# studio
# revolucija

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DIGITAL INTERACTION

WEB DEVELOPMENT

DESIGN

# ABOUT STUDIO REVOLUCIJA

Studio Revolucija (Revolution) is a creative studio that specializes in design, production of Internet websites and visually impressive and technologically advanced multimedia solutions. The studio was initially founded in 2003 by Gorjan Agačević, Ozren Crnogorac and Vladimir Končar. From the early beginnings we were recognized in virtual fields as a studio that creates websites in a "different" way. The simplicity of ideas, innovative concepts and the distinction are values which we achieve in cooperation with clients, whether big corporations or small independent companies.

## COMPANY STRUCTURE BREAKDOWN (EMPLOYEE LIST AND REFERENCES/TITLES)

Full-time employees: 12

Executive Director: Ozren Crnogorac - LINKEDIN PROFILE

Creative Director: Vladimir Končar - LINKEDIN PROFILE

Account Director: Gorjan Agačević - LINKEDIN PROFILE

# SERVICES

### EFFECTIVE DIGITAL STRATEGIES

We help market leaders, small brands and startups to maximize their digital presence and align their digital initiatives with their business goals. Our preparation and execution of digital strategies across all relevant channels includes digital media management, community management and production of digital content.

### DIGITAL BUSINESS CONSULTING

Having worked with many different clients in various industries, we have gathered respectable knowledge on how to get the most of various digital initiatives. We are here to help you manage your existing digital business challenges or guide you in the process of digitalizing your business.

### INNOVATIVE DESIGN

"Design is not just what it looks like and feels like. Design is how it works." We provide clean and functional design that fully utilizes underlying cutting edge technology, thus providing great user experience. Our passion for design and technology ensures that every project we undertake is unique.

### FAST DEVELOPMENT

To be able to guarantee quality results but still deliver them quickly, we implement contemporary agile development practices and software tools to coordinate our teams and track progress. Use of Python programming language and PostgreSQL Databases enables us to deliver fast, secure and scalable software in a short timeframe.

# SOLUTIONS

### WEB

Our holistic approach to designing and building websites makes sure that technology we use is effective and invisible and the interface is beautiful and usable. Search engine optimized and ready for all modern devices, our websites are planned, designed and built with the client's goals and their customers' needs in mind.

### MOBILE

Custom smartphone and tablet business apps and mobile games built using cost effective cross-platform technologies. Whether you need a simple utility app or a complex solution that implements Geolocation, Augmented Reality, Beacons or Second Screen concepts, we've got you covered.

### SOCIAL MEDIA

Getting the most of Social Media is a essential part of any successful digital strategy. Along with our social media and community management services we offer production of applications, games and gamified experiences, focused towards positive brand image management and increased customer engagement.

### INTERACTIVE SPACES

Our extensive experience with interactive multimedia projects within museums, visitor centers and galleries guaranties that our solutions for interactive spaces are one of a kind. We create indoor and outdoor digital content which increases visitors' engagement and amplifies their experience.

# PORTFOLIO (BEST PROJECTS)

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## CLIENTS

**MESSAGE IN A BOTTLE - BECK'S**

**INTRODUCTION**

Considering that premium beer consumers have many choices when it comes choosing what to drink, it is not uncommon that they experiment with different brands. This 'lack of loyalty' compared to consumers of core beers is what Beck's Croatia wanted to address.

The demographic that Beck's beer is targeting are young 18 to 24 year olds that live in urban settings, people who have an active social life, who are connected with their friends - offline and online and who are fans of music, art and technology.

We were considering how to provide the consumers with additional value and entertainment when they choose Beck's over other brands. The idea needed to address the interests of the target demographic, and provide a slightly different experience every time, so that whatever we came up with had a certain "replay value". We did not want the concept to be a simple gimmick that will lose its appeal once you have experienced it the first time.

Considering the demographic, it was easy to conclude that a smartphone is something that can be guaranteed to be in a pocket or purse of almost anyone we were going to address, so a smartphone app was chosen as a platform, but what to do with it was the main question.

