



SIMPLICICO

Simplicity is the key.

We make digital simple & effective for you.

simplico.agency



WHO ARE WE?

Simplico is a digital product agency in Croatia specialized in branding, UX/UI design, web development and advertising.

We create custom **digital products** in different branches with targeted **digital strategy** and **consultancy support**.

Our passion for **design, technology and business transformation** inspires us to manage the **digital businesses** of brands, organizations, startups and companies into **joint market growth**.

Unlock your business potential with digital strategies that drive brand awareness and **market growth**.

OUR KNOW HOW = YOUR SUCCESS





MISSION & CULTURE

To provide **simple, strategic, effective** solutions for our respected clients.

To practise open communication, integrity, proactiveness, teamwork and transparency as the **core agency culture**.

To live with our objectives and culture, **not just talk**.

**YOUR HAPPY BUSINESS
= OUR HAPPY BUSINESS**





OUR SERVICES

* Technology related services are supported by quality network infrastructure & reliable hosting with continuous monitoring, backup & maintenance.

Branding and promotion

- Design thinking
- Brand strategy
- Visual identity design
- Product and packaging design
- Exhibition and event strategy
- Print design

Web design and development

- Information architecture
- Responsive websites (UX/UI)
- Applications and services
- CMS & eCommerce
- Mobile applications
- Usability testing





OUR SERVICES

* Technology related services are supported by quality network infrastructure & reliable hosting with continuous monitoring, backup & maintenance.

Digital advertising

- Search engine marketing (SEM)
- Social media marketing (SMM)
- Email/Newsletter marketing

Digital strategy

- Content and search engine optimization (SEO)
- Social media strategy
- User research & Analytics

Consultancy

- Market research
- Digital business consulting
- Business goals development
- Industry trends tracking
- Project management
- Employee workshops





HOW IT'S DONE?

Our working process

1. Analyze & Plan
2. Design & Develop
3. Test & Quality Assurance
4. Deliver & Track
5. Optimize, Maintain & Support

**DELIVERIES BASED ON
GOALS, DATA & ANALYTICS**





HIRING MODELS

Project oriented

Depending on the project scope and complexity we can perform our work with one of these two models

1. **Fixed project price** based on the estimate
2. **Pay per hour price** with weekly sprints until the projects is finished

Dedicated team

If your business needs a specialized team who will continuously develop and maintain your digital projects, products & services - we can provide **full service IT support**.





Our team is here to provide you with **the best digital roadmap** tailored for your business needs.

We're excited how **digital transformation** can set & grow your business in the **digital landscape**, both **local and worldwide**.

Are WE a fit?

1. We know technology and data analytics
2. We understand business digitalization
3. We have experience with building small and large projects
4. We consider every project as if it's our own ♥
5. We build long-term partnership
6. We work for local and international clients

**A TEAM THAT SEEKS TRANSFORMATION
FOR YOUR BUSINESS GROWTH**



WHY SIMPLICICO?



We are very focused on **upgrading our knowledge, skills and expertise** within the digital industry.

To achieve those goals, besides regular work we have an **in-house projects program** where we develop and test our own digital products and services from scratch.

How this helps us and all our clients?

1. Market knowledge enhancement & research skills boost
2. Building brand, product, service know-how
3. Experience how to set an effective digital strategy
4. Solutions how to advertise & monetize products & services
5. User behaviour insights for setting better UI & UX
6. Maintaining the project viable

Industry expertise

→ **Classifieds, Healthcare, ICT, Leisure, travel and tourism, Real estate**

DIGITAL EXPERTISE



LATEST PROJECTS

PROJECT SHOWCASE



MARINUS BEACH HOTEL

Travel & Leisure

Marinus Beach Hotel is a 4-star design hotel situated in Marina, Croatia, just 10km from Trogir and 15km from Split airport. Hotel has 31 luxury equipped accommodation units with magnificent sea views.

What we did?

Visual communications • UX • UI •
Development • CMS • API connection • SEO •
Newsletter • Social branding • Digital
advertising • Strategy

www.hotelmarinus.com



PROJECT SHOWCASE



DOVE CAMPAIGN 2022 Lifestyle



Regional campaign “Dove - Ljubav je u mojoj koži” which was published in Croatia on Ženski recenzirAJ portal.

