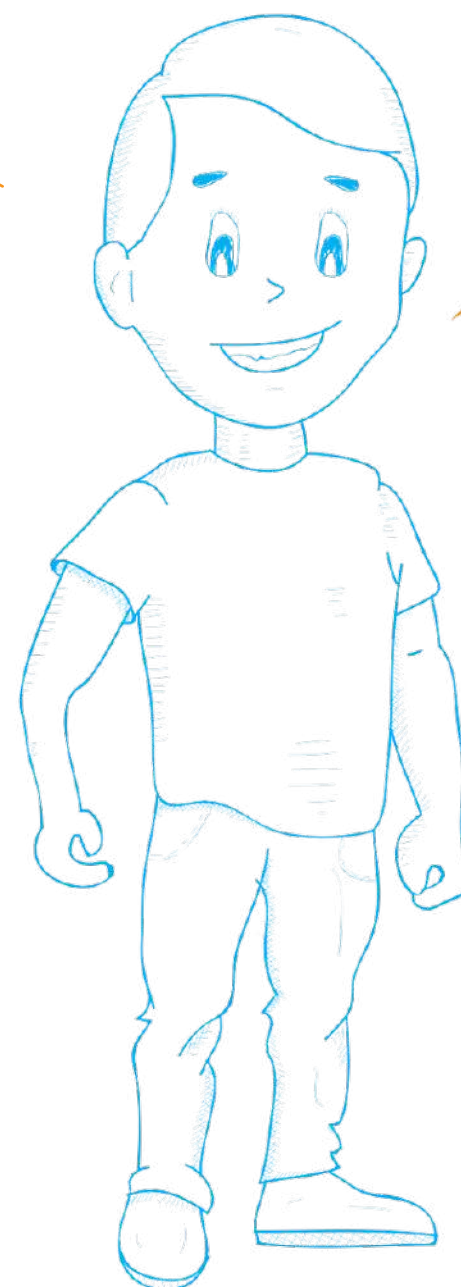






Our clients have
dreams...

We transform their
dreams into goals and
then into completed
projects.



ThinkAlternative



WHO ARE WE?

Hello! We are Alternative. We were born in Bulgaria on 08.08.2008. The dynamic 2007 gave us confidence in the implementation of major projects, and 2008 taught us that today you are one, and tomorrow you be totally different in order to meet market needs in a national and global scale. That is why our name fully correspondence to our thinking and brand identity. In 2021 Alternative became part of Digital agency SEOMAX.

Desislava Avdzhieva
Managing Director





WHAT WE BELIEVE AND STRIVE 24/7



Our goal is to contribute to the development of BTL industry as a whole. We create and develop individual services, which we tailor for not only our customers and partners but also the global market.



We strive everyday to be a company that you can trust, and that provides professional consultation for brand specifics.



Our collaborative efforts are determined towards sustainable development. We seek information about global trends and practices, we analyze the market, we create and manage on-going solutions and services.

Our company policy is aimed at making creative proposals that we can fully realize with the main goal of optimal effect for the client.



WHAT MAKE US DIFFERENT?



Our alternative thinking is the key to fulfil even the wildest dreams of our customers. There is nothing impossible for us, just not dreamed yet.



Our trainings are our pride and strength. An evident proof about this is our overall vision and synchronized actions of the entire team in the implementation of the campaigns. We all pull together as one cohesive team and we achieve ours tasks as one well synchronized machine. The "measurable" indicators for our work are equally looking teams, stylish image, and specific training suiting the certain target group, including the application of techniques for nonverbal and verbal communication.



Control of the performance, characterized by several levels of analysis and reporting. We trust our teams, but we also check each other regularly. Our promoters and supervisors know that sudden, unannounced checks and secret clients are part of our identity.



Targeted feedback and recommendation for the implementation of future campaigns and brand development.



Our goal as a team is to provide complete services from creating a concept to realization of every organizational detail based on our own resources.



SERVICES OR WHAT WE OFFER AT THIS STAGE WHEN THE PRESENTATION IS SENT

✓ BTL campaigns

✓ Events

Creative	Catering	Database	Merchandising
Mystery shoppers	Clothes	BTL Training modules	Video shooting
Digital communications	Manufacture and rental of equipment	POS, advertising and decoration materials	Teambuilding & trainings



