

HELLO
WORLD

 **basket**

#1

WHO WE ARE

We are a

MAR-TECH

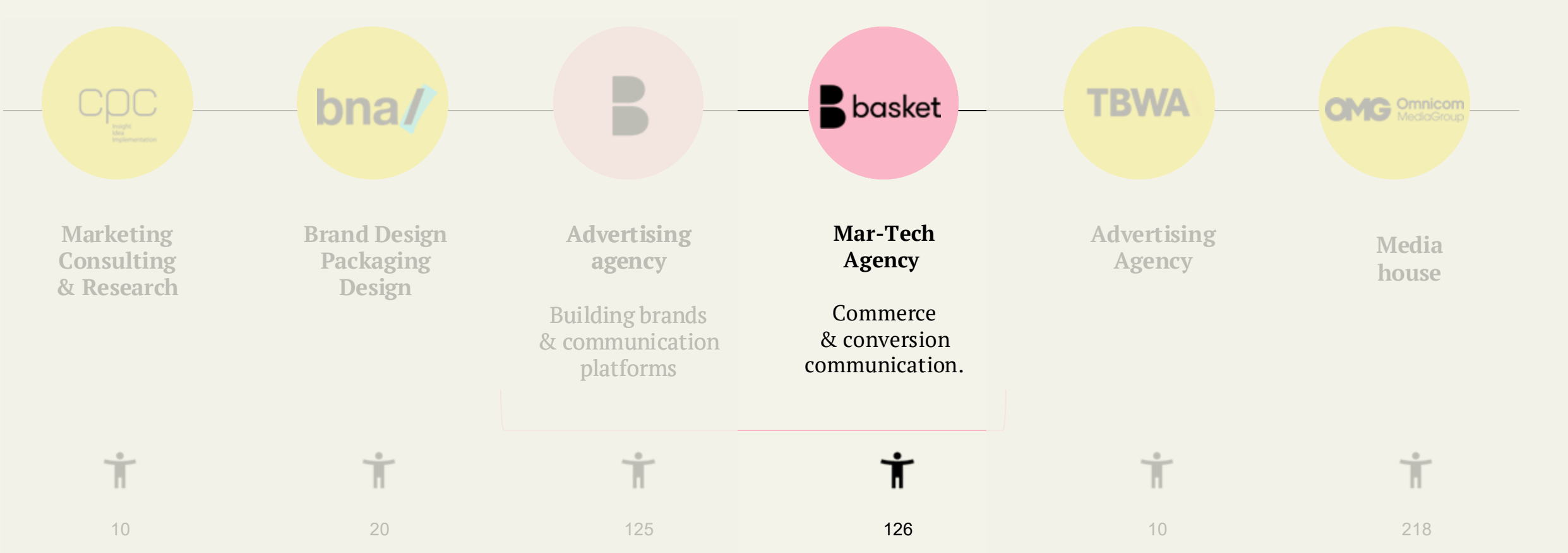
COMMUNICATION DRIVEN

TECHNOLOGY AGENCY

WE ARE PART OF OMNICOM

We work independently and collaboratively.

For complex projects, we form **cross-agency, multidisciplinary expert teams.**



CLIENTS WE WORK WITH

castorama-

HONOR



Media Markt

pepco[®]

SUPER-PHARM



#2

WHAT WE DO

OUR CORE STRENGTHS, A LA CARTE

Brand & communication strategy

Full spectrum retail UX & UI

360 sales activations & campaigns

E-commerce sales tools & communication

Social & Digital Campaigns



x Content production @ scale

x AI optimisation

x HUB management



01
**CONCEPTUALIZING
BRAND & COMMUNICATION IDEA**



02
**PRODUCT & PROMO
BASED SUPPORT**



03
**CONTENT PRODUCTION
@ SCALE**

#3

HOW WE DO IT

It is our ambition to be

THE LEADER OF
AI MAR-TECH
TRANSFORMATION

**WE CREATE TOOLS &
COMMUNICATION TO
FACILITATE
SHOPPING**



**OUR DIGITAL, PROPRIETARY TOOLS
FOR RETAIL & E-COMMERCE**

TOOLS PORTFOLIO

D\ MULTIPLIER

Endless reformats
and creative versions
one click away

D\ LOCAL HUB

E-shop with advertising for
sales networks, franchises and
dealerships. For consistent
brand experience everywhere.

D\ STUDIO

AI alternative for photo studio.
Turns low-quality source
materials into publication
ready, inspiring statics,
animations & videos

D\ PRODUCT PAL

AI sales agent in e-com
environment.
Radically simplifies
the shopping process.

D\ INTELLIGENCE

Fully automated,
one-click social intelligence
with publish-ready reports

D\ PAPER

Interactive mobile catalogue
fully integrated with e-com

#1: D\ MULTIPLIER Production @ scale

ENDLESS
REFORMATS
ONE CLICK AWAY



D\ MULTIPLIER **production @ scale**

A tool for automating and scaling the production of static and video materials.

Integrated with the media plan, it generates reformats, language versions and personalized product cards for diverse e-commerce systems.

