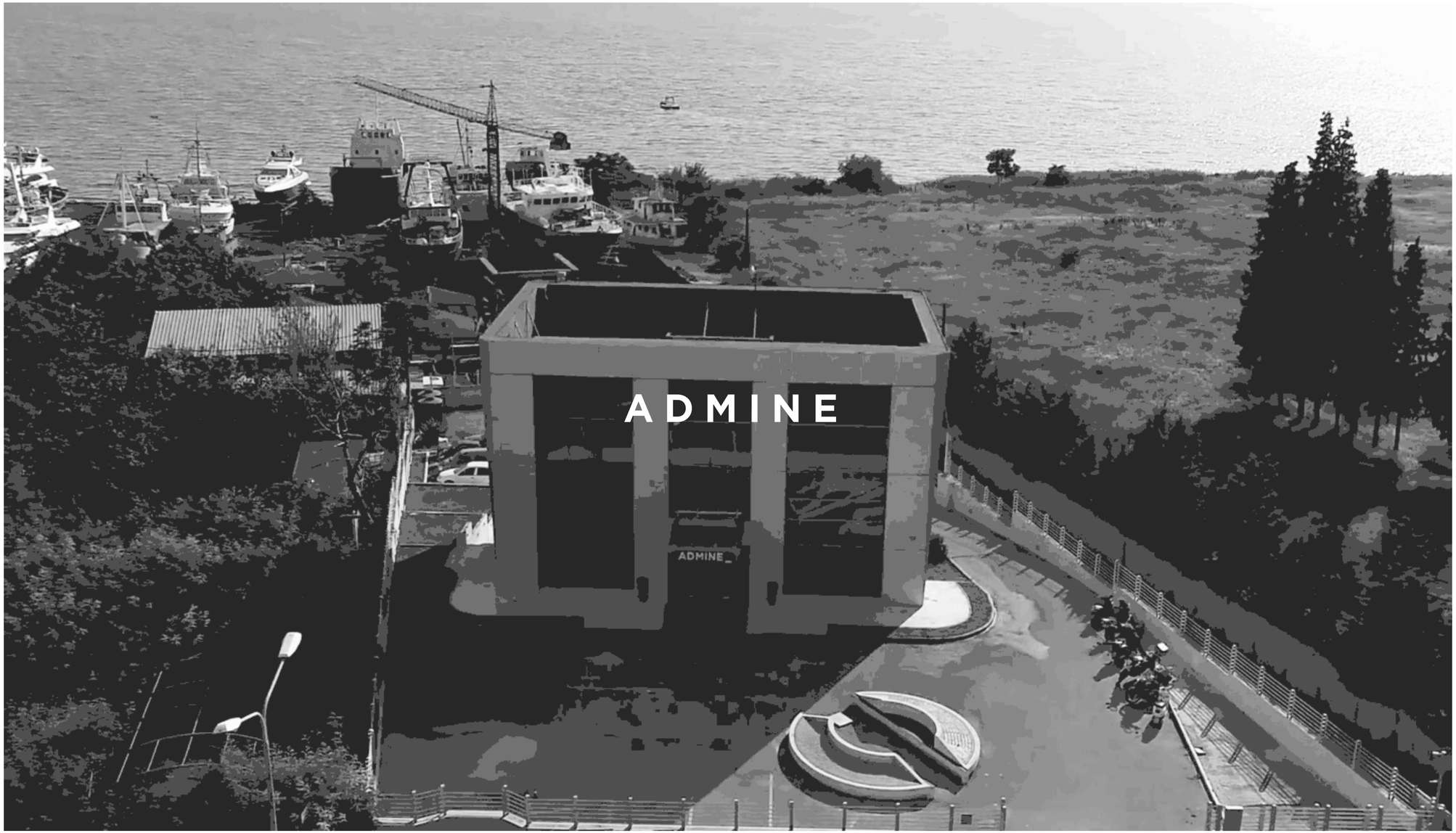
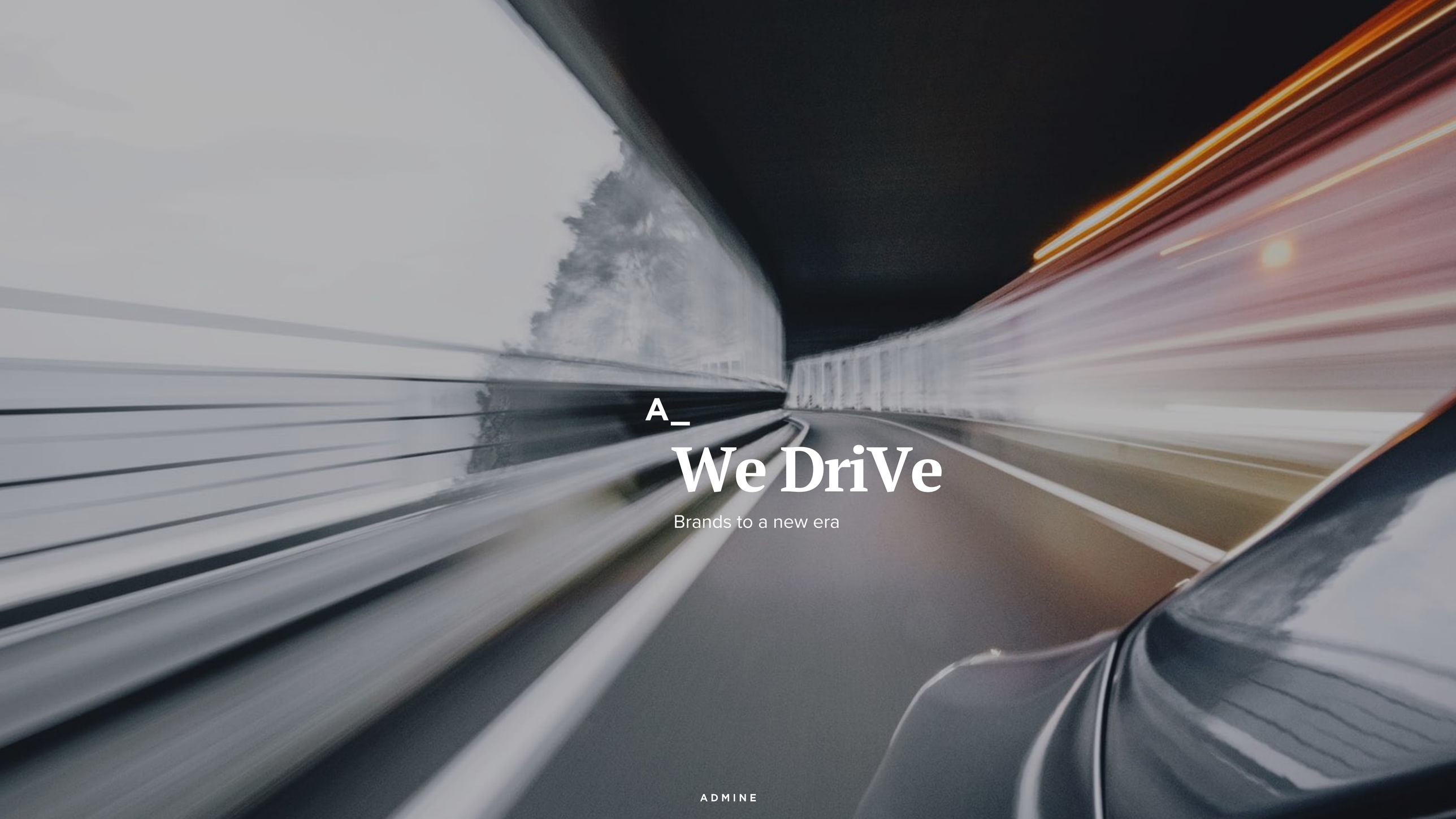
ADMINE


ADMINE

A_
We ArE
ADMINE

A_
A StRategIc
OMNIcHannel
CReaTIve
FiRm
ADMINE



A_

We DriVe

Brands to a new era

ADMINE

We DrivE EMoTIOnS tO CoNVeRSionS

Insightful Creative Strategies that
Impact Omnichannel
Consumer Journey

We make big impact,
insightful creative campaigns

ThAt DeliVer BotTom LiNe rESults.

