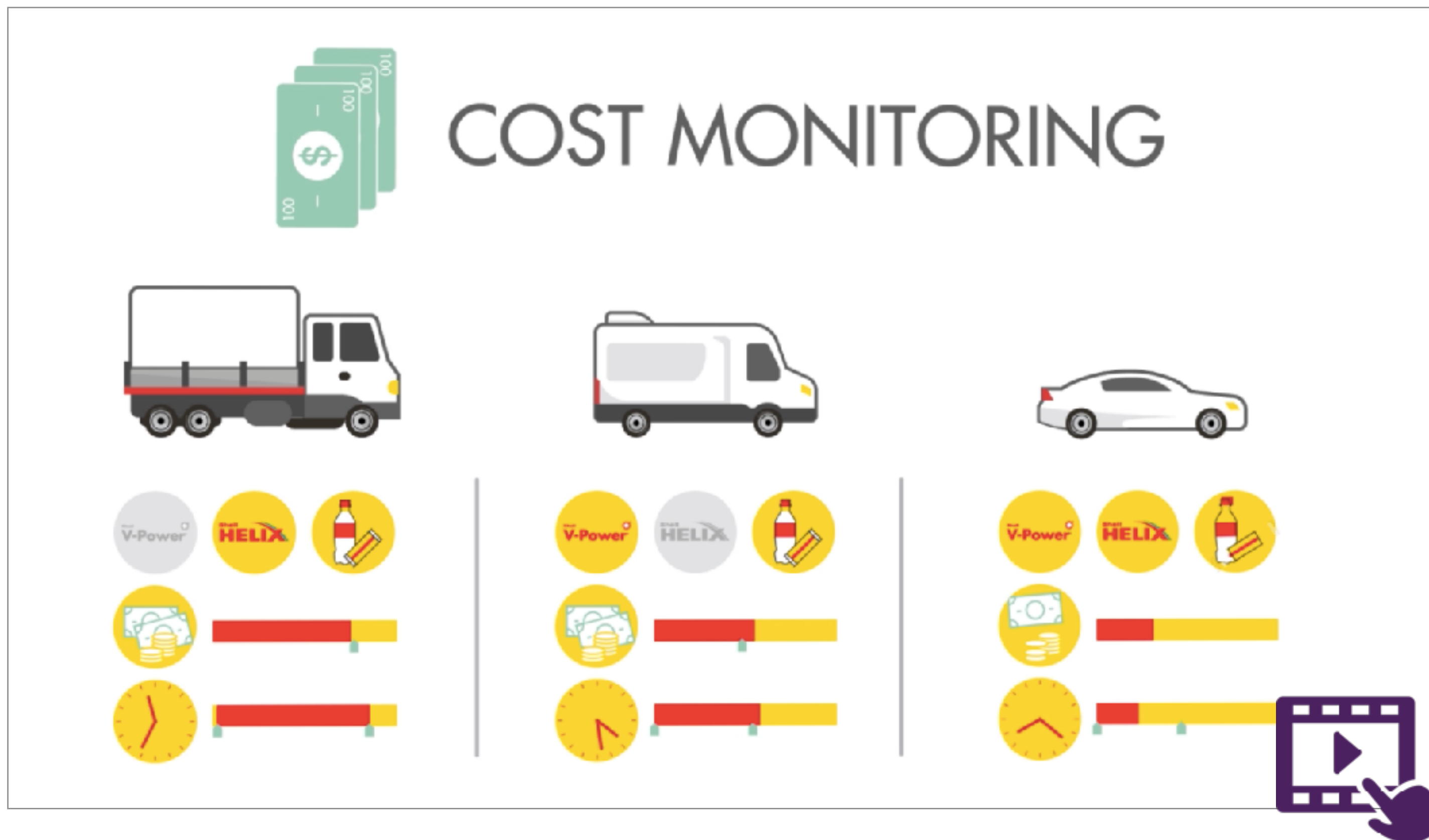
#meetings #emails

Scope of work:

- ▶ Value proposition definition
- ▶ User experience design
- ▶ Copywriting
- ▶ Graphic design

3 promotional explainer videos.

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#marketingcommunication
#B2B
#online #emails

Scope of work:

- ▶ Creative concept
- ▶ Scripting & storyboarding
- ▶ Illustrating
- ▶ Motion design
- ▶ Sounding
- ▶ Localization in 7 languages

2. Philips outdoor lighting

Client: Philips Lighting (Poland)

Objective: Build topic awareness on LED smart lighting outdoor solutions, generate leads for Philips among Polish municipalities.

Challenge: Challenging target audience (including local governments), difficult to reach

Solution: A broad scope of projects in different formats adjusted to specific purposes

Twitter campaigns

20



AGATA WÓJCIK
Segment Marketing Manager Outdoor

“Do 2050 r. wg prognoz ONZ **współczynnik urbanizacji będzie wynosić aż 70%**. Aby nadążyć za napływem ludności, miasta muszą prawie **dwukrotnie zwiększyć przestrzeń publiczną**, dzięki której będą konkurować o mieszkańców, turystów i inwestorów. Przekonaj się, co światło może zrobić dla Twojego miasta!”

innovation+you | Philips Lighting Poland na Light Move Festival 2014

Objective:

- ▶ To engage with expert audience during events

Solution:

- ▶ We suggested to connect with participants in a dialogue by sharing meaningful information and engaging with them on Twitter

Results:

- ▶ Krynica Economic Forum: 271 followers collected (of which 20 defined as influencers), reach to 159.000 profiles, over 700 engagements

Lead generating email campaign

21

Strona korzysta z własnych lub zewnętrznych plików cookie w celu ułatwienia jej przebiegu, a także do tworzenia anonimowych statystyk. Korzystanie ze strony jest równoznaczne z akceptacją używania plików cookie. Więcej informacji można znaleźć w polityce plików cookie.

PHILIPS

"Gdy pierwsza gwiazda na niebie błysnie,
Prezentów moc na drzewku zawisnie.
Będzie ich 10, wszystkie są cenne,
Wciśnij prezencik i zobacz następne.
Niechaj choinka się zatem zaświeci,
Niech ta garść wiedzy ciekawość Twą wznieci..."

Philips Lighting Poland

Zobacz pełną mapę
Kampania LED w Polsce

Chciał(a)bym otrzymać więcej informacji dotyczących oświetlenia LED

Imię i nazwisko:

Miasto:

e-mail:

Obszar, który mnie szczególnie interesuje

- Jak obniżyć i kontrolować koszty zużycia energii w Państwie mieście?
- Jak zaplanować modernizację oświetlenia?
- Jak nowoczesne oświetlenie wpłynęło na rozwój innych miast?

Objective:

- ▶ Christmas card as an opportunity to generate leads

Solution:

- ▶ After clicking on an animated gif users were taken to a landing page with a Christmas tree full of interesting facts about LED lighting hidden inside the presents.

Results:

- ▶ New leads in the data base derived from a single-use paid mailing list.

Online campaign for business partners

22

3 / 6

Co powinniśmy poprawić, aby kolejne wydarzenia były jeszcze lepsze?

