CHALLENGE STUDIO

Focused on branding & UX/UI design.
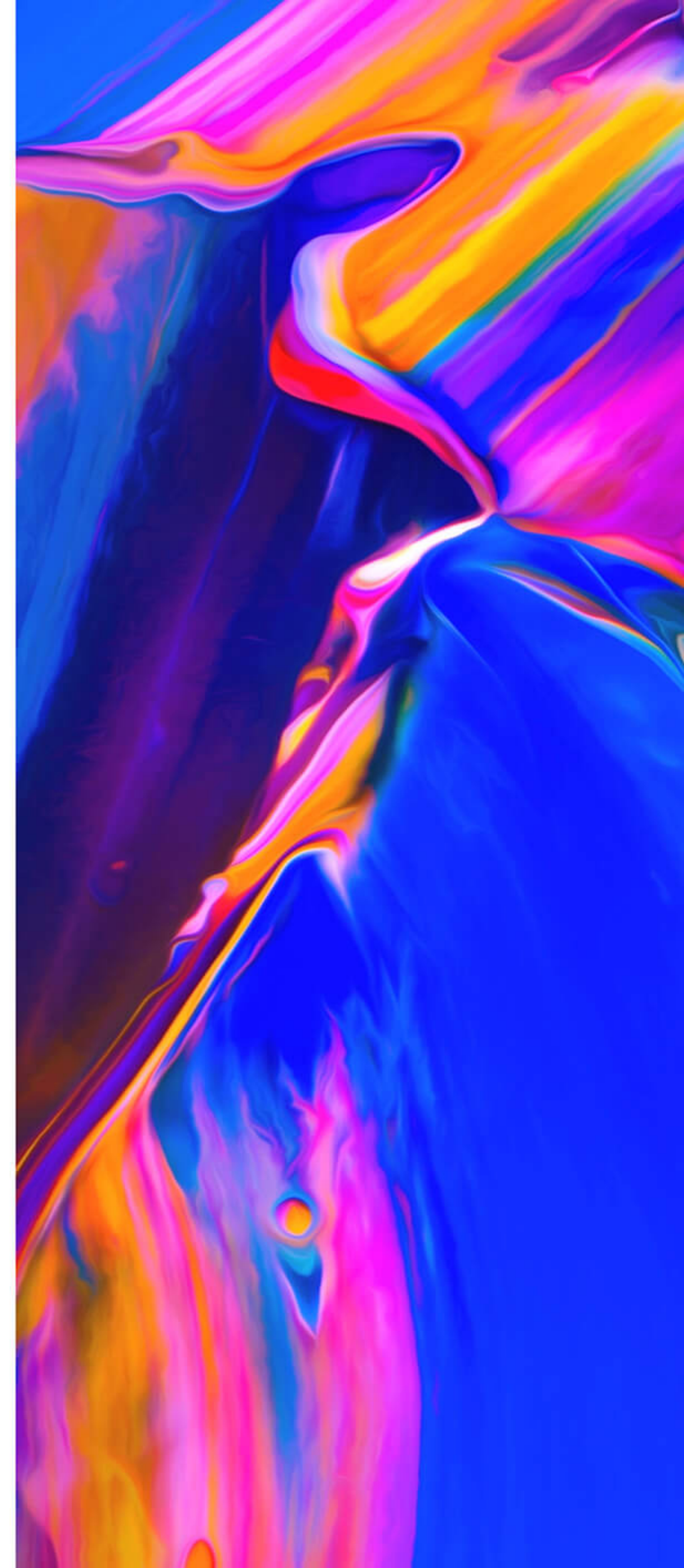
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WHAT WE DO	I

ABOUT US	II

We design your brand strategy & identity, so it stands up to the challenge.

SKULLHEAD

Against the odds

INTEX

Automation traning center

Products and knowledge for mountain conquerors
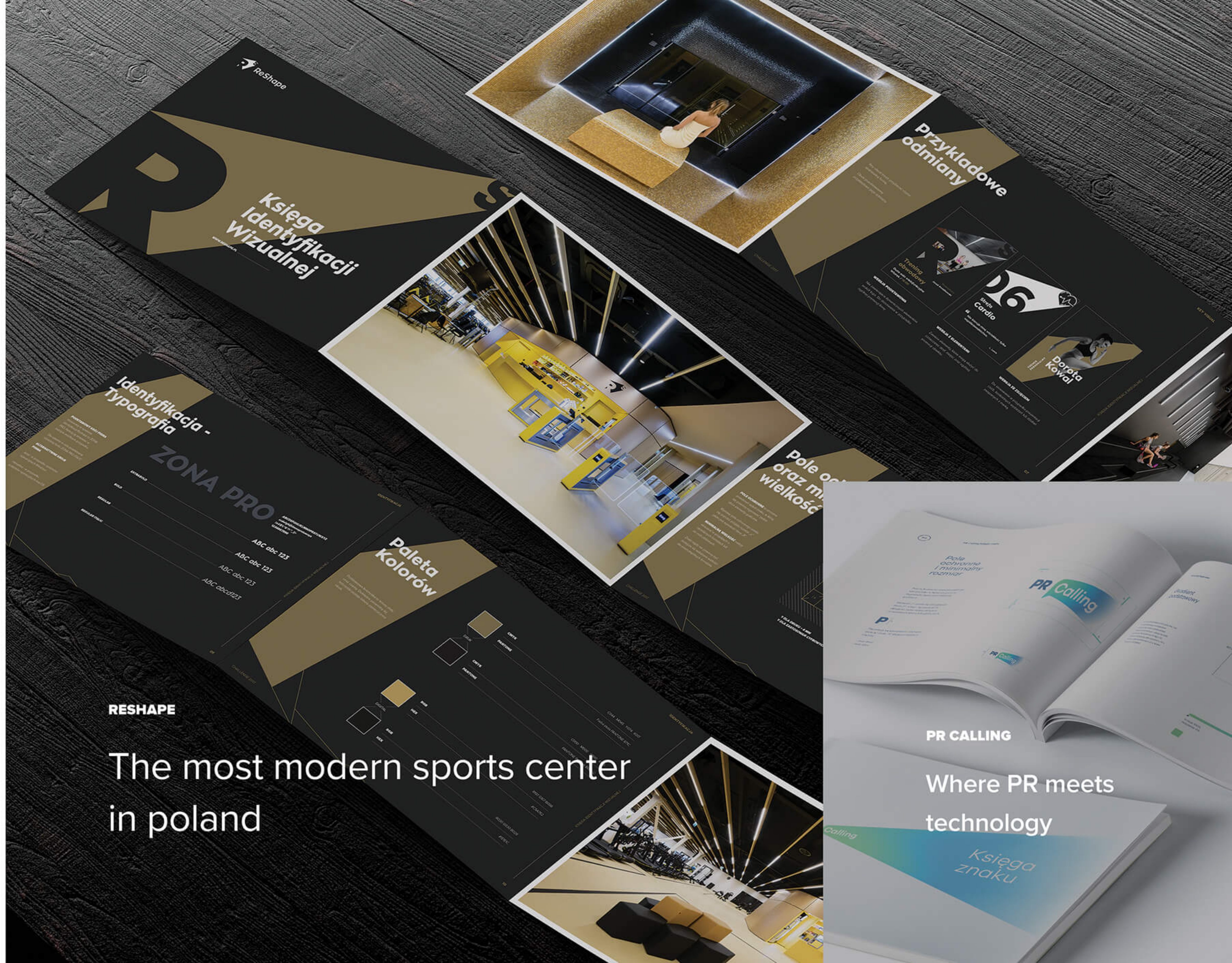
TEKNISKA POLSKA

