



2023

#CreateWithUs

# about us.

At UD Consulting, we

- Provide an external perspective to domestic and international companies,
- Offer business plan management and benefit-focused strategic implementations,
- Keep a close eye on the agenda,
- Engage in short and medium-term future planning,

Develop applications tailored to our brands' respective industries.



# Our mission.

Our mission is to empower you to make a difference in the world through the work you do!

# Our vision.

UD Consulting aims to play a pioneering role in the future of the business world by offering innovative strategies and solutions that provide our clients with a competitive advantage.





# our values.

Global Perspective

Customer-Centricity

Innovation

Value Creation

Collaboration and Communication Focus



# our solutions.



Brand Management



Strategic Planning



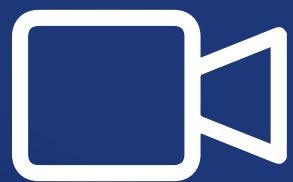
Communication Management



Digital World Management



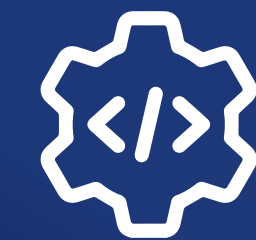
Graphic Design Solutions



Visual and Video Production Solutions



Public Relations Activities

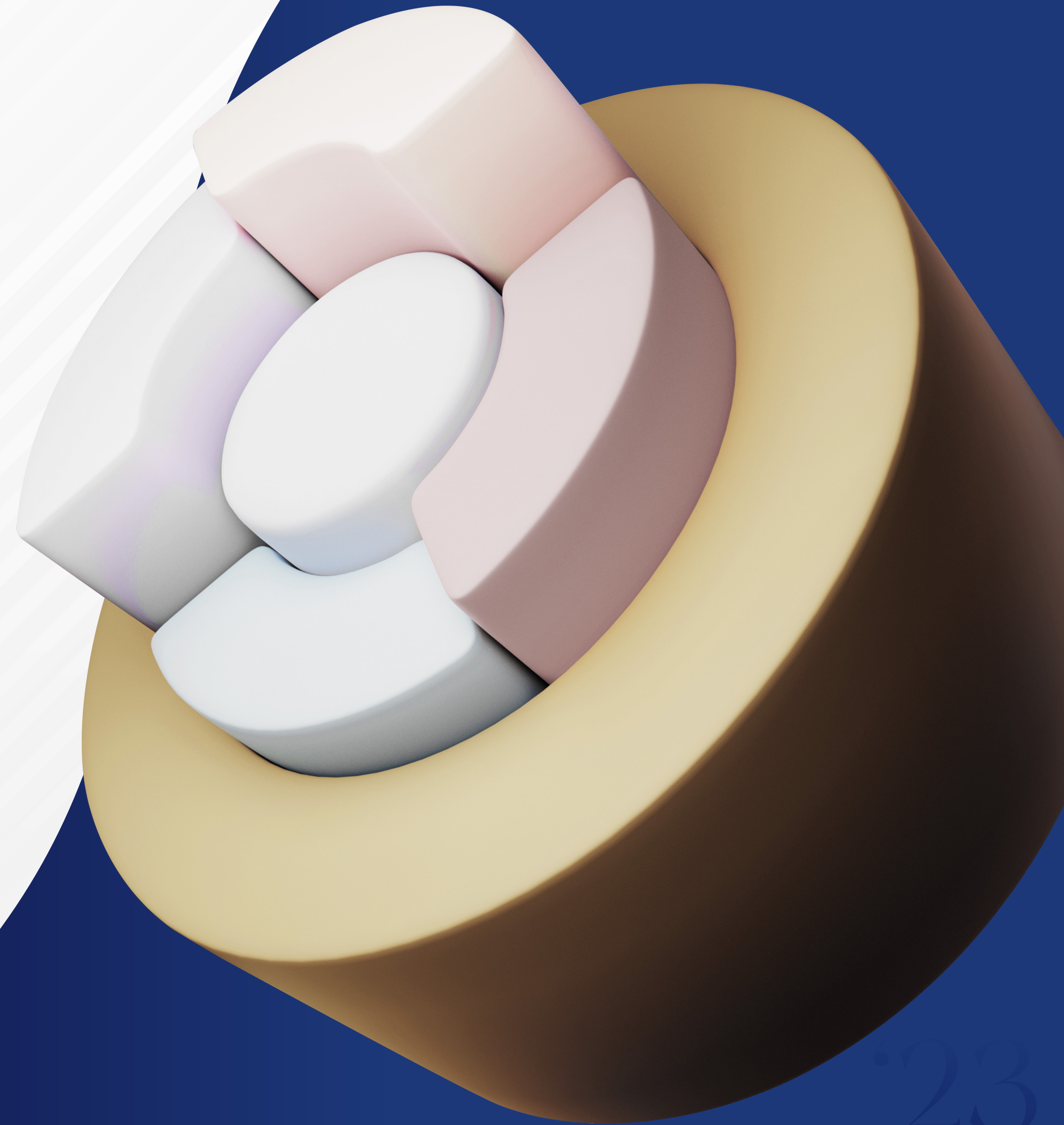


Software, Web Development and IT



# brand management and strategic planning.

- **Defining Brand Purpose**  
Clearly defining the brand's mission and vision.
- **Identifying Target Audience**  
In-depth analysis of demographics, interests, and behavioral characteristics.
- **Establishing Measurable Objectives**  
Setting specific, measurable, attainable, realistic, and time-bound (SMART) objectives to achieve the brand's purpose.
- **Conducting Comprehensive Research**  
Performing extensive research, such as industry, competition, and SWOT analysis.
- **Strategic Planning Focused on Brand Process Modeling**  
Creating strategic plans based on B2C and B2B models, considering brand process modeling.
- **Overall Evaluation and Measurement**  
Monitoring performance metrics, assessing brand reputation, and analyzing customer feedback.





# dijital world management.



## Branding Roadmap

Creating a unique brand identity and ensuring brand-platform-content alignment on digital platforms.



## Community Management

Promoting the brand strategically and systematically on digital platforms to engage the target audience.



## Online Reputation Management

Carefully managing the brand's reputation on online platforms by generating original, creative, and brand-consistent content



## Pushing the Boundaries of Creativity

Producing industry-specific, standout content while maintaining brand-platform alignment.



## Taking Steps to Lead

Keeping up with industry developments, tracking trends, and positioning the brand as a leader in the field.



## Advertising Management

Managing the brand's advertising campaigns to ensure reaching the right target audience.