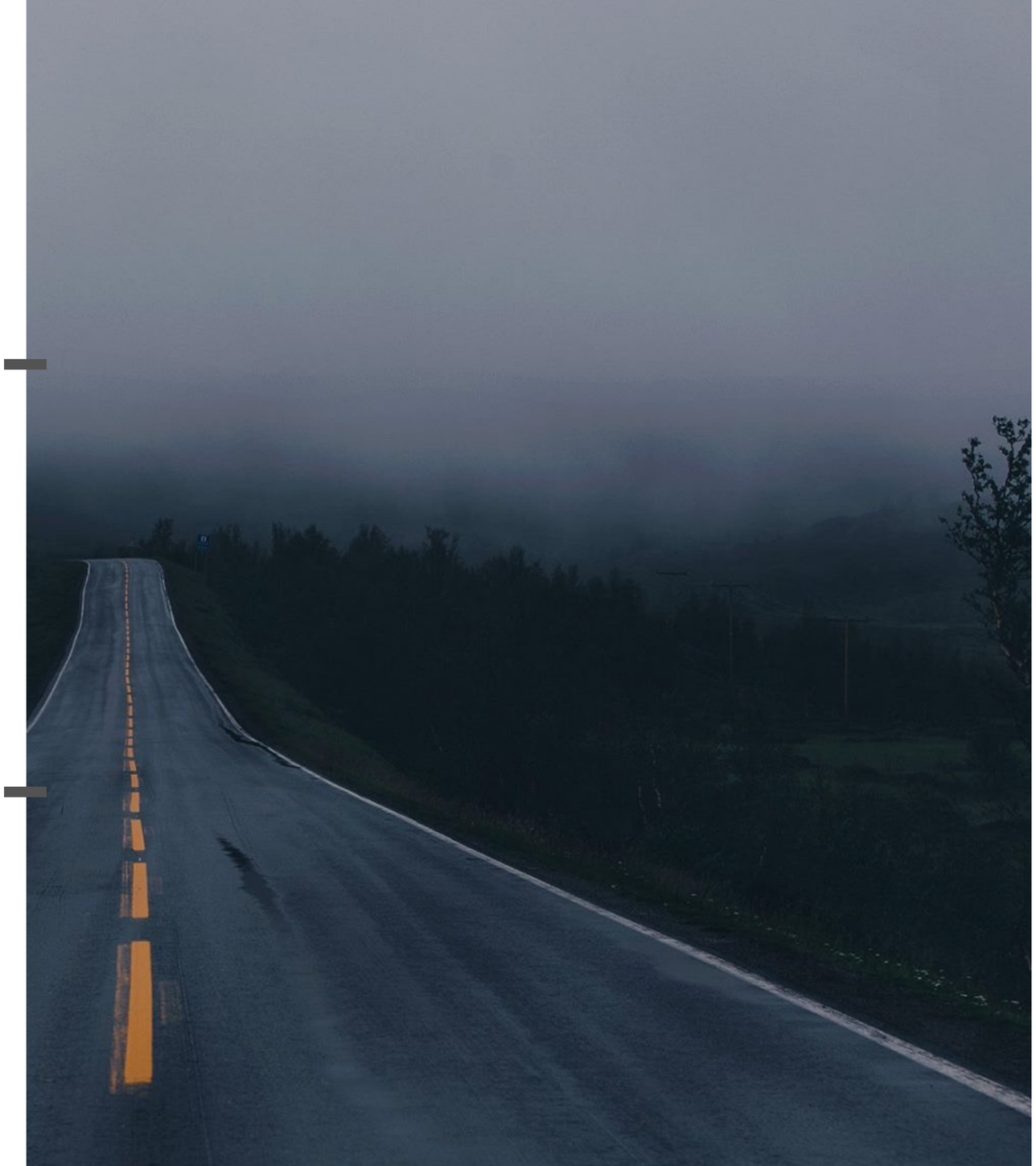
ADMINE _

A _

A_
We RiDe
ADMINE

The consumer journey End-tO-eND

Identifying and activating the critical touchpoints that drive emotions and bottom line actions



A_

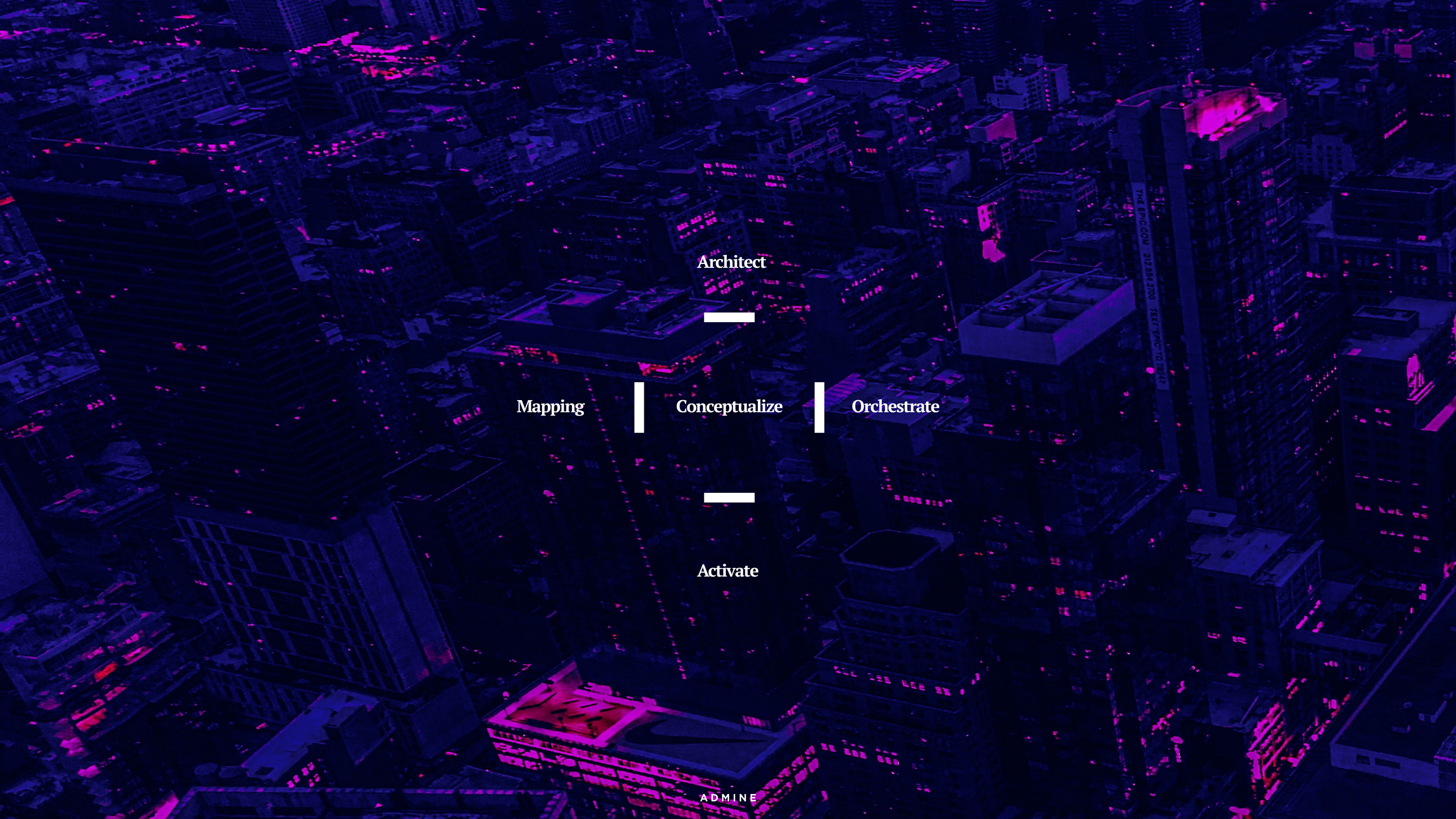
We DiG

ADMINE

Data & dEEp diVe ReSeARch

ADMINE

MACAO™
ThE “EmOtions To CoNversions” adAptive fRameWork
ADMINE


Architect
Mapping
Conceptualize
Orchestrate
Activate

ThE MACAO™ BoX

poly-parametric consumer mapping

Audience (and size)