- Warsztaty z ekspertami PHILIPS
- Więcej czasu na zwiedzanie atrakcji festiwalu
- Okazje do networkingu i wzajemnego poznania się
- Inne:

wrót > dalej

Ankieta: Wrażenia po LMF w Łodzi.

Objective:

- ▶ To collect feedback from the participants of a B2B event organized by Philips Lighting Poland.

Solution:

- ▶ We provided Philips partners with incentives to leave feedback: meaningful content (expert article on light pollution) and an LED bulb.

Results:

- ▶ 47% response rate (completed feedback forms) against an email request sent to the participants of the event.

Interactive tool for salesforce

23



Objective:

- ▶ To provide Philips salesforce with an attractive visualization of infrastructural projects completed in Poland with Philips LED technology

Solution:

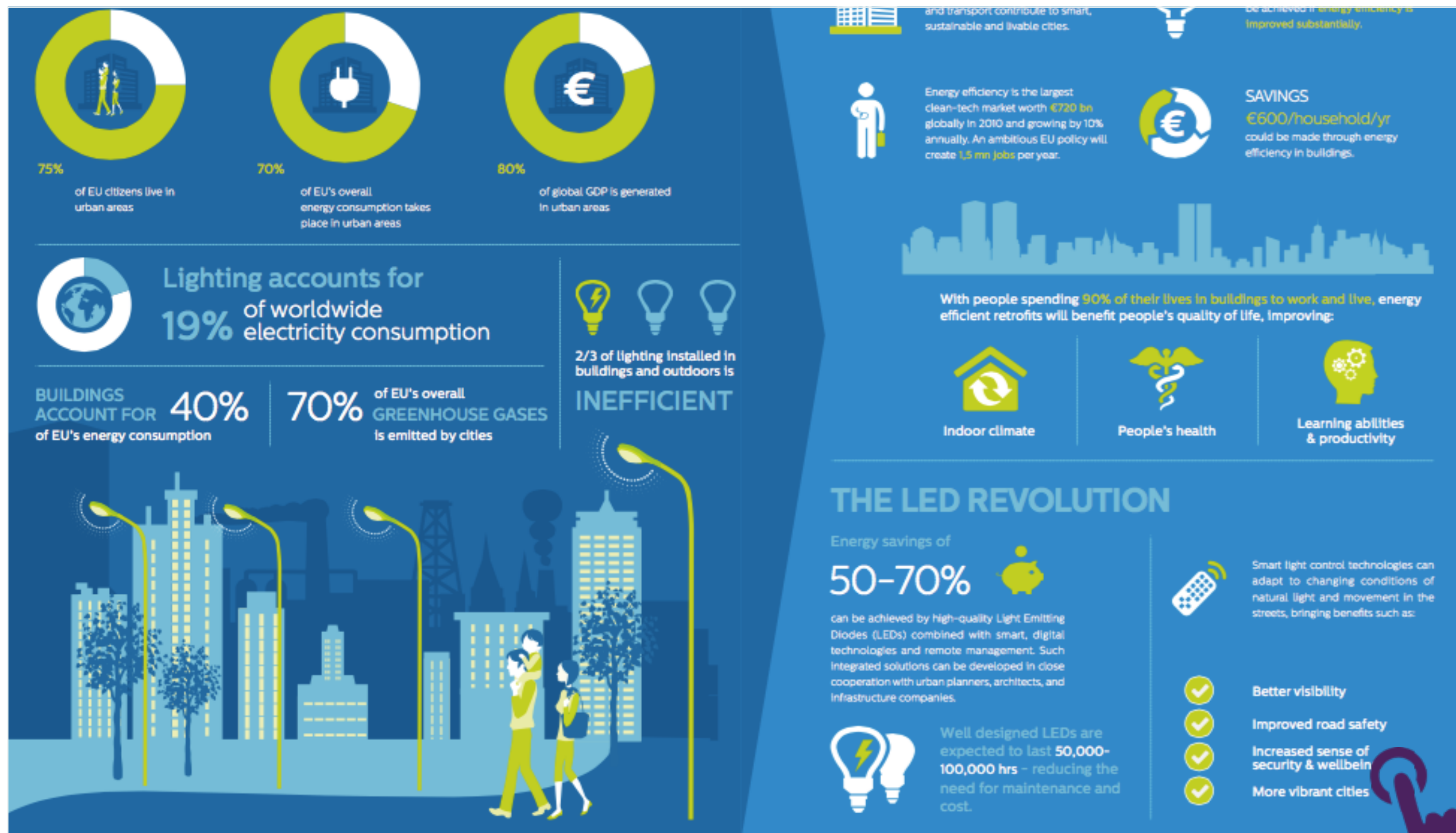
- ▶ We have designed an interactive map that allows for realtime calculation of LED-related savings (in CO2 emission and financial dimension).

Results:

- ▶ A clear and convincing tool for sales meetings and follow-ups to B2G clients.



Infographics.



#marketingcommunication
#B2B #B2G
#meetings #events

Scope of work:

- ▶ Creative concept
- ▶ Scripting & data structuring
- ▶ Graphic design



Explainer video

25



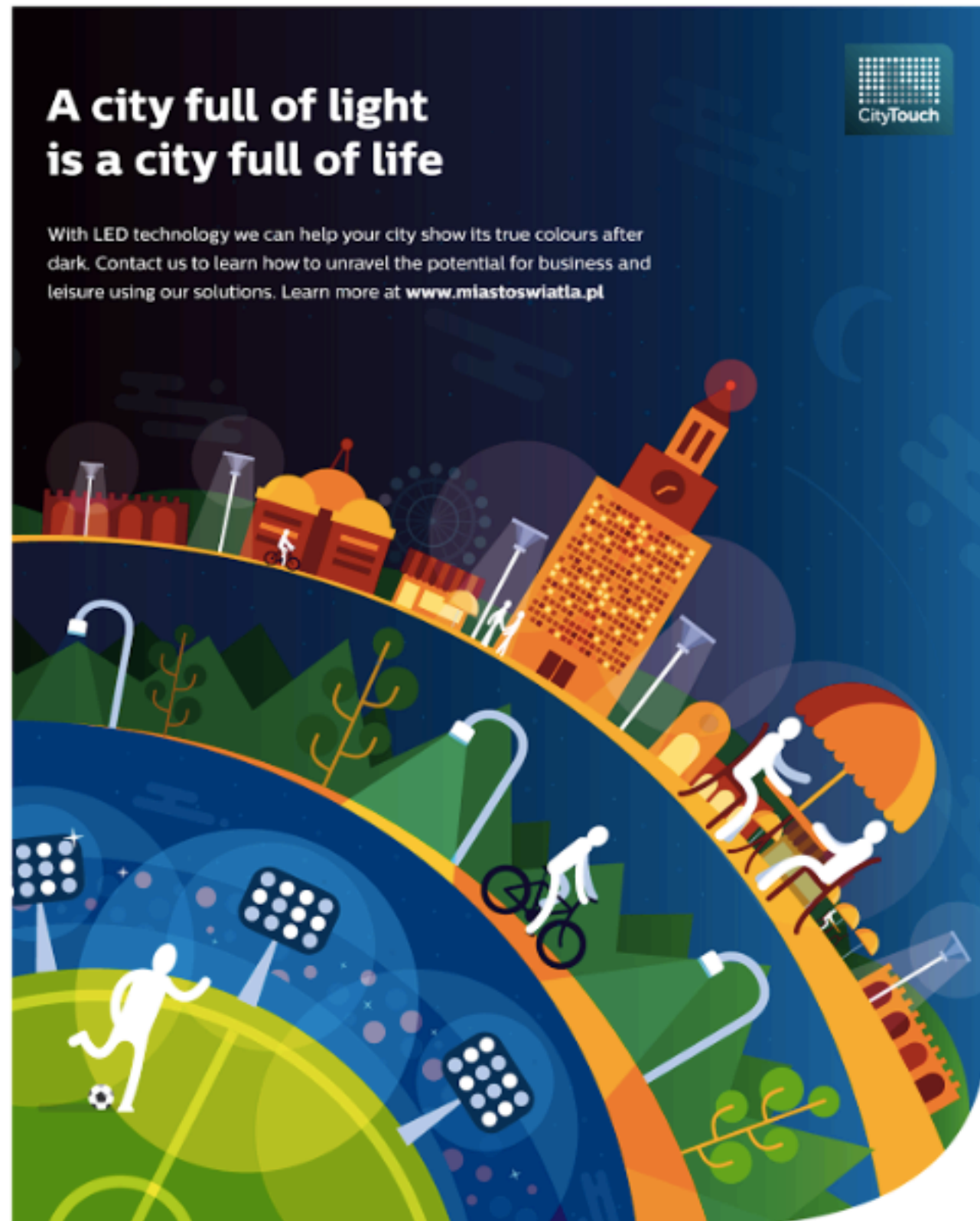
#marketingcommunication
#B2B #B2G
#online #emails #events