IN 2021 ALTERNATIVE ADVERTISING BECAME PART OF DIGITAL AGENCY SEOMAX

✓ Services

Marketing strategy and consultations

Online marketing & advertising

Social media marketing

Graphic design and branding

Websites and online stores

Facebook & Instagram ads

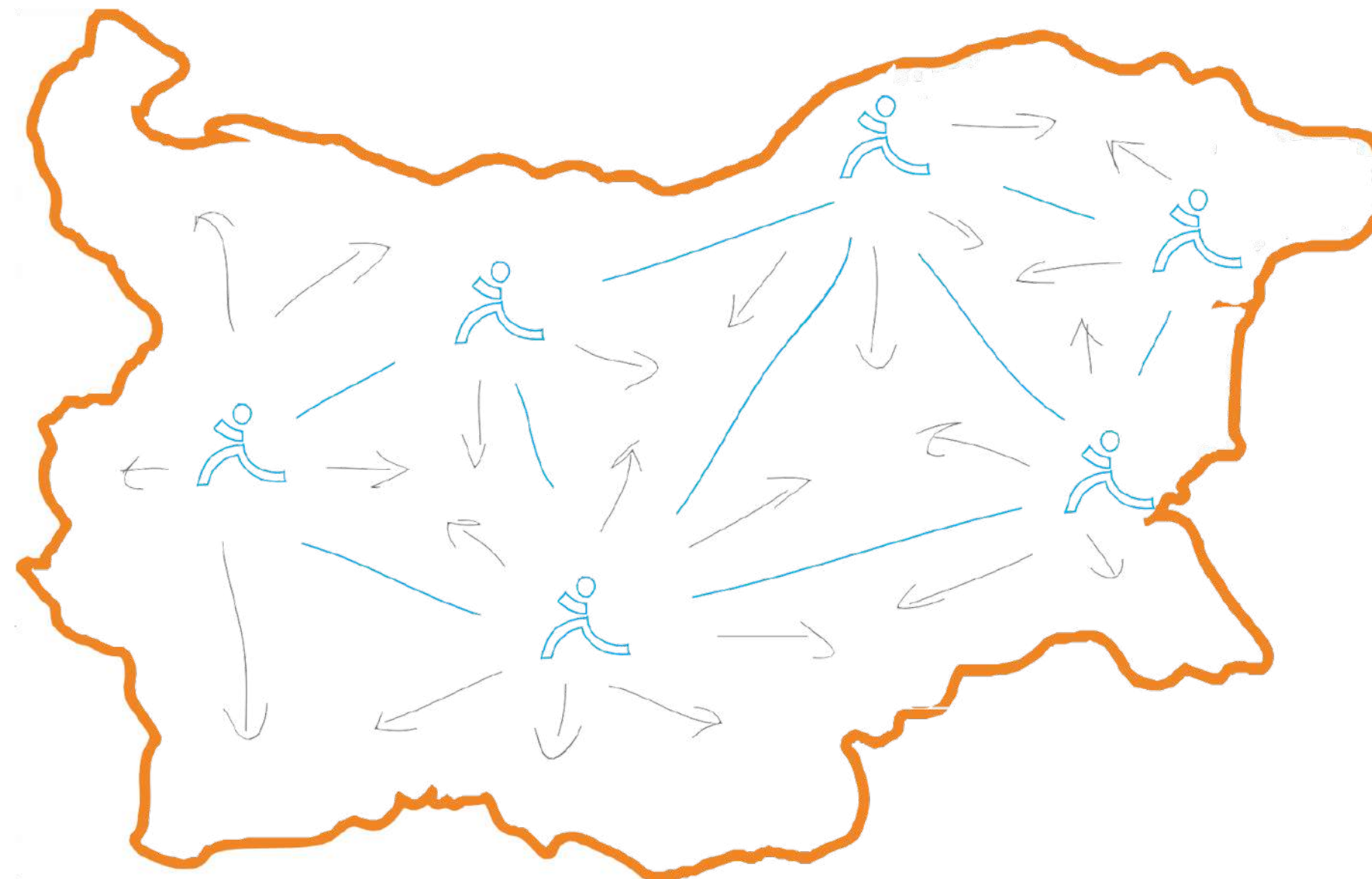
Google ads

SEO



WHERE WE HAVE FOUND OTHER ALTERNATIVE THINKING PEOPLE

- Coordinators in 9 biggest regions of the country – Sofia, Blagoevgrad, Plovdiv, Stara Zagora, Burgas, Varna, Ruse, Veliko Tarnovo, Pleven.
- Promoters, hostesses, caters and supervisors in more than 25 cities around the country.
- Activities in all Bulgarian regions.





WHERE TO FIND US?



1000 Sofia, Bulgaria
Simeonovsko shose 33 Str.



4000 Plovdiv, Bulgaria
Vylko Shopov 2B Str



① Creative concept

② Thematic evening

③ Organization

④ Scenario

⑤ Branding design
and production

⑥ Rental
equipment



⑦ Photo and video shooting

⑧ Technical equipment

⑨ Hostess

⑩ Equipment on an
individual project

⑪ Decoration ornaments

⑫ Host

⑬ Program



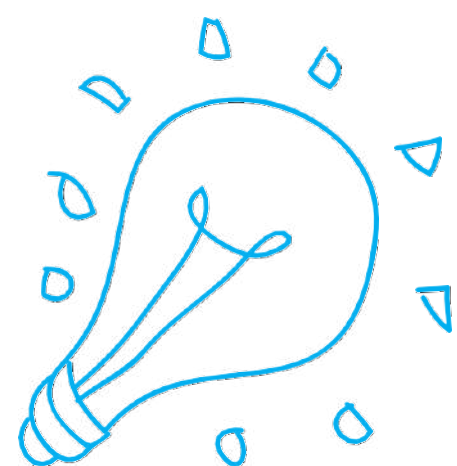
CREATIVE BUSINESS SEMINARS

YOU RECEIVE BOTH KNOWLEDGE AND EXPERIENCE...

Alternative is a complete organizer and Co-founder, together with Prosperamo, of the creative project Business Storm.