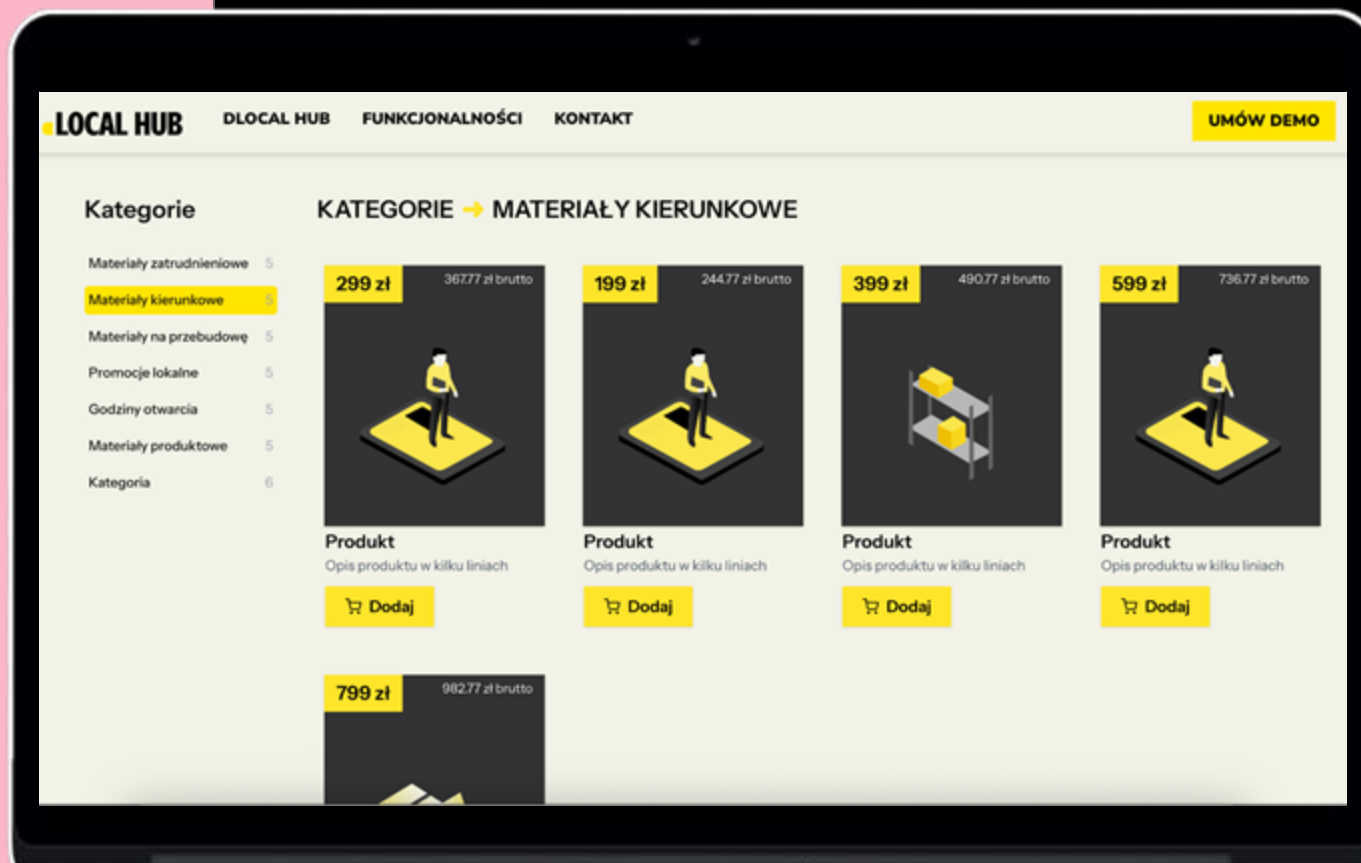
It includes a built-in design system with ready-to-use, brand-compliant components. Using intelligent design logic, it adapts layouts to different content variations.

The tool supports a wide range of digital assets — from text and images to layouts, color palettes, and pricing. For video materials, it enables full language localization, including lip sync.

It radically simplifies and accelerates large-scale production, allowing full automation with precise process control.

D\ LOCAL HUB E-com with advertising

FOR:
sales network managers
TO:
making every sales point
feel like a flagship store.



D\ LOCAL HUB

e-com with advertising

Developed primarily for McDonald's to ensure that every franchise restaurant looks its best and stays aligned with the global brand strategy.

580 restaurants
105 franchises
8300 orders in 2024

E-commerce platform for store managers allowing for real time customisation and ordering ready-made & custom advertising materials.

It radically simplifies communication management across sales networks, including dealer & franchise stores.

D\ STUDIO fully AI driven photoshoots **alternative**

**Turns low-quality
source materials
into publication ready,
inspiring statics,
animations & videos**



D\ STUDIO fully AI driven photoshoots alternative

A proprietary framework for automating packshot generation and processing.

It enhances low-quality source materials by correcting color, contrast and proportions. It performs full retouching and DTP, preparing files for print or digital publication in line with brand standards.

It also enables the creation of multiple contextual arrangements from a single product photo, as well as the animation of static versions.

It radically speeds up the preparation of visuals across communication channels.

WHAT SPECIFICALLY CAN D\ STUDIO DO?

→ AI MODEL GENERATION

→ APPLYING DIFFERENT CATALOGUE AI-LOOKS TO AI MODELS

→ GENERATING SMALL INSPIRATIONAL AI SETUPS

→ VIDEO AI MODIFICATIONS

→ VIDEO AI LOCALISATION (INCLUDING LIPSYNC)

→ AI DRIVEN KVS ANIMATION (FROM STATIC TO VIDEO)

D\ STUDIO AI MODEL GENERATION



D\ PACKSHOT LAB

APPLYING CATALOGUE AI-LOOKS



D\ STUDIO

GENERATING INSPIRATIONAL AI-SETUP



D\ STUDIO

VIDEO AI MODIFICATIONS



D\ STUDIO

VIDEO AI LOCALISATION (LIP SYNC)