Since the goal here was to reward actual consumers of Beck's beer, the app had to rely somehow on the actual Beck's beer bottle. Beck's marketing strategy is to focus on and foster independent thinkers and creators, so among all that we already mentioned, the app had to enable the consumers to express themselves, rather than just receive predefined content.

## SOLUTION

What we came up with is a smartphone app that relies on Augmented Reality to communicate with consumers. We wanted to encourage not only consummation of the product but also provide a sense of belonging to a "selected" community that shares similar values. The Android and iPhone app was named "Message in a bottle" because it is exactly what it enabled the users to do - send a message to an unknown location using a Beck's bottle.

Here is how it worked... The consumer would start the app and point the phone cammera towards the bottle, the app would recognise the Becks bottle and label and then overlay the view with a virtual 3D envelope that seemed to pop out of the bottle. This envelope contained a message that someone previously entered. Upon reading the message, the app user had an option to enter his own message and put it in the bottle and release it into the "virtual sea". Whoever received the message was also notified of the location from which the message was sent, but had no guarantee of where his own message would end up, or who would read it or when. There was one thing that both the sender and the recipient could know to have in common, and this was guaranteed - they were both fans of Beck's beer, as only with a bottle of Beck's in your hand could you send and receive these messages. Knowing this one simple fact, and keeping the other details hidden, a semi-mysterious virtual network of Beck's fans was soon created.

To shed some light on where, and how fast these messages were being sent and received, we displayed a map of Croatia on the official Beck's website that showed all the locations on which this innovative interaction occurred. Website visitors could browse through the latest messages and see where they were sent from, where were they received and what was in them. We deliberately limited this to only a handful of messages since we wanted the mistery effect to remain, and to limit the functionality only to those who are actually having a Beck's at the time.
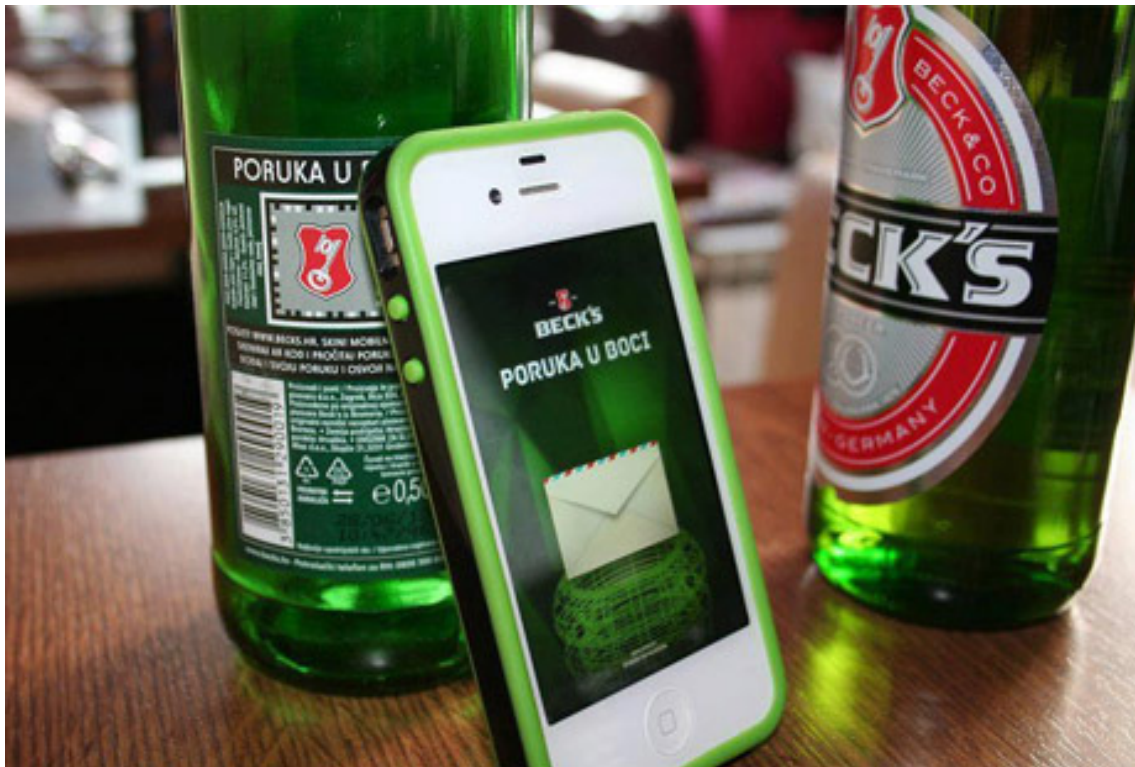
**RESULTS**

