



CREATING FOR YOU STEP BY STEP

trust | reliability | freedom toud.ro

toud

IN FACT WHAT WE DO!?

We bring the organisations closer to their customers!

Toud is a marketing and design agency, with a different approach, with an award winning team, results oriented and obsessed for things flawlessly done.

Creating for you, step by step!



DESIGN

We love it and it really is that thing that gives us wings.

Find out more about our work on Toud' Behance Profile
www.behance.net/toudin

BRAND STRATEGY

We create brands, stories that inspire; we position your brand in the market and bring value to your story, putting your business in best light!

WEB DESIGN

Fast, easy to use, modern, different, powerful, simple and perfect for mobile and tablets websites! It is utopic, yes, but let's give it a try, there is nothing you can lose.

DIGITAL AND CRM

Social Media | Adwords | Facebook Ads | SEO

CRM is about numbers, working procedures, data streams and integration.

OUR SERVICES

We help you connect with your customers! Smart solutions for your business!

Brand strategy, Websites, Campaigns, Brochures, Magazines, Design, Photography, Events, Design, CRM.

Creating for you, step by step!



CAMPAIGNS

We have expertise in planning, implementing and communicating of more than 130 promotional campaigns. We can find, for sure, the proper strategy to engage your customer and reach your objectives!

BROCHURES

We love to create and tell stories, so let us choose a clear, different and simple way to make it! It doesn't matter if it's printed or digital, we can create something unique for you.

PHOTOGRAPHY

Life is about moments and moments are captured in pictures. We believe that a good photo has the power to inspire. We don't take photos. We create stories.

EVENTS

We bring people together. We create the perfect ambiance for them. We manage everything smooth and just in time for a perfect event. We create unique events with a professional team.

RAWNESS AND **PIE** FOR A HEALTHY BREAKFAST

Bulevard

DESIGN

Our biggest love is design.

We have a huge expertise in graphic design:

Logo | Packaging Design | Brochure Design | Print Adverts | Digital Layouts | Social media images and identity | Interaction design.

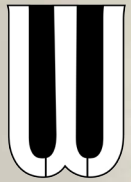
We create the brand's visual identity.

We have expertise in UX (user experience design) and with our strategic planners we do also design of business processes.

Small steps for great journeys



Early Childhood
Romania



Melody
school of music

#justmusic

BRAND STRATEGY

The most important aspect related to the process of branding is to create a believable, different story, capable of inspiring. This story will connect the brand and the people who interact with it.

Without a story, the fight with other brands, other companies, will be very difficult on medium and long term.

BRAND STRATEGY

Today, more than ever, a business must have a strong identity and a story that inspires!

A powerful identity makes you memorable to your potential consumer. He will easily recognise and remember you. The story behind will connect the customer with the brand, being the one that will create "this bridge". A business, in the context of a global market, with high competition, cannot exist without a strong brand identity and without a powerful story. Without a brand strategy, the organisation's efforts are limited.

At TOUD, we have enough patience and dedication to understand the context of the brand, we have expertise in brand building, we provide solutions on all points described above, we are really committed and we treat each project as a competition for market visibility.



Nobillis

From cities to beautiful nature, about inspiration, gorgeous landscapes and a special residence in the Carpathians.

nobillis.ro



Pure Romania

A platform for tourist who want to visit Romania, a tourism project which promotes Romania as a travel destination.

pure-romania.com



Early Childhood

An educational project which aims to become the biggest online platform for early years education.

earlychildhood.ro



Melody - School of Music

A story about passionate teenagers, and their willing to create the best music school in Bucharest.

