



PLAN B  
DESIGN

AGENCY PRESENTATION



# The Agency

WORKING HARD SINCE 2006





# history

**For more than 13 years we have gained strong experience in the development of various advertising strategies and the execution of wide range business projects. We are proud to say that our competencies in these spheres are impressive.**

We know how to create and sometimes “pull up” very difficult and in some cases near to impossible projects.

# the team

Our experts have a wide experience in the creation, maintenance and support, as well as further development of projects with various scope for leading companies on the market - from logo creation to large scale advertising campaigns.

We gained expertise in working with small, as well as large businesses.

We are an advertising agency with a stable in-house team of talented graphic-designers and project managers working in collaboration with our customers team for achieving of the perfect results.

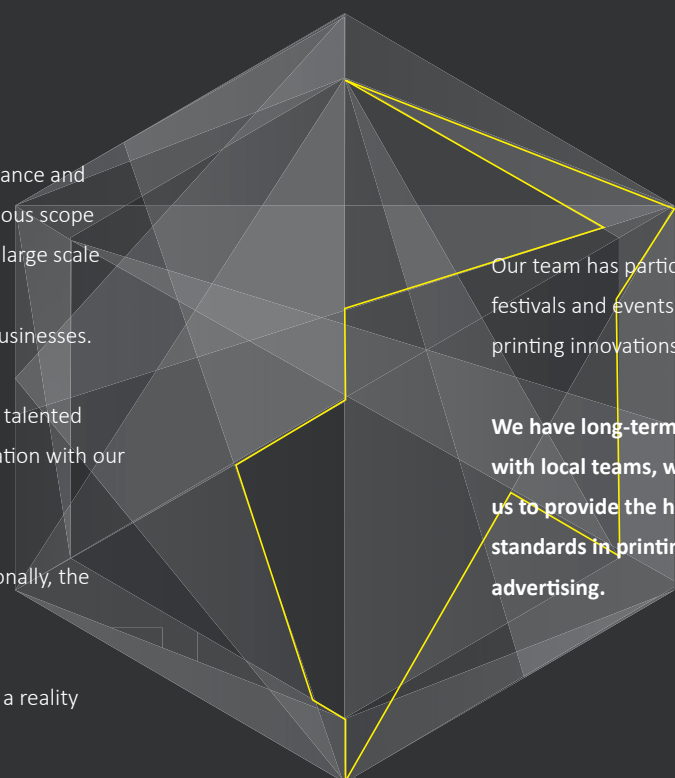
We are based in Bulgaria and work with customers internationally, the digital age allows us not be limited by geography.

We hear and get familiar with your vision in order to make it a reality come true.

We are the partner you are looking for! Let's build together a successful business relationship.

You can always rely on us!

We have expertise in handling of various customers' requirements- from logos and websites to any kind of advertising materials.



Our team has participated in many festivals and events for design and printing innovations.

**We have long-term partnerships with local teams, which allows us to provide the highest service standards in printing and web advertising.**

