

**.RITF**  
sophisticated marketing



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

# .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)
- Since 2023, we have been part of the International Advertising Association IAA Poland, which is the most influential representation of the marketing industry in Poland.
- In 2023 – .RITF received the Forebes Diamond for further developing company in Poland. Independent marketing media classified us 21st in Poland in universal categories.



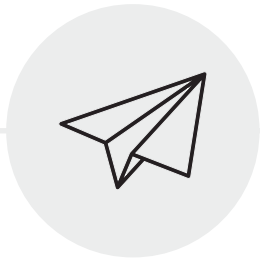
# **.RITF – specialist in the...**



## **COMPETITIONS/ LOTTERIES B2C**

### **Comprehensive implementation:**

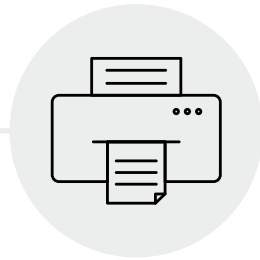
- Consumer competitions
- Lottery
- Loyalty programs



## **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

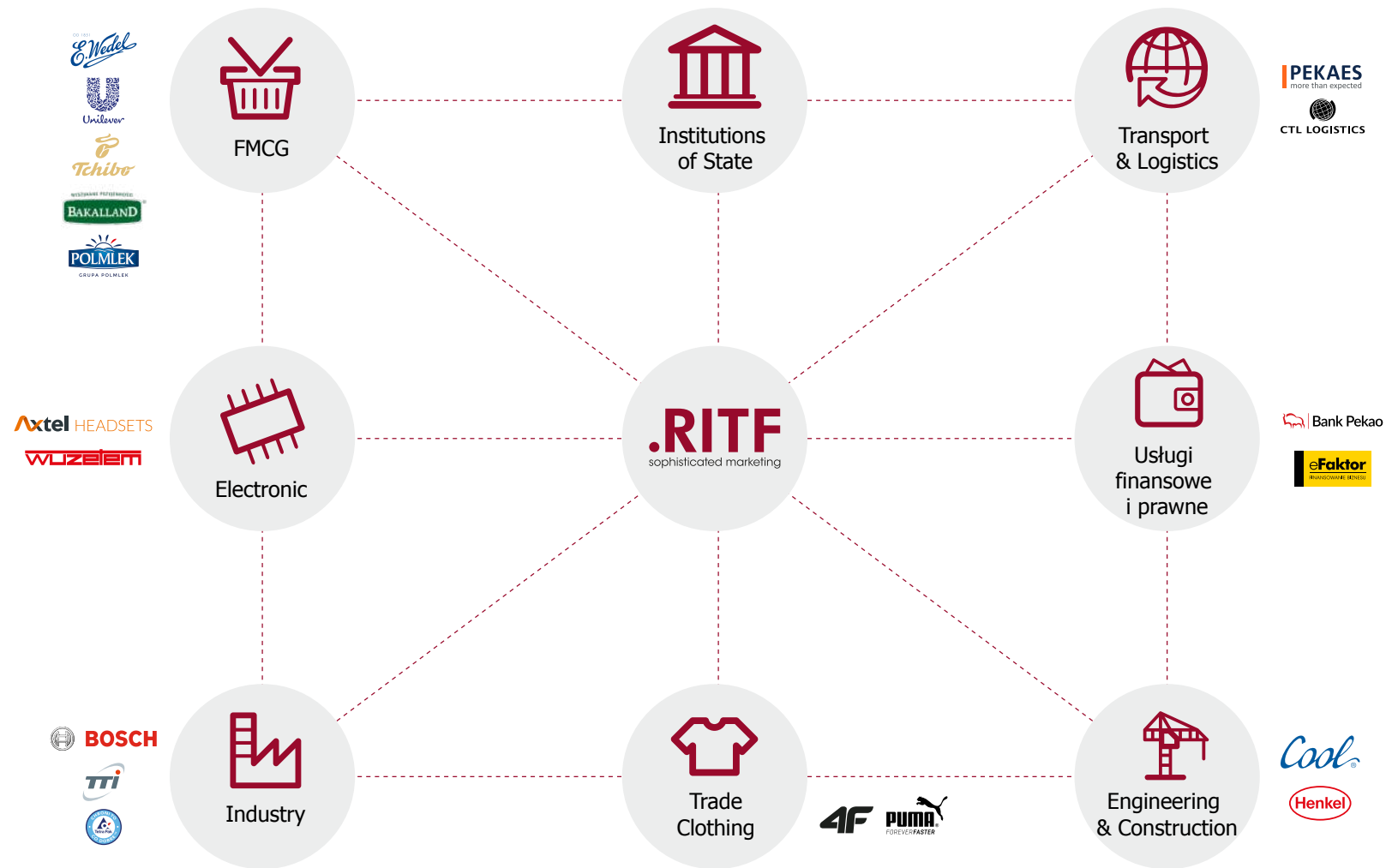


Our work helps develop the businesses of our clients



We consistently invest in new technologies

