

akzent media

Member of EPAMEDIA

Market

Advertising is one of the fastest growing industries in Macedonia, despite the fact that before the country's Declaration of Independence in 1991, this business existed only in an inchoate form. The growth of this industry began with the curbing of the galloping inflation in the economy, which paved the way for the real expansion that took place at the turn of the century with the ever stronger entry of established international brands and trademarks into the Macedonian market.

The outdoor advertising segment makes up a relatively steady portion of the Macedonian advertising market and follows the worldwide trend of continuous growth in recent years.

As the first outdoor advertising company in Macedonia, Akzent Media dooel Skopje ("Akzent Media") has grown side by side with the market. The company today is the undisputed Macedonian leader in terms of the total number and the variety of advertising surfaces, as well as in terms of country coverage.

Achievements

Akzent Media has come a long way since its beginnings in 1995. The company today possesses a broad range of advertising objects, the total number of which exceeds 2000. Its growth is a proof of the long-term devotion to its clients and the satisfaction of their needs. The experience accumulated from the various challenges the company has faced throughout its development, has increased the speed and the quality in the implementation of campaigns and has welded a strong relationship with the clients. The fact that, today, the company is every client's first choice when it comes to outdoor advertising, speaks volumes of the confidence that clients have in Akzent Media to carry out their campaigns and the consistency the company offers in terms of quality of service to anyone who chooses to do business with it, irrespective of the client's size and advertising budget.

Looking ahead, Akzent Media is focused on offering its clients a greater assortment of advertising objects which will be in harmony with the client's needs and wishes, thus inspiring the



growth of the outdoor advertising market. In this sense, the company pursues a policy of responsible design of public space regarding the development of innovative advertising media, as well as constant improvement and enhancement of the existent portfolio of advertising objects.

History

Akzent Media Macedonia is a daughter firm of the Austrian company EPAMEDIA International GmbH ("EPAMEDIA"). EPAMEDIA is a company with more than eight decades of experience in outdoor advertising and the largest company of its kind in Austria, with a share of approximately 52% of the

Austrian market (Source: Kuratorium für Verkehrssicherheit). The story of the real ascent of the company begins in 1988, when in the dawn of the impending fall of communism in the countries of Eastern and Central Europe, EPAMEDIA makes a decision to spread its business to these countries. The farsightedness of this bold undertaking can be seen today. The company EPAMEDIA and its daughter firms operate in 12 countries of the region of Central and Eastern Europe – Austria,

Bulgaria, Croatia, Czech Republic, Hungary, Macedonia, Moldavia, Poland, Romania, Serbia, Slovakia and Slovenia. Being part of the family, EPAMEDIA has ushered in simplified cooperation and surmounting of various barriers in international operations for each of its daughter – firms and created useful synergies with the possibility to give the clients that want services abroad a partner who shares the same policies, principles and standards of work. All this has turned EPAMEDIA into a self-made giant in the European outdoor advertising and one of the largest companies of its kind in the world.

Akzent Media Macedonia was founded in 1995, and in the short period since foundation until the present day, the company has grown into a leader of the outdoor advertising market through continuous investments in new advertising surfaces, as well as innovative advertising objects. Throughout its existence, Akzent Media has promoted a number of advertising objects of its own production, and among them those which have passed the test of time are: "Roloboard", "Roto – Prism", "Citylight", "Signboard" and the latest among them named "Scroll Citylight".

Product

The classic billboard with dimensions 5m x 2,4m is the most numerous and widely spread object. With more than 1,400 surfaces located in the capital, the other local centers and the road network, it is the primary product of Akzent Media. Regarding the type of posters used on billboards, the standard poster on blue - back paper is predominant, while posters made from PVC material are used in campaigns of longer duration. Lighting is present on



more than 95% of the objects in the capital and some of the bigger cities like Bitola and Ohrid, and further efforts being made to ensure lighting of objects across the length and breadth of the country.

Despite the fact that the standard billboard is the mainstay of the company, in the spirit of offering a broader and more superior selection to its clients, the company also offers a number of other types of advertising objects, in sizes which are smaller and larger than the standard.

