



*EXPAND
YOUR BUSINESS
USING
VIDEO MARKETING



www.honeybee.gr



“

Honeybee Audiovisual - Video Marketing is one of the fastest growing companies in Greece in the area of audiovisual productions and video marketing, covering a wide range of products. In Honeybee we produce documentaries, TV shows, corporate videos, corporate presentations and TV commercials and we keep expanding, with products like interactive documentaries and 3D.

OUR HISTORY YOUR POWER


Honeybee Audiovisual - Video Marketing launched in 2007 in Thessaloniki, Greece. In 2008 Honeybee merged with Elixis Audiovisual, acquiring personnel with extensive experience in the field. Honeybee's co-productions with the Greek public broadcaster offered valuable experience that set the foundation for the next steps and the course of steady development, targeting at the B2B market and public entities.

Since 2013 Honeybee has been using and investing in Inbound Video Marketing with an aim to improve its services. Inbound Marketing is the most effective marketing method for

doing business online. Instead of the old outbound marketing methods of buying ads, buying email lists, and praying for leads, inbound marketing focuses on creating quality content that pulls people toward your company and product, where they naturally want to be. Inbound Video Marketing uses tools such as blogging, podcasts, videos, eBooks, newsletters, whitepapers, SEO management, social media marketing, based on quality content, with an aim to grasp the public attention, generate leads and clients and delight them.

The Inbound Methodology covers each and every step taken, tool used,





and lifecycle stage traveled through on the road from stranger to customer. It empowers marketers to attract visitors, convert leads, close customers, and delight promoters. The new methodology acknowledges that inbound marketing doesn't just happen, you do it. And you do it using tools and applications that help you create and deliver content that will appeal to precisely the right people in the right places at just the right times.

And here is where the role of **video** enters. Video is an excellent promotional tool of services and products for all any business, especially if it is combined with Inbound Marketing strategies. A successful video 3 or 5 minutes stimulates the senses of the viewer, by "speaking" to logic and emotion, with a direct and effective approach. Businesses can actually flourish in the realm of video marketing, without ever running an ad on TV. Publishing video content online can be one of the most efficient and effective ways to market your brand to your consumer base.

Honeybee provides innovative and high quality services that meet the expectations and the budget of the clients, while getting through the right message to the consumers.

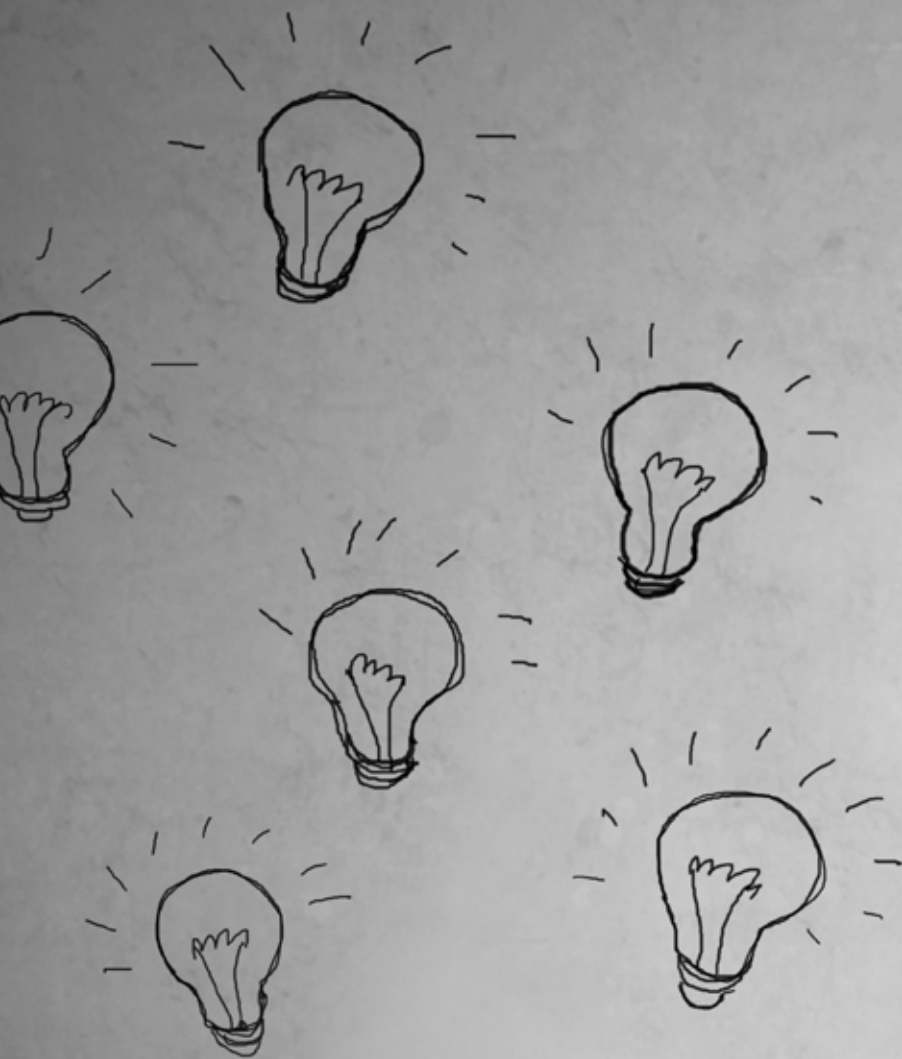
Honeybee uses a smart combination of video and the advanced techniques of Digital Video Marketing and Inbound Marketing, offering its customers the best possible solutions.

