

.RITF
sophisticated marketing



- About Us
- Range of Services
- Client Portfolio
- Examples of our work

.RITF – specialist in the...



COMPETITIONS/ LOTTERIES B2C

Comprehensive implementation:

- Consumer competitions
- Lottery
- Loyalty programs



B2B PROGRAMS

Comprehensive implementation:

- Retail / wholesale sales support programs
- Loyalty programs



POS/PRINTING

- Own POS production park



GRAPHIC DESIGN

- Graphic design studio
DTP/Interactive
- 5 stands



PROMOTIONAL MATERIALS

- Gadgets
- Textiles
- Direct import from Asia

.RITF – How we work



We create modern marketing solutions



We intensively develop digital



We adjust a variety of marketing tools to each task



We build long lasting relationships with our clients

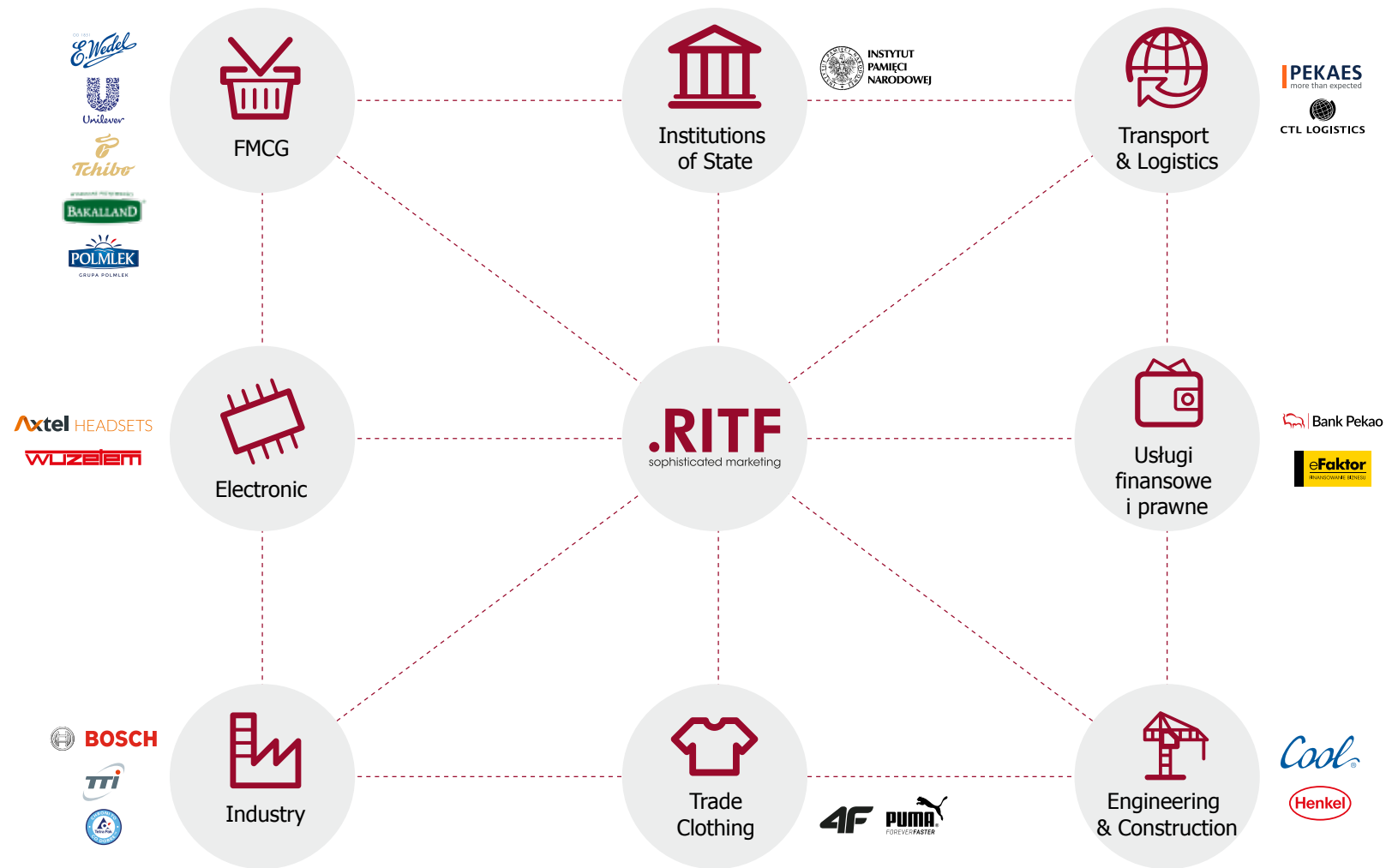


Our work helps develop the businesses of our clients



We consistently invest in new technologies

.RITF – Experience in many industries



.RITF – About Us

- RITF advnet Poland was founded in 2005.
- Our team has many years of marketing and sales experience for international FMCG brands.
- We have our own facilities for printing and graphic production with the Roland offset machines & digital KONICA MINOLTA, thanks to which we are able to greatly reduce costs & pass on the savings on to our customers.
- In 2007, we became a member of PSI Promotional Product Service Institute.
- In 2009, we became a partner of a program "Solidni w Biznesie" led by GJC Inter Media, organizers of International Marketing Days, PR & Rema Days Adverts.
- In 2011, we were awarded by National Labour Inspectorate for taking second place in the XVIII edition of the competition.
- In 2011, 2012, 2016, 2017 & 2018, we became the laureate ranking "Gazele Biznesu 2011/2012/2016/2017/2018 r." , organized by the Bonnier Press Group – Puls Biznesu.
- In 2014, we were awarded the title of „Gepard Biznesu”.
- We work with and are a signatory member of "Polska Karta Dobrych Praktyk Category Management”.
- In 2016, we were awarded the „Golden Arrow 2016” award in the B2B loyalty program category.