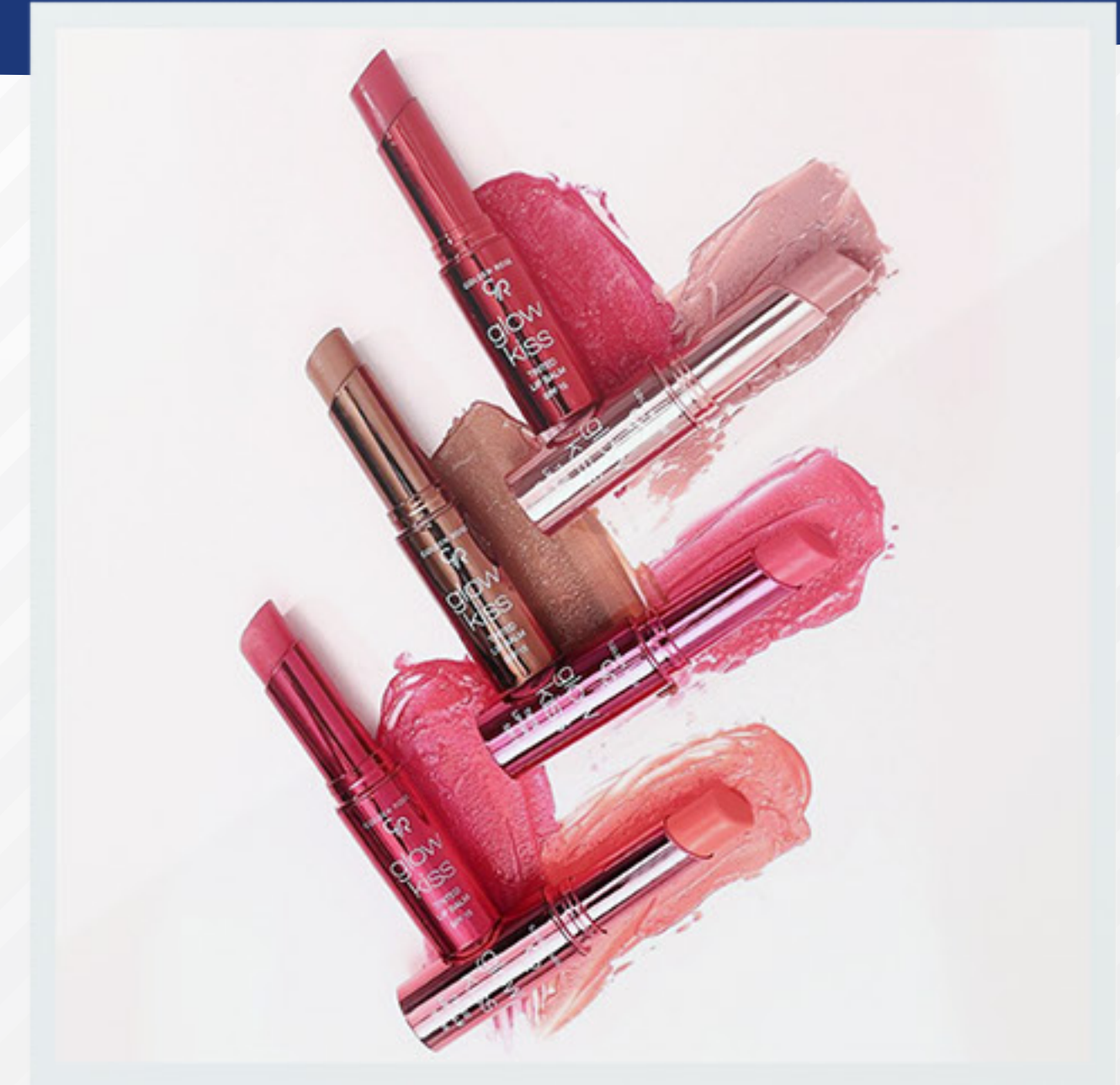
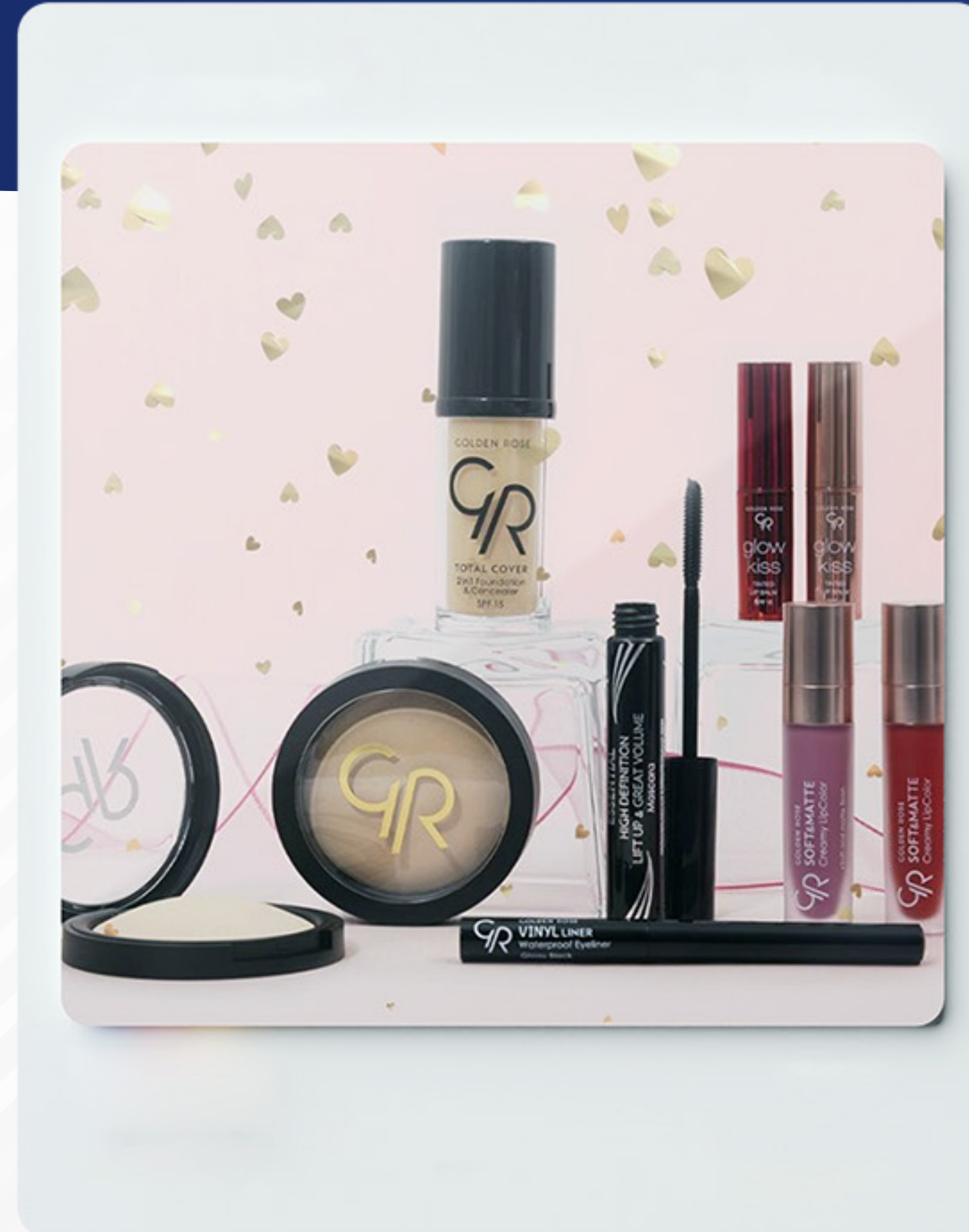
## Performance Analysis and Reporting

Regularly conducting performance analyses, presenting statistical data and advertising reports for each platform, and measuring the brand's digital performance to update strategies.



