

what
the f***
is branding?

creativity since



BRANDING STRATEGY





WHAT WE DO

Since 1986, we create world-class brand strategies and top-of-the-line marketing services

At INK Design we help our clients tell their stories with intelligent branding that creates loyalty, value and competitive advantage.

Whether we work on a complete branding or a digital marketing strategy, a logo, a print ad, a package design, our goal is to develop and establish a consistent branding identity that will capture the customer's attention and convert it into engagement and sales.



WHAT WE LOVE

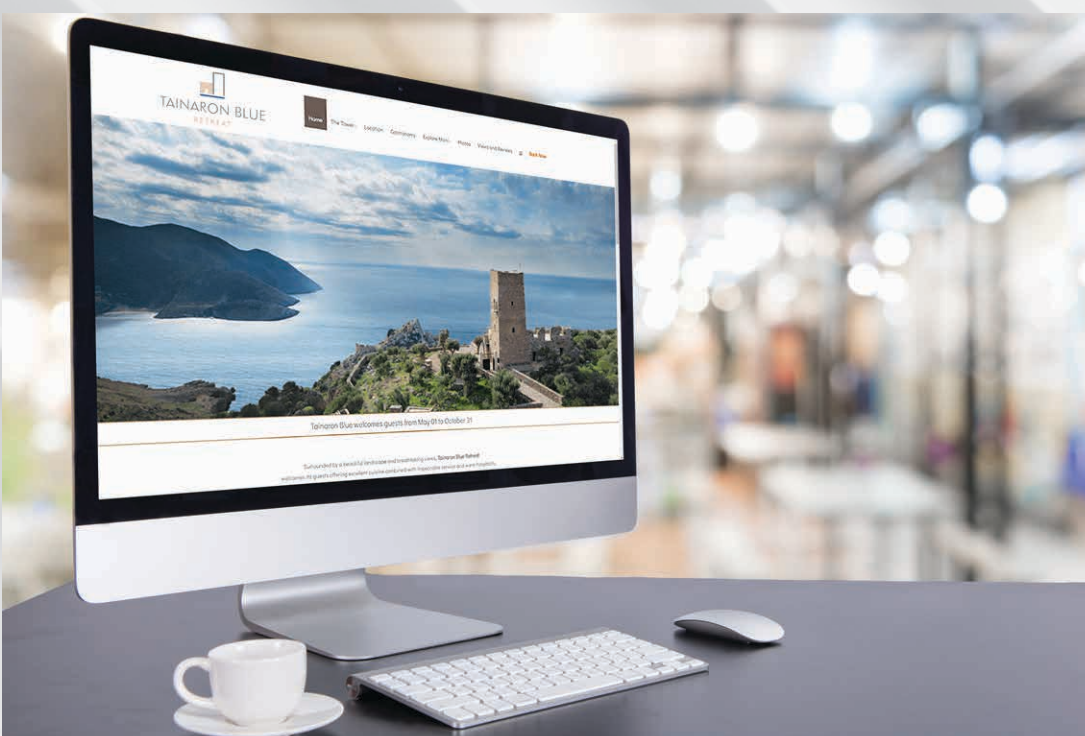
Branding

Concept creation

Storytelling

Smart digital strategy

Packaging



PASSION PROPELS EVERYTHING WE DO

OUR SERVICES

1

BRANDING

- ♦ Brand Definition
- ♦ Market Study
- ♦ Competition Study
- ♦ Branding Strategy
- ♦ Consulting Services about Brand Growth

2

NAMING RESEARCH

- ♦ Study of Naming research
- ♦ Domain names Registration

3

DESIGN

- ♦ Study and Design of Brand's total Visual Communication
 - Logo
 - Corporate Identity
 - Brand ID and Collaterals
 - Environmental Design and Signage
 - Packaging
 - Brochures
 - Printed Advertising and Web Design - Outdoor Advertising
 - Website front-end, social media feed and banners etc.

4

WEBSITE / E-COMMERCE

- ♦ Responsive Design
- ♦ Proofreading - Copywriting
- ♦ Websites / E-commerces Development
- ♦ Website / E-commerce Hosting / Email Service
- ♦ Website / E-commerce Maintenance and Management

O U R S E R V I C E S

5 **SEO (search engine optimization)**

- ♦ On-page SEO
- ♦ Off-page SEO
- ♦ Blog Posts (Copyrighting)
- ♦ Keywords optimization
- ♦ Backlinking / Social Media Backlinking

6 **SOCIAL MEDIA - DIGITAL MARKETING**

- ♦ Social Media Strategy
- ♦ Social Media Accounts Set Up
- ♦ Social Media Management
- ♦ Community Management
- ♦ Online Advertising (Google Ads / Social Media Ads)
- ♦ Landing Page Design and implementation
- ♦ Direct Marketing (Email Campaigns / SMS Campaigns)
- ♦ Reporting

7 **PRINT PRODUCTION (offset printing – digital printing)**

- ♦ State-of-the-art Digital Printing Machines
- ♦ Production Of Printed Material by several printing methods, with Quantities Upon Request
- ♦ Special Handmade Production Availability
- ♦ Give Away gifts - Scented candles

8 **PHOTOSHOOTING - VIDEO**

- ♦ Directing & Editing
- ♦ Photography (Lifestyle – Product)
- ♦ Videography (Drone use if needed)
- ♦ Post Production
(Processing – Speakage – Montage – Subtitles)

WHAT WE AIM FOR

Give the brand a unique personality

Create a **buzz** and

Build **awareness** in order to

Grab “a bigger slice of the pie”