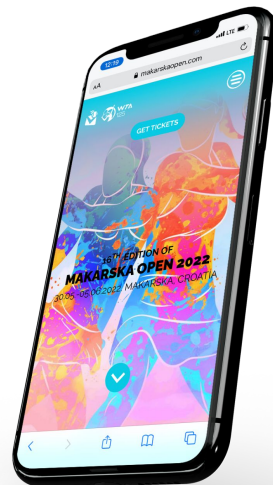
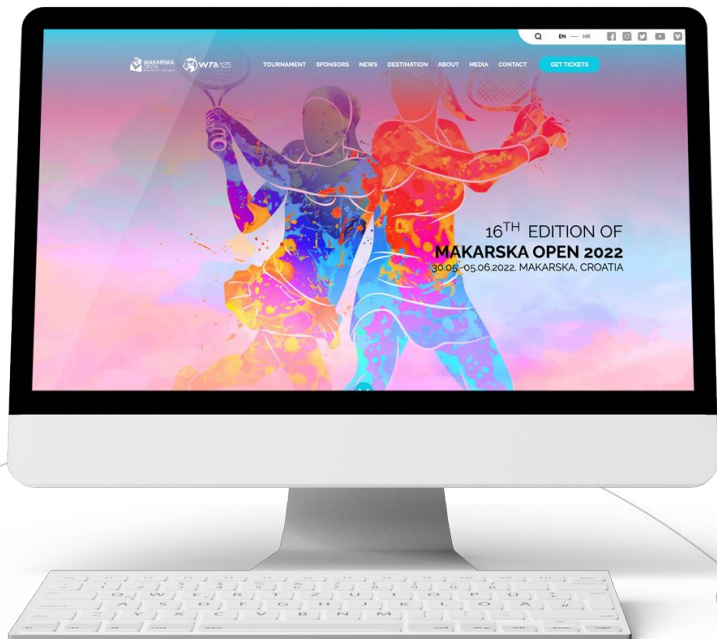
What we did?

Microsite • Development • Prize game
contact service • Instagram hashtag feed
integration



www.zenskirecenziraj.com

PROJECT SHOWCASE



WTA MAKARSKA OPEN 2022

Sport event

WTA 125K Series Makarska Open hosted by Valamar is the 16th edition/6th WTA of women's tennis tournament that was held in July for the first time in beautiful Makarska.

What we did?

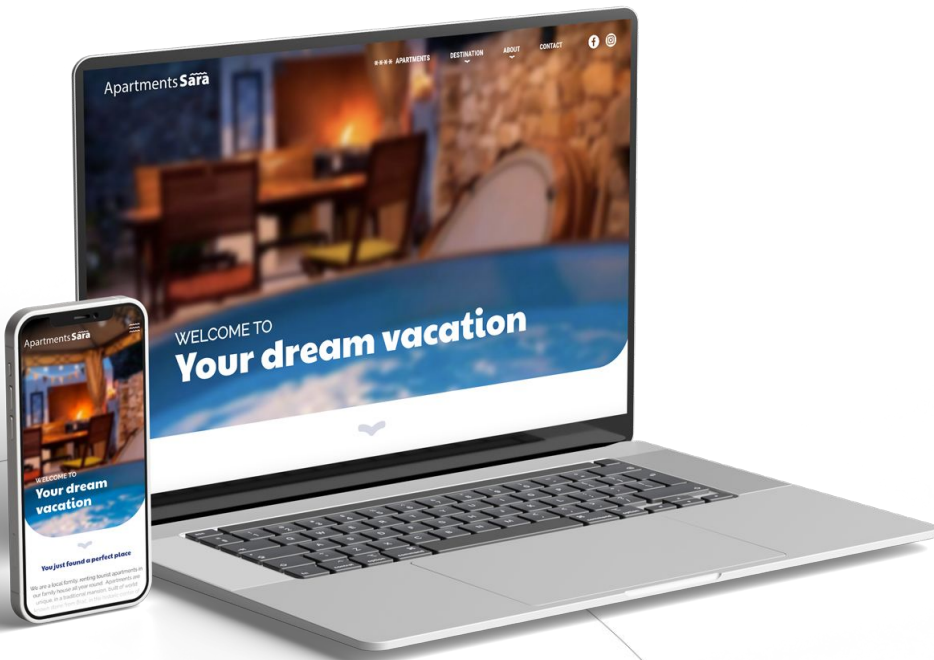
2022 tournament visual identity • UX • UI •
Development • Communication • Advertising
• Social Media • SEO • Consulting

www.makarskaopen.com



PROJECT SHOWCASE

Apartments **Sāra**



APARTMENTS

SARA

Vacation rental

Local family from Bol on Brač island. Renting apartments in their family house all year round. They also offer long-term digital nomads rentals. Apartments are unique, in a traditional mansion, built of world known stone from Brač, in the historic center of Bol.

