

Case Study on:



Country Representative

European Business Awards 2011

Country Representative - Cyprus
Vivid Web Marketing Group



Vivid Web Marketing Group

Taking Technology to New Levels

Words from the Judges

“Rewiring and rewriting the way that business gets done.”

Vivid Web Marketing provides digital services including email marketing, social media campaigns and web marketing. The company aims to consistently deliver a high ROI for its clients by developing bespoke digital marketing strategies that meet each client's individual needs. All strategies are developed in-house by Vivid's team of experts.

It is the company's rapid growth, customer service and environmental focus that have led the European Business Awards 2011 to select Vivid Web Marketing as one of only 10 Country Representatives from Cyprus.

Vivid Web Marketing was founded by Alexandros Novicov in 2008, to capitalise on the rapid growth of digital, online, social media and web based marketing activities across Europe.

“Over the past four to five years, there has been an exponential growth in digital and social marketing across the globe. We set up Vivid to ensure that the business community in Cyprus was able to keep up with these sweeping changes. Since then we have expanded our horizons and now work in other European territories.” Alexandros Novicov, Digital Marketing Director, Vivid Web Marketing Group

Digital activity enables companies to be highly targeted, focusing their marketing campaigns on the precise audience they wish to attract. This can include broad segments such as age or interests, down to the minute details of life such as shoe size or hair colour. Vivid works very closely with its clients to understand exactly what they want to achieve, who they want to talk to and what tone of voice they want to use. A digital strategy is developed which fully adheres to its clients' brand guidelines.

Vivid positions itself as a client's digital partner, working as an extension of the company's in-house marketing team to produce sophisticated and fully integrated marketing campaigns that work just as well across traditional media as in the new digital channels.

“Traditional media will always have its place but budget will be reallocated. The split is more likely to be 70:30, digital to traditional media.”

Although Cypriot companies are Vivid's primary client base, the company has been working increasingly in Russia. This activity has included working closely with Russia's leading search engine, Yandex. In Russia, Vivid works for both international clients looking to target the Russian people and also Russian businesses wishing to develop their own digital strategies. The company is developing a number of applications specifically for the Russian market.

“The Russian market offers huge opportunities; it is expanding at an unprecedented pace with more and more people rapidly adopting new technologies. We are fortunate to be working with Yandex and other innovative businesses to be part these dynamic changes in Russia.”

Mobile application development is becoming an increasingly important area of Vivid's activity as businesses quickly realise the potential of tapping into Smartphone Technology. The business is working on applications for iPhone, Android and BlackBerry smartphones, enabling its clients to reach its target market while they are on the move.

Vivid offers its clients a 24/7 service, with its team working shifts to ensure all digital activity is constantly monitored. Interactivity and engagement are crucial to the success of digital marketing campaigns and Vivid aims to respond to all comments within two hours of posting.

The company places great importance on environmental issues and does not print anything except its business cards. All invoices, receipts and the vast majority of its presentations and other documents are sent virtually via email. Vivid includes the 'Think Green' logo as part of its email signature and encourages all employees to follow its environmental social responsibility strategy. The company is also using its expertise to devise and implement a number of digital CSR campaigns. This includes a high-profile online social media campaign to encourage young people in Cyprus to give blood.

“While understanding that digital inventiveness continues to rewire and rewrite the way business gets done, the company also recognises the importance of service quality to customers, especially those that may be less familiar with new technologies and need extra levels of guidance. As well as taking customer support seriously, the company also actively supports environmentally friendly business processes, encouraging clients to engage a greener approach within their corporate activity.”

Phil Forrest, Chairman of Judges, European Business Awards 2011



Looking to the Future...

2012 is going to be an exciting year both for Vivid and also for the digital marketing industry as a whole. Companies are no longer questioning whether they should undertake digital marketing; they are now simply asking how they can use it to full effect. With its strong reputation and growing market share in Cyprus, Vivid is feeling confident about the future both at home and abroad.

The company aims to expand into new territories, strengthening its presence in Athens and Moscow as well as looking further afield to other European countries including the UK.