The **Honeybee** is working with renowned and award-winning professionals. The experienced Honeybee team consists of scriptwriters, directors, musicians, actors, cameramen and technicians able to provide full production services, from design to distribution and promotion.

The Honeybee team never hesitates to go anywhere due to production needs. We have been shooting from the Indian mainland to the American skyscrapers and from frozen Finland to Sahara desert!

Our clients are Greek and foreign governmental bodies or agencies, consortia, NGOs, universities in Greece and abroad, cultural institutions, TV broadcasters and numerous companies.

**We are always
on alert and ready
for any challenge!**



OUR MISSION

Our vision is to become a point of reference in the area of audiovisual communication, in Greece as well as in Europe and the Middle East, while offering solutions and services of excellent quality, affordable to everyone, making the most out of modern technological innovation.

Our mission is to always seek, without compromising, the best and most innovative and creative solutions (in full compliance with the Greek Code of Advertising and legislation). We create products and campaigns that are tailored to the needs of each of our clients. When people decide to work with us, they expect the highest level of service and results.

And they all agree,

We Deliver!

ACTIVITIES & SERVICES

The Honeybee team creates innovative business strategies and offers long term solutions. We create products and services that meet the needs of our customers and at the same time deliver the right message to the consumers.

In order to achieve that we do thorough research in order to find out the needs of our customers and create solutions and products which address to their specific needs.

Honeybee's products and services are:

PRODUCTS

- TV commercials
- Infomercials
- Corporate videos
- TV shows
- Infographics
- Web films
- Documentaries
- TV Shows
- Music videos
- Photo shootings

SERVICES

- **Pre-Production** (Organization of production and shootings, Location Scouting, contacts and clearances, tools and equipment testing, script writing, casting etc.)
- **On- Production** (video and photography direction, art direction, shooting, aerial videography, lighting & sound production, hair & makeup, wardrobe styling, etc.)
- **Post-Production** (video editing, motion and special graphics, color correction, music and sounds editing, special effects, etc.)

PLATFORMS



members.honeybee.gr

An online platform which enables customers to track in real time the production of their video and leave comments for every change in their personal account.



www.documentarymarket.com

Distribution and sale of viewing rights for documentaries. It serves as a digital market where independent documentary producers contact interested buyers.



www.outsource2greece.eu

Graphic designs, applications and web design/development with the support of a skilled team of external associates.



www.ecasting.gr

An online platform for employers searching for specialists in order to participate in their project, and for employees looking for new opportunities.

OUR HUMAN RESOURCES

Honeybee is a creative team of experienced professionals who are imaginative and innovative experts in their fields, and team-spirited hard workers.

