

Agency description



Heat Advertising
 Str. Roma nr.21, 2nd floor, apartment 4
 Bucharest 011771, Romania
 Tel.: 004 021 231 98 67
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 E-Mail: office@heat.ro
 www.heat.ro

Main Business areas:

- Market strategy
- Communication strategy
- Creative
- Media communication (PR)
- Sponsorship
- Sales promotion (consumer&trade)
- Direct marketing
- Events
- Field marketing
- Production

CommWorld contact person/s:

Cornel Latis

Salient facts

Established
 2001

Corporation registration
 Limited responsibility (SRL) company

Management
 Cornel Latis,
 General Director

cornel.latis@heat.ro,
 004 0722 606 620

Thekla Jakobi,
 Creative Director

Total employees
 10

Turnover 2006
 EUR 835,366 (Total Billings)

Gross Profit 2006
 EUR 93,600

Media Billings incl.
 no

Agency profile

The "Advertising with a spark" headline stands for the method the agency is developing each communication project such as all the efforts to convey towards a "spark-to-life" approach to the communication situation assigned by our clients.

The services are provided via dedicated Project Managers, therefore the agency is endorsing its autonomy and unique responsibility over the assigned projects.

The agency is applying day-by-day "forward integration policies" in connection with its clients such as include client's key decision people into the project team, and "backward integration policies" concerning its partnerships with chosen suppliers in various fields.

Heat Advertising's goal is to provide for the assigned projects outputs [SCF policy] that have to be:

- simple
- creative
- functional

Heat Advertising is a matrix management structure focusing on projects which are completed via assigned teams (functional or cross-functional).

The approach to given projects is: Strategic planning, Creative thinking, Effective budgeting & Risk evaluation, Development via ATL, via BTL and via PR.

Current major clients

Philip Morris
 Romania

Unilever South Central Europe
 Romania

Henkel Bautechnik
 Romania

ORKLA Foods
 Romania

Olpo Ulei SA
 Romanian Company