Even though this was a single purpose, branded, smartphone app that was published with virtually no marketing support, in a country with relatively low smartphone penetration, it generated interesting results. During the first 30 days, over 2.000 people sent around 3.000 messages that consisted of hellos, questions, advice and jokes.

Even though the campaign had no connection with the brand's Facebook page, the number of people that were "Talking about" the brand on this social network rose by 40%.

The fact that within days from release, a message was sent through the app in average every 12 minutes, helped the jury of the biggest Digital marketing festival in Croatia (IdejaX - http://hura.hr/vijesti/proglaseni-pobjednici-idejax-i-mixx-natjecanja/) award this app as the best in the country.

Technology & Tools - Unity 3D, Python, HTML
Platforms - Web, Mobile
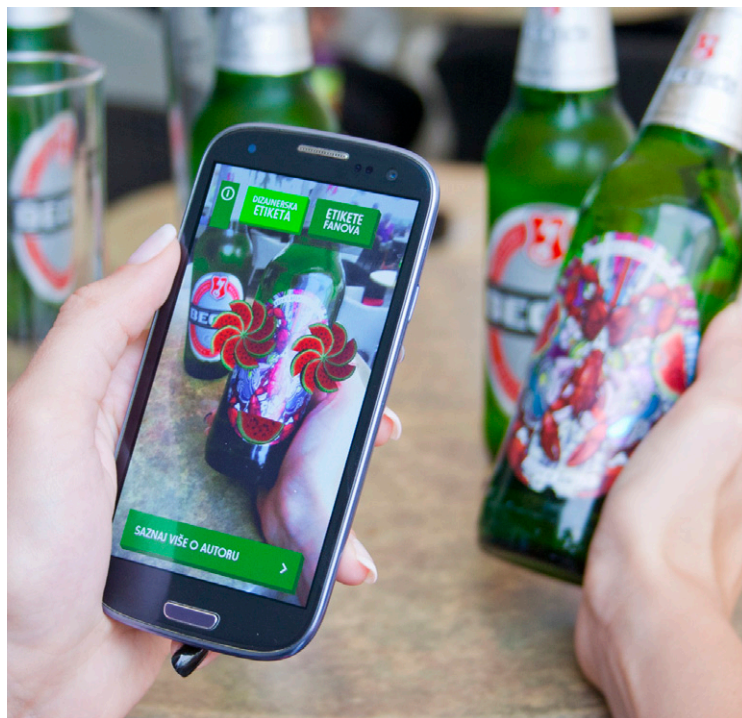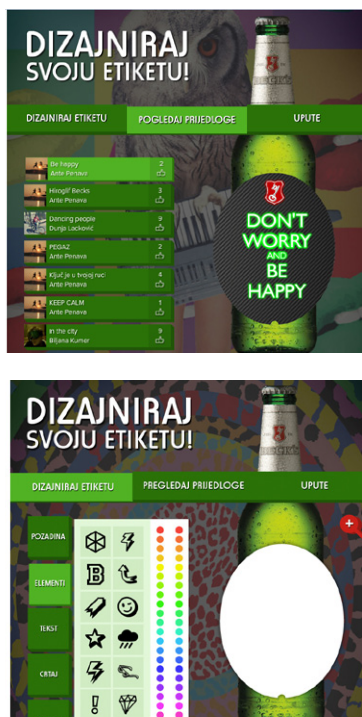
## BECK'S KEY- BECK'S

Last year Croatia was a part of a global Beck's project "Art Labels". Beck's decided to launch a limited edition of labels, created in collaboration with well known Croatian artists.