Honeybee acknowledges the definitive role of human resources and invests in their training with numerous seminars and workshops.

We invest in a climate of trust among our employees and direct our efforts in the constant improvement of our quality of services, which ensures the satisfaction of our customers and of our employees.

Our employees are skilled professionals and hold key-positions within the company such as:

General Manager
Quality Manager
Legal Advisor

Commercial Manager
IT Support
Creative Manager
Content Manager
Head of Accounting

Marketing Manager
Director
Graphic Designer
Editor/Compositor
Cameraman/Editor

.....
Honeybee believes in young people and gives them opportunities through internships so that they can use their knowledge in a modern working place, working together with experienced professionals and developing their skills.



General Manager

Quality Manger

Legal Advisor

Commercial Manager

IT Support

Creative Manager

Content Manager

Head of Accounting

Marketing Manager

Graphic Designer

Director

Editor/Compositor

Cameraman/Editor



Success

Solution

Business Str

- Innovation
- Branding
- Solution
- Marketing
- Analysis
- Ideas
- Success
- Management

- Innovation
- Branding
- Solution
- Marketing
- Analysis
- Ideas
- Success
- Management

SOCIAL NETWORK



ay Jun Jul Aug Sep Oct Nov Dec



OUR QUALITY MANAGEMENT

Honeybee's main principal and commitment is to provide creative, innovative and reliable services that fully meet the customers' needs and expectations, always with respect to the relevant legislations.

In this context, a Management Sufficiency and Quality System has been developed and implemented, which fully meets the requirements of standards **ELOT 1435:2009 and EN ISO 9001:2008.**

OUR MAIN QUALITY GOALS ARE:

- To assure excellent product that meets the communicational goals of our customers.
 - To create long-term business relationships with our clients.
 - To focus on and constantly meet our customers' needs.
- To work with the best people in our field and use the best technical resources and methodology.
- To deliver reliable and consistent services on-time.

OUR CLIENTS

Our clients are Greek and foreign public bodies or organizations, business groups, non-governmental organizations, universities in Greece and abroad, cultural institutions, broadcasters and private companies of different sectors.

Our sales department, which consists of qualified and properly trained personnel, meet with the customer and approach the market through certain promotional actions.

Our products meet the needs of every company that wishes to advertise products and services with an aim to increase the recognition of its brand and sales, to create or improve its image, to attract a broader target audience and to change the habits of their clients.

Our clients include:

PUBLIC SECTOR

- UNITED NATIONS (UN)
- CEDEFOP - EUROPEAN CENTER FOR THE DEVELOPMENT OF VOCATIONAL TRAINING
- GREEK MINISTRY OF FOREIGN AFFAIRS
- GREEK MINISTRY OF INTERIOR
- GREEK MINISTRY OF FINANCE
- GREEK MINISTRY OF DEVELOPMENT AND RELIGIONS
- GREEK MINISTRY OF EDUCATION
- GREEK MINISTRY OF EMPLOYMENT
- ERT TELEVISION
- ET-3 TELEVISION
- ARISTOTLE UNIVERSITY OF THESSALONIKI
- IONIO UNIVERSITY
- INTERBALKAN ENVIRONMENT CENTRE
- EPPER
- G.G.E.T.
- CERTH
- E.E.T.T.
- NATIONAL DOCUMENTATION CENTRE
- PREFECT OF ATHENS
- MUNICIPALITY OF THESSALONIKI
- EYATH
- REGION OF CENTRAL GREECE
- REGION OF CENTRAL MACEDONIA
- MANAGEMENT BODY OF LAKE OF MESOLOGGI
- ENTERPRISE GREECE
- SBBE
- COUNCIL OF HELLENES ABROAD
- MUNICIPALITY OF KILKIS
- I.T.E.
- AN.GRE
- NATIONAL RESEARCH FOUNDATION
- INFORMATION SOCIETY
- COMMERCIAL CHAMBER OF KILKIS
- CENTRAL UNION CHAMBERS OF GREECE
- E.B.E.TH.
- HELEXPO
- EGNATIA ODOS
- ATHENS NEWS AGENCY
- & MORE...



