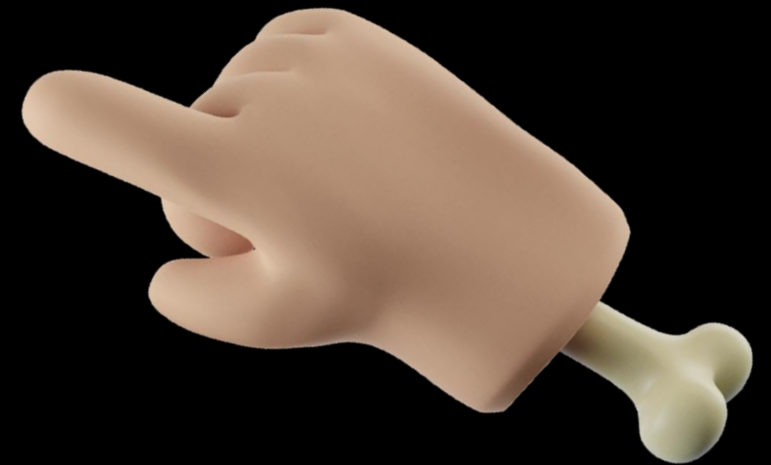


Hello world TBWA \ basket



We are part of the world's leading marketing company



We are part of the world's leading marketing company



Omnicom Advertising is the world's biggest creative network, comprised of iconic agencies trusted by almost two thirds of the world's leading companies to build distinctive and lasting brands that are creatively celebrated and commercially proven.

TBWA \ basket





ABOUT TBWA \ basket

**We sell
& scale**

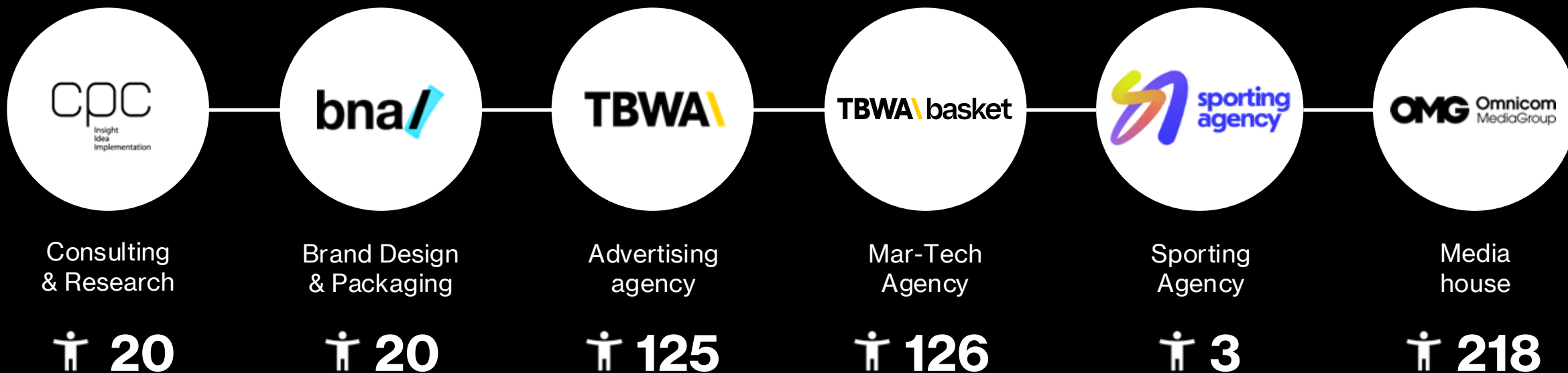




We are a
communication-driven
technology agency

Our local group

We work independently and collaboratively.
 For complex projects, we form cross-agency, multidisciplinary expert teams.



AS TBWA WARSAW AND TBWA BASKET “ONE-STOP-SHOP AGENCY”, WE CONNECT THE BRAND WITH THE CONSUMER AT EVERY STAGE OF THE PURCHASE FUNNEL

Advertising agency
Building brands
& communication
platforms.



AWARENESS
CONSIDERATION



PURCHASE
LOYALTY



Mar-Tech
Commerce
& conversion
communication.

How our strength align

**TOP
OF THE FUNNEL**

**BOTTOM
OF THE FUNNEL**



**ENDURING BRAND
PERCEPTIONS & BELIEFS**

**IMPULSE BUYING
BEHAVIOURS**



**360
COMMUNICATION PLATFORMS**

**PRODUCTION
@ SCALE**

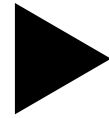
**THE BELIEFS THAT SHAPE
HOW WE SEE BRANDS**