melodyschool.ro

Alstero

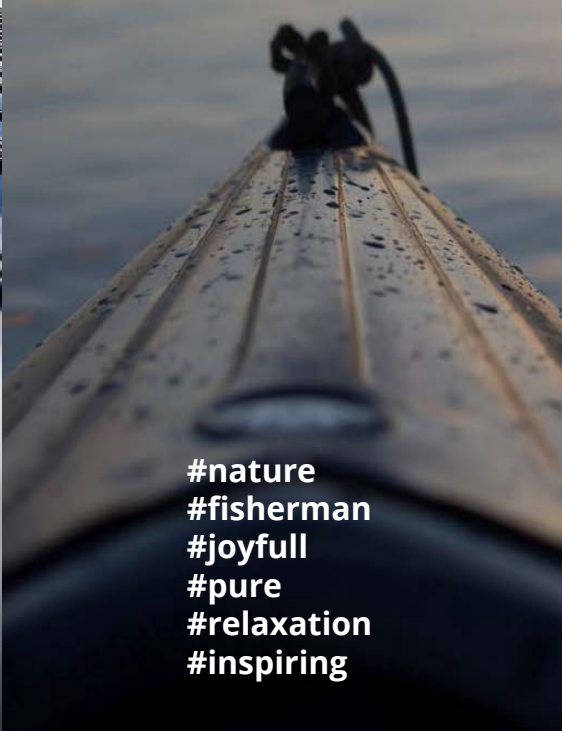


#construction
 #architecture
 #quality
 #light
 #entrance
 #aluminium
 #reliable

alstero.ro



Dorul pescarului



#nature
 #fisherman
 #joyfull
 #pure
 #relaxation
 #inspiring

dorulpescarului.ro



Early Childhood Romania



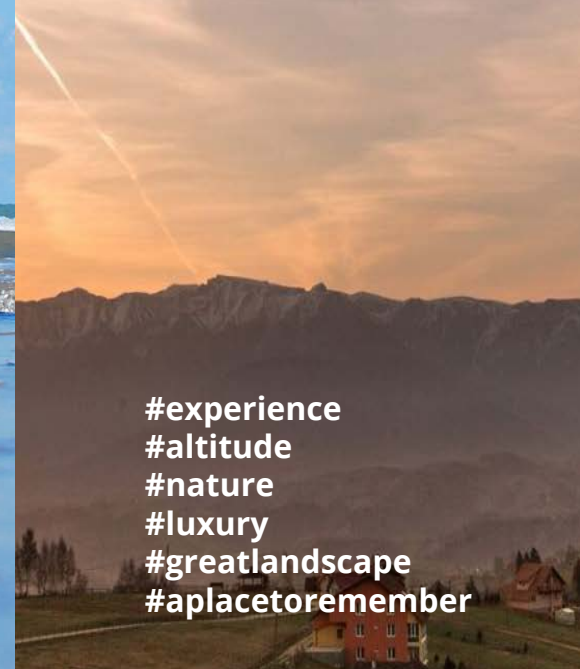
#child
 #education
 #freedom
 #empower
 #happines
 #earlychildhood

