

MARK your BRAND!

Complete solution for new-age communication: **digital platforms & visual content production.**

Five important marketing communication aspects for a factory or any company from the industrial sector



Product Messaging

Clearly communicating the features, benefits, and unique selling propositions of the factory's products is crucial for attracting customers and differentiating the offerings from competitors.

Branding and Reputation Management

Establishing a strong brand presence and managing the reputation of the factory contributes to trust and credibility in the market.

Online Presence

In the digital age, a robust online presence is essential for reaching a wider audience, providing information, and facilitating customer engagement.

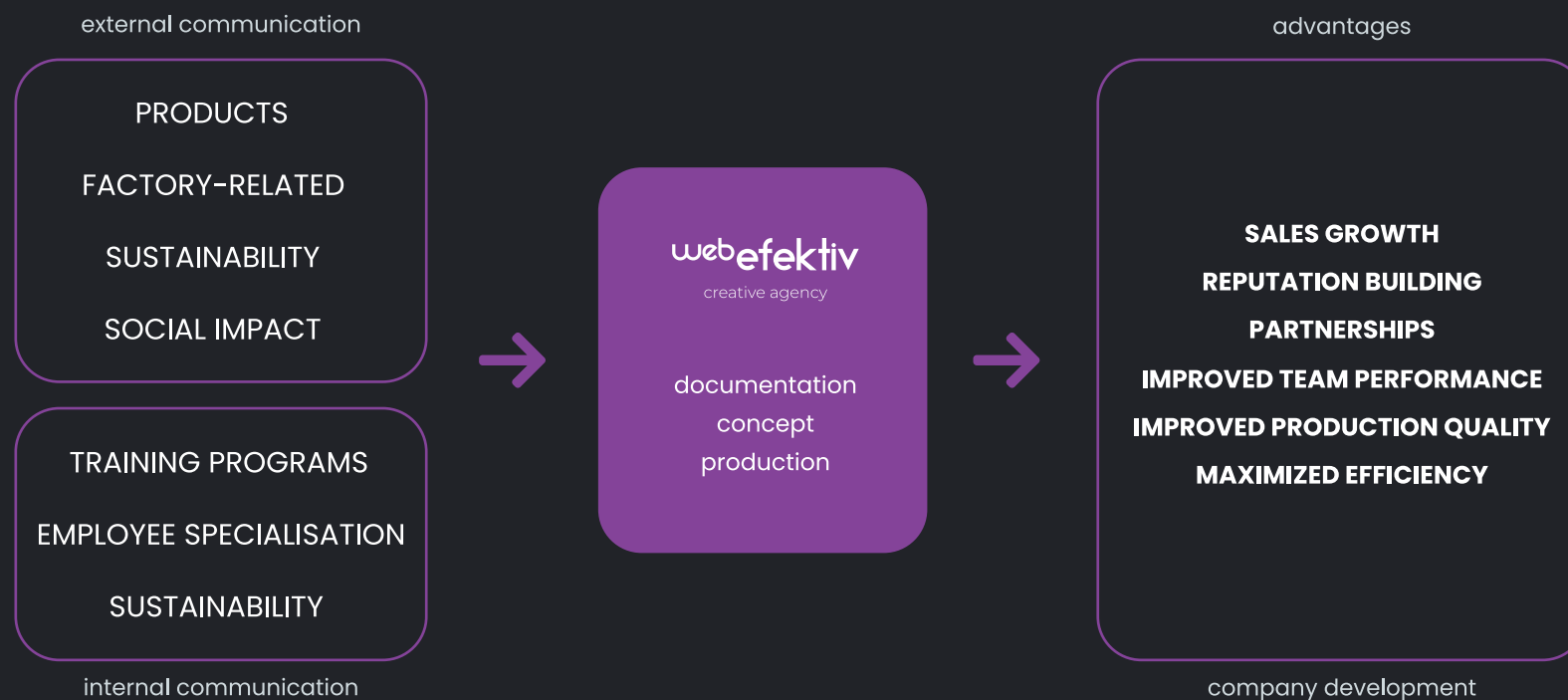
Trade Shows and Industry Events

Participating in trade shows and industry events provides an opportunity to showcase products, network with potential clients, and stay abreast of industry trends.

Customer Education

Educating customers about the factory's capabilities, processes, industry expertise and sustainability programs can build trust and enhance customer understanding.

