



IMPACT COMMUNICATIONS

COMPANY PRESENTATION 2020



IMPACT

WHO WE ARE?

Impact Communications Ltd is an independent agency, present on the Hungarian market since 2009.

Impact attracts results driven, informed individuals who take pride in being part of a team that delivers stand out client service underpinned by creativity and measurable results.

Our talented, dynamic and agile team of experienced seniors are all common in setting high own standards and devotion to their profession.

With designated specialists across media relations, strategic planning, production, social media and event management we will work alongside clients to fulfil the brief to budget, with a consistent level of expert service.



BUSINESS UNITS

Event management:

In house and outdoor events with participant number up to 400.000

Creative agency:

Planning, concept creation and execution of campaigns

PR agency:

Strategic advisory, PR and PA assignments, talent management programs, cult and sport related event management

Production:

TV shows, films, advertisements, installations (design and construction), print materials design and execution

Media buying:

Procurement of online, offline, outdoor and other advertising spaces

Online agency:

Website & application design and implementation, maximising the efficiency of social media activities

COST EFFECTIVE CAMPAIGNS DRIVEN BY EXCELLENCE

Cost effective & outstanding campaigns at the same time: our clients' purpose is to reach the target audience in the most cost effective way and this is what we are eager to accomplish.

Each campaign is accurately planned while keeping our eyes on the budget we are committed to support your business with the most valuable, cost effective, tailor made solutions, always maximising the media value of the available budget.





SOCIAL MEDIA SOLUTIONS

We help our clients to make an impact via online platforms, with social media tools and to build up a committed community around them.

Our main services:

- Social media assessment and analysis
- Strategic planning and development for social media
- Content management
- Content production for social platforms
- Establishing blogger & influencer relations
- Managing influencer campaigns tailored to the client's business needs
- Community management
- Social media advertising
- Application & website planning and development

The background features a large, light gray geometric shape on the left side, resembling a stylized 'V' or a triangle pointing downwards. On the right side, there is a pattern of small, light brown dots arranged in a grid that tapers towards the right edge.

WE ARE PROUD OF THE WORK WE DO

PLEASE REVIEW OUR SOCIAL/BTL REFERENCES

HEWLETT PACKARD ENTERPRISE / SAFER INTERNET PROGRAM

PLANNING AND MANAGING ONLINE & SOCIAL MEDIA ACTIVITIES



TÁMOGATÓINK



GIRO D'ITALIA

PR AND COMMUNICATION AGENCY RELATED DUTIES

Promoting Giro'd Italia Grande Partezza (Big Start) 2020 by executing a road show at 60 different venues/public events across the country presenting a VR activity to the public. Duties included creative planning, event management, production, decoration and social media activities.



WATERPOLO EUROPEAN CHAMPIONSHIP

PR AND COMMUNICATION AGENCY RELATED DUTIES

Event management, production, PR communication planning and execution. Content production and management for the Waterpolo European Championship official social site.



METRO

PR AND COMMUNICATION AGENCY RELATED DUTIES

- **METRO – Bocuse D’Or:** METRO is the international sponsor of Bocuse D’Or; the sponsorship - related communication activities (press events) were managed by the agency
- **Business Day of the Small Enterprises:** throughout responsibility for PR activities in connection with the event (mutual event with KKV TOP100).
- **METRO 25:** celebrating METRO being present on the Hungarian market for 25 years with a social video campaign led by the agency. 12 well-known clients of METRO with good reputation were interviewed and filmed from HORECA sector and promoted at social platforms.



PODRAVKA, VEGETA NATUR CAMPAIGN

PR AND COMMUNICATION AGENCY RELATED DUTIES

Influencer campaign to support launch of Vegeta Natur product-line to the Hungarian market utilising the power of social media. Gábor Kucsera, Szabina Tápai, Edina Kulcsár, Bence Dezső and Dániel Sass were involved into the campaign due to their impressive number of followers and outstanding performances in their own profession.



PODRAVKA, LINO LADA CAMPAIGN

PR AND COMMUNICATION AGENCY RELATED DUTIES

Influencer campaign to support launch of Lino Lada products to the Hungarian market utilising the power of social media. Szabina Tápai, Edina Kulcsár, Bence Dezső were involved into the campaign due to their impressive number of followers and outstanding performances in their own profession.



NATIONAL BANK OF HUNGARY

FINANCIAL EDUCATION ONLINE & OFFLINE CAMPAIGN

Executing the annual educational campaign of the Hungarian National Bank and the Hungarian Stock Exchange.

All relevant banks, insurance companies and financial institutions of Hungary participated in the program.

The agency was responsible for content generation, website development, creative design, advertising spot production, PR agency duties and event management.



