

VENA ART SP. Z O.O.

Vena Art's core business includes video production and non-standard projects involving a variety of tools. Vena Art has been operating as a credible and stable brand among advertising agencies since 1998. It has been regularly listed and highly venerated in the Polish nationwide rankings of advertising agencies (3 times ranked as the best non-chain agency in Poland in 2003, 2006, and 2009 in the ranking according to Media and Marketing Polska). Since its foundation, Vena Art has been creating and implementing innovative marketing trends. It is a pioneer of the tactical marketing concept in Poland. Tactical marketing is a set of non-standard actions combined with the selection and full integration of the most efficient tools (ALT, BLT, and PR, online and offline) aiming at the achievement of goals set forth by the client. Vena Art emphasizes the importance of 'visual communication'. It runs its own production house. The agency works with Polish clients nationwide, including E.Leclerc, Jula, Asseco Business Solutions, Pol-Skone, Eurocash, Nordic Development, GTS, Kontekst HR, Ministry of National Defence and many others.

Products & Services: Tactical marketing, marketing consultancy, strategic planning, creation (creative development), organising production (TV, radio, printed materials), media (planning, buying, management of

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public relations, graphics design, video production (production house), ICT production.

Website: <http://www.vena.lublin.pl> ^[1]



Sector: Sektor kreatywny

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