Complete solution for external and internal communication: **digital platforms & visual content production.**



CREATIVE PRODUCTIONS

EFFICIENTLY INTEGRATED

brand identity

ui / ux design

2D & 3D animation

visual communication strategy

online store creation

video product presentation

logo design

presentation website

corporate videos

package design

mobile applications

advertising videos

products catalogue

motion graphics

video editing

services brochures

presentation video

product photography

4-STEPS WORKFLOW

01

DOCUMENTATION

We collaborate with your team to get to know the field of industry in which you operate, evaluate your company's target and establish the objectives for a successful branding.

02

CONCEPT

Communication channels are varied, so the concept of a campaign becomes important. The productions must be able to be integrated into a coherent communication on various channels.

03

PRODUCTION

WebEfektiv productions are customized for the needs of your business. We offer integrated solutions for producing professional visual communication on multiple channels.

04

ADVERTISING

We use the advantages of simultaneous exposure in various environments and use the productions made to expose your brand efficiently.

BRANDING

Branding is more than a creative process, it is a process of maintenance and constant exposure of a brand's image in front of the target audience. Building a professional brand identity requires brand knowledge and a good visual communication strategy.

We offer integrated services and productions both for building a brand identity and for its implementation in subsequent productions. We design the visual identity manual so that it contains all the necessary directions for implementation in online, photo-video or printed productions.

WebEfektiv's branding productions include: concept and logo creation and visual identity manual and graphic design creation for: folder documents, business cards, diaries, personalized objects, roll-ups and banners.



WEBDESIGN & DEVELOPMENT

We create intuitive design and pay attention to User Experience (UX) and User Interface (UI) processes to create presentation sites, online stores or landing pages that communicate effectively in order to help the sales process directly.

We structure the projects taking into account the specific characteristics of each business and we emphasize visual and clear communication, easy navigation, including the administration panel.

We customize, secure and develop platforms based on custom CMS or that use world-renowned CMS, such as WordPress. We have experience in the production of online stores made on various platforms: Open Cart, Magento, WooCommerce. All WebEfektiv digital productions have a personalized design and structure, created specifically for clients, without using predefined themes.

We complete the productions in the digital sphere with digital applications that offer your business the possibility of a high-performance and efficient work-flow.



VIDEO PRODUCTION AND ANIMATION

We ensure the communication of your brand through visual productions. We enrich the visual communication productions through the use of voice-overs or explicit motion infographics.

With the help of graphic animations, you can present in a dynamic and expressive way, subjects that need more than just photo and video presentations. Video animations and animated explainer videos are extremely useful, especially if you work in a technical field and want to explain work, manufacturing, assembly, packaging or transport procedures.

We make corporate presentation films, which include filmed images as well as 2D and 3D animations for the attractive and efficient presentation of reports, company history, various products and services.

You can benefit from all the advantages of video content within the website and you can help delivering the message with 2D and 3D animations to present and explain your company advantages.



GRAPHIC DESIGN AND 3D RENDERINGS



Almost everything we do involves graphic design. We pay special attention to the visual unity of a brand. More precisely, for a good identification in front of the target audience, the image of the brand must be implemented in a unitary way in the online environment, in the video productions, and in the printed productions.

Based on the visual communication strategy, we create customized graphic design for all the elements necessary for a brand image online, in video productions and in printed media: logo, business cards, letterheads, document folders, advertising flyers, brochures, catalogs, street banners and roll-up.

We enrich the visual content using 3D renderings that additionally help communication by explaining processes and concepts that are difficult to illustrate: industrial processes, medical techniques, microscopic technologies and many others.

YOUR ADVANTAGES



Maximum efficiency of costs, time and allocated resources.



You have at your disposal a team of specialists and the advantages of outsourcing.



Unique visual layouts, developed especially for your project.



Support and consulting in the project management process.



Professionalism in execution and attention to details.



Permanent communication throughout the collaboration.

CLIENTS

We consider our clients medium and long-term partners.

We study and analyse in order to get to know their business, their values and their vision for the future so we can create successful branding and digital productions.

We can cover the entire project management as we have the know-how for creating appealing visual marketing productions for efficient communication and constant growing sales.



Rödl & Partner



webefektiv

creative agency

webefektiv.ro

(+40) 746 15 45 25

office@webefektiv.ro

MARK
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