**THE ACTIONS THAT DRIVE
HOW WE BUY BRANDS**



01

**CONCEPTUALIZING
BRAND &
COMMUNICATION IDEA**



02

**ONGOING PRODUCT & PROMO
BASED SUPPORT WITHING
EXISTING COMMS PLATFORMS**

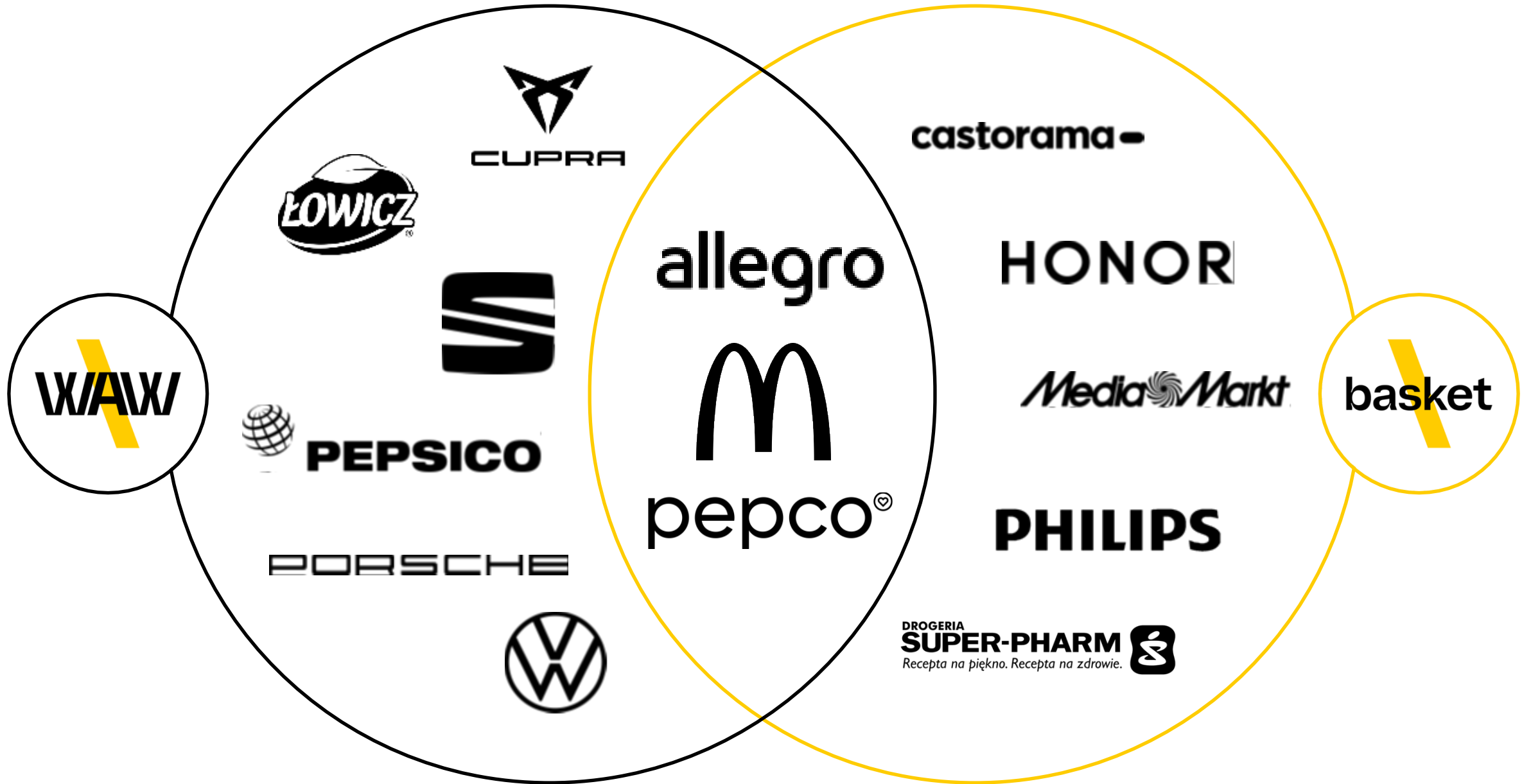


03

**CONTENT PRODUCTION
@ SCALE**



Key clients



At **TBWA \ basket** we design
technology & communication
to facilitate shopping
& help brands grow. 



COMMUNICATION

TECHNOLOGY

Our technology

Our AI & automation ecosystem

D \ STUDIO

Generate visuals,
video & assets.



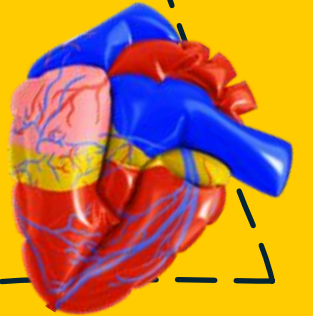
D \ MULTIPLIER

Scale & automate
production.



D \ LOCAL HUB

Distribute
& customize
locally.



D \ PRODUCT PAL

Shopping agent
for e-com conversion.



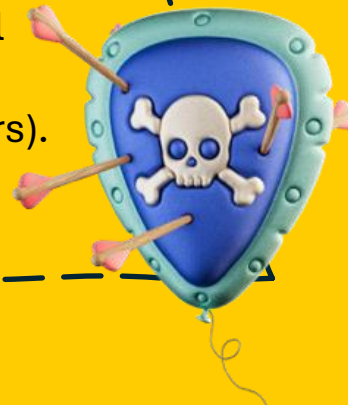
D \ INTELLIGENCE

Automate SOME
insights & reporting.



D \ PAPER

Interactive digital
retail formats
(mobile-first flyers).



D \ STUDIO: fully AI driven photoshoot alternative



We started from the highest-cost area:

visual production.

Photoshoots are one of the most **expensive and least scalable**

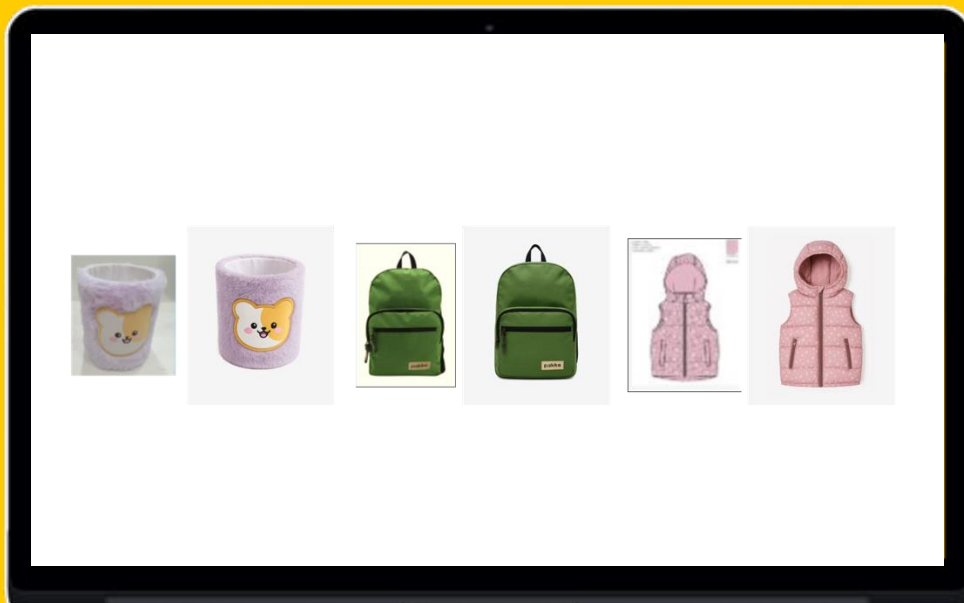
parts of marketing.