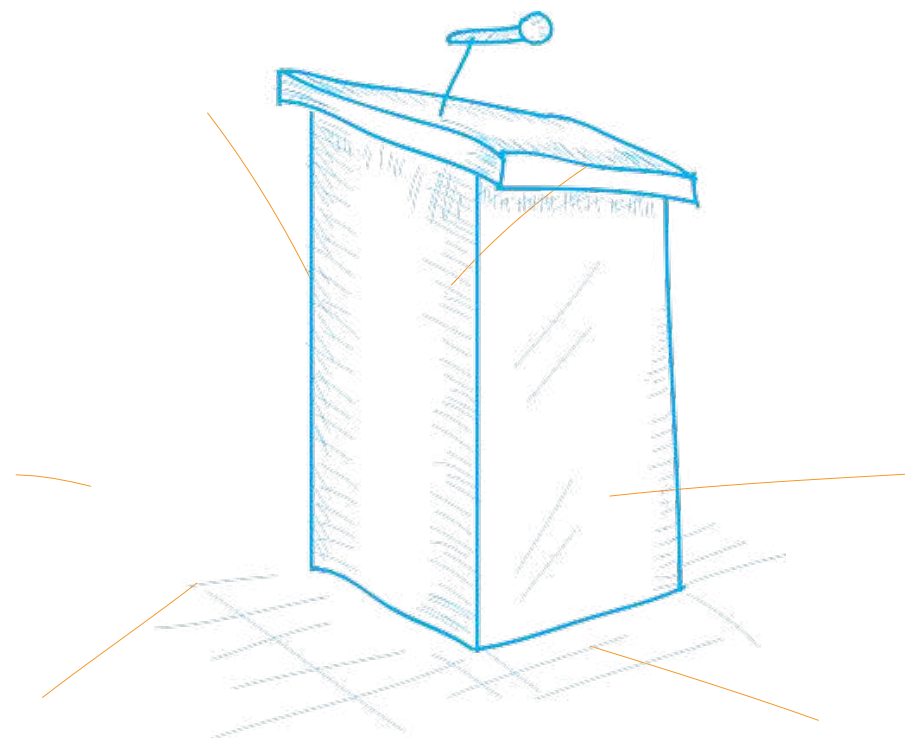
The first interactive business seminar was held in Sofia, led by the international consultant and lecturer Simon Bucknall.

Look forward to the next edition of Business Storm in Lisbon in 2017, followed by seminars in Barcelona, Monaco, Milan and Berlin.





Digital4Sofia



The event Digital4Sofia is part of all events organized by Digital4Foundation. The first conference in Sofia was in 2021, and we have had the honor to be responsible for the overall organization and implementation.

- Complete planning, organization, and advertising of the event
- Full PR service
- Communication with sponsors
- Preparation of a program, communication with lecturers
- Technical support
- Providing a team to ensure the event - host, hostesses, technicians
- Expo zone
- Catering
- Entertainment program for the evening
- Photo and video shooting





TEAMBUILDING EVENTS



Preparation and implementation of various teambuilding events. Providing a rich palette of topics for an unlimited number of people. some of the concepts:

- Sports adventures
- Logical challenges
- Creative and creative concepts
- Culinary programs
- Extreme challenges
- Zanzibar adventures
- Back in the '90s
- Forest hunters and many others





EXHIBITION BEBEMANIA STAND PUFIES AND TEO BEBE



Complete planning, organization, and holding of the Pufies' and TeoBebe's areas at the Bebemania exhibition. For the first time in 2018, we have build the zone for the client Fikosota. Every year the zone is adapted and upgraded to correspond with the brand identity of the two brands. The main activities that we do in connection with this project are:

- Creating a 3D project for an entire area
- Creation and printing of all designs for the area as photo walls, construction visions, photo accessories, coloring visions, and stickers
- Design, branding, and production of balloons with printing
- Creative and conducting easy and fun games in the area
- Construction of a zone of "0" - from project to purchase of necessary materials and elements, logistics, arrangement
- Production of a wooden basket type construction according to individual design
- Sample logistics for the event
- Providing a team of hostesses and a supervisor
- Shooting
- Clothes





NATIONAL TOUR "HISTORICAL GREATNESS"

This project started in November 2019 and lasted until February 2020, covering many regional cities of Bulgaria. It was realized as an interactive exhibition about the glorious Bulgarian past by showing paintings, reproductions of treasures, statuettes, performing old Bulgarian customs, and atypical talks.

The main activities related to the project:

- Complete planning, organization, and advertising of the tour
- Complete PR service
- Communication with representatives of municipalities, RWB, Ministry of Education
- Creative, content, design, and printing of advertising materials such as sponsorship packages, brochures, posters, invitations, tickets, and banners
- Assistance in finding sponsors, additional communication, and preparation of documents
- Administration of social media accounts
- Planning and administration of ads on social networks
- Complete site and blog support
- Photo shooting





INTERNATIONAL BEAUTY CONFERENCE

This project is an international event that will take place on June 21 and 22. The conference brings together specialists from the beauty industry. It aims to offer a unique opportunity for all professionals developing in the field of health and beauty to be informed and competitive. The main activities that we have created in connection with this project are:

- Comprehensive planning, organization, and advertising of the conference
- Complete PR service
- Creative, content, design, and printing of advertising materials such as sponsorship packages, brochures, and others
- Assistance in finding sponsors, subsequent communication, and preparation of documents
- Building a website especially for an event - creating complete content and visions
- Facebook / Instagram online positioning strategy
- Administration of social media accounts
- Planning and administration of advertising on social networks and Google
- Photo and video shooting
- Compilation of program and script
- Selection of performers and host for the evening program
- Technical support
- Construction of an expo zone.





Official opening of Retail Park – Pana Green Park

We had the opportunity to be part of the organization of the official opening of the First Retail Park in Srednogorie - Pana Green Park in Panagyurishte.

Main activities related to the event:

- Comprehensive planning and organization of the opening
- Full PR service
- Technical support
- Creating a program and entertainment part
- Providing a team to ensure the event - host, hostesses, technicians
- Communication with local amateur ensembles
- Animation and games area
- Photo area with a photo booth
- Photo shooting