During this project, a Facebook contest "Design your own label" was created. Fans were inspired by Beck's limited edition labels and tried to express themselves by creating their own designs. Users were able to see their labels on the bottle looking through the Android application "Beck's Key". Besides user's creations, application displayed labels of local artists in augmented reality (animation and sound effects).

This project pointed out renowned Croatian creatives, standing side by side with solutions of prominent international artists, no doubt they brought a smile to the face of the most demanding people who cherish creativity.

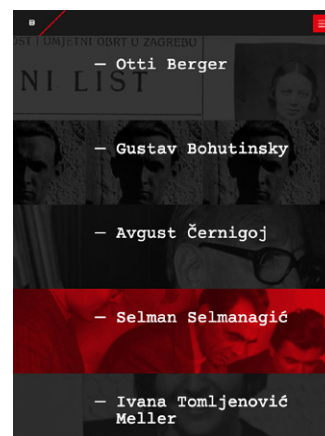Technology & Tools - Unity 3D, Python, HTML

Platforms - Web, Mobile

iPhone

Web

iPad

## CLIENT: BAUNET – CROATIA

Baunet is an international research and exhibition project involving four cultural institutions from four European countries - Austria, Bosnia and Herzegovina, Croatia, and Slovenia. The leading partner on the project is the Museum of Contemporary Art Zagreb, while the co-organizers are Universalmuseum Joanneum in Graz (Austria), Academy of Fine Arts in Sarajevo (Bosnia and Herzegovina) and Loški Museum in Škofja Loka (Slovenia). The Baunet project was launched in October 2013. It will last for two years and comprises research on the digitalization of artistic and archival material, creation of the Baunet portal and a data base as a central point for future research, conferences, workshops, lectures, and finally exhibitions that will take place in 2015 in all the partner countries.