earlychildhood.ro



Nobillis

CARPATHIAN RESIDENCE



#experience
 #altitude
 #nature
 #luxury
 #greatlandscape
 #aplacetoremember

nobillis.ro



#nature
#homeocosmetics
#premium
#simplicity
#magical

DoctorT



Pure
Romania



Foto:
fotografultau.ro

#tourism
#Romania
#pure
#nature
#colourful
#peace
#love

pure-romania.com

TEAM aluterm

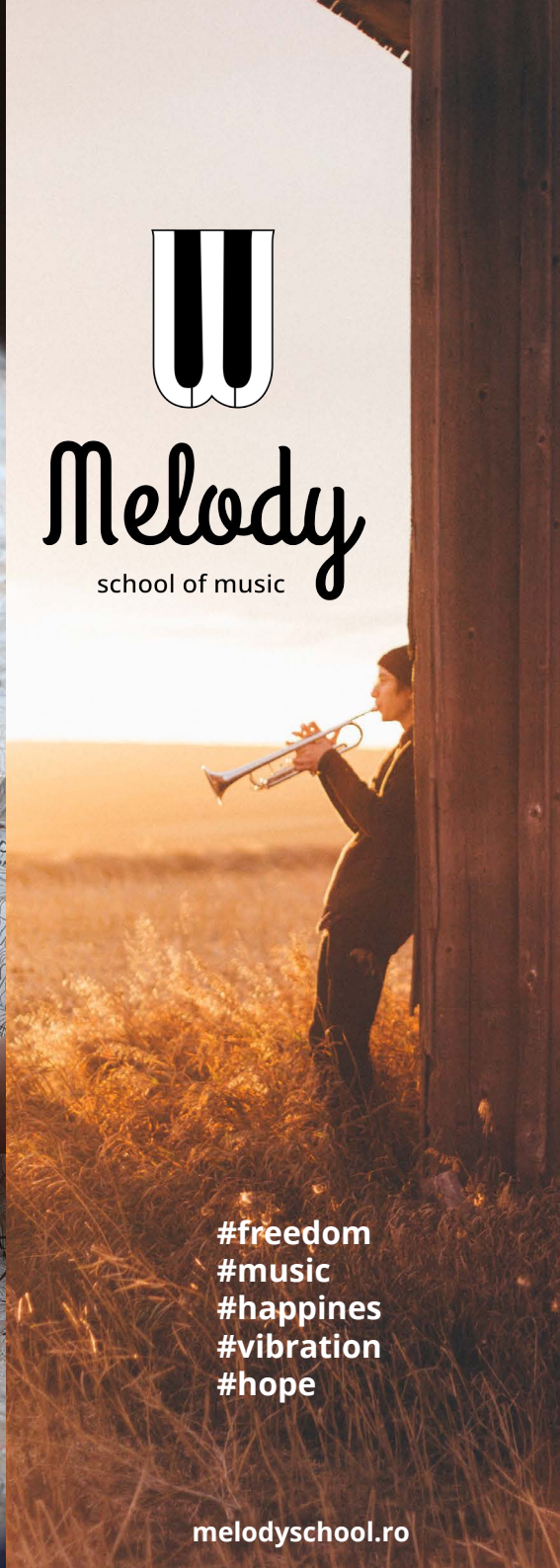


#team
#buildingtogether
#joyful
#power

TeamAluterm



Melody
school of music



#freedom
#music
#happines
#vibration
#hope

melodyschool.ro



DIGITAL

SOCIAL MEDIA

ADWORDS

FACEBOOK ADS

SEO

CONTENT

CRM

facebook

AdWords

SEO

CRM

MAKING A DIFFERENCE

SOCIAL MEDIA

We create your presence in Social Media. We have expertise in: Google+, Facebook, LinkedIn, Twitter, Pinterest, Tumblr, Instagram, Youtube, Flickr. We do things wisely, we analyze, we plan, we build powerful images. We use online tools and we create valuable content.

ADWORDS AND FACEBOOK ADS

We do magic when it comes to pay per click or to Facebook Ads. We have a wide range of expertise on many markets in Romania.

SEO AND CONTENT

Search Engine Optimization - we love this because it involves organic search. We do it right and we do it through good SEO on page (high quality content) and a good link building strategy. We have experience in many areas.

CRM

Customer Relationship Management Systems expertise. We offer consultancy on CRM systems. We can design the working strategy and the working fluxes. For Microsoft Dynamics CRM we can provide customization and training courses.

SOCIAL MEDIA

Half of the world expenditure on advertising is going nowadays to Social Media. The giants of this market changed the way of advertising and PR work. Facebook, Google, Instagram, Twitter, LinkedIn, Pinterest are nowadays channels that your company must use. The reason why is very simple: through these channels you can do a perfect segmentation and, with a good message + a good design you will do conversions. It is easy, not expensive and in many cases effective.



FACEBOOK

- 13 pages
- 6 highly active pages
- 25 000 followers
- growth in 2016 - 20%
- average reach per month, per page - 60 000

ADWORDS

- 2 accounts
- monthly total budget
Facebook + AdWords
11 000 USD

INSTAGRAM

- 3 highly active accounts
- 8 000 followers
- maximum likes for one post - 476
- average likes per post - 220

LINKEDIN

- 5 pages
- only organic reach
- direct marketing campaigns

WHY TOUD

We believe that the success in Social Media is defined by listening. You must be aware of the expectations of your target in order to provide useful content. We believe that a good mix between valuable content and great design will offer to your costumers something which will fullfill their needs and expectations. This is what we do in SM.



YOUTUBE

The video content becomes more and more powerful. We believe in this way of empowering the brand story. For PureRomania we have created projects that have the power to inspire.

GOOGLE+

We consider this channel important because it helps a lot on SEO (Search Engine Optimization). We are working with different communities and we link articles from websites to this channel.

