

UPSIDE

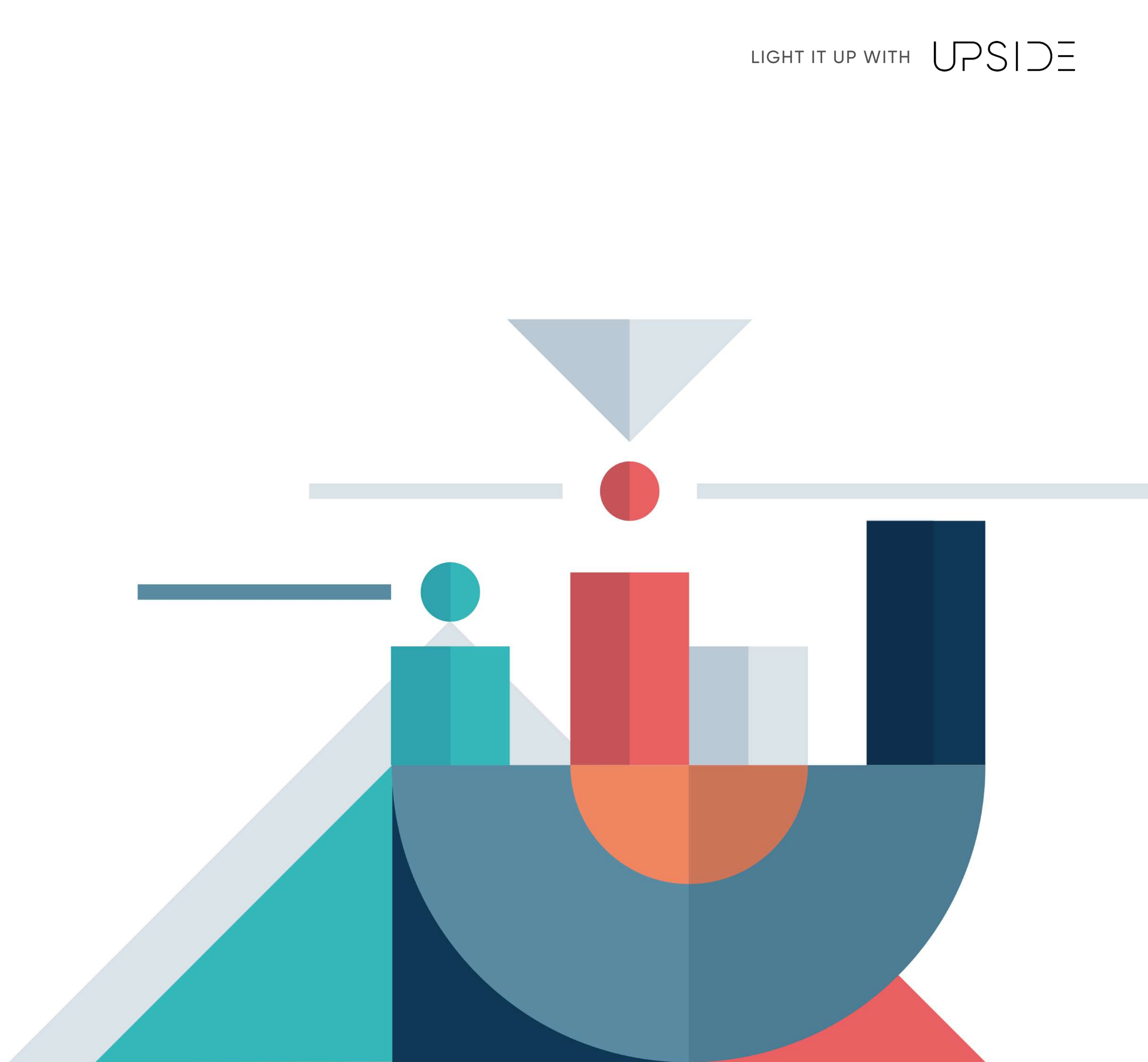
INTEGRATED
COMMUNICATION
AGENCY

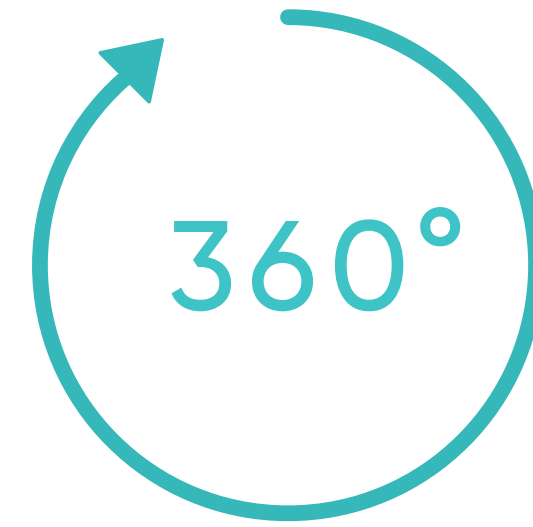
2019



POSITIONING

**Bespoke solutions
provided to a limited
number of clients**





Holistic approach to communication that closely ties conventional & new disciplines

Performance Marketing

SMM

Creative Solutions

PR
& Influencer Marketing

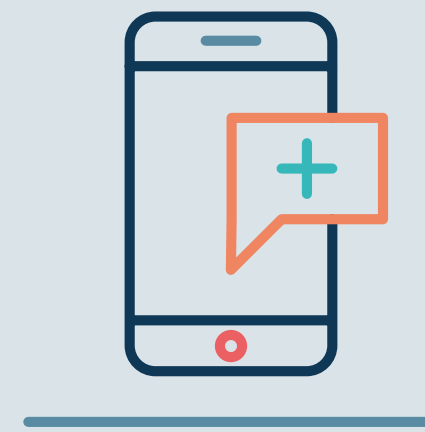
Event Management

Media Service



SMM

Strategic solutions
Content production
Community management
Cost-benefit analysis



Performance Marketing

CPM, CPC, CPA, CPV
Web design
Web development



Creative solutions

Graphic design & brand identity
Creative concepts and big ideas
Copywriting



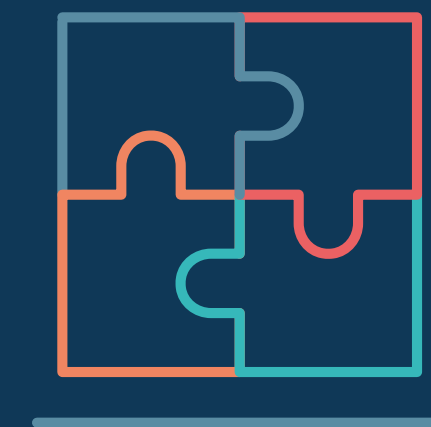
Media Service

Research,
media planning & buying