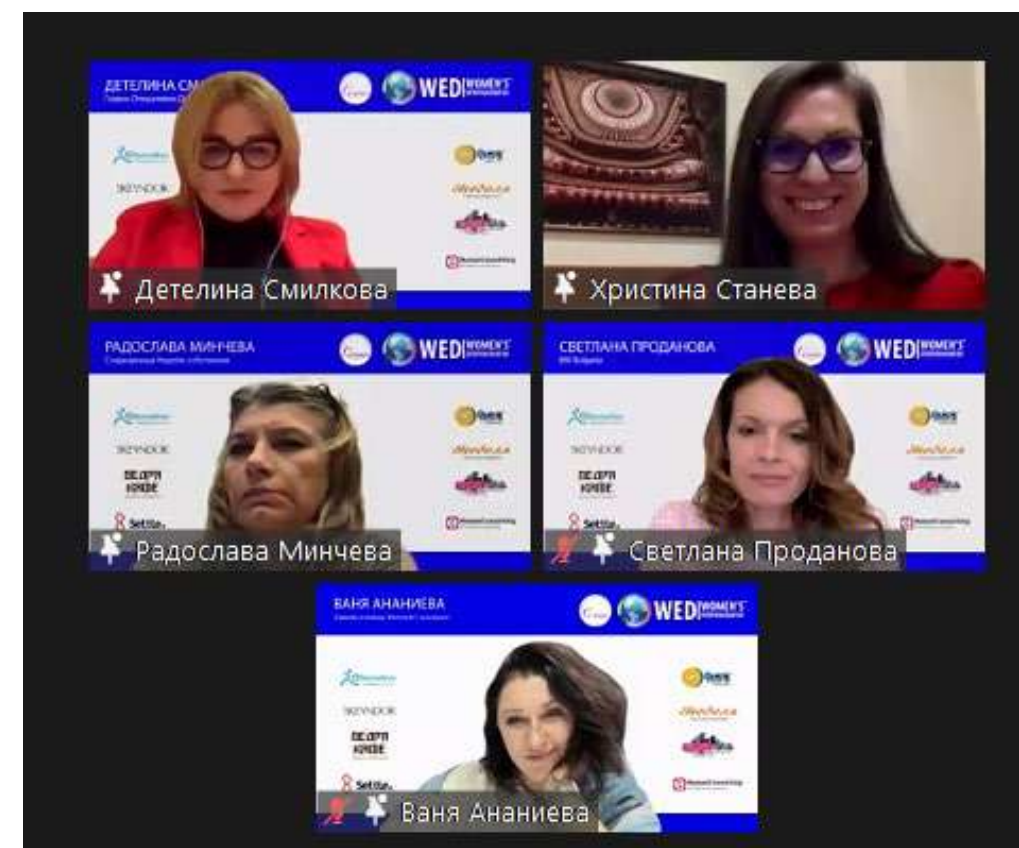


"Women's Entrepreneur's Day" Bulgaria

Organization and realization of three consecutive editions of "Women's Entrepreneur's Day" in Bulgaria. "Women's Entrepreneur's Day" is celebrated for the first time in 2018 by the Association of Women Entrepreneurs - Selena. The mission of the event is to celebrate the women entrepreneurs and show their significant role in society in social and economic terms.

The main activities that we have done in connection with this project are:

- Comprehensive organization of an offline event of the first of its kind celebration of "Women's Entrepreneur's Day" in Bulgaria
- Complete organization of an online event on the Zoom platform for the 2021 edition of "Women's Entrepreneur's Day" in Bulgaria
- PR strategy
- Creative concepts
- Communication and logistics
- Event branding
- Choosing and negotiating a location or platform for holding events
- Video and photo recording of the events





15 years Dupissima

We created a creative concept for the event - "15 years of cosmetic studio Dupissima". With our support, Studio Dupissima made the important decision to stand firmly behind the fight against violence against women under the motto "Beauty does NOT require sacrifices!". It is always a priority for us to work with businesses that support various public causes. With our assistance, various media and social channels has covered the event.

The main activities that we have done in connection with this project are:

- Creative for the overall realization of the event
- PR service
- Facebook / Instagram online positioning strategy
- Creating content and visions for social channels, hooves
- Creating a Viber channel and coordinating the activity
- Photo shooting and video interviews
- Providing a host and coordination of the overall event on the ground





MICROSOFT LUMIA CAFE



At the beginning of the working day, we greeted the employees of Telenor and Vivacom with light catering, including coffee, tea, sweets, and pickles. The ladies received sunflowers for a positive start to the day. With the help of fun games and a presenter of the rank of Deo, we dare to say that all the people at the headquarters of Telenor and Vivacom liked the event. There were also various gifts for everyone involved in the games.

The main activities related to the event are:

- Creative campaign proposal
- Creative games
- Catering and equipment
- Production of advertising materials
- Decoration
- Technical support and equipment
- Preparation of a scenario for the event
- Leading
- Production of clothes according to an individual project
- Photo and video shooting





LIDL RING MALL OPENING



The project was related to the upcoming opening of a new Lidl store in Ring Mall Sofia. The aim of the campaign was to communicate the discovery through various channels. We have realized the opening as a game "Treasure Hunt".

The main activities that we have done in connection with this project are:

- Creative concept
- Overall organization and implementation of the project
- Outdoor advertising, transport advertising, radio advertising
- Announcing a promotional campaign on the territory of the Mall
- Sampling campaign aimed at employees of Sofia Ring Mall, as well as large business buildings in the Mall area
- Official opening
- Event for media and official guests
- Design and printing
- Photo and video shooting





EVENTS WITH A MISSION

A large-scale social campaign in which more than 700 children from all over Bulgaria participated with their drawings.

Prisun donated part of the sum, from the purchase of selected products to the cause of SOS "Children's Villages".

During the initiative, art workshops were held in Sofia and Tryavna.

- Creative concept
- Choosing a social cause
- PR strategy
- Communication and logistics
- Facebook Campaign
- Conducting the contest
- Exhibition
- Organization of art workshops
- Promotional materials
- Awarding





ROCKSTAR VOLLEYBALL TOURNAMENT

Preparing the overall concept of the amateur volleyball tournament

- Promotion of the tournament to recruit athletes and fans of the sport during their holiday
- Organizing a promotional campaign with promoters on the territory of Sunny Beach for additional promotion
- Drafting and realization of animation games for additional interest during the tournament breaks; Technical support for the event
- Comprehensive logistics
- Volleyball racing areas, ROCKSTAR beverage tasting areas, judges areas, award winning area, host area
- Branding of the event
- A leading and detailed scenario against the beach volleyball regulation and the specific event
- Photo and video shooting of the event
- Promotional materials





PARTIES: PEPSI CHALLENGE

The Pepsi Challenge 2015 was a digital campaign where various challenges were published on the Pepsi Facebook page every day. The culmination of the campaign was the Pepsi Challenge party at Cacao Beach Club.