# .RITF – Experience in many industries



# 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

**e**gift.pl

- Advertising gadgets
- Individual productions
- Import from Asia

**ADV HUNTERS**  
adventures & fun company

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

**.RITF**  
sophisticated marketing

# Management

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## Jakub Wlazło

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**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

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**Proxy & shareholder**

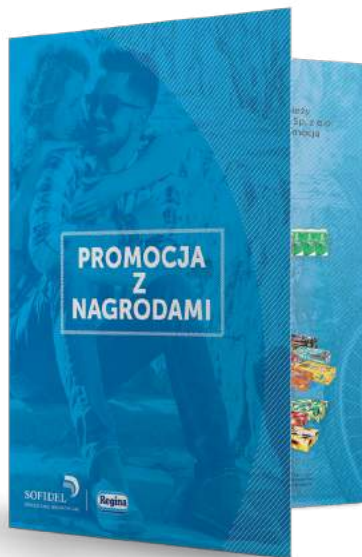
A graduate of the School of Commerce & Law  
in Warsaw

- 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



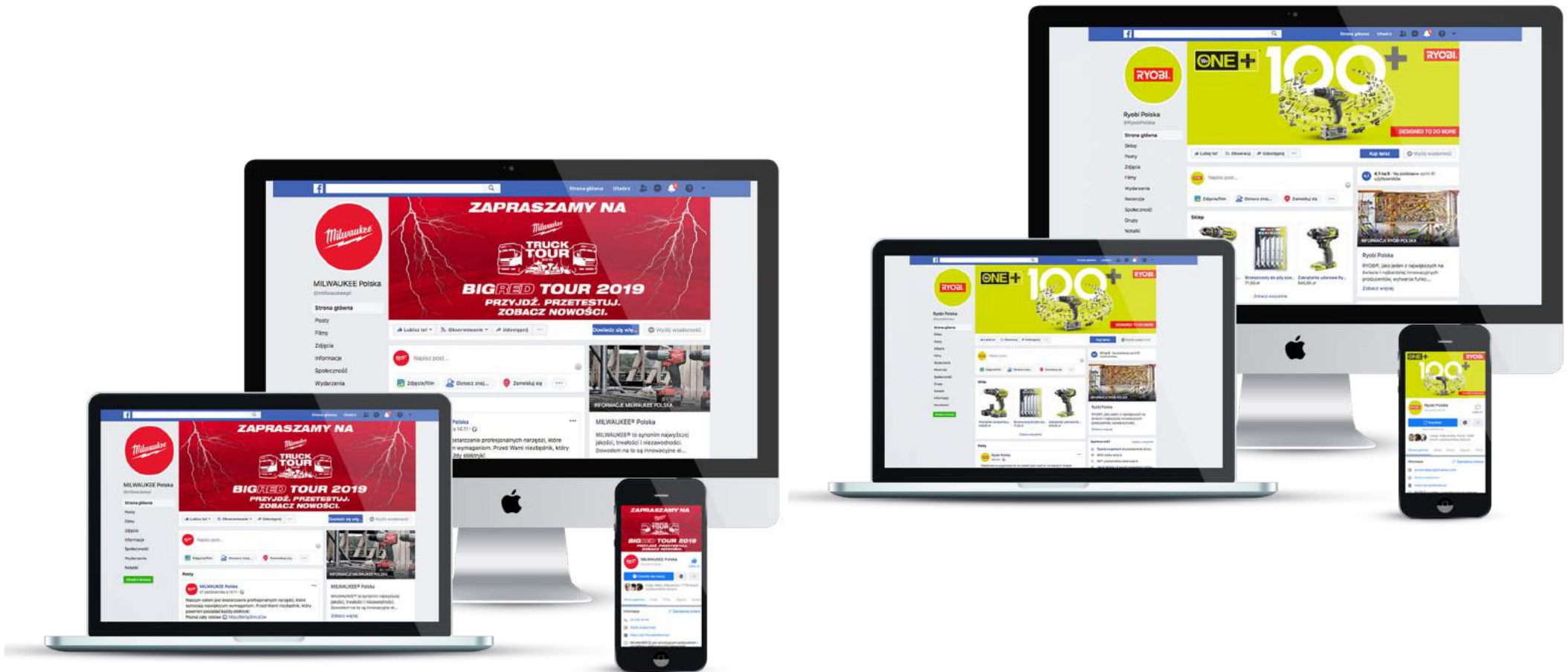
# Consumer / trade sales support programs

- 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  
bezpieczenywarsztat.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.