Event Management

B-2-b (incl. MICE), b-2-c events
Open air festivals and other formats



PR & Influencer Marketing

Media
and OL relations

ABOUT

LIGHT IT UP WITH UPSIDE

**Categories
of deep
expertise**

REAL ESTATE

BEAUTY

FASHION

LIFESTYLE

A W A R D S



Tagline Awards

IN CATEGORIES:

- Best social media campaign
- Strategic e-mail marketing
- Best e-CRM campaign



RANKED IN TAGLINE'S

TOP-30

SMM Agencies

Tagline Awards

IN CATEGORIES:

- Best social media campaign (silver)
- Best performance marketing campaign (bronze)

Client list

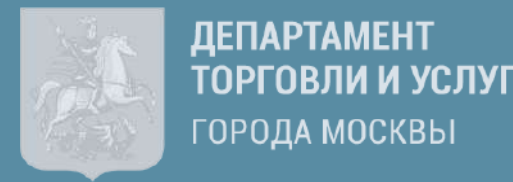
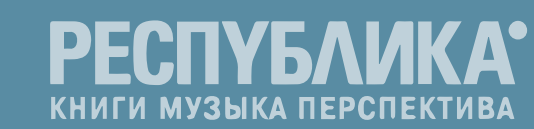
2019



+ 16 ACCOUNTS IN 2018



2017 AND EARLIER



Source of growth in '18 & '19

100 % WORD OF MOUTH

Through 2018, our client list had been growing purely from WOM recommendations.