D\ STUDIO

KVs: AI DRIVEN ANIMATION



**BACK
TO SCHOOL
DEAL**

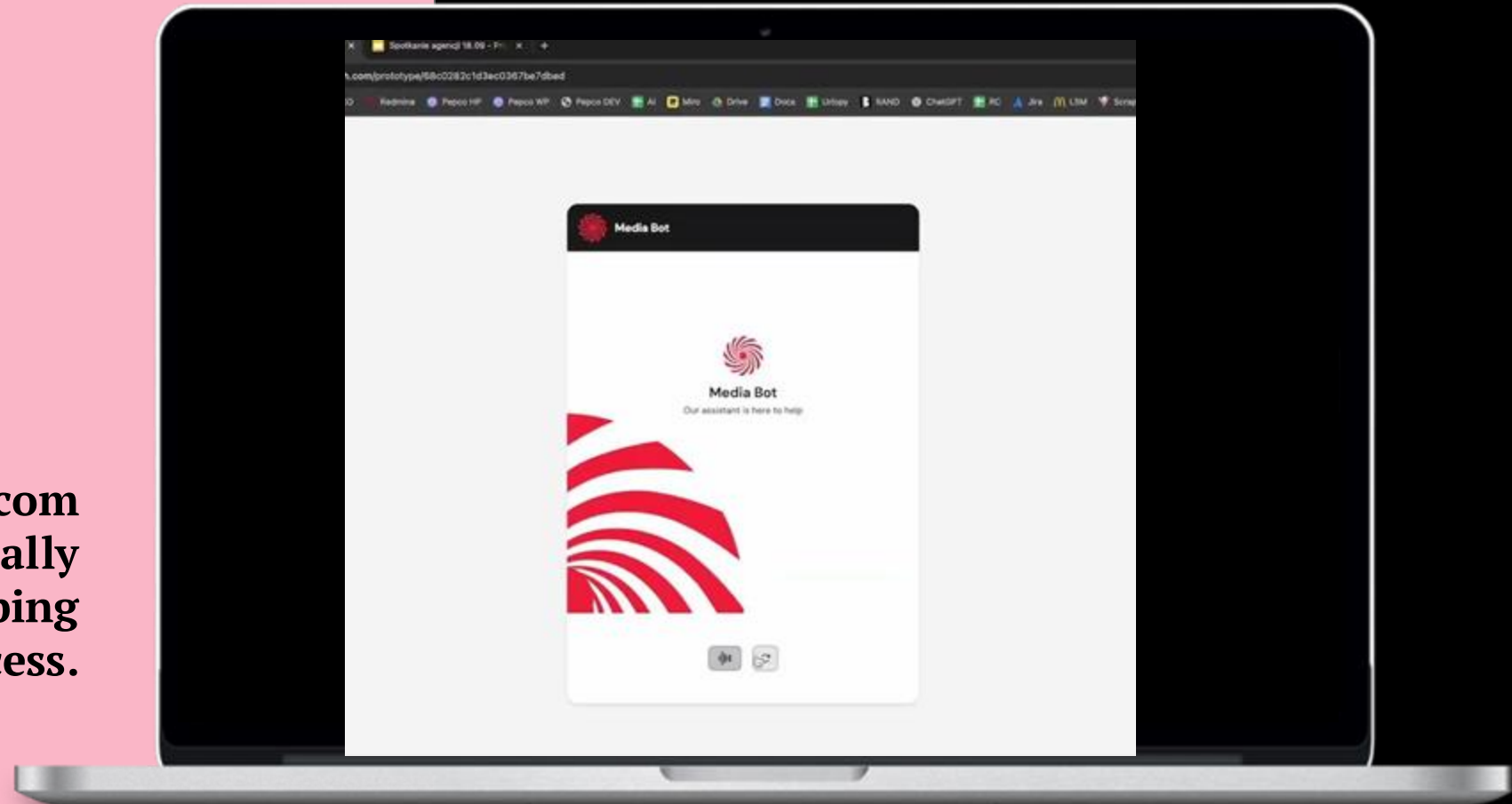
Media Markt

SPRAWDŹ TO!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

D\ PRODUCT PAL shopping agent

AI sales agent in e-com environment. Radically simplifies the shopping process.



D\ PRODUCT PAL **shopping agent**

A simple yet game-changing tool we are particularly proud of, currently in the implementation phase.