We replaced them with **AI-driven production.**

D \ STUDIO case #1: packshots at scale

AI-generated packshots replacing traditional shoots. Turns low-quality source materials into publication ready, inspiring statics, animations & videos

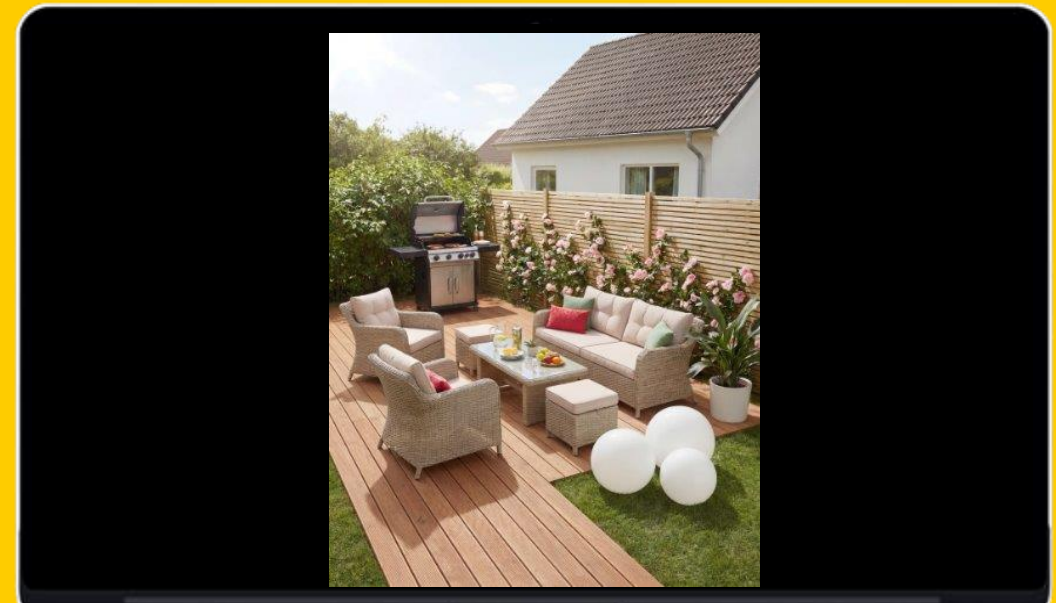


Client: **Pepeco**
Status: **published**

D\ STUDIO case #2: visuals from sketch

From sketch to final visual – fully automated flow:

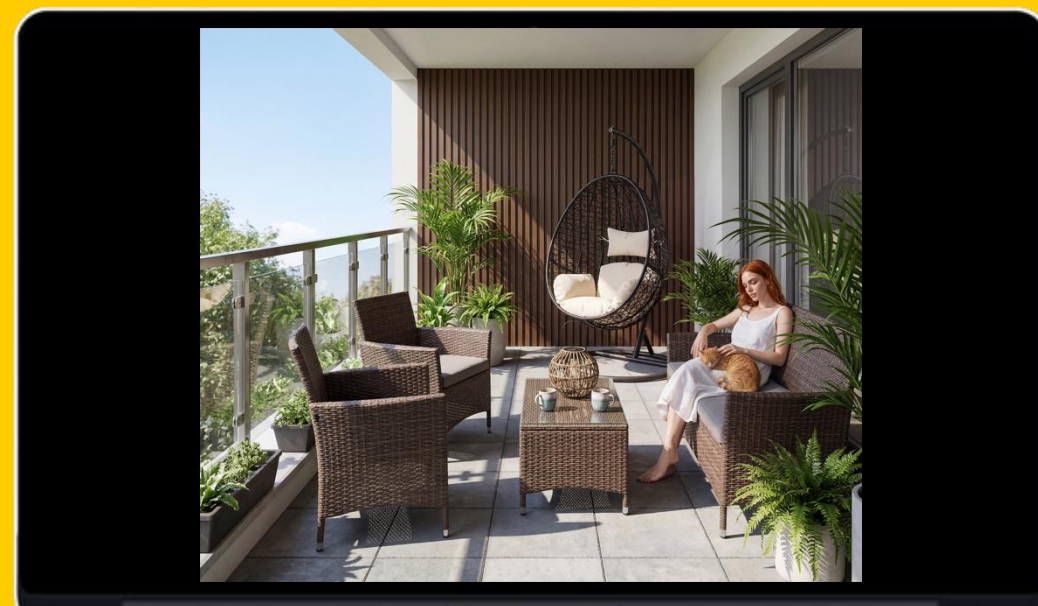
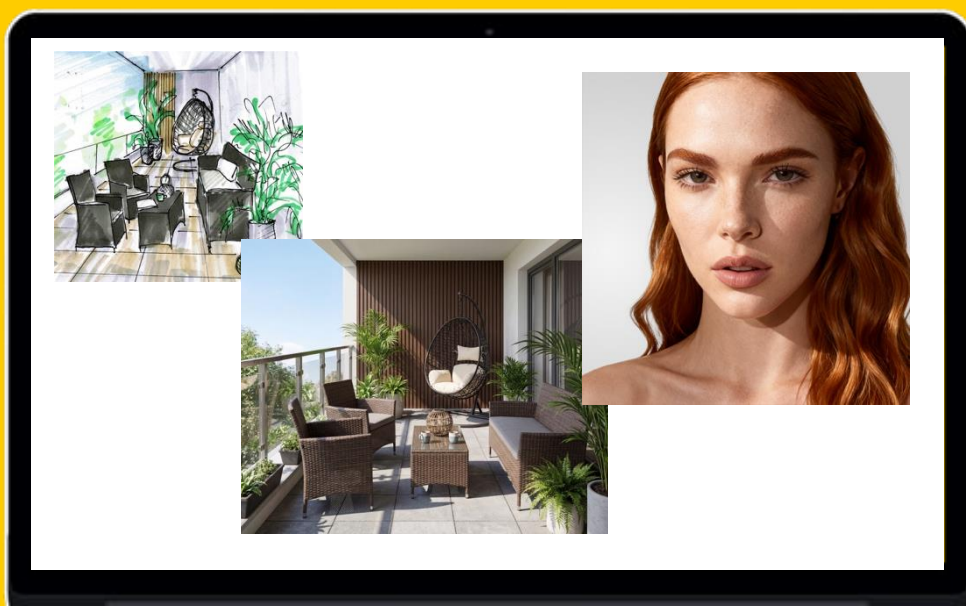
1. Concept, sketch 2. Product input [client assets] 3. AI-generated final visual