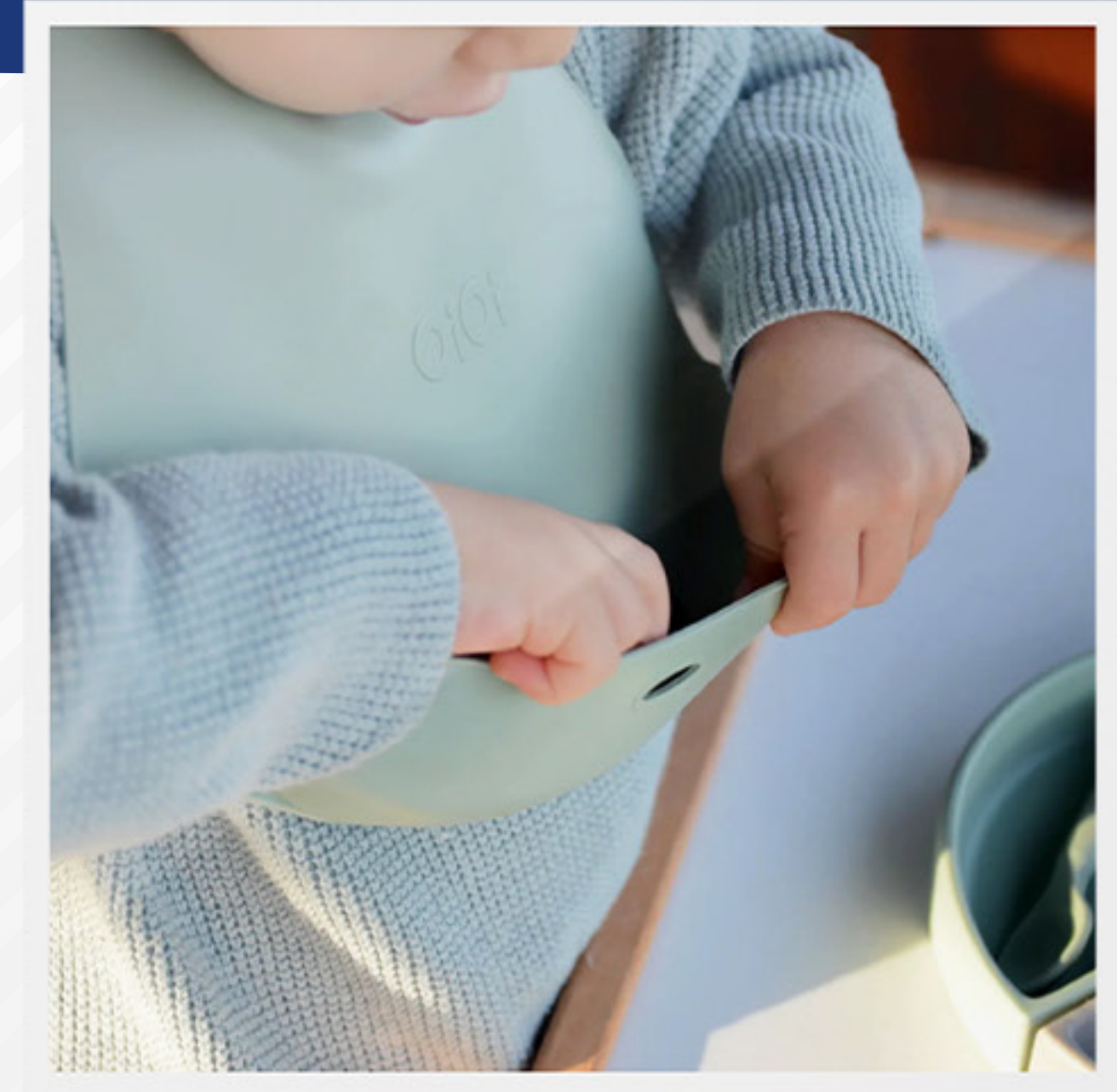
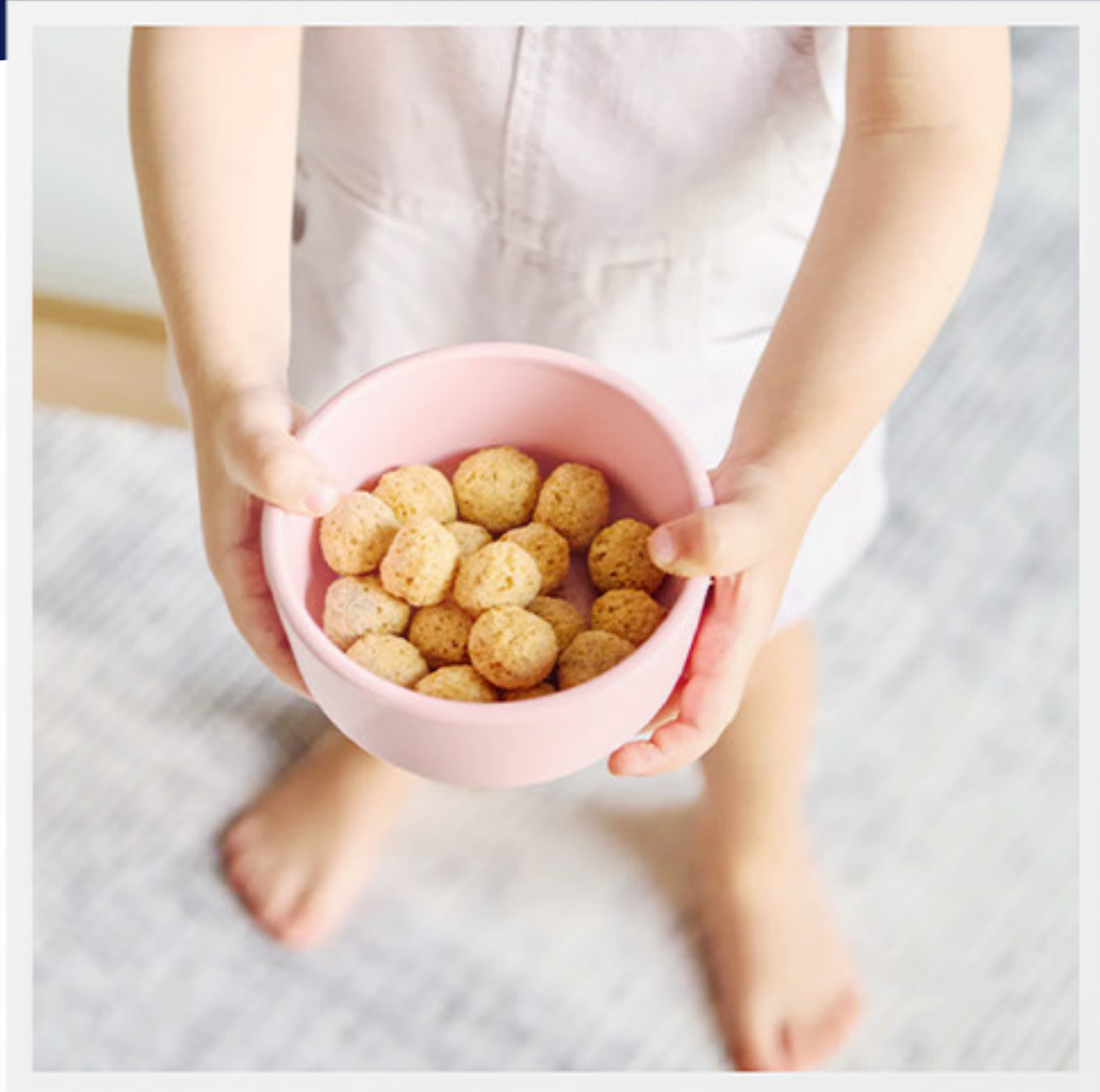