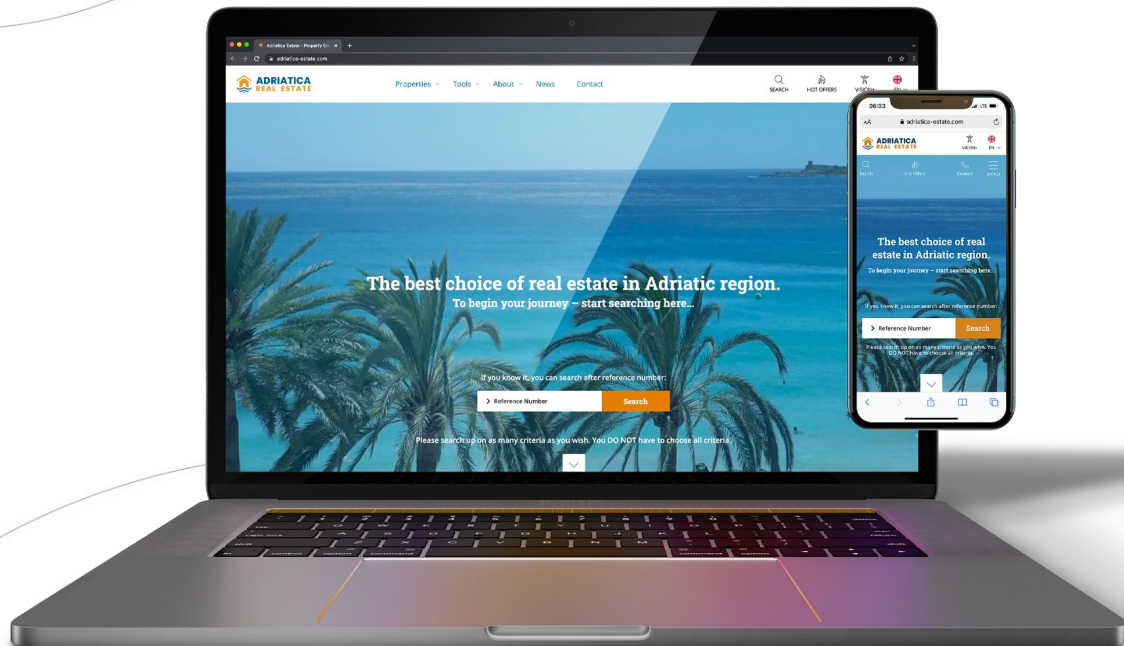
What we did?

Branding • UX • UI • Development • CMS •
SEO optimization • Consulting

www.apartmanisara.com



PROJECT SHOWCASE



ADRIATICA ESTATE

Real estate agency

Adriatica Real Estate agency is one of the longest-running agencies on the shores of the Adriatic Sea. Most of their real estate offers are situated in Croatian south - Dalmatia, but they also cover other parts of Croatia and neighboring countries.

What we did?

Branding • Corporate visual identity • UX • UI • Development • CMS • Customized CRM • Paperless service with automated contracts builder • Advanced Google Maps Search integration • Domain geolocation • SEO optimization • Strategy

www.adriatica-estate.com



PROJECT SHOWCASE



WTA CROATIA BOL OPEN 2021

Sport event

WTA 125K Series Croatia Bol Open 2021 is the 15th edition/5th WTA of women's tennis tournament that was held in July in beautiful Bol, Brač island.

What we did?

2021 tournament visual identity • UX • UI •
Development • Communication • Advertising
• Social Media • SEO • Consulting