PEPSI

PEPSI – VLOGGERŐPRÓBA

- PR
- Influencer campaign
- Event in KIOSK
- Responsibility for the entire campaign



#VLOGGERŐPRÓBA
Az igazi vlogger a jég hátán is megél!

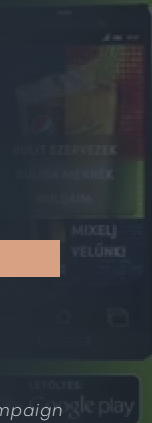


**ÉLJ
MOST!**

PEPSI

PEPSI – BULIMIXER

- PR
- Influencer campaign
- Event in KIOSK
- Responsibility for the entire campaign



HETENTE 5
PARTICSOMAG SORSOLÓ

A kép csak illusztráció!

MIXELJ VELÜNK!

További részletek:
pepsi.hu/bulimixer

#bulimixer

A promócióban csak 18 éven felüliek vehetnek részt.

PEPSI

PEPSI - FUNBALL

- *Influencer campaign*
- *BTL activities (events, PR promotions)*
- *We originated the full campaign*



LAYS

LAYS SMILE

- *Influencer campaign*
- *BTL activities (events, PR communications)*
- *Full campaign responsibility*



RINGIER AXEL SPRINGER

PR AND COMMUNICATION AGENCY RELATED DUTIES

Throughout responsibility for organising the below events and perform related social media duties: Glamour Women Of The Year, Glamour Beauty Festival, Women's Health Year, Glamour Coupon Days



ARENA MALL

EVENTS, PR, STRATEGIC MARKETING MANAGEMENT

SOCIAL MEDIA ACTIVITIES

- *Pupa Milano influencer campaign celebrating women's day*
- *Primör Cosmetics – Xmas promotional campaign*
- *ARENA Plaza-ARENA MALL rebranding campaign related marketing communication activities – negotiating RTL sponsorship*
- *Arena Mall PR & social media duties*
- *Staff events, events-related online and social media responsibilities*



ARENA
MALL

UNICEF SOS CHILDREN'S VILLAGES HUNGARY

ARENA MALL XMAS FUNDRAISING

CAMPAIGN 2018

The agency designed and built an installation in the Mall's atrium to provide a place where shoppers can make gift donations (clothes, home items) for children in need in Hungary; donations were collected in a log-house. Static cycles were arranged around a central tree in the atrium and shoppers were encouraged to pedal fast and as they did so the lights switched on up the tree. Closing the event, Arena made a financial donation for the benefit of the children living in SOS villages: the collected kilometres were converted into HUF and offered as charity. Agency arranged a PR event with over 100 invited celebrities and journalist to promote the campaign and generated a successful and very positive social media campaign.





ARENA MALL NAUGHTY OR NICE PLAY

ARENA MALL – XMAS CAMPAIGN 2019

Inspired by the 'Naughty or nice play', our agency planned and designed an installation for ARENA MALL's 2019 Xmas campaign. The hostesses - represented the bright and the dark side - encouraged visitors to make photos in front of the media wall according to their own judgment to their last year's behaviour. Photos could have been uploaded to the MALL's social platform in order to win the attractive gifts offered by Primőr Cosmetics - a lucky good girl or a bad boy could take a bottle of perfume drawn daily by the MALL.



PUPA & ARENA MALL WOMEN'S DAY

SOCIAL MEDIA CAMPAIGN

The agency surprised influencers and celebrities being known for their passion for beauty products on behalf of PUPA Milano. The ladies were offered a box of make up products along with chocolates and flowers to celebrate women and beauty on 8 March 2019. Influencers involved in the campaign were Zsuzsanna Ripli, Bianka Pál, Emerencia Bencsik, Rebeka Markó, Csilla Megyeri, Dia Nyári, Szabina Tápai, Laura Dombai, Szilva, Kata Baumgartner, Móni Bata, Alexa Pallagi, Norina Mészáros, Viktória Viczián, Krisztina Nagypál, Niki Nagy, Orsi Husz and Edina Kulcsár.

As a result of the campaign 50 posts were generated by the above celebrities praising the products quality, indicating Pupa Milano and Arena Mall in their Insta stories and photos.



katabaumgartner · Követem 9 ó. ...



ARENA MALL VALENTINE'S DAY

VALENTINE'S DAY CAMPAIGN 2020

Chalkboards as a popular current method of creating personalised messaging in public and retail spaces inspired our Valentine's day activity in 2020. Visitors were invited to make messages to their loved ones on a day that is dedicated to love. Flowers and chocolates were handed over to those who took and shared their photos on Arena Mall's social platforms.