Everything connects

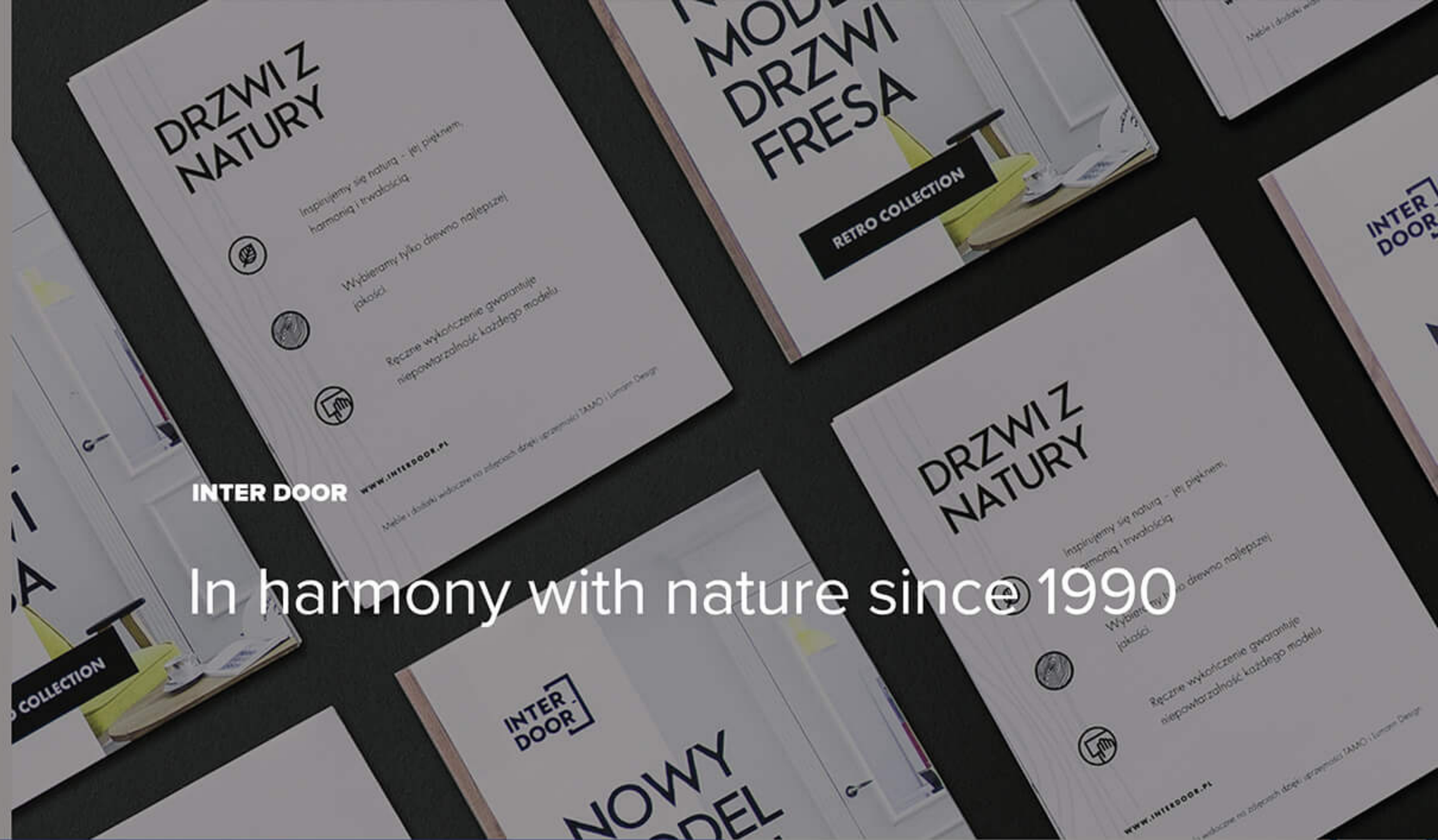**SMSAPI**

Powerfull SMS communication

RESHAPE

The most modern sports center in poland

PR CALLING

Where PR meets technology

GLIWICE

New visual identification for city theater ADAMSÓW

SEZON 2015-16

SCENA GŁÓWNA PRZY UL. NOWY ŚWIAT

INTER DOOR

In harmony with nature since 1990

SHOPSYS

#1 Ecommerce platform for in-house dev teams

Pečujeme o váš úspěch v e-commerce

www.shopsys.cz

Academy

From knowledge to innovation

www.shopsys.cz

Framework

From idea to working product
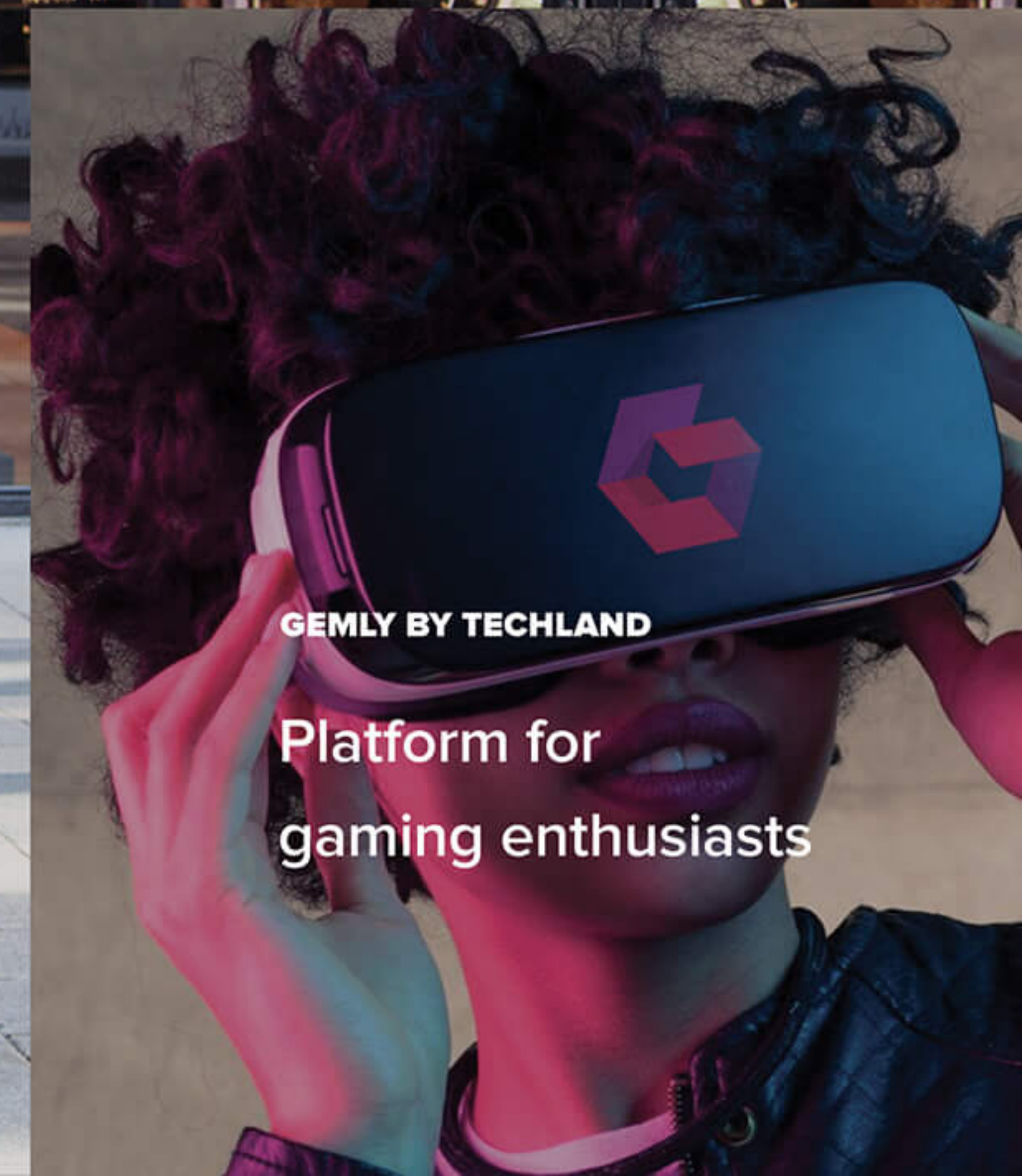
PZIP

Polish Association of Loan Institutions

HUUUGE GAMES

Leading real-time mobile games developer and publisher

GEMLY BY TECHLAND

Platform for gaming enthusiasts

We design your <u>packaging</u>, so it catches the eye of the customer.

GOTAPE

Premium kinesiology tape

Sonar tech in the hands of any angler
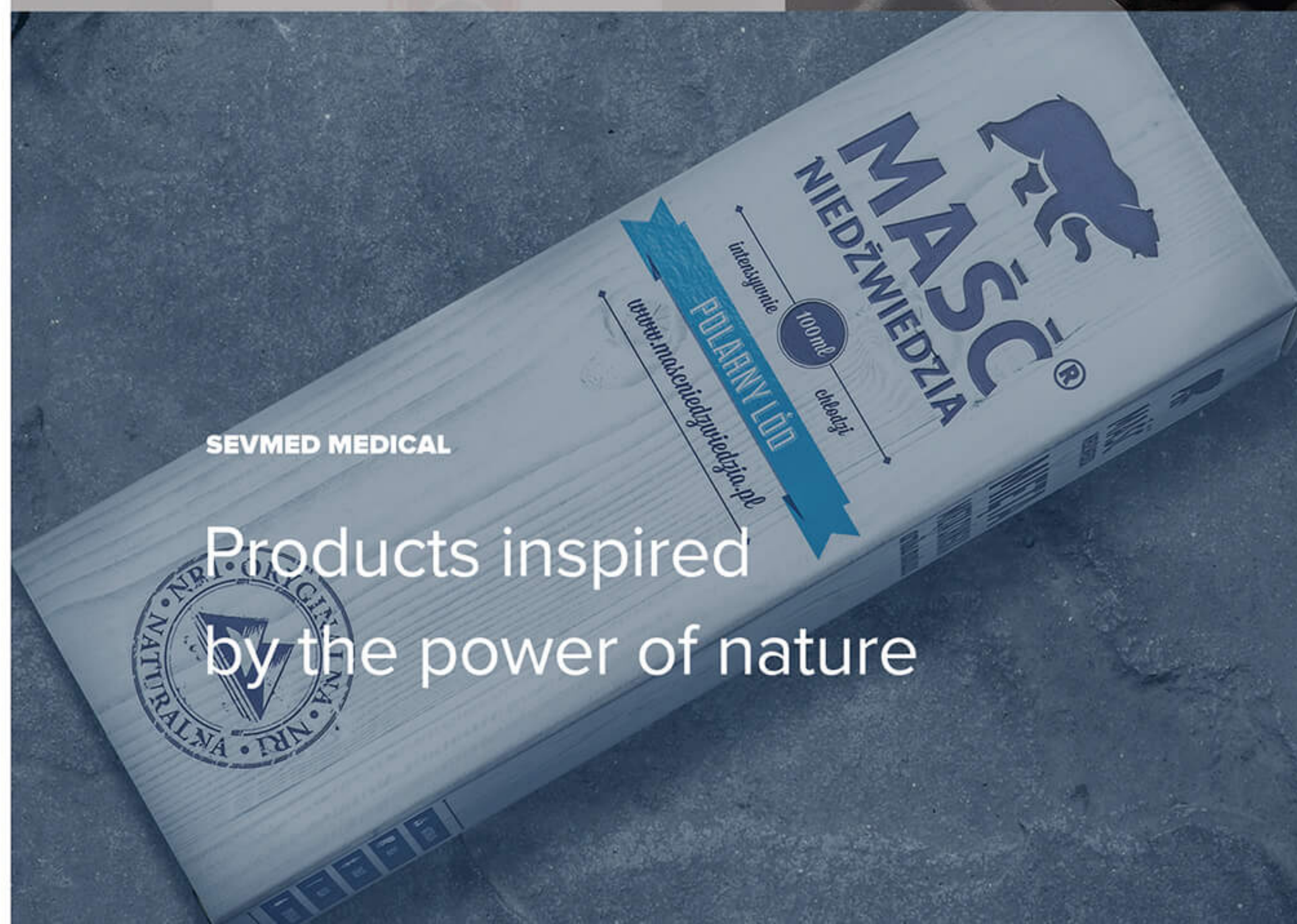
RAVCORE

Professional gear
for gamers

SALCO AROMA THERAPY

Regain what's lost

SEVMED MEDICAL

Products inspired
by the power of nature

CAT BALM

For headache
or runny nose

High quality modern technology

Regenerative lip serum

We produce high-quality media that compliment your visual communication.