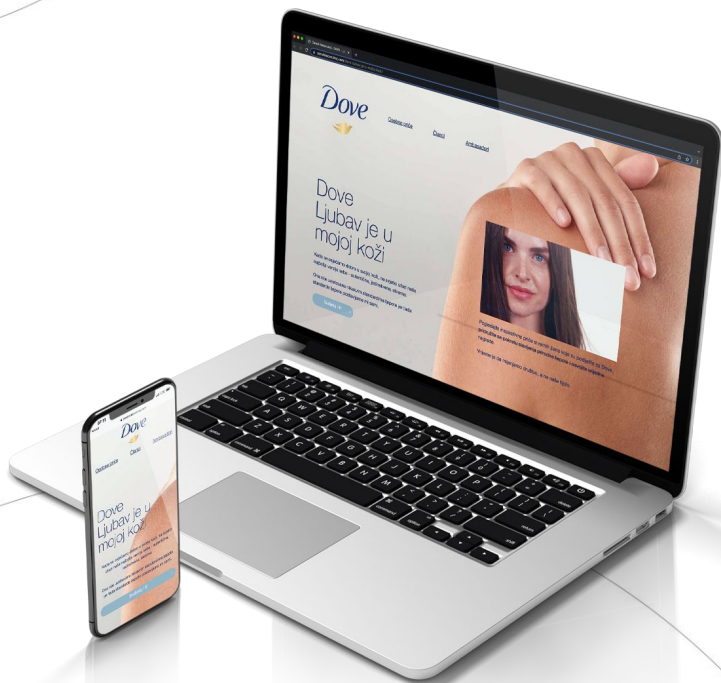
www.bolopen.com



PROJECT SHOWCASE



DOVE CAMPAIGN 2021 Lifestyle



Regional campaign “Dove - Ljubav je u mojoj koži” which was published in Croatia on Ženski recenzirAJ portal.

What we did?

- Microsite
- Development
- Prize game service
- Facebook/Instagram integration and post automation for the prize game



www.zenskirecenziraj.com

PROJECT SHOWCASE

ŽENSKI RECENZIRAJ
u jeziku savjetnik

ŽENSKI RECENZIRAJ

Lifestyle

The largest women's review community in Croatia, which deals with everything that interests a woman. Cosmetics reviews, fashion inspiration, home decoration, recipes and health tips. Community has more than 260,000 members!

What we did?

Re-branding • Corporate visual identity • UX •
UI • Development • User review and
commenting service • Mailchimp integration •
SEO optimization • Consulting

www.zenskirecenziraj.com

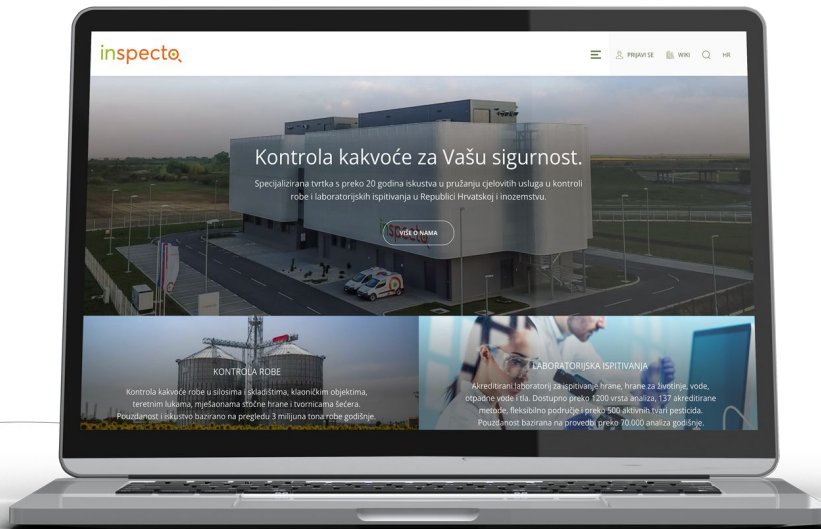


PROJECT SHOWCASE

inspecto.

INSPECTO

Agriculture & Consumer Goods



Leading Croatian inspection company providing commodity inspection services (in-land & port) and laboratory testing of food, pesticides, animal feed, water, waste water, soil and environment in a HRN EN ISO 17025 accredited lab.

What we did?

Branding • Corporate visual identity • UX • UI •
Development • Partner access service •
Internal process digitalization via web services • LIMS API • Advertising • Social Media • Newsletter • SEO optimization • Consulting • Industry tracking