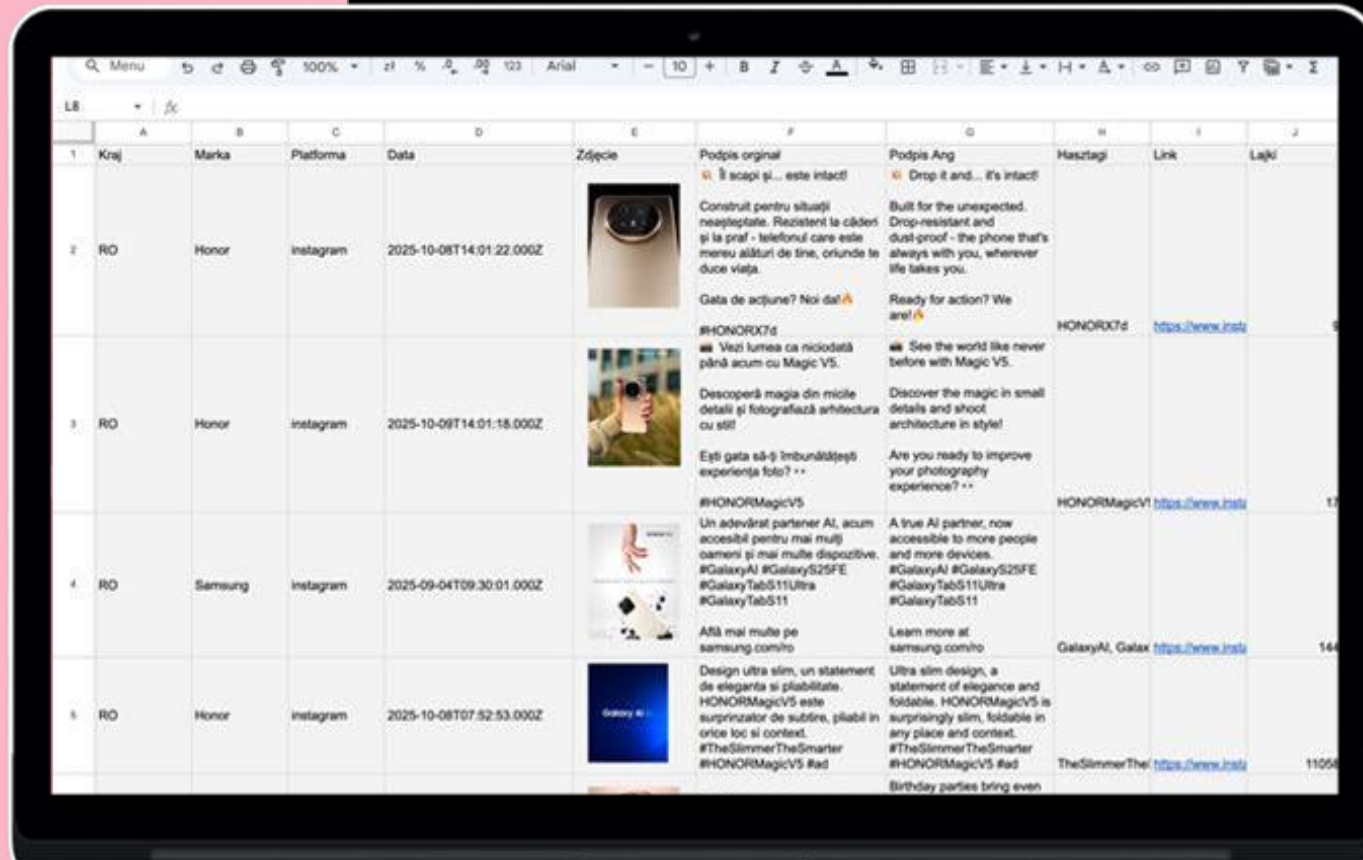
A voice-based shopping assistant in a form of AI Agent.





A customer advisor within the e-commerce environment.

It radically simplifies the shopping process.

DI INTELLIGENCE automated research

Fully automated,
one-click
social intelligence
with publish-ready reports



	A	B	C	D	E	F	G	H	I	J
1	Kraj	Marka	Platforma	Data	Zdjecie	Podpis original	Podpis Eng	Hashtagi	Link	Lajki
2	RO	Honor	Instagram	2025-10-08T14:01:22.000Z		Podpis original ❗️ scapi și... este intact! Construit pentru situații neașteptate. Rezistent la căderi și la praf - telefonul care este mereu alături de tine, oriunde te duce viața. Gata de acțiune? Noi da! 🤖 #HONORX7d	Podpis Eng ❗️ Drop it and... it's intact! Built for the unexpected. Drop-resistant and dust-proof - the phone that's always with you, wherever life takes you. Ready for action? We are! 🤖		https://www.instagram.com/p/DK...	
3	RO	Honor	Instagram	2025-10-09T14:01:18.000Z		Vezi lumea ca niciodată până acum cu Magic V5. Descoperă magia din micile detalii și fotografiază arhitectura cu stil! Ești gata să-ți îmbunătățești experiența foto? **	See the world like never before with Magic V5. Discover the magic in small details and shoot architecture in style! Are you ready to improve your photography experience? **		https://www.instagram.com/p/DK...	
4	RO	Samsung	Instagram	2025-09-04T09:30:01.000Z		Un adevărat partener AI, acum accesibil pentru mai mulți oameni și mai multe dispozitive. #GalaxyAI #GalaxyS25FE #GalaxyTabS11Ultra #GalaxyTabS11	A true AI partner, now accessible to more people and more devices. #GalaxyAI #GalaxyS25FE #GalaxyTabS11Ultra #GalaxyTabS11		https://www.instagram.com/p/DK...	14
5	RO	Honor	Instagram	2025-10-08T07:52:53.000Z		Design ultra slim, un statement de eleganță și fiabilitate. HONORMagicV5 este surprinzător de subțire, pliant în orice loc și context. #TheSlimmerTheSmarter #HONORMagicV5 #ad	Ultra slim design, a statement of elegance and foldable. HONORMagicV5 is surprisingly slim, foldable in any place and context. #TheSlimmerTheSmarter #HONORMagicV5 #ad	TheSlimmerThe	https://www.instagram.com/p/DK...	11050

D\ INTELLIGENCE **automated research**

A fully automated social research.

