



**GENIAL**  
AVPro Solutions

Brand Style Application  
Guidelines.

## Market research analysis for Genial AVPro

Established in 2018, Genial has demonstrated a dynamic growth trajectory, diversifying its offerings and expanding its client base. However, the company faces challenges such as limited online presence, lack of professional marketing activities, and higher pricing compared to competitors. This project aims to address these issues by establishing the company's marketing strategy, improving corporate identity, and enhancing online visibility.

## Company profile SWOT Analysis for Genial

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Genial AVPRO brand, is well-known within its niche for quality audio-video equipment.</li> <li>• The company's ability to provide turnkey solutions, from design to installation and training, is a significant marketing advantage.</li> <li>• A strong positioning in the market of government/public purchasing of ProAV products and solutions.</li> <li>• Strong partnerships with reputable suppliers enhance the company's credibility and marketing message of offering top-tier products.</li> <li>• A robust local stock of products allows Genial to deliver quickly and provide high customer satisfaction.</li> </ul>	<ul style="list-style-type: none"> <li>• Weak brand positioning – not clear if brand is AVPro or Genial.</li> <li>• Higher price compared to competitors could be a barrier in marketing to price-sensitive customers.</li> <li>• A weak positioning on the market of private B2B purchasing of ProAV products and solutions.</li> <li>• The outdated website and limited digital marketing efforts reduce visibility and hinder potential customer engagement.</li> <li>• The current lack of diversified marketing activities limits the company's ability to reach new clients effectively.</li> <li>• With only 10 employees, the company may struggle to execute large-scale marketing campaigns and manage increased customer inquiries.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Make branding consistent. Make Genial the main Brand, while using "Genial - AVPro" as a sub-brand, specific to the AV business.</li> <li>• Developing a modern, user-friendly website and investing in professional online marketing can significantly increase brand awareness and attract new customers.</li> <li>• Developing a more robust digital marketing strategy, which includes multiple online marketing channels, will provide a clear path to client acquisition and revenue growth.</li> <li>• Leveraging positive feedback and success stories in marketing materials can build trust and attract new business.</li> </ul>	<ul style="list-style-type: none"> <li>• Competitors with more aggressive and innovative marketing strategies could capture market share.</li> <li>• Economic downturns can lead to reduced client budgets for audio-video equipment, impacting sales.</li> <li>• Keeping up with new technologies and integrating them into marketing strategies can be challenging and resource-intensive.</li> <li>• Dependence on international suppliers makes the company vulnerable to supply chain issues, which can affect product availability and marketing promises.</li> </ul>

## Suggestions for Marketing Strategy

- Update the company's logo and branding materials to reflect a more modern and professional image, aligning with the company's values, mission, and vision.
- Invest in a new, modern website that is user-friendly, optimized for SEO, and integrated with social media platforms. This will improve visibility and make it easier for potential customers to find and interact with the company.
- Create high-value, informative content such as blog articles, how-to guides, and video tutorials that highlight the company's expertise and the benefits of its products. This content can help attract and convert potential customers.
- Launch targeted campaigns on platforms like Google Ads, LinkedIn, Meta to reach a broader audience. Use data analytics to track performance and adjust strategies in real-time.
- Increase activity on social media platforms by posting regularly, engaging with followers, and using paid advertisements to reach new audiences.
- Develop an email marketing campaign to keep current clients informed about new products, promotions, and company news, while also nurturing leads.
- Collaborate with influencers in the tech and audio-video space to increase brand visibility and credibility.
- Encourage satisfied customers to leave reviews and develop case studies showcasing successful projects. Use these in marketing materials to build trust and attract new clients.
- Implement a referral program that incentivizes existing clients to refer new customers, leveraging word-of-mouth marketing.
- Participate in local industry events, trade shows, and sponsorships to increase brand awareness and network with potential clients.

## Competitor research SWOT Analysis for DAAC System

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Possess a well-established and recognized brand, which is a major marketing advantage.</li> <li>• Using their strong position in similar spaces (IT, Cisco, etc.) to provide AV services as a cross-sale to their existing customers.</li> <li>• Professional website, describing a wide variety of services. However their AV services are difficult to find, and not very informative for the user.</li> <li>• Presence on all major social media channels.</li> </ul>	<ul style="list-style-type: none"> <li>• Confusing brand identity, with several co-brands that seem similar (daac hermes, daac digital, daac system), yet it is not entirely clear why they are different.</li> <li>• Not investing in marketing activities for their AV business, and relying exclusively on word-of-mouth and established brand awareness from other business activities.</li> <li>• Do not engage with potential clients consistently on social media, missing opportunities to connect with a wider audience in the AV space.</li> <li>• Reliance on traditional marketing methods, which is less and less effective and more and more expensive compared to digital marketing channels.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Increase focus on digital marketing for their AV business, including social media advertising, SEO, and content marketing, to reach a broader audience in this space.</li> <li>• Collaborate with AV industry influencers to increase brand visibility and credibility.</li> <li>• Experiment with new marketing techniques such as interactive content to engage potential customers of their AV products/services.</li> </ul>	<ul style="list-style-type: none"> <li>• Competitors with innovative and strategic marketing strategies could capture market share in the AV space.</li> <li>• Saturation in traditional marketing channels might reduce the effectiveness of campaigns.</li> <li>• Economic downturns could lead to reduced marketing budgets, impacting visibility and outreach.</li> </ul>

## Competitor research

### SWOT Analysis for Intersat SRL

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• A strong and well organized website.</li><li>• Ability to quickly adapt marketing strategies based on market feedback and trends.</li><li>• Personalized marketing efforts that build strong, lasting relationships with clients.</li><li>• A strong presence on organic search for relevant keywords in Moldova.</li><li>• Well established historic presence on the Moldovan market.</li><li>• Strong presence in the private B2B market.</li></ul>	<ul style="list-style-type: none"><li>• Unallocated budget to marketing activities, compared to larger competitors, limiting the reach and frequency of campaigns.</li><li>• Less recognized brand, which can affect the effectiveness of marketing efforts.</li><li>• Underdeveloped social media presence, reducing potential client reach.</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• Use targeted digital advertising to reach niche audiences effectively and cost-efficiently.</li><li>• Develop and share valuable content that highlights expertise and builds brand authority.</li><li>• Increase engagement with local markets through community events, sponsorships, and localized marketing campaigns.</li></ul>	<ul style="list-style-type: none"><li>• Competitors with larger marketing budgets could outspend and outcompete in advertising space.</li><li>• Keeping up with rapidly changing digital marketing trends and technologies can be challenging.</li><li>• Economic downturns may force clients to cut back on spending, affecting marketing effectiveness.</li></ul>

## Competitor research

### SWOT Analysis for VEC SRL

Strenghts	Weaknesses
<ul style="list-style-type: none"><li>• Founded in 1992, VEC SRL has been a pioneer in the information technology and services industry for over three decades.</li><li>• They are specialized in a wide range of services that cater to the diverse needs of modern businesses. From GIS and software development to PBX systems, call centers, precision cooling, and beyond, their expertise covers all the bases.</li><li>• VEC SRL leverages its accumulated experience and deep engineering knowledge to navigate the complex landscape of technology and services.</li></ul>	<ul style="list-style-type: none"><li>• Weak and old-fashioned website.</li><li>• Specialization might limit broader marketing opportunities and audience reach.</li><li>• Resources not allocated for large-scale marketing campaigns compared to larger competitors.</li><li>• Underutilized digital marketing channels, leading to missed opportunities for online engagement and sales.</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• Rebuild website to latest technologies and a responsive design.</li><li>• Invest in digital marketing strategies like Content, SEO, PPC, and social media marketing to expand reach.</li><li>• Promote new product lines to attract a wider audience and enter new market segments.</li><li>• Partner with complementary businesses for joint marketing efforts, enhancing reach and credibility.</li></ul>	<ul style="list-style-type: none"><li>• Competitors with more aggressive and well-funded marketing strategies could capture market share.</li><li>• Economic fluctuations can lead to reduced customer spending, impacting marketing ROI.</li><li>• Rapid technological changes require continuous adaptation in marketing approaches, which can be resource-intensive.</li></ul>

## Marketing strategy recommendations for Genial AVPro

### Branding

- Make branding consistent, with the main brand being "GENIAL" and the sub-logo "GENIAL AVPro" as the sub-brand for the AV business.
- Modernize the logo and overall brand aesthetics to make it more appealing and professional.
- Ensure all branding elements (business cards, social media profiles) are consistent with the new brand identity.
- Craft a compelling brand story that highlights the company's mission, values, and commitment to quality, which can be shared across all marketing channels.