- We are a founding member of the Polish Chamber of Promotional Articles (PIAP)



Company structure

.RITF

sophisticated marketing

Comprehensive implementation
of BTL & ATI services

Trade Marketing

Marketing production

Graphics, creation & DTP

JAWS MEDIA
INTERACTIVE AGENCY

- Interactive production
- Websites www
- Advertising banners
- Databases
- Interactive graphics

.RITF
POLIGRAFIA
sophisticated marketing production

- Marketing production
- Printing production
- Own printing press
– traditional & digital
- DTP

egift.pl

- Advertising gadgets
- Individual productions
- Import from Asia

ADV HUNTERS
adventures & fun company

- Incentive trips
- Motivational programs
for the sales team
- Conferences & events

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Management



Jakub Wlazło

**President of the Board,
founder & the main shareholder**

A graduate of the Collage of Management in
Warsaw & MBA Business University of London

- 20 years of professional experience in sales & marketing at: Unilever, Pepsi-Cola, Henkel, Cussons, Bols – Remy.
- Successfully introduced the following brands to the Polish market: Pollena 2000, Dove, Persil, Taft, Pepsi Max, Luksja, E, Bols Vodka, Soplica Vodka, Gallo Vines.
- In 2005, he became the founder of the company & in 2006 he became the managing director of .RITF.
- Author of publications on marketing strategy for: „Media i Marketing”, Życie Handlowe”, „Gazeta Handlowa”.
- Business Centre Club expert.



Agnieszka Sędzikowska

Proxy & shareholder

A graduate of the School of Commerce & Law
in Warsaw

- 15 years of professional experience in customer service & sales, among others, for the organisations: Intrum Justitia, Diageo.
- Has completed many implemented procedures in international organizations the field of customer service and logistics.
- Member of the Board of the Polish Chamber of Promotional Articles since 2012
- In 2014, she was re-elected to the PIAP Board.
- Has a certificate of the Ministry of Finance in the field of organization & operation of lotteries & competitions