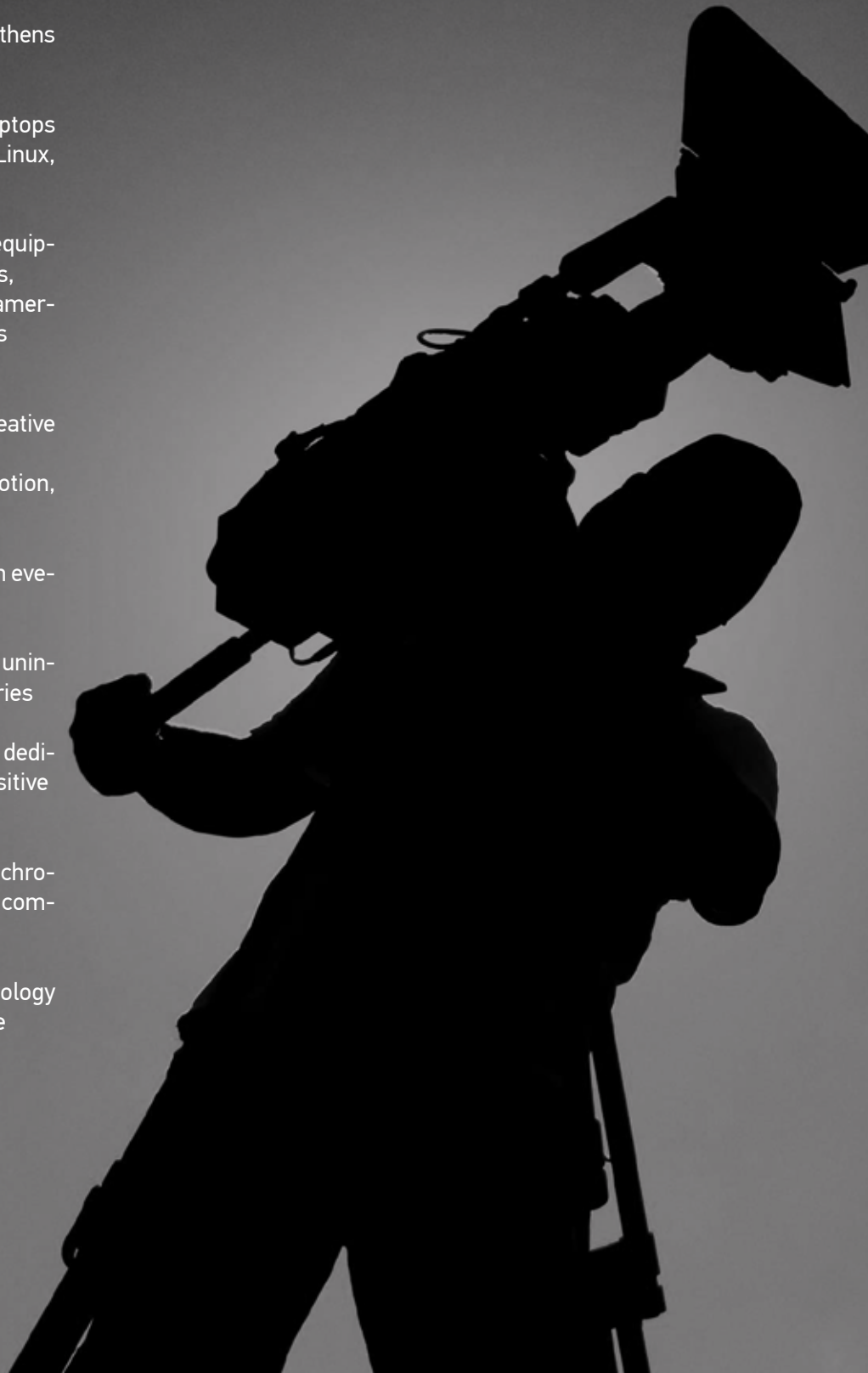
TOGETHER
WE
WORK

PRIVATE SECTOR

- ALPHA BANK
- COLLIERS INTERNATIONAL
- INTRACOM
- TESSERA MULTIMEDIA
- GLOBAL SERVE CYPRUS
- EUROCHARTIKI
- KARIERA
- BOUSSIAS CONFERENCE
- RAMCO
- IEK AKMI
- PILIDES CREATOR
- EMBIO
- O.T.S.
- TUV AUSTRIA
- NOVACERT
- FORTHNET SERVICES
- XEROX HELLAS
- SINGULAR LOGIC
- GRAND HOTEL PALACE
- ANATOLIA HOTELS
- COLIBRI
- MMS
- THE NEWTONS LABORATORY
- POSTSCRIPTUM
- NEL LINES
- BUDERUS
- IRA MEDIA
- ROLKA ABEE
- CAPTAIN
- POLITICS
- AYGA TSAKIRI
- VOLCANO
- SMILE SUPER MARKETS
- EURIMAC
- FLASH RADIO
- EURICOM
- PARAENA PUBLICATIONS
- SERGAS
- KALOGRITSAS GAS
- TEXNIMON
- CAMINO DESIGN
- COLLAGEN POWER
- ALUMIN ROLLS
- & MORE...

INFRA STRUCTURE

- Production offices of 240 m² in Athens and Thessaloniki
- 24 working stations with PCs, laptops and operating systems Windows, Linux, iOS
- Highly specialized audiovisual equipment for video production (cameras, microphones, digital and analog cameras, digital storage media, interfaces and encoding)
- Specialized software (Adobe creative suite 6, iDVD, FinalCut, Premiere, Soundtrack Pro, After Effects, Motion, Photoshop etc.)
- LAN networks (up to 1000Mbit) on every natural point of the company