### Website

- Create a sleek, user-friendly website that showcases products, services, and case studies. Make sure it's mobile-optimized.
- Implement basic SEO practices to ensure the website ranks well on search engines, driving organic traffic.
- Develop detailed product pages with high-quality images, videos, and customer reviews to enhance credibility.
- Add clear CTAs such as "Request a Quote" or "Schedule a Consultation" to capture leads.

### Messaging

- Clearly articulate the unique benefits of choosing Genial, such as turnkey solutions and high-quality products.
- Focus on how Genial solves problems and meets the needs of its clients, using customer testimonials and success stories.
- Keep the messaging simple, clear, and jargon-free to ensure it's easily understood by all target personas.

### Pricing models

- Review competitors' pricing to ensure Genial offers competitive rates without compromising on quality.
- Highlight the value and comprehensive services provided to justify premium pricing.
- Offer various service packages to cater to different budgets and needs, making it easier for customers to choose the right option.

### Target personas

- Large companies looking for high-quality, integrated audio-video solutions.
- Government and educational institutions needing reliable and comprehensive AV systems.
- Smaller entities that require scalable and cost-effective AV solutions.
- Individuals and small businesses interested in cutting-edge technology and innovative solutions.

## Marketing channel recommendations for Genial AVPro

### Content marketing and organic search

- Start a blog featuring industry news, how-to guides, and case studies to drive organic traffic.
- Use relevant keywords throughout the website and blog to improve search engine rankings.

### Social Media

- Build a healthy social media presence on Facebook, Instagram, and, especially LinkedIn. The latter will provide the best opportunity to connect with potential B2B customers.
- Develop a content calendar with regular posts showcasing products, behind-the-scenes looks, client testimonials, and industry insights.
- Actively engage with followers by responding to comments and messages, and running interactive polls or Q&A sessions.

### Influencers

- Partner with tech influencers and industry experts to review products and share their experiences, increasing credibility and reach.
- Run influencer-led giveaways to boost engagement and attract new followers.

### Paid social

- Run targeted ads on platforms like Meta and LinkedIn to reach specific personas, such as corporate clients and tech enthusiasts.
- Use retargeting ads to reach visitors who have interacted with the website but haven't converted yet.

### Paid search

- Invest in Google Ads to capture high-intent searches related to AV solutions.
- Write compelling ad copy that highlights the unique selling points and drives clicks to the website.

## Market and Competitor Analysis:

The results of the market analysis have shown that the professional audio-video equipment market is experiencing consistent growth, driven by the increasing need for integrated solutions for conferences, remote education, and corporate events. Competition is strong, with major players offering advanced technologies and customized solutions. However, many of these companies focus on high volumes and standardized solutions. "Genial" has the opportunity to differentiate itself by offering personalized solutions, superior technical support, and a focus on long-term client relationships.

## Target Audience Research:

The target audience research has highlighted that the main segments interested in professional audio-video equipment are corporations that frequently organize meetings and conferences, educational institutions adopting modern teaching methods, and event venues aiming to provide high-quality experiences. These groups are looking for reliable, easy-to-use solutions that offer excellent technical support. The target audience values partners who provide long-term assistance and maintenance services.

## Identifying the Company's Values and Vision:

The core values identified for "Genial" include a commitment to quality and innovation, providing customized solutions, and a strong focus on client relationships. The company's vision is to become a leader in the professional audio-video equipment market, recognized for service excellence and continuous innovation. The company aims to be a trusted partner, offering solutions that contribute to the success of its clients.

## Mission and Vision:

The mission of "Genial" is to provide professional audio-video solutions of the highest quality that enhance user experience and meet the demanding requirements of our clients. Our vision is to become industry leaders, recognized for innovation, reliability, and exceptional service, thus contributing to the success of our partners.

## Brand Values:

- **Innovation:** "Genial" is dedicated to adopting the latest technologies and continually improving the products and services offered.
- **Quality:** We prioritize providing equipment and services that meet the highest standards of performance and reliability.
- **Partnership:** We build strong, long-term relationships with our clients and partners based on trust and mutual respect.
- **Responsibility:** We take an active role in our community and in protecting the environment, promoting sustainable practices in all aspects of our operations.

## Tone of voice:

### Professional and Respectful:

Use formal and respectful language, addressing clients and partners as "you (formal)" ("Dvs" in Romanian or "Вы" in Russian). Ensure messages are clear and well-structured, reflecting the company's seriousness and commitment to excellence.

### Innovative and Inspiring:

Incorporate a tone that highlights the company's commitment to innovation and cutting-edge technology. Use language that inspires confidence and enthusiasm for the advanced solutions you offer.

### Empathetic and Supportive:

Show understanding and support for clients' needs and concerns. Ensure messages reflect the company's desire to build lasting relationships and provide ongoing assistance.

### Sustainable and Responsible:

Emphasize the commitment to social responsibility and environmental protection. Use a tone that reflects the company's dedication to sustainable practices and active involvement in the community.

This tone of voice will help create a consistent and professional image for "Genial," while also highlighting the company's values and vision.









**GENIAL**

AVPro Solutions



**Safe Zone**

This space around the block. No element is allowed to be placed partially or fully within this area.





**Safe Zone**

This space around the block. No element is allowed to be placed partially or fully within this area.



Horizontal Version



Vertical Version



**Logo Format**

These variants represent the correct presentation of the logo. Distortion of the space between elements or use in a different format is not permitted.

Horizontal Version



Vertical Version



**Logo Format**

These variants represent the correct presentation of the logo. Distortion of the space between elements or use in a different format is not permitted.





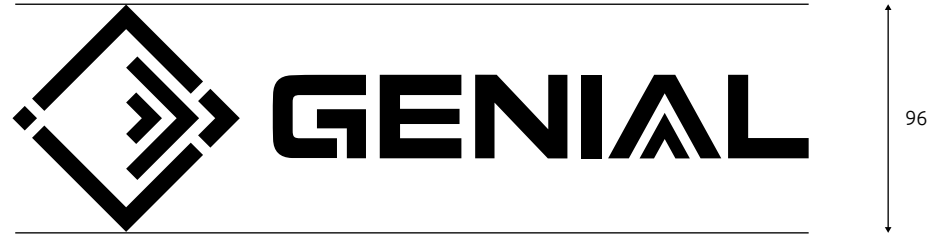
**Color Schemes**

The block can be used in multiple color variations. Other color variations are not permitted, including their use on photographs.



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Format	Logo (mm)
Minimum Size:	8
A6:	14
A5:	18
A4:	24
A3:	34
A2:	48
A1:	68
A0:	96
City Format: 1,2x1,8 m,	180
Roll-up: 0,85x2 m	220
Billboard: 6x3 m,	500

To facilitate application, guidelines have been developed for scaling the block across different layouts.