S8 GROUP

S8 people - Photo session

CHEF'S IDEA

Explanatory video production
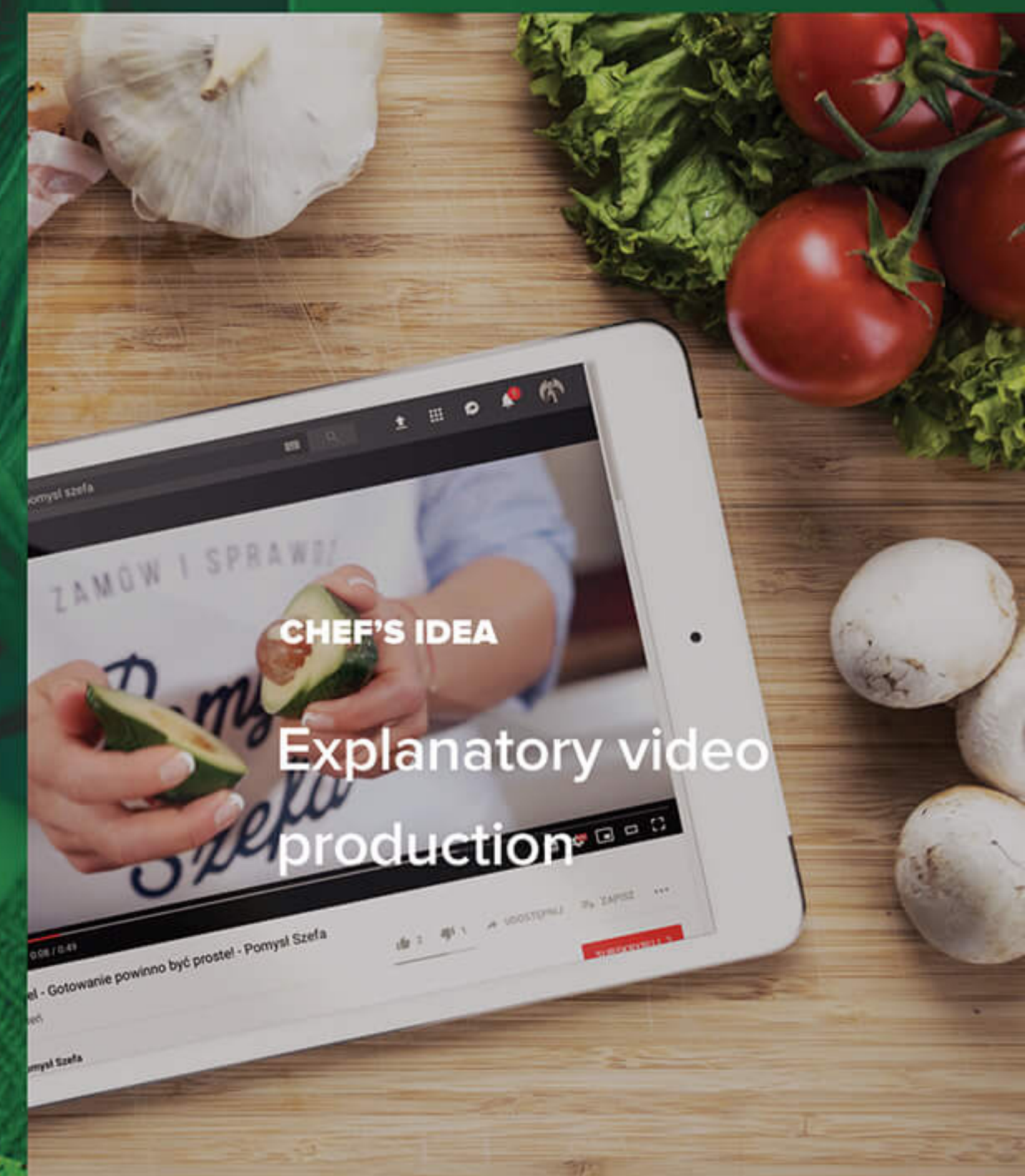
INTEX

Corporate photography

RAVCORE

Product animation

RAVCORE - Professional Gear for Gamers
48 538 wyświetleń

CEZIK

CEZIK
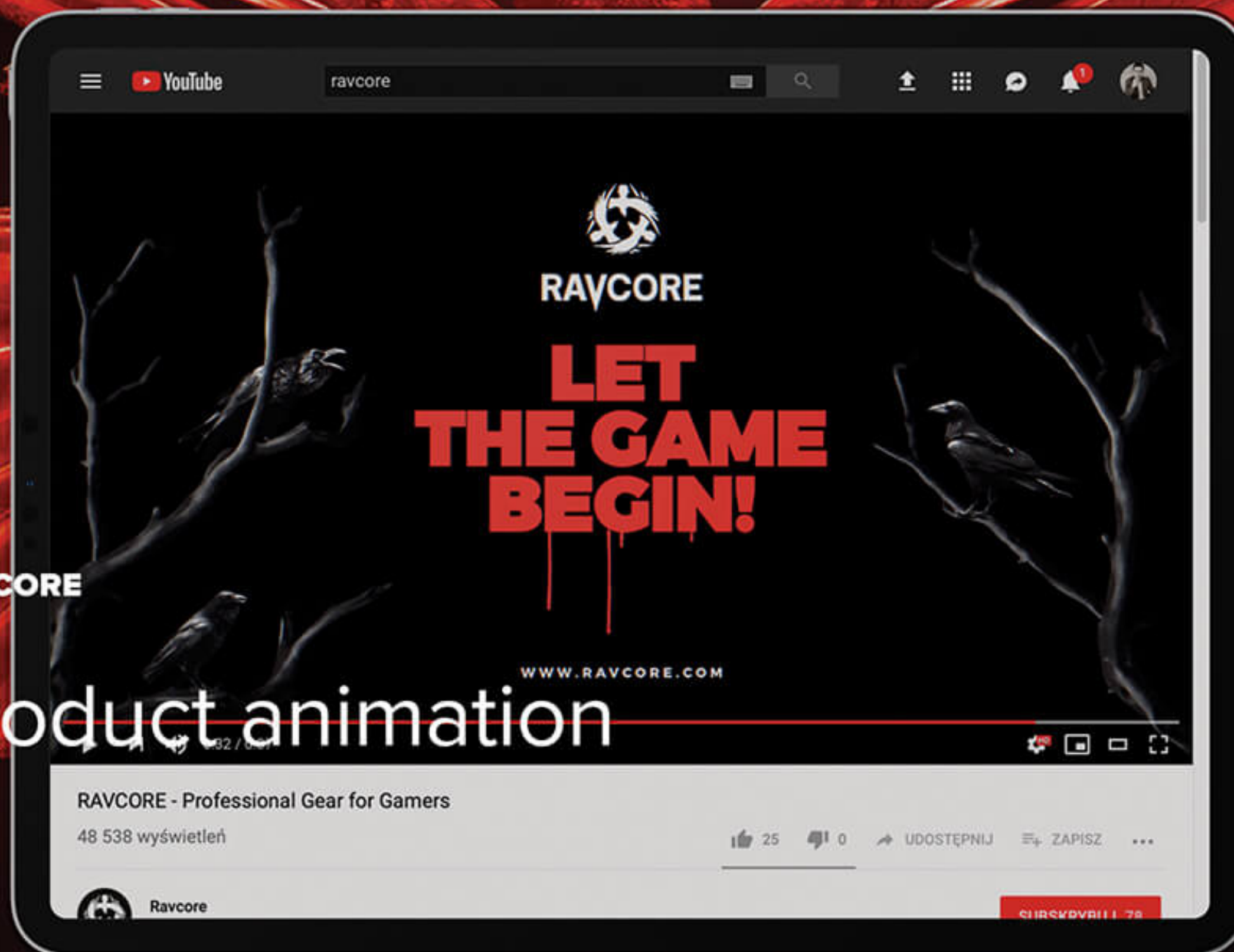
Illustration for the album

AMBIWALNETY

TIVRON

Corporate photography

BZ
BUSINESS ZONE

LAMA MEDIA

Series of illustrations for
„Business zone" browser game

DFJ VIHNOS

Commercial
photography

MEEKA SHOES

Commercial photography

Illustrations for various books

Sposoby prowadzenia budowy

Wybiera wykon

ZDROWA KROWA

Explanatory video and product photography

ADRIATICA & ORIENT WATCHES

Product photography

We design e-commerce platforms that effectively convert traffic into sales.