Scope of work:

- ▶ Creative concept
- ▶ Scripting & storyboarding
- ▶ Illustrating
- ▶ Motion design
- ▶ Sounding

Print advertising kit

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To learn more contact us by e-mail:
smart.city@philips.com

PHILIPS



Chcesz wiedzieć więcej, napisz:
smart.city@philips.com

PHILIPS



#marketingcommunication
#B2B #B2G
#events #magazines

Scope of work:

- ▶ Kit of 5 posters to be used in different formats throughout the year
- ▶ Creative concept, copywriting and graphic design

3. Thiogamma communication to GPs

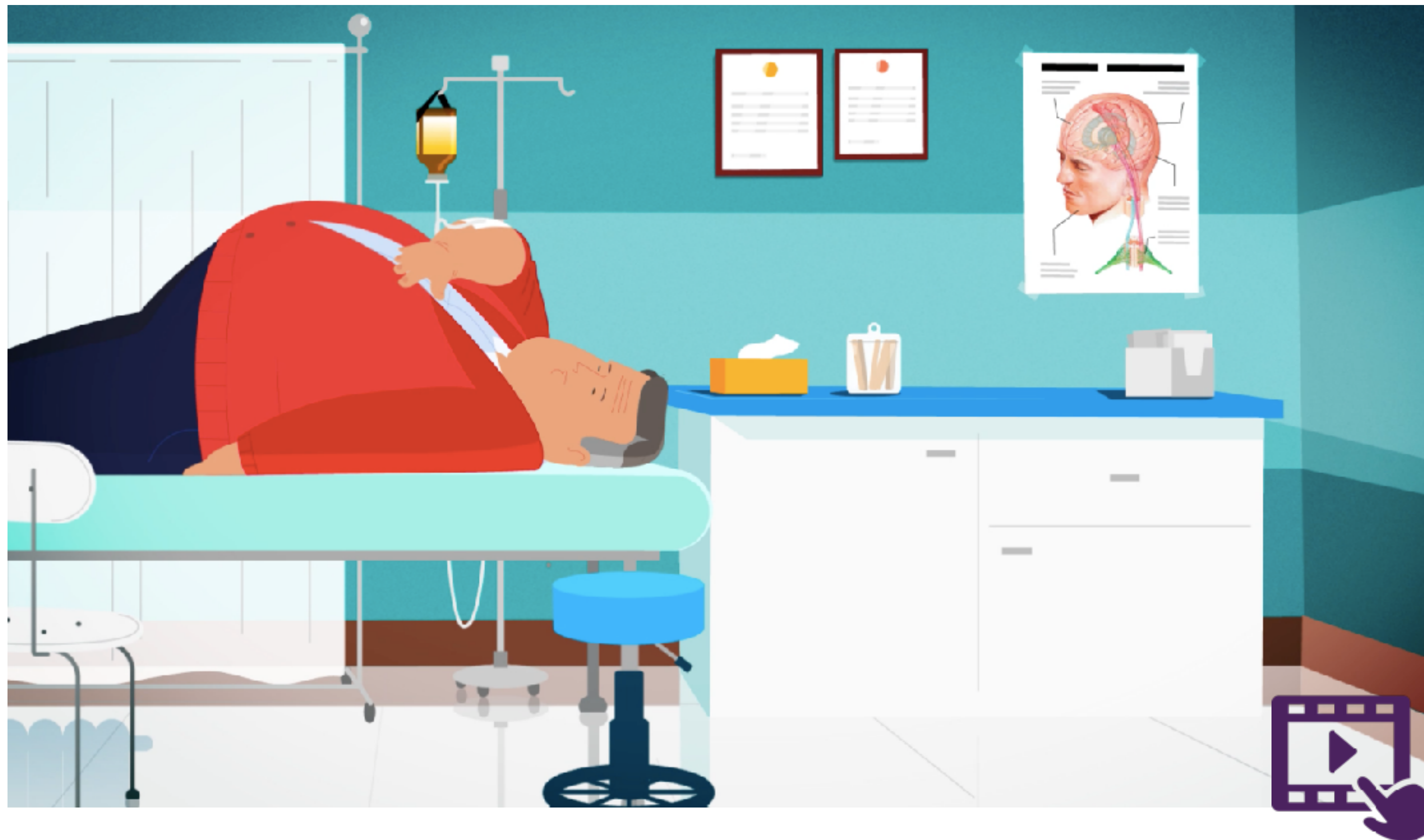
Client: Woerwag Pharma (Poland)

Objective: To raise awareness about neuropathy and its consequences among General Practitioners and to promote Thiogamma as a treatment

Challenges: General Practitioners did not feel confident to propose treatment without referring patients to specialists. It was also feared they might reject expert content as seemingly reserved to specialists.

Solution: We've proposed to depict situations that a GP can easily refer to and identify with. We kept the content as simple as possible and used attractive flat-design to give the materials a light, original look. We've used this approach in video, brochure and mailing campaign.

Explainer video.