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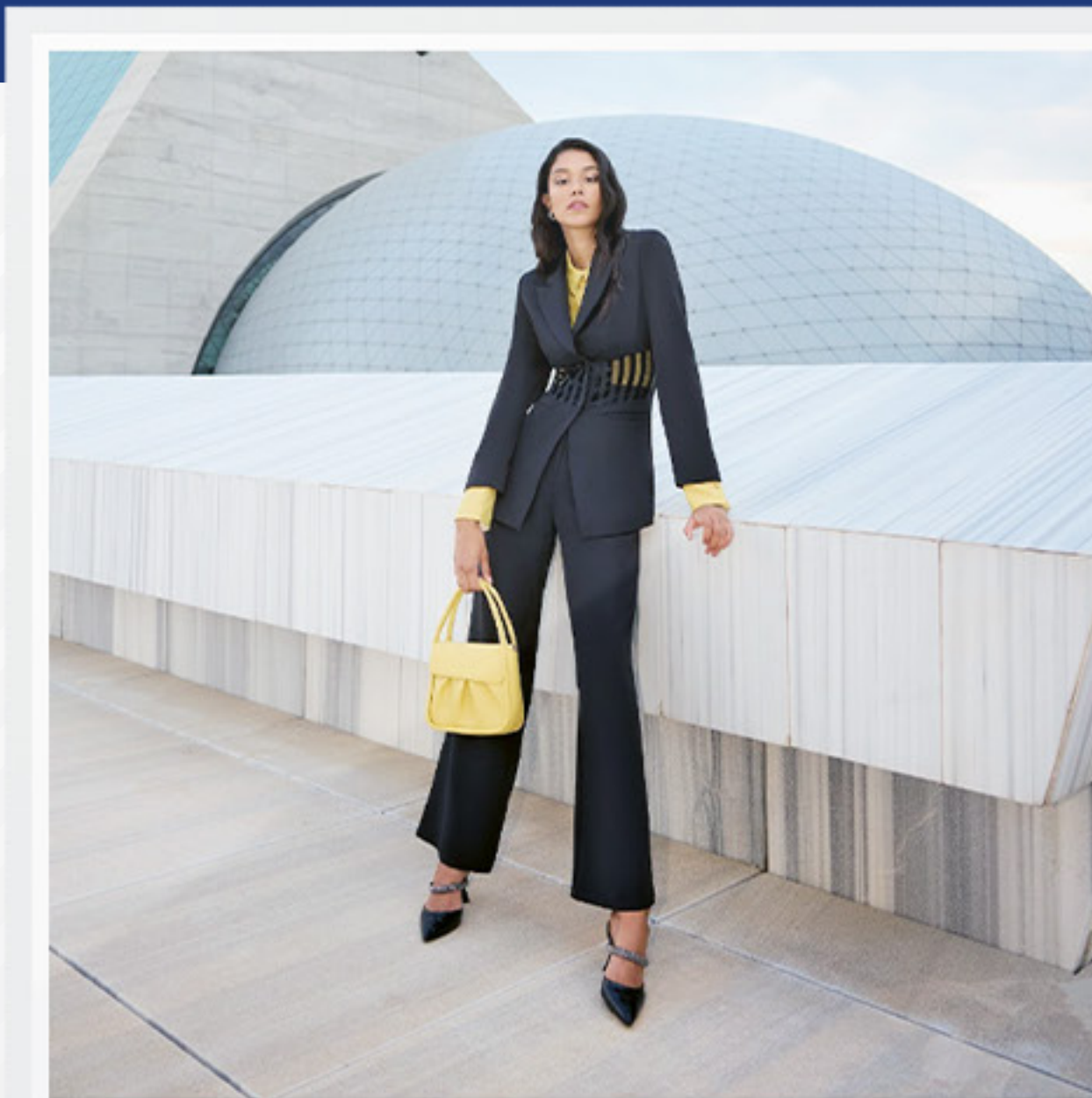


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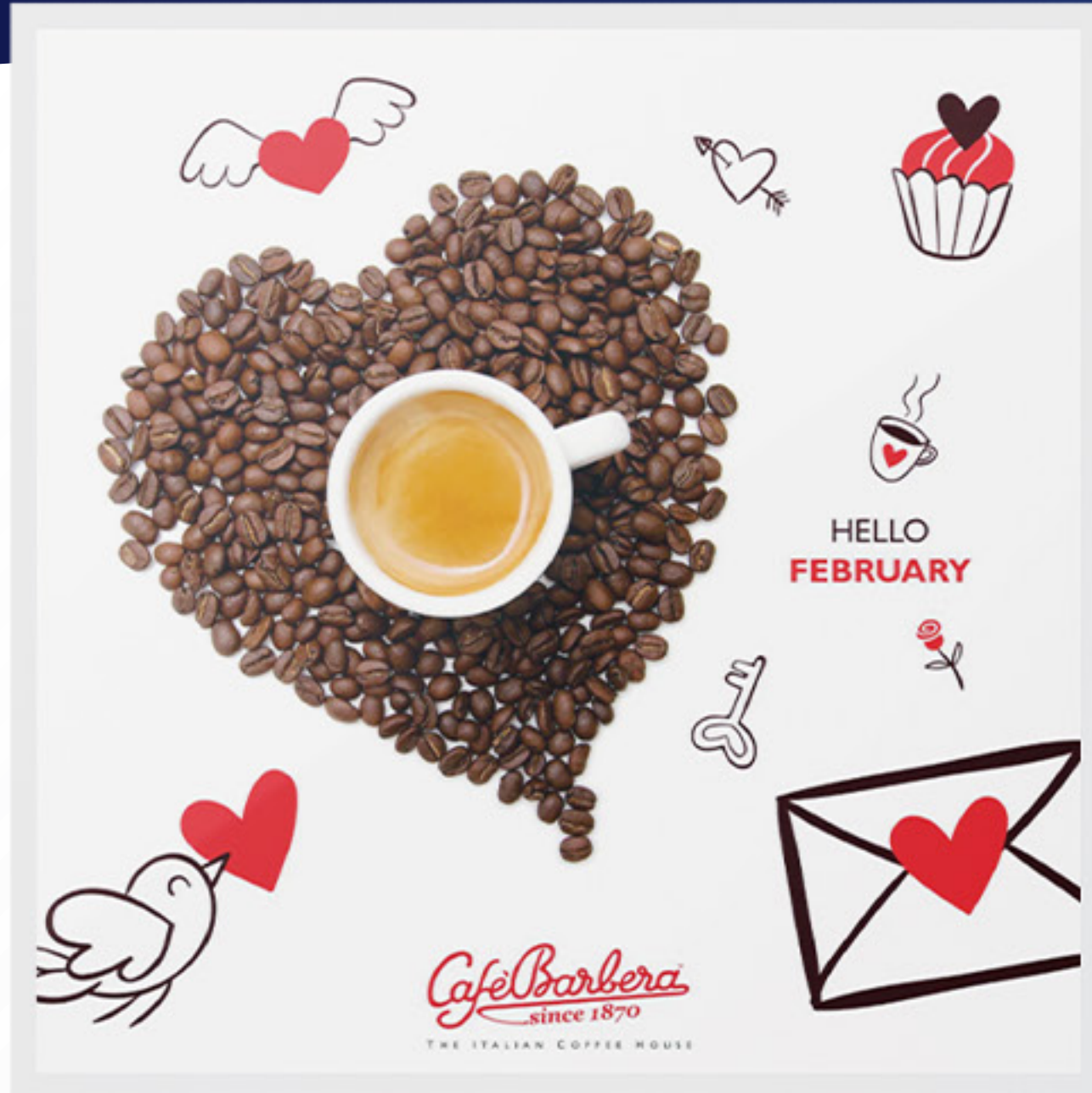