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A0



A1



A2



A3



A4



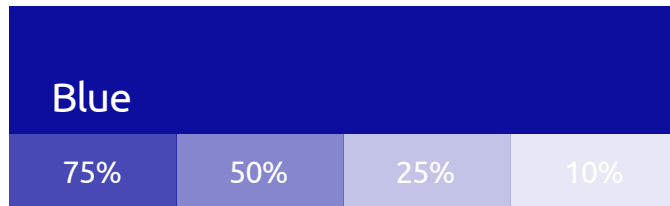
A5



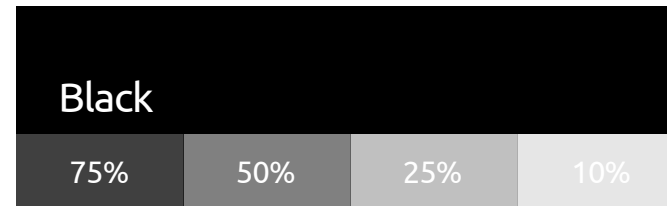
A6



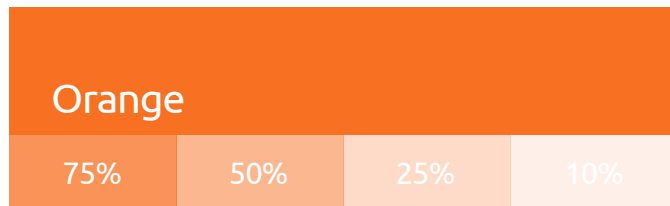
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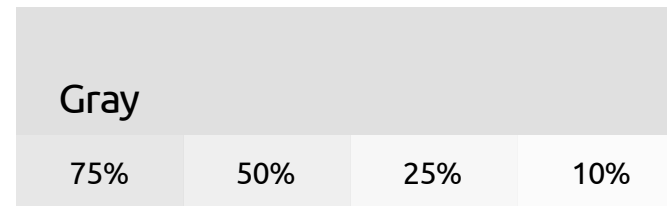
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C 99 | M 85 | Y 0 | K 45



#000000  
R 0 | G 0 | B 0  
C 75 | M 68 | Y 67 | K 90



#F87021  
R 248 | G 112 | B 33  
C 0 | M 70 | Y 98 | K 0



#E1E1E1  
R 225 | G 225 | B 225  
C 96 | M 100 | Y 36 | K 53



1. #F0582F  
2. #0D0D9F  
3. #000000

Corporate colors and their corresponding digital values are essential elements of the corporate identity and must not be distorted.

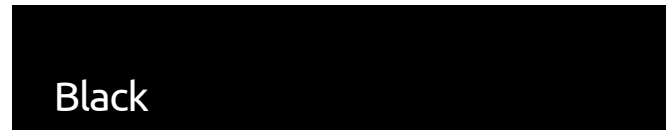
**Format CMYK (print)**



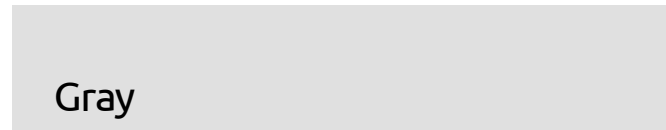
C 99 | M 85 | Y 0 | K 45



C 0 | M 70 | Y 98 | K 0



C 75 | M 68 | Y 67 | K 90



C 10 | M 8 | Y 8 | K 0

These digital values should be used exclusively for defining colors in banner and billboard printing, as well as in printing identity elements.

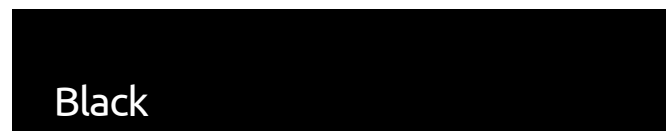
**Format Pantone**



PANTONE® Blue 072 C



PANTONE® 1505 C



PANTONE® Black 6 C



PANTONE® P 179-2 C

Font - Ambatah

# Ambatah

## Regular

AaBbCcDdEeFFGgHhIiJjKkLlMmNnOoPpQqRrSsTt  
UuVvWwXxYyZz 1234567890 €@?!/+(,;)

## Medium

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UuVvWwXxYyZz 1234567890 €@?!/+(,;)

## SemiBold

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UuVvWwXxYyZz 1234567890 €@?!/+(,;)

## Bold

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UuVvWwXxYyZz 1234567890 €@?!/+(,;)

Font - Ubuntu

# Ubuntu

## Light

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1234567890 £&@?!/+(,.;:)

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# AVPro Solutions

36<sub>pt</sub>

Genial is a company dedicated to equipping rooms with state-of-the-art professional audio-video equipment, providing integrated solutions that meet the demands of the most discerning industry professionals.

18<sub>pt</sub>

With an approach focused on innovation and excellence, Genial positions itself as a trusted partner for companies, educational institutions, and event organizers, contributing to the creation of unparalleled audio-visual experiences.

12<sub>pt</sub>

Since its inception, Genial has been driven by the desire to bring the most advanced audio-video technologies to the market, ensuring that each solution provided is not only functional but also revolutionary. The company continually invests in research and development, collaborating with industry leaders to integrate the latest technological discoveries into its product offerings. This dedication to innovation is reflected in the high-performance equipment it provides, from sound systems with impeccable clarity to visual displays that capture every detail.

9<sub>pt</sub>

One of the defining elements of the Genial brand is the ability to offer customized solutions tailored to the specific needs of each client. We understand that every project is unique, and our modular and flexible approach allows for the configuration of audio-video equipment to meet diverse requirements, whether it is for a conference room, a university auditorium, or an event space.

event center. Our team of experts works closely with each client to understand the necessary technical specifications and to propose the most effective solutions.







Color Variations:







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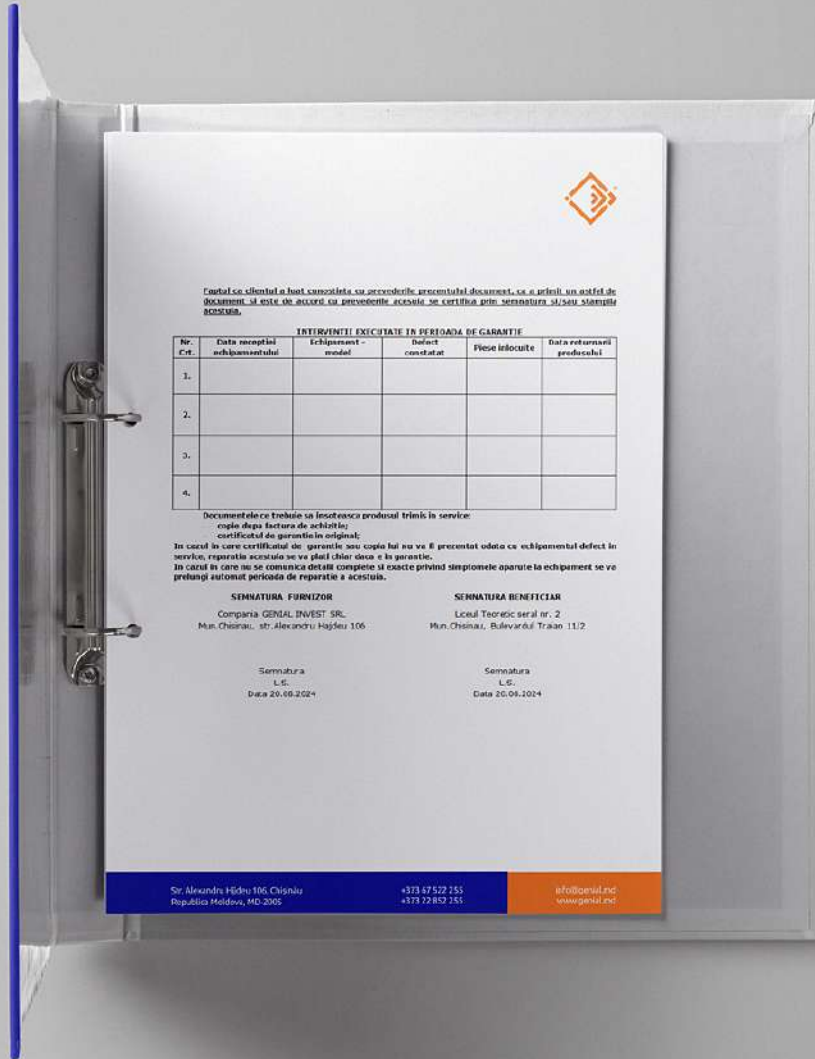
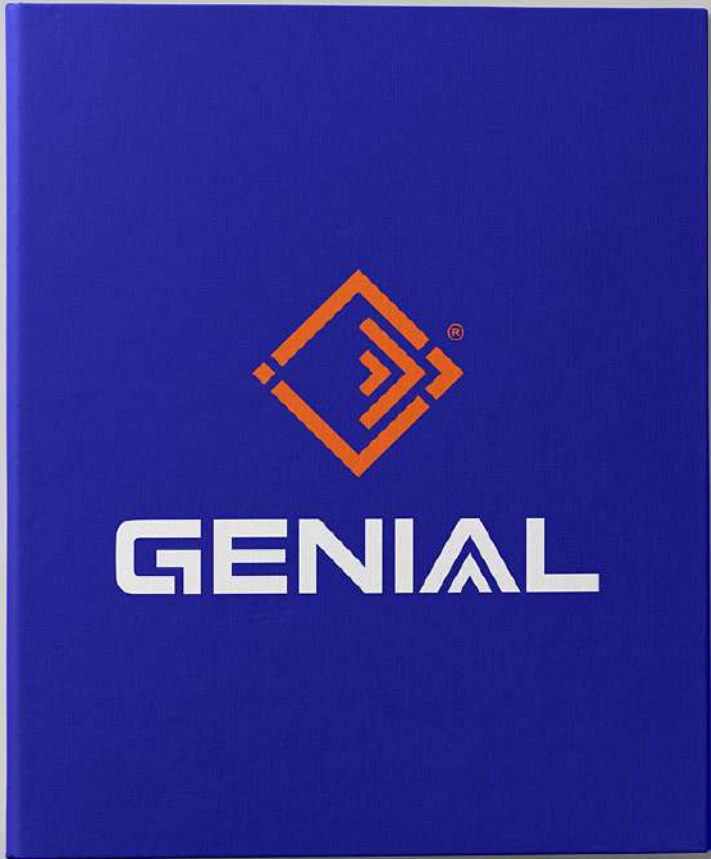