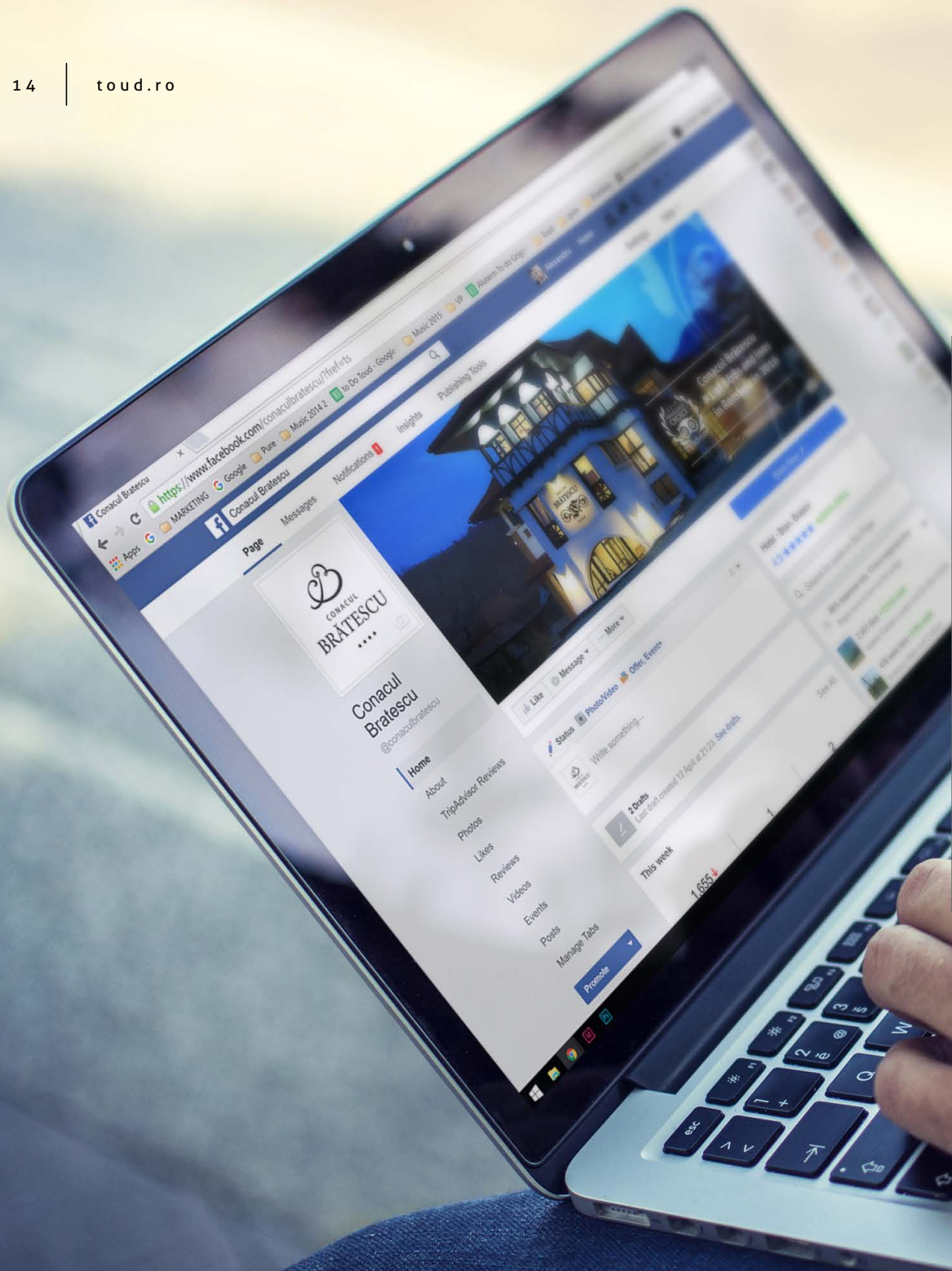
OTHER CHANNELS

We manage **Pinterest, Tumblr, Flickr and Twitter** accounts.

Being relevant in SM involves a great work. You always must choose the relevant channels.

MOST IMPORTANT

We advise all our clients to treat with maximum responsibility their activity in Social Media: it could be helpful, but not enough relevant activity will create a bad image.



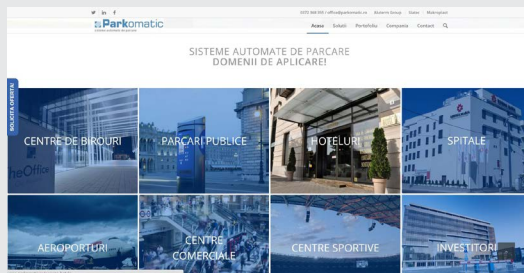
WEBSITES

We build websites using the WORDPRESS platform. A website is like a business card. It should clearly express the brand identity and serve to its communication and business goals!

