

Marketing

Department 

Shaping reality
from ideas



Who We Are

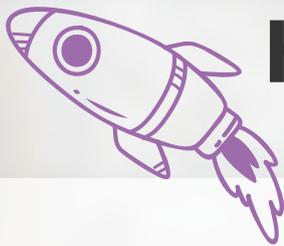
We are Paper Airplane Engineers



Once upon a time...there was a thought. A crumpled up piece of paper beginning to take shape of a light bulb; slowly becoming an idea. But just as you are about to turn that piece of paper into a paper plane, so it can fly, you realize you need an engineer, or somebody who is going to make your airplane fly. And that's where we step in.

- We are your paper plane engineers.

Because it is way cooler to say that, than to say we are a team of people assisting you with marketing services and creating an identity for your business.



How We Make YOU Fly

Well, we don't. We make your idea fly.

Our team of paper plane engineers consists of experts and knowledgeable individuals working together with you in the quest of creating the finest wings and catching the perfect wind. Now, paper planes aside, let's talk about the term we coined "the plain plane effect". When travelling, would you rather travel by a plane that is majestic and leaves you in awe...or a plain plane that you wouldn't even notice if it weren't YOUR plane? That's right.

People are aesthetic creatures. So, we are here to make your plane beautiful and striking for the people looking to fly. And that is how YOU fly ultimately.

Cooperation As a Pilot



A plane without a pilot is just...a bus [we think].

We have come to realize that nothing in this business is as important as cooperation with the person whose idea is about to take off - you. YOU are the one with the vision, we are just the creative force helping you fly.

But make no mistake - only together can we make this plane fly.



WE believe in Unicorns

Well, not exactly...



But we
do believe we can
**turn your ideas
into reality**

by:

 Listening to **your needs**

 Turning your business into
a brand

Listening To YOUR Needs



It's PERSONAL

Cooperation is KEY

We believe that getting to know you is as important as understanding your vision. On the other hand, you should also know us.



Your brand - WHO?

We must KNOW your business

In order for our marketing efforts to be successful, we must truly UNDERSTAND your business inside and out.



Knowing our GAME

YOU are included

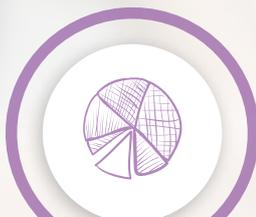
A happy client is the included client. We will always be transparent with you when it comes to feasibility, deadlines, etc.



Part of YOUR team

WE are included

When we work together, we think of you as part of our team. You should treat us the same and always share important information with us - the more we know, the better the results.



Turning YOUR business into a BRAND



Is it magic?

So, now you might be asking yourself **HOW** do we do it...



It's not magic...



WEBSITE

- Content
- Analytics
- Design

Nothing speaks for your business like your website. Our team can help you create a user friendly experience, write engaging content and design the most stunning visuals in Photoshop. We are skilled in WordPress, and with the help of your developers, we can make the perfect website, or completely redesign the one you have.



ADVERTISING

- Facebook
- Instagram

You don't have to SHOUT! Our Ads will do that for you! FB advertizing is the best way to get your message across any place on FB and IG, (newsfeeds, stories, Messenger, etc...), while IG is the perfect way for you to grow your IG account.

- Strategy
- Design
- Content

EVERYONE is on social media. Need we say more? So, you see, it is imperative you have an impactful social media presence, even though it may not be directly 'bringing in the money'. It is helping you bring in something as equally important - identity.



NEWSLETTER MARKETING

- Content Writing
- Visuals Creation
- Tracking

Imperative for maintaining an active interaction with your audience. Nothing like a "You've got mail" to get your day started.

- Shooting
- Editing

"A picture speaks a thousand words." A universal language our team knows all too well. We're sure you understand.



DESIGN

- Logo
- Brochure
- Business Cards
- Flyers
- Leaflets
- Roll-Up Banners
- Visuals...

Plus anything else you can think of. Design is pivotal when it comes to creating a brand.

- Planning
- Identifying Marketing Tactics
- Setting Annual Targets

You know what they say: "A goal without a plan is just a wish." We can help you create a clear strategy for your ideas and thus bring your business to the next level.



VIDEO

- Shooting
- Editing
- Video Animation

Video is the king of content. It is the most engaging way to convey your message to your targeted audience. Our team uses our own equipment and is skilled in video editing. But perhaps you would like to tell a story through animation? We got you covered, as we have brought to life many clients' ideas by animating them.