Client: **Castorama**
Status: **published**

D \ STUDIO case #3: human models

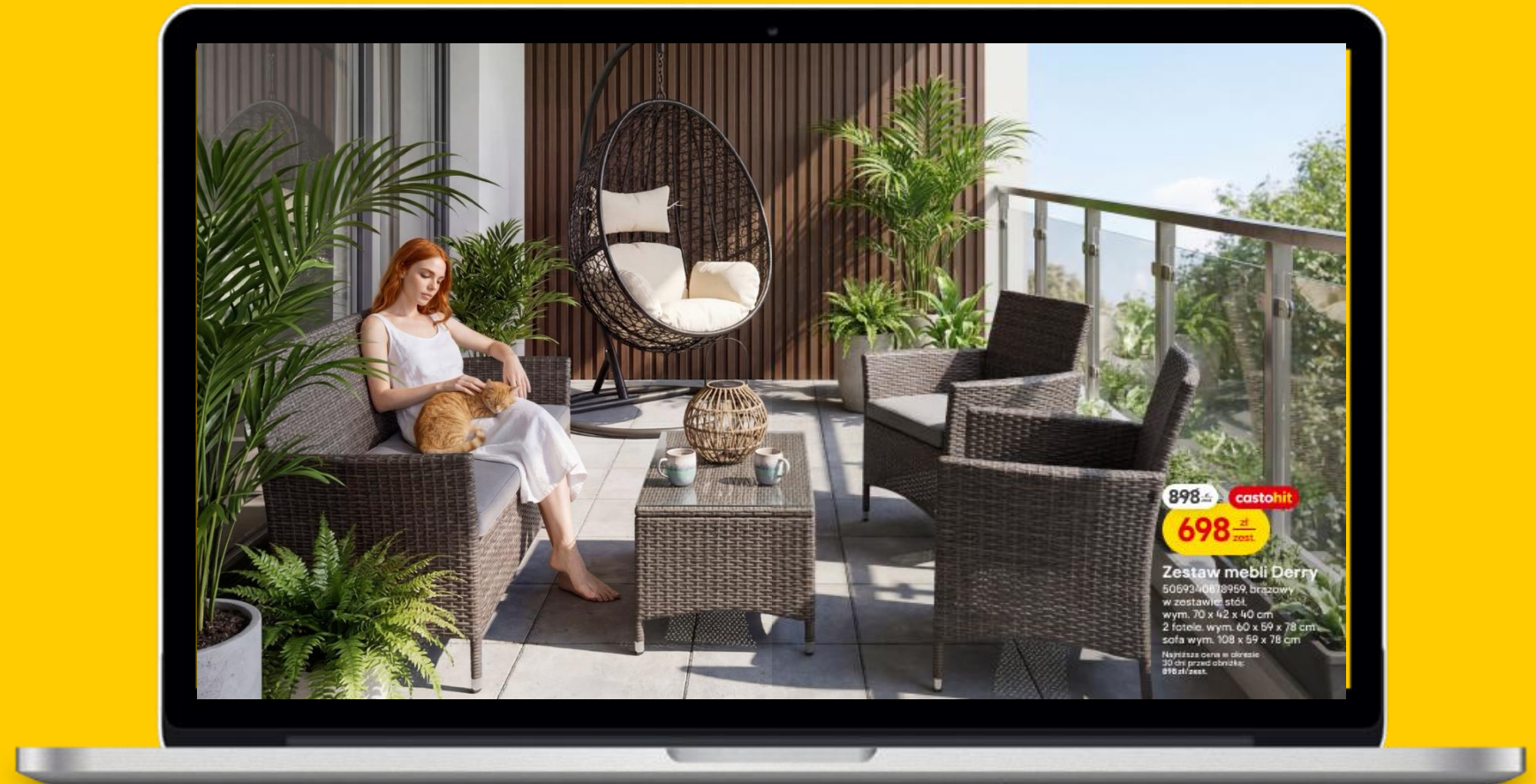
AI generated models = no casting, no reshoots. consistent custom models across campaigns easy adaptation (poses, styling, context); reusable accross channels



Client: **Castorama**
Status: **published**

D \ STUDIO case #4: extensions - video

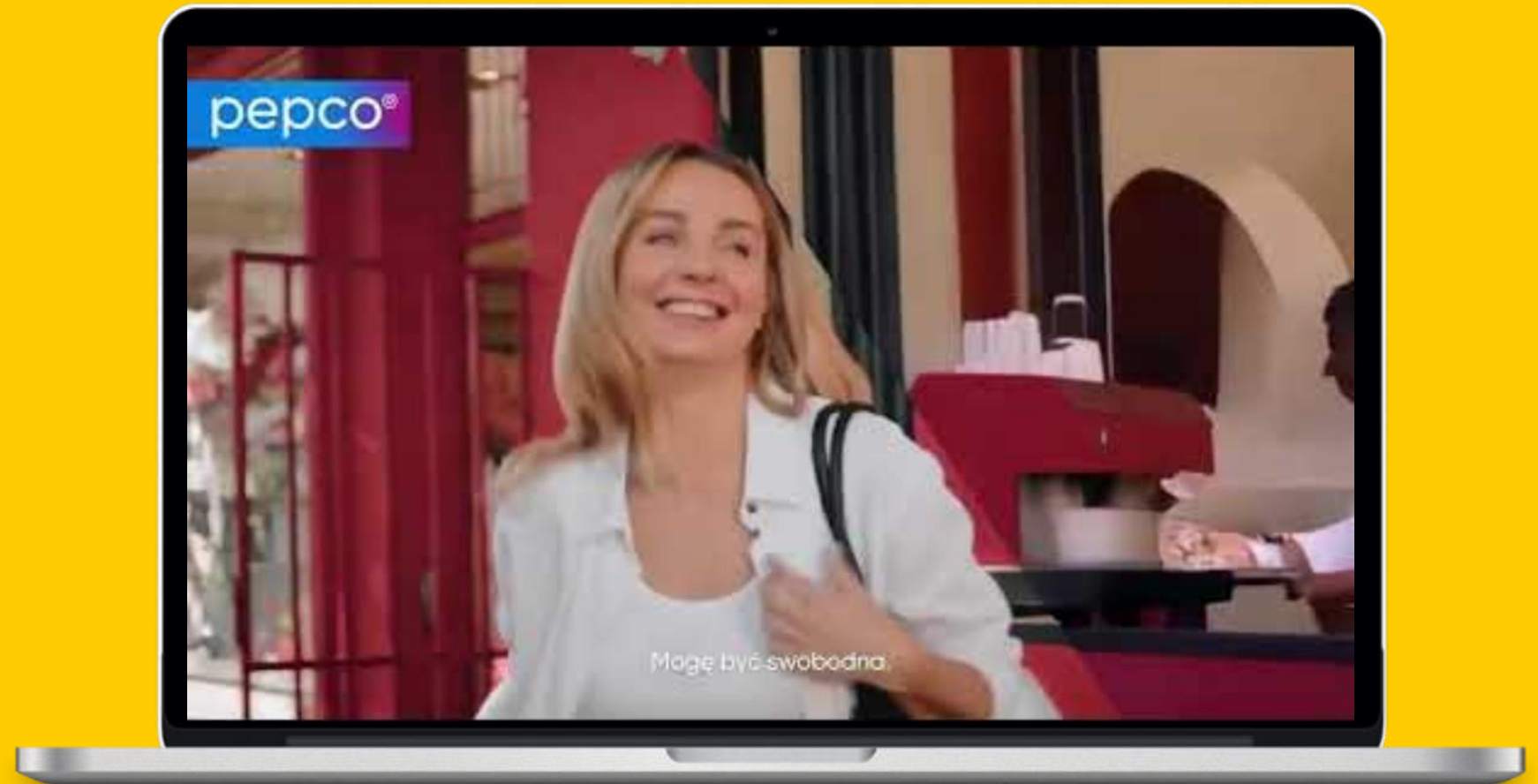
Consistent custom models across campaigns,
easy adaptation (poses, styling, context) reusable accross channels



