

# NEWS



One inventor and incredibly successful businessman once said:

**“Let’s go invent tomorrow rather than worrying about what happened yesterday.”**

These were words from Steve Jobs, a man that influenced lives of all of us by his vision, inventions and willingness never to give up. Here in POS Media Group we also aim to go forward every single day to provide a wider portfolio of services to our clients as well as to our retail partners. The second goal that we always kept at the back of our heads was to become a global retail partner.



## WE INVENTED TOMORROW

To make this vision come true, POS Media signed up a partnership with an Omni Marketing Global in the middle of last year. In this issue of the regular newsletter, we would like to introduce two of Omni Marketing Global’s brands.



## WE ARE INTRODUCING TWO OF OMG! BRANDS

Now it is the highest time to put two of Omni Marketing Global brands in the spotlight and introduce their operations. DemoPower focuses the operations on the promo activities and ActMedia creates in-store media campaigns.



DemoPower is the largest trial and demonstration service company in Asia that is committed to delivering unique and exciting marketing solutions, that create memorable shopper and brand interactions at the store. They refer to this service as a TBE, Total Brand Experience.

TBE delivers on its three-fold promise of Communication, Effective Trial and Conversion. Partnered with their clients and retail partners, DemoPower has established itself to be the largest product demonstration and sampling company in Asia, trusted by both local and international brands.



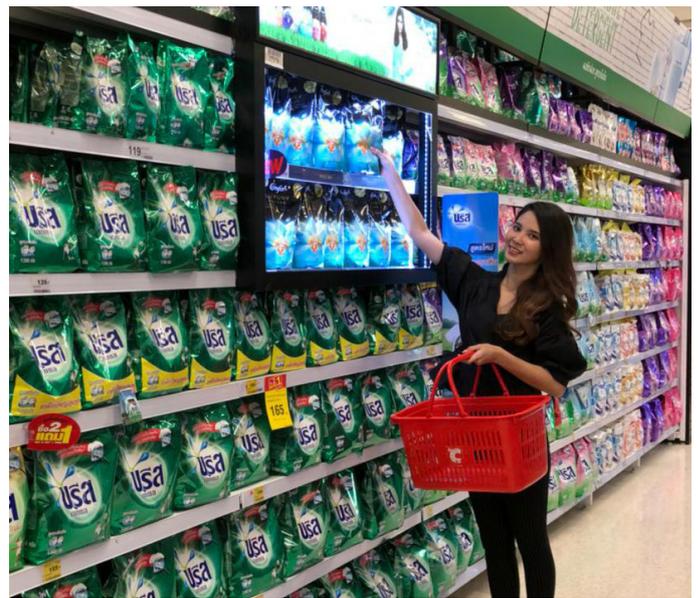
Through a customized approach that is inspired by shopper and brand insight and years of operational experience, their extensive network of retail stores allow delivering their promise to a wide range of shoppers.



# ACTMEDIA

ActMedia is the leading company in Integrated Shopper Marketing Media in Southeast Asia. Their complete range of core products has been designed from ground-up to engage and educate shoppers on clients' brands and products on the shelves. At the heart of ActMedia lies its ability to create meaningful shopper engagement, through the use of sensorial media, exciting the consumer and engaging all five senses.

Through this combination of unparalleled reach, driven and targeted engagement with the use of all five senses; ActMedia has created a reputation of quality and trust, delivering value through increased brand awareness, brand understanding, influenced purchase decision and excitement in stores to our esteemed clients