- Two file servers (NAS) to ensure uninterrupted accessibility to data libraries
- A server (BACKUP) specifically dedicated to ensuring daily backup sensitive data
- A file server for sharing and synchronizing files during operation of the company
- A server telephony VoIP technology suite internal communication of the company





BASIC EQUIPMENT

A shortlist of the equipment and software that Honeybee uses:

SONY NEX-FS700 35mm (4K) CINEMA CAMERA
SONY A7s 35mm (4K) CINEMA CAMERA
SONY NEX-EA50EH
SONY NEX 3N AVCHD
GOPRO 4 BLACK EDITION (4K) ACTION CAMERA
DRIFT HD ACTION CAMERA
BASOON-SILVER ARROW PRO Steadicam System
CANON 600D DSLR
CANON LENS 50m 1,8
CANON LENS 18-55m 3,5
SONY LENS 16-50m 3,5
SONY LENS 18-200m
SONY LENS 50m 1,8
GITZO GT5530S TRIPOD
GITZO 2180 HEAD
AUDIO TECHNICA LAVALIER
MICROPHONES & WIRELESS MICROPHONES SENNHEISER SK100
TASCAM DR40 DUAL XLR AUDIO RECORDER
RODE NTG2 SHOTGUN MICROPHONE
IDX X10 LED 1800 ON BOARD CAMERA LIGHT
FINAL CUT PRO 7
FINAL CUT PRO X
ADOBE MASTER CREATIVE SUITE
MAC BOOK INTEL CORE 2 DUO 2.53 Ghz
MAC BOOK AIR 11" QUAD CORE 1.7 Ghz

18
YEARS
OF EXPERIENCE

PRODUCTIONS
IN 4
CONTINENTS!

7
NATIONAL AND INTERNATIONAL
AWARDS

OVER
150
CORPORATE VIDEOS

WE CONSTANTLY SET
GOALS

OVER
300
COMMERCIAL TV SPOTS

THOUSANDS
OF HOURS OF
FOOTAGE!