**#pharma #healthcare
#events
#sales #medical
representatives**

Scope of work:

- ▶ Creative concept
- ▶ Scripting & storyboarding
- ▶ Illustrating
- ▶ 3D modeling
- ▶ Motion design
- ▶ Sounding

Rozpoznanie neuropatii cukrzycowej

NAJCZĘSTSZE OBJAWY NEUROPATII TO:

1. Drętwienia lub brak czucia w stopach
2. Parostawanie
3. Bóle w kończynach - kłuszące, gorące, głębokie
4. Szakanie, szalenie od podłoża - wrażenie szwania na wodzie, głównie pod palcami stóp
5. Nadwrażliwość na dotyk (przeziębienie)
6. Trudność z obróceniem kciuka przedmiotów trzymany w dłoniach
7. Niepewny chód
8. Problemy z chodzeniem lub z wachaniem po schodach
9. Trudność z chwytaniem lub chwytaniem małych przedmiotów

STRES OKSYDACYJNY

- Mikroangiopatia i okrucieństwo odżywczych nerwów
- Zwiększenie przewodności nerwowej i degeneracja nerwów

MECHANIZM POWSTAWANIA NEUROPATII CUKRZYCOWEJ

- Aktywacja szkodliwych szlaków metabolicznych
- Toksyczne produkty glikacji
- Zwiększenie wosowania wolnych rodników
- Wolne rodniki chlorowe

Kwas alfa-liponowy jest jednym z najsilniejszych przeciwutleniaczy usuwających wolne rodniki.

DLACZEGO THIOGAMMA 600?

- Posiada zalecaną minimalną skuteczną dawkę 600 mg kwasu alfa-liponowego
- Jest rekomendowana przez Polskie Towarzystwo Diabetologiczne
- Jest silnym antyoksydantem, który usuwa wolne rodniki
- Jest bezpieczny w stosowaniu - substancja endogenna
- Skutecznie 60 potwierdzono badaniami klinicznymi

POPRAWA STANU NDS

NEUROPATIĘ MOŻNA ZDIAGNOZOWAĆ PRZEPROWADZAJĄC PROSTE BADANIA:

- Badanie czucia wibracji przy użyciu widelców stalowych
- Badanie wrażliwości na dotyk przy użyciu monofilamentu
- Badanie czucia bólu przy użyciu narzędzia
- Badanie wrażliwości na temperaturę przy użyciu Tip Therm'u

ThioGamma® 600

#pharma #healthcare
#events
#sales #medical
representatives

Scope of work:

- ▶ Creative concept
- ▶ Copywriting
- ▶ Graphic design

Mailing campaign.

30



#pharma #healthcare
#online #mailing
#landing page

Scope of work:

- ▶ Email copy and design
- ▶ Landing page UX/UI
- ▶ HTML5 front-end programming including microanimations
- ▶ Mailing campaign management

4. Amadeus MENA lead generation

Client: Amadeus MENA

Product: Amadeus Productivity Tracker (travel intelligence solution)

Objective: To educate the need and convert identified prospects into qualified leads (demo requests)

Challenge: Travel agencies in MENA region are not familiar with business intelligence solutions. Amadeus owns a contact database but those leads are rarely interested in conversation with Amadeus sales force due to low aware of benefits of travel intelligence.

Solution: Two phased campaign aimed at (1) educating the audience about travel intelligence; (2) generate demo requests. Run via emails and media campaign.

Videos.

32



#BI
#sales #travel

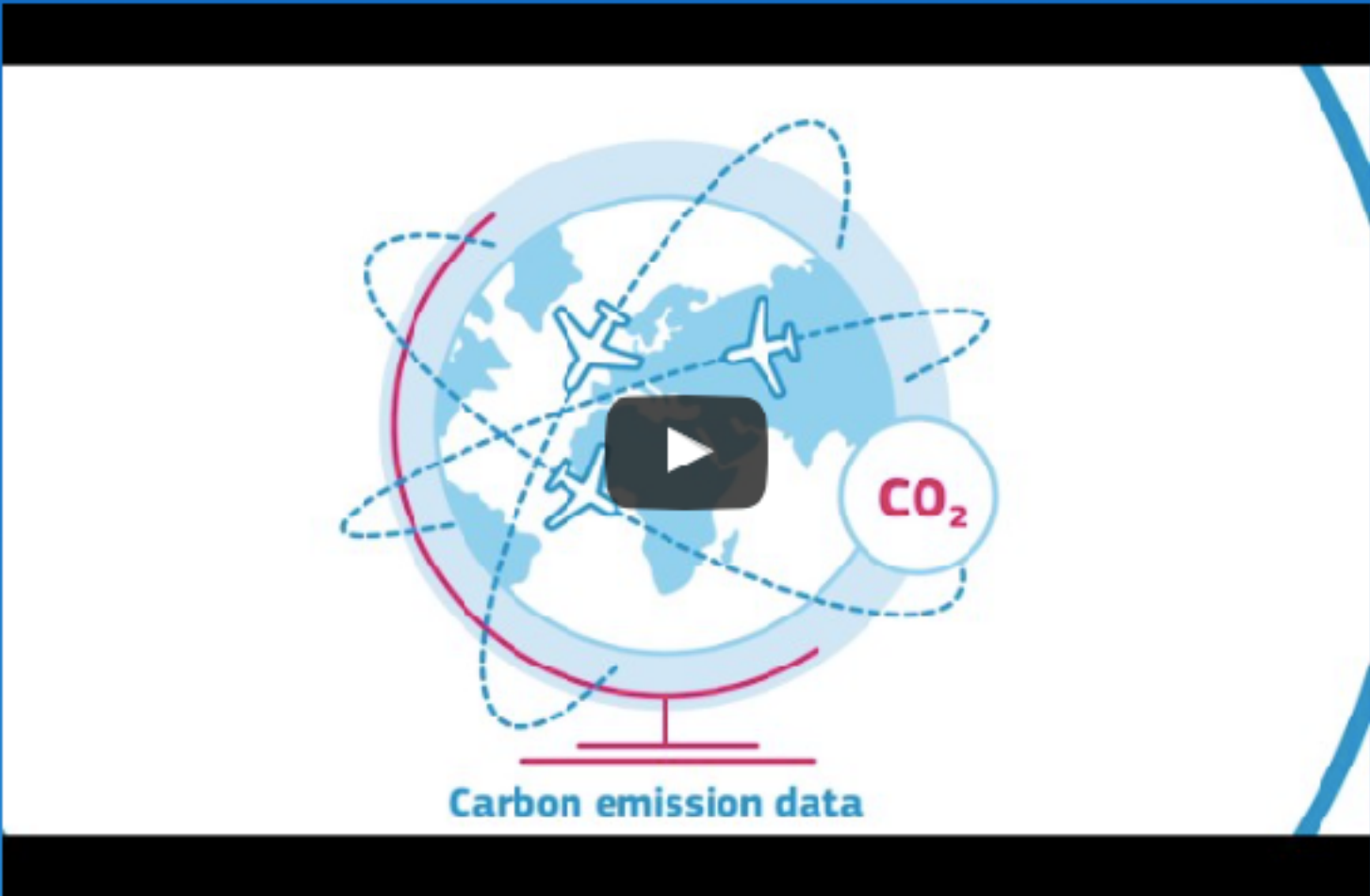
Scope of work:

- ▶ Problem and product oriented videos
- ▶ Creative concept
- ▶ Scripting & storyboarding
- ▶ Illustrating
- ▶ Motion design
- ▶ Sounding

Landing page.