In the capital, these primarily consist of the "Megaboards" with the following standard sizes: 8m x 4m, 10m x 5m, 12m x 6m, 15m x 7,5m and 18m x 9m; as well as wall-mounted advertising objects with dimensions depending on the available surface on each location. Also, at the busiest intersections in Skopje, there are so-called "Roloboards" which allow for appearance of more than one client on the most attractive locations and have the same dimensions as the standard billboard.

In the smaller towns in the country, in addition to classic billboards, Akzent Media also offers "Signboards" mounted on lighting poles which come in three standard sizes: 1,3m x 0,4m; 1,3m x 0,8m and 1,3m x 1,3m. The intention is to provide modern means of advertisement for the smaller clients in the towns and, at the same time, to enrich the portfolio of our big clients with another efficient and attractive way of reaching their marketing targets.

The network of Akzent Media's advertising objects covers Macedonia's freeways and highways where the company is also the market leader. For the most part, the objects are situated on the main artery North – South (freeway E - 75) and on the highway that connects Skopje with the tourist sites around the Ohrid Lake (highway E – 65). In addition to the classic billboard, the range of objects situated along the roads consists of a few types of objects of greater size including: 8m x 4m, 10m x 4m and 10m x 5m.



Recent Developments

Akzent Media promoted its latest product called "Scroll Citylight" in December 2008. The product follows the global tendency of reduced size and improved aesthetics of the advertising objects. Its dimensions are 1,2m x 1,8m and the product is usually placed in pedestrian areas or busy intersections. The innovative design of the product allows for placement of up to 7 different posters on each location, thus making it possible for more clients to appear on the most attractive locations. On the other hand, the outer look, the lighting and the use of a poster made from translucent material make the product striking and eye-catching.

From a strategic point of view, Akzent Media is



trying to strengthen the relations with its clients, so as to better understand and grasp the problems with which clients are faced. Also, efforts are being made to conclude long-term agreements with clients, in order to promote a partners relationship and increase mutual confidence and certainty.

Promotion

In terms of its products and services, Akzent Media primarily uses its own advertising spaces, as well as other standard promotional materials.

In addition, the company's website offers a good insight into company's operations and excellent instructions regarding standard operational procedures of the Company in terms of campaign implementation.

In 2008, Akzent Media made a quantum leap in terms of presentation of advertising spaces when preparing offers for clients. With the implementation of new software, now every offer

contains photos, maps and detailed descriptions of the locations; giving the client complete information about what is on offer. Such information greatly facilitates the decision-making and selection process for the client.

Brand Values

Akzent Media is a client-oriented company aiming to satisfy clients' needs. With this orientation as the generator of growth, the Company aspires to pursue several fundamental policies.

Quality of service is the essential motto of the Company. The success in delivering the same quality of service in every campaign, regardless of the size and coverage, presents the basis to keep

the current and attract new clients.

Speed with which campaigns are implemented is often crucial in advertising. The experience that Akzent Media has in campaign processing, stands out as one of the greatest competitive advantages. With Akzent Media, clients are always certain that they will get what is agreed at the agreed time.

Aesthetics is maybe the most important element of every advertisement. In this sense, Akzent Media tries to cooperate with all local entities which have a say in public space design, thus actively participating in its development.

Among other things, it is worth mentioning that Akzent Media, as one of the most successful companies in Macedonia, hopes to give something back to the community from which it generates its revenues. In collaboration with local authorities, it aspires to open a facility of public character every year, such as pedestrian overpasses, playgrounds, etc.

In addition to the foregoing, Akzent Media's doors are always open to art. The company is one of the greatest patrons in the country, nobly helping artists of various profiles to be promoted via sponsorships and advertising.

www.akzentmedia.com.mk

THINGS YOU DIDN'T KNOW ABOUT...

Akzent Media

- A standard Akzent Media billboard poster with dimensions 5m x 2,4m is printed in 12 minutes and placed in 10 minutes.
- In the Macedonian market, in addition to the standard ban on advertising of tobacco and alcohol products, there is a ban on pharmaceutical products, as well.
- Macedonian companies value outdoor advertising unusually highly. Outdoor advertising is the second most preferred means of advertising for Macedonian companies, closely following print media, and well ahead of electronic media (Source: CEEBIC Commercial Guide).