# MIZALLE









# video services.

- Visual production

- Video production

## Post-Production Stage

- Video editing

- Enriching production with audio and visual effects

- Color grading

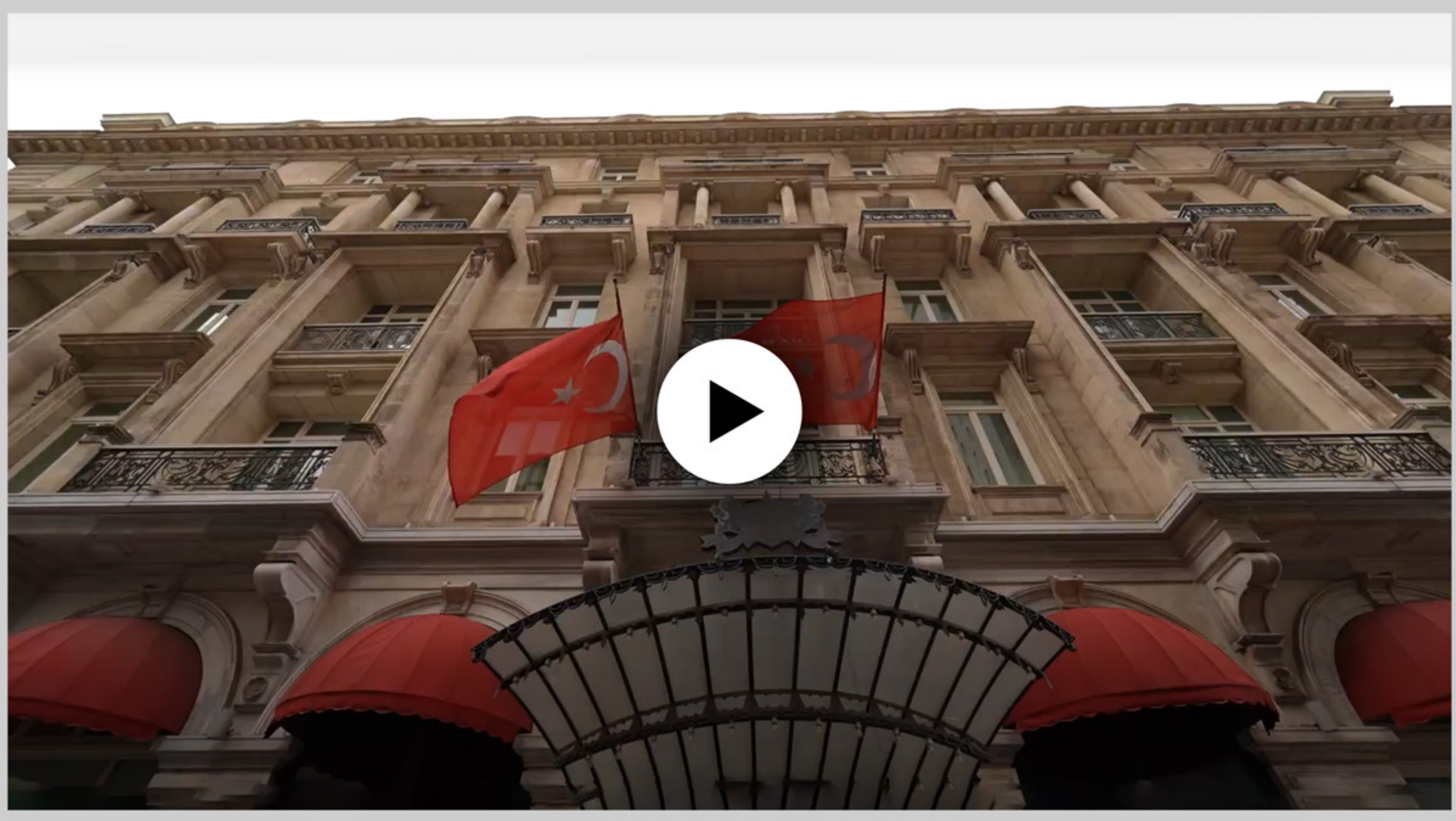
- Compositioning





# Si-Ser®

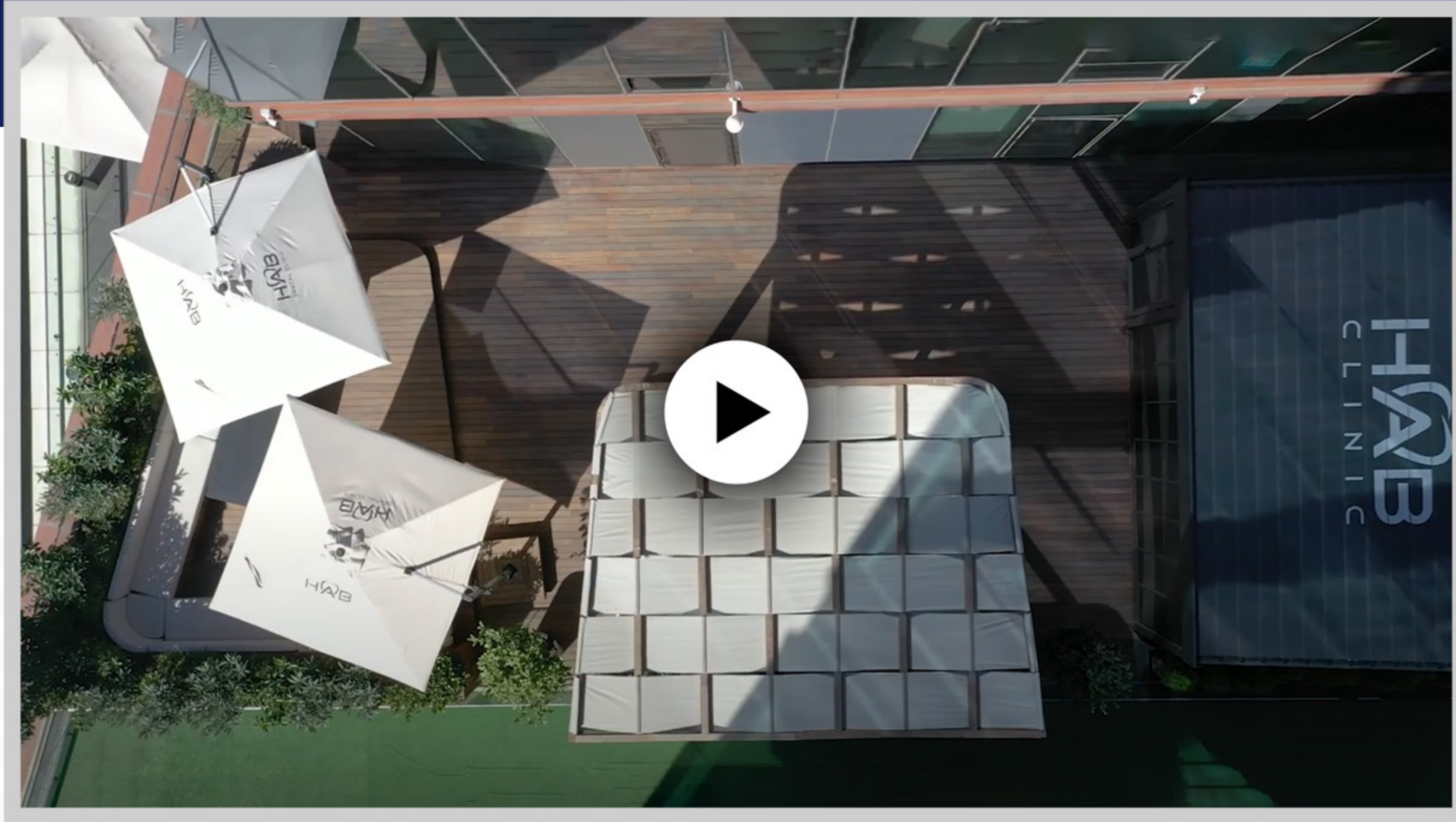
iřitme cihazları



Click to Watch







Click to Watch





# MIZALLE



Click to Watch





# advertising and performance management.



Designing, organizing,  
and monitoring digital ads



Ensuring targeted ads  
reach the intended audience

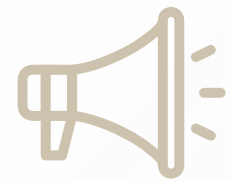


Measurement and reporting,  
sharing all outputs with the brand





# pr services and launch/event management.



## Strengthening Corporate Identity and Image

We take strategic steps on both traditional and digital platforms to enhance your brand's identity, image, and perception.



## Collaborations and Influencer Marketing

To effectively reach your target audience, we engage in collaborations with digital content creators and renowned personalities.



## Online/Offline Event Management

We handle the planning and execution processes of online and offline events according to the needs of your business.