Complete organization and realization of the event:

- Creative concept
- Negotiation of a location
- DJs
- Full Branding
- Decoration, preparation of accessories
- Fame walls
- Exhibition
- Inventing and producing gifts
- Design of clothing
- Catering



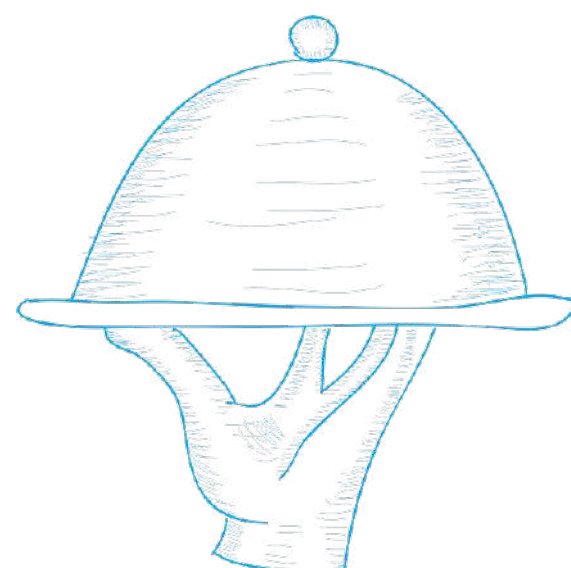
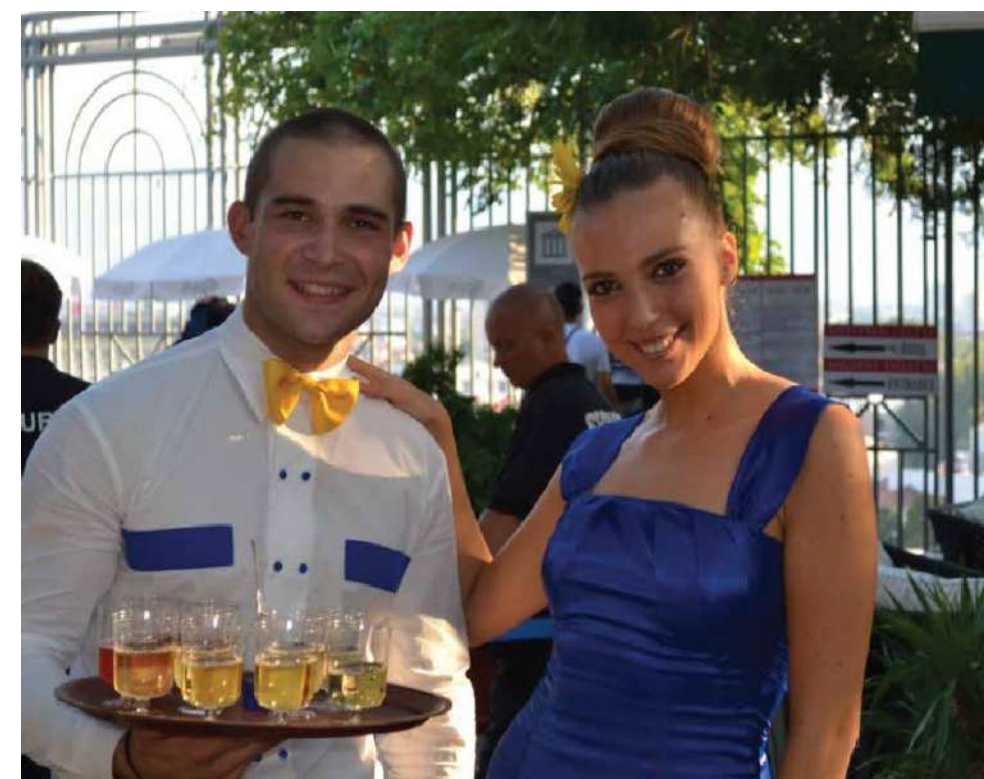
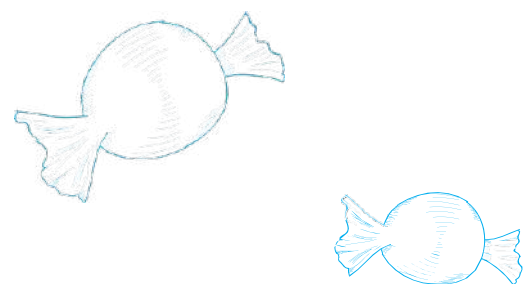


CATERING

- Development of menus
- Thematic Catering
- Alternative concepts
- Healthy menu
- Coffee breaks
- Decorations

PROVIDING:

- Complete organization and realization
- Equipment
- Professional caterers
- Uniforms





Decoration

The decoration is the perfect addition to any occasion. As a team that finishes everything down to the smallest detail, we believe that decoration is an integral part of different types of projects. We can provide diverse, attractive, and original decoration for:

- corporate events such as Christmas parties and conferences
- company birthday and others
- thematic decoration for commercial sites
- themed parties organized in restaurants
- personal occasions such as birthday, name day, baptism, and others