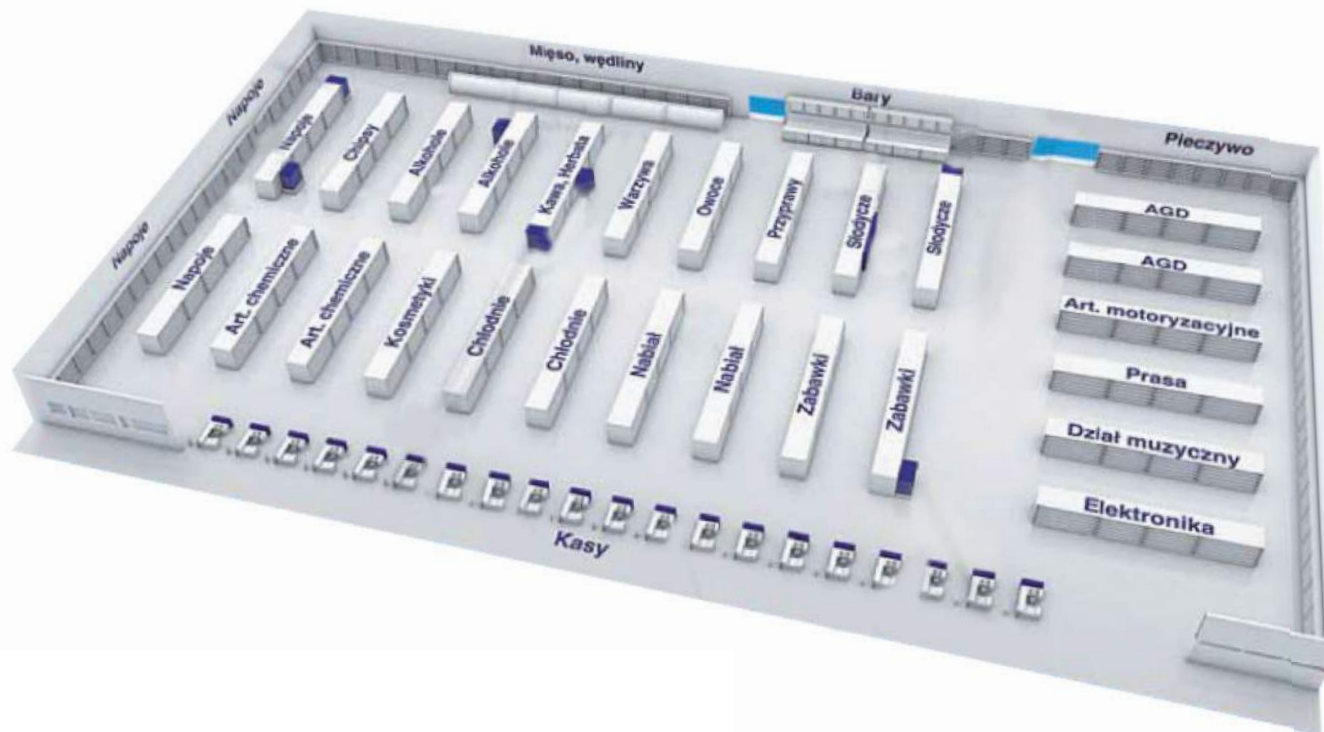
## PROMOTIONAL CLOTHING

- 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

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# 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