Client: **Castorama**
Status: **published**

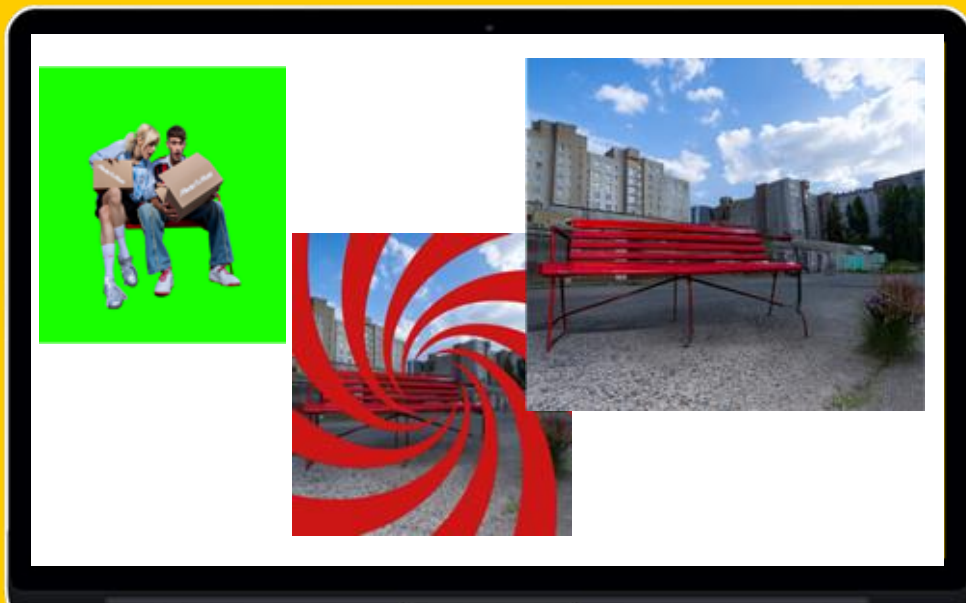
D \ STUDIO case #6: video modification

Video modifications (e.g. weather, backgrounds, contexts)