www.inspecto.hr

PROJECT SHOWCASE



ZOROVIC AGENCY

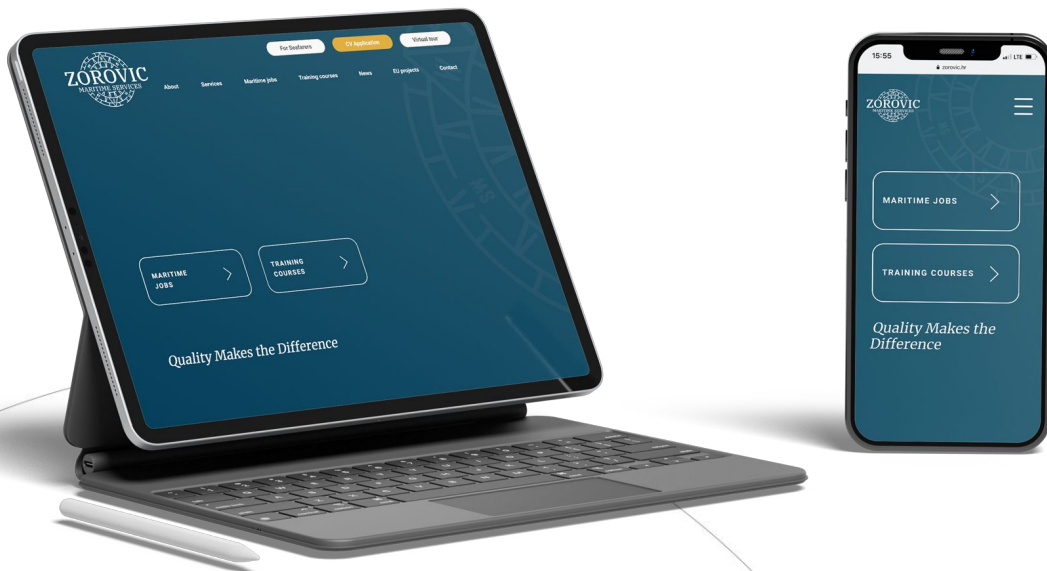
Maritime employment & training

Leading Croatian maritime agency highly specialized in ship crew management, recruitment and training. Zorovic agency provides tailor-made services to their clients employing more than 2000 qualified seafarer to run their ship safely and efficiently.

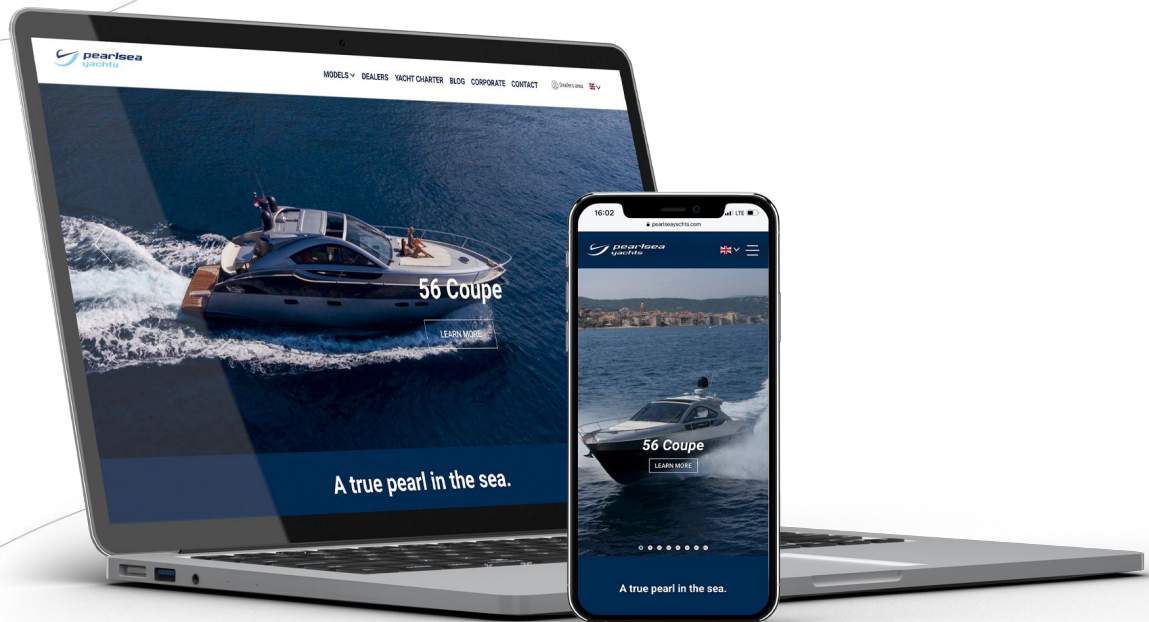
What we did?