Time Period

Budget

Brand Maturity

Campaign Objectives

Consumer Purchase Behaviour

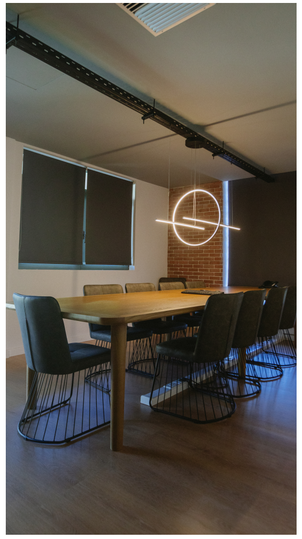
These 6 parameters along with the consumer and market data backing the process, define the critical touchpoints

A_
We LiVE
#outside_the_Greekbox
ADMINE

UK_ Microsoft
WARSAW_ HUAWEI
AMSTERDAM_ FrieslandCampina
VIENNA_ Canon
EU_ TRICENTIS
BUCHAREST_ PHILIP MORRIS INTERNATIONAL
MALTA_ Microsoft
CYPRUS_ Microsoft
BEIRUT_ P&G Pampers
TELAVIV_ PHILIPS

ADMINE

A_



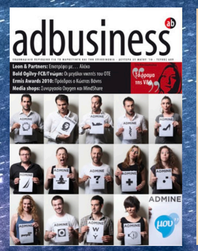
Athens
Thessaloniki
Nicosia
Vienna

A_
We PoWEr
ADMINE

We PoWEr

We are **66** man-powered firm.
66 stars, with a passion to shine.

66



ADMINE _

A _

ViRtuAl TeAmWOrkINg

No location boundaries

AgILe BuILd-uP AnyWHerE ANytiME

Powered by Microsoft

1. Talent-based vs location-based sourcing
2. Clound based management and collaboration
3. Strong management meet-up routine
4. Virtual teams across all units + locations
5. Directors on-the-fly

A_
wE tHRive

5
VR ΠΑΡΕ ΘΕΣΗ // IQOS
ADMINE
2
ΠΙΑΣΕ ΤΟ ΜΟΛΥΒΙ // ΕΚΣΤΡΑΤΕΙΑ ΕΝΗΜΕΡΩΣΗΣ ΓΙΑ ΤΗΝ ΡΕΥΜΑΤΟΕΙΔΗ ΑΡΘΡΙΤΙΔΑ
PHOCUS
1
MARATHON ARRIVALS // AEGEAN AIRLINES
OGILVYONE WORLDWIDE, ATHENS
0
ΦΤΙΑΧΕCUTTY BY CUTTY SARK // CUTTY SARK
JNL+
0
ΤΟ ΑΘΗΤΑΡΙ ΤΗΣ ΑΓΑΠΗΣ CONCEPT // ΑΘ ΒΑΣΙΛΟΠΟΥΛΟΣ
AIA* RELATE
0
ΠΕΤΡΕΛΑΙΟΚΗΛΙΔΑ ΣΤΟΝ ΣΑΡΩΝΙΚΟ // SPANOPOULOS GROUP
OUT OF THE BOX
0
ΕΙΝΑΙ ΠΑΙΔΙΑ ΚΑΙ ΤΟΝ ΣΕΠΤΕΜΒΡΙΟ ΑΡΧΙΖΟΥΝ ΣΧΟΛΕΙΟ // REFUGEES & MIGRANTS
MCCANN WORLDGROUP
0
ΚΟΙΝΩΝΙΚΟ ΠΑΥΝΤΗΡΙΟ SKIP ΣΤΗ ΜΑΝΔΡΑ // SKIP
SOLID HAVAS
ATCOM PRODUCTION
GRAND ERMIS
PR

PR Agency of the Year
// Admine
Top Agencies
1 Admine
2 Impreza
3 Touchpoint Strategies
4 McCann Worldgroup
5 The Newtons Laboratory
1 3 6
1 1
1
1 2
1 4
1 2
ATCOM PRODUCTION
PR
AGENCY OF THE YEAR