Realizations

Projects

References

B2B trading programs – Key skill



B2C trading programs

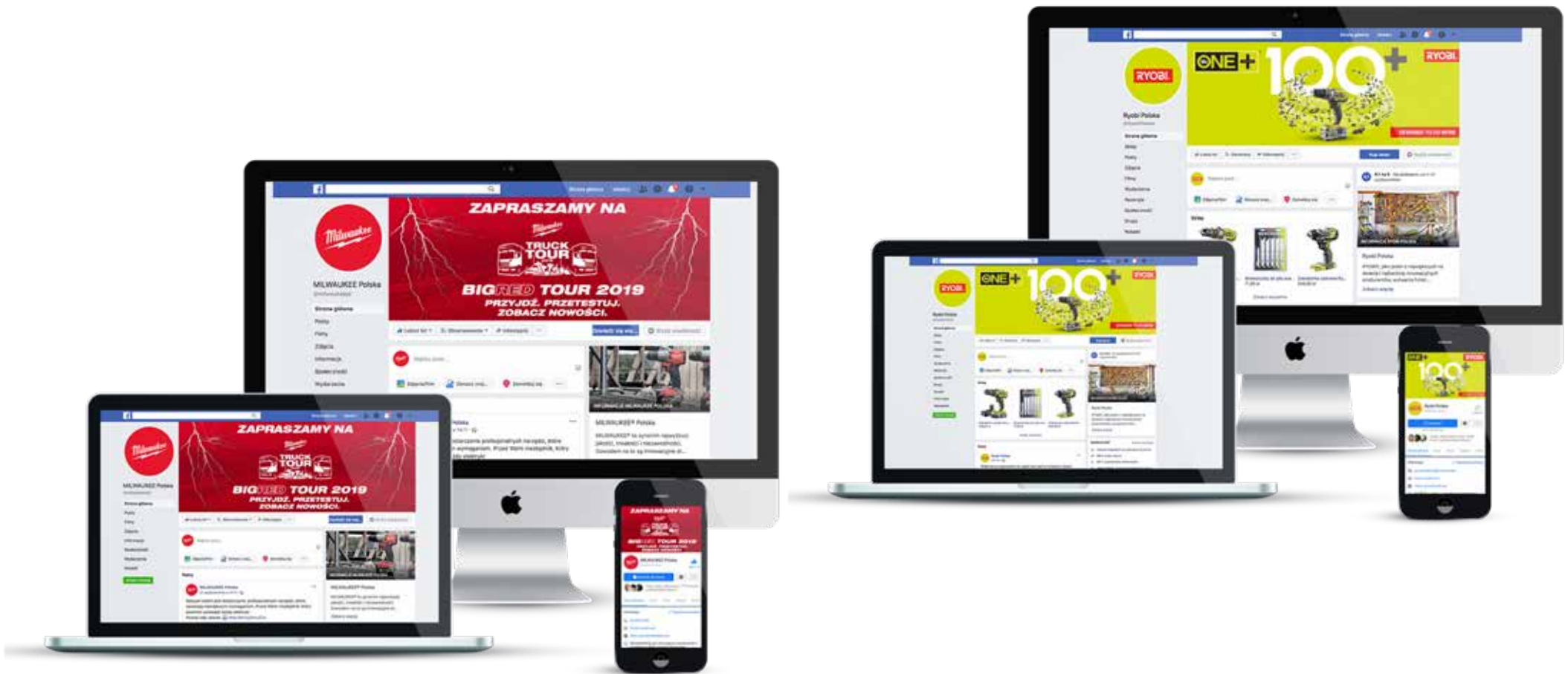


Consumer / trade sales support programs

- We specialize in the creation and operation of loyalty programs
- We have completed several projects on the FMCG & B2B markets for the following clients: Sofidel, Bosch, Tchibo, Dörken, Alcatel, WUZETEM, JMP Flowers – with budgets exceeding 1.000.000 Euro.



Social Media – Milwaukee/Ryobi Facebook Profile



Creation / Graphic Studio

- A professionally equipped, multi-user graphic studio
- High-class creative specialists, UI / UX, Web Developers & Programmers
- Designing and building websites
- Visual identity design
- Designing packaging / labels / stands / displays
- Dozens of completed and won creative auctions
- Many years of experience as well as passion in creating projects using the Adobe Creative Cloud platform
- We work on OS X & Windows



Adobe® Creative Cloud™



Non-standard PR activities

- We implement promotional activities supported by well known public figures
- Among the media people we work with, among others, are. Dorota Gardias, Adam Klimek, Maciej Wisławski, Łukasz Byśkiniewicz, Omenaa Mensah.



Dorota Gardias – TV presenter, weather presenter, Bezpieczny Warsztat campaign ambassador



Non-standard PR activities



Adam Klimek – mechanic,
host of TV show
„Samochód marzeń
– kup i zrób”, campaign
ambassador for Bezpieczny
Warsztat



Social campaign
bezpieczenyarsztat.pl



Łukasz Byśkiniewicz
– Rally driver, producer &
journalist for TVN Turbo,
campaign ambassador for
Majorette



Relaunch of Majorette brand

Non-standard PR activities



Calendar 2016 for Omenaa Foundation & the firm Itaka



Omenaa Mensah
– weather presenter, founder and president of the
Omenaa Foundation, as well as the owner of the Ammadora brand

Support for activities – Film production, creative sessions



Production

DIGITAL PRINTING

- Print on Canon imagePress C6010 S digital machine.
- Print on Konica Bizhub PRO C6500 & PRO 1050.
- Digital proof Epson PRO.
- Cutting plotter.
- Print finishing.
- Print production in matt & UV.
- Production is open daily from 7:00 to 19:00.
- Printing on request in 24 h.
- Print based on calculations up to 72 h.

TRADITIONAL PRINTING

- Print to B2 format
- ROLAND machine – 5 colors, capacity 150.000 / day.
- Bookbinding room – on Ideal i Adast machines.
- CB Konica X2 brochure string, capacity 52.000 copies / shift.