## QUICK NEWS

### New leadership in POS Media regions

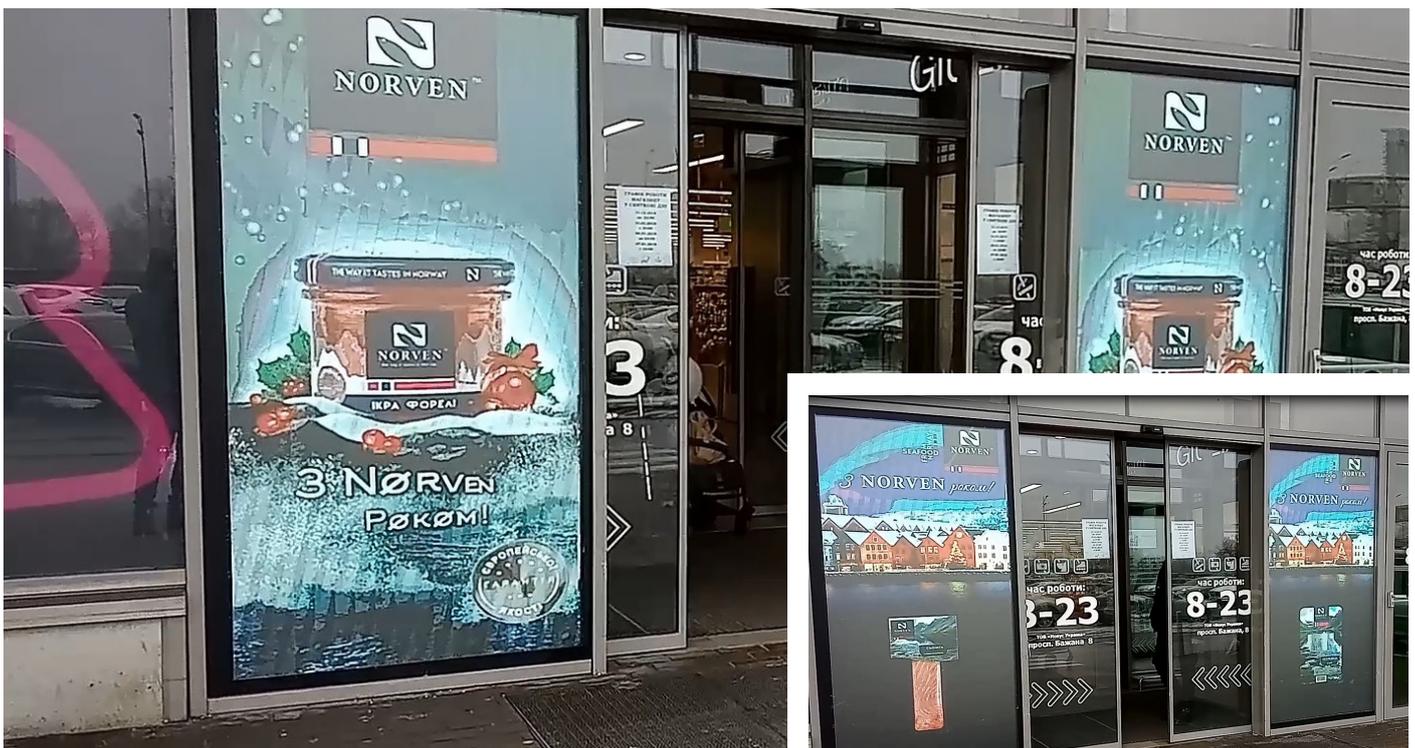
**Branislav Guštafik** a Country Manager of Slovak team was entrusted to lead also Hungarian team and become a Regional Country Manager.

**Dana Běloušková** has appointed to lead the Czech region office on the position of Country Manager. Dana has been working for the company for 15 years starting on the Junior Sales position all the way up to the Sales Director CEE.



### Digital sliding doors enlarging promo space at retail

Ukrainian team introduced a new digital sliding door at retailer partner stores and their created a valuable promo space for FMCG and non-FMCG brands.



## Developing new digital carriers

The Czech team and POS Digital developed an elegant Digital Shelf Strip. It sustains of 4, 8 or 10 displays that are equipped by the tailor-made software that easily changes content on multiple devices centrally from one interface.



## Slovak campaign for Bailey's won The best practice for the off-trade category

The client took a chance and signed in the annual sampling campaign to their internal Marketing competition. Out of 60 countries, the Slovak team celebrated the biggest success and won the first prize.



## POS Services strikes in POPAI Awards competition again

Hungarian team signed up three campaigns to the POPAI Awards and brought two silver prices for an elegant mini Shelf Stopper made for JDE and a totem with a fragrance from Unilever.



# OUR WORK: HUNGARY



# OUR WORK: CZECH REPUBLIC



## OUR WORK: CZECH REPUBLIC



# OUR WORK: SLOVAKIA





## OUR WORK: POLAND



## OUR WORK: RUSSIA



# OUR WORK: RUSSIA



# OUR WORK: UKRAINE



# OUR WORK: UKRAINE