33

amadeus



Sign up to our travel intelligence webinar

Learn how travel intelligence can bring you powerful insights on your business to help you grow your travel agency

CLICK HERE TO SIGN UP

#travel #IT
#online #webinar
#landing page

Scope of work:

- ▶ Landing page UX/UI
- ▶ Web development
- ▶ Two languages (English and Arabic)

Reach out campaign (emails+media).



Dear [NAME],

Huge amounts of data are produced every day by travel transactions!

If you're generating data from bookings, customer profiles, travel preferences, it's now easier than ever to analyse that information to get meaningful insights into your business at all times — and then use it to optimize decision-making.

See what opportunities travel intelligence can unlock from your travel data.

**Don't miss our FREE webinar
on 19 April 2017 at 1pm GMT+4.**

You'll learn how to:

- Stay on top of the negotiations with your travel suppliers
- Make strategic decisions based on data visualizations and analytics
- Create unique, personalized offers with real-time booking data
- Anticipate traveller destination demands
- Optimize the performance of your travel consultants and overall business to better serve your customers

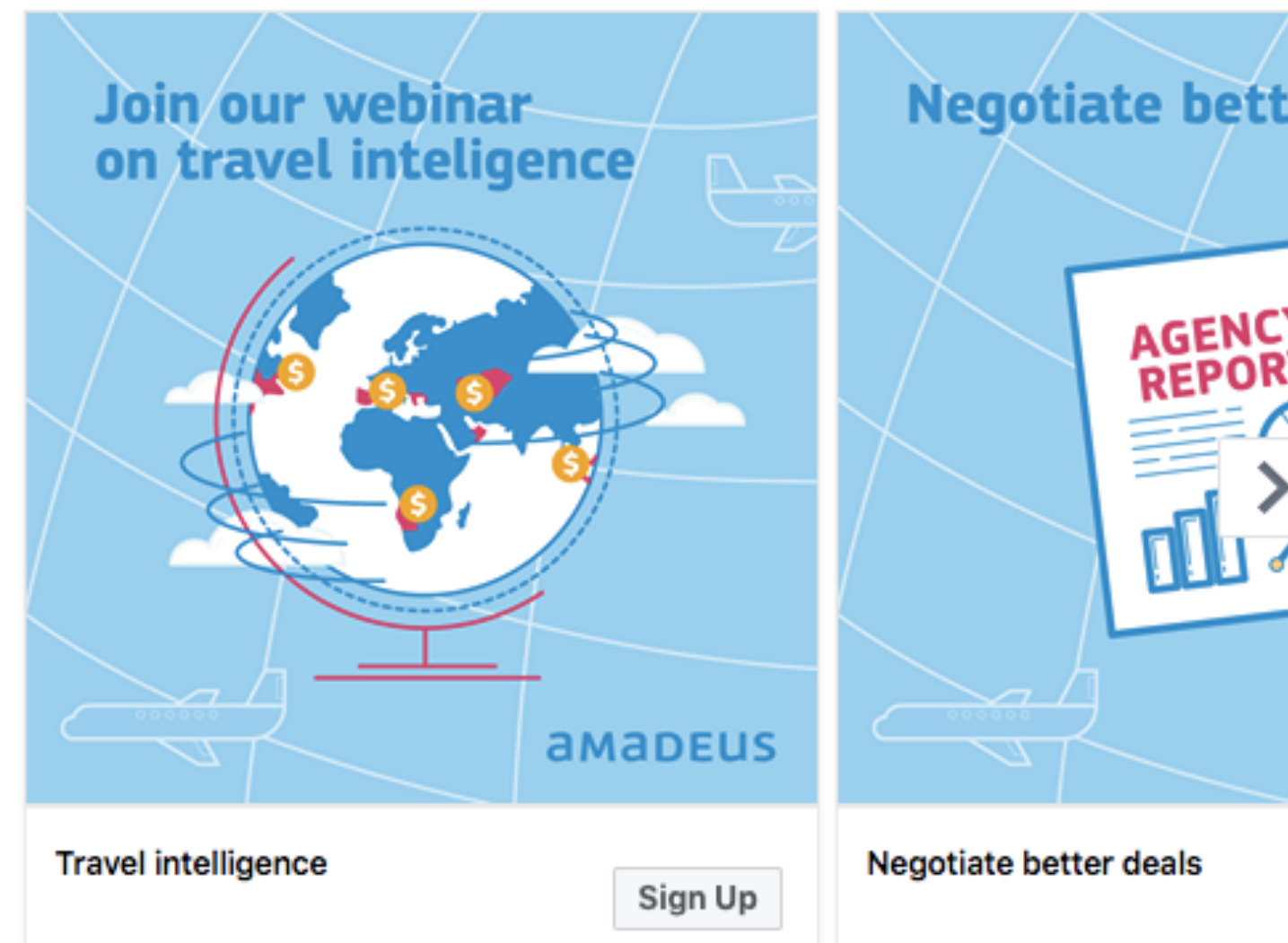
REGISTER NOW

Sincerely,

Amadeus team



Learn how travel intelligence is powering today's travel industry. Join the FREE webinar by Amadeus and Synyati experts and start harnessing reservation data and travel analytics to grow your travel agency.



#travel #IT
#Facebook #carousel
#email

Scope of work:

- ▶ Email copy and development (HTML)
- ▶ Media posts in different formats
- ▶ Two languages (English and Arabic)
- ▶ Campaign management