www.baunet-info.com | Category: Visual identity, website | Year: 2014

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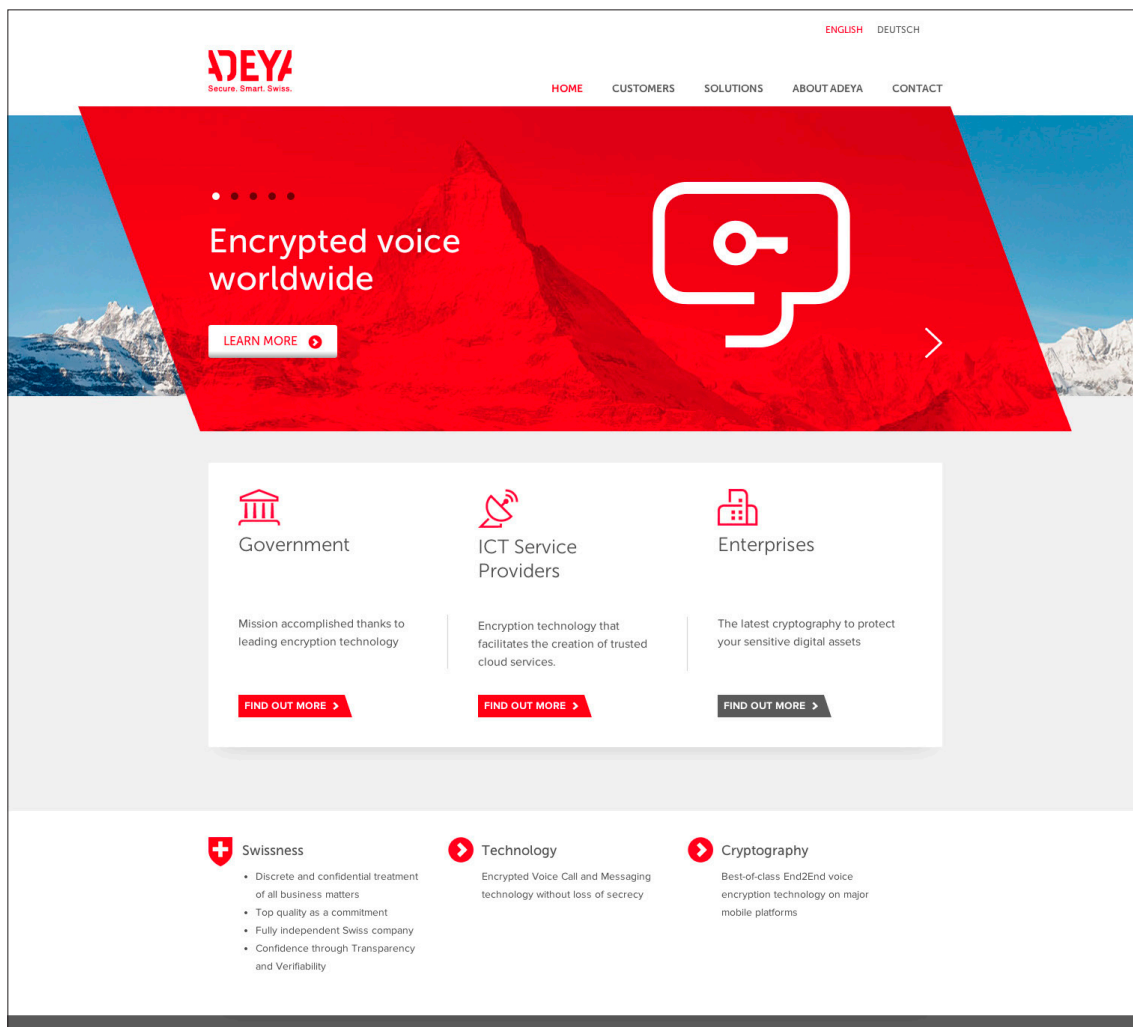
## CLIENT: ADEYA – SWITZERLAND

Adeya provides secure mobile voice and messaging services.

Our task was to bring their existing visual identity to the digital medium. We produced a completely new website that focused on the Swiss Identity of the company, and designed over 60 new pictograms that are used to explain business processes and which are used all their communication channels