																																															
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Echipamentele si accesoriile care beneficiaza de garantie sunt:	<b>INTERVENTII EXECUTATE IN PERIOADA DE GARANTIE</b>																																														
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0	30	192	210	0	30	192	210			
										
<b>CERTIFICAT DE GARANTIE</b> Nr. 1705 Data 20.08.2024				Faptul ca clientul a luat cunostinta cu prevederile prezentului document, ca a primit un astfel de document si este de acord cu prevederile acestuia se certifica prin semnatura si/sau stampila acestuia.						
Echipamentele si accesoriile care beneficiaza de garantie sunt:				<b>INTERVENTII EXECUTATE IN PERIOADA DE GARANTIE</b>						
Nr	Denumirea	Cant	Numar de serie	Garantia	Nr. Crt.	Data receptiei echipamentului	Echipament - model	Defect constatat	Piese inlocuite	Data returnarii produsului
1.	Panou interactiv 75" NewLine TT-7523QCA+	2 buc	DFWAXEHME40290 DFWAXEHME40289	36 luni	1.					
2.	Stand mecanic mobil NewLine HW86 (pentru panou interactiv 65"/75"/86")	2 buc	-	36 luni	2.					
3.					3.					
4.					4.					
Compania GENIAL INVEST SRL declara pe propria raspundere ca produsele facturate corespund caracteristicilor prevazute in documentatia care il insoteste, precum si standardelor aplicabile in R.Moldova. Compania GENIAL INVEST SRL asigura buna functionare a echipamentelor si accesoriilor livrate atat in perioada de garantie cit si in perioada de postgarantie. In perioada de garantie, furnizorul suporta in totalitate contravaloarea manoperei si pieselor de schimb, numai in vederea intaririi defectelor de fabricatie. In perioada de postgarantie, se vor asigura, contra cost, piesele de schimb si service-ul necesar. Echipamentele si accesoriile livrate sunt considerate in perioada de garantie incepind cu data intocmirii prezentului certificate de garantie.				Documentele ce trebuie sa insotiasca produsul trimis in service: - copie dupa factura de achizitie; - certificatul de garantie in original; In cazul in care certificatul de garantie sau copia lui nu va fi prezentat odata cu echipamentul defect in service, reparatia acestuia se va plati chiar daca e in garantie. In cazul in care nu se comunica detalii complete si exacte privind simptomele aparute la echipament se va prelungi automat perioada de reparatie a acestuia.						
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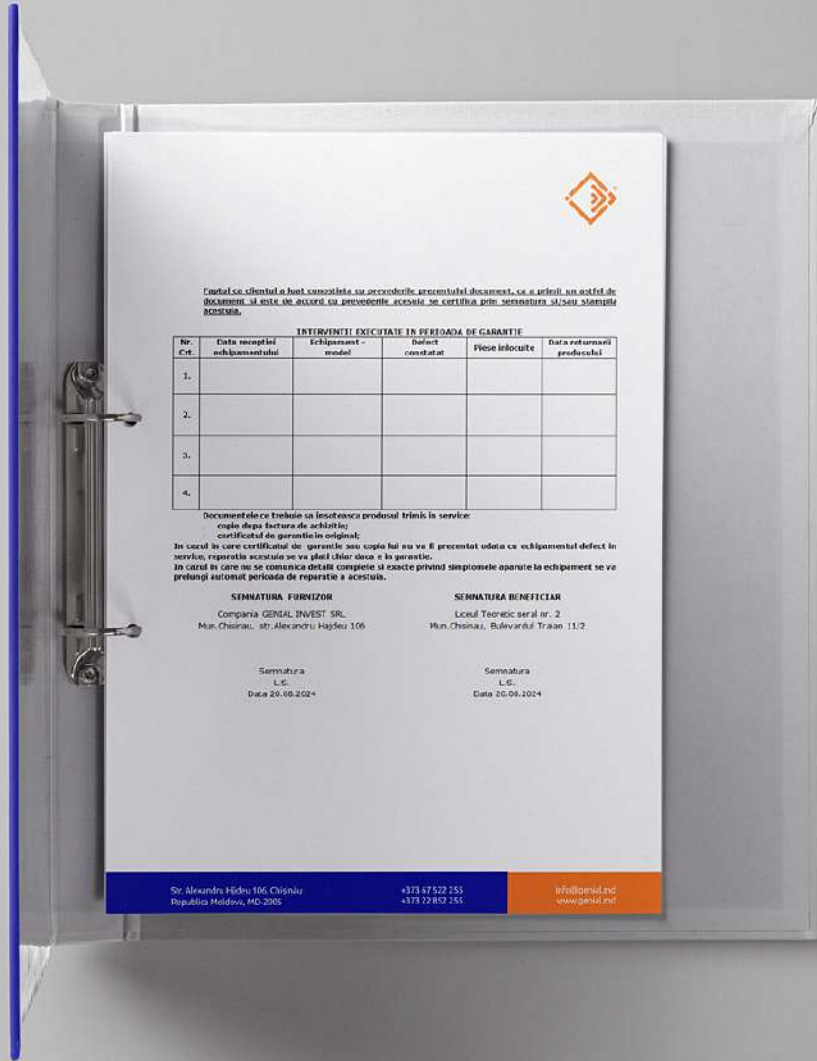
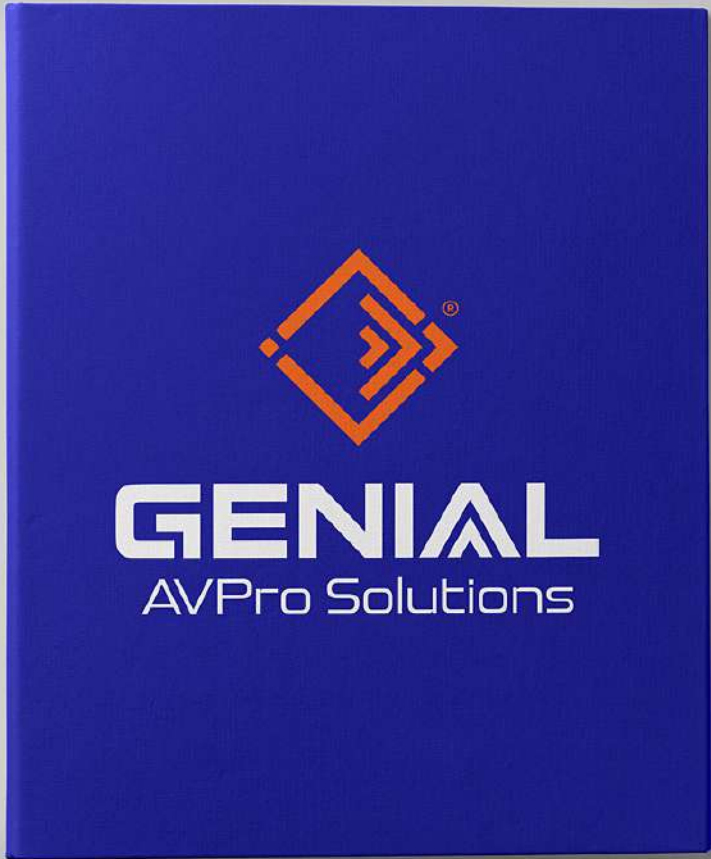


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INTERVENȚII EXECUȚATE ÎN PERIOADA DE GARANȚIE					
Nr. Crt.	Data recepției echipamentului	Echipament - model	Defect constatat	Piese înlocuite	Data returnării produsului
1.					
2.					
3.					
4.					

