Penceo
YOUR DIGITAL FORCE

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Penceo: Digital Communications Agency

Penceo exists to generate your very own **digital force.** In an era that has redefined the ways in which consumers interact, get informed and then buy, we make sure that you get **plugged into the full potential of online communication.**

We get your message out, we make it spread down every channel. Together, we'll produce digital communication with a force that draws in the clients, irresistibly.

We're a **Geneva-based agency** delivering solid, cutting-edge technology, with a close attention to design, so as to sublimate your identity and guide your clients with ease to your goods and services.

The Management Team

Introduction of Penceo

PASCAL WILLOUGHBY PETIT

Managing Director

Pascal has founded Penceo more than 10 years ago. For most of his professional career he has been able to successfully combine his passion for Design, UX, Branding and Digital Strategy / Inbound Marketing.

Introduction of Penceo

NORA SZANTO

Commercial Director

Nora has been working in the sports industry for more than 15 years. Her clientele has included FIBA, UEFA, the IOC. She is mainly focusing on creating digital marketing strategies at Penceo.

Introduction of Penceo

JACEK KAMINSKI

Creative Director

Jacek is responsible for art direction and graphic design. Since the beginning of his design work he was involved in experimental design, branding and usability.

Introduction of Penceo

GABOR PETER

IT Director

Gabor is the IT director and Partner of Penceo, with 15 years of experience in the IT business and already more than 200 projects were lead by him.

E-marketing
Intelligent Technology
360°
Services
Digital Strategy
Design

Services

Web Development
Applications
Drupal
Digital Magazine
E-commerce
Mobility
INTELLIGENT TECHNOLOGY

Web Development

We work with **flexible technology.** We adapt it to suit your needs.

You keep the control, thanks to an easy to use **CMS** (content management system)

We're on top of the trends, we make sure that your web site is up to speed (animation, architecture, experience)

Powerful communication is the goal, technology is simply the means.

We make it work for you.

Applications

What advantages can applications bring to your business?

- Positive perception : businesses with apps are viewed more favorably by consumers.
- A broader distribution channel: consumers can view and purchase 24/7

Let's give your consumers the full mobile experience!

Drupal

Drupal is an open source software, maintained by a vibrant global community of developers.

What's so great about Drupal?

- The software evolves constantly, always integrating the **latest global trends**
- It is **flexible and easy to extend,** so you can build, then add new features, reshape and evolve
- **Content** is easy to find, retrieve and manage
  Security – Drupal allows you to minimize risk

We can build your Drupal solution.

Digital Magazine

The digital magazine does not aim to be a replacement of print, it's the hyperactive, exciting younger brother who appeals to today's content-hungry users.

What's so great about digital magazines? They are:

- **Real-time** - post news when it happens, not the following week
- **Interactive** - you can draw users to wherever you want them via links
- **Content-rich** - keep your users interested, they'll keep coming back
- **Search-engine** friendly - that's a huge added-value
- **Cost-effective** and ecological - it's good to save on paper!

E-Commerce

Buying online has become a routine for your average consumer. It's definitely a good time to launch your digital distribution channel.

We'll make sure the experience is smooth and effective both for you and your customers:

- **Easy-to-use** interface
- **Secure online payment** facility
- **Search functionality** across the site

Services
Intelligent Technology

Mobility

Digital communication today is consumed as much on smartphones and tablets as it is on the web.

The numbers are there to prove it:

- 50% of mobile phone users use their device as their primary Internet source
- 80% of time on mobile is spent inside applications
- 72% of tablet owners purchase online from their tablets each week

We combine **ergonomy, usability, mobile technology and design,** to ensure your information and products are fully **accessible to everyone, from everywhere.**

Services

Digital Strategy
Naming
Concept Identification
Brand Positioning
Audit and Benchmark
Brand Identity
Social Media Strategy
DIGITAL STRATEGY

Digital Strategy

We look at the big picture before drilling down to the detail.

We start with a preliminary analysis of your:

- Objectives
- Target audience
- Current digital presence
- Current overall communication approach
- Resources (people and budget)

With these elements, we produce a digital strategy and roll-out plan that follows the SMART rule (specific, measurable, attainable, realistic, time-bound).

We're here to make sure you see the ROI of your digital communication.