www.adeya.ch | Category: Visual identity, website | Year: 2013

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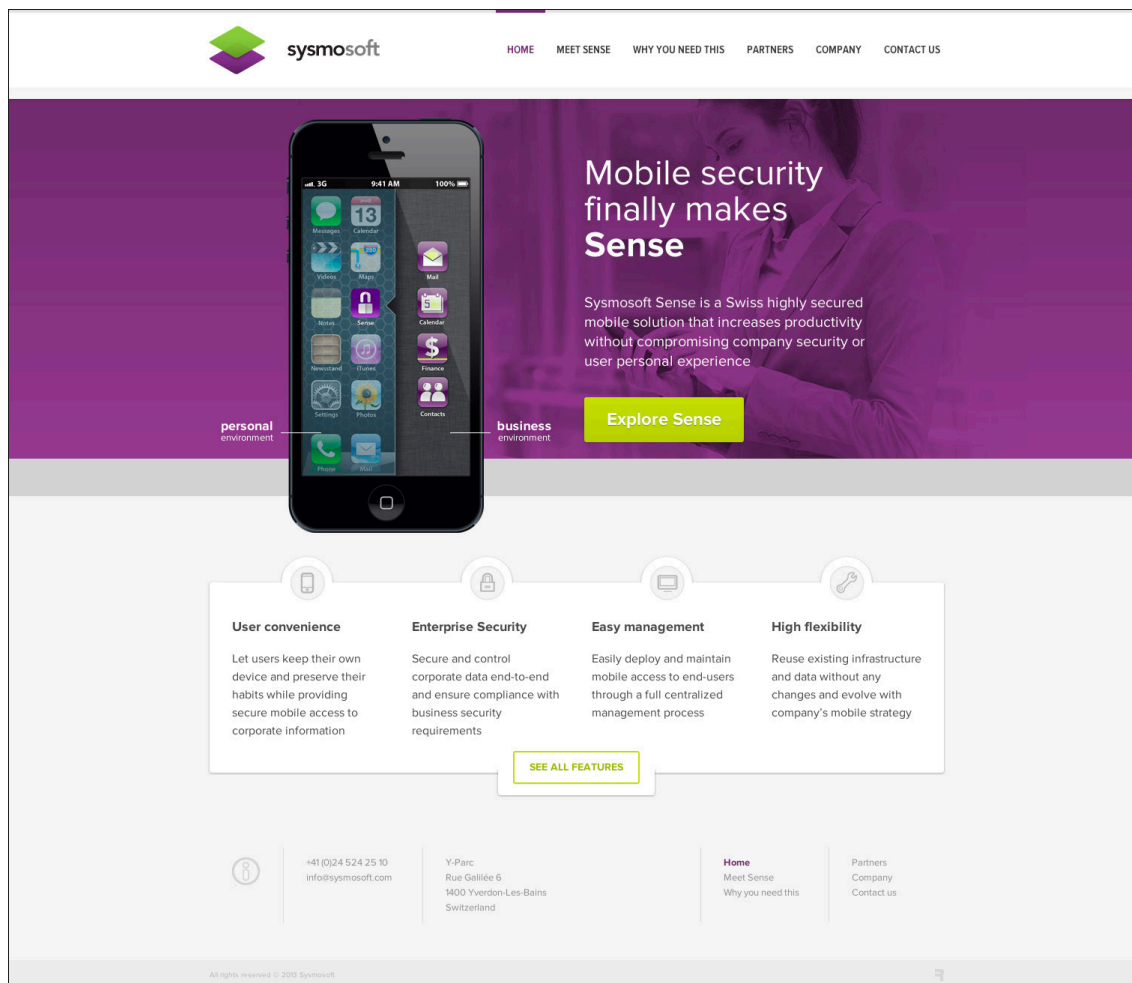
**CLIENT: SYSMOSOFT – SWITZERLAND**