Documentele ce trebuie să însoțească produsul trimis în service:  
copie după factura de achiziție;  
certificatul de garanție în original;  
In cazul în care certificatul de garanție sau copia lui nu va fi prezentat odată cu echipamentul defect în service, repararea acestuia se va plăti chiar dacă e în garanție.  
In cazul în care nu se comunică detaliile complete și exacte privind simptomele aparute la echipament se va prelungea automat perioada de reparare a acestuia.

<b>SEMNATURA FURNIZOR</b> Compania GENIAL INVEST SRL Mun. Chișinău, str. Alexandru Moșanu 106	<b>SEMNATURA BENEFICIAR</b> Locul Teoric serial nr. 2 Mun. Chișinău, Bulevardul Traian 11/2
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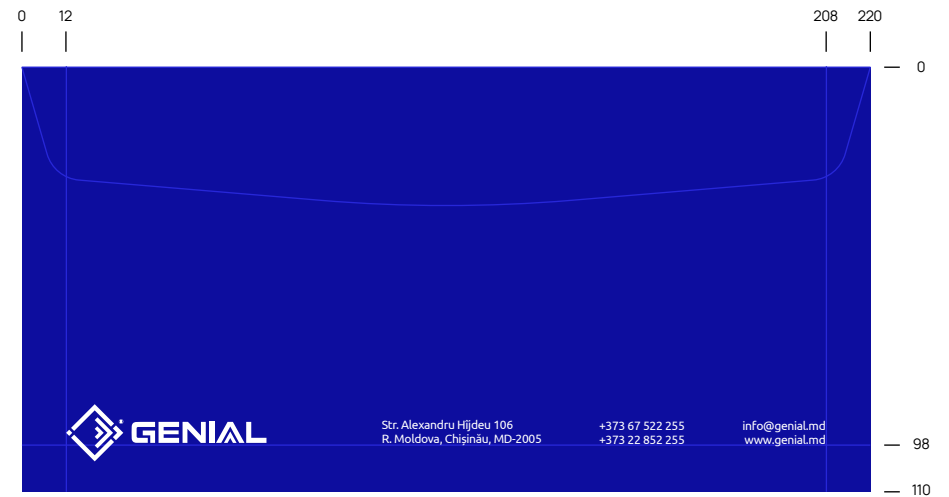
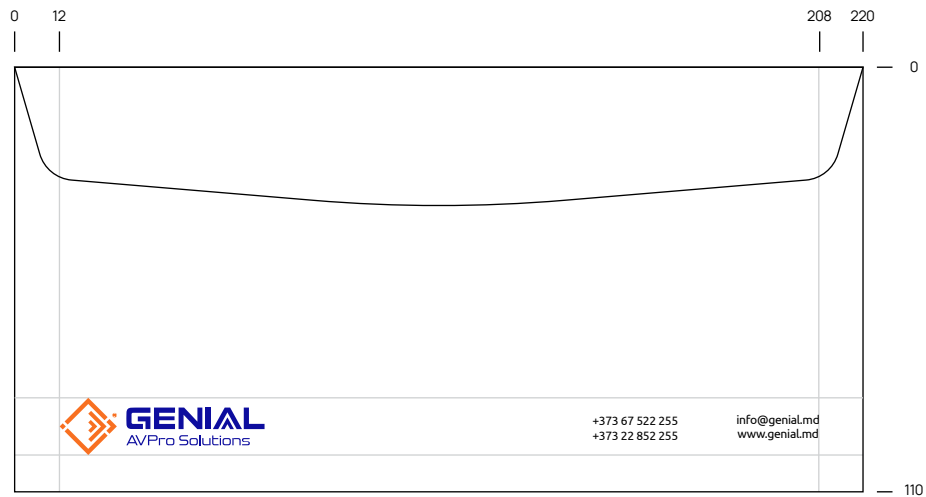
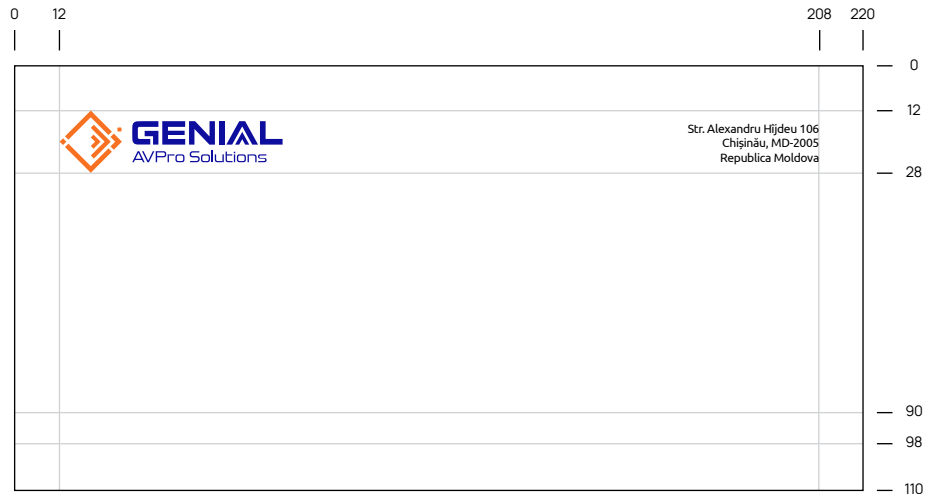
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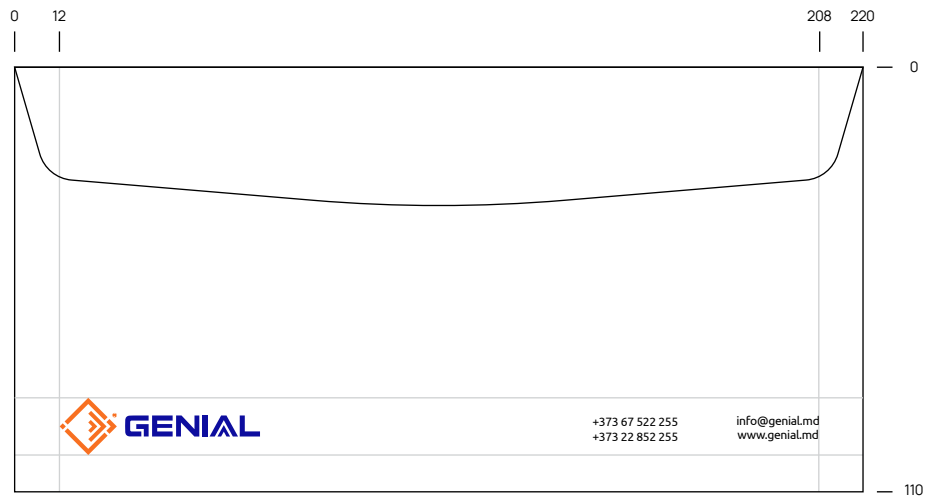
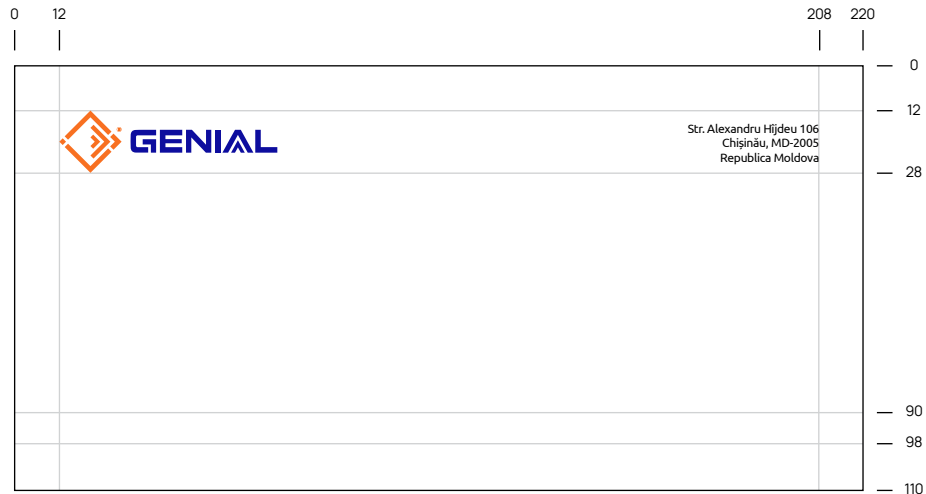