- Slogans
- Blogs
- Articles
- Social Media
- Video Scripting
- Audio Scripting
- Website Scripting
- Ad Scripting

If video is the king of content, then writing is the ruler of the Marketing Universe. Nothing speaks to your audience like...words. It is the building block of trust and, simply put - the voice of your business.

PHOTO



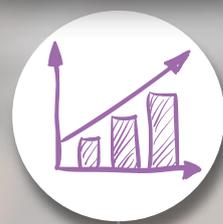
MARKETING STRATEGY

Well, not really a service, but rather an explanation of what you just read on this page. You see, all of these services are just pieces of the puzzle called 'Your Brand Identity.' They all play a significant part in completing the puzzle and revealing a beautiful picture you had in mind all along - your idea. So, let us complete the puzzle together - you bring the picture and we will bring the pieces.

SOCIAL MEDIA



CONTENT WRITING



BRAND IDENTITY ?



...it's OUR SERVICES

OUR *paper* AIRPORT

Some of our *paper* planes:



OUR DESIGN



**FIELDSCOPE
INTERNATIONAL**

OUR SLOGAN

CONNECTING DOTS TO GIVE DATA A VOICE

Field Scope International is a market research fielding agency with headquarters in London.
Holder of two ISO Certifications - 9001 & 27001.
We are the engineers behind their:

Websites

Main Site

Patients

Consumers

Healthcare Professionals

Videos

Corporate Video

Video Brochure

Why Take Part in MR

COVID-19 Outbreak

Patients Site Introduction

Patients FAQ

Dermatology Case Study

LOGO Animation

Company Innovations

+ MANY MORE

found on our YouTube channel and our

BLOG

INSTAGRAM

FACEBOOK

LINKEDIN

TWITTER

YOUTUBE

Social Media

Other

HCP Panel Book

Brochures, Business Cards

Website Design

Website Scripting

Website Analytics

Advertising

Marketing Strategy

Team GIFs

Newsletter Marketing

Research Presentations

+ EVERYTHING ELSE

that has to do with marketing, of course... ;)

OUR DESIGN

SAVELJIC & CHULU
REAL ESTATE

OUR SLOGAN

UNLOCKING YOUR "BEYOND"

Saveljic & Chulu is an independently owned real estate agency specializing in buying, selling and renting properties (and garages) in some of the most alluring parts of the Balkans.

We are the engineers behind their:

Website

INSTAGRAM

LINKEDIN

FACEBOOK

YOUTUBE

Videos

LOGO Animation

Home Renovation

Social Media

Other

Website Design

Website Scripting

Website Analytics

Brochure

Advertising

Marketing Strategy

Apartment Layouts

+ MANY MORE
found across social media



ChuluCation is your welcoming host, loyal travel companion and a trustworthy guide through the cosmopolitan streets of Belgrade and picturesque places of Serbia.

We are the engineers behind their:



OUR DESIGN



BABYPROMED

OUR SLOGAN

WHERE TRUST IS BORN

BabyProMed is a healthcare platform that aims to provide the best psychophysical support, education, and care for pregnant women, mothers, and babies.

We are the engineers behind their:

Website

INSTAGRAM

LINKEDIN



Videos

FACEBOOK

YOUTUBE



Social Media



BabyProMed Story

Course For Self-Care & Newborn Care

Diaper Changing

Cramps In Babies

LOGO Animation

Other

Website Design

Website Analytics

Brochure, Business Cards

Roll-Up Banner, Flyers, etc...