The Swiss company Sysmosoft and their mobile applications Sense ensures that business documents, contacts and messages are adequately protected and the smartphone has to be used for personal purposes. For Sysmosoft we created a new visual identity and a brand new website. We are currently working and a new GUI application SENSE.
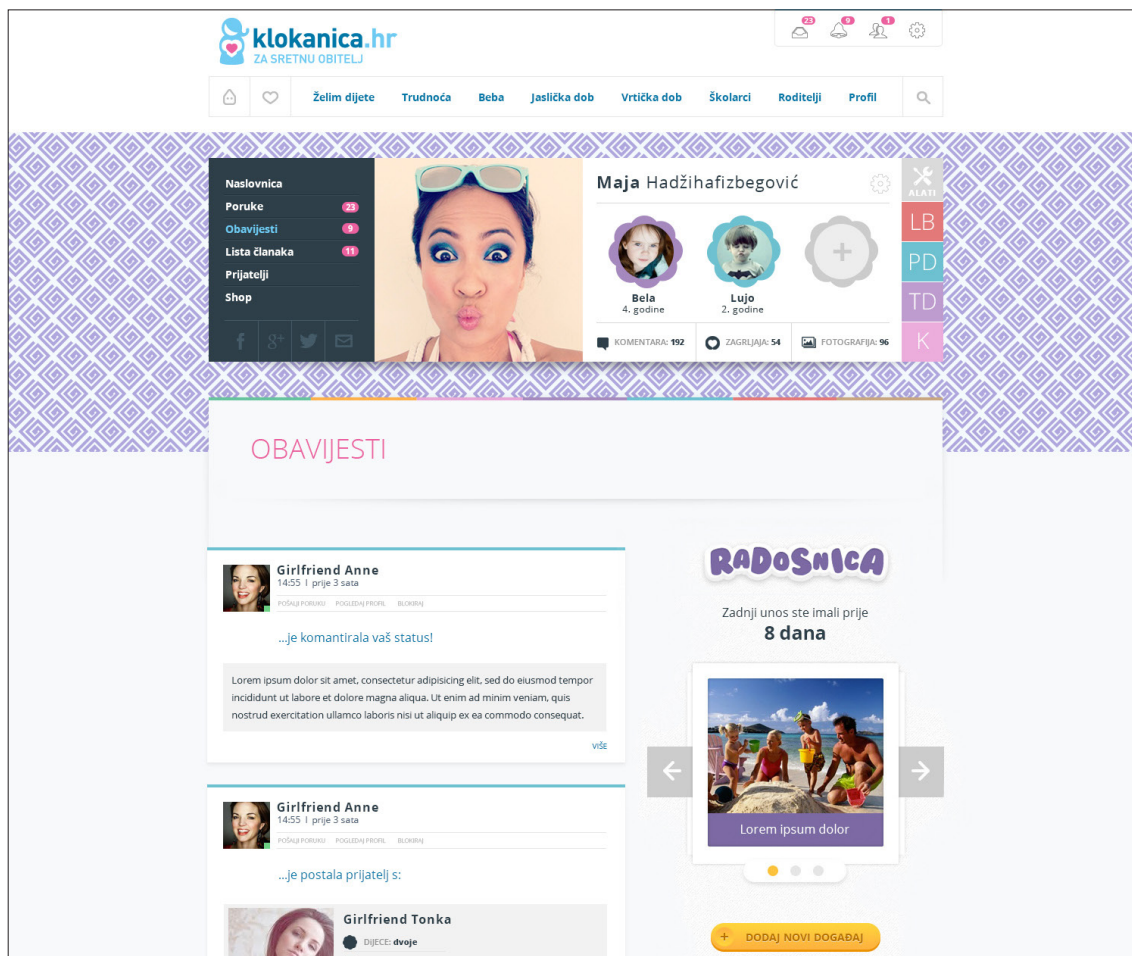
www.sysmosoft.com | Category: Visual identity, website | Year: 2013

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**CLIENT: AMODO - CROATIA**

Amodo is one stop shop for Insurance companies interested in developing Insurance Telematics proposition.

www.amodo.eu | Category: Visual identity, website | Year: 2013

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## CLIENT: STYRIA – CROATIA

Our task was to upgrade the existing site http://www.klokanica.hr/, Using our backend system, we incorporated a new community platform for their members within an existing site.

We produced a completely new web platform that focuses on users and their needs which opens a new communication channel for them.

www.klokanica.hr | Category: web platform | Year: 2014

**CLIENT: ISKON – CROATIA**

In addition to the new visual identity of the known Iskon service for exchanging large documents, we have developed an entirely new interactive interface for the new service Jumbo Box. Our GUI communicates with the back-end system developed by racuni.hr

www.jumbo.iskon.hr | Category: Visual identity, website | Year: 2013

**CLIENT: ZAGREB BREWERY PLC - CROATIA**

We developed a new digital strategy for Ožujsko beer, which also includes a completely new official site with stress on fun content and integration with social networks. This was a long term project which we systematically developed, constantly build, and figuring out new interesting interactive solutions and contents.

www.ozujsko.com | Category: Visual identity, website | Year: 2013

# AWARD LIST

Thanks to its perennial work and acquired experience, Studio Revolucija is acknowledged as a reliable partner when it comes to the digital world. The range of clients with whom we actively cooperate is a result of a long activity in different fields, from art, science and media, to big corporations and business users. Quality and creativity of the Studio have been acknowledged in the country and abroad thanks to a series of recognitions and awards for created projects

