



KONTRA

FULL SERVICE DIGITAL AGENCY

COMPANY PROFILE

< ABOUT KONTRA

Kontra is a **full service digital agency**.

With providing full services based on brand presence and social media advertising **we create well rounded up story in order to fulfill your goals.**

Our team consists of people with various expertise and interests, with a great number of projects behind us. Along those projects comes great experience but knowledge as well – in the field of **Internet marketing, programming, design and Public Relations.**

We also **teach in conferences** like *Web Strategija*, *Web Industrija*, *Weboo* and *WinDays*, and we must admit, very often we find ourselves at the top of the list of best lecturers! Our work was admitted with **VIDI WEB TOP 100 prize** within "Web promotion, community services and social media app" category.

Our best evidence is our work.

Check it out!

OUR WORK

< CORE VALUES





DIGITAL STRATEGY



SOCIAL MEDIA
MARKETING



INTERNET
ADVERTISING



DEVELOPMENT
AND DESIGN



CONTENT
MARKETING



CONSULTING
AND EDUCATION

< WORK

- New work page being created

Work page

Hotel Park Split

Froddo shoes

Microsoft WinDays

Suzuki



1. SOCIAL MEDIA MARKETING & INTERNET ADVERTISING

< SOCIAL MEDIA MARKETING

- Today's communication is unthinkable without Social Media. If you told somebody 15 years ago that they will willingly share information about themselves on a platform where everyone can see them, they would have called you crazy.
- Brands were just products and services. Any communication with them was much harder. And now, through the digital revolution, this and much more is possible. Social media became an part of the everyday life.



FACEBOOK



TWITTER



INSTAGRAM

< INTERNET ADVERTISING

- Distribution of the budget to maximize goals of the advertising campaigns on Facebook, Instagram and Google.
- Proposing formats and channels for most efficient digital advertising, tracking conversion and analyzing data, adjusting according to collected information.
- Quality targeting of audience (age, sex, location, interests...) which allows us to truly offer clients' messages to those who will be interested in it.
- Complete analytical report at the end of each campaign with all key metrics, stats and numbers, as well as propositions for further action.



FACEBOOK



GOOGLE



< SOME CURRENT CLIENTS

- Click on button to see more

Natuzzi Hrvatska

Marjan Voće

Bilic Vision

Zabranjeno Pušenje

Jameson Hrvatska

Ballantine's

Absolut



2. DESIGN & DEVELOPMENT

< CUSTOM DEVELOPMENT

- We provide custom development services. Our team has **many years of experience** developing **web applications** and **games**. We take full charge of the project: from the initial idea and concepts to design and development.
- We have assembled an experienced team that has many years of experience developing web applications.
- Our only goal is to do things right and that's why we take full charge of the project: from the **initial idea** and **concepts** to **design** and **development**.