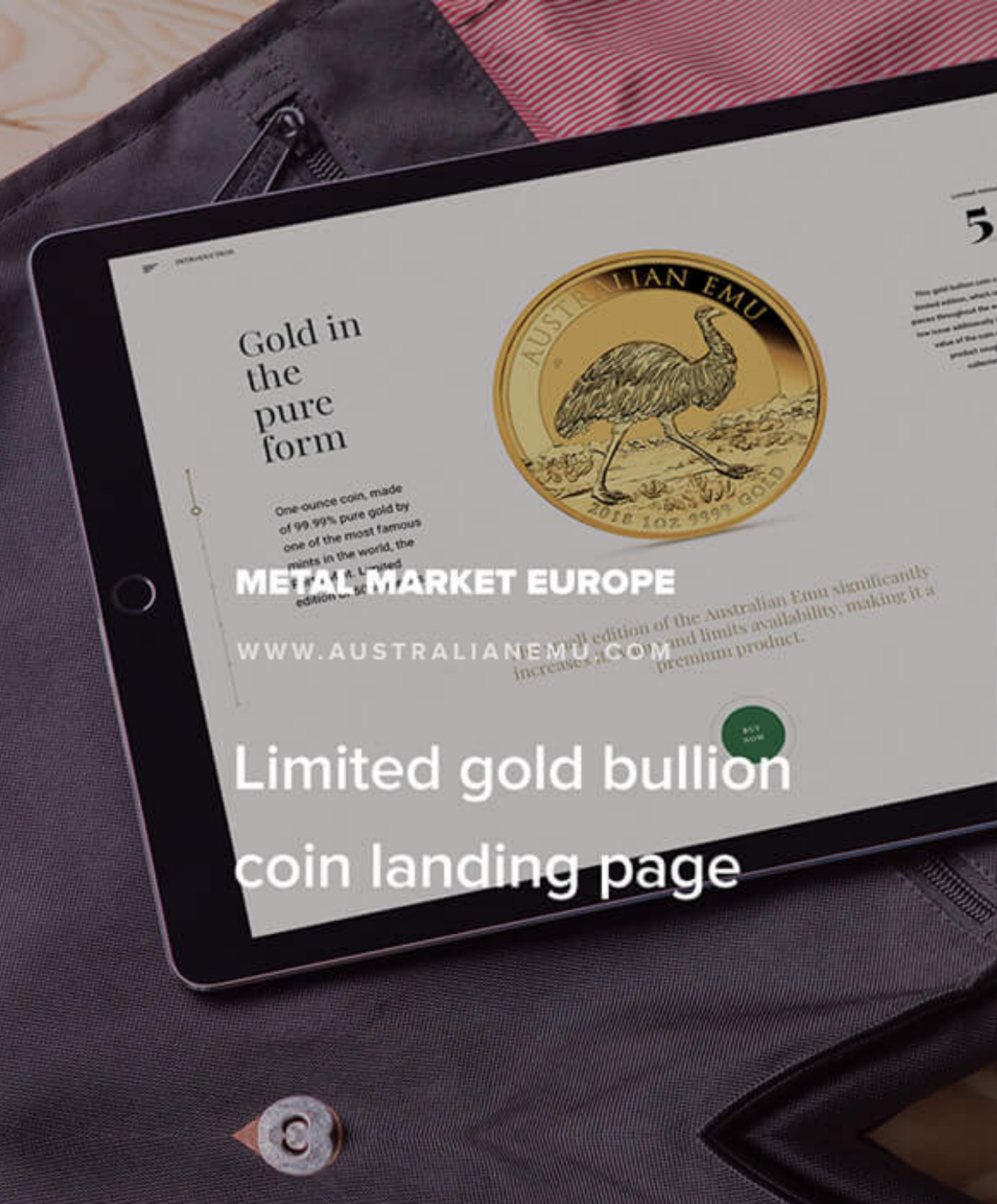LAMANIA.EU

New era of Polish fashion

UNAWHEEL MINI   WWW.UNAWHEEL.EU

The world's lightest wheelchair power add-on

METAL MARKET EUROPE

WWW.AUSTRALIANEMU.COM
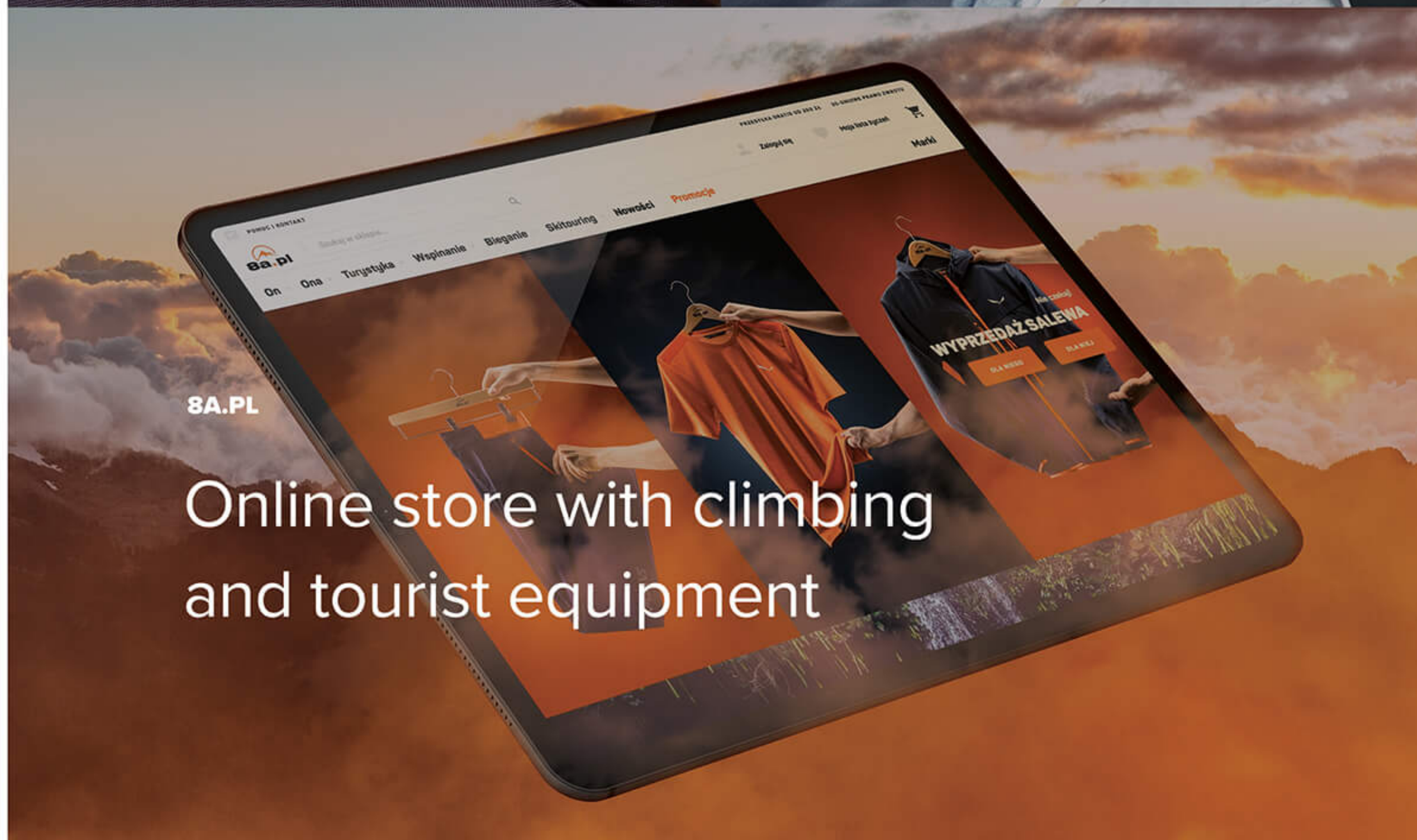
Limited gold bullion coin landing page

KOSZULKOWO.COM

The largest Polish shop with prints on clothes

8A.PL

Online store with climbing and tourist equipment
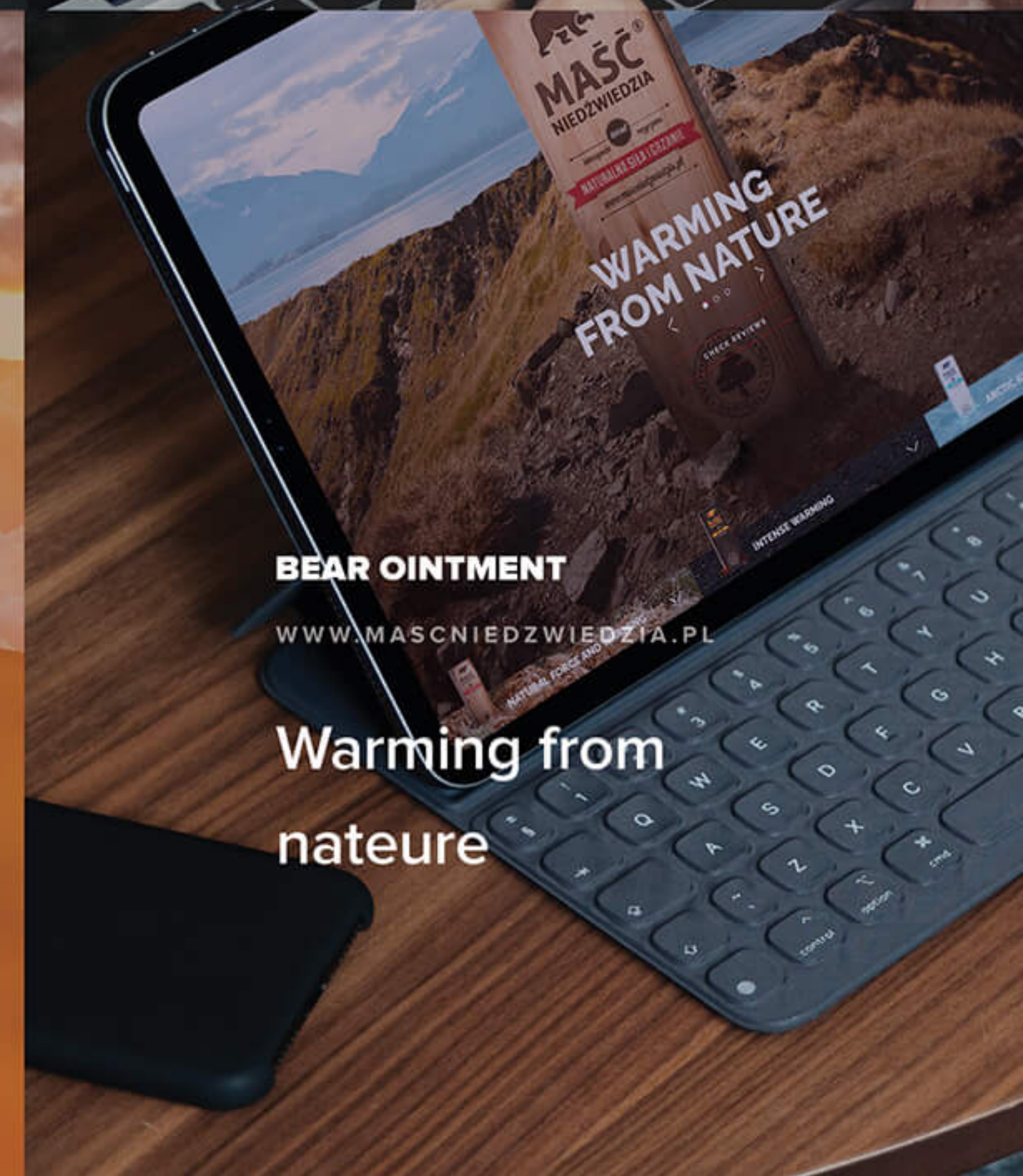
BEAR OINTMENT