- BUG TOP 10
- TALENT AWARD NOMINEE
- TTA QUALITY SEAL
- WORLD SUMMIT AWARD
- DOPE AWARD
- SMASHING MAGAZINE
- VIDIWEB TOP 100
- TOP, ETC.
- EUROPEAN DESIGN AWARDS - COMPANY LOGO
- 2X BRONZE EFFIE AWARDS - CROSS-MEDIA INTEGRATION
- IAB: BEST DIGITAL CAMPAIGN
- IAB: BEST MOBILE APLICATION

# REFERENCE LIST

Clients

- MOLSON COORS (EUROPE)
- VOLVO CAR CORPORATION (SWEDEN)
- ADEYA (SWITZERLAND)
- SYSMOSOFT (SWITZERLAND)
- BALEGNO MANSION (SWITZERLAND)
- CYBERCOM (SWEDEN)
- MOOVEMATE (AUSTRIA)
- STARMALL LTD. (NETHERLAND)
- NIKE (SLOVENIA)
- NIKE (CROATIA)
- ZAGREB BREWERY PLC - OŽUJSKO BEER (CROATIA)
- ZAGREB BREWERY PLC - BECK'S (CROATIA)
- CITY CENTER ONE (CROATIA)
- ZB INVEST (CROATIA)
- ISKON (CROATIA)
- THE MINISTRY OF CULTURE (CROATIA)
- COCA COLA HBC (CROATIA)
- AMODO (CROATIA)
- BIOVEGA (CROATIA)
- BIOBIO (CROATIA)
- PLANETOPIJA (CROATIA)
- HISTORY MUSEUM (CROATIA)
- FIVE MINUTES LTD. - SHOUTEM (CROATIA)
- KAMGRAD LTD. (CROATIA)
- JOHNSON & JOHNSON S. E. LTD. (CROATIA)
- APIPHARMA LTD. (CROATIA)
- MSU (CROATIA)
- STYRIA (CROATIA)

# LIST OF USED PLATFORMS / PROGRAMMING LANGUAGES

**BACK-END:**

- Python, Django, PostgreSQL.
- Server stack can vary depending on the hosting, but NGINX is used for static serving and proxies requests to Apache, Gunicorn or Chaussette.
- Caching and asynchronous tasks are used when necessary.
- Depending on the project django-rest-framework is used for API communication.

**FRONT-END:**

- CSS(LESS), jQuery
- Depending on the project we use AngularJS for API communication.
- We also use Apache Cordova for mobile apps.

**MULTIMEDIA:**

- Adobe Air, Unity3d
- These are used when needed for web or mobile applications.

**DEVELOPMENT TECHNOLOGY INCORPORATES:**

- HTML5, CSS3, JavaScript, Python, SQL and other technologies as required
- Django CMS development
- Compatibility for top three modern browsers

Django is a web framework written in Python programming language. Python is used in Google, NASA, Yahoo, CERN, Dropbox, Facebook, and is also used in various applications like Blender, Cinema 4D, Maya, GIMP, Inkscape, LibreOffice. It's a standard component of many GNU/Linux distributions and also a language of choice for small platforms like Raspberry Pi. Python is popular, easy to read, modern programming language with multiple paradigms.

**WEB SERVER SOLUTION**

For this project we ensure quality and flexible infrastructure based on WebFaction, DigitalOcean, OpenShift, Amazon Web Services, Rackspace and Heroku infrastructures, which provide us with a wide range of options for solving all kinds of requests, from DNS management to initiating new server instances (vertical and horizontal scaling) within short time frames and at the most advantageous market prices without investing in hardware.

- Free service activation (setup)
- Linux, Apache, PostgreSQL, Python
- Server instance

**BACKUP**

The standard package of services for your web portal includes a safety backup of all data in the file system and the database. If needed, an additional backup for each major upgrade or system change may be provided.

# LETS CREATE SOMETHING TOGETHER!

Whether it's a complete digital campaign for your product, a mobile application and website to promote and extend your services, or a complex digital solution to augment and optimize your business and marketing processes, our experienced and diverse team will be happy to help make it happen!

## CONTACT

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