5. Philips Healthcare

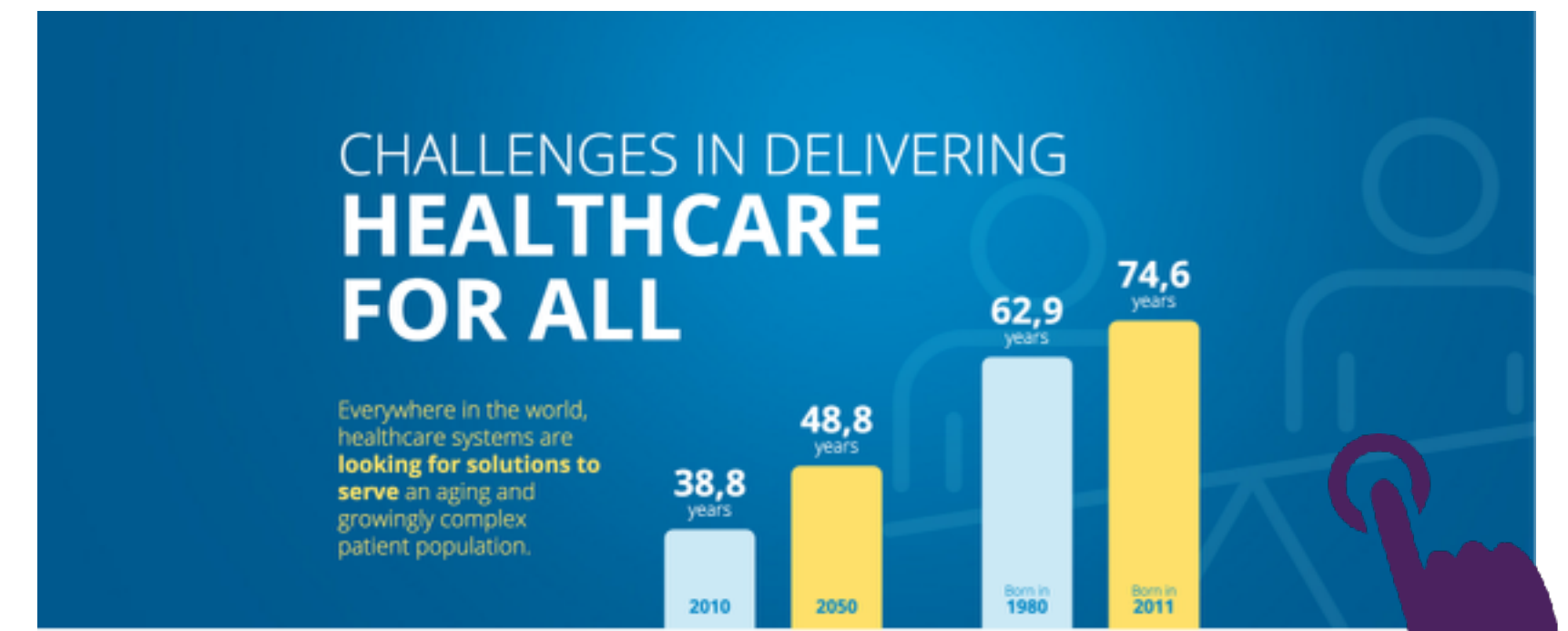
Client: Philips Healthcare CEE (Central and Eastern Europe)

Objective: Introduce the concept of Continuum of Care during a dedicated event for industry professionals

Challenge: 5 key-messages as a brief

Solution: Continuum of Care explained and localized across different Eastern European markets in 3 formats: video, infographic brochure and infographic landing page to get through with the info

Conference communication kit

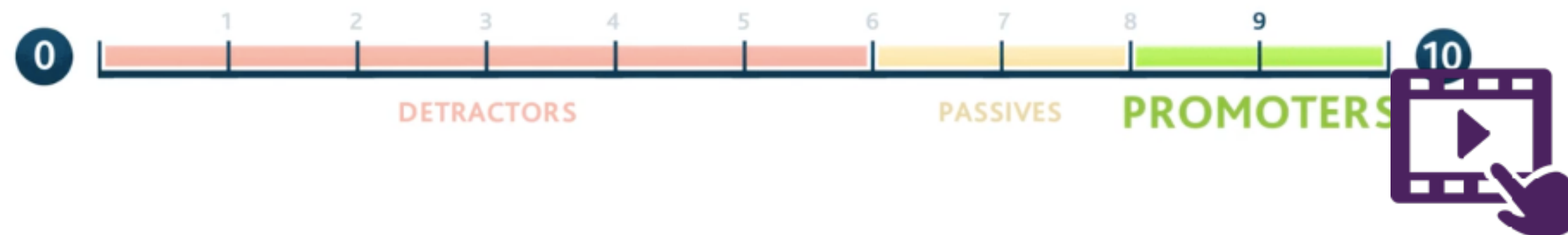


Videos.

Selection of projects

Tourism.

Dubai Airports - The Net Promoter Score.



Audience: Employees of Dubai Airports

Objective: To explain the value of the Net Promoter Score in assessing customer experience, and to explain how it is calculated.

Challenge: To simplify the NPS calculation and convince all employees of its importance.

Solution: We created a story which clearly differentiates old-fashioned customer surveys with the forward-looking NPS score.

Production technique: 2D animation with character animation.

Tourism.

39

Dubai Airports - The new Values & Behaviors Framework



Audience: Employees of Dubai Airports

Objective: To introduce the new V&B framework to all employees and create a feeling of community and team-work across departments and hierarchies.

Challenge: To simplify the corporate framework and appeal to a very diverse target group. .

Solution: We created a heart-warming video which illustrates scenes from a usual morning at the Dubai Airport.

Production technique: 2D animation with character animation.

Airbus AirCobot - explanation of technology



Audience: Aviation professionals

Objective: Showcase new prototype to attract new potential customers

Communication channel: events

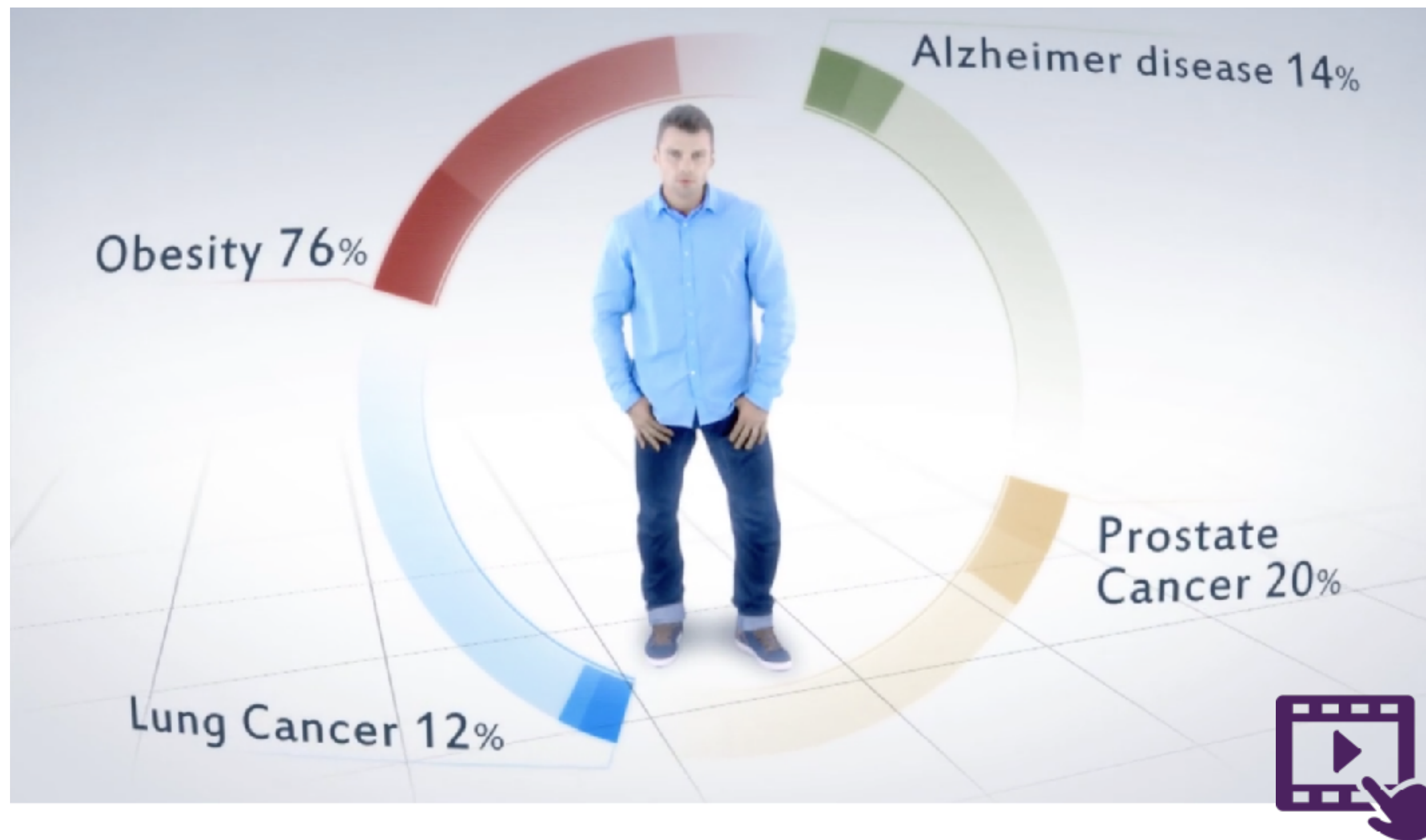
Solution: We have ensured realistic, high-tech look and feel despite early stage of the developed robot.