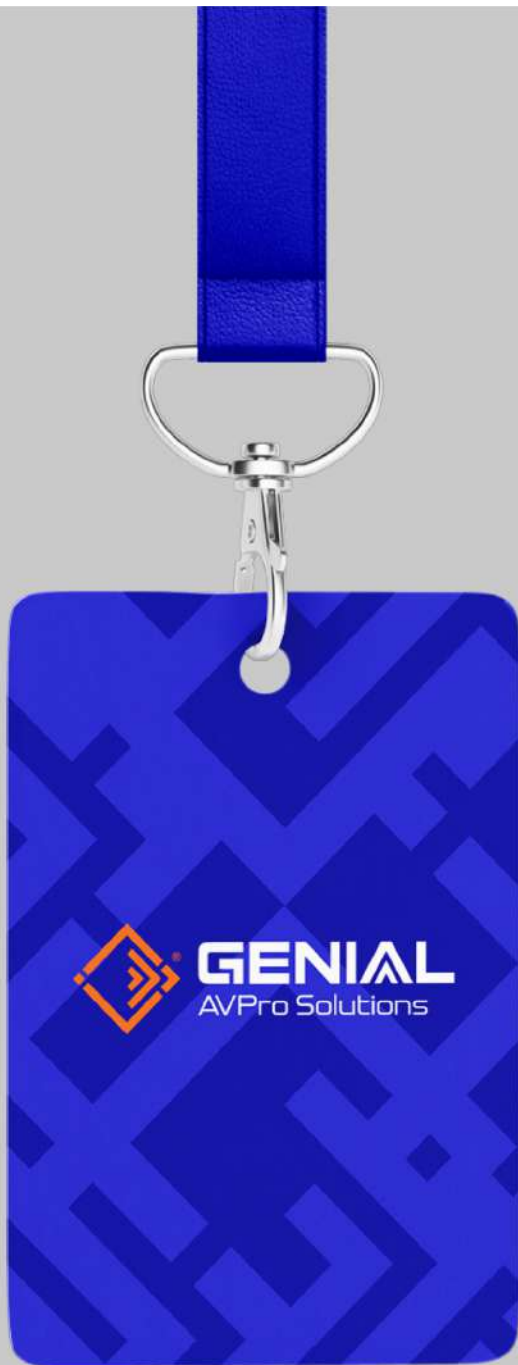
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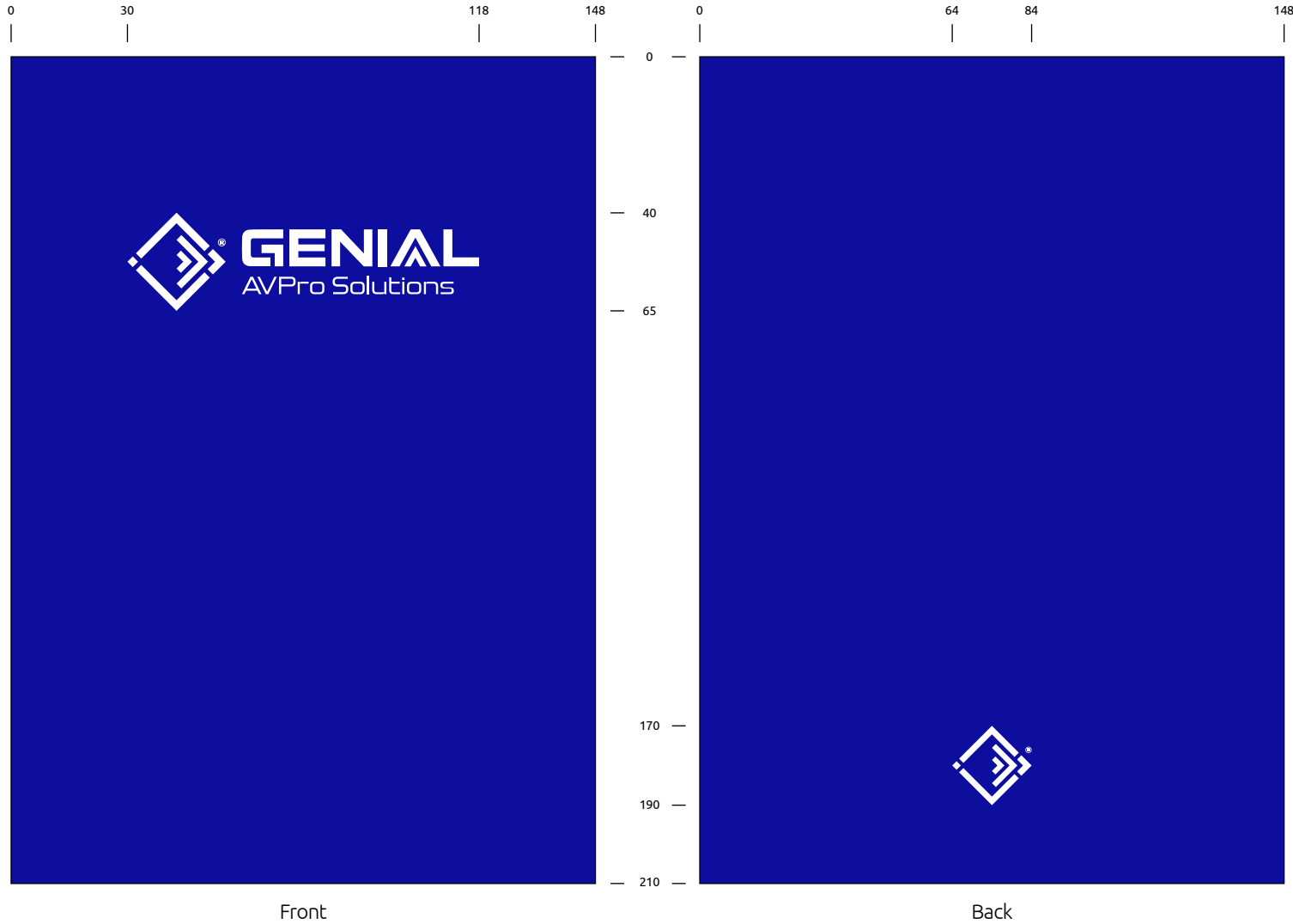
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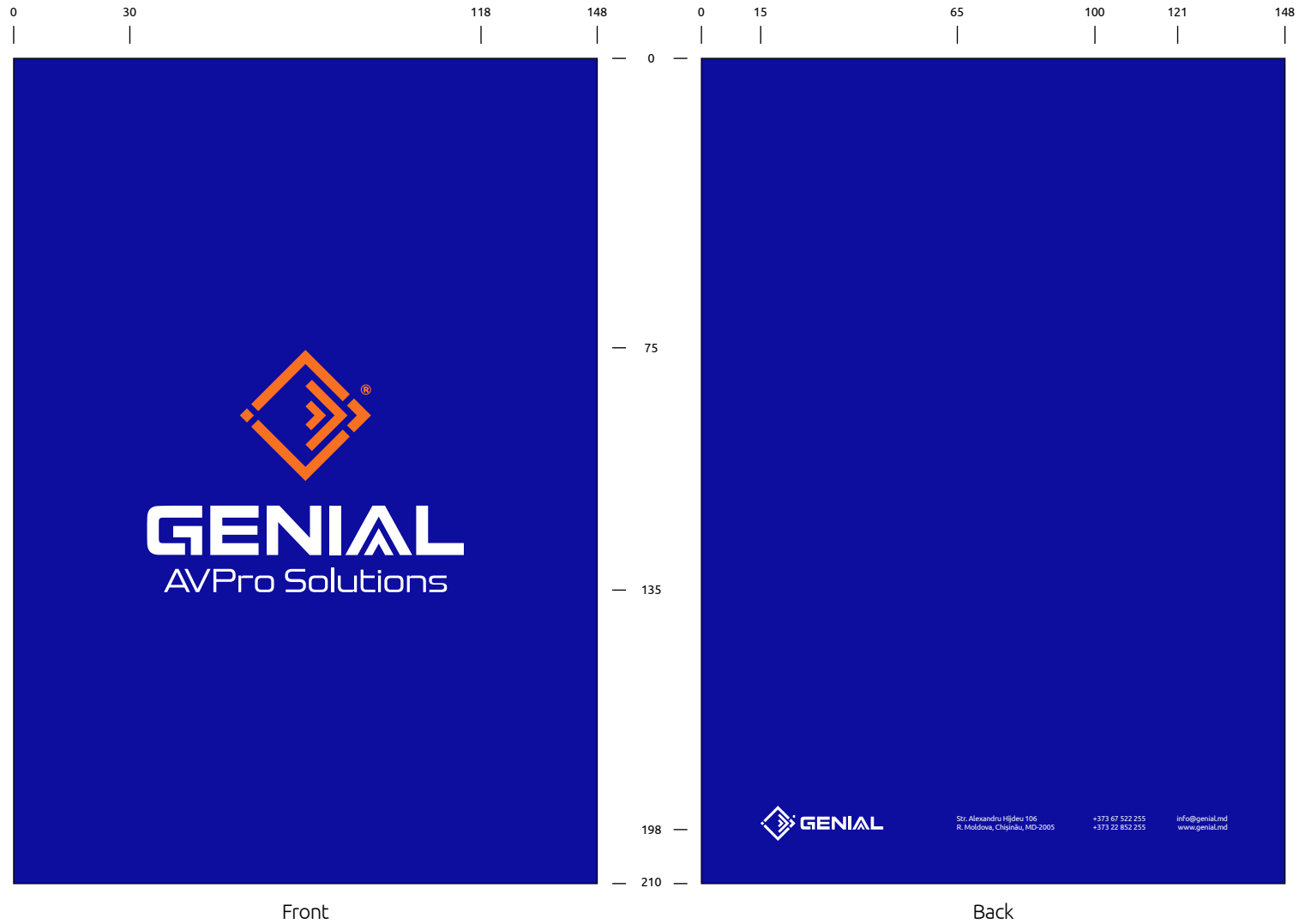