THINGS WE DO



CUSTOM APPS



WEBSITES



DESIGN



FRONT-END DEVELOPMENT

< OUR APPROACH



RESEARCH &
PLANNING



CONTENT
FIRST



CREATING DESIGN,
UX & UI



BACKEND &
FRONTEND



TESTING



LAUNCH



MAINTENANCE

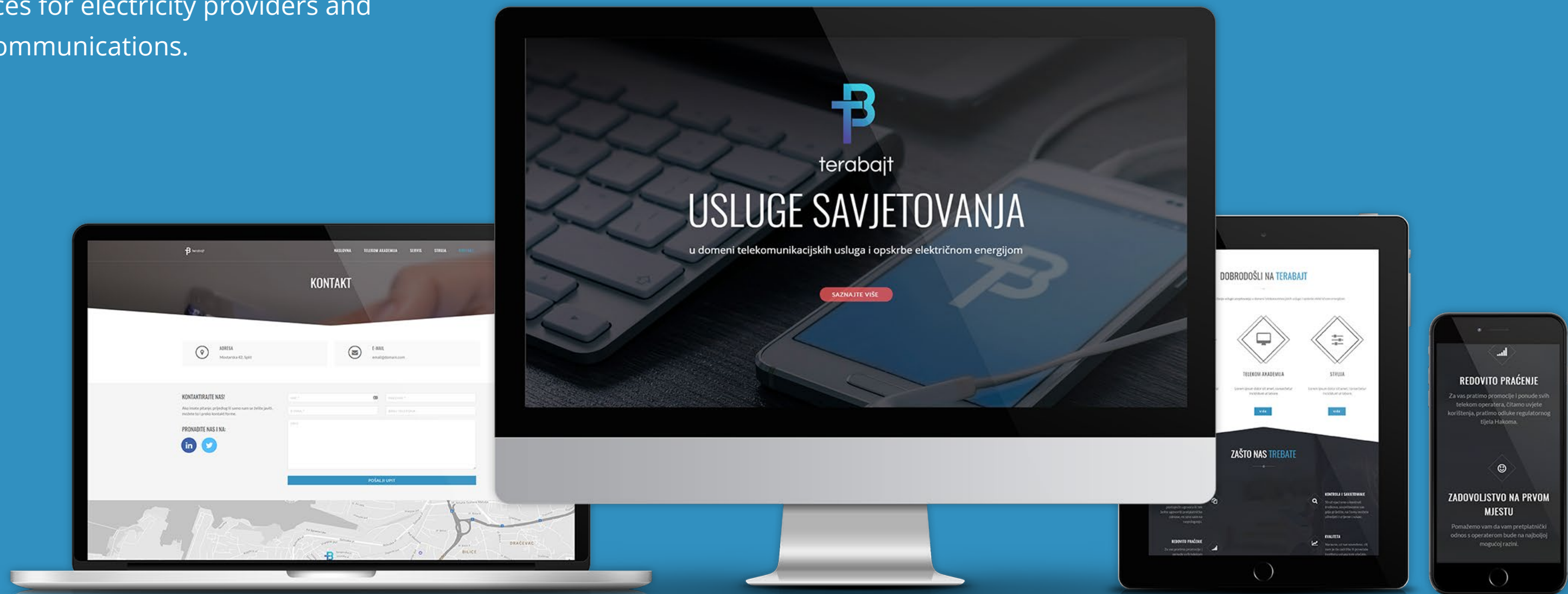
A hand holding a smartphone over a laptop keyboard, with a red overlay on the left side of the image.

3. SHOWCASE

TERABAJT

Custom Website, logo and branding

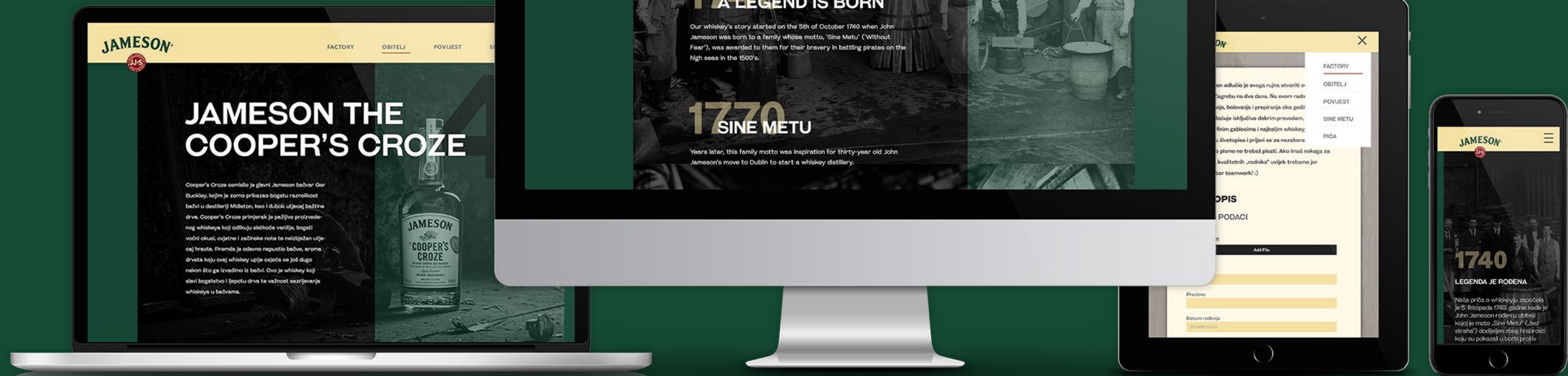
Terabajt is a firm which does consulting services for electricity providers and telecommunications.