The AwaRded AttITUde

72

AWARDS
IN LAST 4 YEARS

European Business Awards National Champion

ERMIS AWARDS PR Agency of the Year

4 Grand ERMIS AWARDS

45 ERMIS AWARDS

3 Young LIONS Competition (Greece - Cyprus)

6 Social Media Awards

+ Effie Awards / EVGE Awards / DIME / Carob

A_

_

DIGiTal MedIa PLAnniNg ExcELLeNCe

PREMIER Google Partner

ADMINE _

A _

A_

We gRoW

Every day_there
Every day_creative performance

ADMINE

ClieNTele LiSt

ADMINE _

A _

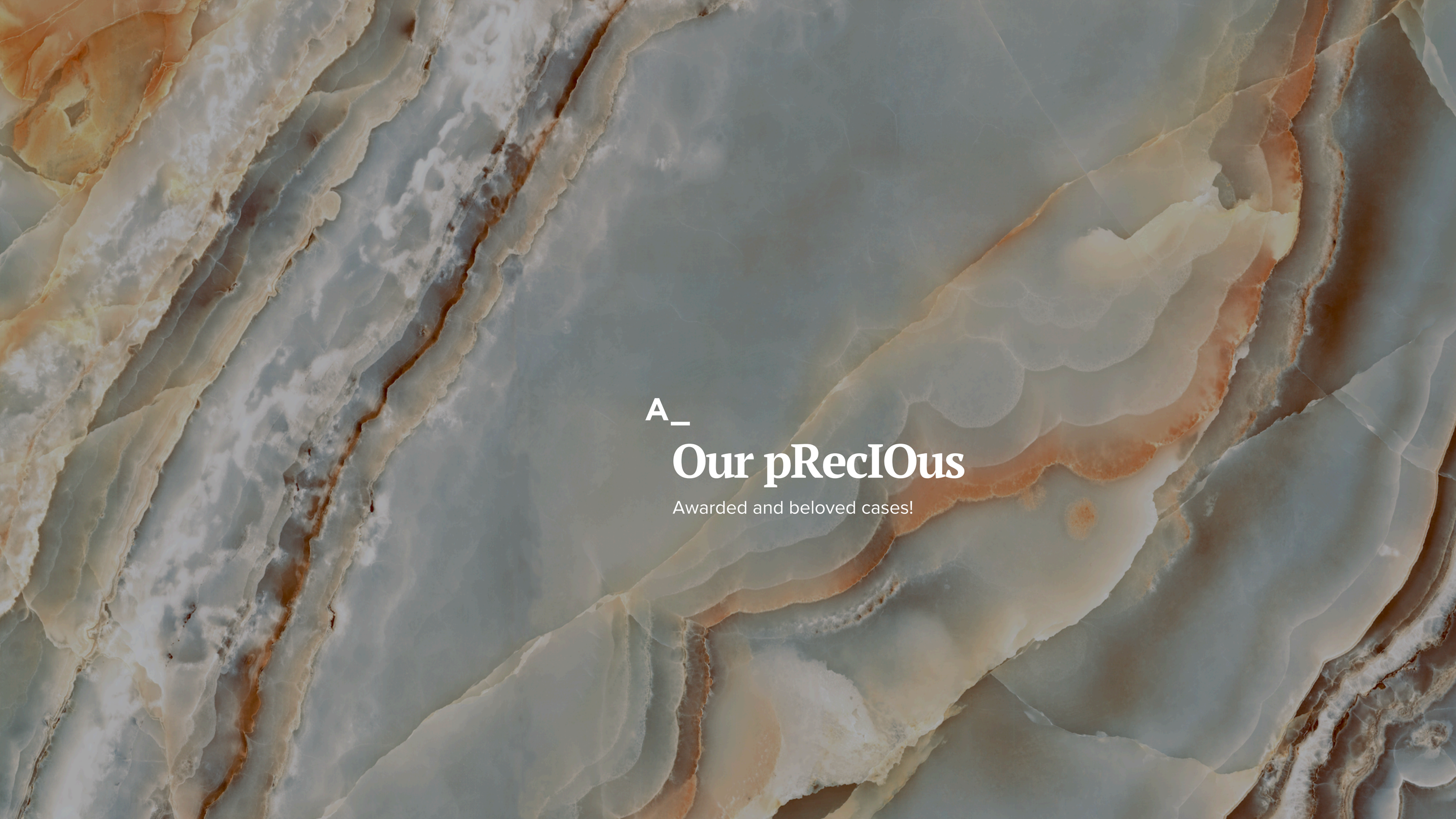
A_

We TeCh

ADMINE

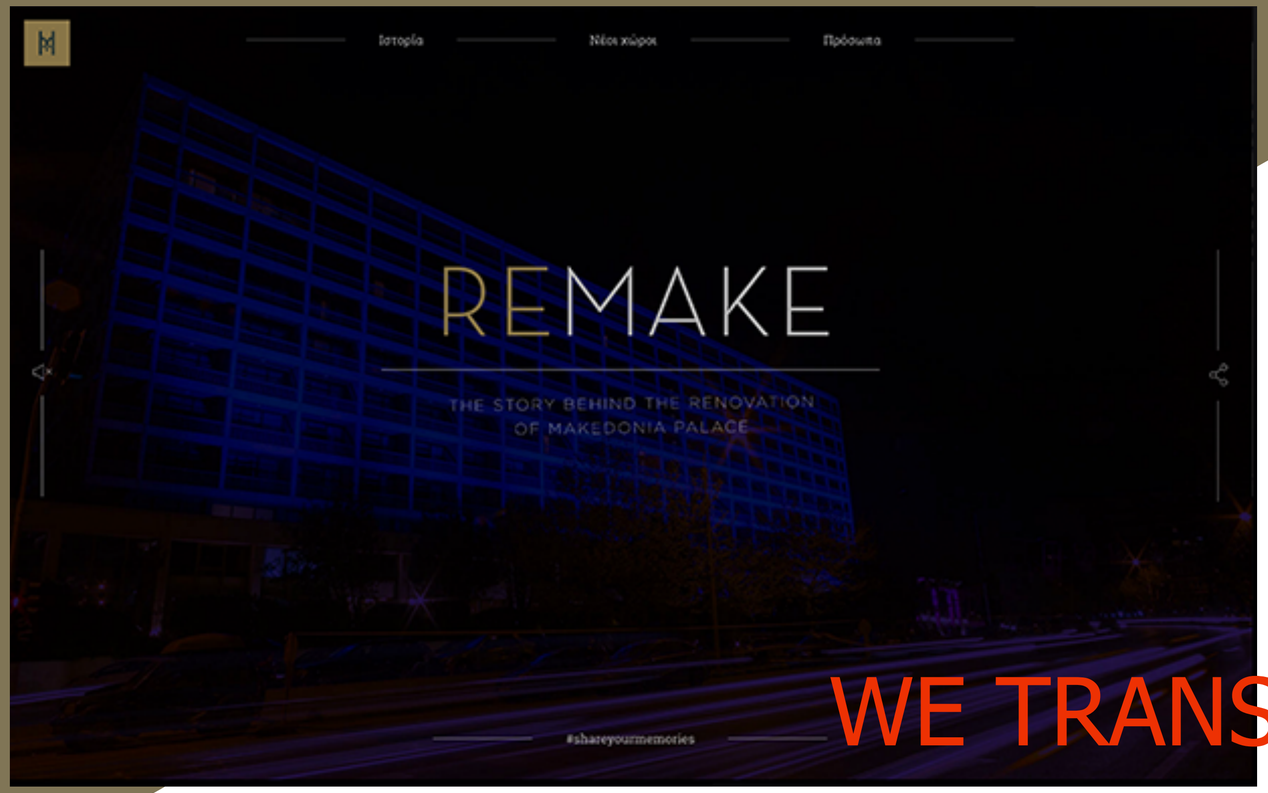
Data
Intelligence

Across all Platforms



Our pRecIOus

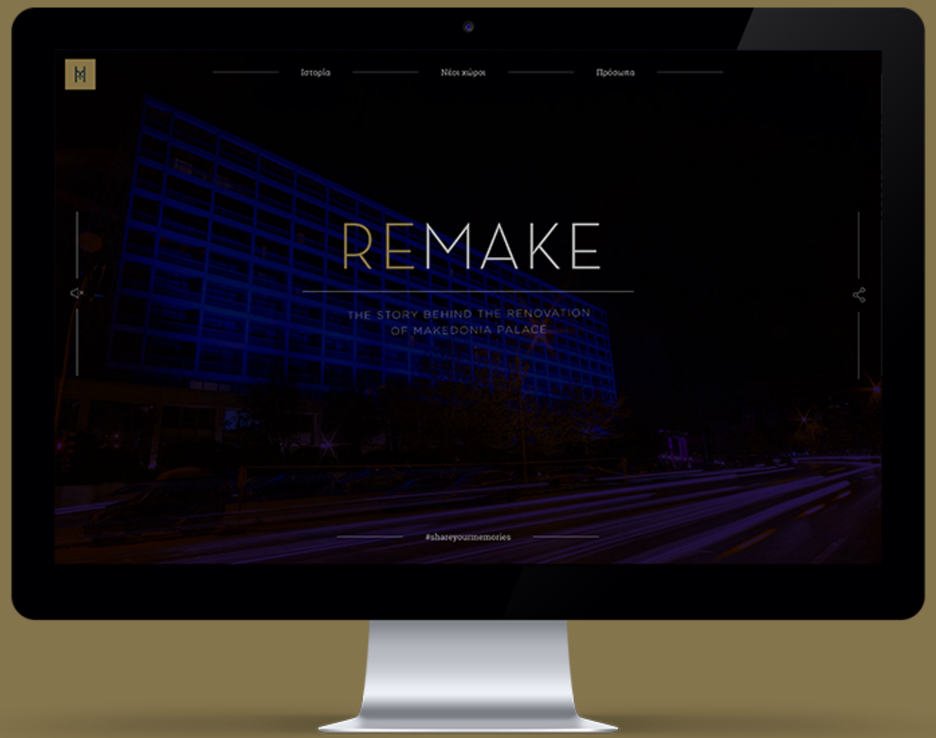
Awarded and beloved cases!



2016 was a highly significant year for Makedonia Palace, as it was the beginning of the total renovation process that will was completed in May 2017. ADMINE was asked to help manage the discomfort and complains that the renovation works would cause to the hotel guests during their stay, with an effective communication proposal. How can you make a re-novation being from a disturbing, turnover-loss experience to an all-eyes-on-you campaign?

WE TRANSFORMED THE PERCEPTION OF A SYMBOL'S RENOVATION

Case: MAKEDONIA PALACE I REMAKE

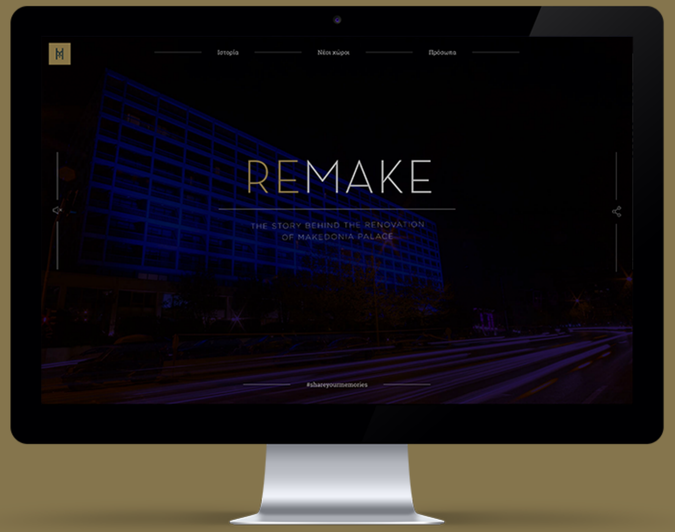


ΝΕΟΙ ΧΩΡΟΙ

I	**Standard Sea View Room** 6th floor	II	Junior Suite 6th floor	III	Deluxe Suite 7th floor	IV	Presidential Suite 8th floor	V	**Top Floor** 9th floor