Client: **PEPCO**
Status: **in testing**

D \ STUDIO case #7: KV animation



Client: **MediaMarkt**
Status: **in testing**

D \ STUDIO case #8: audio generation

AI generated VO

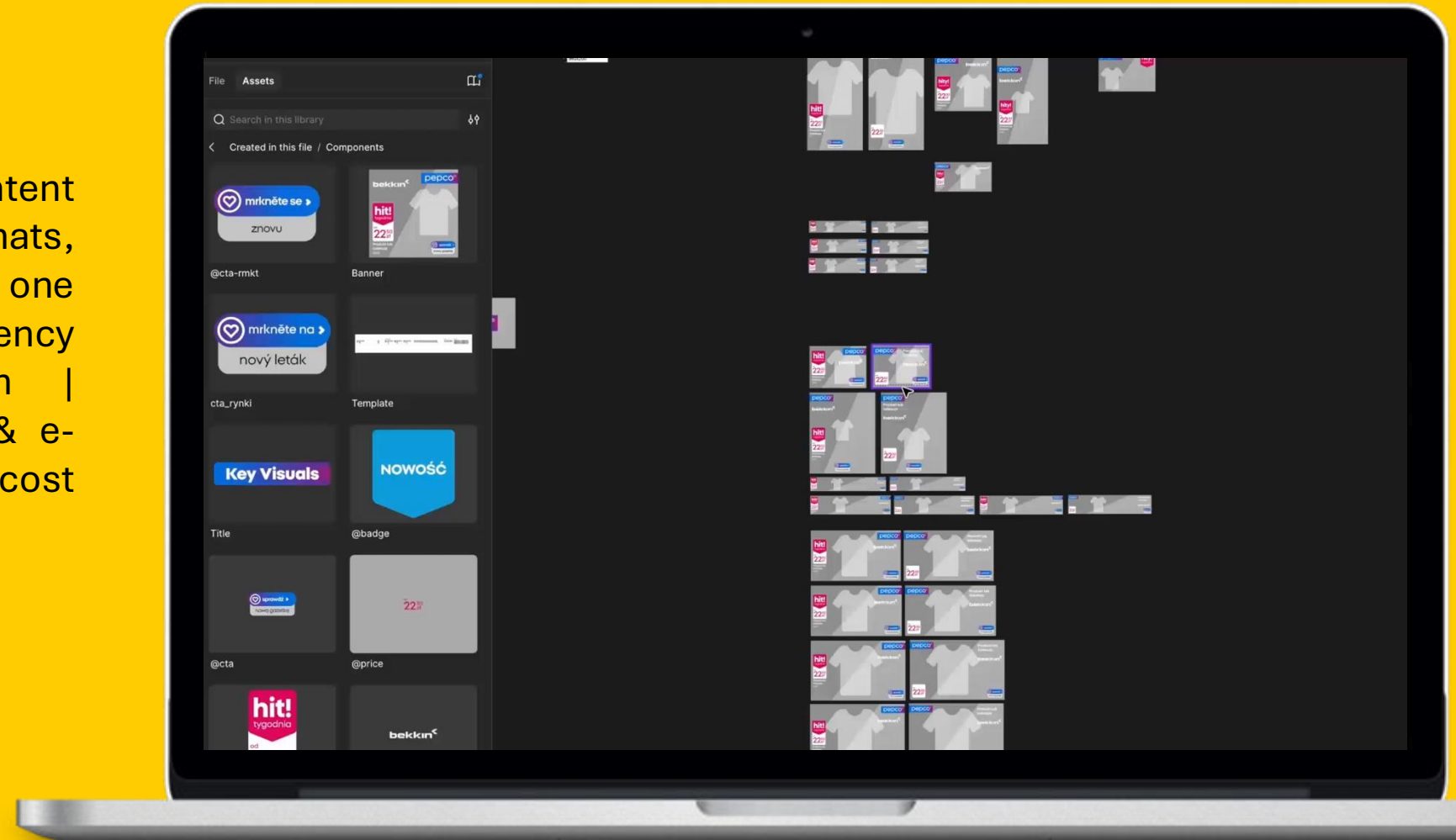


Client: **PEPCO**
Status: **published**

D \ MULTIPLIER: Production @ scale

Endless reformats 1 click away.

Automates & scales content production | Generates formats, languages & variants from one source | Ensures brand consistency via built-in design system | Integrates with media plans & e-commerce | Reduces time and cost through automation



Client: **PEPCO**
Status: **in active use**

D \ PAPER: 1st mobile digital retail format

From commerce to content

Interactive, mobile-first digital retail flyers | Integrated with e-commerce and product data | Replaces static flyers with dynamic, shoppable content | Measurable and performance-driven | Highly automated and scalable

Client: **Castorama**

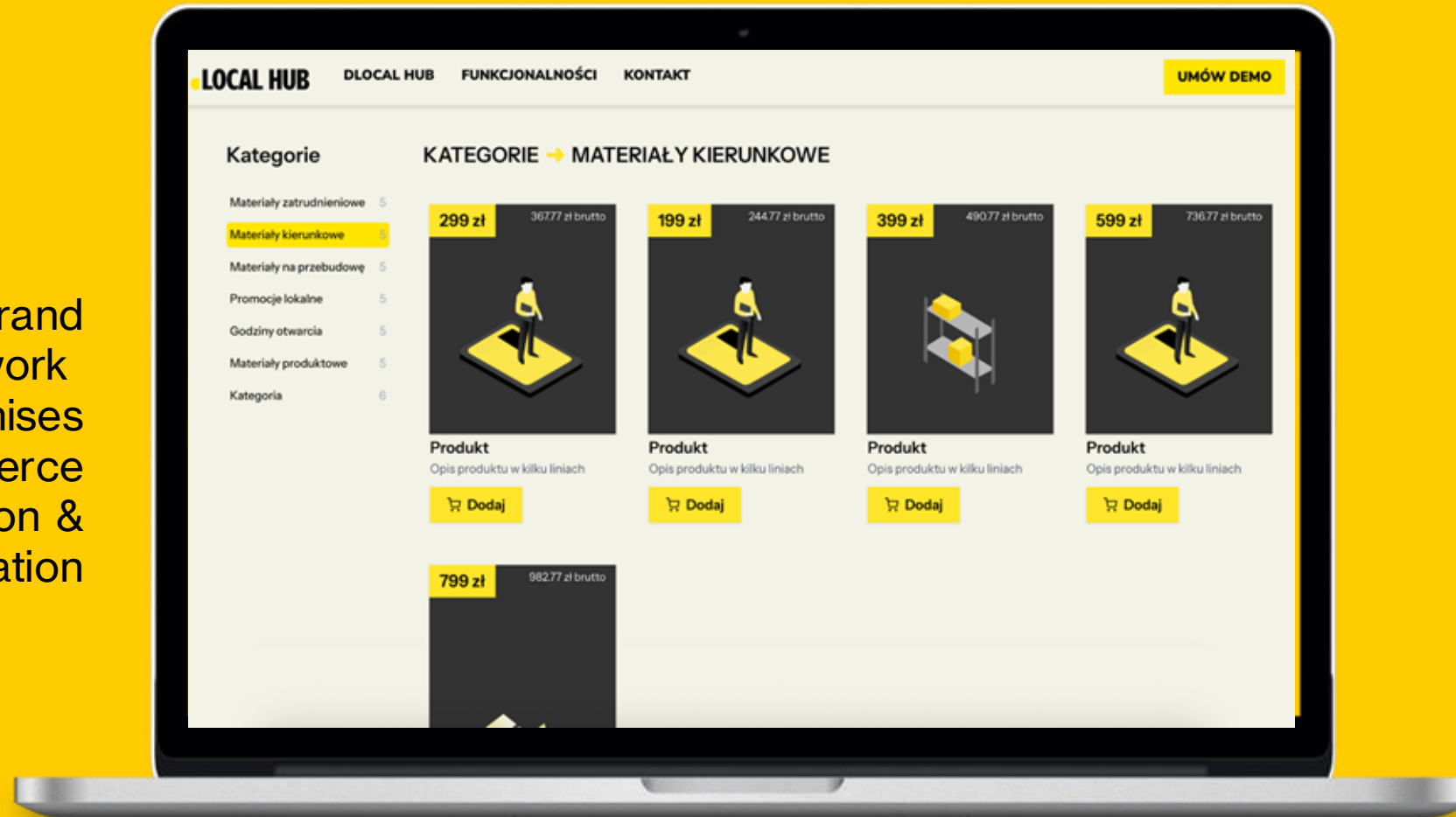
Status: **in active use and published**



D \ LOCAL HUB: E-com with advertising

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

Developed to ensure brand consistency across franchise network
620 restaurants | 117 franchises
| 10,900 orders (2025). E-commerce platform for real-time customization & ordering. Simplifies communication across distributed sales networks