**Monitoring key social platforms,
analysing metrics and messaging
strategies behind a set of
predefined brands / categories.**

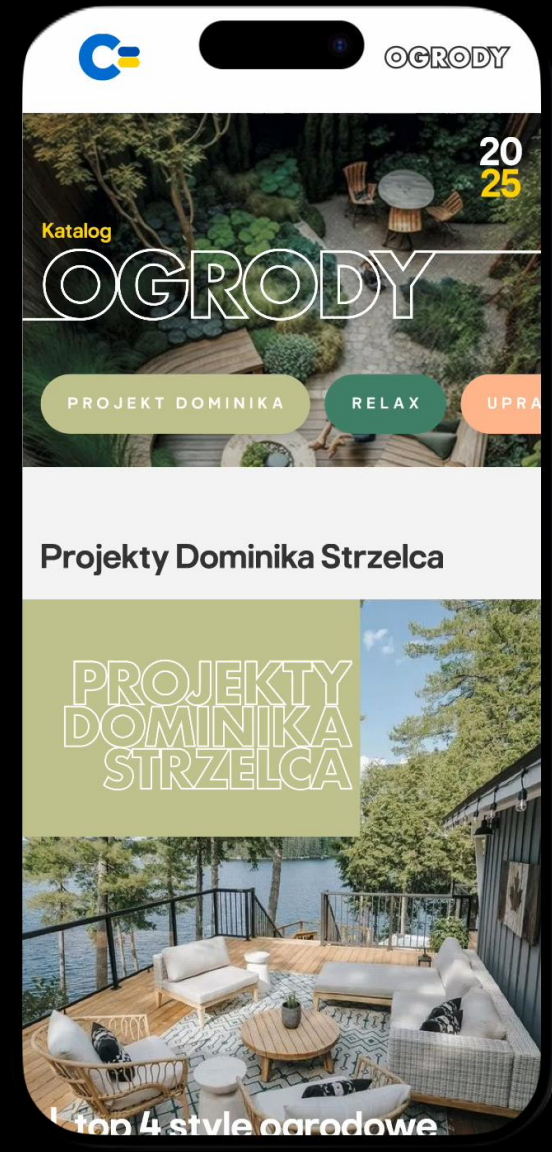
**For internal use, to strengthen
crafting competitive strategies**

D\ PAPER mobile catalogue

with

e-comm functionality

Shop directly
from inspiring
magazine-style
branded content



D\ PAPER **mobile catalogue**

with
e-comm functionality

**A mobile format
for retail publications**

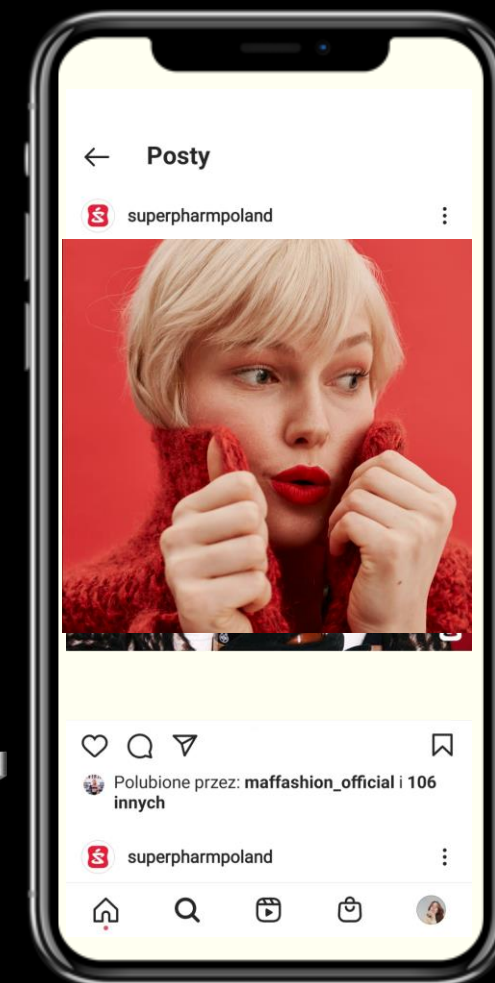
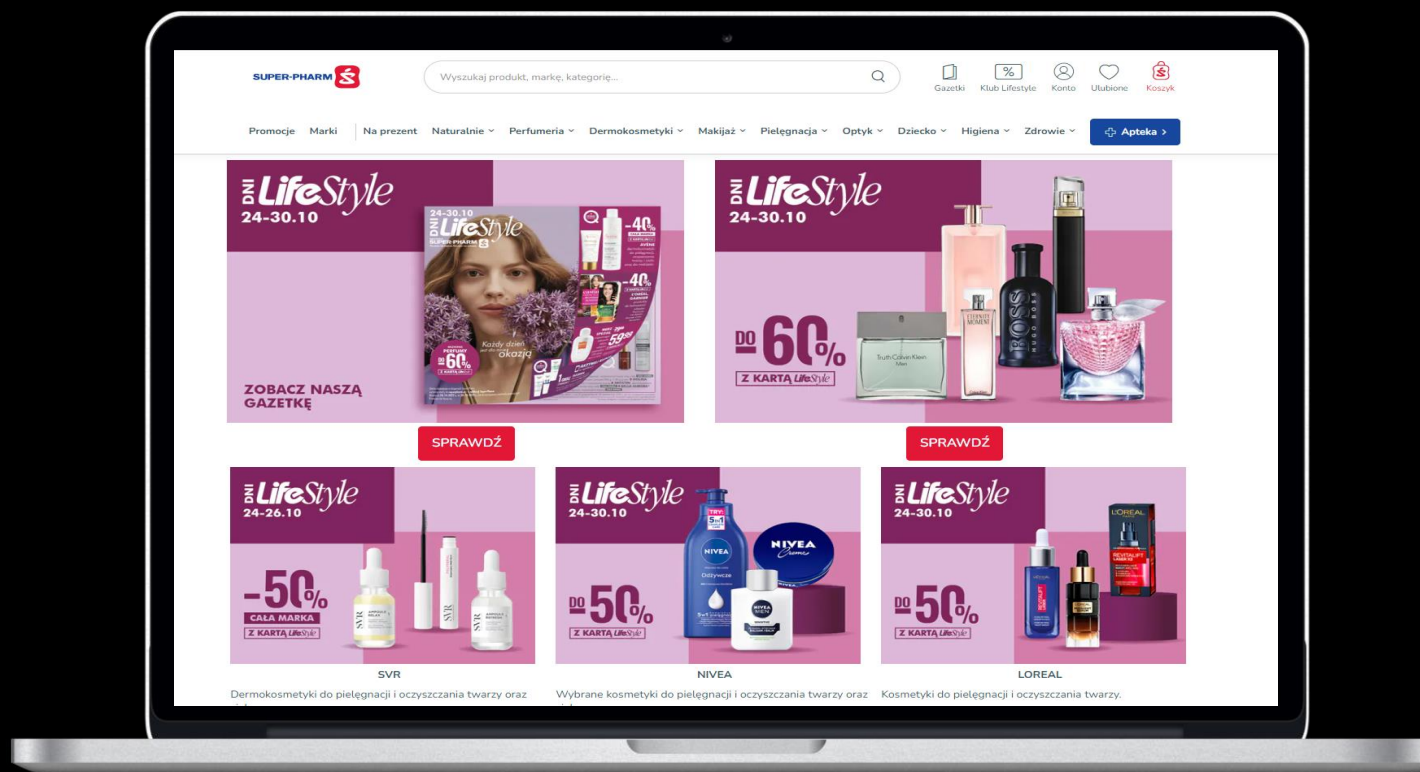
**Fully interactive & built around
the native mobile scrolling UX.**

