



Faceaddicted becomes F11 Agency, joins AMIN Worldwide and plans new acquisitions!

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After 8 years of operation and establishing the leading position among social media agencies, Faceaddicted has transformed itself into F11 Agency - Digital Solutions Agency and joined AMIN Worldwide, a global network of independent communications agencies. At the same time, the agency is investing in acquisitions, starting with the purchase of a branded content studio - Virtual Brain. The above changes coincided with the agency being named the "Interactive Agency of the Year 2018" in the category "Transformation" and with a very positive reception of its services in Customer satisfaction surveys.

PR9.NET July 16, 2018 - "The agency's transformation into F11 is another step in our strategic plan. Over the past few years we have been building our leading position in the communication sector, which is confirmed by over 1000 completed projects, high scores in customer satisfaction surveys, tens of millions of zlotys in revenue, as well as awards - such as receiving the only KTR Grand Prix in Poland for creative use of digital media. As one of the few agencies in the region, we also specialize in difficult topics such as crisis management or B2B activities. Today, we are able to meet all the challenges that accompany 360° brand actions on the Internet," says Anna Robotycka, the Managing Partner of F11 Agency.

CONSISTENT GROWTH

F11 Agency has spent the last years developing a stable position of an agency with a large portfolio of technological partners and building expertise and know-how so as to become a first-choice partner for marketing directors. With its membership in AMIN Worldwide, adds a uniquely international dimension to its offering, accessing knowledge and expanding its reach beyond the borders of Poland. Thanks to this, the agency is able to successfully execute not only projects involving issues related to brand image, but above all to the world of data, technology, and digital transformation. Digital transformation and martech (marketing technology) projects make up almost a quarter of all projects executed by F11 in cooperation with C-level executives.

"As the owners of F11, we have a clear vision of development. Our goal is to be a guide for brands in the digital world. Communication or marketing departments are no longer the only addressees of our services - our agency provides solutions primarily for management boards, which focus on digitalization, creating modern products and building ecosystems around brands. Hence, our cooperation with Harvard Business Review Poland and the creation of the first Polish Martech Stack map," adds Peter Krauschar, the Managing Partner at F11 Agency.

INTERNATIONAL PROJECTS & ALLIANCES

The changes introduced by F11 would not have taken place without expanding our reach internationally. As the only Polish agency, F11 became a member of the Advertising and Marketing Independent Network Agency (AMIN Worldwide), which is an alliance of nearly 50 full-service agencies from all over the world. This is crucial for the implementation of projects on foreign markets for Polish Customers - such as providing consultancy services for the Ukrainian branch of Getin Bank, regular activities for Microsoft Romania - or launching foreign brands on the Polish market - such as the Irish tourist operator Click & Go. It is also a prelude to activities in the American market, where the agency will be launching its branded content products.

F11 also has continued with the development of its own products. Some of them are already used to support leads and generate sales at PGD group, for predictive PR activities in crisis management and to produce content.

F11 OWNERS INVEST IN VIRTUAL BRAIN

F11 is expanding by integrating Virtual Brain, a branded content studio which is behind the success of the mini-series "Mafia w sieci" for Allegro (in which we can see a completely different side of Piotr Cyrwus, known as Rysiek from the "Klan" TV series), into its corporate structure. Peter Krauschar, one of the managing partners at F11, became the President of the Company's Management Board.

"The growth of F11 in a natural way entails creating our own products, but also engaging in projects that are complementary to our core business, hence the decision to invest in Virtual Brain. We are already working on a joint offer with F11, but also on our own formats, which will be a response to the demands and problems of marketers," says Krauschar.

Backgrounder:

F11 stands for full screen, which means perceiving and effectively applying all digital tools in creating the brand experience. The agency's name reflects a full-service approach to interactive and digital activities, creating products, services, and communications that guarantee growth for the brands supported by the agency in the era of digital transformation.

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About WordSmith Advertising

WordSmith Advertising is Turkey's first internationally-oriented full-service advertising agency. Since 1996, WordSmith has created advertising that transcends borders, serving its clients in a total of 17 languages from concept creation and copywriting to graphic

design and printing.

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