WWW.MASCNIEDZWIEDZIA.PL

Warming from nateure
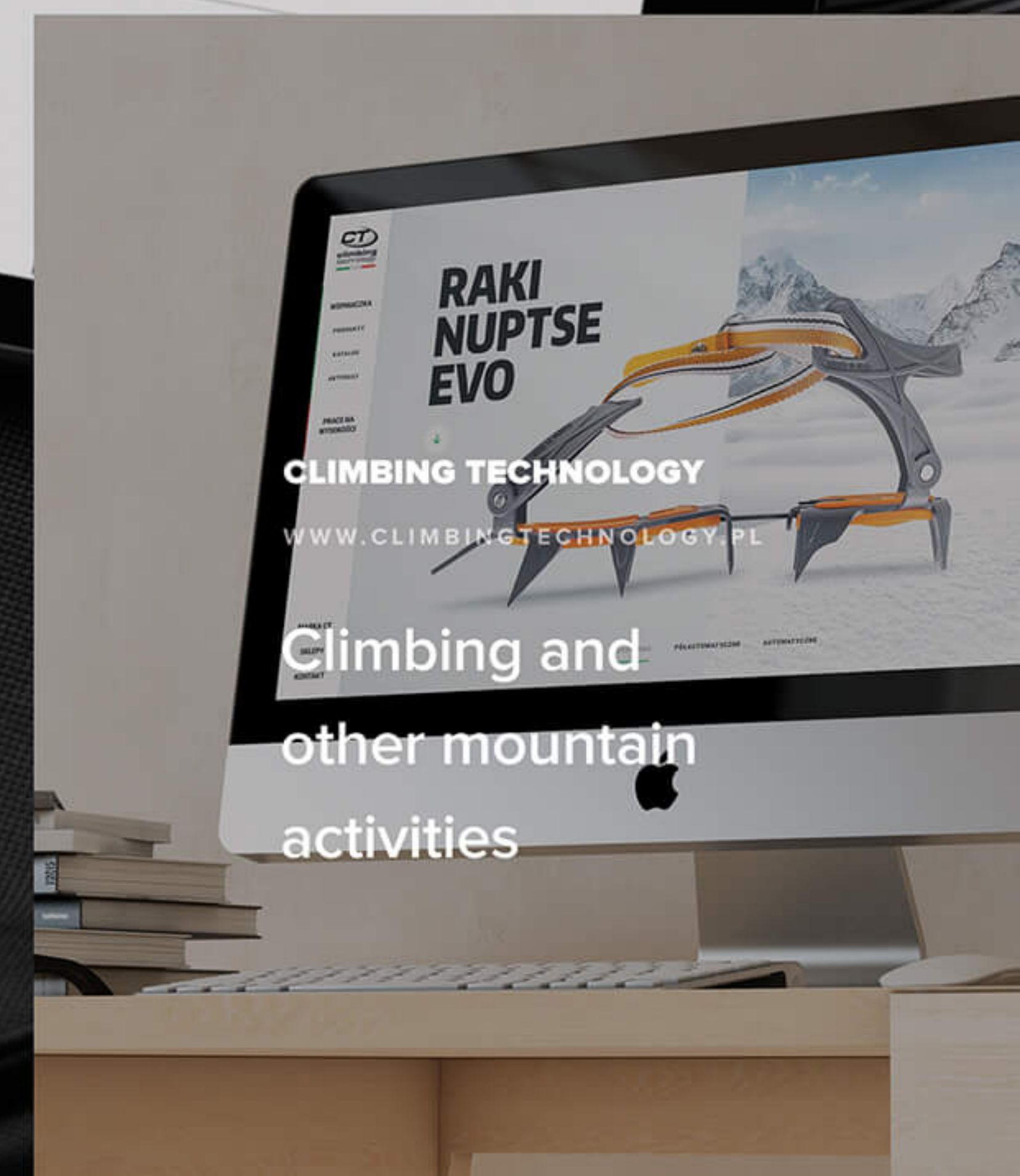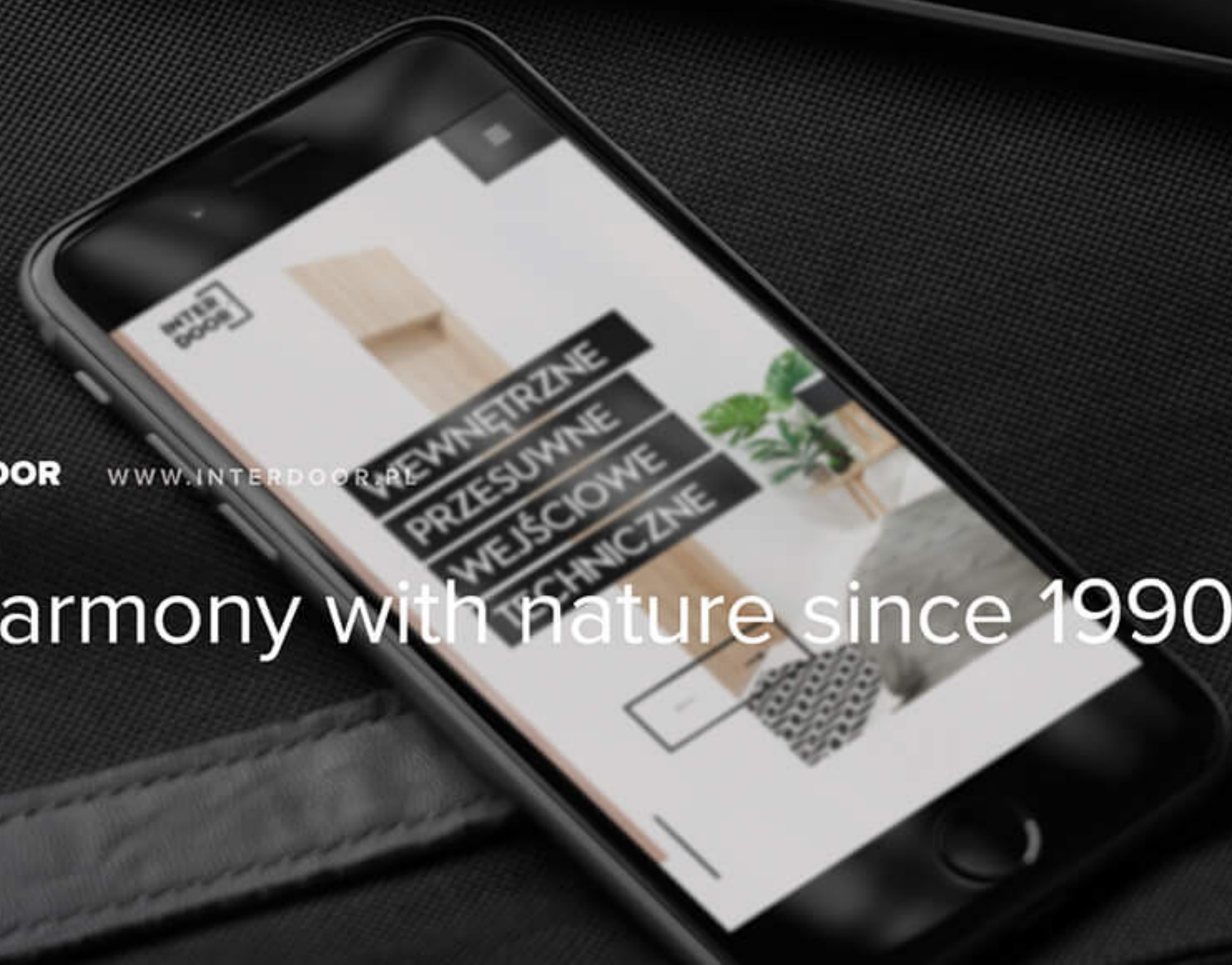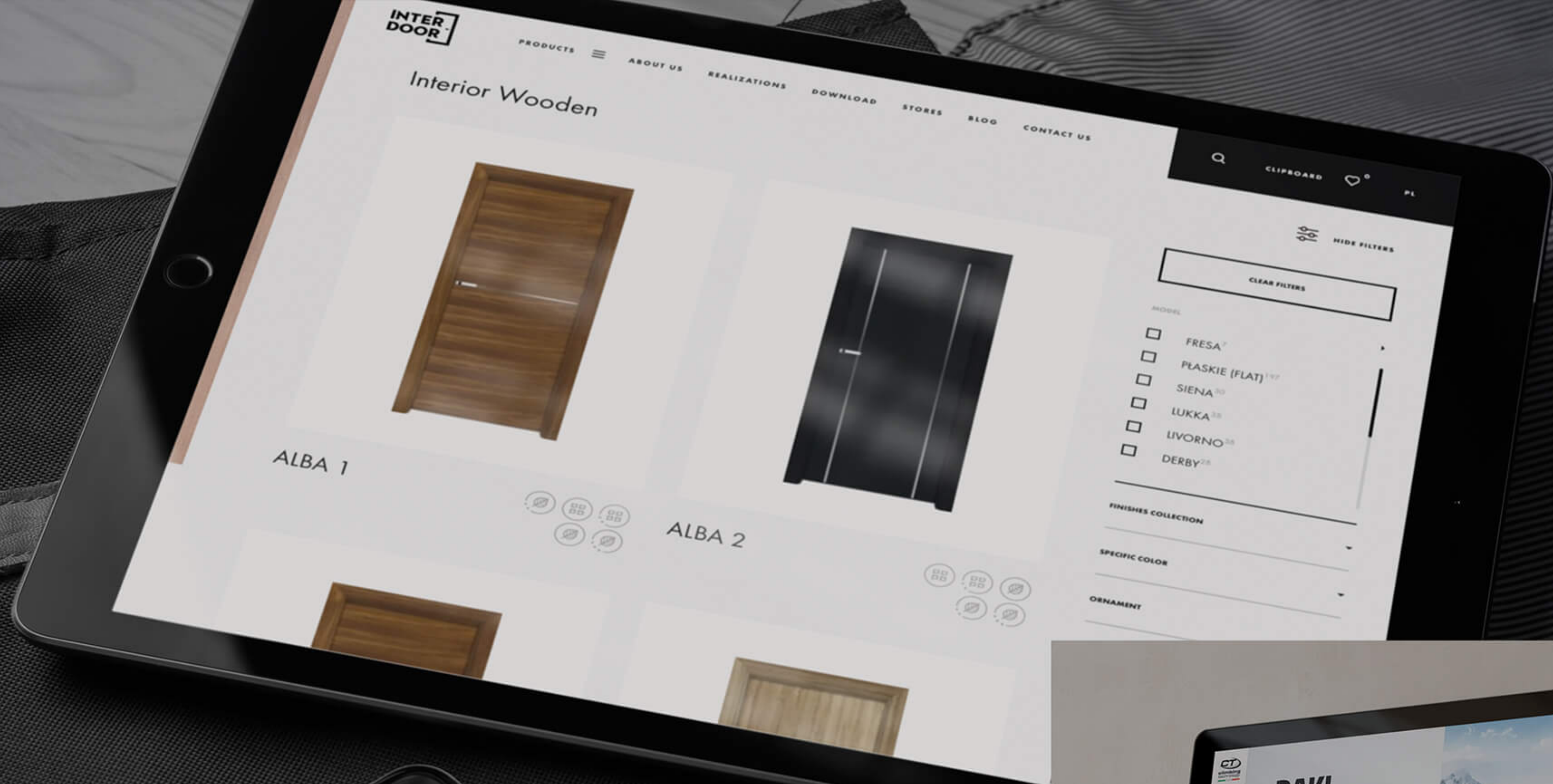
INTERDOOR   WWW.INTERDOOR.PL

In harmony with nature since 1990

CLIMBING TECHNOLOGY

WWW.CLIMBINGTECHNOLOGY.PL

Climbing and other mountain activities
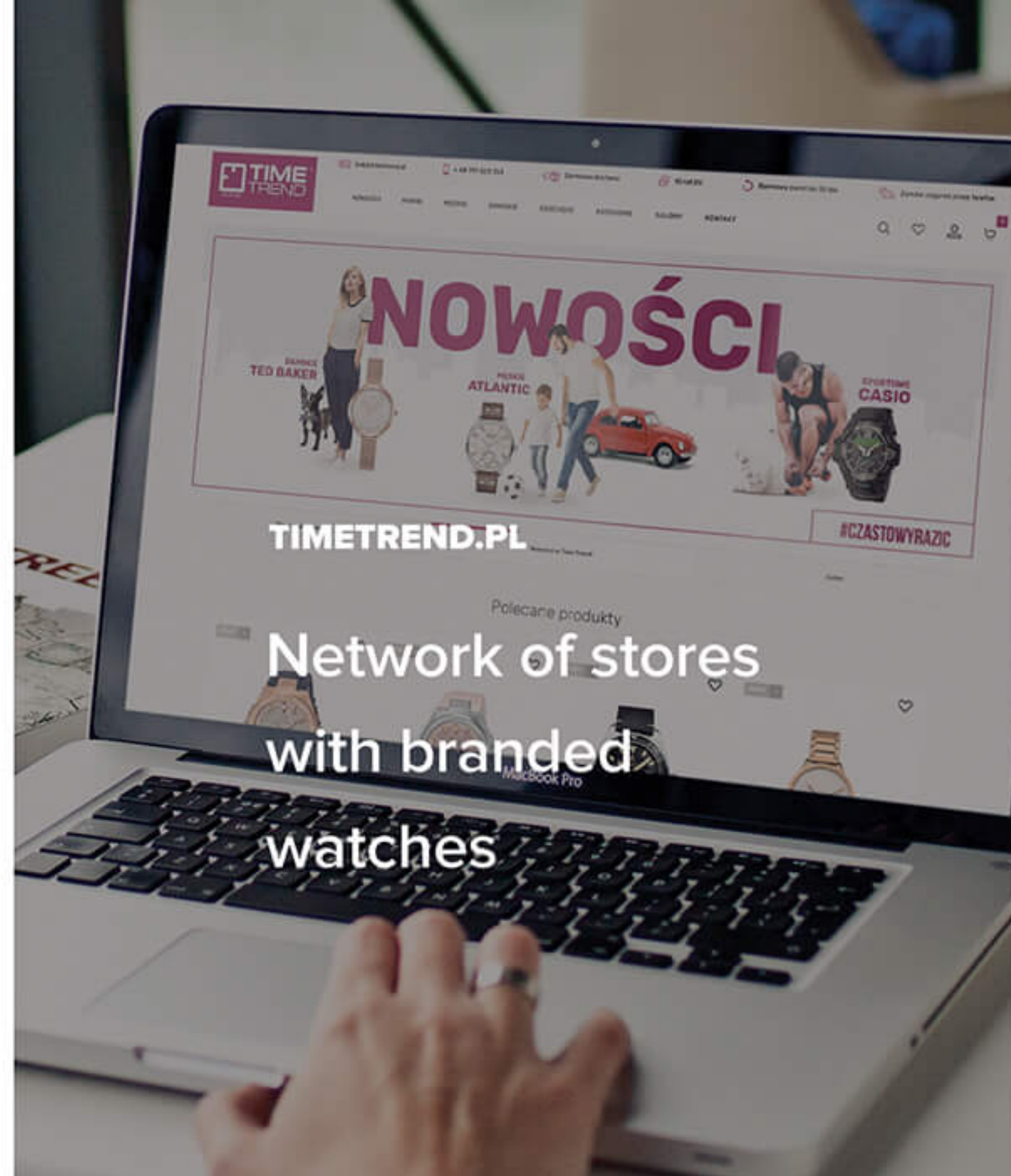
TIMETREND.PL