CONCEPT



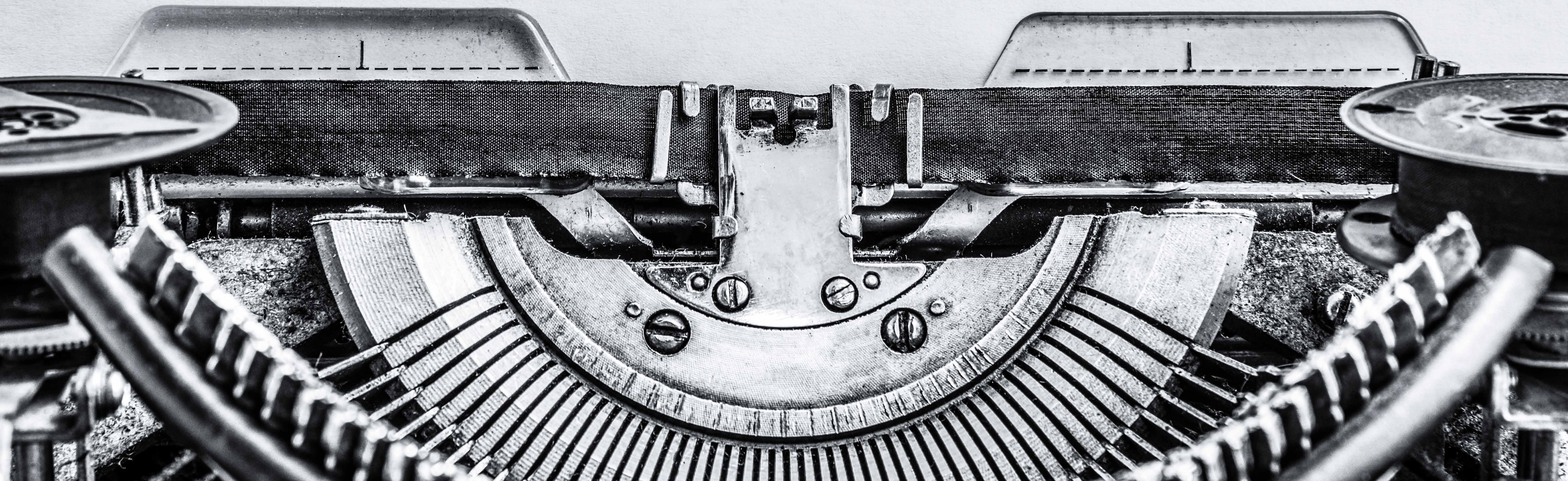


N A M I N G / T A G L I N E

OVAC
RESTAURANT BAR LOUNGE

Cavo Tagoo Santorini is one of the most iconic luxury hotels in Greece.

Finding a name for Cavo Tagoo's restaurant was not an easy task. An ideal brand name is simple to understand and memorable. It took us many brainstorming sessions until the idea hit us like a ton of bricks: reversing the brand name of the world-renowned hotel resulted in a visually-appealing logo that evokes all the sophisticated quality and elegance of the restaurant.

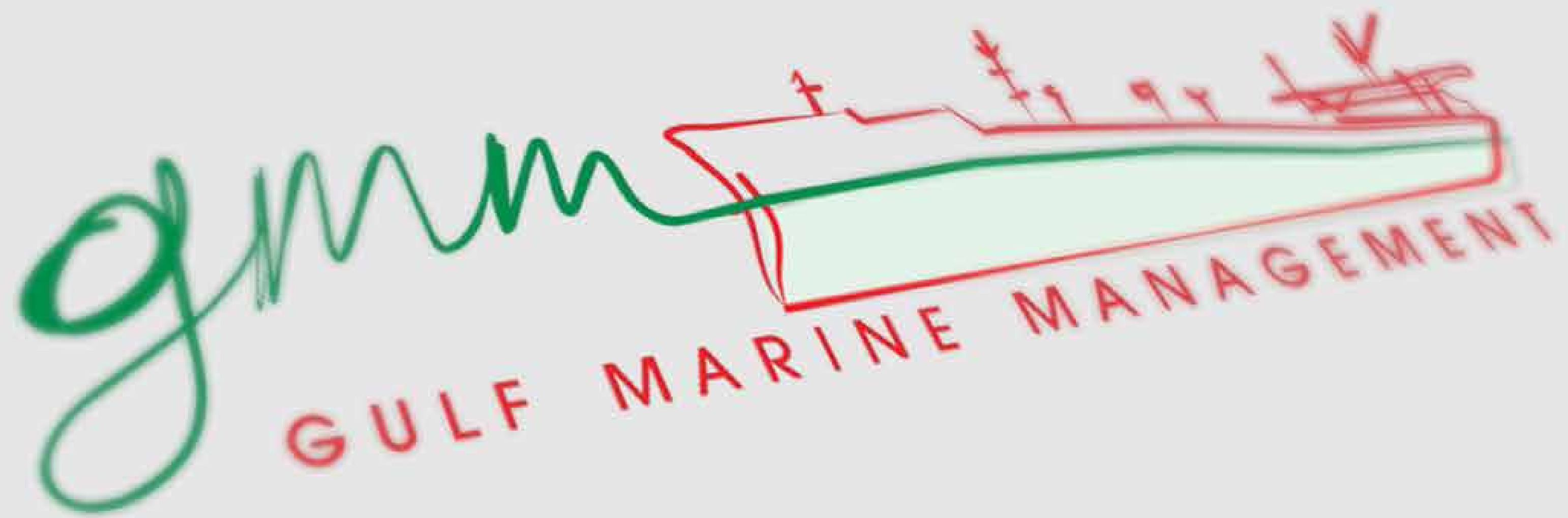


LOGO



κοτόπουλο
ήε καταγωγή!