ADMINE –

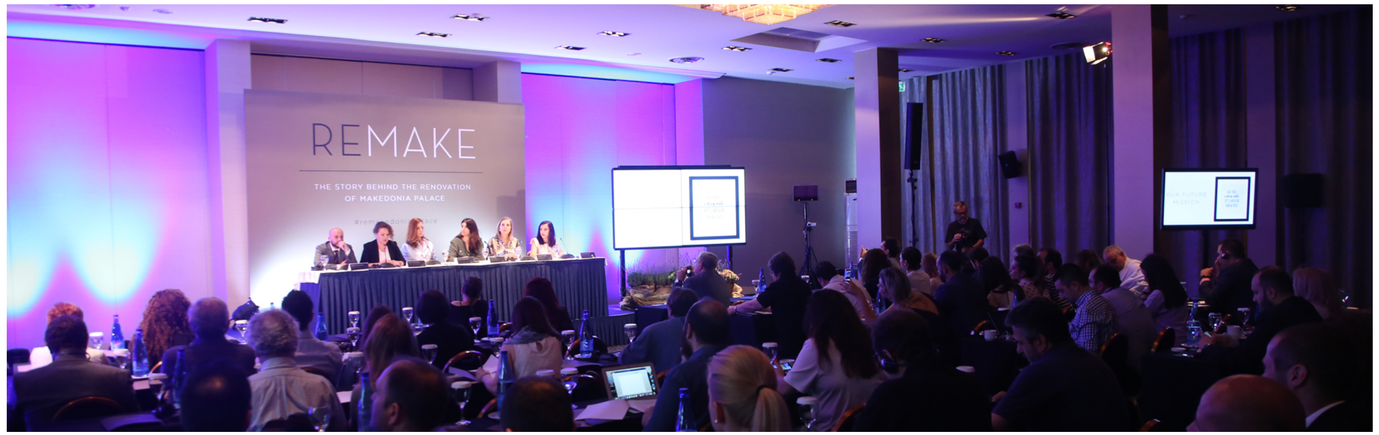
MAKEDONIA PALACE



The process:
We wanted to make people of Thessaloniki and visitors become part of the history of Makedonia Palace, connect with them in an emotional level and communicate to them the project in total honesty and transparency.

What we did: We created:
REMAKE–REMAKEDONIAPALACE.COM an ode to the story behind the renovation.
• We launched a DIGITAL PR-led campaign that broke every record- more than 350K in earned media and made queries for MP sky-rocket!

The REMAKE site
The remakedoniapalace.com site is an ongoing project with content that follows the stories, people and renovation process of the hotel.
The platform hosts a rich mix of content with timelapse videos, 360 room views, interviews, contests and a bigger activation that will make guests and citizens part of the hotel's future.



The kick of REMAKE conference
The goal was to evoke the interest of the press and influencers, so that they would spread the word and write about the hotel renovation project.
During the conference, the journalists and media publishers would learn all the details of the renovation, see videos and the first 3Ds of the renovated spaces.
The original gift given to the attendees was well received; it was a lavender, a plant known to grow with proper care after one year… exactly when the renovation works would be completed.

INFLUENCERS TELL THEIR STORY
Top local influencers like Major of the city, Mr. Boutaris were filmed in short documentaries telling they memories and expectations of MPs.

What did we achieve:
Makedonia Palace managed to stabilize revenues during renovation + the whole of Greece is waiting for the brand new renovated Hotel