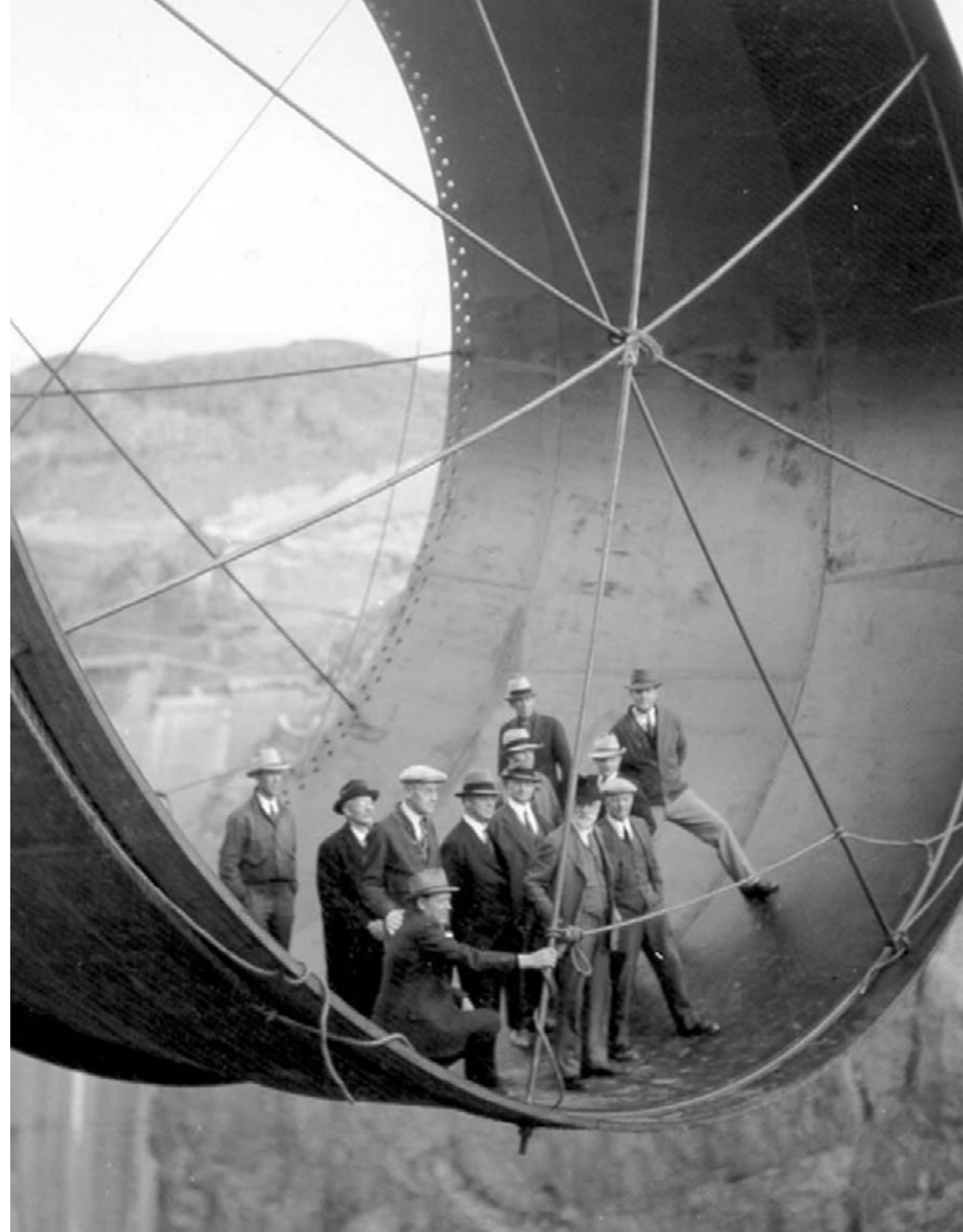


# philosophy

## CREATIVE EXPERIENCE

We truly believe that we are perfectionists. We are growing together with the success of our partners.

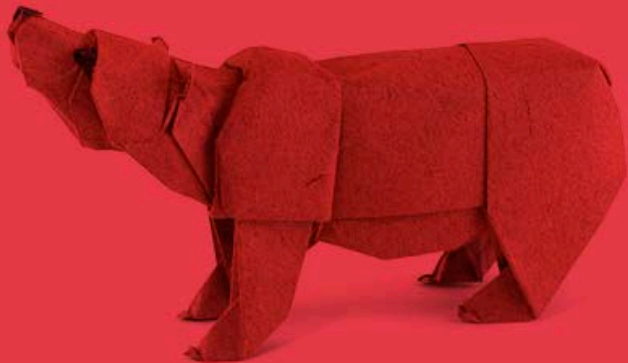
**This allows us to go beyond the common frame of development, strategies and ideas in which we design and produce projects with a unique purpose - to be created easily, understood by all by producing intriguing and mesmerizing advertising campaigns.**



# our services



WHAT YOU CAN GET FROM US



#### Strategy planning:

- Communication strategy
- Creative strategy
- Web analytics
- Analyzing of communication channels and improvement plan
- Specific solutions with budget and deadlines for results improvement;
- Recommendations for optimization;
- Google AdWords and Facebook/Instagram campaigns management

#### Graphic design and development:

- Creative ideas
- Graphic design
- Planning and design of standard and nonstandard advertising materials
- Packaging design
- Corporate identity
- Original concepts for overall branding- from the idea to the finished print material
- Prepress services
- Design of web-sites
- BTL projects
- Media campaigns

#### Printed products:

- Digital printing
- Wide-format printing
- Offset printing
- Screen printing
- Hot-branding
- Stamping
- Production of stands and similar display products
- Finishing works
- Die forms production
- Import of souvenirs from Europe and China

#### Content development:

- Professional photo studio
- Photographing and filming of corporate events
- Visualizations

#### Client-centric service:

- Project management
- Assessment of the development potential
- Planning of the budget for production
- Planning of the production
- Development and execution of marketing plan
- Quality control
- Short execution deadlines



The constant exploring and introducing of modern trends and new technologies allow us to create more effective and efficient instruments for finding solutions of all kind of the customer needs.