LOGO



LOGO



LOGO



LOGO



C O R P O R A T E I D





C O R P O R A T E I D



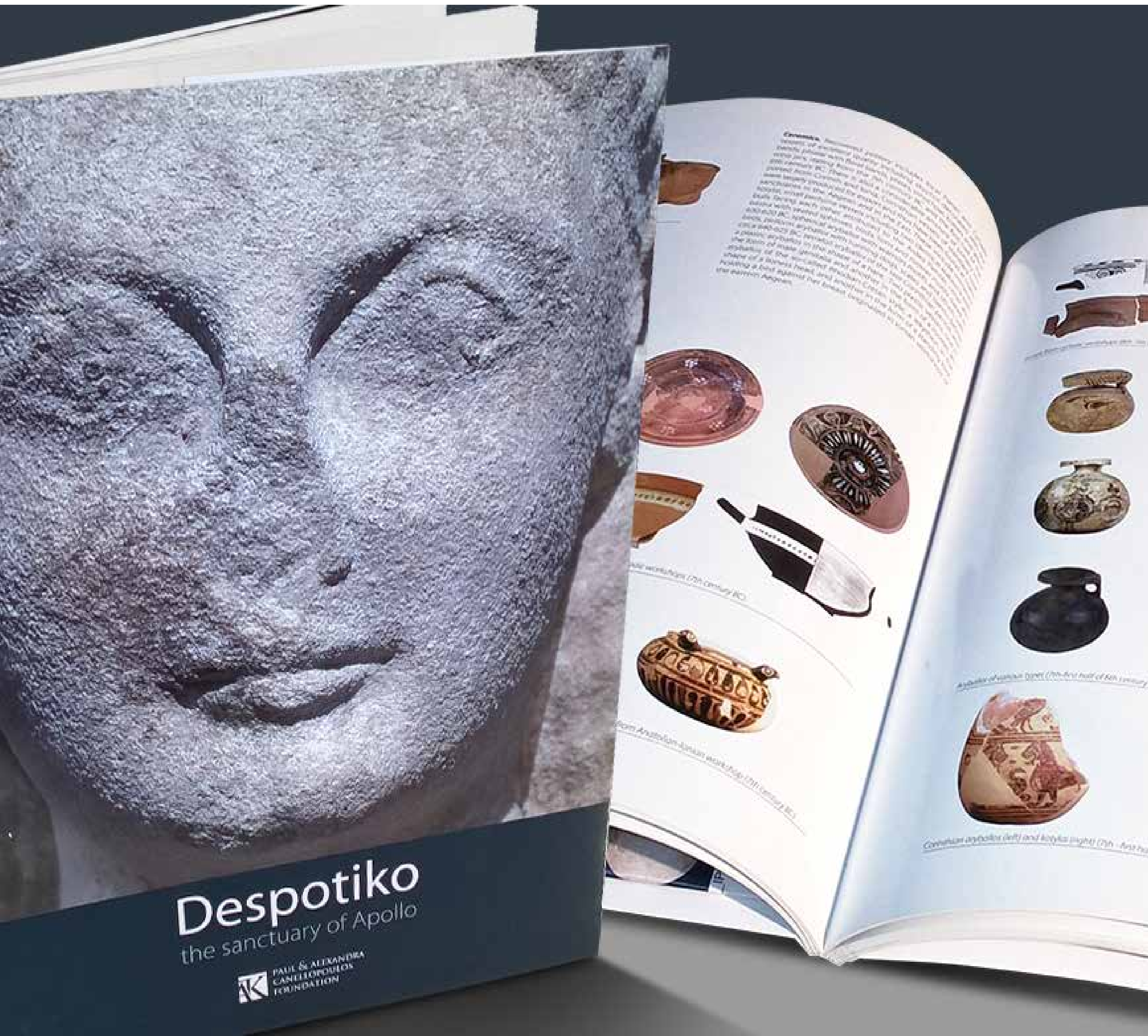
EDITIONS



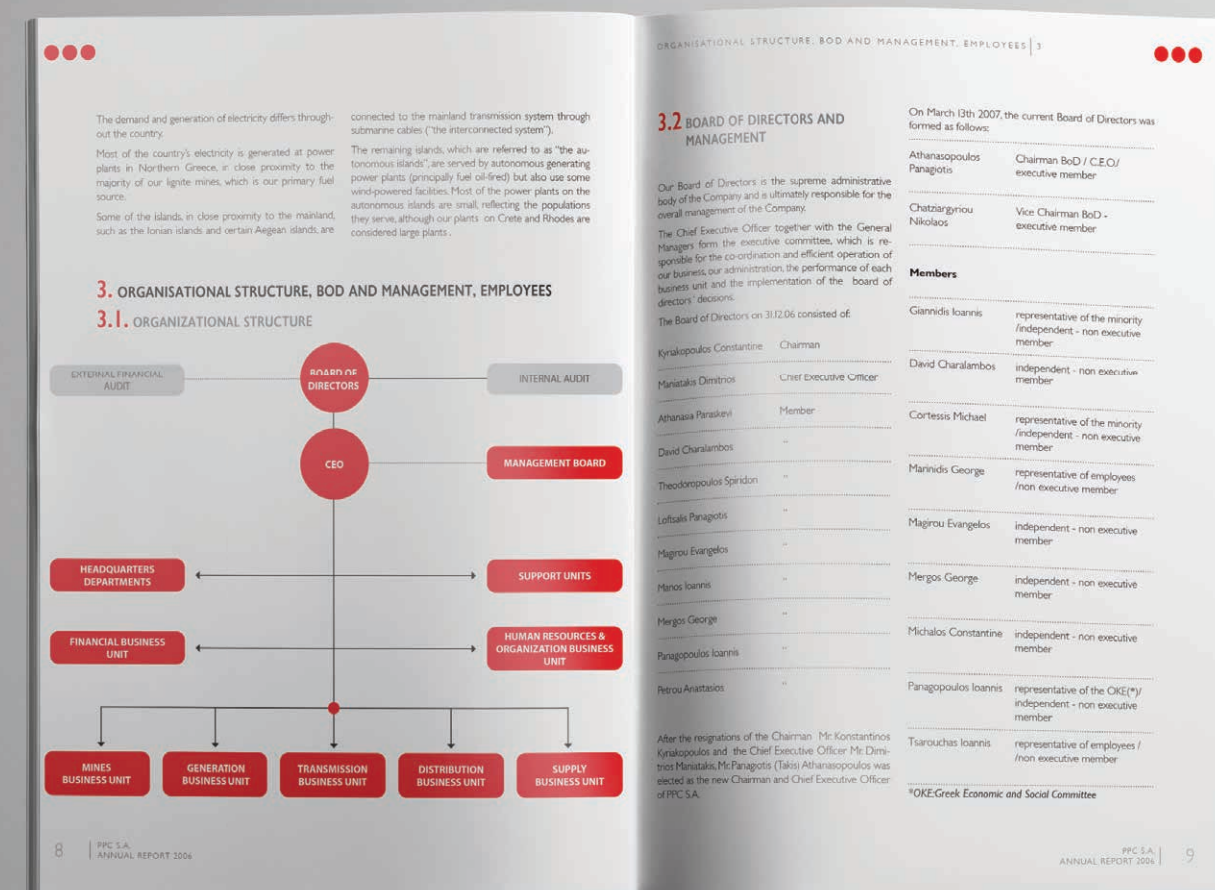
EDITIONS



EDITIONS



EDITIONS



1. SELECTED FINANCIAL AND OPERATING DATA			
The following table shows selected consolidated financial data, which are in accordance with IFRS, for the two years ended 31st December:			
SUMMARY FINANCIALS (Euro million)			
	2006	2005	Δ%
Total Revenues	4,787.4	4,290.9	11.6 %
EBITDA	739.7	900.7	-17.9%
EBITDA Margin	15.5 %	21.0 %	
Profit before taxes and Financial Expenses	163.1	337.2	-51.6%
Margin	3.4%	7.9%	
Net Income	22.1	129.8	-83%
EPS (in Euro)	0.10	0.56	-83%
No of Shares (million)	232	232	
Net Debt	3,755.4	3,754.8	

SUMMARY BALANCE SHEET AND CAPEX (Euro million)			
	2006	2005	Δ%
Total Assets	12,938.1	12,662.6	2.2%
Total Equity	5,078.4	5,165.2	-1.7%
Capital Expenditure	713.3	739.2	-3.5%

2.2 OVERVIEW OF COMPANY'S ACTIVITIES			
We are Greece's largest electricity generator; the sole owner of transmission assets and currently the sole distributor of electricity in the country, providing electricity to approximately 7.2 million customers as at 31st December 2006. As of February 2001 with the liberalization of the electricity market (Law 2773/1999), the responsibility for the transmission of electricity was transferred to the Hellenic Transmission System Operator S.A. ("HTSO") a public company established for that purpose, while the electricity market (production, transmission and distribution) is regulated by RAE which is an independent authority. During 2006, we generated approximately 92% of the 6.7TWh of electricity produced in Greece.			