Client: **McDonald's**
Status: **in active use**

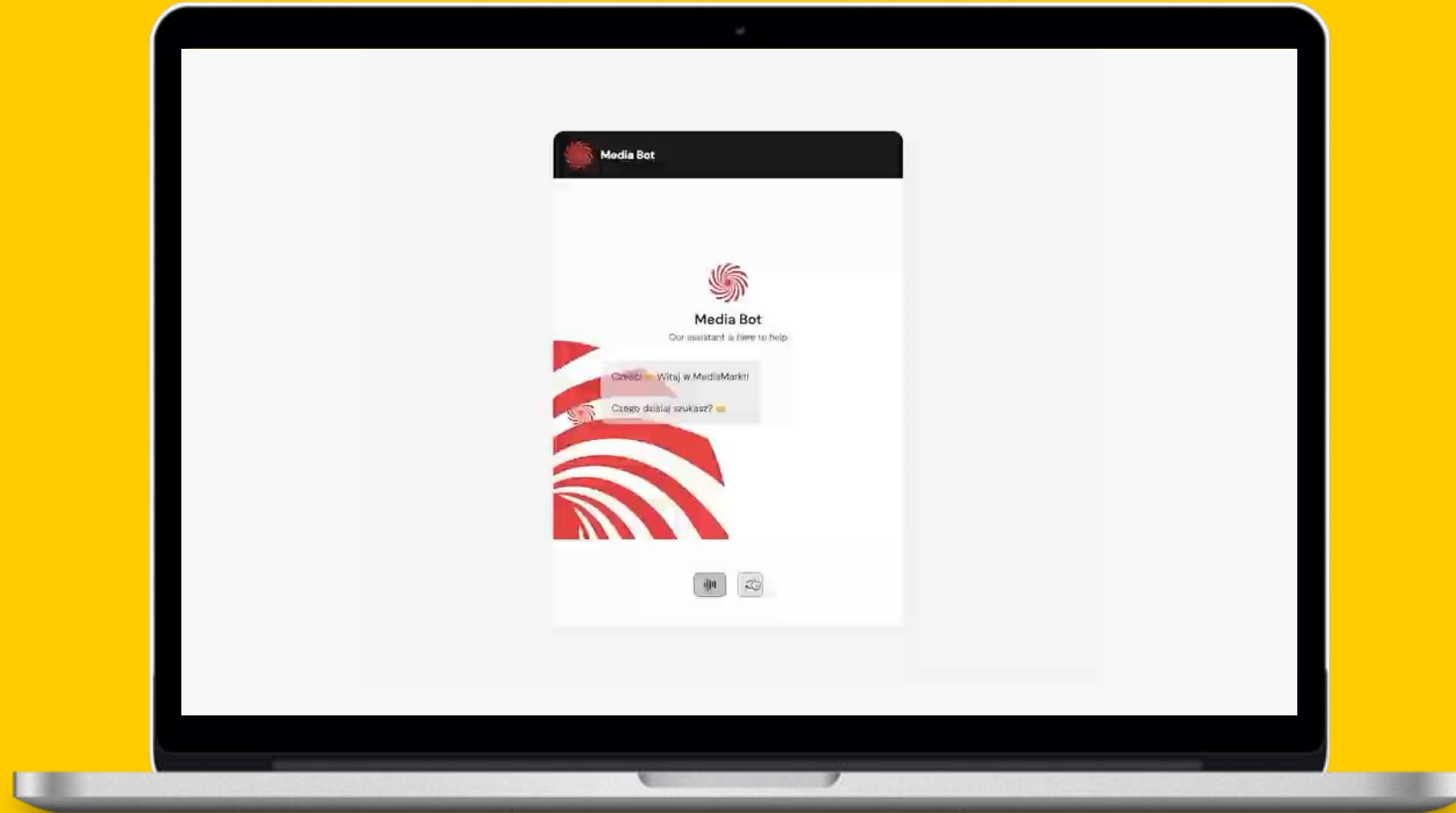
D \ PRODUCT PAL: shopping agent

**Radically simplifies
the shopping process**

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

A customer advisor within the e-commerce environment.





Client: **MediaMarkt**
Status: **in testing**



D\ INTELLIGENCE: automated SOME research

A fully automated social research.

Monitors social platforms & analyzes brands/categories. Delivers one-click, publish-ready reports. Supports faster, data-driven strategy

	A	B	C	D	E	F	G	H	I	J	K
1	Kraj	Marka	Platforma	Data	Zdjęcie	Podpis original	Podpis Ang	Hasztagi	Link	Lajki	Kom
2	RO	Honor	Instagram	2025-10-08T14:01:22.000Z		<p>Î scapi și... este intact!</p> <p>Construit pentru situații neașteptate. Rezistent la căderi și la praf - telefonul care este mereu alături de tine, oriunde te ducе viața.</p> <p>Gata de acțiune? Noi da!</p> <p>#HONORMagicV5</p>	<p>Drop it and... it's intact!</p> <p>Built for the unexpected. Drop-resistant and dust-proof - the phone that's always with you, wherever life takes you.</p> <p>Ready for action? We are!</p> <p>HONORMagicV5</p>		https://www.instagram.com/p/...	9	
3	RO	Honor	Instagram	2025-10-09T14:01:18.000Z		<p>Vezi lumea ca niciodată până acum cu Magic V5.</p> <p>Descoperă magia din micile detalii și fotografiază arhitectura cu stil!</p> <p>Ești gata să-ți îmbunătățești experiența foto? **</p> <p>#HONORMagicV5</p>	<p>See the world like never before with Magic V5.</p> <p>Discover the magic in small details and shoot architecture in style!</p> <p>Are you ready to improve your photography experience? **</p> <p>HONORMagicV5</p>		https://www.instagram.com/p/...	17	
4	RO	Samsung	Instagram	2025-09-04T09:30:01.000Z		<p>Un adevărat partener AI, acum accesibil pentru mai mulți oameni și mai multe dispozitive.</p> <p>#GalaxyAI #GalaxyS25FE #GalaxyTabS11Ultra #GalaxyTabS11</p> <p>Afă mai multe pe samsung.com/ro</p>	<p>A true AI partner, now accessible to more people and more devices.</p> <p>#GalaxyAI #GalaxyS25FE #GalaxyTabS11Ultra #GalaxyTabS11</p> <p>Learn more at samsung.com/ro</p>		https://www.instagram.com/p/...	144	
5	RO	Honor	Instagram	2025-10-08T07:52:53.000Z		<p>Design ultra slim, un statement de eleganță și pliabilitate. HONORMagicV5 este surprinzător de subțire, pliabil în orice loc și context.</p> <p>#TheSlimmerTheSmarter #HONORMagicV5 #ad</p>	<p>Ultra slim design, a statement of elegance and foldable. HONORMagicV5 is surprisingly slim, foldable in any place and context.</p> <p>#TheSlimmerTheSmarter #HONORMagicV5 #ad</p>		https://www.instagram.com/p/...	11058	