19
DOCUMENTARIES

12
TV SHOWS

PARTICIPATION
**IN NATIONAL
PROGRAMMES**



EASTERN MACEDONIA AND THRACE

1. Komotini / MEDICINET / Komotini Hospital

CENTRAL MACEDONIA

1. Kilkis / 13th, 14th, 15th, 16th Puppet Theatre Festival and Mime Festival of Kilkis / Municipality Kilkis
2. Thessaloniki / Safewet / ELKE AUTH
3. Kilkis / Heritage Protect / Municipality Kilkis
4. Kilkis / DoWaterNet / DEYAK
5. Thessaloniki / Development of Digital Informative Material / NOESIS
6. Kilkis / E-AUCTION / Chamber of Kilkis
7. Kilkis / Actual Video Interviews / Chamber Kilkis
8. Thessaloniki / I care / Theagenio Cancer Center Thessaloniki
9. Thessaloniki / Roma Children Education / AUTH
10. Thessaloniki / Sustainable Development / Interbal-kanEnvironment Center
11. Thessaloniki / Regional Tourist Promotion Central Macedonia / P.K.M.
12. Naoussa / Naoussa Film Festival
13. Thessaloniki / Education and Lifelong Learning / AUTH
14. Thessaloniki / E-Markets / TCCI

WESTERN MACEDONIA

1. Grevena / LIFE / Developmental Grevena SA
2. Grevena / Collection, Recording Environment Stock of Grevena / Grevena Prefecture

EPIRUS

1. Region of Epirus / Recycling

IONIAN ISLANDS

1. Corfu / Innovation and Entrepreneurship in Humanities and Social Sciences / Ionian University
2. Corfu / GENEDIS / Ionian University
3. Kefalonia / Tourist Prefecture View Kefalonia

WESTERN GREECE

1. Mesolongi / Management of Messolongi Lagoon

ATTICA

1. Athens / Human Resource Development / GSEBEE
2. Athens / Greek Atomic Energy Commission / GAEC
3. Athens / Violence against women and work / NCSS
4. Athens / Electronic Prescribing / Ministry of Health and Social Solidarity
5. Athens / eGovernment / was setting RTDI
6. Athens / Information B-Roll theme video / CERTH
7. Athens / Information Society / Society Information AU
8. Athens / Week Science Technology / General Secretariat for Research and Technology
9. Athens Piraeus / Video Radio spot / Joint prefecture of Athens Piraeus
10. Athens / B - Roll / National Telecommunications and Post (EETT)
11. Athens / Activities ESF / National Research Center
12. Athens / The Greek Researcher in Business /GSRT

PELOPONNESE

1. Kalamata / Kalamata Music School / OSK

SOUTHERN AEGEAN SEA

1. Karpathos / Documentary / Management Agency Karpathos Saria

CRETE

1. Heraklion / AGGT Project / FORTH
2. Heraklion / ITE / FORTH

PLACES / WE'VE REACHED WITH OUR WORK.

01. PERSEUS PROJECT
02. DIVERSITY DAY DAY 2010
03. AGGT
04. STUDENT PARLIAMENT
05. X-SCAN
06. PLASTRONICS
07. PATHWAY
08. DISCOVER THE COSMOS
09. CHEAPCHECK
10. MEDICINET
11. COLLAGEN POWER
12. HELLENES
13. EUROPEAN OLYMPIC CAPITALS
14. DO WATERNET
15. ENTERPRISE GREECE
16. SAFE WET
17. HERITAGE PROTECT
18. DIVERCITY DAY
19. ROAL MONTENEGRO GRAND RESORT
20. GLOBAL SERVE
21. COLLIERS INTERNATIONAL
22. FAO KOSOVO
23. FAO FYROM
24. TOURACT
25. E LIFE
26. CTO
27. TOT
28. RAMCO
29. & MORE...





OUR AWARDS & DISTINCTIONS

Café-Finovo (2013, 53 min)



26.2 The Road to Here (2011, 55 min)



Active Member (2010, 35 min)



The Archelon Bubble (2008, 29 min)



QUALITY CERTIFICATES



ΠΙΣΤΟΠΟΙΗΤΙΚΟ

για το **Σύστημα Διαχείρισης**
σύμφωνα με το πρότυπο
EN ISO 9001:2008

Η εταιρεία

HONEY BEE ΜΕΠΕ
ΟΠΤΙΚΟΑΚΟΥΣΤΙΚΗ ΕΠΙΚΟΙΝΩΝΙΑ ΜΕΠΕ.
21^{ης} Ιουνίου 335 - 611 00 ΚΙΛΚΙΣ



έχει καθιερώσει και λειτουργεί Σύστημα Διαχείρισης που ικανοποιεί τις απαιτήσεις του προτύπου,
για το παρακάτω Πεδίο Εφαρμογής