## 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, ceresit, 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



## VORSTAHL

promotional materials creation and production

# **Implementations**

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# 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*

|  |   |   |   |
|--|---|---|---|
| <p><b>SAMSUNG</b></p>  <p><b>Gogle VR Samsung Gear VR z kontrolerem</b></p> <p>75 zł</p> <ul style="list-style-type: none"> <li>• Odbiornik produktu w wersji 5.1</li> <li>• Dźwiękowy kontroler</li> <li>• Akcesoria: czapka, słuchawki, kontroler</li> </ul>                          | <p><b>Pioneer</b></p>  <p><b>Radio samochodowe Pioneer</b></p> <p>80 zł</p> <ul style="list-style-type: none"> <li>• Moc wyjściowa 50 W</li> <li>• Formaty dźwięku: MP3, WMA, AAC, WAV</li> <li>• Tuner FM/AM</li> <li>• System głośnikowy do 6 głośników</li> </ul> | <p><b>HUAWEI</b></p>  <p><b>Laptop Huawei MateBook X Pro</b></p> <p>520 zł</p> <ul style="list-style-type: none"> <li>• Procesor Intel Core i7</li> <li>• Pamięć RAM 16 GB</li> <li>• Dysk twardy SSD 512 GB</li> <li>• Ekran 12.1"</li> </ul> | <p><b>VORWERK</b></p>  <p><b>Thermomix I Cook-Key</b></p> <p>520 zł</p> <ul style="list-style-type: none"> <li>• 18 funkcji w 1 urządzeniu</li> <li>• Programy: 1800</li> <li>• Akcesoria: 1800</li> </ul> |
| <p><b>zELMER</b></p>  <p><b>Wyciskarka wolnoobrotowa ZELMER</b></p> <p>80 zł</p> <ul style="list-style-type: none"> <li>• Moc 200 W</li> <li>• System wyciskania 555 o 1000 obr./min</li> <li>• 3 pojemniki: 1.5 l, 1.5 l, 1.5 l</li> <li>• 3 pojemniki: 1.5 l, 1.5 l, 1.5 l</li> </ul> | <p><b>PHILIPS</b></p>  <p><b>Lokówka do włosów Philips</b></p> <p>85 zł</p> <ul style="list-style-type: none"> <li>• Regulacja temperatury</li> <li>• 27 stopni wykończenia włosów</li> <li>• Technologia MicroProtect</li> </ul>                                    |   |   |
| <p><b>BRAUN</b></p>  <p><b>Szczoteczki elektryczne Braun 2 szt.</b></p> <p>90 zł</p> <ul style="list-style-type: none"> <li>• 2 szczoteczki elektryczne</li> <li>• 1 szczoteczka w zestawie</li> <li>• 1 szczoteczka w zestawie</li> <li>• 1 szczoteczka w zestawie</li> </ul>          | <p><b>CM</b></p>  <p><b>Kostkarka do lodu Clatronic</b></p> <p>90 zł</p> <ul style="list-style-type: none"> <li>• Pojemność zbiornika 2,2 l</li> <li>• Wydajność 6,25 g/h</li> <li>• Automatyczne wyłączenie</li> </ul>  |   |   |
| <p><b>PHILIPS</b></p>  <p><b>Suszarka do włosów Philips</b></p> <p>90 zł</p> <ul style="list-style-type: none"> <li>• Moc 2100 W</li> <li>• 3 tryby: ciepły, gorący, zimny</li> <li>• 3 tryby: ciepły, gorący, zimny</li> <li>• 3 tryby: ciepły, gorący, zimny</li> </ul>               | <p><b>CM</b></p>  <p><b>Robot planetarny Clatronic</b></p> <p>90 zł</p> <ul style="list-style-type: none"> <li>• 10 programów</li> <li>• 10 programów</li> <li>• 10 programów</li> <li>• 10 programów</li> </ul>   |   |   |
| <p><b>Tefal</b></p>  <p><b>Parownica do ubrań Tefal</b></p> <p>90 zł</p> <ul style="list-style-type: none"> <li>• Wydajność 1.5 l/min</li> <li>• 1.5 l/min</li> <li>• 1.5 l/min</li> <li>• 1.5 l/min</li> </ul>   | <p><b>JBL</b></p>  <p><b>Głośnik mobilny JBL</b></p> <p>90 zł</p> <ul style="list-style-type: none"> <li>• Wydajność 10 W</li> <li>• 10 W</li> <li>• 10 W</li> <li>• 10 W</li> </ul>   | <p><b>LG</b></p>  <p><b>TV LG 75" 4K</b></p> <p>650 zł</p> <ul style="list-style-type: none"> <li>• Ekran 75"</li> <li>• 4K UHD</li> <li>• 4K UHD</li> <li>• 4K UHD</li> </ul>  |   |