For more than 13 years

MORE THAN 1000 EXECUTED PROJECTS

MORE THAN 300 PACKAGING AND BOXES

MORE THAN 500 CATALOGUES AND BROCHURES

MORE THAN 100 SPECIAL PROJECTS AND VISUALIZATIONS

MORE THAN 1000 + BILLBOARDS AND WEB BANNERS



# customers

OUR PARTNERS THROUGHOUT THE YEARS





The background features a series of concentric circles centered on the page. In the middle of these circles is a complex, multi-faceted geometric shape, resembling a crystal or a stylized cube, rendered in light gray with various shades to create a 3D effect.

# projects

PART OF OUR PROJECTS



Translation, adaptation, prepress and printing of posters, leaflets, catalogues and advertising products. Data base development during the translations for service optimization and execution in very short deadlines.





# BILLA България

цялостна поддръжка

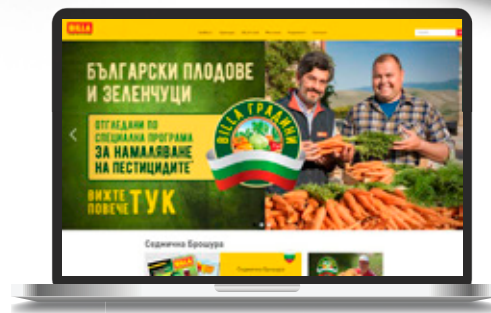


Пандемичните  
корони с жолтов кръст

Март 2015

Пн	Вт	Ср	Чт	Пт	Сб	Нд
23	24	25	26	27	28	01
02	03	04	05	06	07	08
	10	11	12	13	14	15
					20	21
					28	29
					04	05

BILLA



Creating of concept for brochures, catalogues and advertising campaigns. Product and image photography and full prepress of weekly brochures. 24/7 maintenance. Online banners, billboards and posters.



TM Auto



Translation, adaptation,  
prepress and printing of  
posters, leaflets,  
catalogues and  
advertising materials.



# Credit Choice

## ENTIRE CONCEPT

Creation of entire concept for brand development, planning of media strategy, design, prepress i printing of advertising materials and souvenirs.





# Autotechnica Bulgaria



Translation, adaptation, pre-press  
and printing of posters, leaflets,  
catalogues and advertising  
materials.







JANE LUSHKA

Logo creation, organization of professional photo sessions. Picture processing, concept development for catalogues and brochures. Design of product labels from textile and paper.



# Unipharm



Creation of corporate identity, packaging development, design, pre-press and printing of advertising materials and souvenirs. Design of company annual report. Product photography.





# SlaviShow



Concept creation, design development,  
prepress and printing of various printing  
products: album, CDs, calendars, badges.





MetLife®

Design and prepress of brochures, calendars, notebooks.  
Concept creation for nonstandard products. Printing.



Design and prepress of  
brochures, calendars,  
notebooks. Concept  
creation for nonstandard  
products. Printing.





# Vitalino

ОПАКОВКА - ПРОДУКТОВА ЛИНИЯ "ЗАМРАЗЕНИ ХРАНИ"



Development of the entire project for packaging- design, prepress, and print. Creation of concept for advertising brochure, instruments for communication with the customer. Production optimization proposals. Logo design.





Design and prepress of brochures, calendars, notebooks. Concept creation for nonstandard products. Printing.







**KZU**  
SINCE 1966  
ENGINEERING, WELDING & STEEL STRUCTURES

Creation of entire concept for  
brand development, planning of  
media strategy, design, prepress  
i printing of advertising materials  
and souvenirs.

[www.kzu-bg.com](http://www.kzu-bg.com)





and numerous other projects and solutions...



thank you!



PLAN B DESIGN

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