## Press Release and Press Article Management

We effectively manage the writing and distribution processes of press releases and press articles to boost your brand's visibility.



## Professional PR Services

We offer tailor-made corporate language and effective communication strategies to support your business in achieving its goals.



## Launch Event Management

We take charge of planning and managing launch events to successfully introduce your new products or services.



# communication management.

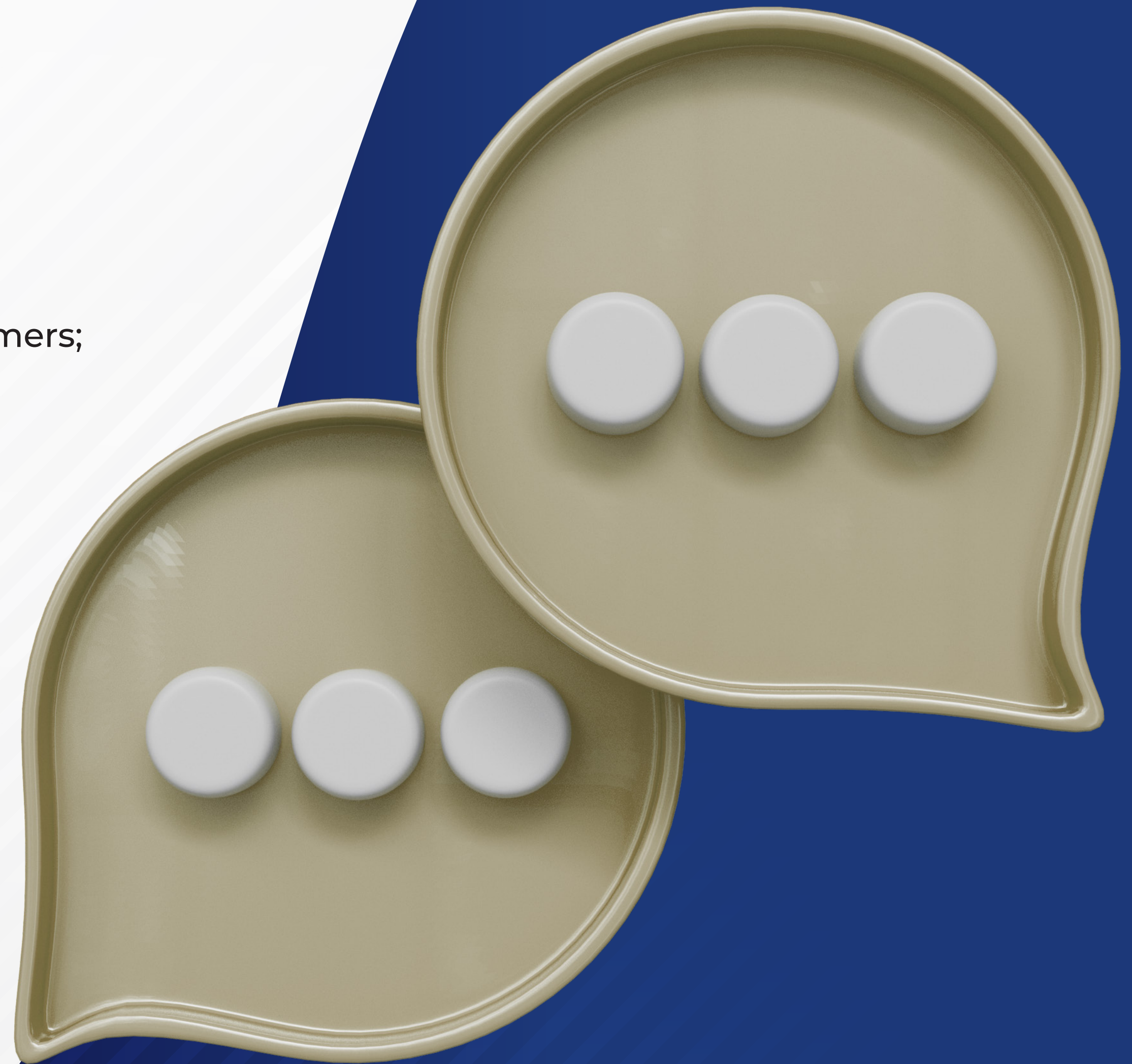
**Establishing deep and meaningful one-on-one relationships with consumers;**

● Achieving brand recognition in consumers' minds.

● Creating the desired brand perception and becoming the consumer's preferred choice.

● Providing expert insight to organizations throughout the product/service to brand journey.

● Delivering comprehensive communication and brand management services.

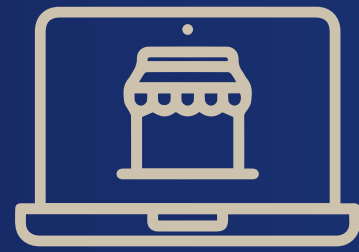




# web design services.



Creating corporate web designs



Finding e-commerce  
software solutions



Identifying domestic e-commerce  
marketing solutions (B2C)



Managing global  
e-export campaigns (B2B2C)