JAMESON

Custom Website

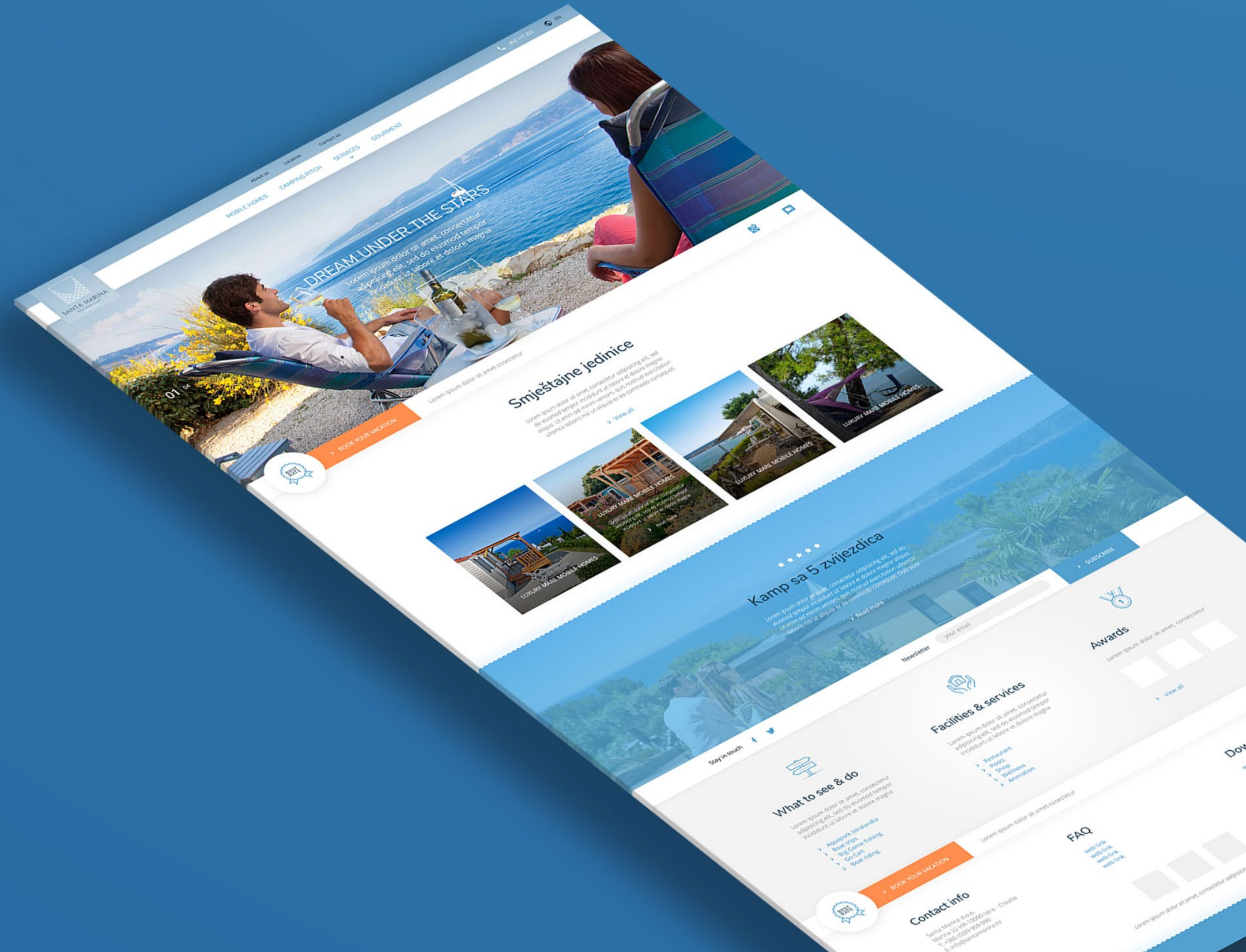
A custom website where Jameson fans could apply for visiting a Jameson organized event called “The Jameson Factory”. This also offered some info about Jameson’s history and the Jameson brand in general.



CAMPING WEBSITE

Custom Website

Custom website for a summer camp in Croatia. Serves for booking your reservation and seeing all the info regarding the camp.



REFERADA

Custom Website

Referada.hr is a platform for students of Faculty of Economics in Zagreb where they get to discuss and overview various faculty subjects and arrange help in learning them.



PODRAVKA

Custom App

White-label quiz solution for Podravka, the largest food manufacturer in Croatia. We used our pre-existing SocialQuiz application and made a complete design overhaul with 100% custom design.



JCI

Custom Website

A platform designed for applying to a conference where applicants could see all the important information about the conference. In addition to that, page visitors could also get some info about the city of Zagreb.