Production technique: 3D animation

Diagnostic services.

41

Genome analysis explained



Audience: Individuals seeking information about genome analysis

Objective: To explain the benefits of research projects related to genome analysis to end customers.

Solution: We produced 2 videos that link promotional and educational approach to position Genomed as a regional leader in genome testing. Videos were displayed as TV commercials, homepage videos and on trade shows.

Production technique: Live footage with graphic overlay

Pharma.

Sales meeting presentation for Merck.



Audience: Audience: About 170 Merck sales medical representatives taking part in sales team cycle meeting in May 2017 in Rome.

Objective: To raise energy in the opening of the cycle meeting of medical sales reps and present goals for 2017.

Challenge: Presenting data in appealing way.

Solution: Presenting corporate content & data in understandable but light way with dynamic music accompaniment.

Production technique: 2D animation

MENA Economies diversification - Infographic Video.

Away from the oil dependency

5 Sectors where MENA countries are looking to transform their economies.

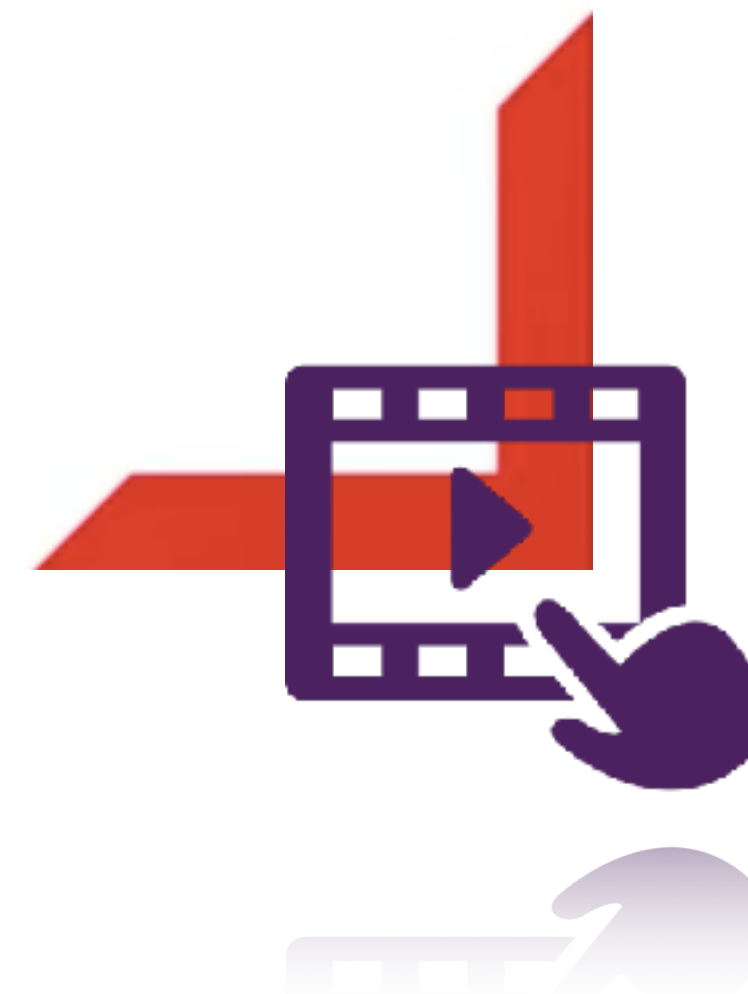


Audience: C-Level managers from the MENA Region

Objective: To position HSBC as a reliable partner, through content marketing - delivering useful, relevant and trustworthy information delivered periodically.

Solution: A Static infographic turned into a news-like video on a relevant topic for C-Level managers.

Production technique: 2D animation, iconography.



Commerce.

44

Selena Jewelry - Commercial



Audience: Luxury goods buyers

Objective: Promote a fully-rebranded company

Solution: We have produced live action commercial video presenting Selena franchising offering to its potential business partners

Production technique: Live footage

Breast cancer home screening (promo video)



BRASTER

Audience: Women (on social media), medical community and investors (on trade shows)

Objective: To communicate Braster's mission and to promote the new breast cancer home screening method

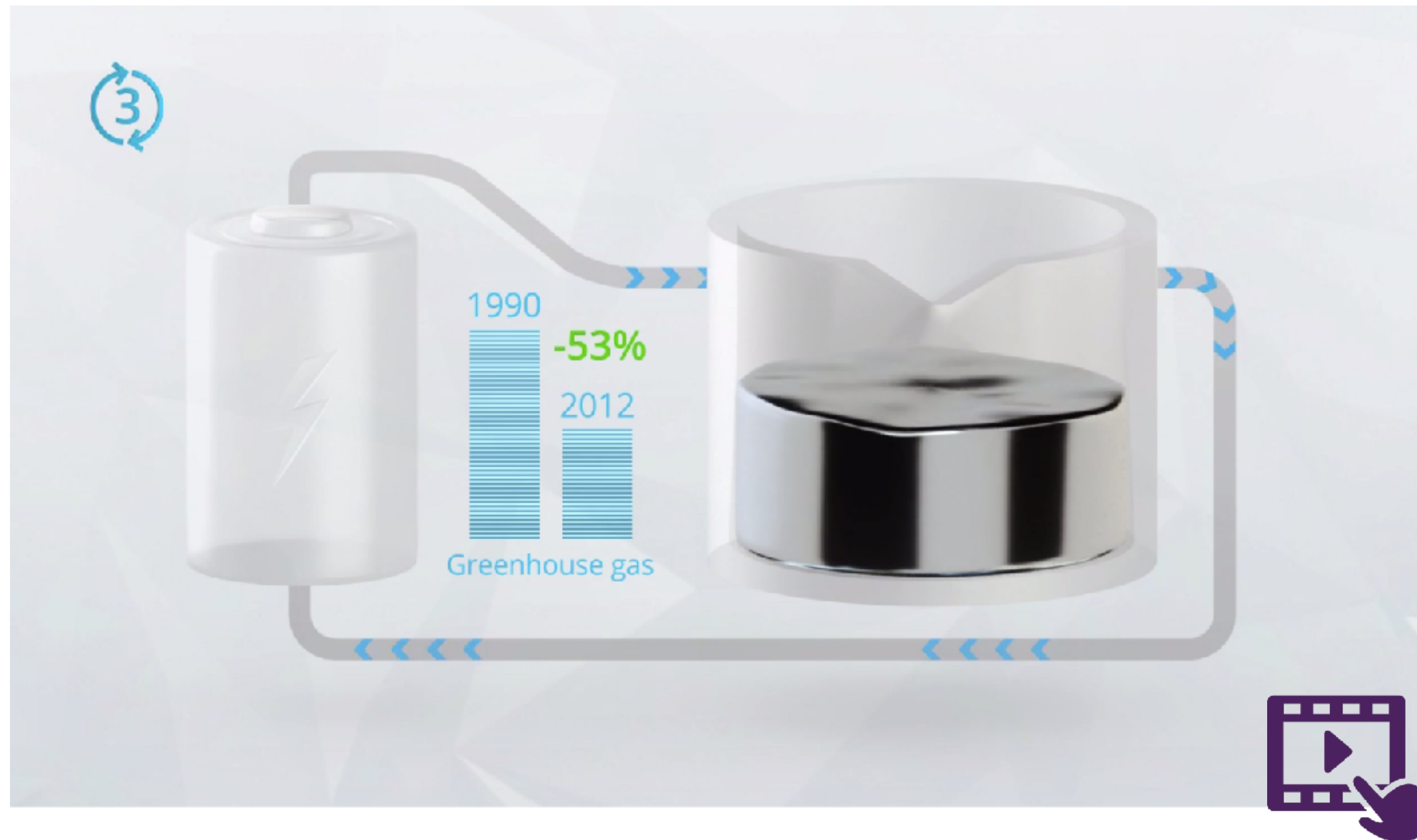
Solution: By using photos of women and their everyday situations, we evoke emotions and cause strong identification with the problem