Social Media Strategy

Social media platforms are constantly evolving and proliferating. **It makes sense to make choices.**

We provide you with a strategy that ensures your social media presence is carefully **planned, monitored and managed over time.**

Our approach to social media strategy covers:

- Context
- Audience
- Objectives
- Implementation
- Measurement (KPIs) and monitoring
- Adjustment

Brand Identity

A strong and clear brand identity is key to harnessing the full potential of your digital communication.

Digital is the means. Your brand identity defines and guides the message.

We can help you **cristallise** all the elements that determine your **brand identity:**

- Unique Selling Point
- Target Audience
- Mission
- Vision
- Values
- Personality
- Ambition

Audit & Benchmark

Build on your strengths. Understand your weaknesses. Know your competition.

We can provide you with:

- Audit of your current communication, in relation to your business model and brand identity
- SWOT analysis (Strengths, Weaknesses, Opportu nities, Threats)
- Market context and trends
- Consumer analysis
- Benchmark of relevant companies

These elements will arm you to go forth and take on the competition with a clear vision.

Brand Positioning

How is your brand different to all the others?

Are you targeting the most relevant segment of the market?

Does your Unique Selling Point stand out clearly in your communication?

We can help you answer these questions.

Our approach builds on the Audit & Benchmark, providing you with an Opportunity Map. A chance to assess your current positioning in relation to the competition and to identify a potential strategic adjustment.

Concept Identification

At the heart of a powerful brand lies a promise.

The challenge consists in defining that promise clearly and making it obvious to your target audience, both in your communication and through all your actions.

We get to the core of your brand identity and highlight that promise. It is the CONCEPT that will guide the creative approach, giving your communication it full force.

Naming

What's in a name? A significant part of your identity and your difference.

It's not just a word. In a name there is:

- meaning
- sound
- shape
- character

We run creative **name-storming sessions.** We use tested techniques to help you explore all the possibilities and understand all the associated perceptions.

Communication Plan

To optimize your digital force, we propose a strategic communication plan that takes into account both **timing and content.**

We plan your digital presence and manage the calendar, taking into account all your communication events, to ensure full impact.

It's a question of pulling all the threads together, to weave a tight web.

Services

SEO
Blogging
Creative Copywriting
Brand Content
Social Listening
Video
Interactive Campaigns
Social Media
E-MARKETING

Social Media

The benefits are unarguable. Social media platforms and tools give you the power to:

- Speak to your clients, any time, anywhere
- Create a bond through the sharing of expertise, ideas, top tips and more
- Gain insights and valuable feedback from your audience
- Showcase your products and services
- Increase your visibility and notoriety

We'll guide you to the right solutions, help you hone your voice and make sure you see the returns in no time.

SEO

The web is a maze of universal proportions.
Search Engine Optimization is a MUST to put you on your clients' radars.

We keep up to speed with all the latest SEO methods (which are constantly evolving) to ensure that your clients find their way to you, through every possible doorway. These methods include:

- Page URL structure
- Page Headlines
- Page Content
- Site Submission

There is no shortcut. SEO is a complex process, we keep it running, constantly and effectively.

Interactive Campaigns

Hook your consumers by getting them involved!
Participative marketing is all about marketing WITH people, not AT people.

We can facilitate:

- Online contests and challenges
- Online brainstorming
- Co-creation platforms

What are the advantages?
Participative marketing multiplies marketing efficiency thanks to a proven concept – the 'Hawthorne' positive effect. It leads to:

- Word-of-mouth recommendations, the best kind!
- A stronger bond with your consumers
- A better understanding of your brand

Simple to initiate, for a very attractive ROI.

Blogging

Is it really necessary to produce words, words and more words?

The answer is YES, for the following advantages:

- Increase your **SEO** (constantly renewed content bumps you up the rankings) to gain more visitors
- Build your **credibility** by displaying your knowledge
- Build **brand loyalty** by constantly providing inter esting and relevant content

We can provide regular blog articles,
to increase your digital force.

Video

Video is becoming the number one online marketing medium (across all devices). It is set to represent 90% of all internet traffic this year. Don't miss out on a **must.**

We can produce your video content, ensuring you gain the following advantages:

- Video captivates - visitors view videos before they read text, then stay longer on a site as a result
- Video increases consumer confidence in a product or service
- Video is more likely to be shared and hence to attract new visitors
- Video ensures a message is retained much more effectively than through text
- Video leads to sharing which leads to better SEO ranking

Brand Content

Brand content is all about talking to your consumers as individuals. Give a little more than commercial messages and you will gain their loyalty.