BORSODI

BORSODI – TAKE YOUR FRIEND HOME

- *Influencer campaign*
- *BTL activities (events, PR communications)*
- *We originated the full campaign*



WEST END

NEW-YEARS DAY EVENT

- *Flashmob concert by the Virtuosos*
- *Complete event management from idea to execution*
- *Social media activities*



ERSTE BANK

ERSTE BANK AND VIRTUOSOS CO-OPERATION

- *Event management*
- *Creative tasks*
- *PR and media related tasks*
- *Online activities*
- *Social media activities*
- *Film production*
- *Client events management*



WOMEN OF THE YEAR

SOCIAL MEDIA ACTIVITIES

Impact organises the most popular and well-known fashion & celebrity event in Hungary since 2015.



BEAUTY FESTIVAL – EXPO

FIRST BEAUTY FESTIVAL OF GLAMOUR MAGAZIN

- Event management duties
- Social media activities

GLAMOUR
beauty mennyo vszong



GLAMOUR COUPON DAYS

CONCEPT DEVELOPMENT

INVOLVE PARTNERS

PR AND CREATIVE TASKS

SOCIAL MEDIA ACTIVITIES

GLAMOUR-napok!
VÁSÁROLJ OLCSÓBBAN!
260 márka,
mintegy
1000 üzlet

QR code
Térképes kereséssel
elérhet az üzletlistákat kint
a GLAMOURONLINE oldalon



ERŐS VAGY
BOKAT ÉL BIRSZI

VÁRKERT BAZÁR

INTERACTIVE MUSIC EXHIBITION

- *Fight of Virtuosos events*
- *International level communication tasks*
- *Social media activities*



VIRTUOSOS

The background of the slide features three violins on stands, arranged in a diagonal line from the bottom right towards the top left. The violins are a rich reddish-brown color with black varnish. They are set against a dark blue background with soft, out-of-focus bokeh lights in shades of blue and purple, creating a dramatic and artistic atmosphere.

EXCLUSIVE AGENCY FOR THE VIRTUOSOS PROJECT

- *Event management*
- *PR and communication duties*
- *Social media activities*
- *Communication agency in relation to the TV Show*
- *Talent management program*
- *Sponsorship negotiations till contract*

POLGÁR JUDIT CHESS ASSOCIATION

EDUCATION PROGRAM FOR KIDS

- *Press release and conference, events to promote the program via TV and other media*
- *Social media activities*



GILDA MAX



WEBSITE DESIGN AND SOCIAL MEDIA ACTIVITES

- *Online activities*
- *Social media activities*
- *Website development*
- *Production (videos)*

INTERNATIONAL CHILDREN'S SAFETY SERVICE

SOCIAL MEDIA ACTIVITIES, FUNDRAISING ACTIVITIES,

SPONSORSHIP NEGOTIATIONS

Children's day in the Urban Park, Xmas for children in need at the Parliament, Xmas for everyone.



ARCADIA FESTIVAL

PR AND COMMUNICATION AGENCY RELATED DUTIES

- *3.000 participants*
- *3 days event*
- *Guests from 80 countries*
- *Huge media coverage*
- *Social media activities*



PINBALL MUSEUM



PR AND COMMUNICATION AGENCY RELATED DUTIES

- *Media events*
- *Media coverage responsibility*
- *Creative tasks*
- *Social media activities*

MAGYAR FÜRDŐSZÖVETSÉG

ONLINE AND SOCIAL MEDIA ACTIVITIES

- *furdo.hu: website design and development*
- *Google and FB campaign planning and execution*
- *Making a TV and radio commercial spot*
- *Media planning and buying*

01

Csobbanj velünk!

Szívünkhöz közel

FÜRDŐ KERESÉSE

05



UNIVERSITY OF PHYSICAL EDUCATION

ONLINE AND SOCIAL MEDIA ACTIVITIES

*Google and FB campaign planning and execution
to advertise the University's education programs.*



IN-KAL

ONLINE AND SOCIAL MEDIA ACTIVITIES

- *inkalevents.hu and inkalzrt.hu website design and development*
- *Online communication & social media advisory*
- *Commercial spot making*



in-kal
SECURITY

G2SHOP
GEEK & GAME

G2SHOP

ONLINE AND SOCIAL MEDIA ACTIVITIES

- Influencer campaign with Bence Dezső (560.000 nr of followers)
- Guide and manage the shop rebranding from design to construction



THANK YOU FOR YOUR ATTENTION!

Further information:

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The listed/detailed concepts and its elements require further reconciliation and finalizing in light of to the chosen concept/venue.

Ideas and concepts included in the proposal can be varied with the involvement of the Agency.

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