




We are **DDB° Vilnius**



**We are
a part of**

DDB^o **Worldwide**

**network with 200 offices
in 96 countries consisting
of 13 000 employees who use
the same communication
planning methodology and
share their knowledge.**



We create ideas for

TEO

Nordea

Drogas

ORLEN Lietuva

Bitė

Norfa

MG Valda

Bennet

Verslo žinios

Baltos lankos

Unilever

Paulig

Dalia and Vilnius City Opera



DDB° BRAND CAPITAL

is a globally developed quantitative research methodology. We collect data once a year covering a sample of 1000 respondents. We measure **Consumer Brand Equity** for 350 brands:

Brand connections:

lovers, fans, friends, acquaintances

Brand associations:

uniqueness, quality, value for money, for someone like me

All the respondents also answer 300 questions about them in the following categories:

Demographics

Values

Attitudes

Interests

Activities

Trusted information sources

Consumption of products

Ownership and planned purchases



Brand Capital's uniqueness lies in breadth and flexibility of data that is unprecedented in other research.

Breadth:

Consumer data covers not only consumption habits but also more human dimensions like attitudes to life, sense of style, social media habits, influence sources, hobbies etc.

Brand data allows to look at the brand not only in the context of its industry but in relation to any of the other 45 categories.

Data covers all three Baltic states therefore allowing to generate insights and get the full picture of the pan-Baltic market.

Flexibility:

Consumer and brand data can be combined and analyzed in any combination to come up with unexpected insights.



It's only mail...

it's EVEN mail!

We provide specialized direct communication services.

We have a department with professionals creating means for communication with current and potential clients of our customers by non-mass media tools.

We are constantly learning from our colleagues in specialized OMNICOM group direct marketing agencies.



70+ awards

for **creativity**

Newest awards

Bronze **Golden Hammer**, 2013.

Finalist **Golden Drum**, 2013.



Awards for **efficiency**

Password 2012

Award for the most efficient marketing campaign in Lithuania. DNB bank's mortgage campaign „Pirmi namai“.

Password 2013

Award for the most efficient introduction to market campaign in Lithuania. DNB youth program UP.