Brand content builds brand value.
First and foremost, we ensure the content is rolled out according to a clear strategy, driven by SMART objectives.

We can help you with the production of online brand content in a variety of formats:

- images
- videos
- articles
- campaign series

Creative Copywriting

The inestimable power of words

We make sure the words in all your digital communication deliver the essential: **Information, Inspiration, Action.**

How do we do this? **It's a creative process:**

- We build on your brand identity to define the tone and style that truly represent your uniqueness.
- We gain understanding of your target audience to ensure everything we say is relevant and insightful.
- We research all information to present it forcefully and accurately, without forgetting the emotional dimension.
- We combine the words with spot-on visuals for full impact.
- We lead to a 'Call to Action' that is loud and clear

We're here to tell you story,
in your own unique voice.

Social Listening

People are constantly talking online. You'll want to know when they're talking about you. It's clear that social listening has become a critical customer intelligence tool.

We set up the necessary tools to monitor and analyze what people are saying about your brand and your products / services.

The advantages are there to be seized:

- Gain **insight,** in real time, into what is being said about your brand and your products/services.
- Feed the **information** into your CRM system to improve your e-marketing efforts
- Gain in **reactivity** to respond both to crises or to build further on successes
- Find out where conversations are taking place so you can **target those platforms.**
- Identify the **influencers** so you can approach them and aim to work with them.

Services

User Experience & Interface
Web Design
Infography
Motion Graphics
Print
Visual Identity & Branding
DESIGN

Web Design

Your web site is your window to the world. You are showcasing your identity, your products, your expertise...

All this will be assessed by your visitors, within just a few seconds.

Your web site must be both **effective** and **unforgettable.**

We have built up our expertise over years. We analyse your project in detail, in order to bring you a **complete offering** that integrates every essential aspect:

- A strong visual identity
- The right first impression
- Ergonomics
- Ease and speed

Now we're getting technical!

UX & UI Design

So here are the basic definitions:

User Interface Design ensures a web site achieves its purpose: people find their way and buy.

User Experience Design ensures people feel good about the web site. They enjoy the experience and want to come back.

Here's what comes into the UI and UX design process:

It's a complex field. We get to the heart of it and make it work.

Visual Identity & Branding

Your brand is the soul of your company. Every visual representation of your brand - the name, the logo, the symbols, the fonts - convey meaning and create an emotional link between you and your customers.

When designing your visual identity, we follow a creative process:

- We put together a thorough **creative brief,** analysing every aspect of your brand (target audience, positioning, values, mission, personality etc...)
- We drill down to pinpoint the **brand promise,** which must stand out clearly through the sum of representations.
- We build up your **visual identity** (logo, fonts, colours, photography, icons...)
- We ensure that every aspect can be used across all **communication materials** (online and in print).
- Upon request, we can produce your **'Brand Guidelines',** a working document to be used by any third party involved in communicating on behalf of your brand.

Good branding delivers a clear and forceful message, and builds credibility. For real value: to make you stand out from the crowd.

Services
Design

Print

The design work done for your digital communication does not have to remain virtual.

It makes sense to have one agency working on your overall communication, following an integrated strategy.

We have specialist graphic designers able to produce artwork for an array of communication materials:

- brochures
- business cards
- flyers
- magazines
- print campaigns
- stands
- etc...

From digital to print, we spread the force of your communication.

Infographics

We produce **infographics** that combine the **best of text, images and design to tell a captivating story.**

It's not just a passing trend - all the statistics are pointing to the sky. Why are infographics such an **effective marketing tool?**

- **Speed.** People are short on time and inundated with info. Here the message is short and sweet.
- **Effectiveness.** A message that is visual is more easily understood and remembered.
- **Conviction.** When presented with facts and figures, people adhere more easily.
- **Credibility.** Producing infographics portrays you as an expert in your field.
- **Traffic booster.** More likely to be shared, infographics drive users to your site.

Motion Graphics

Motion graphics is a super powerful communication tool, because it works with a faultless formula:

Text + Animation + Audio = a clear and compelling message

With motion graphics, take all the advantages of Video and add some more on top:

- **The appeal of simplicity** = a gift for overstretched, over-stimulated consumers
- **Get the point across and hold users' attention** by telling a story
- **Gain customer loyalty** thanks to better understanding and good user experience