We are among the largest industrial enterprises in Greece in terms of assets. At the end of 2006 total sales reached € 4,79 million and profits from operations € 163 million (profit before taxes and financial expenses). As at 31st December 2006, we had an installed generating capacity of 1,695 MW.			
The following table shows selected operating data for our electricity operations for the three years ended 31st December 2004, 2005 and 2006:			
	2006	2005	2004
Generation	12,695	12,276	12,224
Supply	52.1	52.9	52.5
Supply Network	54.7	51.8	52.0
Supply	7.2	7.1	7.0
Supply Network	26,208	27,278	28,019
Supply	276	260	249
Supply Network	2,088	1,900	1,857

EDITIONS



EDITIONS



EDITIONS

Mykonos



welcome

Η Μύκονος είναι νησί του Αιγαίου Πελάγους και ανήκει στις Κυκλάδες. Πρωτεύουσα του νησιού είναι η Λιβάς που βρίσκεται στη δυτική πλευρά του νησιού. Η Μύκονος είχε πληθυσμό 10.134 άτομα στην απογραφή το 2011. Η έκταση του νησιού είναι 106 τ.χλμ., ενώ έχει μήκος ακτών 89 χιλιόμετρα. Η Μύκονος ήταν από τα πρώτα ελληνικά νησιά που αναπτύχθηκε τουριστικά. Ήδη από τη δεκαετία του 1960 αναφέρονται μεγάλοι τουρίστες προς το νησί. Σήμερα η νυχτερινή ζωή της Μυκόνου θεωρείται από τις πιο ζωηρές και ενεργές στην Ευρώπη. Το πιο γνωστό σημείο του νησιού στη χώρα ονομάζεται μικρή βενετία λόγω της ομοιότητας που έχει

Suppose
there is only
one island
in the world
Name it

EDITIONS



LOYALTY PROGRAM



Προνόμιο™

Πρόγραμμα αναγνώρισης και επιβράβευσης της ΑΕ Τσιμέντων TITAN

Συγκεντρώστε πόντους και κερδίστε
πλούσια δώρα!



