



HI, WE ARE FAIRY TAILORS



HONZA VAŠÍK
Managing Director



ONDŘEJ TYLEČEK
Business Director



MAREK NIESLANIK
Creative Director



WE ARE A CREATIVE AGENCY

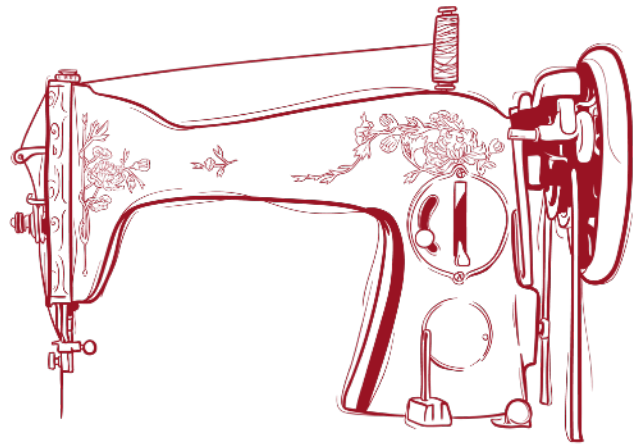
WE DEVELOP CREATIVE CONCEPTS AND AD CAMPAIGNS



WE ARE A SOCIAL MEDIA AGENCY

WE HELP BRANDS BUILD THEIR PRESENCE ON SOCIAL MEDIA

We sew the stories of brands.



WE WORK FOR THE MOST DEMANDING CLIENTS



SAZKA

ATL & BTL Campaigns



PORSCHE

Brand & Performance on Social Media
Creative Ideas

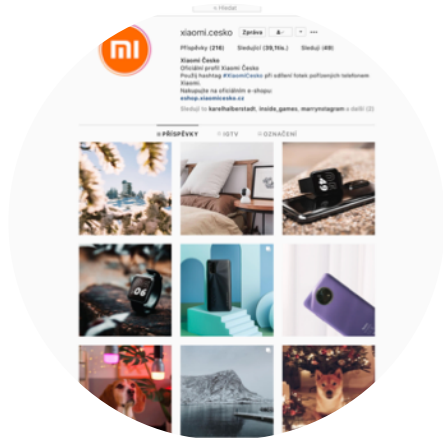


PROVIDENT

ATL & BTL Campaigns
360° Service

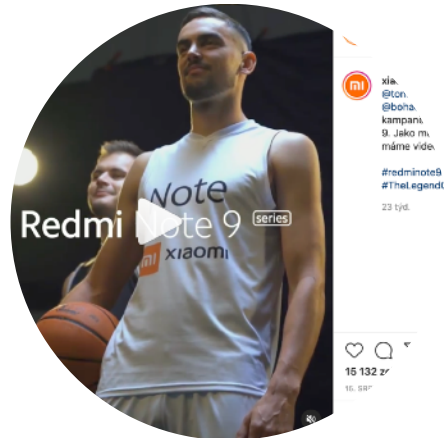
Our work

Xiaomi Česko



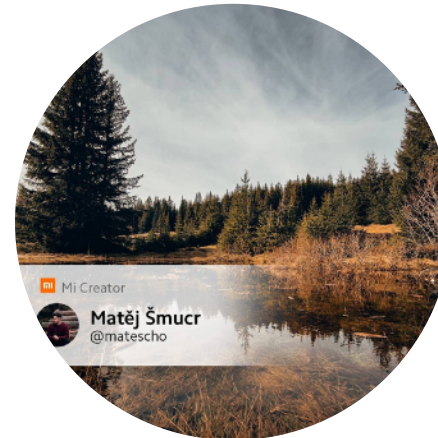
FB & IG MANAGEMENT

We built and managed large communities
100k fans on FB @XiaomiCesko
39k followers on IG @xiaomi.cesko



COORDINATION OF INFLUENCERS

We managed brand's cooperation
with NBA star Tomáš Satoranský
and other players.



ESTABLISHING A RELATIONSHIP WITH MIKROINFLUENCERS

We found the right creators on IG
and involved them in the brand's
content creation.



IDEAMAKING & EVENTS

Click and watch

Provident



CREATIVE CONCEPTS

In 2020 we came up with the new communication platform with Professor Provident and we have been constantly developing it since then.

TV SPOTS

The post tests say that our TV spots have been the best in brand's history.



Click and watch



360° MARKETING SERVICE

We develop ATL and BTL campaigns, POS materials, e-mails, letters, websites or banners.

IDEAMAKING

We are a creative partner who is always ready to help.

Sazka

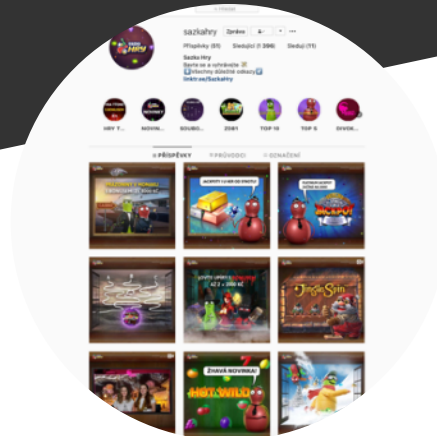


CREATIVE CONCEPTS

We have developed the whole campaigns as well as partial solutions for Sportka, Eurojackpot, Extra Renta, Šťastných 10 or Šťastné datum.



Watch our TV spots for SAZKA



FB, IG & YT FOR SAZKA HRY

We entertain the community of players and we have made FB a powerful acquisition channel.



SILVER EFFIE

Our Pátek 13. (Friday 13th) was evaluated as the 2nd most efficient campaign in its category in 2018.



See what the jury appreciated

Porsche



FB, IG & LI MANAGEMENT

We shoot the cars and create content for the fans

FB @PorscheCzech

IG @porschecentrumpraha

LI @porsche-cz

WINNERS' DNA

We developed a print & online campaign that was built on a link between modern Porsches and their ancestors, who excelled on the race tracks.



[Read more about the campaign \(CZ\)](#)



PERFORMANCE CAMPAIGNS ON SOCIAL MEDIA

We have been selling cars using

Lead Generation Ads

on FB, IG, and LinkedIn. We have proven that Czech customer is ready to send inquiry for Porsche via social media.



[Read about how we have done it \(CZ\)](#)

And this is the end. Or the beginning of a new story?
Thank you for your attention! Let us know what you think.



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MORE CAMPAIGNS ON YOUTUBE.COM/C/FAIRYTAILORS