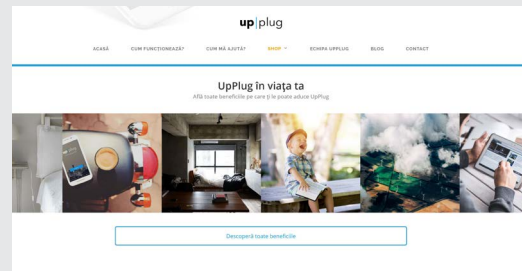
WEBSITES - DESIGN AND DEVELOPMENT

We pay attention to all the details. We try to keep it simple, with a clean design, in order to offer the visitors a pleasant browsing experience, faster and easier to understand. Rest assure that the website will be in accordance with the existing brand identity.

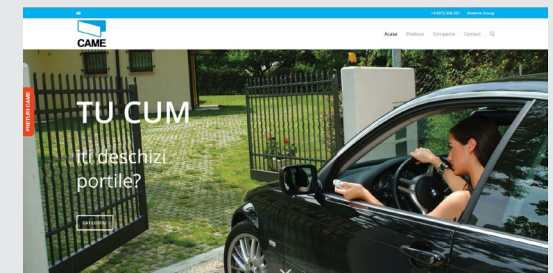
We ensure that the web browsing speed, security and automatic update mechanisms are working properly.



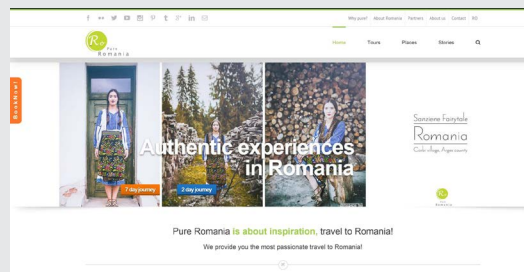
Parkomatic - Parking systems
parkomatic.ro



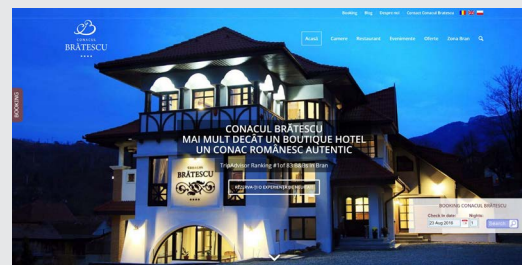
UpPlug - StartUp Techonoly
upplug.ro



CAME - Gates automation
cameromania.com



Pure Romania - Travel
pure-romania.com



Conacul Brătescu - Travel
conaculbratescu.ro



Alstero - Construction
alstero.ro

Alstero

ACASĂ

ÎNCREDERE

PRODUSE ▾

OFERTARE

PROIECTE

DESPRE NOI

CONTACT



Alstero

SOLUȚII PENTRU O VIAȚĂ MAI BUNĂ

up|plug

ACASĂ

CUM FUNCȚIONEAZĂ?

CUM MĂ AJUTĂ?

SHOP ▾

ECHIPA UPPLUG

BLOG

CONTACT

UpPlug în viața ta

Află toate beneficiile pe care ți le poate aduce UpPlug



Descoperă toate beneficiile

ACASĂ

PRODUSE

STOC

SCOTT AIR

PORTOFOLIU

POVESTEA

CONTACT

ADUCEM AERUL DIN PĂDURE
ÎN CLĂDIREA DE BIROURI

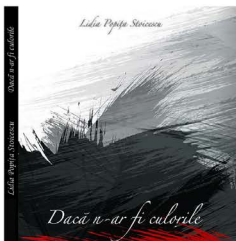
SCOTT AIR VENTILATION SYSTEMS

CLICK PENTRU DETALII



ACASA | PORTOFOLIU | POVESTILE MELE | DESPRE MINE | CONTACT

In loc de cuvinte, imagini despre Galben Cerc



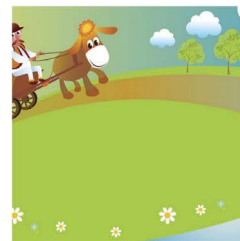
CARTEA DE POEZIE „DACĂ N-AR FI CULORILE”