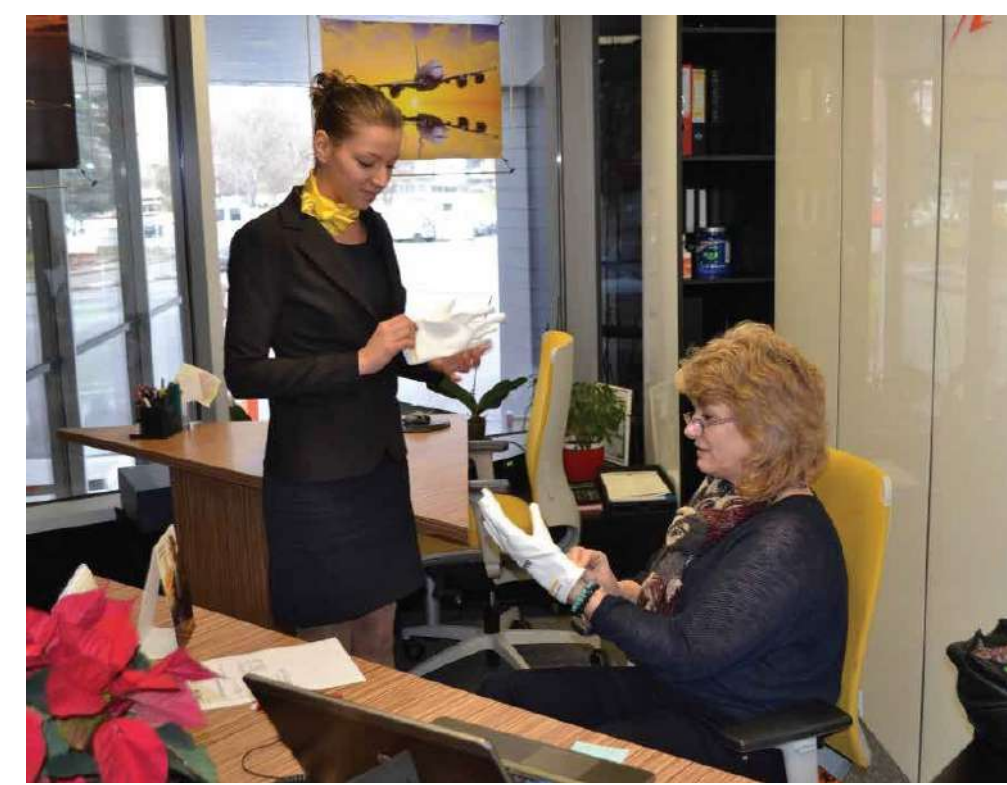
CREATIVE GIWE AWAY

1. INVITATION

2. GIFTS

3. BASKETS

4. SURPRISES





Creating a complete VR project: "A real circus virtual experience"

Together with Ivanov Circus, we created the VR project "True Circus Virtual Experience" which presents the magic of circus art, and includes some of the performances of circus artists, which the spectator can watch thanks to virtual reality glasses.

Main activities related to the project:

- Shooting and production of VR videos (color corrections, editing)
- Videographer, assistant videographer
- Providing recording equipment and necessary equipment
- Build a web-based page combining videos that integrate with the client's website
- Build a UI for added elements in virtual reality
- CGI effects to convert captured in VR
- Testing and integration
- Making wooden kraft glasses for virtual reality