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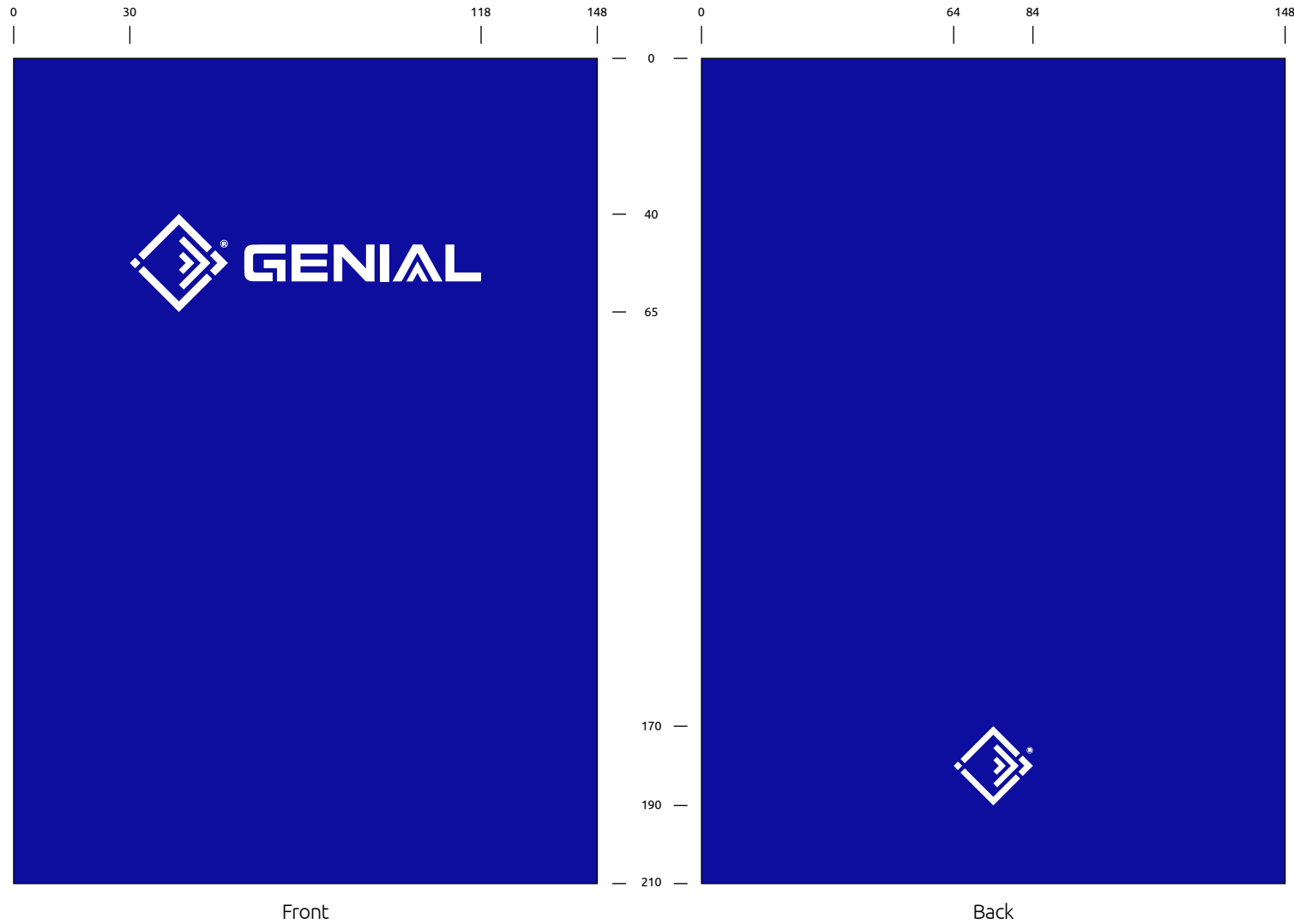




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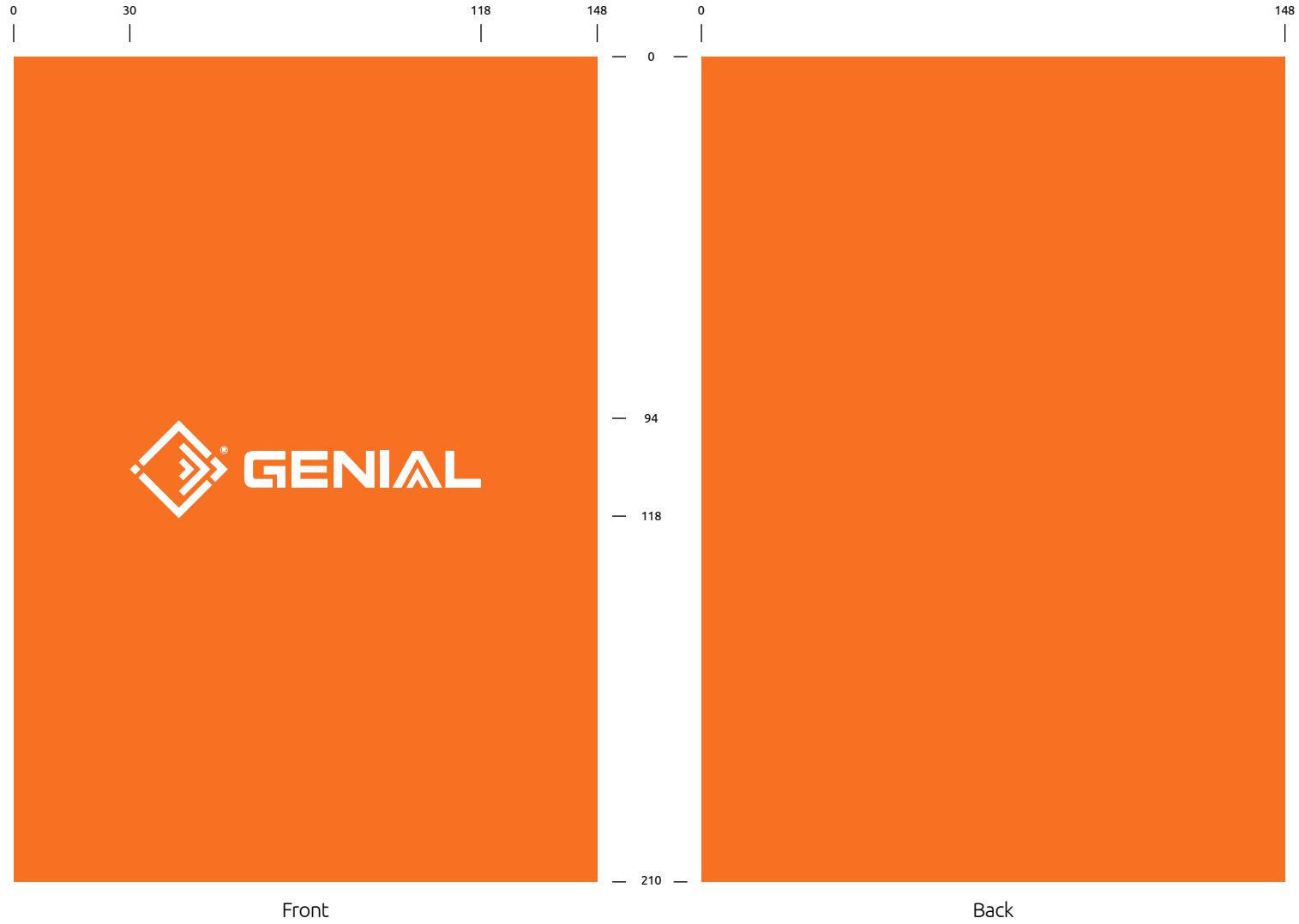