Advertising

Marketing Strategy

Newsletter Marketing

+ MANY MORE

found on our YouTube channel and across social media

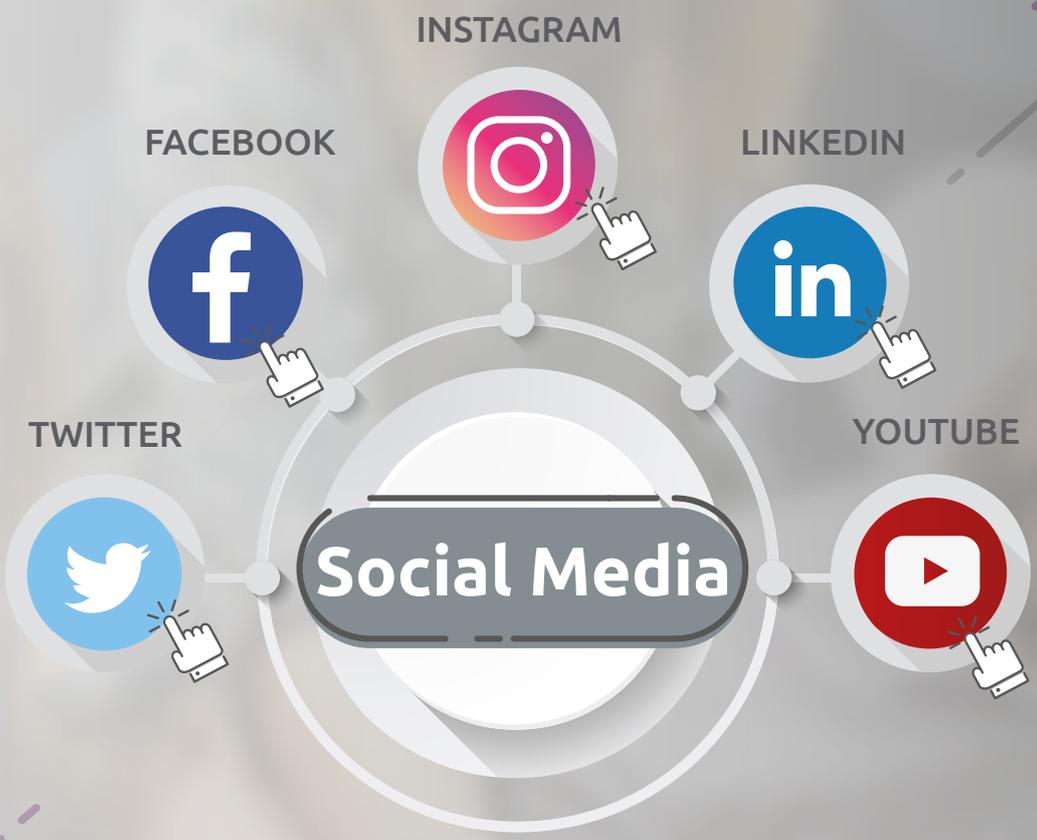
OUR DESIGN

AFRIBALK
CONNECT

~~X~~
NOT OUR SLOGAN

UNITED WE BREAK BOUNDARIES

AfriBalk Connect aims to provide a specialised network to support high net worth individuals vis-à-vis businesses, private and institutional investors to engage with opportunities in Africa.
We are the engineers behind their:



Website

LOGO Animation

+ A LOT MORE - COMING UP

since this is one of our newest paper planes and we are just beginning to prepare for TAKE OFF!



OUR DESIGN



TUJALIWE'S
HOME OF CARE

OUR SLOGAN

WHERE NURTURE LIVES

Tujaliwe is a brave, Malawian nurse assisting COVID-19 patients, and home-based patients requiring medical care, along with her team of qualified nurses.

We are the engineers behind their:



The Story

+ A LOT MORE - COMING UP

this is our newest paper plane
and we are still preparing
for TAKE OFF!





We thank you for your time and consideration!

If you would like to MAKE YOUR IDEAS FLY



Please CONTACT US



LONDON OFFICE



BELGRADE OFFICE

3rd Floor, 207 Regent Street,
London, W1B 3HH, United Kingdom
london@fieldscopeint.com
+44 (0) 2037 907222

Vojislava Ilica 45a
11000 Belgrade, Serbia
belgrade@fieldscopeint.com
+381 (0) 11 2401145

MALAWI OFFICE

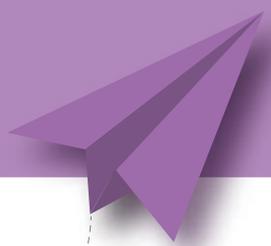
Parkway House
7 Hanover Street,
Opposite Reserve Bank
of Malawi
Blantyre, Malawi
malawi@fieldscopeint.com
+265 888 00 78 88

NEW YORK OFFICE

276 5th Avenue, Suite 704
New York City, NY 10001
United States
usa@fieldscopeint.com
+1 845 2073681

SOFIA OFFICE

Knyaginya Maria Luiza Blvd 2
Sofia 1000, Bulgaria
bulgaria@fieldscopeint.com
+359 (0) 24925586



YOUR
PAPER PLANE
ENGINEERS



 [www fieldscopeint.com](http://www.fieldscopeint.com)

 [www patients.fieldscopeint.com](http://www.patients.fieldscopeint.com)

 [www projects.fieldscopeint.com](http://www.projects.fieldscopeint.com)

 [www healthcare.fieldscopeint.com](http://www.healthcare.fieldscopeint.com)