# DrVoice CLINIC

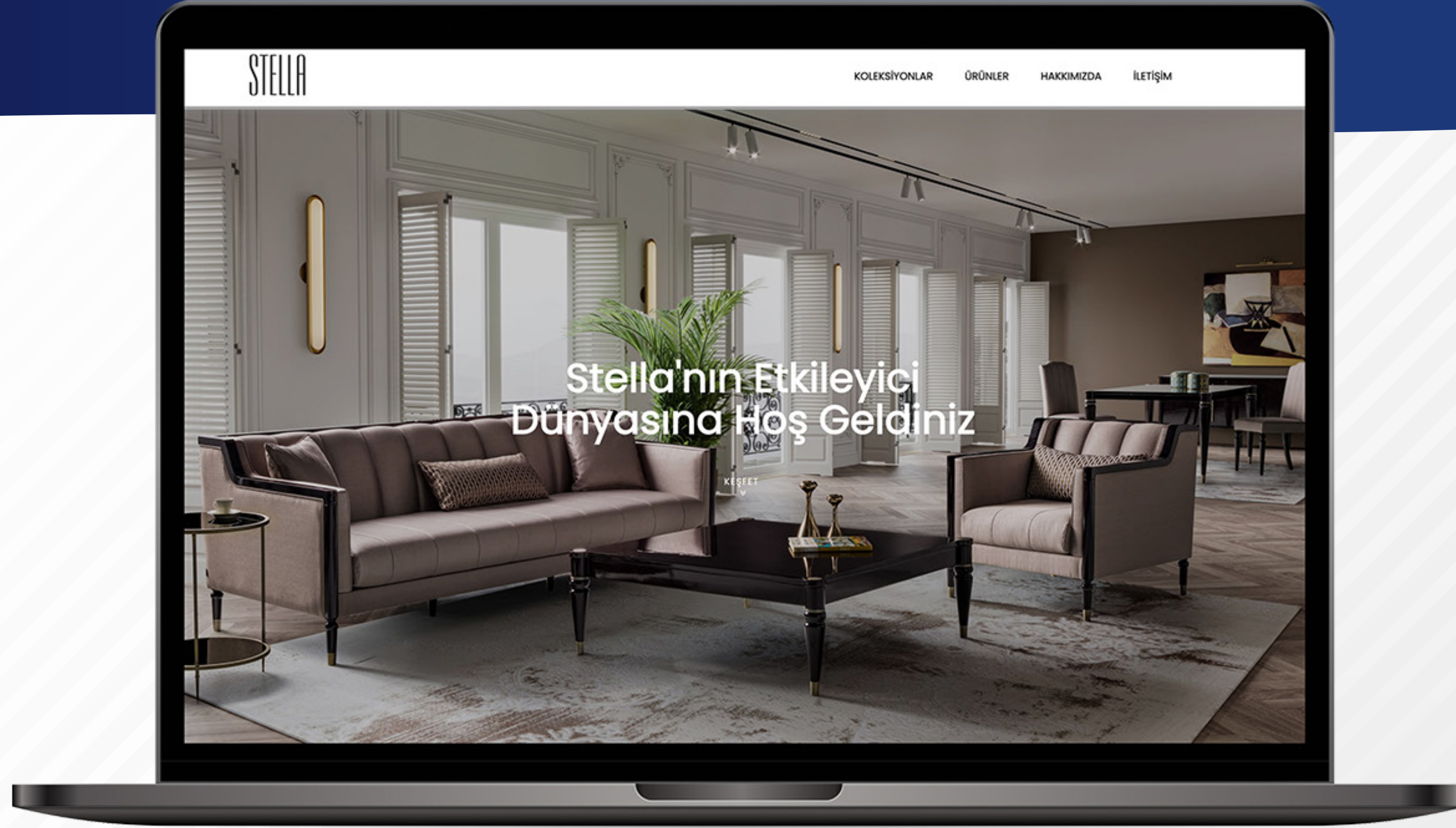






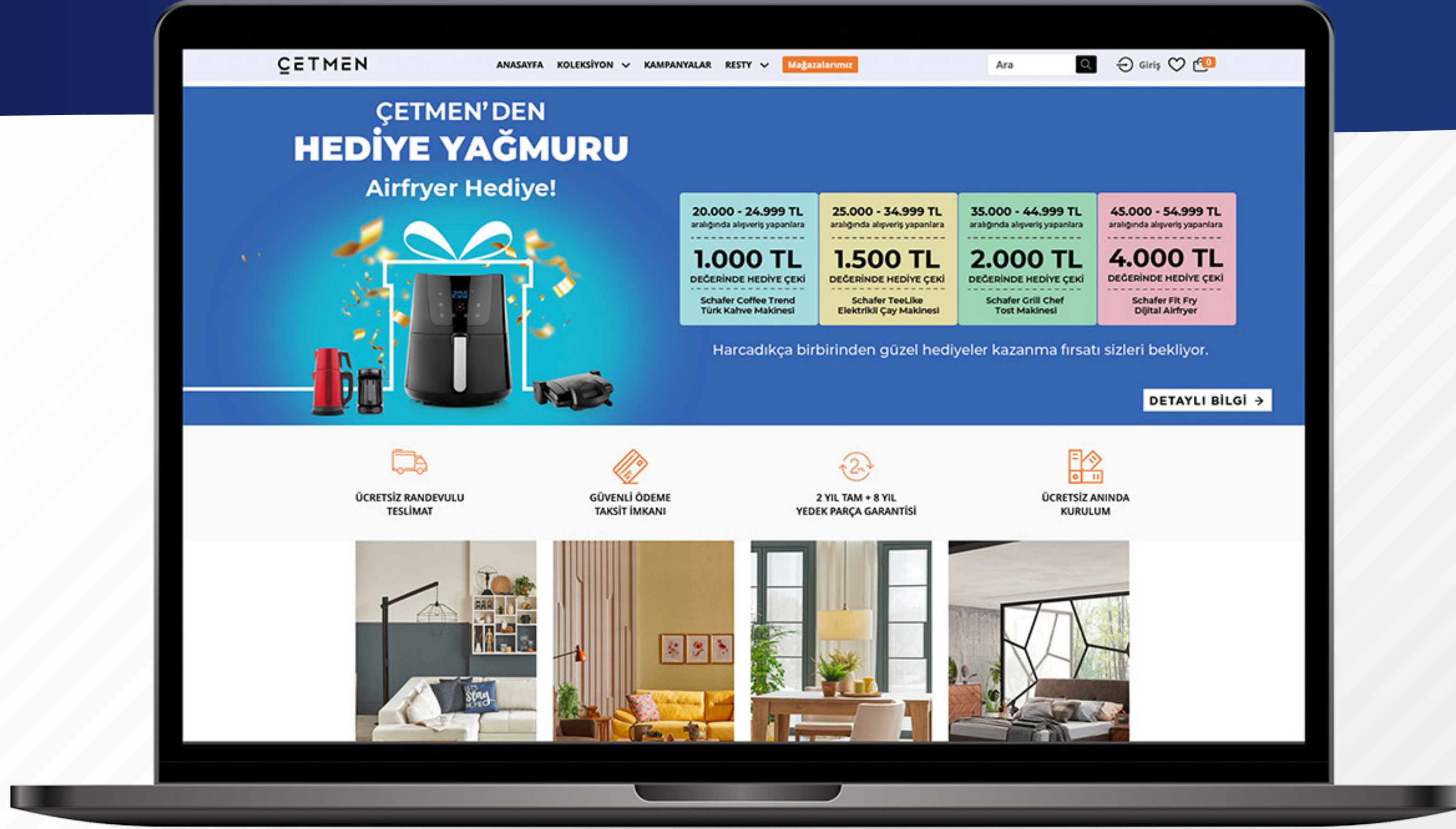


# STELLA





# ÇETMEN





# creative design services.



## Corporate Identity Design

Preparation of elements such as logo, business cards, envelopes, brochures, letterheads, and more.



## Web Design

Creating impressive and user-friendly designs to enhance user experience.



## Catalog and Brochure Design

Developing materials that showcase your products or services.