**Παροχή Διαφημιστικών Υπηρεσιών, Δημιουργία Διακριτικού
Σήματος (Branding), Προγραμματισμός Μέσων και Αγορά
Χώρου και Χρόνου, Παροχή Υπηρεσιών Αμφίδρομης
Επικοινωνίας, Οργάνωση Συνεδριών.**

Η ικανοποίηση των απαιτήσεων του αντίστοιχου προτύπου τεκμηριώνεται με τη σχετική Έκθεση
Αξιολόγησης. Η Πιστοποίηση πραγματοποιήθηκε σύμφωνα με τις Διαδικασίες Επιθεώρησης και
Πιστοποίησης της NOVA ΠΙΣΤΟΠΟΙΗΣΕΙΣ και υπόκειται σε τακτικές επιθεωρήσεις επιτήρησης.

Ημερομηνία Πιστοποίησης: 2013-06-28

Αριθμός Πιστοποίησης: 011644Q

Ισχύει μέχρι: 2016-06-27

Για την Nova Πιστοποιήσεις



Ιωάννα Χουρασιδου, Γενικός Διευθύντριας



011644Q ISO9001 HONEY BEE ΚΙΛΚΙΣ.doc

Η NOVA ΠΙΣΤΟΠΟΙΗΣΕΙΣ λειτουργεί σύμφωνα με τις απαιτήσεις του EN ISO/IEC 17021.
Το Πιστοποιητικό αυτό αποτελεί ιδιοκτησία της NOVA ΠΙΣΤΟΠΟΙΗΣΕΙΣ και πρέπει να επιστρέφεται σε κάθε ζήτηση.
Δεν επιτρέπεται η αναπαραγωγή του πιστοποιητικού παρά μόνο σε πλήρη μορφή.
Τα στοιχεία του πιστοποιητικού μπορούν να επιβεβαιωθούν από την ιστοσελίδα μας (www.novacert.com).

NOVA ΠΙΣΤΟΠΟΙΗΣΕΙΣ, Αγ. Δημητρίου 163, 54638 Θεσσαλονίκη email: info@novacert.com



CERTIFICATE

System of Management Capability as per ELOT 1435 : 2009

In accordance with TÜV AUSTRIA HELLAS procedures, it is hereby certified that

AUDIOVISUAL COMMUNICATIONS LTD - "HONEYBEE LTD"

Headquarters: 335, 21 Iouliou str., GR-611 00 KILKIS, GREECE

Office: 154, Egnatias str., Building 12, GR-546 36 THESSALONIKI, GREECE

Office: 3, Makri str., GR-117 42 ATHENS, GREECE

Applies a System of Management Capability for Communication Services provision in line with the above Standard for the following Scope

ADVERTISING AGENCY, MEDIA SPESIALIST, PUBLIC RELATIONS, ONE TO ONE MARKETING, BRANDING AND DESIGN.

Certificate Registration No.: 02311001

Valid until: 2018-04-23

Initial certification: 2012-04-24

Certification Body
at TÜV AUSTRIA HELLAS

Athens, 2015-04-24

This certification was conducted in accordance with TÜV AUSTRIA HELLAS auditing and certification procedures and is subject to regular surveillance audits.

TÜV AUSTRIA HELLAS
429, Mesogeion Ave.
GR-153 43 Athens, Greece
www.tuvaustriahellas.gr



Cap90K421_A24



TÜV AUSTRIA
GROUP

WORKING
AS A
TEAM.



Branches:

Athens: Makri 3, TK 11742,

Thessaloniki: Egnatia 154, TK 54636,

Athens (call centre):

+30 210 9233780,

Fax: +30 210 9233788

Main office:

21 Iouniou 335, TK 61100, +30 23410 29315

e-mail: info@honeybee.gr

www: www.honeybee.gr

