ODS

OPTICAL DISC SOLUTIONS

We *are the Company behind the Success !*

➤ **Insert in Newspapers and Journals**

Sales Value has Grown with more than 300%

➤ **Optical Discs attached to FMCG**

Sold 3 Million units in 2 Weeks

➤ **Achieving Customer Loyalty through the gift offered with the package**

During the Campaign, the Company's sales represented 15% of the Total annual Selling

FMCG Projects:

Name: " **Footbalul ne uneste pe toti!** " *(Football unites us all)*

Description: Learn more, about the most famous football players of all times

Target: Young people who like football

Insert: During the European Championship (3 months period), the Discs were distributed together with Cola Bottles in all the Supermarkets

Name: "**U Tunes**"

Project Details: Free CD

Description: 12 Summer Tunes which can guide you to more winnings. The first song will reveal a surprise

Insert: 2 Months

Name: " **Buburuza Norocoasa** " *(Lucky Ladybug)*

Project Details: If you acquire 2 products: CIF & Domestos you get an audio CD with beloved Romanian music from '80 and '90

Description: This audio CD is gathering the best Romanian music for Spring season, like: Mondial: Primavara; Mircea Baniciu: Saptamana; Rosu si Negreu: Pseudofabula; Trio Grigoriu: Broscuta Oac and Mihaela Runceanu: Pentru voi muguri noi

Target: House wife with medium purchasing power

Insert: 1 Month period distribution in all supermarkets.

  360.000 pcs

Name: " **Dacia 40 de ani** " *(40 Years with Dacia)*

Project Details: Free CD

Description: The CD Contains the most popular 12 Romanian songs, from the past 4 decades. Every customer who enters in the Dacia Store receives this CD and a special anniversary offer

Insert : 2 Months

CD / DVD Insert Projects:

Name: " **Cooking thin and loving food** "

Project details: DVD appended to "Beau Monde" magazine

Description: Acclaimed chef, author and television host Kathleen Daelemans combines humor, culinary technique and sensible approaches to good health in COOKING THIN AND LOVING FOOD WITH CHEF KATHLEEN

Target: Mature women, with high spending power

Insert: 1 month period. Distribution in all the newspaper selling points.

20.000 pcs

Name: " **Yoga 3 in 1 Workout** "

Project details: DVD appended to "Beau Monde" magazine

Description: 3 *'bite-size'* accessible routines which can be practiced at a level which is comfortable for you

Target: Mature women with high spending power

Insert: 1 month period. Distribution in all the newspaper selling points.

20.000 pcs

Name: " **The World According to Google** "

Project details: DVD appended to "Saptamana financiara" magazine

Description: This documentary gives an in-depth look in the world of Google and search. What if all the world's information would be available and easy to find? What if all the news, all books, all texts, photographs and videos would be collected in one place, and made available, always and everywhere?

Target: Business people

Insert: 1 Month Period. Distribution in all the newspapers selling points.

     40.000 pcs

Name: "**Superbebe Education**"

Project details: DVD appended to "Supebebe" magazine

Description: This DVD collection is designed to gently stimulate your baby's mind, specifically tailored to meet the needs of infants and toddlers

Target: parents and little children

Insert: 6 Month period. Distribution in all the newspapers selling points.

     15.000 pcs/ month

Why **US ?**

- **ODS** is the Leader and the Most Important full Service Optical Disc replicator in Romania
- **ODS** is a Solution Provider for your Business or your Clients

WE *Offer:*

- Complete Solutions for Customers (publishers, corporations, FMCG)
    - Content management
    - Newspaper Appending
    - Replication
    - Packaging
    - Delivery
    - Distribution

- Related Services:
    - Concept and Graphic editing
    - Offset and Digital printing
    - Professional Consultancy and DTP (Desktop Publishing)
    - Legal assistance for obtaining Copyright and related Licenses

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