**Integrated with e-commerce,
featuring direct links to product
pages.**

**It makes shopping easier
directly from inspiring
magazine-style layouts.**

OUR BRAND COMMUNICATION SKILLS

E-COM & DIGITAL





360 ACTIVATIONS

Jeszcze taniej na urodziny w Auchan! 🎉 📄
Do obejrzenia Udostępnij

JESZCZE TANIEJ NA URODZINY

Auchan

Odtwórz (k)

0:04 / 0:15

JESZCZE TANIEJ NA KOMUNIE!

1999 opak.
Zajeczek Lindt 180 g, wybrane rodzaje
cena za 100 g - 11,11 zł

1999 opak.
Zajeczek Lindt 180 g, wybrane rodzaje
cena za 100 g - 11,11 zł

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Zajeczek Lindt 180 g, wybrane rodzaje
cena za 100 g - 11,11 zł

1999 opak.
Zajeczek Lindt 180 g, wybrane rodzaje
cena za 100 g - 11,11 zł

799 szt.
15% TANIEJ
Wszystkie ceny z 10 zł
zniżką (maksymalnie 1000 zł)
Ciastka Siniarska
krochale z marmoladą
1 kg

1999 opak.
Zajeczek Lindt 180 g, wybrane rodzaje
cena za 100 g - 11,11 zł

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8 | 9





CX / UX

TU BIJE SERCE FUTBOLU!

Obrona **Atak**

Media Markt

TU BIJE SERCE FUTBOLU! **Media Markt**

WYGRANA!!!

CZY BIERZESZ UDZIAŁ W LOTERII?

TAK **NIE**

Media Markt





CI / UI



RETAIL PUBLISHING



LA TO
DROGERIA SUPER-PHARM
Recepta na piękno. Recepta na zdrowie.

2025
18.06-13.07

NEW
maxi okazja

W KLUBIE CAŁA MARKA -30%
W KLUBIE CAŁA MARKA -20%

25⁹⁹

Przy zakupach za minimum 49 zł w Klubie z kodem SUPER

Zeskanuj kod, pobierz aplikację i odkryj więcej!

WIO SNA
DROGERIA SUPER-PHARM
Recepta na piękno. Recepta na zdrowie.

2025
2-30.04

NEW
maxi okazja

W KLUBIE CAŁA MARKA -30%

32⁹⁹

Przy zakupach za minimum 49 zł w Klubie z kodem WIOSNA

Zeskanuj kod, pobierz aplikację i odkryj więcej!

+ 20 YEARS OF EXPERIENCE
+ 15 RENOWNED RETAIL CLIENTS
+ 120K PAGES

HONOR

**BRAND COMMUNICATION
IN SOME ENVIRONMENT**

HONOR

HUB SOME 10 EU markets Kreacja kontentu na 4

platforms: TT, IG, YT, FB

360 Campagns

Business as Usual SOME communication

Influencer marketing & content creators

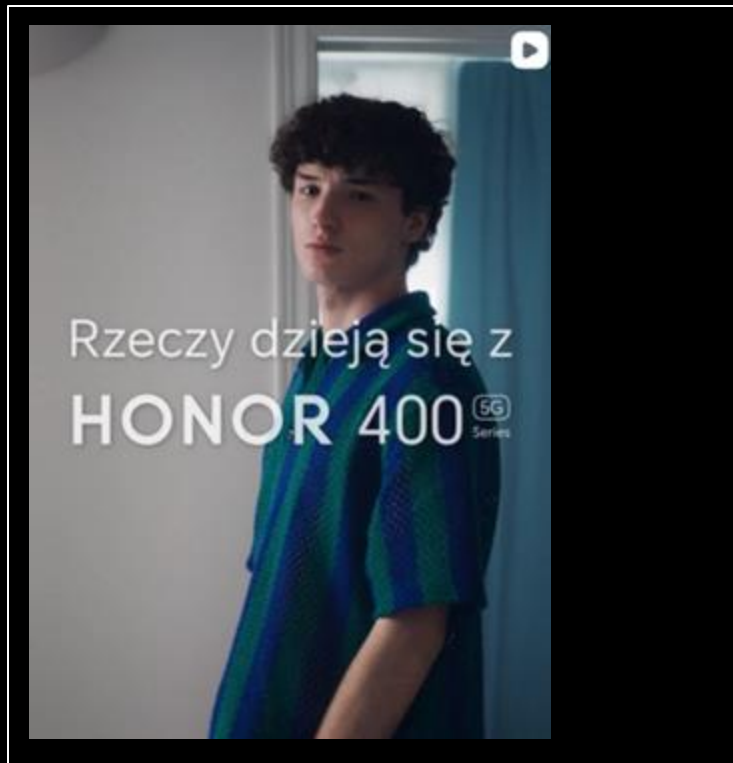
AI tools implemented,

- **D\ intelligence:** Qual & Quant SOME analytics
- **D\ studio:** AI alternative for photoshoots.
- **D\ multiplier:** reformats automotion