Katalog nagród Wiosna-Lato 2019 | Dział: marketing | oddział: nagrody

# 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](http://www.bezpiecznywarsztat.pl)



# Campaign bezpiecznywarsztat.pl – II edition



Ambasador kampanii  
Dorota Gardias





# Promotions Buy&Get – Creation & POS production



# Sector FMCG – POS production

OD 1851

**E. Wedel**

NOWE SMAKI  
ŻURAWINA  
POMARAŃCZA

**AMERYKANKI**

NOWOŚCI

EDYCJA  
LIMITOWANA

**WAFLE TORIKOWE**

**WAFLE TORIKOWE**

**MIEĆ CIASTKO...  
...I ZJEŚĆ CIASTKO**

**Ciastka od E. Wedel**

- Nowa szata graficzna opakowań
- Nowa nazwa WEDLOVE – nawiązująca do marki
- Idealny produkt na lato
- Wsparcie w mediach

OD 1851

**E. Wedel**

**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

**DANE RYNKOWE – SEGMENT CIASTEK**

- Segment Ciastek to pierwszy pod względem wartości sprzedaży segment słodczy w Polsce – stanowi blisko **22%** wartości sprzedaży w kategorii Słodycze\*
- E. Wedel aktywuje sprzedaż w 3 największych segmentach ciastek: kruche bez polewy czekoladowej, biszkopki z czekoladą i wafle bez czekolady. Segmenty te stanowią razem **58,1%** wartości sprzedaży w kategorii ciastek\*

**58,1% WARTOŚCI SPRZEDAŻY**

32,8% Ciastka kruche bez polewy czekoladowej  
14,8% Wafle bez czekolady  
10,5% Biszkopki z czekoladą  
11,5% Ciastka z czekoladą  
30,4% Pozostałe

**AMERYKANKI** NOWOŚCI

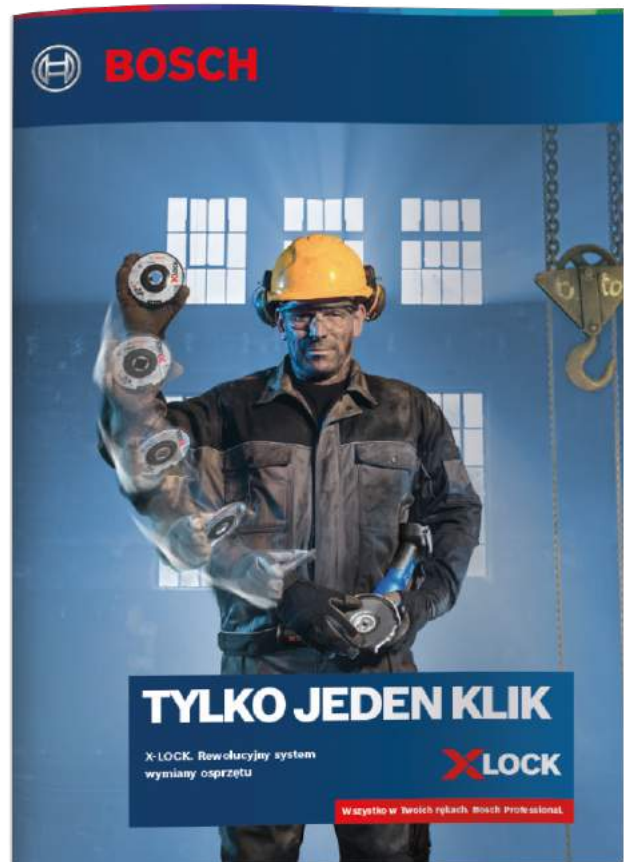
**AMERYKANKI** EDYCJA LIMITOWANA

\*Źródło: Nielsen, IVI, Marzec 2014, wartości sprzedaży, cała Polska

\*\*Źródło: Nielsen, IWS 2014 – MAJ 2014, wartości sprzedaży, cała Polska



# BOSCH – Creation & POS production





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



# PUMA Trac – Creation - B2C Program - implementation on market

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# B2B/B2C Program – relaunch of the Majorette brand

**maJORETTE**

**WYGRAJ JAZDĘ Z KIEROWCĄ RAJDOWYM**

TOBIE BYŁO? NACIEN EUROPEAN? *Był składowanie*

**x11** Przejazd po odcinku specjalnym z Łukaszem Byśkiniewiczem

**x100** Model z serii limitowanej wraz z certyfikatem i autografem Łukasza

**maJORETTE**

**x11** przejazd

**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 SAMOCHODZIK MAJORETTE I POKAŻ NAM SWOJĄ KOLEKCJĘ
- #2** ODWIEDŹ STRONĘ INTERNETOWĄ [WWW.KONKURSMAJORETTE.PL](http://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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**.RITF**  
sophisticated marketing

[illegible]



# TTi Ryobi - Creation & POS production