Achievements

+60%

average number
employed

+105%

turnover

+16

new accounts in 2018



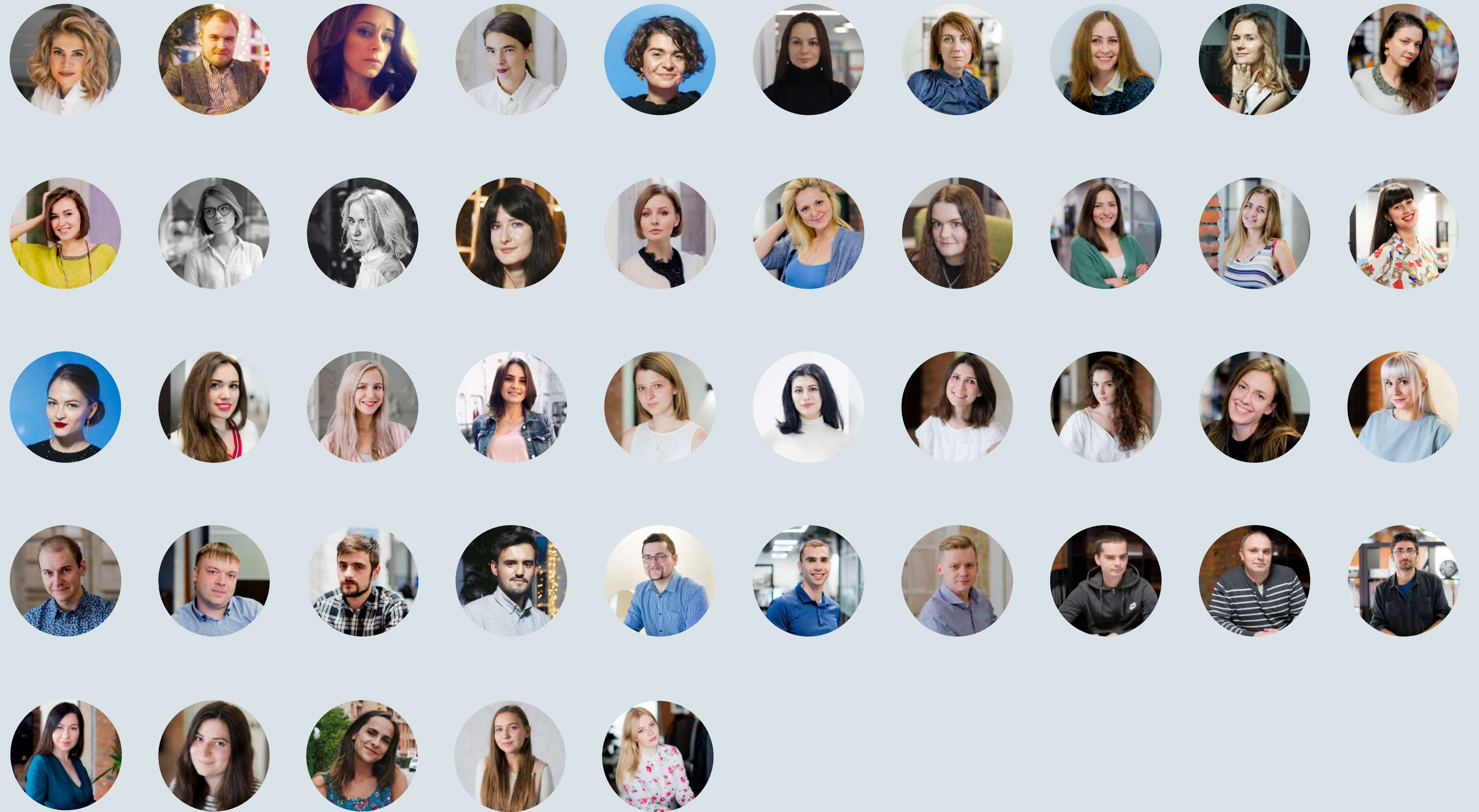
In June 2018 we moved to a new office and set up
a studio for photo & video production.



Team

46

full-time team members



Our core team has worked with large media owners, leading fashion & beauty brands and top global & local agencies.

LIGHT IT UP WITH

UPSIDE

Thank you for your attention

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