Canon



KONICA MINOLTA

EPSON

manroland

Production POS / Gifts / Promotional Clothing

POS / GIFTS

- Direct deal with Mid Ocean Brands, the largest supplier of promotional gadgets in the world.
- Franchise 2 offer catalogues.
- Annual special Christmas offer distributed since September.
- On-demand production, i.e. work with the product designed and manufactured for the customer.
- Individual production based on a partnership agreement with Domestic Asia based in Indonesia.

PROMOTIONAL CLOTHING

- We offer ready-made designs for clothing from the best National and foreign producers.
- Direct distribution (prices of platinum distributor) Promo Stars – LPP (marki Reserved, Mohito, Sinsay, House).
- We offer, amongst others, brand products from: Harvest, Hannes, Fruit of The Loom.
- Individual projects.



Catman

- Based on many years of experience of our management staff, we offer full implementation of the Category Management process.
- We have successfully implemented programs for many major brands & product categories in supermarket chains and petrol stations.
- We are fully technically prepared with the right software to support projects (Apollo, ProSpace).
- We provide an overview of the process from the moment of initiative through project preparation & research implementation until the moment of changing the shelf settings at the client & the closure of the analysis process.



Client Portfolio

Client portfolio



PEKAO S.A.

full internal communication support,
employer branding



WUZETEM

web design, ATL and BTL creations, B2B/B2C
programmes, printing/computer-aided publishing,
promotional products, 360° marketing



IPN/PRZYSTANEK HISTORIA

web design, social media, ATL creation,
BTL creation, print, gadgets



SOFIDEL

BTL creation, B2B / B2C programs, print,
gadgets, textiles, 360° marketing



BOSCH

BTL creation, B2B / B2C programs, print,
gadgets, textiles, 360° marketing



WEDEL

promotional materials creation and production



BERLIN-CHEMIE

creating and printing materials
for internal communication



COOL

web design, promotional materials creation
and production, 360° marketing



JMP FLOWERS

web design, social media, ATL creation, BTL creation,
print, gadgets, 360° marketing



HENKEL

digital and interactive support, promotional materials
creation and production
brands like: pattex, cersit, stop wilgoci



4F

web design and support for interactive campaigns,
promotional materials creation and production



BAKALLAND

BTL creation, B2B / B2C programs, print,
gadgets, textiles, 360° marketing



TECHTRONIC INDUSTRIES

web design, BTL creation, promotional materials
creation and production, gadgets



CTL LOGISTICS

promotional materials creation and production



TETRA PAK

promotional materials creation and production,
employer branding



PEKAES

promotional materials creation and production,
internal communication support, employer branding



PUMA POLAND S.A.

web design, BTL creation, B2B / B2C programs, print,
internal communication support



POLMLEK

promotional materials creation
and production



TCHIBO

promotional materials creation
and production



UNILEVER

promotional materials creation and support



BRITA

promotional materials creation and production



AXTEL HEADSETS

promotional materials creation and production



eFAKTOR

web design, B2B / B2C programs,
promotional materials creation and production



PRZEDSZKOLA POMARAŃCZOWA CIUCHCIA

promotional materials creation and production



FAMILY BUSINESS NETWORK

promotional materials creation and production

Implementations

DELTA Sales programs – B2C program




GOLDEN
ARROW
2016

Sales programs B2B – Sofidel

Tylko Regina
Promocja
z nagrodami

Edycja
Wiosna-Lato
2019



Regina
Paper for people

SAMSUNG  Gogle VR Samsung Gear VR z kontrolerem 75 zł * Wyposażenie kontroler w ekranie 5.1" * Wyposażenie kontroler w ekranie 5.1" * Wyposażenie kontroler w ekranie 5.1" * Wyposażenie kontroler w ekranie 5.1"	Pioneer  Radio samochodowe Pioneer 80 zł * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1"
zalmor  Wyciskarka wolnobrotowa Zalmor 80 zł * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1"	PHILIPS  Lokówka do włosów Philips 85 zł * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1"
BRAUN  Szczoteczki elektryczne Braun 2 szt. 90 zł * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1"	CM  Kostkarka do lodu Clatronic 90 zł * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1"
PHILIPS  Suszarka do włosów Philips 90 zł * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1"	CM  Robot planetarny Clatronic 90 zł * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1"
Tefal  Parownica do ubrań Tefal 90 zł * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1"	JBL  Głośnik mobilny JBL 90 zł * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1" * Wyposażenie w ekranie 5.1"