REMAKE

THE STORY BEHIND THE REMAKE
OF MAKEDONIA PALACE

μ ε π ρ ω τ α γ ω ν ι σ τ έ ς

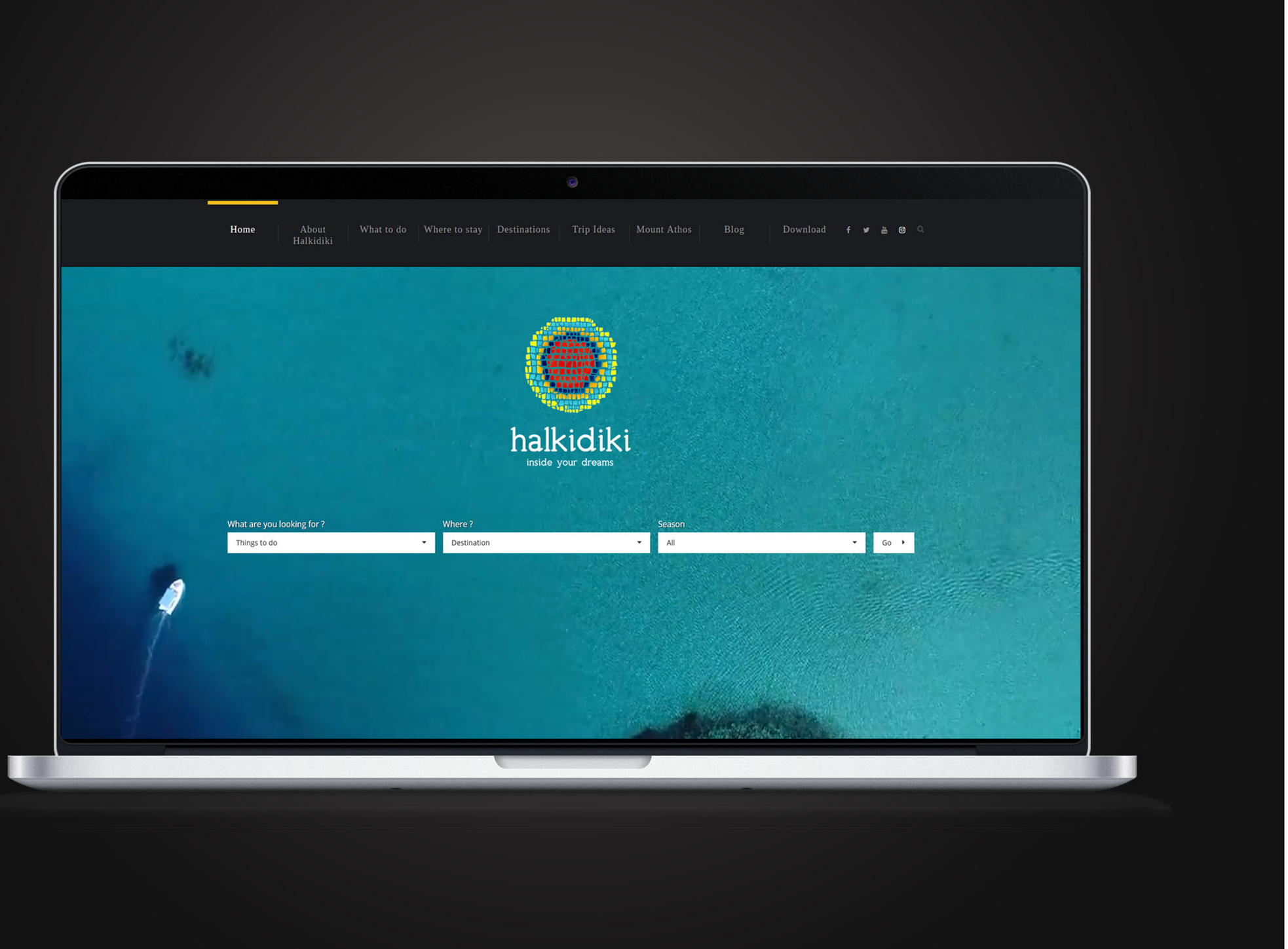
DELIVERED AN IMPRESSIVE YET SUBTLE GASTRONOMICAL INVITE

FOR GREECE’S TOP SPECIAL EVENT

Case: *SANI GOURMET*

DISCOVER HALKIDIKI IN ONE PORTAL

Case: Visit-Halkidiki.gr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Things to do
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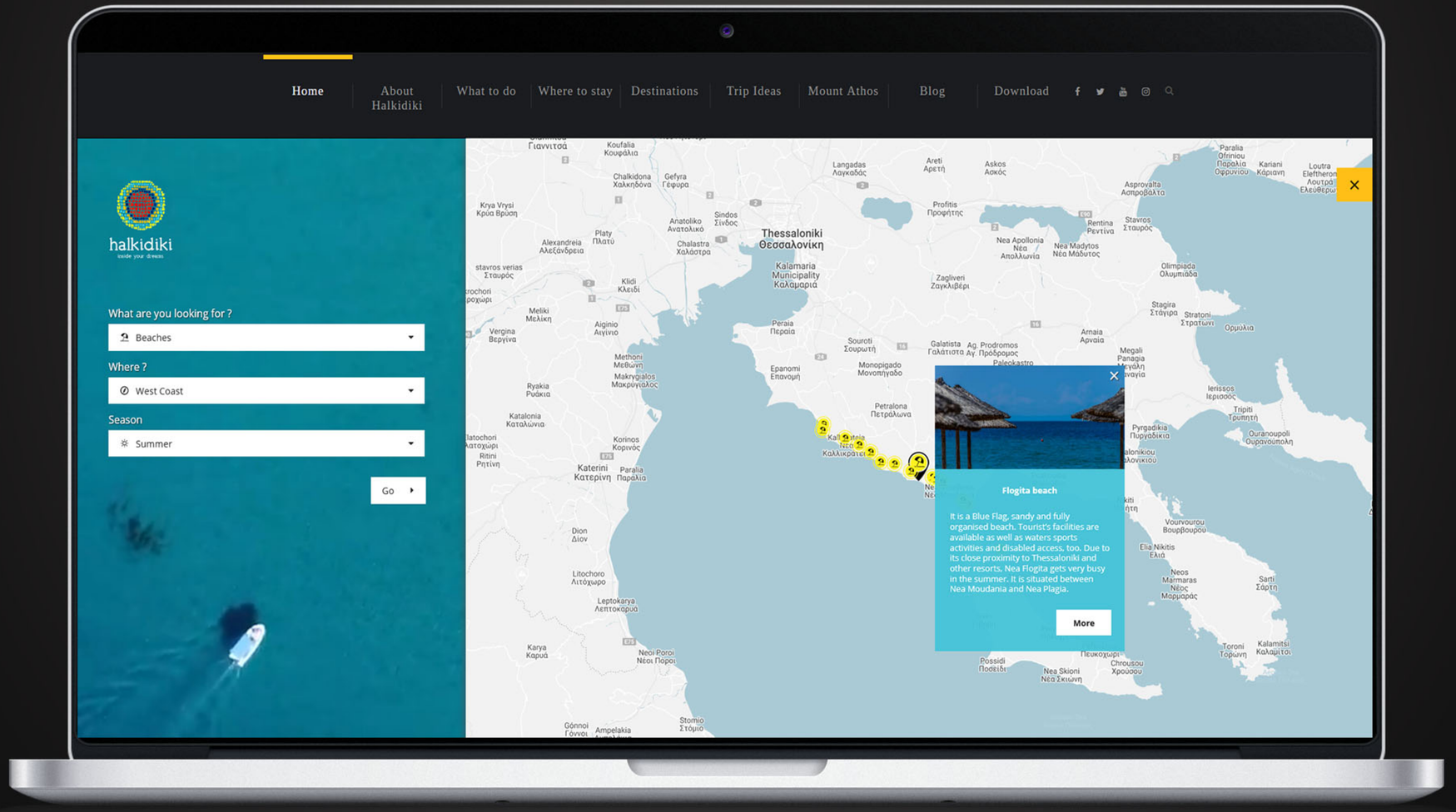
Destination
Season
All
Go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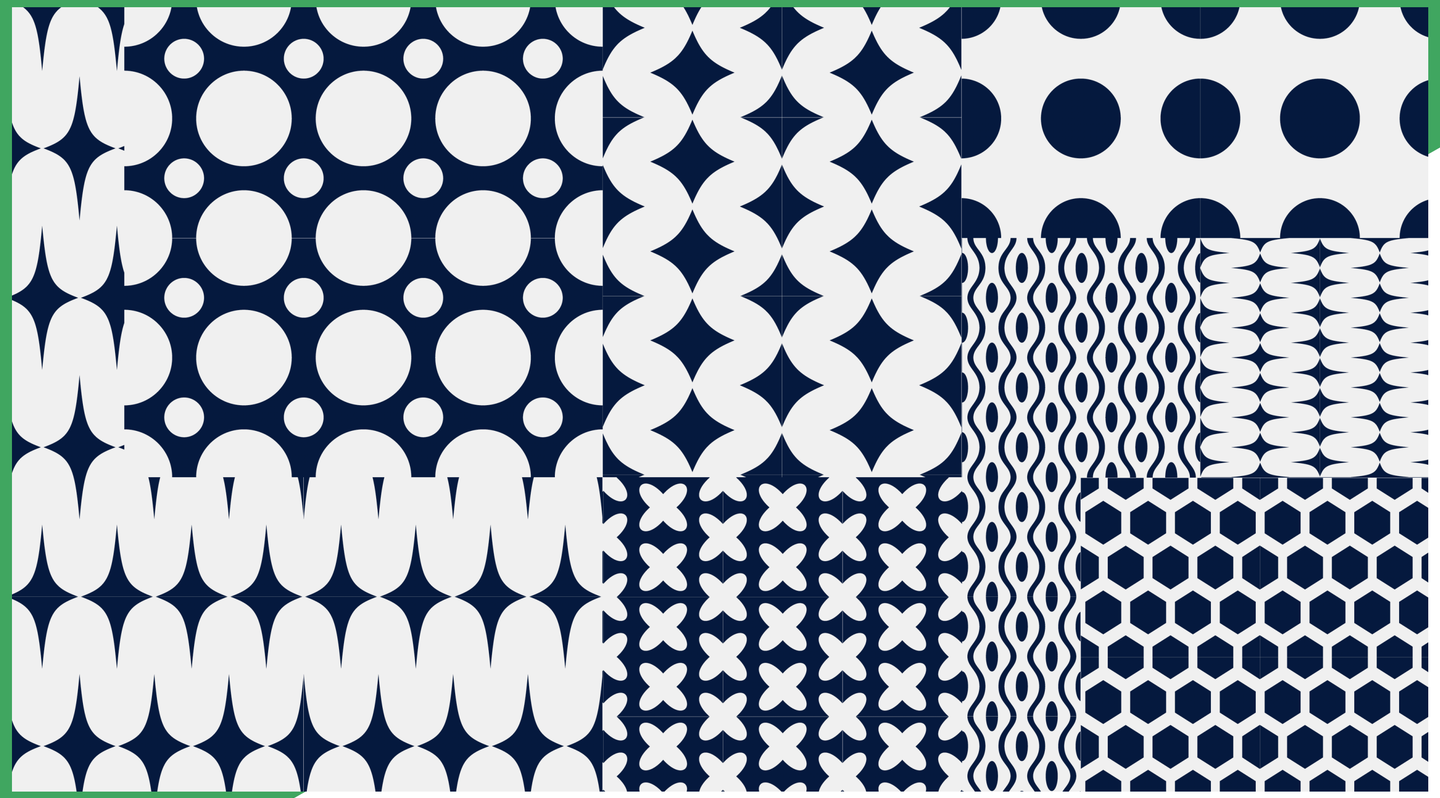
Where ?
West Coast
Season
Summer
Go
Thessaloniki
Θεσσαλονίκη
Flogita beach
It is a Blue Flag, sandy and fully organised beach. Tourist's facilities are available as well as waters sports activities and disabled access, too. Due to its close proximity to Thessaloniki and other resorts, Nea Flogita gets very busy in the summer. It is situated between Nea Moudania and Nea Plagia.
More

ADMINE _

#ADMINECASES



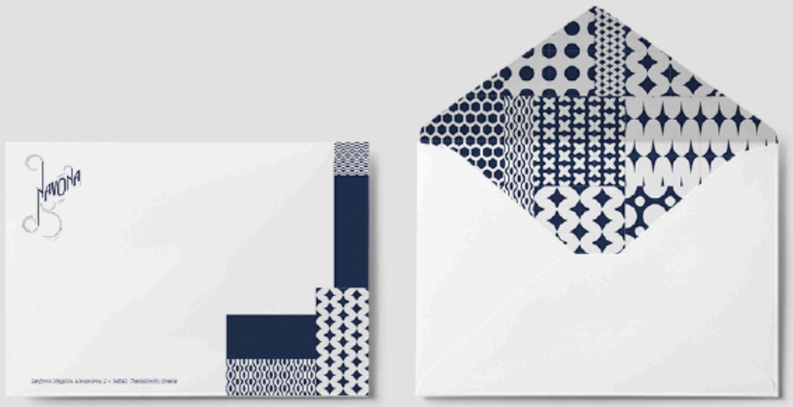
Case:

Navona / Thymare

ADMINE _

NAVONA
APERITIVO & ITALIAN FLAVORS

NAVONA
with compliments


NAVONA

NAVONA

NAVONA
sugar

THY
MARE

THY
MARE
KNOW YOUR AS SEA
WITH COMPLIMENTS
THY
MARE
KNOW YOUR AS SEA

#ADMINECASES

Case: 718

ADMINE _

A _

718
Uptown dine and wine
With compliments
718
Uptown dine and wine
718
Uptown dine and wine
N. Leontidi 6
Panorama 55236
Thessaloniki
+(30) 2310287888
www.718.gr
718
Uptown dine and wine

718
Uptown
dine and wine
Menu

Uptown
dine
and wine

718
Uptown
dine
and wine

CAPTURING THE UNSEEN.