## Social Media Graphics

Creating shareable content suitable for platforms like Facebook, Instagram, and others.



## Event Collaterals

Preparing custom-designed visuals for launches, events, promotions, and fairs.



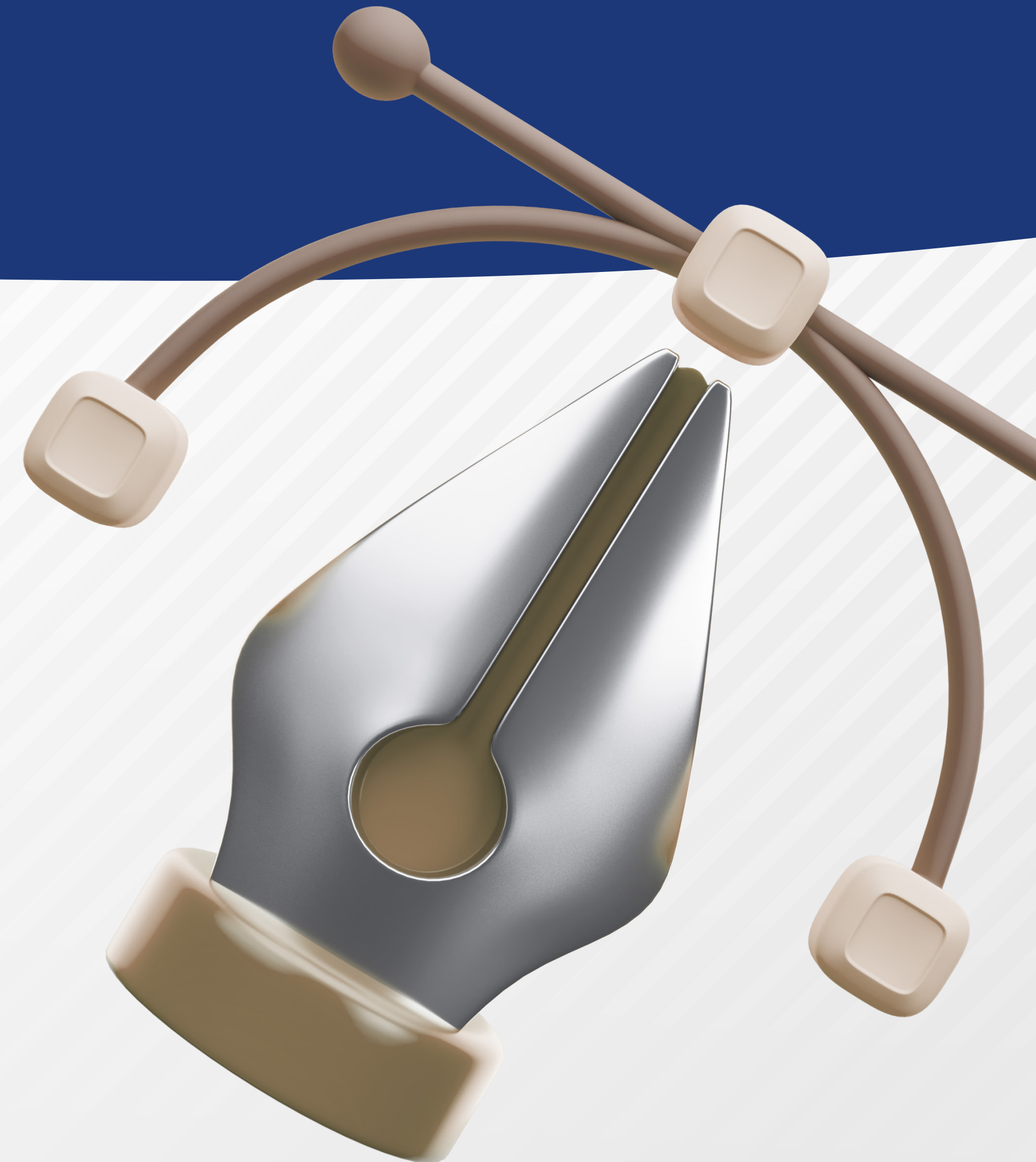
## Advertising Design

Designing posters, banners, and other visuals for advertising campaigns.



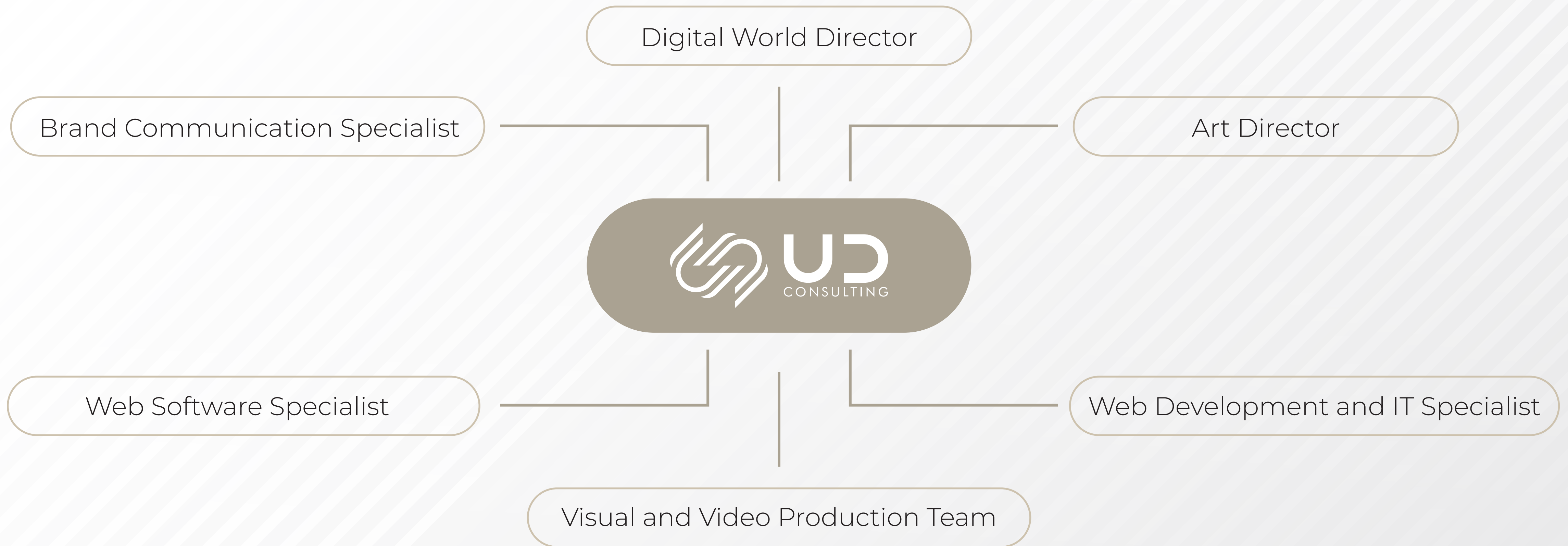
## Outdoor Visuals

Creating designs suitable for outdoor activities like billboards and rockets.





# team.





# brands.

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sölen

Kingspan

MIZALLE

STELLA

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NEWWELL  
PROFESSIONAL MAKE-UP

TIFFANY & TOMATO

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Fisher-Price®

dr.Clinic®

CafeBarbera  
since 1870

DrVoice  
CLINIC



# contact us.



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If you wish to take your brand successfully  
into the future by utilizing all our services,  
**you can reach us through your preferred channel.**



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