Network of stores
with branded
watches

ESBIT THERMOS   WWW.TERMOSY-ESBIT.PL

Made to survive

WUJO.PL

High quality products for smoke lovers
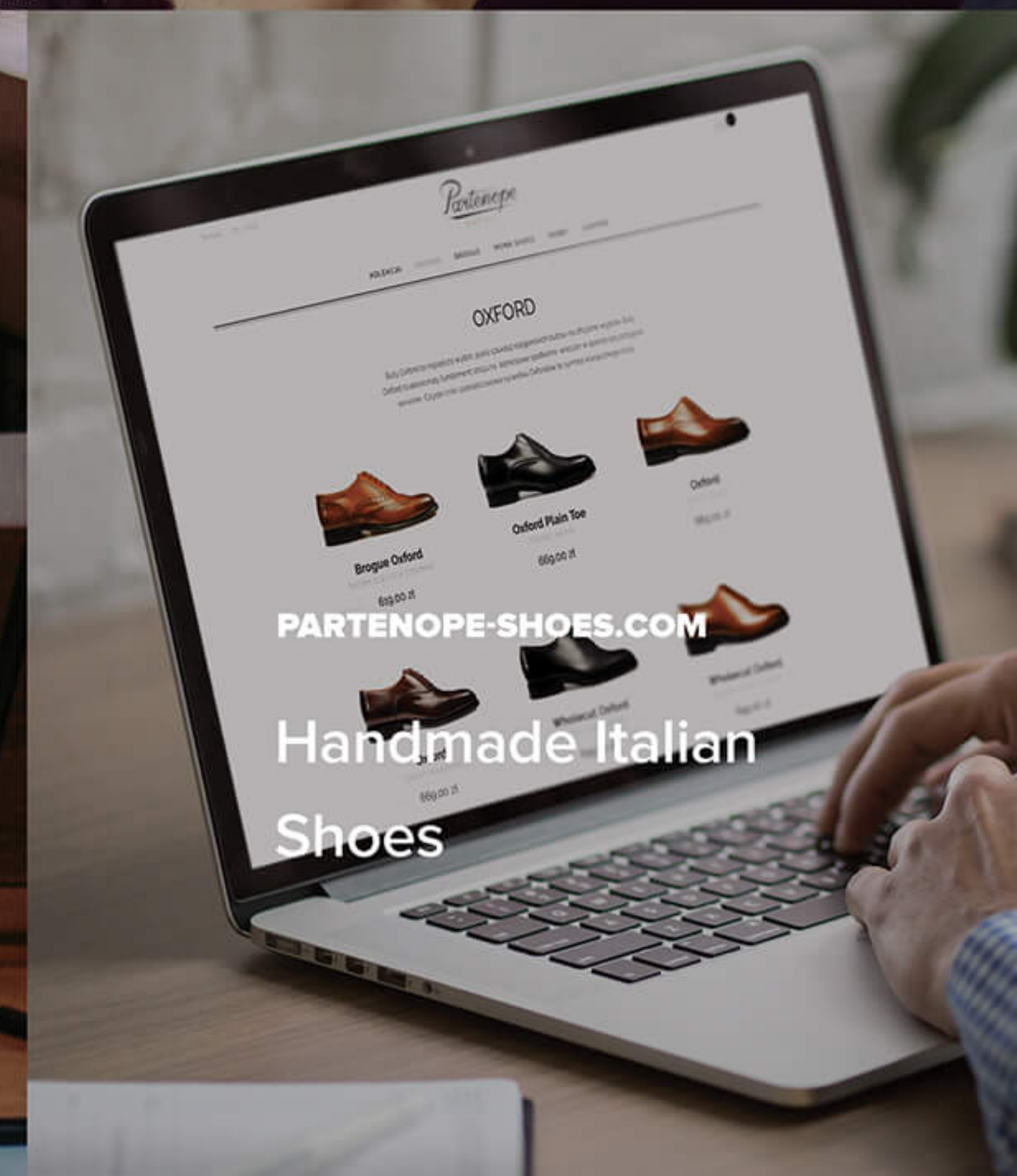
PARTENOPE-SHOES.COM

Handmade Italian
Shoes

We design websites & apps that put you step closer to your customer.

DRE.PL

Good interior doors

QUALITYEXCITES.PL

Nationwide conference on software quality

JANPALUCH.ORG

John Paluch's
Foundation

RESHAPE.PL

New shape of fitness
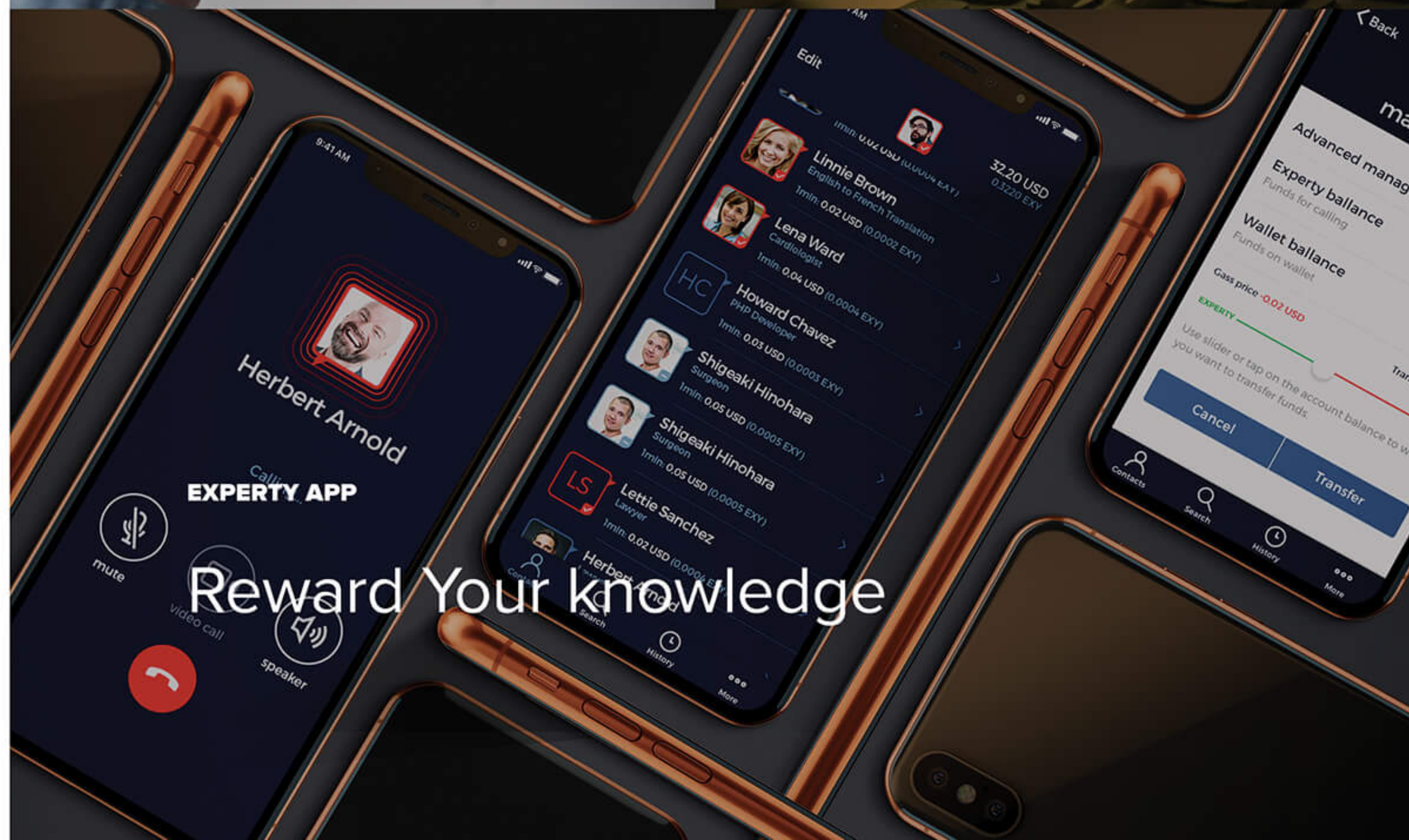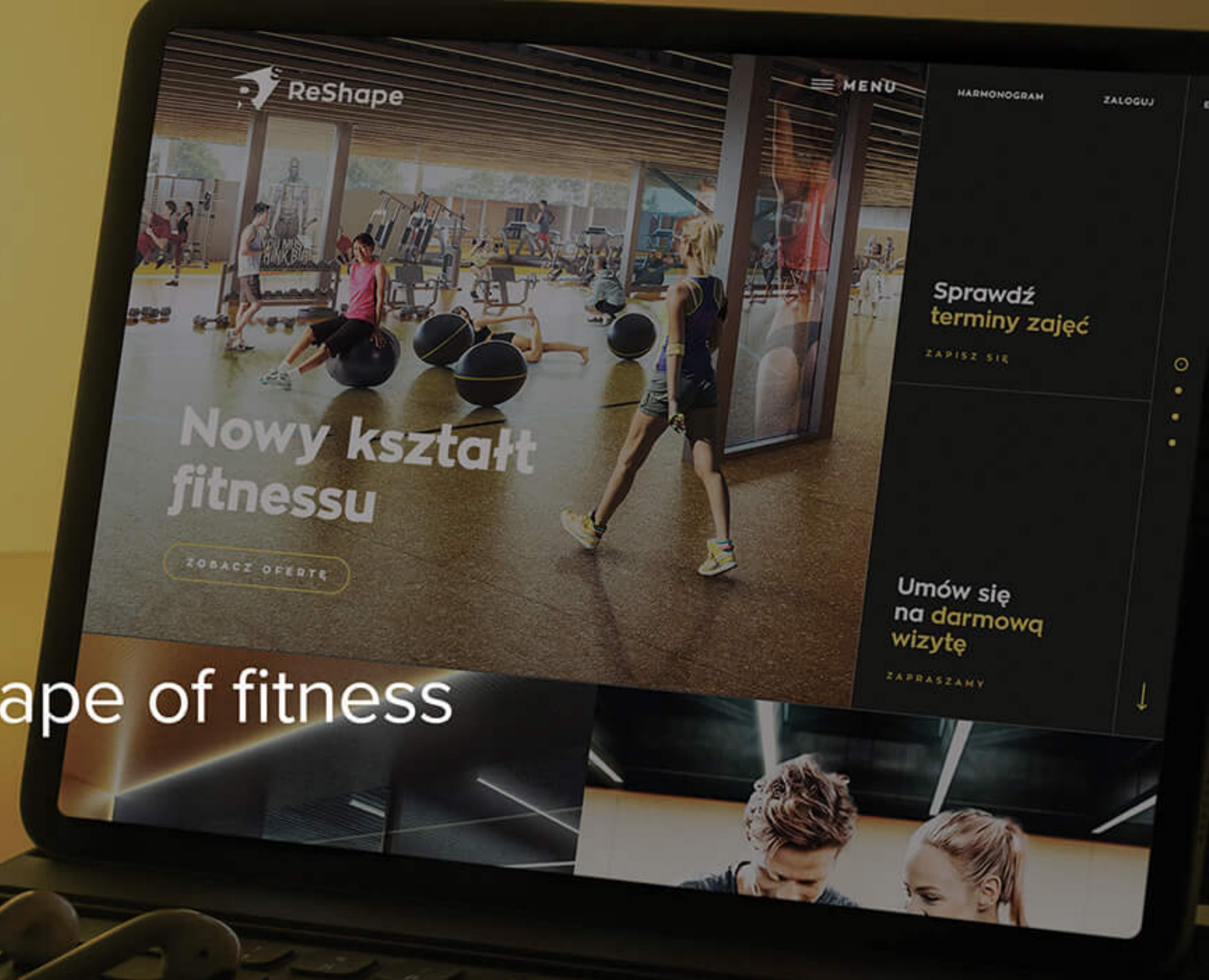
EXPERTY APP