Επένδυσε
στο **Προνόμιο™**
γίνε κι εσύ μέλος



pronomio-titan.gr

A.E. ΤΣΙΜΕΝΤΩΝ TITAN Τηλ. 210-2591556 • e-mail: contact@pronomio-titan.gr

TITAN

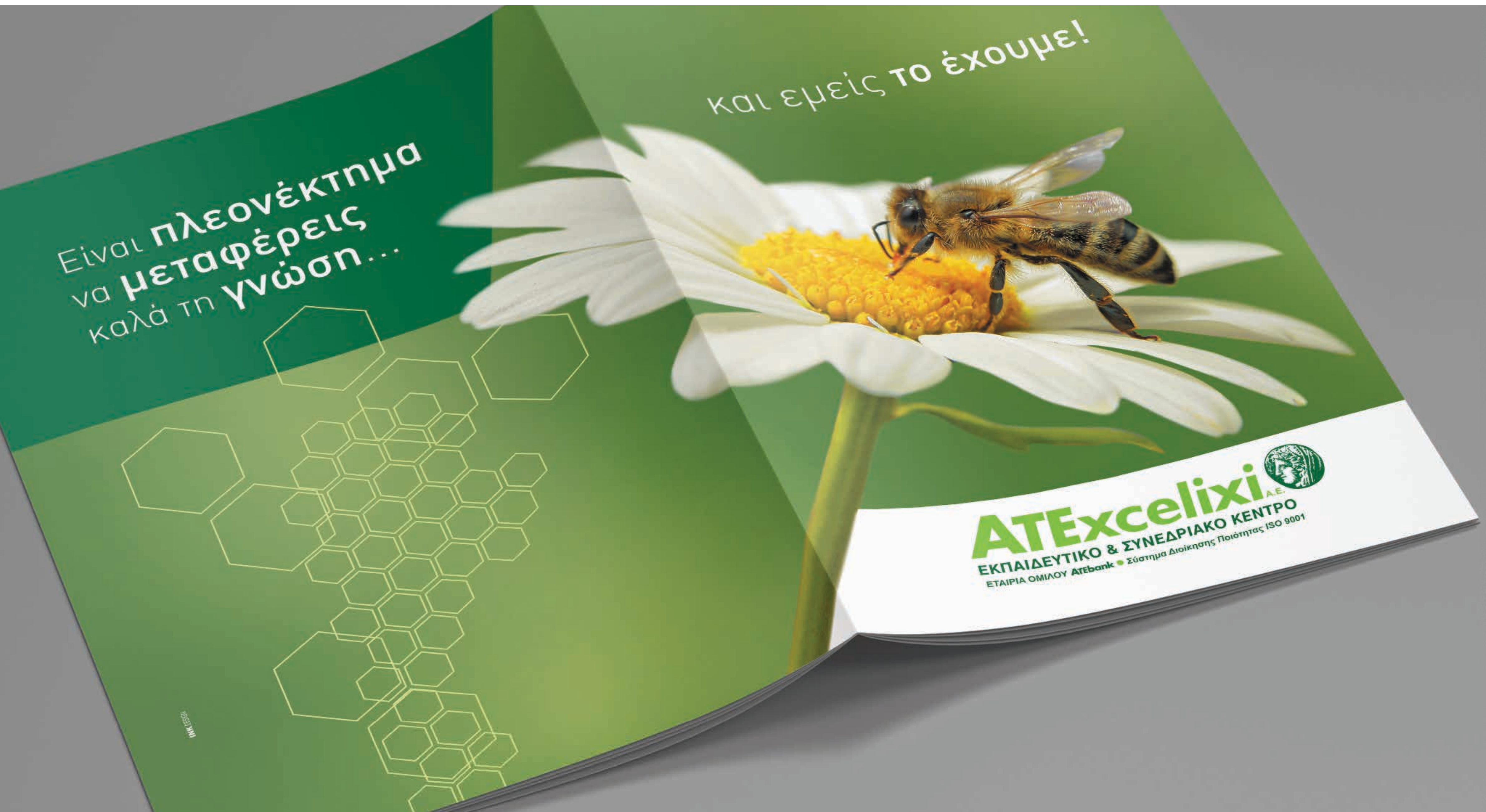
BRAND IDENTITY



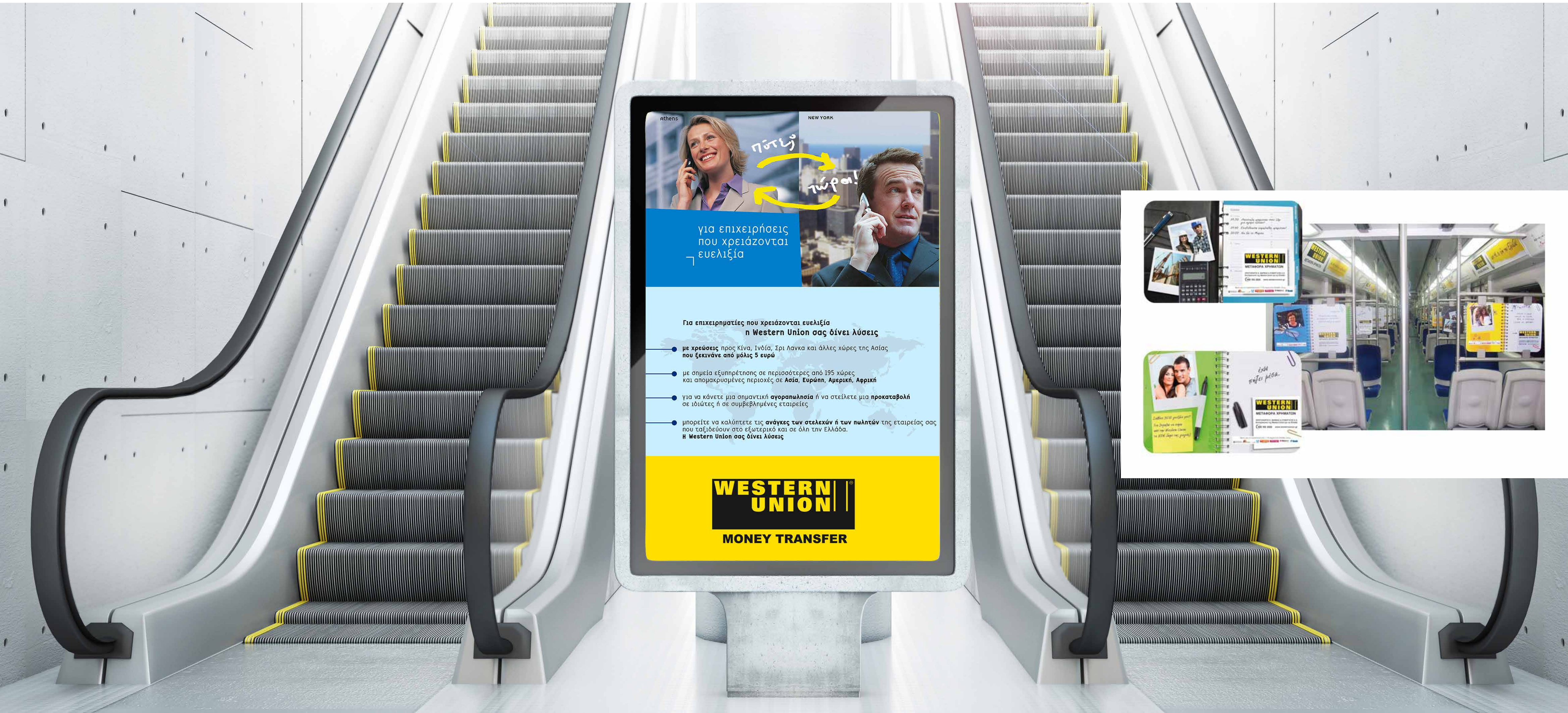
BRAND IDENTITY



BRAND IDENTITY



ENVIRONMENTAL DESIGN



ENVIRONMENTAL DESIGN



ENVIRONMENTAL DESIGN



ENVIRONMENTAL DESIGN

Απολαύστε
γνήσια
Σπανακόπιτα




everest®

Γνωρίστε
Σπιτική
Καρυδόπιτα



everest®

Προφιτερόλ
Δοκιμάστε το!