Branding • Corporate visual identity • UX • UI • Development • Seafarer access service • CV API • Newsletter • Social Media • SEO optimization • Consulting

www.zorovic.hr



PROJECT SHOWCASE



PEARLSEA YACHTS

Shipbuilding

Premium Croatian yacht manufacturer. Producing unique and certified Open, Coupe and Flybridge yacht models from 31ft to 56ft. Pearlsea is also a yacht charter agency providing services from Baška Voda at Makarska Riviera in Croatia.

What we did?

Branding • Corporate visual identity • UX • UI • Development • Dealers access service • Charter management service • Advertising • Social Media • Newsletter • SEO optimization • Consulting • Industry tracking • Boatshow organization

www.pearlseyachts.com



PROJECT SHOWCASE



ZLATNI RAT BEACH

Leisure, Travel & Tourism



Official page of Zlatni rat, one of the most beautiful beaches in the world. The project of one of the first European beaches with its own web portal has been supported by Municipality of Bol, Tourist Board Bol, Croatia National Tourist Board and Ministry of Tourism of the Republic of Croatia.

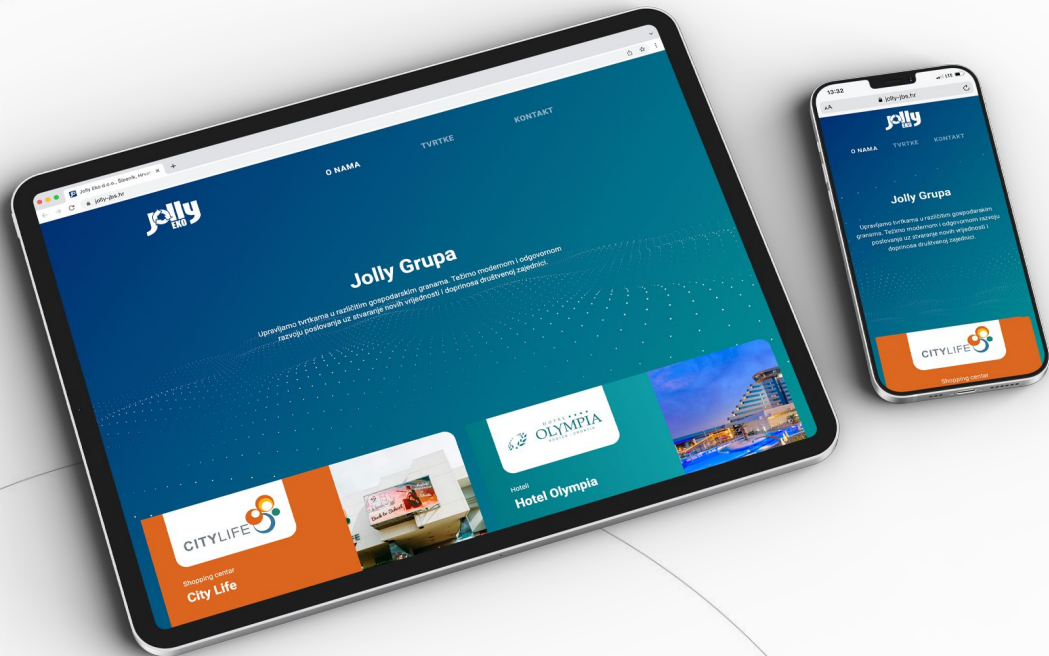
What we did?

Branding • Corporate visual identity • UX • UI •
Development • Concessionaire access
service • Social Media • SEO optimization •
Consulting

www.zlatniratbol.com



PROJECT SHOWCASE



JOLLY GROUP

Business

Jolly Group manages companies in various industries - City Life shopping center Šibenik, Life Wellness Šibenik, Hotel Olympia Vodice, Jolly Autoline Mercedes-Benz and Smart car dealership.

What we did?

UX • UI • Landing page • Development •
Contact service • SEO optimization

www.jolly-jbs.hr





AGENCY FACTS

60+

projects and still
counting

9

years
experience

15+

regular digital
conference
attendee

1

ultimate desire - to
help, simplify
& digitalize

∞

countless coffees
drunk - join us for
one

2

marathons
per year



even more
countless
kilometers spent
on trips

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LET'S TALK ABOUT YOUR PROJECT

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We are social

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Instagram - <https://www.instagram.com/simplico.gency/>
Twitter - <https://twitter.com/simplicoagency>
LinkedIn - <https://www.linkedin.com/company/simplico>



SIMPLICICO