ca. 2k assets / month

HONOR

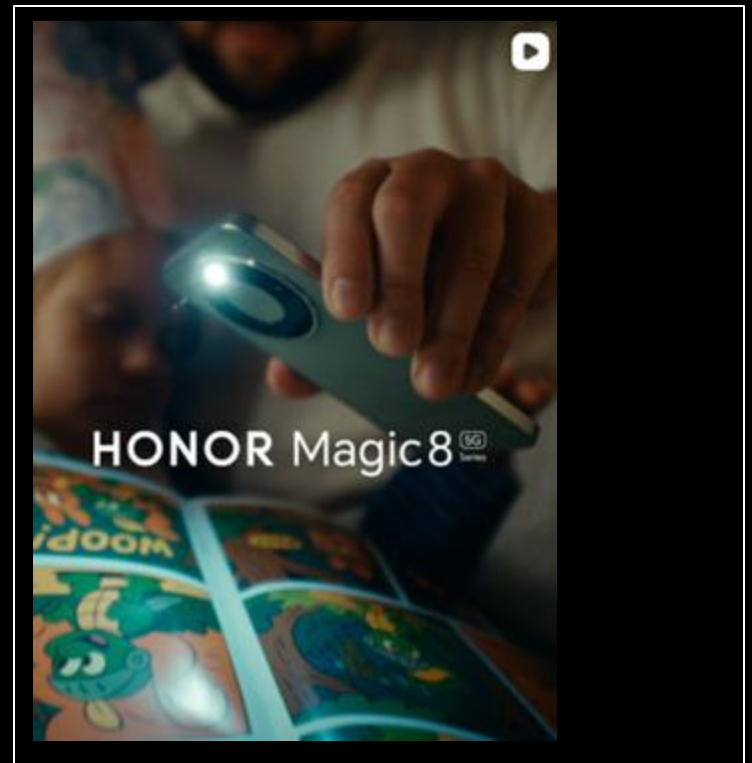
360 campaigns



HONOR 400:
Lifeproof phone



XMASS
Celebrate what lasts



HONOR MAGIC8
Technology insistinguishable from magic

HONOR

360 CAMPAIGNS: HONOR MAGIC8

TECHNOLOGY INDISTINGUISHABLE FROM MAGIC

LONG STORY SHORT.

A campaign introducing HONOR's new flagship smartphone to the market. It challenges the category and sets new standards for key technical parameters such as damage resistance, battery durability, and camera capabilities.

IDEA.

Advanced technology is indistinguishable from magic. And today, the world needs magic more than ever. So let's present the most advanced features of the HONOR Magic8 series as a bridge to magical, everyday moments.