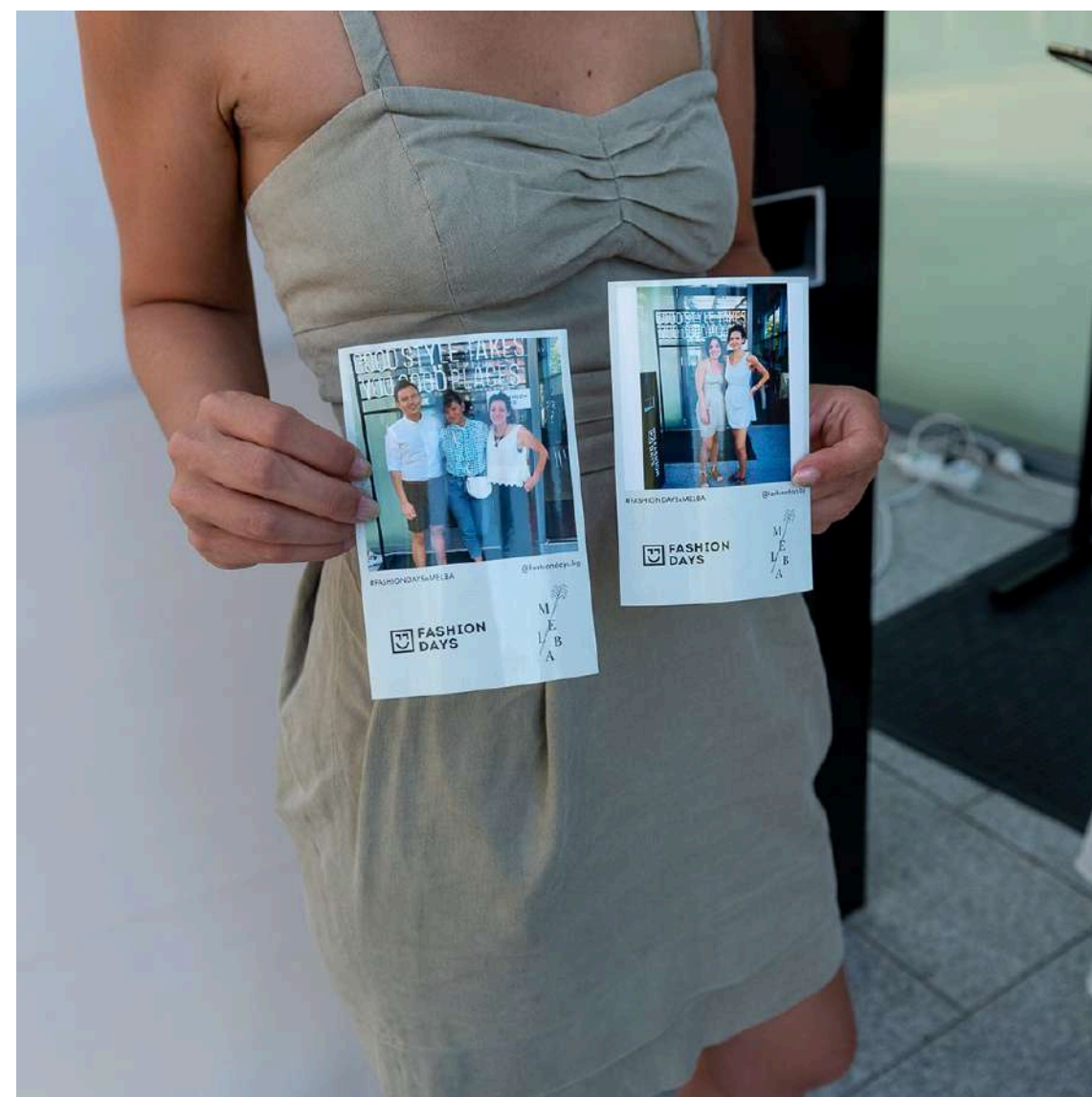




Hashtag photo booth

Taggy is an innovative photo booth that uses the power of technology to create lasting memories.

Taggy is a hashtag photo booth. As a real Instagram influencer, he constantly wanders through endless hashtags, finds the "favorites" and automatically prints the photo with it.





BTL ACTIVITIES

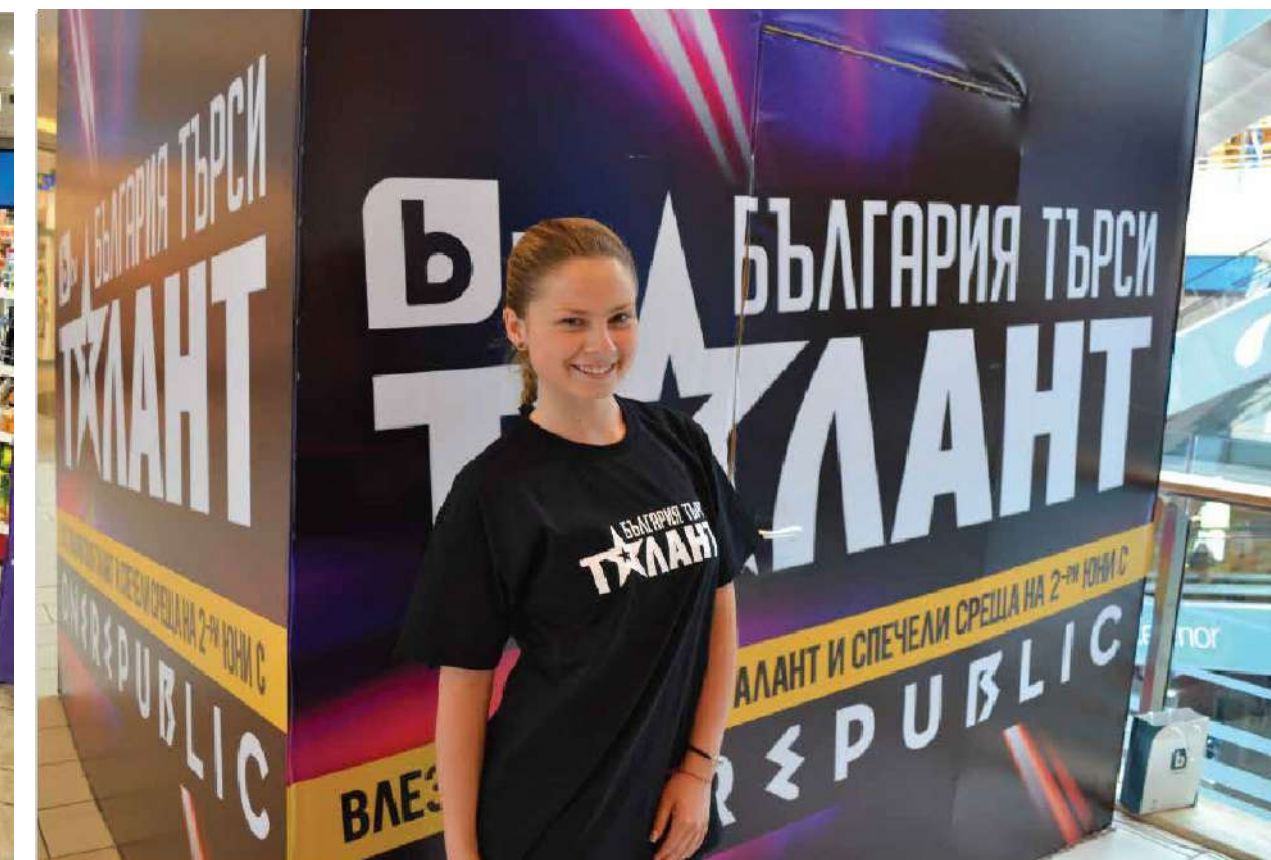
COMPLETE DEVELOPMENT, ORGANIZATION AND IMPLEMENTATION OF BTL CAMPAIGNS

- Creative concepts
- Design and production of branding in accordance with the concept
- Complete organization of different types of activities - tastings, product presentations, sampling, evening and night promotions, specialized exhibitions and other BTL activities
- Renting of clothing and equipment for different types of promotions
- Providing professional promoters
- Development of specialized trainings
- Preparation of analyzes, reports and recommendations