Client: **Honor**
Status: **in active use**

Our communication

We speak retail & e-commerce fluently



castorama



Media Markt



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



pepco®

Boosting traffic & footfall for a promotional fest

castorama

TV | VOD | OOH | INFLUENCERS | SOCIAL MEDIA | DIGITAL | FLYER | IN-STORE NAVIGATION | IN-STORE PROMO | MOBILE APP



awareness

consideration

purchase

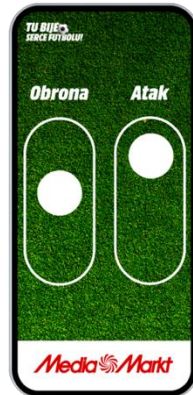
use

loyalty

Fueling the supporters' enthusiasm



| OOH | INFLUENCERS | SOCIAL MEDIA | DIGITAL | FLYER | IN-STORE NAVIGATION | IN-STORE PROMO | MOBILE APP



awareness

consideration

purchase

use

loyalty

Becoming the Christmas gift hub



TV | VOD | OOH | INFLUENCERS | SOCIAL MEDIA | DIGITAL | FLYER | IN-STORE NAVIGATION | IN-STORE PROMO | MOBILE APP



awareness

consideration

purchase

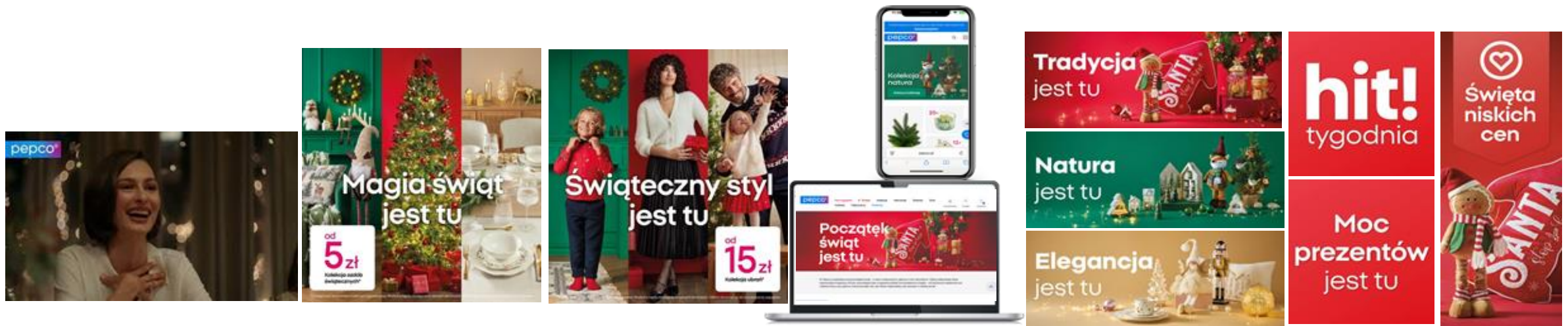
use

loyalty

Heating up the countdown to Christmas



TV | VOD | OOH | INFLUENCERS | SOCIAL MEDIA | DIGITAL | FLYER | IN-STORE NAVIGATION | IN-STORE PROMO | MOBILE APP



awareness

consideration

purchase

use

loyalty

Creating the brands of tomorrow today

HONOR

TV | VOD | OOH | INFLUENCERS | SOCIAL MEDIA | DIGITAL | FLYER | IN-STORE NAVIGATION | IN-STORE PROMO | MOBILE APP



awareness

consideration

purchase

use

loyalty

Celebrating the important stuff

HONOR



Celebrate what lasts

Our Christmas digital campaign was built on the insight that during the holidays, what truly matters is what stands the test of time. We wanted to show that **durability is also a key strength of HONOR devices**, making them a perfect gift choice for loved ones.

The campaign positioned HONOR as the ideal brand for people who value reliability and long-lasting quality. It also helped strengthen the brand's image as a trusted choice, crucial for a new player.



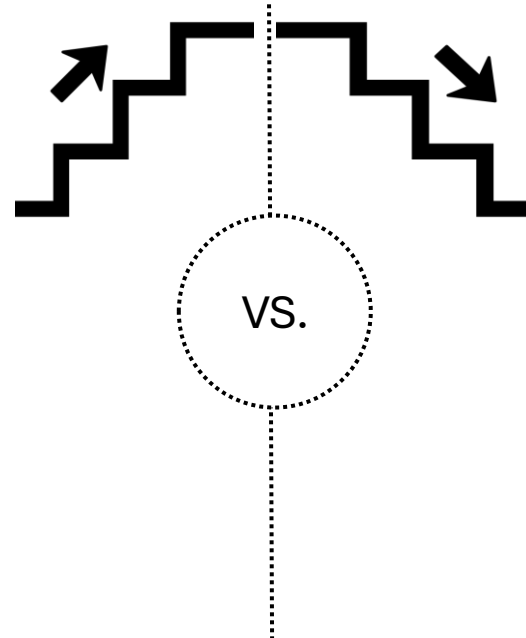
Shaping pricing perception by understanding how consumers read it: “effective discounts”

castorama =



Shaping pricing perception by understanding how consumers read it: “price laddering”

castorama -



Take home message



TBWA \ basket helps to **sell & scale**
by using communication
& technology that **simplify shopping**

Thank you

TBWA \ basket