Production technique: Parallax effect

Energy & environment.

46

Aluminum lifecycle - explanation of the process



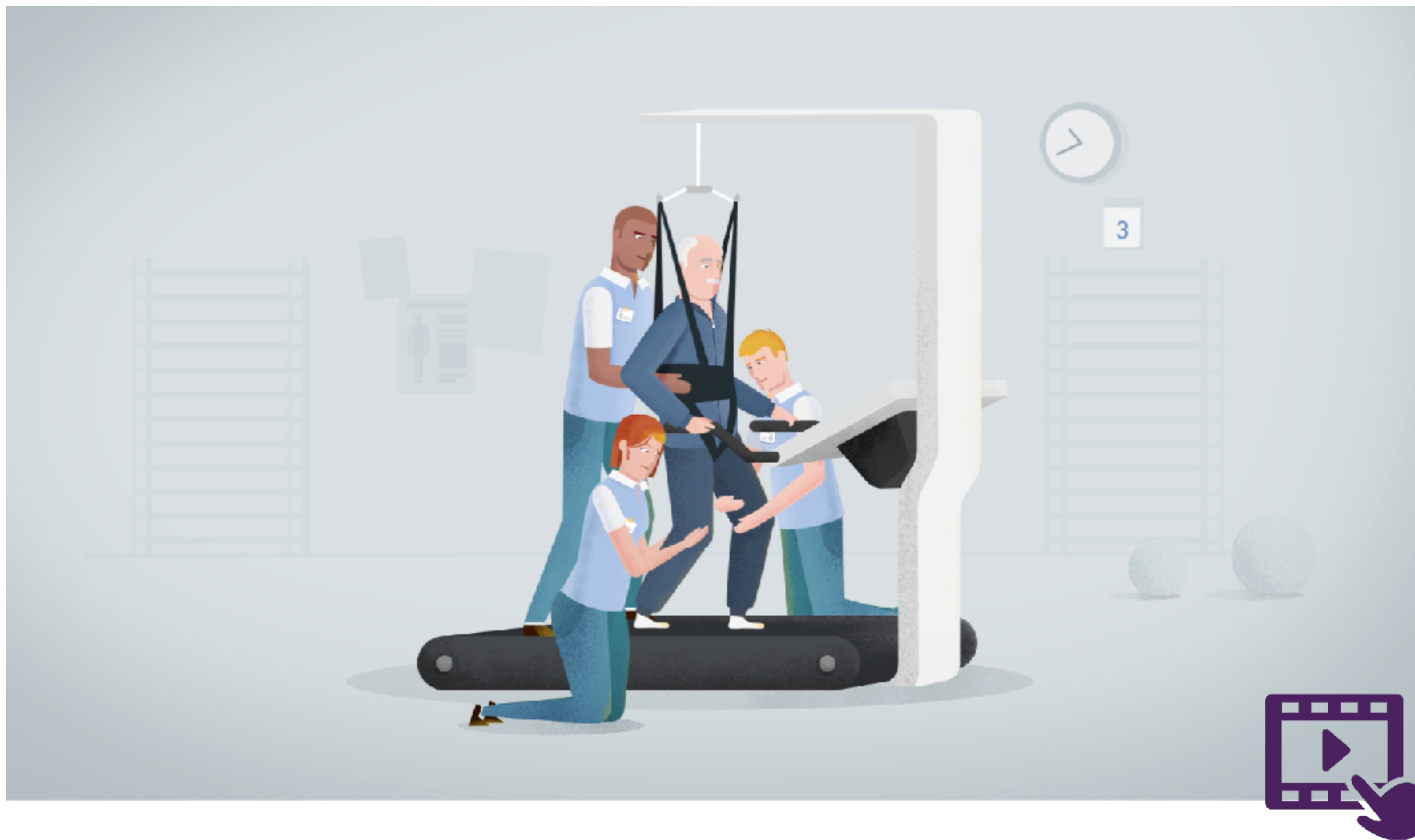
Audience: European authorities

Objective: Shift the attention of the all-to-classic "use-phase" focus on aluminum, and raise the awareness of the full lifecycle assessment and trigger changes in legal regulations

Solution: The video reveals the full aluminum lifecycle with its abundance of possibilities in various fields and intelligent, innovative solutions for our environmentally sustainable future.

Production technique: 3D animation

LYRA fast rehabilitation trainer explained



Audience: Patients and therapists

Objective: Present LYRA product as an innovative solution, allowing patients to faster regain their strengths and therapists to get the patients on a shorter path to fitness.

Solution: We have used characters to help the audience identify themselves with the presented problem and better understand modus operandi of the device. The video was produced in English, German and Arabic.

Production technique: 2D character animation

Green solutions.

48

Smart Energy Consumption in Dubai.



Audience: Owners associations, real estate developers, residents, and commercial tenants

Objective: Explain how energy consumption and cost monitoring solutions can be optimized

Solution: Inspired by client's brand guidelines, we have produced the video in blue and white palette. The main focus made on the multiple advantages Logic Utilities brings to the client as well as explain how they are achieved.

Production technique: Motion Graphics

Thank you!

Jakub 'Kuba' Lebuda, CEO

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+48508436148

Clipatize

WE ARE FLUENT IN EXPLANATION