HUAWEI


Laptop Huawei MateBook X Pro
 520 zł
 * Wyposażenie w ekranie 5.1"
 * Wyposażenie w ekranie 5.1"
 * Wyposażenie w ekranie 5.1"
 * Wyposażenie w ekranie 5.1"

VORWERK


Thermomix I Cook-Key
 520 zł
 * Wyposażenie w ekranie 5.1"
 * Wyposażenie w ekranie 5.1"
 * Wyposażenie w ekranie 5.1"
 * Wyposażenie w ekranie 5.1"

LG


TV LG 75" 4K
 650 zł
 * Wyposażenie w ekranie 5.1"
 * Wyposażenie w ekranie 5.1"
 * Wyposażenie w ekranie 5.1"
 * Wyposażenie w ekranie 5.1"

Sales programs – JMP Flowers



Social campaign - bezpiecznywarsztat.pl



Adam Klimek
poleca: bezpiecznywarsztat.pl

**Mechanicy polecają
części niezależnych
producentów.**

Wybieraj jakość.
Oszczędzaj czas i pieniądze.

www.bezpiecznywarsztat.pl



Campaign bezpiecznywarsztat.pl – II edition



Ambasador kampanii
Dorota Gardias



Promotions Buy&Get – Creation & POS production



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DANE RYNKOWE — SEGMENT CIASTEK

- Segment Ciastek to pierwszy pod względem wartości sprzedaży segment słodczyń w Polsce – stanowi blisko **22%** wartości sprzedaży w kategorii Słodczyźnie*
- E. Wedel aktywuje sprzedaż w 5 największych segmentach ciastek: kruche biszkopty czekoladowe, biszkopty z czekoladą i wafle bez czekolady. Segmenty te stanowią razem **58,1%** wartości sprzedaży w kategorii ciastek*



Produkt	Procent
Ciastka kruche biszkopty czekoladowe	32,8%
Wafle bez czekolady	14,8%
Biszkopty z czekoladą	10,5%
Ciastka z czekoladą	11,5%
Piszczaki	30,4%

*Dane: Nielsen, WQI Polska 2016, według sprzedaży całej marki

ATRAKCYJNE NOWOŚCI W OFERCIE CIASTEK

- Nowa szata graficzna oferty ciastek i wafli od Wedla**
 - Logotyp i czekoladowa fala – symbol spójności graficznej marki E. Wedel – lepsza widoczność na półce, przyciągająca wzrok konsumenta
 - Ikona podkreślająca gwarancję najwyższej jakości
- Nowa nazwa biszkoptów – WEDLOVE – nawiązująca do marki**

SEZON NA CIASTKA — CAŁY ROK!

- Ciastka to idealny produkt na lato** – segment zachowuje stabilną sprzedaż na przestrzeni całego roku**
- W okresie letnim portfolio E. Wedel w segmencie ciastek będzie dodatkowo wspierane w mediach: Internet, PR i na nośnikach POS





- W odpowiedzi na poszukiwanie nowości i różnorodności przez konsumentów, E. Wedel do oferty stałej wprowadza nowości rynkowe: **Amerykanki o smaku pomarańczowym** i edycję limitowaną **Amerykanki o smaku żurawinowym**




**źródło: Nielsen, WQI 2014 – WQI 2016, według sprzedaży całej Polki

BOSCH – Creation & POS production



4F – Competition „Super Bohater” - B2C Program - implementation on market



PUMA Trac – Creation - B2C Program - implementation on market



B2B/B2C Program – relaunch of the Majorette brand

maJORETTE

WYGRAJ JAZDĘ Z KIEROWCĄ RAJDOWYM

TER DUCH
KACZYŃSKI
Byśkiniewicz

x11
Przejazd po odcinku specjalnym z Łukaszem Byśkiniewiczem

x100
Model z serii limitowanej wraz z certyfikatem i autografem Łukasza

maJORETTE

x11 przejazd lub **x100** model limitowany

WEŹ UDZIAŁ W KONKURSIE I WYGRAJ PRZEJAZD PO SPECJALNYM ODCINKU RAJDOWYM Z ŁUKASZEM BYŚKINIEWICZEM LUB MODEL Z SERII LIMITOWANEJ

JAK WZIĄĆ UDZIAŁ?

#1 KUP SAMOCHÓDEK MAJORETTE I POKAŻ NAM SWOJĄ KOLEKCJĘ

#2 ODWIEDŹ STRONĘ INTERNETOWĄ WWW.KONKURSMAJORETTE.PL

#3 UMIEŚĆ ZDJĘCIE I WYGRAJ!

KONKURSMAJORETTE.PL

Tchibo – POS, exposure systems



Bank Pekao – Creation & POS production - internal materials



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