U ROKU ODMAH

Carlsberg Group custom App

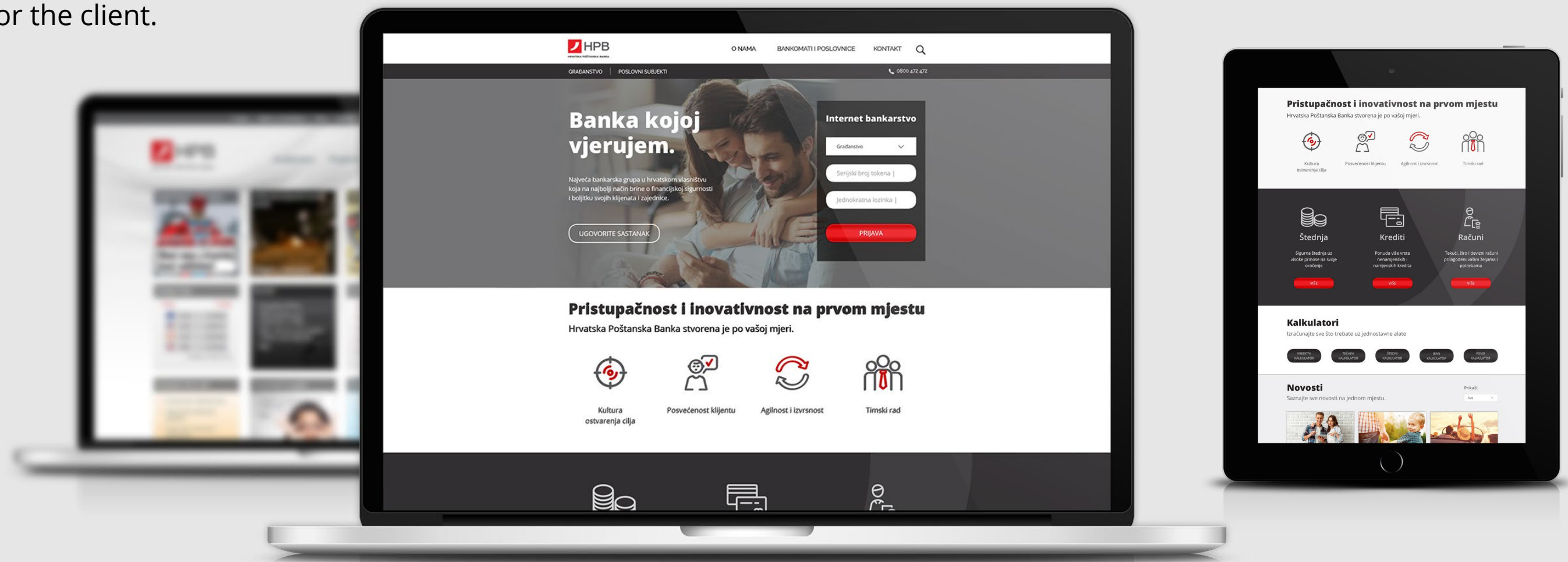
Custom solution for PAN Beer, one of the largest beer companies in the Croatia. The application was made for the purposes of a prize contest. General idea was to create an application that allowed the fans of the PAN beer to send codes found beneath the cap in order to win prizes.



HPB

Website concept

A user oriented banking site prototype for the Croatian Post Bank. This project was a proposal for the client.