everest®

PACKAGING DESIGN



PACKAGING DESIGN



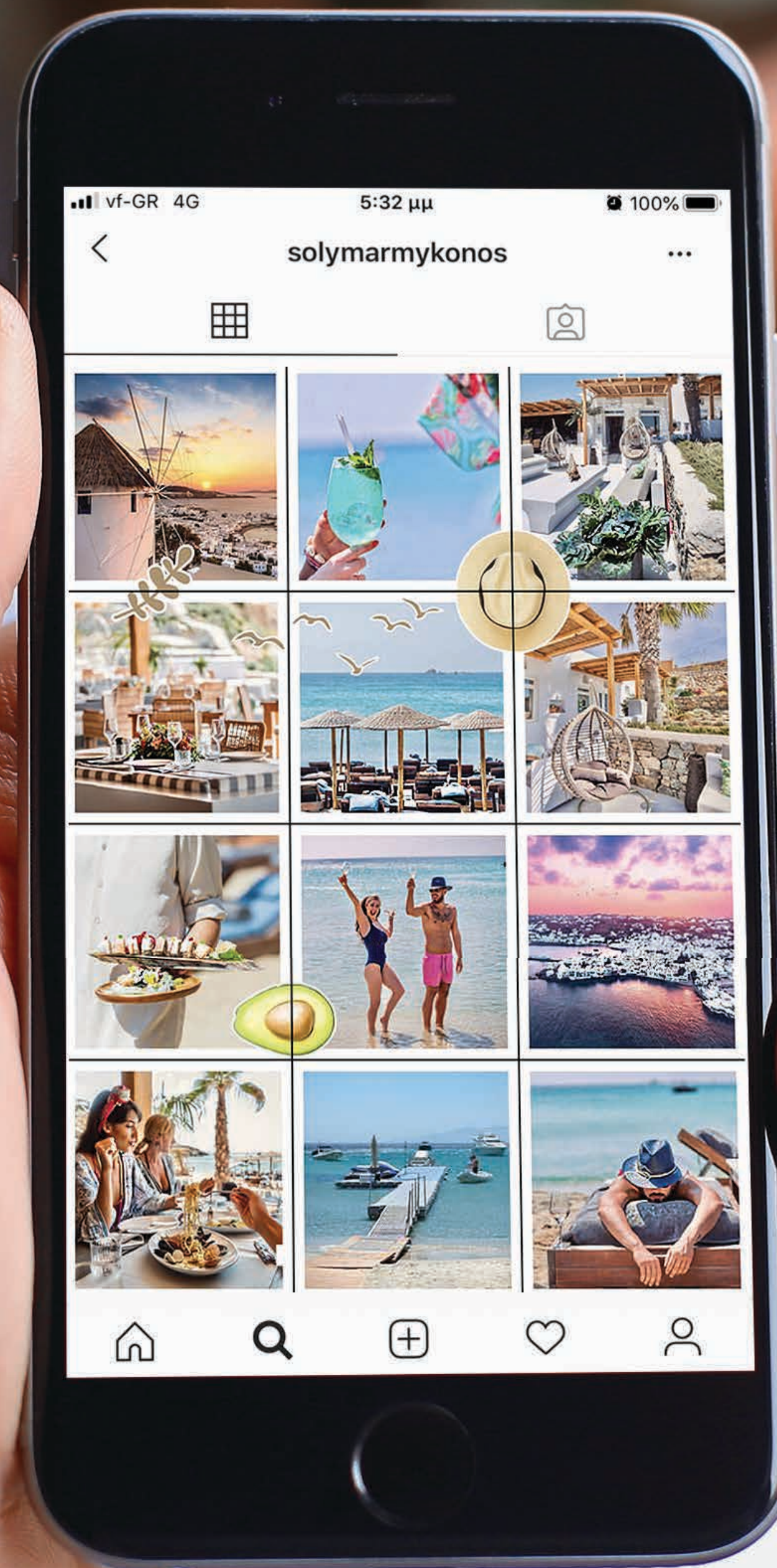
PACKAGING DESIGN



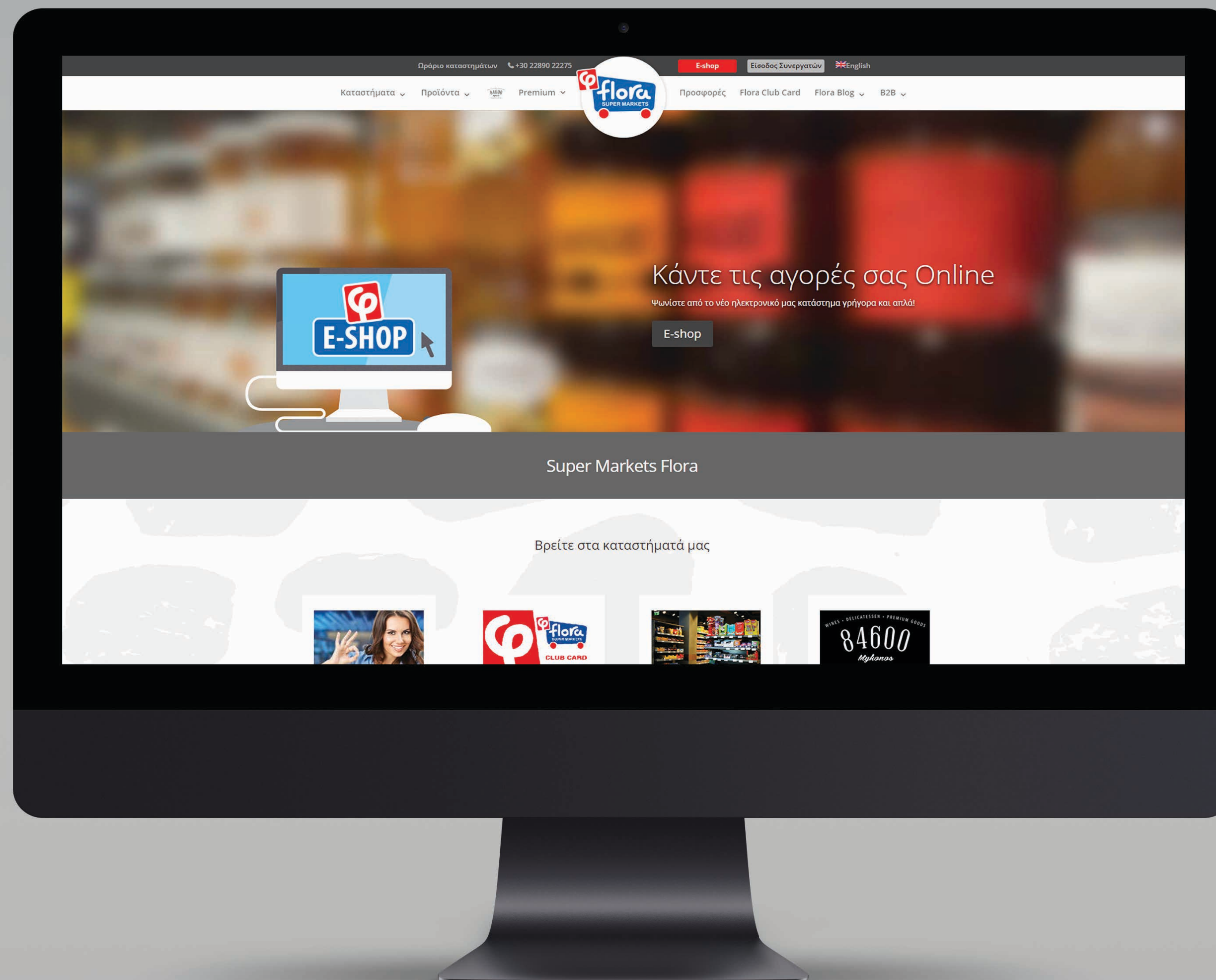
ONLINE MARKETING STRATEGY