With the launch of its new flagship smartphone, Mate 20 Pro, Huawei wanted to create a visual content that showcased the abilities of its triple Leica camera to the full. Therefore, it chose 20 Instagrammers to travel Greece and caption the unseen beauty of not-so popular destinations. The project was shared in social media through pictures and mini-videos, while the result was given to GNTO for their next tourist campaign.

Case: UNSEEN GREECE | HUAWEI

Converse wanted to approach the younger generation and communicate the One Star Sneaker through a new One Star brand truth. Thus, it created the first vertical mobile-only movie that follows 5 Antiheros and their unconventional, free-spirited, creative reality. A movie that has a gen Z attitude, through the utmost trending medium: the vertical screen.

MADE VERTICAL.
RATED ONE STAR.

Case: CONVERSE

converse.greece
Είναι σημαντικό
για τη μοναδικότητα.
Comment
converse.greece
Είναι σημαντικό
για τη μοναδικότητα.
Comment

INTRODUCING THE NEW Q

We created a 360 campaign to re-introduce to the audience an “old”, almost forgotten telecommunications brand that only communicated offers.

Our goal was to launch the brand by completely re-inventing the codes of the industry and distance ourselves from the competition.

It was a “tabula rasa” project, starting from the logo retouch and the brand id, to the release of the TV video and digital campaign.

Case: Q | WIND

ADMINE

Welcome to the magical world of prepaid.

κομιούνιτι
μποτ
350
10
START A TOPIC
ΠΑΤΙ Q
ΠΑΚΕΤΑ
ONLINE ΑΝΑΝΕΩΣΗ
ΚΙΟΥ ΣΟΠ
ΚΟΜΙΟΥΝΙΤΙ
ΥΠΟΣΤΗΡΙΞΗ
κομιούνιτι
Συνδεθείτε
Ψάξε εδώ...
Καλωσήρθες στο Κομιούνιτι! Μαζί, διαμορφώνουμε την Q.
ΓΟΥΕΛΚΑΜ
ΦΟΡΟΥΜ
ΜΠΛΟΓΚ
ΦΟΥΡΝΟΣ ΙΔΕΩΝ
ΔΙΑΓΩΝΙΣΜΟΙ
ΠΙΟΥΖΕΡ ΠΡΟΝΤΑΞΙΟΝΣ

Οικονομικές χρεώσεις
απλά και ξεκάθαρα

τόσο απλά.

Ενός λεπτού σιγή
για το πρώτο σου μούσι.

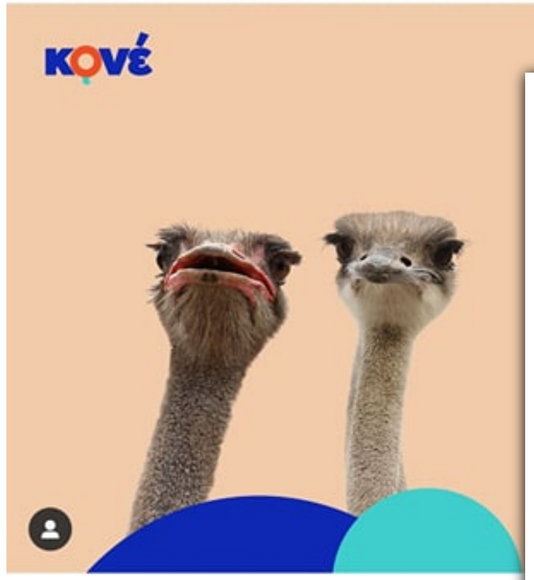
KLOU στάρ

12GB
ΓΙΑ 12 ΜΗΝΕΣ

3GB

Γίνε κιου
τόσο απλά.
τα κάνεις όλα
εύκολα, απλά και
online
www.myq.gr
Φτιάχνεις την
καρτοκινητή
όπως τη θες
μπορ
Κιου
AUTO
στάρ
Εδώ μιλάς 1"
πληρώνεις 1"

qkiniti



Liked by **nasiae** and **4,852 others**

qkiniti Φέρε τον παράξενο φίλο σου στην Q και κερδίστε και οι δύο. #κονε #τόσοαπλά #γίνεQ #myQ

qkiniti

Liked by **nasiae** and **6,018 others**

qkiniti Καλοκαίρι τέλος. Ώρα να θυμηθείς τι μέρα είναι. #τόσοαπλά #γίνεQ #myQ

qkiniti

Liked by **spiros_fi** and **3,153 others**

qkiniti Αν όλα ήταν Q, ο καφές σου θα έκανε αυτόματα refill. Απλό; Αυτονόητο; #τόσοαπλά #γίνεQ #myQ #κιουσταρ

