



# **Drama-free Creative Support**

— Creative Sourcing & White Label Services



# **We Are** **A Creative Agency For** **The Creative Industry**

— Drama-free Creative Support

Creativity comes with the ability to solve crises. However, you shouldn't have to deal with every crisis that comes your way. We offer both an extreme cost advantage and drama-free flow with the operation solutions we have developed for the creative industry.



# New Way Of Working

Remote work has taken over the world in the past 2 years due to the COVID-19 pandemic.

Agency networks in the West are now outsourcing tasks to countries like the Philippines, India and Nigeria to meet tight campaign deadlines and multiply their capabilities.

Time zone and currency differences allow them to save on labor costs while effectively doubling daily output.



# The Quick Learners Crisis

The shift in lifestyle brought on by quarantine allowed many people to improve their creative skills with online tutorial-based learning methods.

Now, tens of thousands of inexperienced workers are flooding the remote creative industry.

**This means that finding qualified creatives online is increasingly difficult and expensive. And managing a remote global team can be close to impossible.**

# Why Turkish Creatives For Agency Needs?

Turkey is uniquely situated between Europe, Asia and the Middle East and is known as the Gateway to Europe.

Turkey's creatives have a better understanding of social norms, language, and design sensibilities of Western clients compared with talent from other countries popular for outsourcing.

At a fraction of the cost of low-level US or UK talents, we can recruit senior-level creatives in Turkey.

**Thanks to the currency difference,  
working with Turkish creatives can  
bring a huge cost benefit to clients  
compared to domestic platforms or  
creative talents.**



We are today's nomads.  
We doesn't need fancy offices.  
We invest on people, not fancy things.

We're living in Istanbul & London  
We legally exist  
in these cities.

**ISTANBUL**

**LONDON**

**BERLIN**

**NEW YORK**

**SAN FRANCISCO**

**HONG KONG**



# Unique Solutions For The Creative Industry

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# 01

## Dedicated Creative Teams

A dedicated designer to support the daily work flow of the agency, or a team that will take care of all the creative communication needs of a brand. We recruit teams that we create according to your needs, on your behalf. Whether it's 1 designer or a whole team; A dedicated account manager manages the communication.

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# Drama-free Creative Support for The Entire Creative Industry



## 100% White Label

We always keep the clients we work with confidential. That's why we sign very stringent NDAs with both our employees and our clients. We don't need credits for the work we created, happy client results are enough to keep up.



## Cost Advantage

Providing cost advantage lies at the heart of our business model. Thanks to the exchange rate difference, the salary of a high-level team here and the average art director in the UK is almost equal. Moreover, we pay higher salaries than the average in Turkey to work with the best talent.



## Creativity Without Borders

Creative solution is our priority. Layout design or a huge advertising campaign. Or a commercial to be shot in London. Maybe just one Jingle. We are prepared for anything. The idea can come from you, we can create it. We are hungry for this.

# 02

## On-Demand Support

Just grab the phone, or write to us. Either way, you'll be on top of the to-do list in our core creative team.



## Creative Team

Our team of talented creatives who have worked in different agencies for years is ready to provide the support agencies need. In addition, we have two different teams, day and night. In this way, wherever you are in the world, we are here no matter what time it is.

## Development Team

Latest technologies, integrations, strong architecture, mobile & desktop experiences. We transformed coding to the art.

## Content Team

An experienced content management team with native English content writers. Social Media Posts, Blogs, Podcasts, Or a smartly written AD copy. Tell us what you need to satisfy your clients.

## Production Team

You may want to show your customer a demo movie to get an idea. Or you may need support for an animation project. You may even need to shoot a commercial in the middle of the desert. They love us everywhere, we have the right connections.

## Marketing Team

Rock-solid strategies, complex marketing plans, performance ads or a new product launch. We're open to a strong collaboration to create outstanding results.

## Event Team

There's a press release tomorrow and the interview board looks terrible. Or the host and hostess drank too much the night before. Our event team will collaborate with our creatives, then print the interview board, then pick the best possible crew on the way. And we'll be identified as your employees. No one needs to know, right?

**If we're talking about privacy,  
we can't have our own portfolio.  
That's why we explain our  
business with real case studies.**

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## **Case: Hard Times in Agency**

The creative agency that we serve as a business partner came out of the financial stalemate with a solution we developed specifically for them. They've reduced their tool and equipment costs by 75% and have a top-quality creative team.

— Houston, TX

## **Case: An Unexpected Call at Night**

The event agency we serve was having a hard time making the changes that the client wanted 8 hours before the event started. Our #NightShift was at work and took immediate action. The event started off smoothly thanks to our ability to act quickly.

## **Case: A French Chef in Istanbul**

A creative agency we serve was working with a newly opened French restaurant in New York. They needed top-quality food photos for this restaurant in the Top-Luxury segment. We worked with a French chef in Istanbul for both styling and recipes, where our head office is located.

## **Case: An Idea Became A Campaign**

The design studio we serve made an appointment with one of their target brands and decided to offer great ideas. We have prepared one of the ideas revealed by the brainstorming we carried out together, with all its steps. The brand liked our idea and the design studio gained a new client.

## **Case: An Idea Became A Campaign**

The creative agency we serve has acquired a new client. We presented them with a brand new team formula. With the cost advantage we provided, they expanded their business even more.



## Meet Cetudio Today!

We'll love to find a way to create a strong collaboration.

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