In Galben Cerc, ilustrații



ITSY-BITSY PERSONAJE

In Galben Cerc, Itsybitsy-lala



ITSY-BITSY ILUSTRĂȚII

In Galben Cerc, ilustrații, Itsybitsy-lala



ICOANE PENTRU COPILAȘI

In Galben Cerc, Icoane



Acasa Team Academia Noutati Aluterm Extra Documentatie Calendar Q

Activitatea Aluterm

Categorii: Noutati Aluterm, Foarte Important



19/01/2017

Concurs foto Microrevelion!



19/01/2017

Organigrama Aluterm



16/01/2017

Cei mai curajosi dintre noi

Extra

Categorii: Grow, Arhitectura, Timp liber, Tools



24/12/2016

Craciun de poveste



19/12/2016



07/12/2016

Bucovina

Forum si comentarii articole

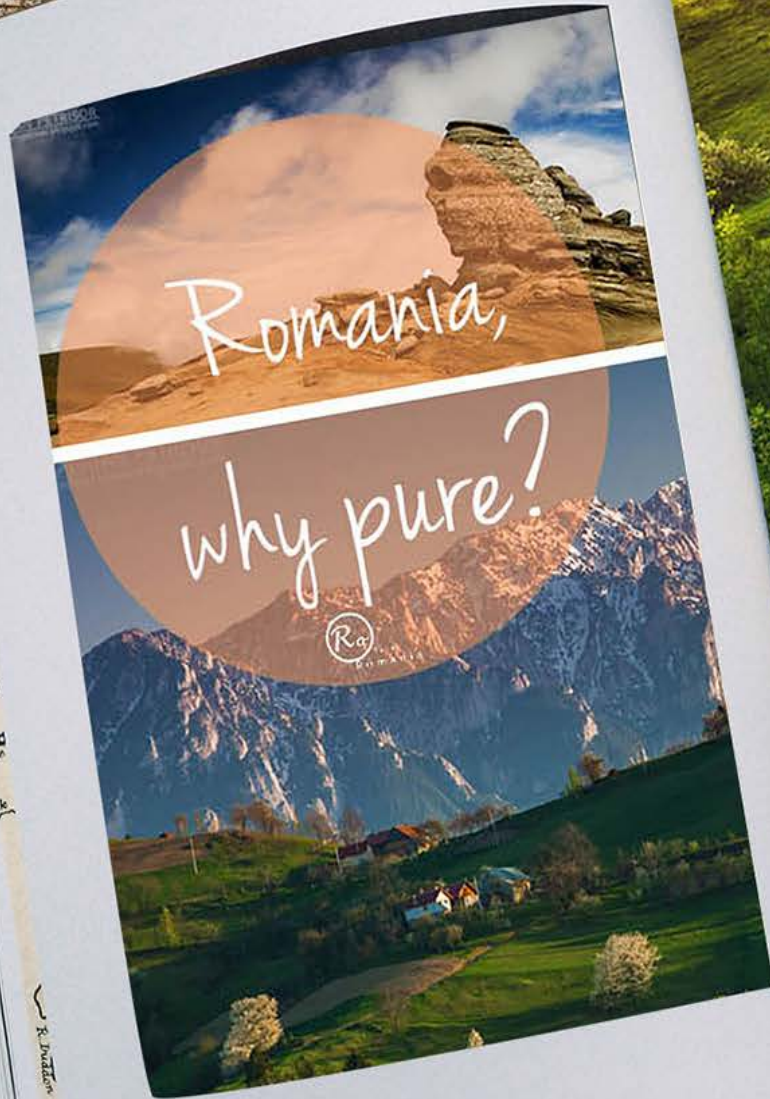
Spatiu pentru discutii Aluterm

CĂUTARE FORUMURI

Caută

FORUMURI

- Comercial Aluterm
- De la montaje
- Grow
- Idei
- Tehnic Aluterm
- Timp liber



BROCHURE AND CATALOGS

We believe that today, more than ever, the way the materials look is very important. We correlate the brand identity with the new materials and we always manage to bring the content forward.

