

MARKETING // DISTRIBUTION // RETAIL

www.eksit.si



SUMMARY

- Our company's primary field of work is integrated marketing communication.
- We are providing complete integrated advertising campaigns/solutions for more than 20 years.
- We are collaborating with a team of photographers and models for fashion photography.
- We have a photo studio for product photography.
- We have tight relations with jouranlists, editors and media houses in Adriatic Region
- We own two brands – Laceup and Statement Wall
- We began to cooperate with two world known brands: Swarovski Crystals and Converse Adria.
- With our own brand Laceup we began a collaboration with world known Swarovski Crystals and Converse Adria
- We have an exclusive distribution deal with German Trademark Wigglesteps for Adriatic Region, Italy and United Kingdom/We are a representative for the German Trademark Wigglesteps for Adriatic Region, Italy and United Kingdom.
- We co-launched the Italian brand for fashion jewelery OPS! OBJECTS in the Slovenian market.
- We are managing six Online Stores.
- We are distributing our own and represented products to more than 130 points of sale.
- We are looking for new brands for fashion accessories from all over the world.

*Adria Region

It is an area along the Adriatic Sea (Adriatic), which unites the countries of the former Yugoslavia: Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Montenegro and Macedonia and together count more than 20 million inhabitants. Some countries have already successfully entered the European Union, others are in the process. The latter are still subject to customs clearance procedures that are coordinated with the final creation of retail prices on the market.





COMMUNICATION SOLUTIONS

FOR ENTERPRISES AND TRADEMARKS

We are developing and managing brands. We carry out marketing strategies and actions, we communicate in an integrated manner, are specialised in design and providing programming solutions and, in the first place, we enjoy in our work. We are highly responsive, flexible and above all durable. We have experience, ideas and knowledge.

01 DEVELOPING AND MANAGING BRANDS

The process in practice, from the development and later on management of the brand, is also successfully tested on our own trademarks and trademarks for which we have an exclusive distribution. With practical experience and in-detail knowledge of processes, we can provide the customer with comprehensive support from the very beginning until the moment the brand is launched on the market.

02 BRAND IDENTITY DESIGN FOR BRANDS AND COMPANIES

A corporation or a micro-enterprise, an established brand or a small local business. A well-designed brand identity is one of the factors for successful market entry. Sometimes a distinctive visual and some basic corporate materials are sufficient, but we can provide you also with a complete brand identity including a comprehensive brand management guide for its managing.

03 **MARKETING STRATEGIES AND COMMUNICATION**

We carefully plan each individual campaign, and with integrated communication we try to create a comprehensive and above all efficient performance of the brand or company on the market. We foresee the proper choice of channels as one of the key factors for achieving efficiency. We communicate and realize the communication content with a complete understanding of the specifics of individual channel, and more importantly, by understanding the brand itself.

04 DEVELOPMENT AND IMPLEMENTATION OF DIGITAL CONTENT

Digital environment is one of the key communication channels. Properly designed and implemented combination of website, applications, performance on social networks, and targeted online advertising are providing sales results. And the best of all, we provide real-time measurement and management of communication content at all times.

05 GRAPHIC DESIGN AND PACKAGING DESIGN

We design calendars that people are happy to hang on the wall, we create annual reports that are not boring, we design T-shirts that do not become a substitute for dust cloth, design packaging which falls into the basket of a buyer by itself, we create identities that remain in memory, we plan exhibition spaces that are different, we also design eye-catching posters, ads that sell and develop user-friendly websites. We design for people.

DISTRIBUTION AND COMMERCE



At the end of 2014 Eksit ADV added to their activities also creating, representing and selling brands.

We are looking for and, at the same time offering, attractive and affordable fashion accessories (fashion jewelry, socks and silk laces), which are very well managed with our marketing and communication services.

We are always looking for new, interesting products to launch them on the market on already established sales channels. At the same time we are developing our brands and projects.

We distribute our represented products to more than 130 store points.

WE REPRESENT TRADE MARKS ...

DISTRIBUTION AND COMMERCE



WIGGLESTEPS

Wigglesteps is an innovative brand of colourful socks for bold people, people who don't just follow trends - they set them. Born in Germany, Wigglesteps enable you to inject colour into your outfits effortlessly while bringing a little of the unconventional into your everyday wardrobe.

Wigglesteps socks have become a true fashion trend and a must-have product. Every year we launch 50 new designs.

Organic cotton inner fabric.

Patented and environmentally-friendly manufacturing technology.

Unique, breathable material with special membranes that adjust to the temperature of the foot to prevent sweating. Really comfortable and virtually seamless socks.

Over the course of a year, we have gained more than 100 points of sale in the Adriatic region. In 2018, we are planing to expand throughout Italy and England.

At the end of the year, the Wigglesteps brand, which we represent in the Adriatic region, in Italy and England, will be present in more than 200 stores.

www.wigglesteps.si

DISTRIBUTION AND COMMERCE



WE CREATED BRANDS ...

DISTRIBUTION AND COMMERCE



LACEUP

Shoes with laces have become an essential piece of wardrobe. Shoelaces actually accompany us on almost every step and on all occasions - sports, business, leisure and entertainment. Usually these are classic laces or straps that we get along with the footwear.

We have listened to the trend and we have added a shade of vibrancy, color and elegance to the shoes. We have developed a line of satin laces Laceup in two widths, four different lengths and various colored glossy shades that you get in your personal packaging. We pamper you with a wide range of trendy colours and shades; from classical black and white to shades of gray, gold, shades of dirty pink, olive green, navy blue and natural tones.

In less than half a year, the Laceup brand was present in more than 70 stores in the Adriatic region and Hungary. In the same year, we immediately began a collaboration with Monobrand stores Converse Adria.

The Laceup team, which launched its satin shoelaces on the market a year ago and was very successful, is rightly proud of the exclusive line with crystals - cooperation with Swarovski has been offered only to selected Slovenian brands.

In the year 2018 we are planning to become present in even more European countries, and later on we want to get global.

www.laceup.eu

DISTRIBUTION AND COMMERCE



STATEMENT WALL

The brand offers positive, stimulating and fun messages, pictures, graphics, illustrations in handmade wooden frames.

The team of designers creates new messages every day and collects a series of ideas for illustrations, motives, graphics and patterns. And from time to time we also use well-known slogans of well-known and unknown authors.

We are currently offering a collection of visuals that you will be able to buy from October 2018 on in attractive frames, in four dimensions - S, M, L, XL and 3 in different colors - natur, white and black. Wood stems from New Zealand - spruce.

The idea was born because we wanted to surround ourselves with positive, stimulating and entertaining messages. That is why we started with frames for the walls, in the future we plan to extend the collection to other areas that accompany us in life and are able to transfer fun messages - towels, notebooks, cups, toilet bags and more.

The Statement Wall trademark will be launched at the end of 2018 in an online store, supported by digital marketing. We already have agreements with a chain of stores that will sell our products.

www.statementwall.eu

DISTRIBUTION AND COMMERCE





CONTACT US

EKSIT ADV, marketing in trgovina, d.o.o.

Leskoškova 9e, 1000 Ljubljana, EU Slovenia

Office: Vožarski pot 3, 1000 Ljubljana, EU Slovenia

Phone: + 386 (0)1 600 62 90 Mobile: + 386 (0)41 264 037

www.eksit.si, info@eksit.si