One of Vivid's largest hurdles in the past has been the fact that businesses think they can run a digital marketing strategy themselves rather than paying an external agency. Since launch, this is something the company has come up against more than anything, but in the past year, companies have started coming back to Vivid having tried and failed to do things themselves. This is a trend that Vivid expects to continue in the future, especially as digital marketing becomes more sophisticated and a more central part of the marketing mix.

“Companies tend to underestimate the level of time needed to run a successful digital strategy and think that it is something that can be done in addition to other activity. Very few companies employ a dedicated digital marketing team and as such their digital campaigns tend to suffer.”

Vivid has built up a good, solid reputation over the past three years. It is a company that sets measurable and targeted goals and then delivers results. The company receives a high number of referrals through word of mouth and as the company begins to work with larger and more multi-national businesses, it is seeing increased interest from around the world.

In Cyprus, Vivid is working with local partners to create its own cloud-services and other web-based services. This is a major project which is set to launch in two to three years' time and will have a significant impact on how Vivid, its partners and its clients store and access data and other information.

“In the wider business world, there is still a level of uncertainty and scepticism about cloud computing but gradually people are starting to see its potential in terms of cost reduction, improved manageability and increased flexibility. As a trusted and respected business, Vivid aims to create a cloud-based data-centre where partners and clients can benefit from the very best cutting-edge technology and much improved services but with minimal financial outlay themselves. A win/win situation.”

"It is an honour to receive this recognition from the European Business Awards at such an exciting time in Vivid's history. The awards have given exposure to the Vivid brand among some of the most successful companies and business people in Europe and it has been a very valuable experience both for the company as a whole and for each one of us working at the company."



Alexandros Novicov, Digital Marketing Director,
Vivid Web Marketing Group

About Vivid Web Marketing Group

Vivid Web Marketing Group was founded by Alexandros Novicov in 2008, just as the online marketing revolution was beginning to take shape and social media was exploding onto the international scene. With experience in both the IT and marketing industries, and a deep interest in the potential of the Internet, Alexandros was perfectly placed to embrace this digital revolution and harness its power for great effect, ensuring that Cyprus was not left behind in the race for digital market share.

The company was created with customer service at the heart of all its activity. Alexandros was quick to realise that there were large numbers of new companies starting up, all offering to introduce potential clients to the brave new world of digital marketing. In order to stand out, Vivid needed to be the best and to really engage with its clients' brands at a deeper, more emotional level.

Vivid spends time immersing itself in its clients' businesses in order to fully understand what they want and need to achieve. Vivid develops its products in-house and customises them from scratch for individual clients.

"We don't believe in templates or ready-made codes. One size rarely fits all, especially in the complex and diverse world of digital marketing. At Vivid, we create bespoke strategies to the highest possible quality."

Vivid cultivates long-term relationships with its clients, preferring to have fewer clients who are committed to growing and developing digital strategies together as a partnership.

Vivid has recently become the 'Trusted Agency Partner' for Socialbakers.com in Cyprus and Greece. Socialbakers.com is one of the biggest social media statistics portals in the world; as its agency partner, Vivid is granted full access to all Socialbakers' technology as well as receiving training on all areas of analytics.

"It is a real honour for Vivid to be chosen as Socialbakers' trusted agency partner for Cyprus and Greece. This is an exciting time for our business and will allow us to provide an even more detailed service for our clients."

In addition to its client work, Vivid supplies an e-voucher newsletter which is sent to over 55,000 subscribers in Cyprus. This newsletter is a standalone brand which runs across all social media platforms providing subscribers with value-added or money off discounts with major national and international brands.

About the European Business Awards

Since 2007, the European Business Awards programme has been shining a light on the most pioneering businesses on the continent by promoting excellence, best practice and innovation in the European business community. The awards programme recognises excellence in all disciplines of business including individual business functions. Last year entrants ranged from fish farming organisations to renewable energy firms. Together they had a combined turnover greater than €1 trillion Euros (8.23% of EU GDP) and employed over 2.7 million people between them.

Businesses from over 30 European territories entered the Awards. The competition for is fierce with many of the Europe's most established brands being represented. Entrants are judged by a panel of experts in their fields who bring experience, business acumen and understanding to the board.

Country Representatives are deemed by the judges to represent the very best companies in each territory. In 2011, the standard was particularly high, with the programme engaging with over 15,000 companies in the initial stages.

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