Reward Your knowledge
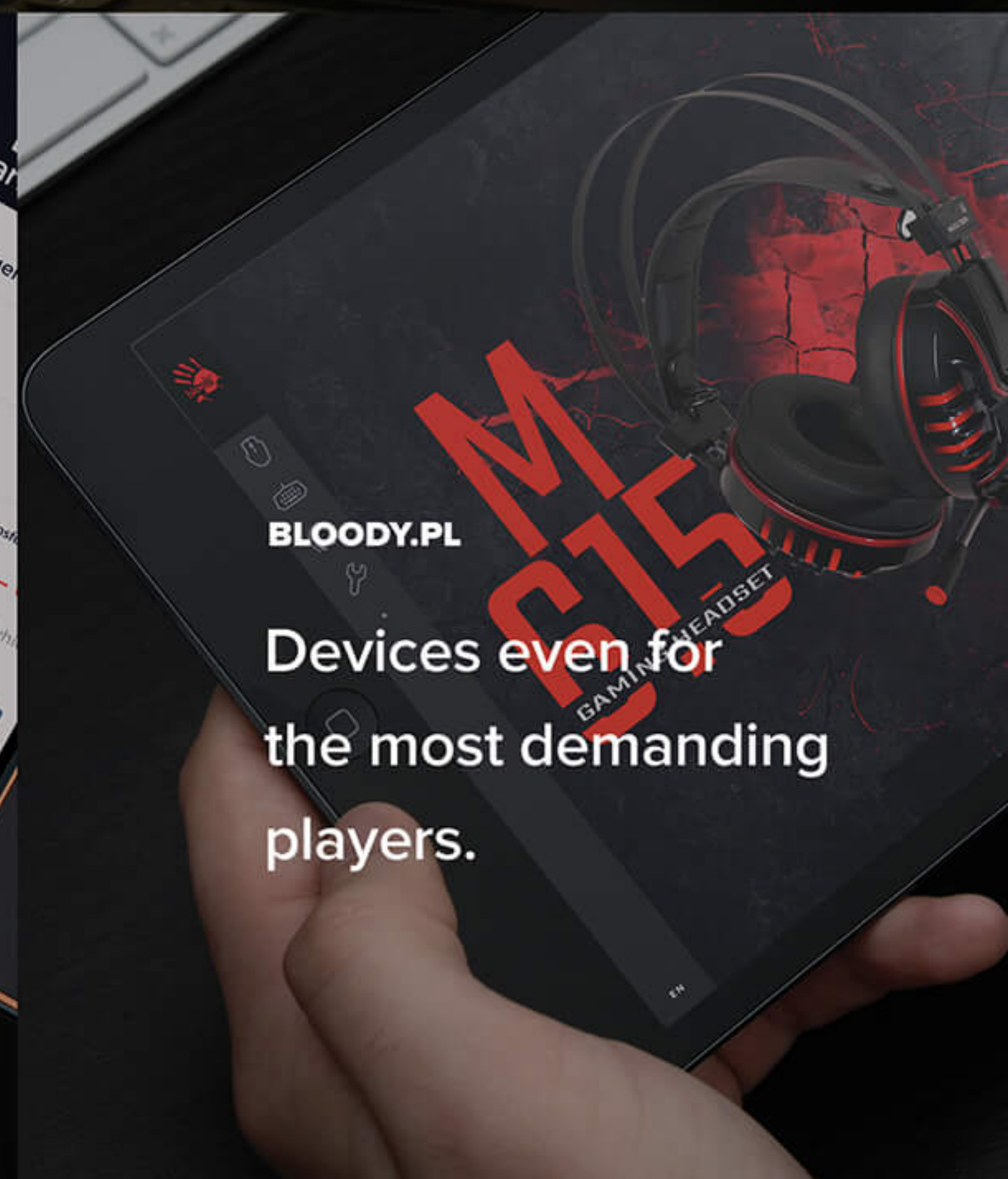
BLOODY.PL

Devices even for
the most demanding
players.
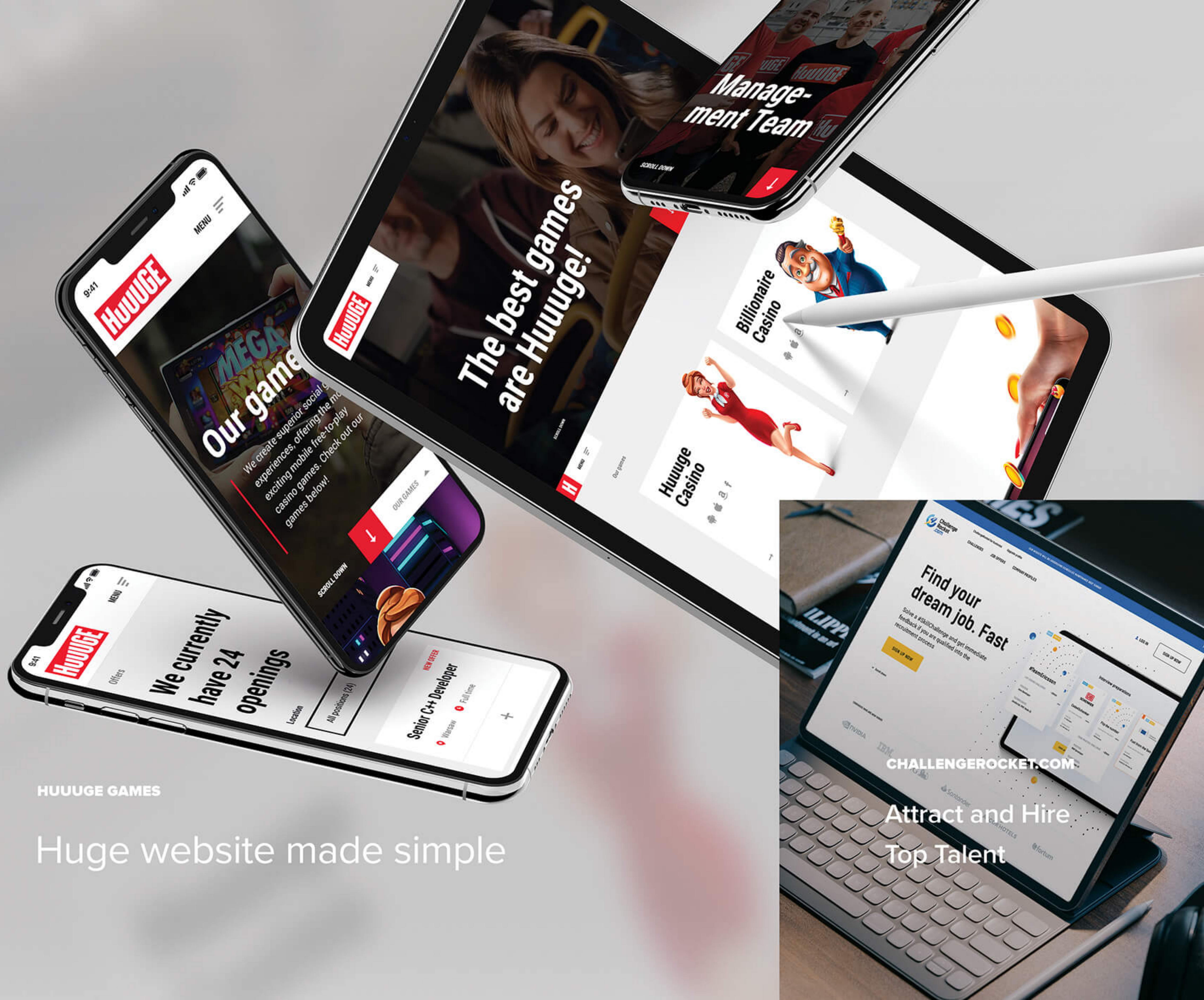
HUUUGE GAMES

Huge website made simple

CHALLENGEROCKET.COM

Attract and Hire
Top Talent

PRCALLING.COM

Where PR
meets technology

TIVRON.COM

Modern Contact Centre that
provides support and partnership

AURORACREATION.PL

Experienced, certified, specialized
Magento Developers

RAVCORE.COM

Professional gear
for gamers

Areas of our specialization

Branding

Brand strategy

Positioning

User profiles and journeys

Customer and revenue segmentation

Brand attributes

Competitive audit

Brand design

Logo design and identity systems

Brand name & domain consultancy
(Competition, popular queries, domain availability, keywords,)

Naming & messaging

Brand guidelines

Environmental design

Visual information system / Way finding system design

Marketing and brand Collateral

Promotional materials design

Social media visuals design

Editorial design

Exhibitions materials design

Outdoor advertising design

Custom print materials design

Packaging design

Single package design

Product line design

Product label design

Areas of our specialization

Media

Photography, video & animation production

Organization

Production

Post production

3D visualization

3D motion

Illustrations

Painting / digital painting

Character design

Infographics design

Icons & symbols design

Printing supervision

Areas of our specialization

UX/UI design

Websites, web and mobile applications, e-commerce / CRM / ERP platforms, user interfaces.

Audits

Complex SEO audit
(on-page SEO, off-page SEO, competitive analysis, keyword research)

UX audit

Google Analytics audit

Lead generation audit

Design

Technical SEO & Information architecture specification
(efficiency, crawlability, indexability, proper keyword targeting)

Concept development

Prototypes and wireframes design

Product design

Development

Front & back-end

Quality Assurance & Testing

Products support & maintenance

You have not found a service that solves your problem?

Do not worry, we'll find the right specialists.

Tell us about your project

or make an appointment for a kick-off meeting

ABOUT US

II - 1

OUR MISSION

Creative studio that loves and strives to be challenged.

1.

FLEXIBILITY AND ADAPTATION

We comprehensively take care of your brand, no matter if it is small or big.

2.

WE CHARGE FOR OUR HEAD, NOT FOR HANDS

Experts and business partners, not manual workers. Results, not deliverables. Outcomes, not activities.

3.

NO BOUNDARIES

We believe in freedom. We are not limited by location, language, time zone or technology.

Creative studio that loves and strives to be <u>challenged.</u>

4.

NO SHORTCUTS

We do not compromise in teamwork and achieving a goal. We only reach for specialists of the highest class.

5.

NO ROADBLOCKS

We love procedures and well-planned work, but we do not fall victim to it. Over everything, we value efficiency and quality.

Challenge Studio in numbers

16
years of
experience

70+
awards
and distinctions

110+
satisfied
clients

Meet us

DAWID SKINDER

CEO. EXPERT IN BRANDING
AND INTERACTIVE SOLUTIONS

WWW.DAWIDSKINDER.PL

PRZEMYSŁAW GRYGIEL

OPERATIONS DIRECTOR
& PROJECT MANAGER. EXPERT IN
PHOTOGRAPHY, VIDEO AND ANIMATION.