qkiniti

Liked by **spiros_fi** and **2,833 others**

qkiniti Εδώ εκφράζεσαι ελεύθερα. Χωρίς ταμπού. #κομιουνιτι #τόσοαπλά #γίνεQ #myQ

ADMINE _

A _

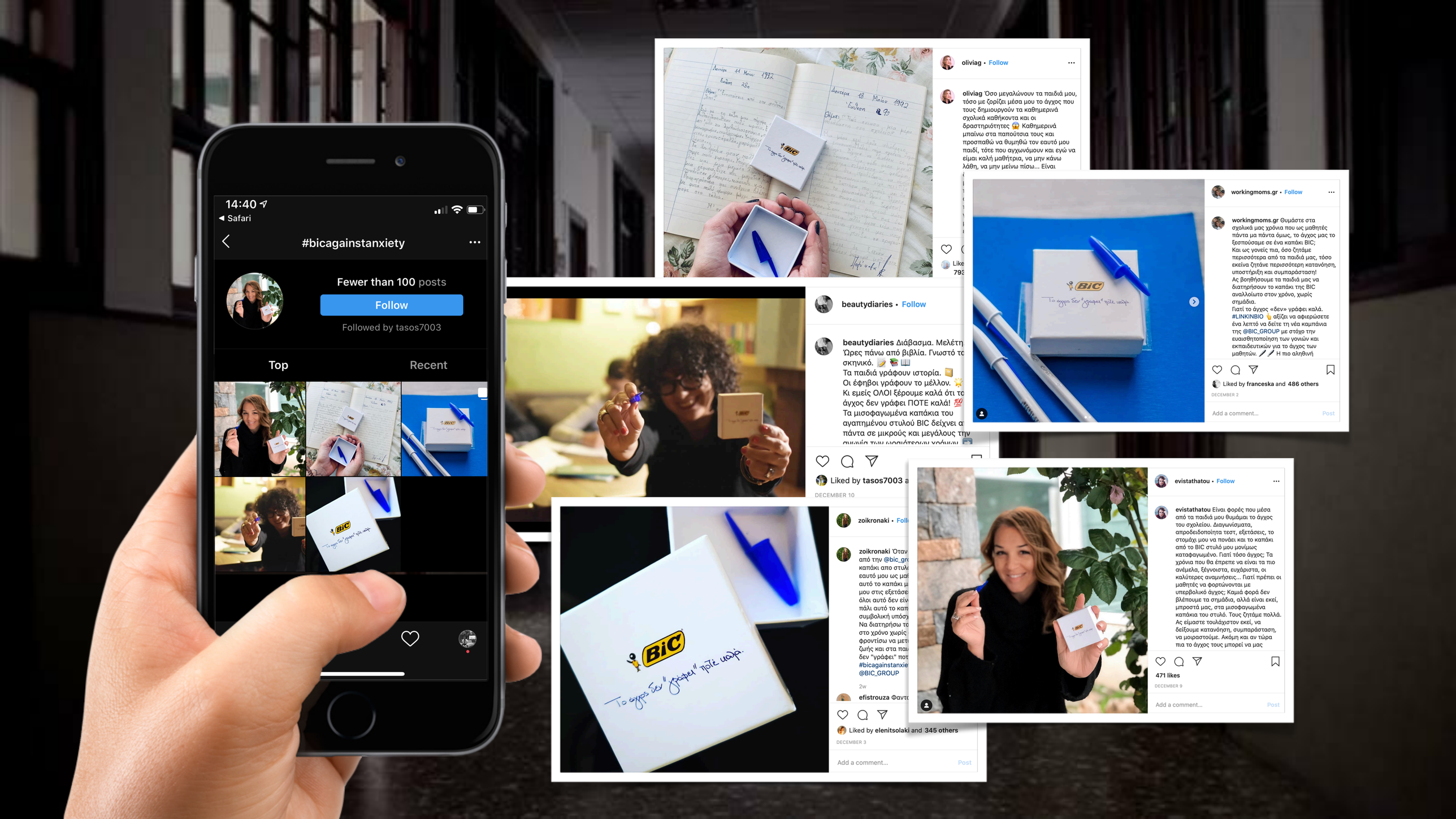
#ADMINECASES

ANTI-STRESS 360 DIGITAL COMMERCIAL

Case: BIC I ANTI-STRESS

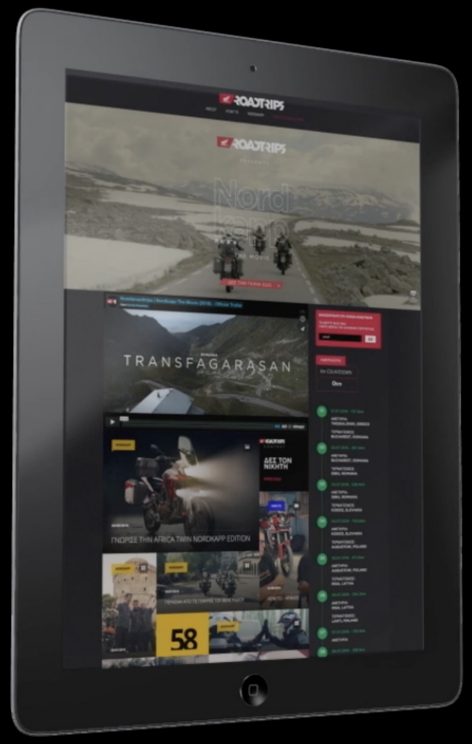
ADMINE _

A _


14:40
Safari
#bicagainstanxiety
Fewer than 100 posts
Follow
Followed by tasos7003
Top
Recent
oliviag • Follow
oliviag Όσο μεγαλώνουν τα παιδιά μου, τόσο με ζορίζει μέσα μου το άγχος που τους δημιουργούν τα καθημερινά σχολικά καθήκοντα και οι δραστηριότητες 😱 Καθημερινά μπαίνω στα παπούτσια τους και προσπαθώ να θυμηθώ τον εαυτό μου παιδί, τότε που αγχωνόμουν και εγώ να είμαι καλή μαθήτρια, να μην κάνω λάθη, να μην μείνω πίσω... Είναι
workingmoms.gr • Follow
workingmoms.gr Θυμάστε στα σχολικά μας χρόνια που ως μαθητές πάντα μα πάντα όμως, το άγχος μας το ξεσπούσαμε σε ένα καπάκι BIC; Και ως γονείς πια, όσο ζητάμε περισσότερα από τα παιδιά μας, τόσο εκείνα ζητάνε περισσότερη κατανόηση, υποστήριξη και συμπαράσταση! Ας βοηθήσουμε τα παιδιά μας να διατηρήσουν το καπάκι της BIC αναλλοίωτο στον χρόνο, χωρίς σημάδια. Γιατί το άγχος «δεν» γράφει καλά. #LINKINBIO 👆 αξίζει να αφιερώσετε ένα λεπτό να δείτε τη νέα καμπάνια της @BIC_GROUP με στόχο την ευαισθητοποίηση των γονιών και εκπαιδευτικών για το άγχος των μαθητών. ✏️✏️ Η πιο αληθινή
Liked by franceska and 486 others
DECEMBER 2
Add a comment... Post
beautydiaries • Follow
beautydiaries Διάβασμα. Μελέτη
Ώρες πάνω από βιβλία. Γνωστό τ
σκηνικό. 📝📚📖
Τα παιδιά γράφουν ιστορία. 📒
Οι έφηβοι γράφουν το μέλλον. 🌟
Κι εμείς ΟΛΟΙ ξέρουμε καλά ότι τ
άγχος δεν γράφει ΠΟΤΕ καλά! 💯
Τα μισοφαγωμένα καπάκια του
αγαπημένου στυλού BIC δείχνει α
πάντα σε μικρούς και μεγάλους την
Liked by tasos7003 a
DECEMBER 10
zoikronaki • Foll
zoikronaki Όταν
από την @bic_gr
καπάκι απο στυλ
εαυτό μου ως μα
αυτό το καπάκι μ
μου στις εξετάσε
όλοι αυτό δεν είν
πάλι αυτό το κα
συμβολική υπόσ
Να διατηρήσω τ
στο χρόνο χωρίς
φροντίσω να μετ
ζωής και στα παι
δεν "γράφει" ποτ
#bicagainstanxie
@BIC_GROUP
2w
efistrouza Φαντ
Liked by elenitsolaki and 345 others
DECEMBER 3
Add a comment... Post
evistathatou • Follow
evistathatou Είναι φορές που μέσα από τα παιδιά μου θυμάμαι το άγχος του σχολείου. Διαγωνίσματα, απροδειδοποίητα τεστ, εξετάσεις, το στομάχι μου να πονάει και το καπάκι από το BIC στυλό μου μονίμως καταφαγωμένο. Γιατί τόσο άγχος; Τα χρόνια που θα έπρεπε να είναι τα πιο ανέμελα, ξένοιαστα, ευχάριστα, οι καλύτερες αναμνήσεις... Γιατί πρέπει οι μαθητές να φορτώνονται με υπερβολικό άγχος; Καμιά φορά δεν βλέπουμε τα σημάδια, αλλά είναι εκεί, μπροστά μας, στα μισοφαγωμένα καπάκια του στυλό. Τους ζητάμε πολλά. Ας είμαστε τουλάχιστον εκεί, να δείξουμε κατανόηση, συμπαράσταση, να μοιραστούμε. Ακόμη και αν τώρα πια το άγχος τους μπορεί να μας
471 likes
DECEMBER 9
Add a comment... Post

NORDKAPP THE MOVIE | HONDA

CONTENT DRIVES BUSINESS



The case:
Honda wanted to re-enter the adventure segment, totally occupied by BMW GS.

What we could do:
Advertising the all new Honda Africa Twin

What we did:
We launched an adventure campaign instead, based on raw, “riding like the wind” content.
3 guys starting from Greece aiming to reach Nordkapp, the northern European frontier, in Norway.
17 countries.
3 drones, 5 cameras.
Amazing stories.
All covered live in Facebook through link updates, on-road contests, special highlights and many more.

What did we achieve:
The best digital metrics ever! 182.701 visits on the website. +2.000 new fans on Facebook. +154% engagement on social media.
Nordkapp became a movie, launched in cinema, now aired on NOVA.
Honda global even let Honda Greece design an all-new Nordkapp edition Africa Twin. This happens- never.
Did we sell? Back-orders till July 2017

Nord
kapp
THE MOVIE
71° 10′ 21″ N
WINNER
HOLLYWOOD
INTERNATIONAL INDIPENDENT DOCUMENTARY AWARDS
2016
WINNER
HIMPFF
HOLLYWOOD INTERNATIONAL MOVING PICTURES FILM FESTIVAL
2016
OFFICIAL SELECTION
LONDON INDEPENDENT FILM AWARDS
2017
OFFICIAL SELECTION
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2017

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