DESIGN AND CREATION OF BROCHURES, CATALOGS AND MAGAZINES

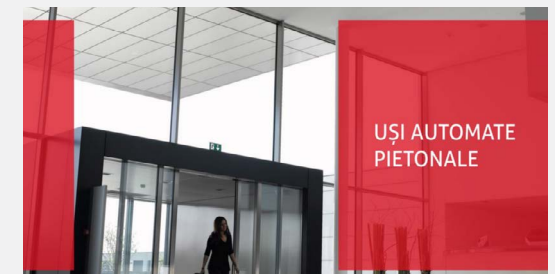
Our abilities brought us some new projects in this area: the attention to detail, the speed of implementation, the fact that we use design thinking as a strategy for innovation, the fact that we highlight the relevant information using new presentation techniques.



Parkomatic - Parking systems



CAME - Gates automation



SIATEC - Doors automation



Pure Romania - Travel



Pure Romania - Travel



Tormed - Medical doors



CAMPAIGNS

In order to achieve your business goals, you need to set clear communication objectives for your communication campaigns.

TOUD expertise includes:

- Social Media Campaigns
- Direct Marketing Campaigns (e-mail marketing, mailing)
- Google AdWords Campaigns
- BTL Campaigns
- Lead generation campaigns





pastel

CHALET

Braşov, Comuna Vama Buzăului

22-26 august

Timeless story

SAPTĂMÂNĂ DE POVESTE PENTRU MICI ŞI MARI





Timeless story

PLAYING WITH COLORS

31 octombrie - 4 noiembrie



PHOTOGRAPHY

We explore photography both within TOUD and other projects that we handle. We also enjoy photography in our spare time. Our offer includes:

- Event photography
- Product photography
- Travel photography

The photography and photo editing services are performed by TOUD team (travel photography) or by our partners.

EVENTS

Organising events is the most demanding work for our team, but the one that brings the greatest satisfaction, because it gives us the opportunity to directly interact with people, to see live how is our "product" perceived. Our offer includes the following services:

- workshops
- national meetings
- charity events
- product or brand launches
- conferences

Photo: Ștefan Radu

TOUD TEAM

Only a free spirit can build something different, fresh. Toud team believes in this value and its power to bring innovation and solutions to the consumers.



Andreea
Copy-writing and
English translations



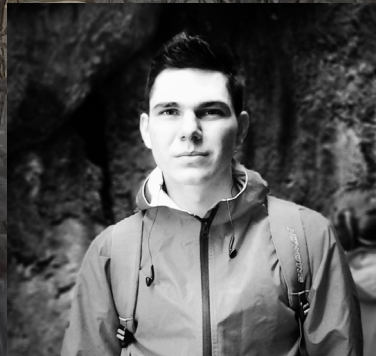
Dooeol
Advisor



Diana
Social Media, Marketing and
PR campaigns



Dan
Web development



Alexandru
Strategy and design



Arabella
Partner - Fiction Workshop

WHAT WE BELIEVE IN

Marketing is more complex today than ever. Still, the client / product (service) relationship was simplified. Today, what really matters is the story behind the product (service). In order to perform, a company, an NGO, a public institution or any organization needs a story to gain confidence and to inspire the consumer.

We create stories in a responsible way, we believe in their usefulness and benefits that they bring to the consumer. Beyond the global fight for profit, that we consider negative for global state, we consider all marketing mechanisms as useful for the consumer life. These mechanisms help him/her choose, simplify his/her access to information and offer him/her solutions for a range of needs or problems.

We are living and creating stories.



Alstero



SCOTT AIR



Melody
school of music



up|plug



QUESTFIELD



Dorul pescarului



Bulevard



DincoloDeOras



Pure
Romania



kiddom



Pure by Locals



DA
Domus Academy



ESPOSITO



siatec
specialistii intrarilor automate



AGi architects




tormed



alutermgroup



makroplast
poli carbonat, trape de fum, accesorii



Parkomatic
sisteme automate de parcare



EXPRESS the STYLE
Jigărit la masă



CAME



BLASI
MEMBER OF RECORD GROUP



GALBEN CERC



Nobillis
CARPATHIAN RESIDENCE



record



pastel
CHALET



CONACUL
BRĂTESCU
★★★★

We are a small team,
with a small office,
but you are always welcome.

COME IN

CREATING FOR
YOU
STEP BY STEP

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