BTL ACTIVITIES- INDOOR





BTL ACTIVITIES- FLYERS



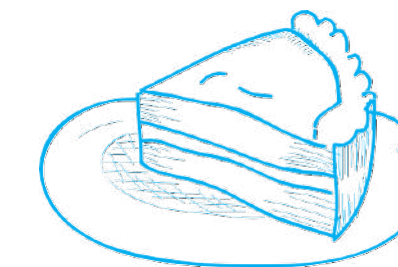


BTL ACTIVITIES - OUTDOOR



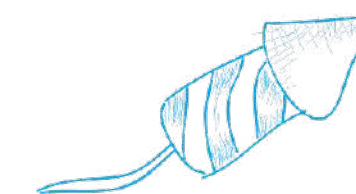


BTL ACTIVITIES - TESTINGS



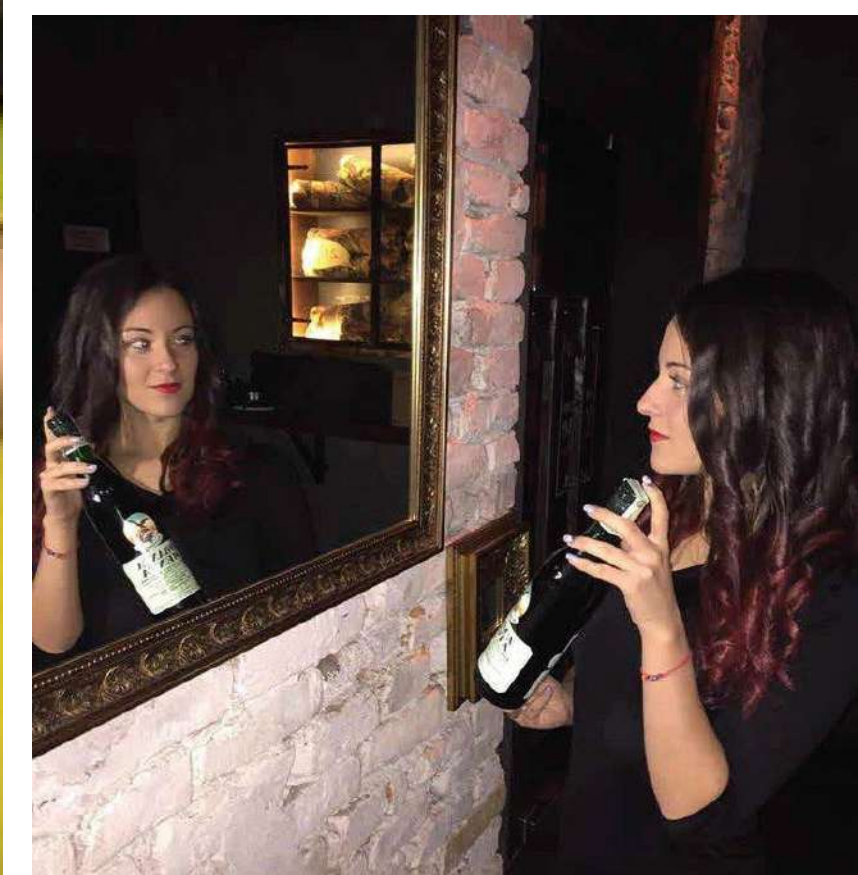


BTL ACTIVITIES – NIGHT PROMOTIONS





BTL ACTIVITIES – NIGHT PROMOTIONS





BTL ACTIVITIES – NIGHT PROMOTIONS





BTL ACTIVITIES – NIGHT PROMOTIONS





BTL ACTIVITIES – NIGHT PROMOTIONS



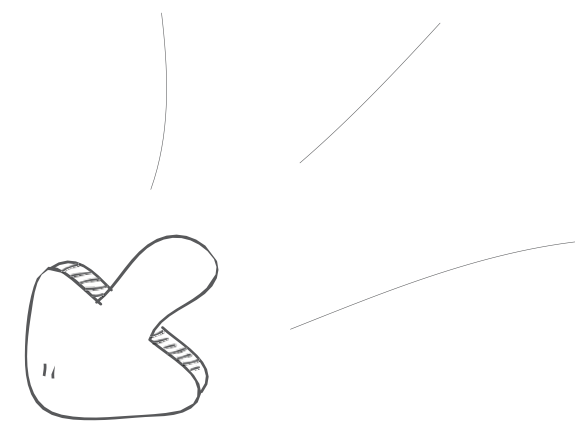
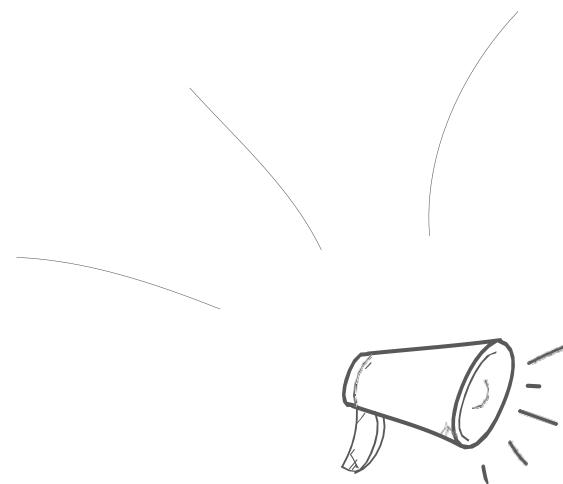


CLIENTS, WHO PUT THEIR TRUST IN US



FASHION DAYS





creative

THANK YOU
FOR YOUR TIME!

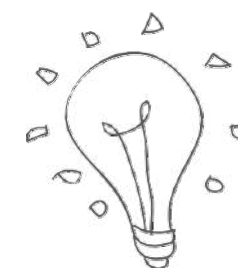
office@alternative.bg

www.alternative.bg

idea



events



BTL

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