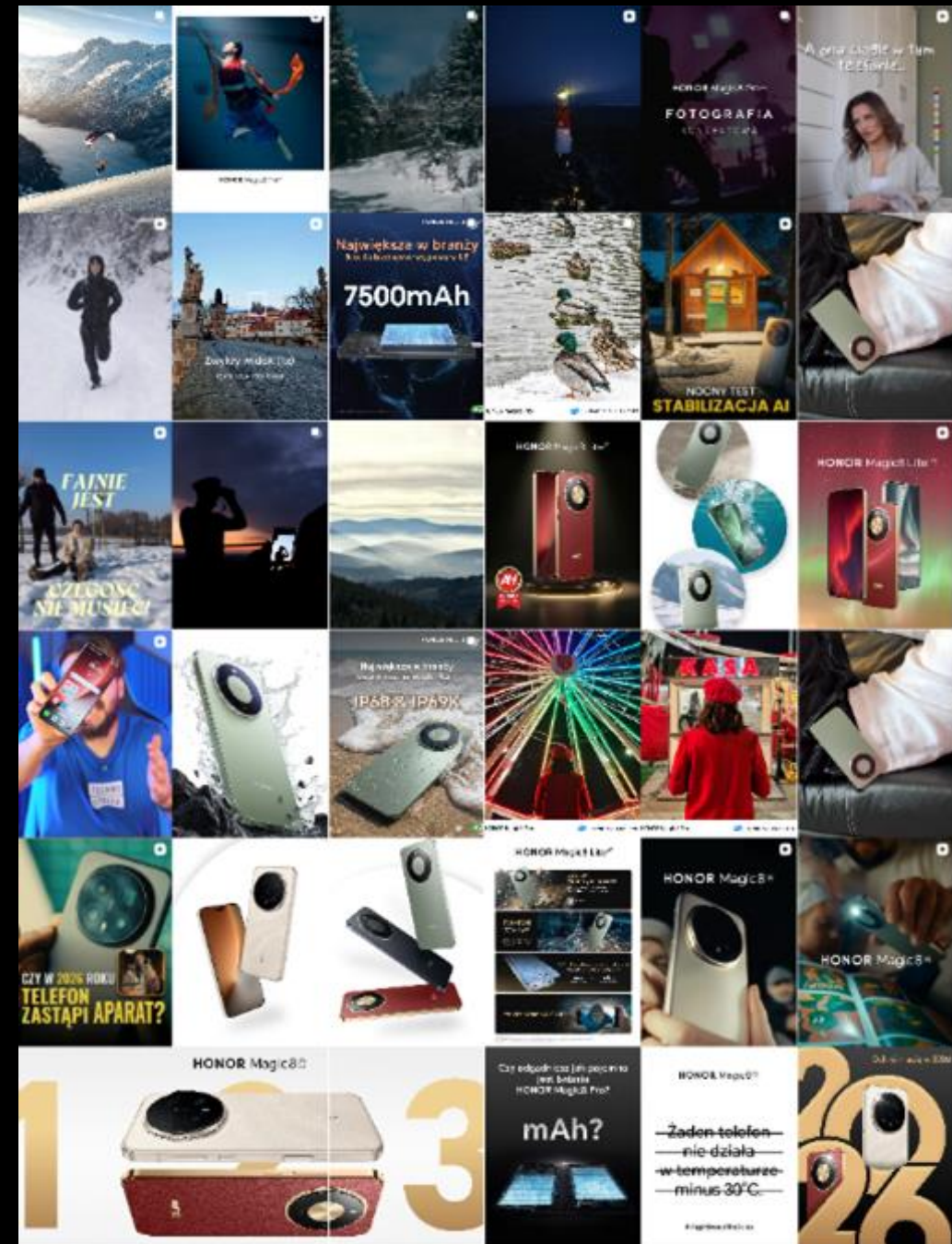
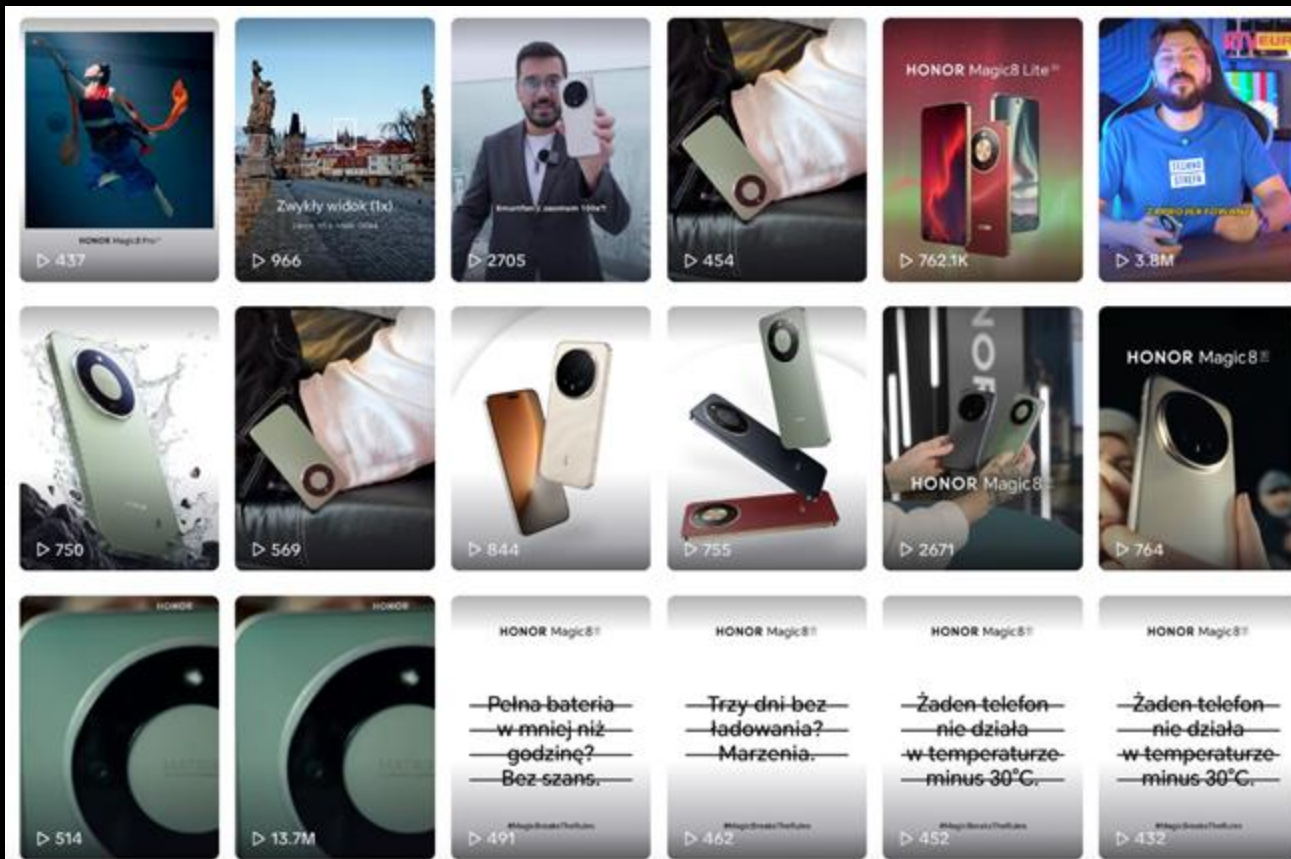
WE MOVED BUSINESS

Even at the teaser stage, the campaign generated double- and triple-digit growth across all brand metrics, making the launch of the new series the most anticipated event of the season and delivering business results at +30% above target.



HONOR

SOME BUSIENSS AS USUAL



HONOR

KEY OPINION LEADERS / INFLUENCERS / CONTENT CREATORS



#4

TAKE HOME MESSAGE



**WE
SELL**

**&
SCALE**



THANK YOU