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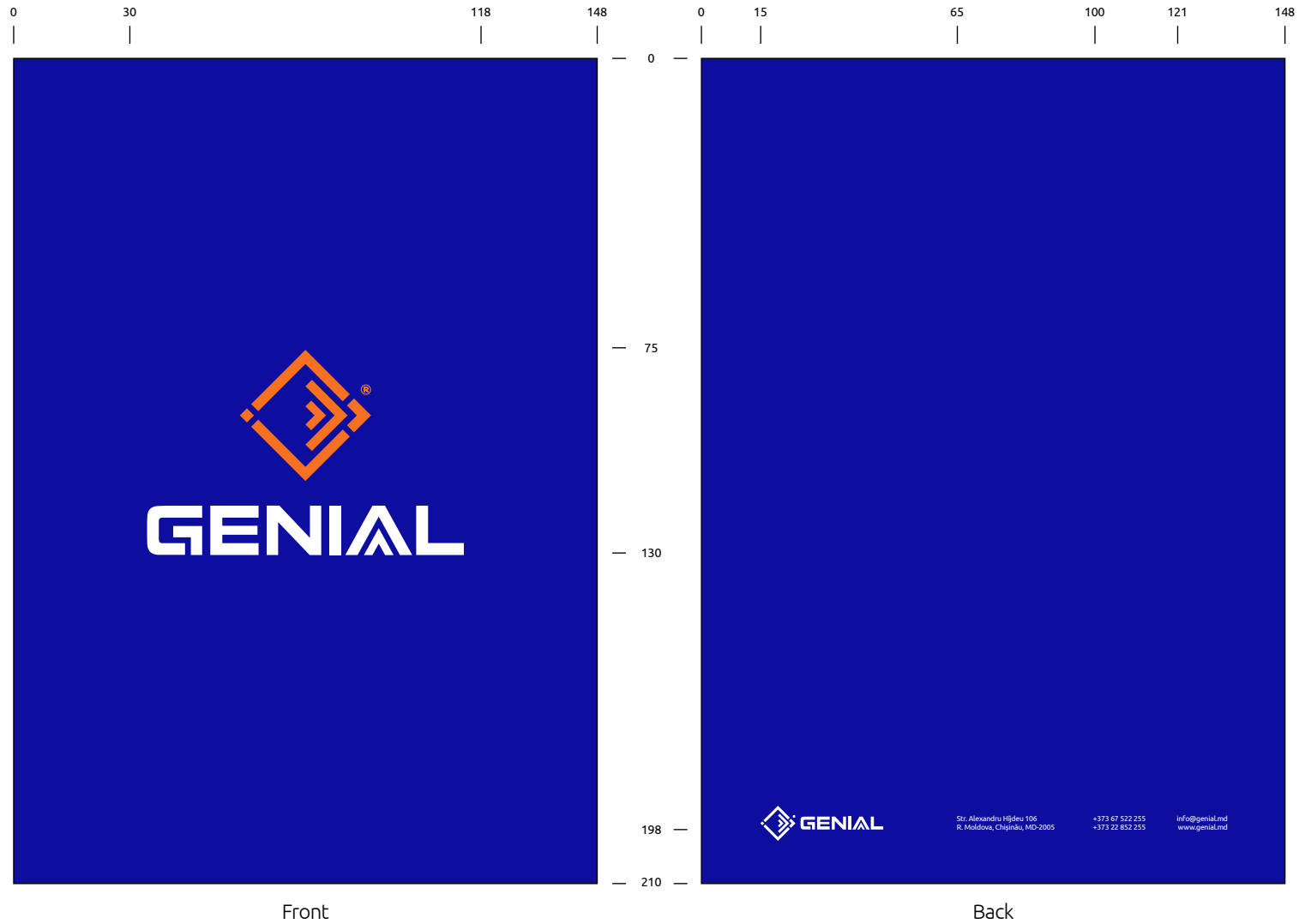




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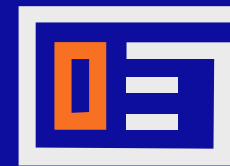
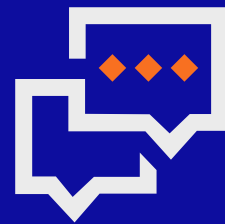
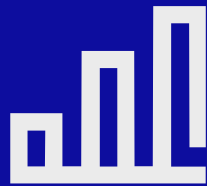
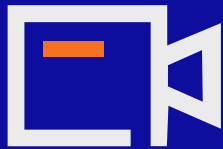
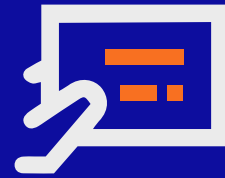
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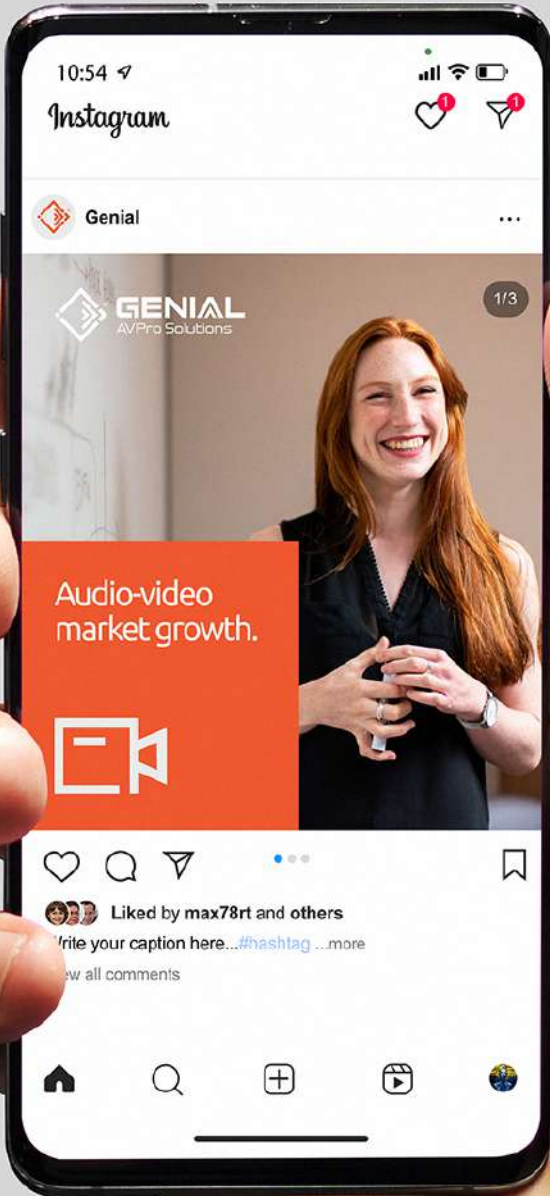
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