MACIEK MUCHA

SENIOR UX/UI DESIGNER

Meet us

KRZYSZTOF NOWAK

ILLUSTRATOR AND BRAND DESIGNER
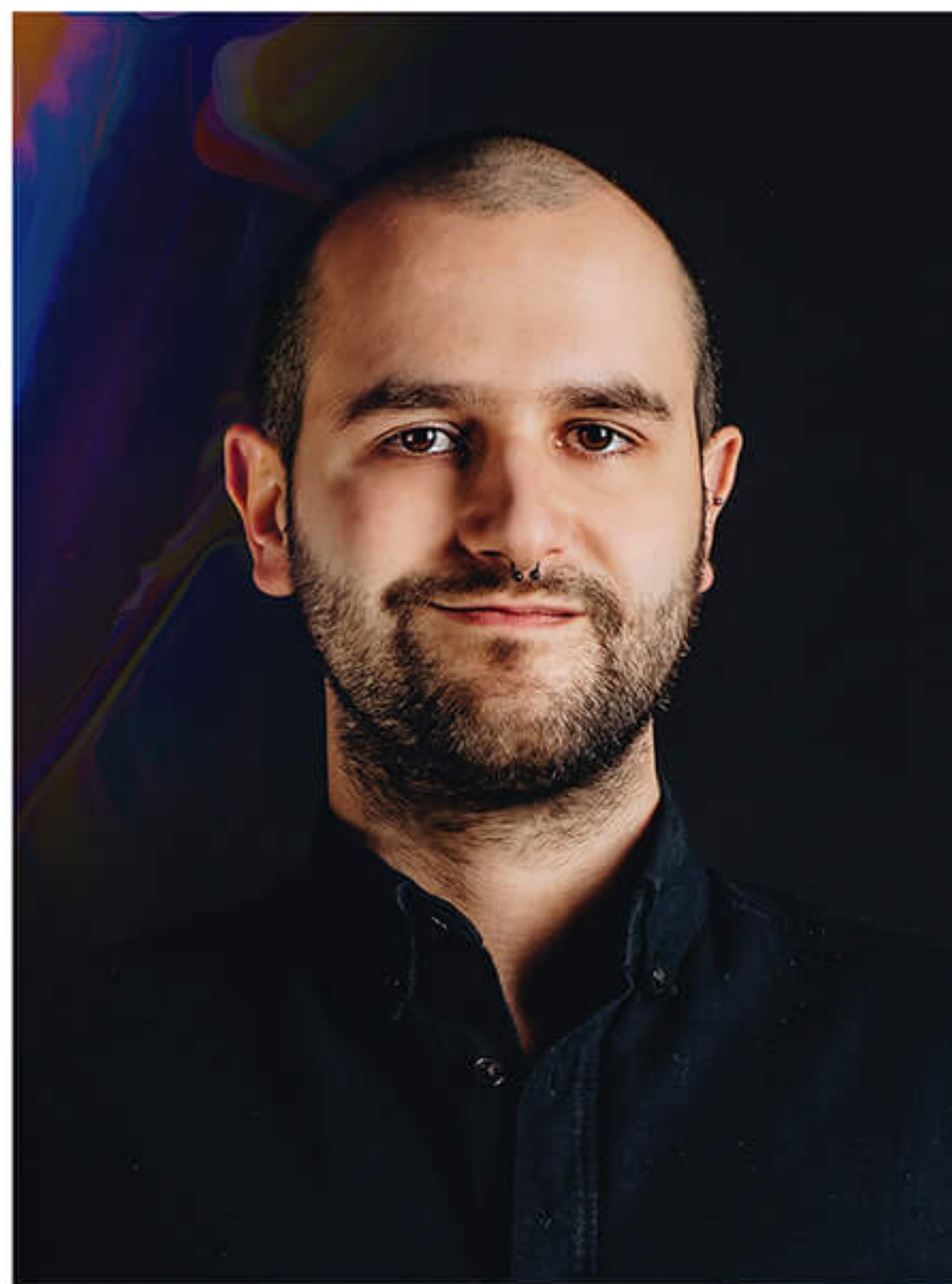
SZYMON SŁOWIK

EXPERT IN SEO: STRATEGY, CONSULTING, AUDITS AND POSITIONING

ROBERT MARCZAK

EXPERT IN LEAD GENERATION & B2B MARKETING

Meet us

MAGDALENA SKINDER

CFO & ADMINISTRATION SPECIALIST

ARE YOU READY FOR THE CHALLENGE?

DON'T BE AFRAID TO CONTACT US

JOB@CHALLENGESTUDIO.PL

110+ partners from around the world

"

Don't be afraid to challenge the pros, even in their own backyard.

COLIN POWELL

LA MANIA

8a.pl

KO SZUL KOWO

BISON

CT climbing technology

TIME TREND

Qoltec

DRE

INTER DOOR

ELZAB 1969

Beghelli

ALLCOMP

deeper

UNAcare Singapore

Esbit

megabajt

GO TAPE

TECHLAND

HuuUGE

THE FARM

ALL iN! GAMES

tracer

RAVCORE

bloodY

MINDSHARE

SMSAPI

S8

PR Calling

LINKHOUSE

Tivron

Future Processing

Challenge Rocket .com

BLUESOFT

i-systems

Shopsys

IBS POLAND | DASSAULT SYSTEMES PLATINUM PARTNER

teknika polska Przemysłowe Systemy Transmisji Danych Sp. z o.o.

TOYOTA Bielany

ZDROWA KROWA SLOW FOOD FAST RESTAURANT BURGER · STEAK · SALAD

ReShape

INTEX

Who we've helped

"

We started the work together with the extremely important task for us - creating the main graphic theme for the shop 8a.pl. The decision to entrust our brand to a young and still new company in Gliwice was not driven by bravery, but proved to be strategically perfect. By meeting the mix of professionalism, creativity and engagement, we have achieved our goal: the very important consistency of visual communication.

Work on the project itself has resulted in further ideas for future development. The natural consequence was the continuation of cooperation in the form of creation of the thematic 8academy.pl portal, conducting 2 community actions, creating several websites and a number of smaller but equally important projects. CHALLENGE is a professional, well organized and reliable business partner.

ELŻBIETA CZMOCH

CEO
SNAP OUTDOOR SP. Z O.O.

WWW.8A.PL / WWW.SNAPOUTDOOR.PL

"

The comprehensive creation of the newly launched RAVCORE brand was fast and 100% reflects the assumptions of the briefings. As a result, the studio work was received without major corrections. The projects were closed in line with the ambitious time constraints.

Cooperation with Challenge Studio has translated into the success of the RAVCORE brand in the Polish gaming market. Advertising campaigns, based on unique creations, developed by the studio, allowed for reaching over 100,000 in the first year. Users interested in the content of the site www.ravcore.com, spending more than 3.5 minutes on average, almost half of which returned to the site at least once. A group of passionate brand fans focused around Facebook's profile number over 10,000. Users and is constantly growing.

ARTUR ZABOROWSKI

MARKETING MANAGER
MEGABAJT SP. Z O.O.

WWW.RAVCORE.COM / WWW.MEGABAJT.COM.PL

"

I was always joking that we took an agency from Silesia because we were counting on drilling and organizing.

The truth is that indeed all the cooperation was based on clear and hard rules. It was well organized and there were no excuses, time shifts and other issues so normal in cooperation with the other agencies.

Although we skipped a bit in the first proposals, all feedback was taken into account, and as a result we got exactly what we wanted. At a very reasonable time. I wish we could work with other companies with the similar fashion!

MICHAŁ GÓRECKI

CHIEF MARKETING OFFICER
KOSZULKOWO.COM

WWW.KOSZULKOWO.COM

and recognition

5.0

Clutch
FIRMS THAT DELIVER

15 REVIEWS

22x

Bēhance

INTERACTION, GRAPHIC
DESIGN & ILLUSTRATOR
GALLERIES

28x

CSSWINNER / CSSREEL

SITE OF THE DAY
/ STAR

13x

awwwards.

HONORABLE
MENTION

2x

ADWEEK

TALENT
GALLERY

2x

PACKAGING OF THE
WORLD

CREATIVE PACKAGE
DESIGN GALLERY

1x

e-COMMERCE POLSKA
awards

NOMINATION

top 10

RE:PL POLSKI
REBRANDING
ROKU
2016

We are members of: **STGU** STOWARZYSZENIE
TWÓRCÓW
GRAFIKI
UŻYTKOWEJ

Solution-based approach

I. DISCOVER

01
Discovery meeting

The goal of this meeting is to define project and business objectives, as well as to create a plan of cooperation and communication.

STAKEHOLDERS INTERVIEW
COMPANY & PROJECT OVERVIEW
SCOPE OF WORK
PROJECT & BUSINESS GOALS

02
Estimate and proposal

We create estimate and proposal using Time & Materials pricing model. Proposal contain at least two cooperation options of increasing complexity for the engagement.

VALUE PROPOSITION
2-3 COOPERATION OPTIONS
TIME&MATERIALS

03
Team, work schedule and project start date

We make sure to gather the best possible dedicated team of specialist, workable work schedule and project start date.

Solution-based approach

II. DEFINE

04

Research, competition analysis and audits

The results of the research are presented in the form of an extensive presentation.

III. IDEATE

05

Branding or / and UX workshops

The goal is to find and validate the best possible solution that will reach the business goals or solve client's problem.

STAKEHOLDERS WORKSHOPS
CONCEPT DESIGN (SPECIFICATION, LO-FI WIREFRAMES)
VALIDATION

IV. PROTOTYPE

06

Naming, messaging and content

What do you want to say, and what's the best way to say it? Language defines a brand as much as aesthetics, and we can work with you to develop the perfect verbal identity.

Solution-based approach

IV. PROTOTYPE **V. TEST** **VI. IMPLEMENT**

BRANDING & MEDIA

Concept for the key elements of the brand

Sketches and ideas presented in form of stylistic and conceptual moodboards. The process ends with clear and rich with visualization presentation of naming, tagline, logo and key visual.

07 **08** **09**

Concept validation

The phase of testing the concept on users and iteration based on their feedback.

Designing additional elements of visual identification

After accepting the key elements of visual identification, we move on to the other ones.

UI design and interactive prototypes

Product design based on accepted lo-fi wireframes followed by prortype design.

* CMS / platform selection

* If the decision on the CMS / platform has not been determined in advance.

DIGITAL

Solution-based approach

VI. IMPLEMENT

BRANDING & MEDIA

10

Brand guidelines

Set of instruction for client's marketing and brand team.

Front & back-end development

Implementation of the product based on the selected CMS / platform of choice, developed design and selected technologies.

11

Brand launch

Actions supporting the brand launch. Ranging from the design of the launch campaign up to outsourcing marketing materials printing process.

Internal beta testing and product launch

Final beta tests conducted by internal design and development team. Launch of finished product in the client's IT infrastructure.

Evaluate. Redefine. Optimise.

DIGITAL

We are waiting
for your challenge

Tell us about your project

or make an appointment for a kick-off meeting

WWW.CHALLENGESTUDIO.PL OR +48 517 029 657

ul. Zwycięstwa 10
44-100 Gliwice, Poland

f /STUDIOCHALLENGE

Bē /CHALLENGESTUDIO