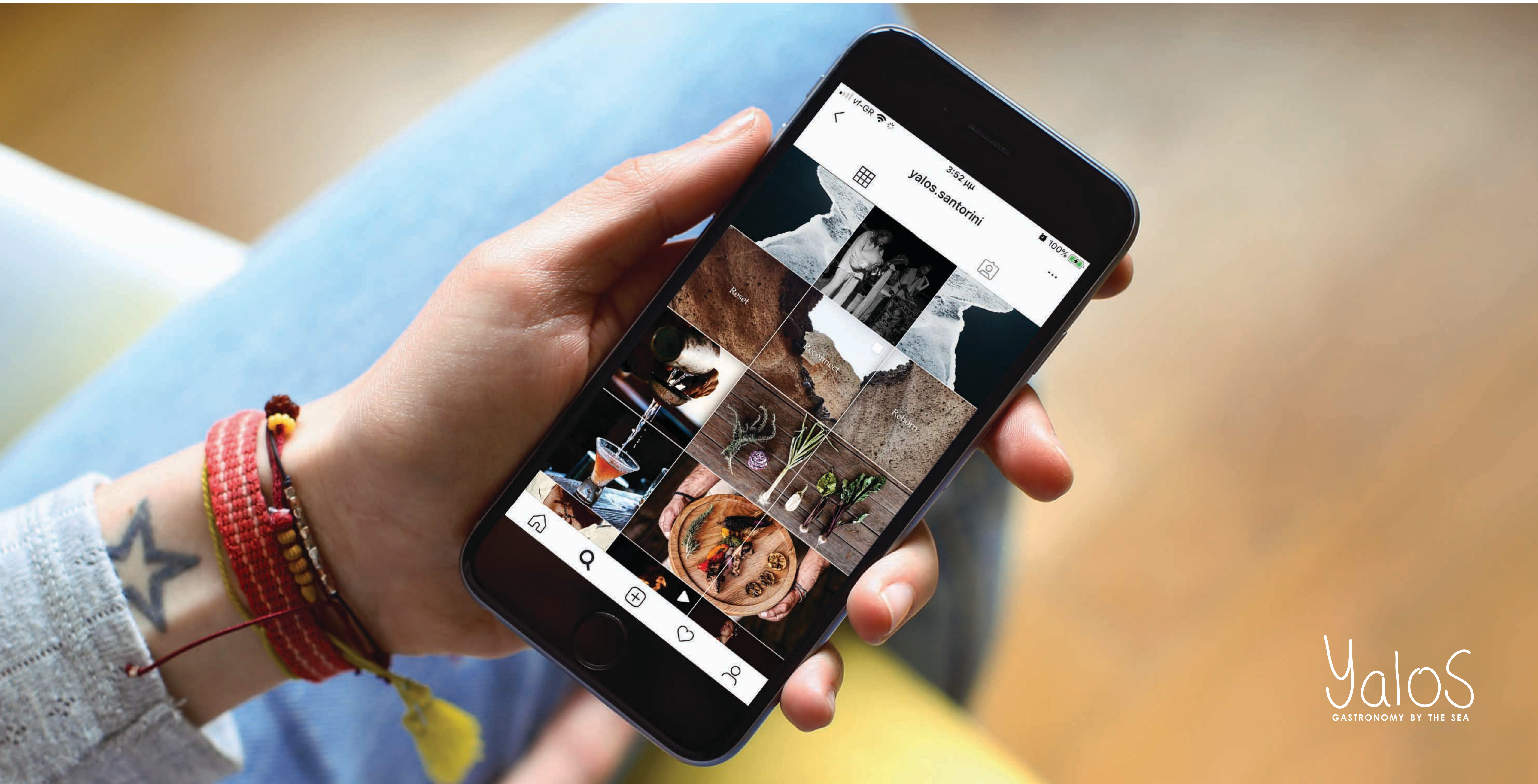
ONLINE MARKETING STRATEGY



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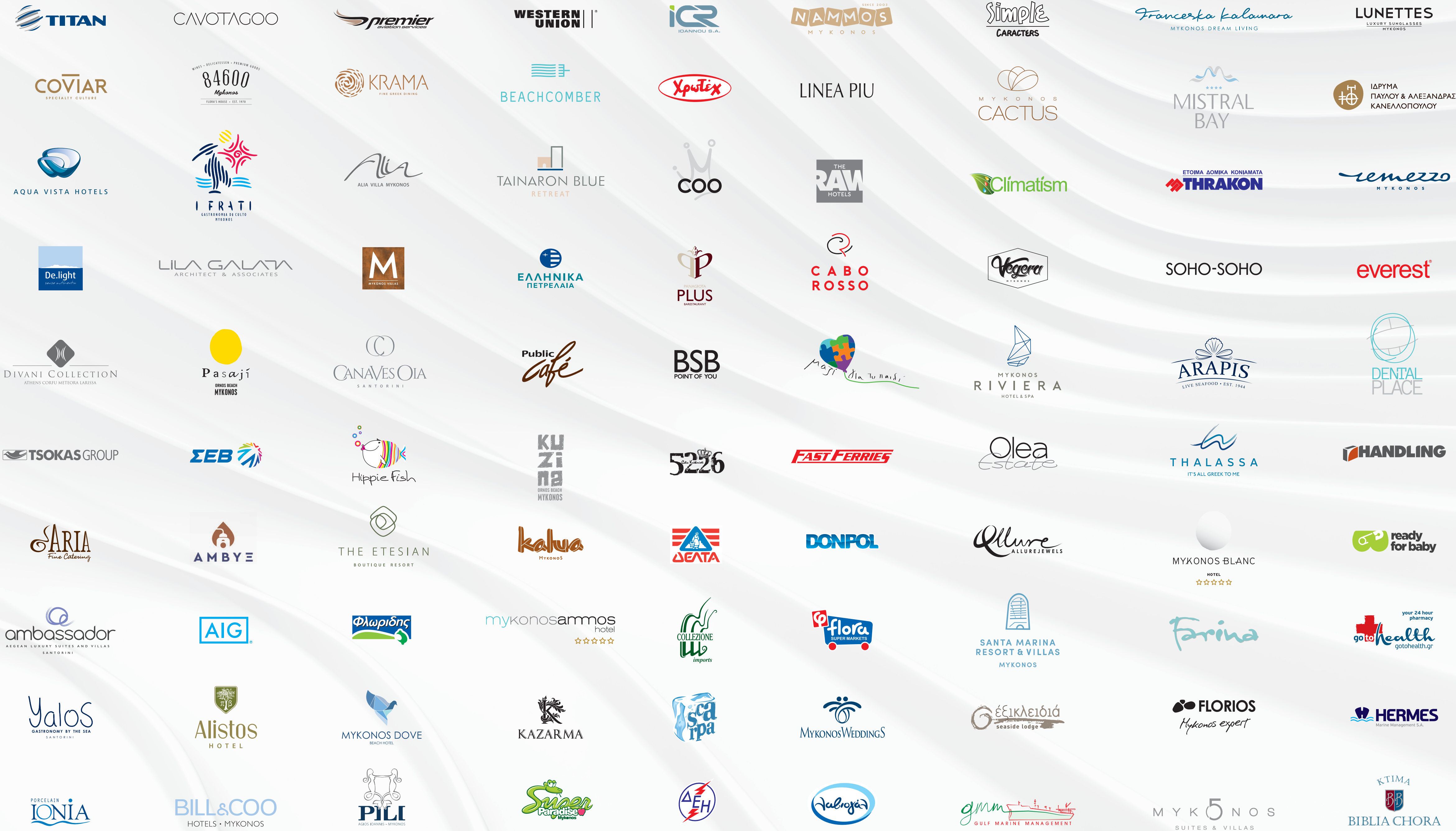
ONLINE MARKETING STRATEGY



MORE DESIGN



We proudly present over 1000 companies in various projects since 1986...



upgrade

based on
experience and feeling



m o r e b r a n d i n g

i n k . g r