UMAG TRAVELLER

Custom App

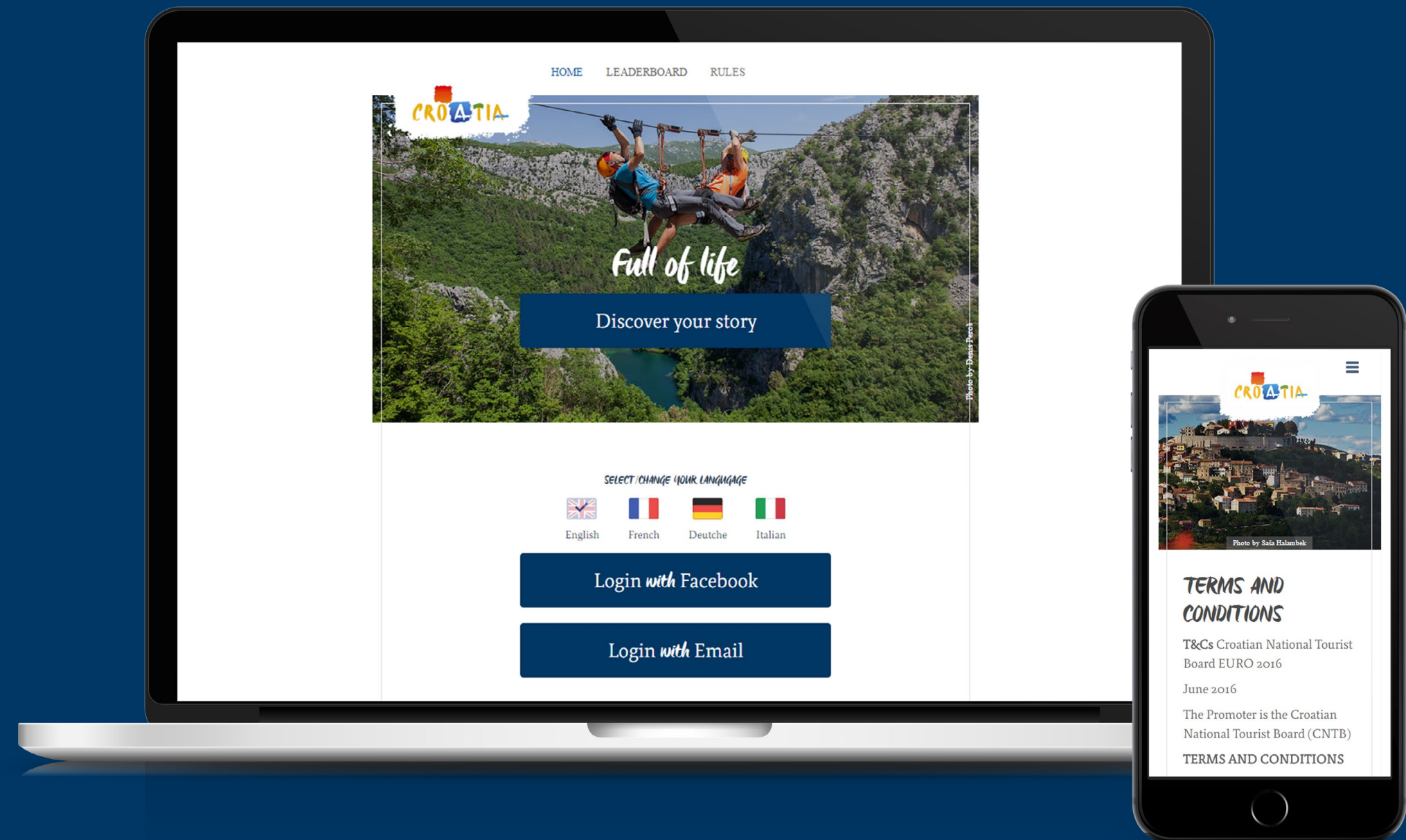
Custom quiz solution for Istraturist, one of the largest tourism companies in the Adriatic region. The application suggested perfect vacation spots, based on the answers the users had to provide.



FULL OF LIFE

Custom App

Croatia Full of life is an online & onsite knowledge quiz played during the EURO 2016.



< REFERENCE

● FOOD/DRINKS

- Alpro
- Podravka
- Marjan voce
- Jameson
- Absolut
- Ballantine's
- Pan pivo
- Ricola

● ENTERTAINMENT

- Zabranjeno pusenje
- Enter festival
- Hemingway bar
- Walt Disney
- Discover Channel
- Ultra Europe

● AUTO/MOTO

- Suzuki
- Opel
- Renault
- Dacia
- Piaggio

● OTHER

- TerraDalmatica
- BizDil
- Saponia
- Viševica Energo
- Top popusti
- Cenzura plus
- Croatia airlines
- EvoTV
- Mapa znanja
- BestPractice
- Hrvatska lutrija
- Daikin
- Hrvatska posta
- Hrvatska poštanska banka
- Apriori
- PBZ Invest
- BusinessCafe
- Covideo
- Aristos
- AZVO
- Internation hydropower association
- Sava osiguranje

● CONFERENCES

- Microsoft WinDays
- Microsoft Advanced Technology Days
- PMI Forum
- SPC Adriatics
- SQL Tuneln

● RETAIL

- Euroshop
- Robot
- Kozmo
- Froddo Shoes
- Technomarket
- Mercator
- Mikronis
- Emezzeta
- Natuzzi
- Mlinar
- KingICT
- 2have&2hold
- Kenwood
- Unique Travel Set
- MSAN
- Pevec

● TOURISM

- Hotel Park
- Adriagate
- Adriatic.hr
- Istraturist
- Dubrovnik-neretva county tourist board
- Arenaturist
- Boskinac
- Split tourist board
- Hoteli Njivice
- Zagreb tourist board
- Croatian national tourist board
- Technical museum Nikola Tesla
- Integral Zagreb
- Camping.hr
- Taste Dalmatia
- Biograd Tourist Board
- Sea Soul
- Bi Village
- Core Kornati
- Kaiser travel
- Viktor's
- UHPA
- Hotel Cornaro

● SERVICES

- Daenet
- Manjgura
- SysKit
- eVision
- MogyApp
- Referada
- SAOP
- Infosit
- Lemax

● HEALTH

- dr. Perkovic
- Bilic Vision
- Salveo Pharma
- Adriatic Dent
- Dentus Perfectus
- dr. Danny Goljak

TURNING
THINGS
AROUND.

