

OUTBREAK making brands contagious



Outbreak began in 2007 as the only Czech word of mouth marketing specialist. In 2011, we moved into creating campaigns now containing all standard communications channels (including TV, Internet, printed media and outdoor advertisement and PR). In each campaign, we place as much emphasis on creating word of mouth and customer engagement as we did in 2007.

WE ARE SPECIALIZING IN INTEGRATED MARKETING COMMUNICATIONS THAT CREATE WORD OF MOUTH AND ENGAGE CUSTOMERS.

References

„...capable of thinking ‚out of the box‘ and yet manages to stay focused and solution orientated...” [Josef Havelka](#), CEO at Sanoma Media Praha

„...genuine innovation in marketing, strategically sound, but with freshness of today and a smile on its face.” [Richard Hunt](#), Owner of Marketing Solution s.r.o.

„...cutting edge expertise and great ideas in the field of word-of-mouth marketing, advocate programs in particular.” [Daniel Musialek](#), Group Brand Manager at Green Swan Pharmaceuticals

„It worked. Brilliant!” [Jaroslav Cír](#) Founder, CEO and Crowdmaster at Perfect Crowd

„...a fine example of the new and fresh air in the marketing business.” [Pavel Jechort](#) Head of Strategical and Operational Marketing Department at Allianz

„...great in generating strong insights and strategies.” [Michal Riegel](#) Marketing Director at Intersnack a.s.

„Creative, funky, reliable...” [Martin Uymětal](#) Business & Marketing Director at Boomerang Publishing and Owner, Boomerang Publishing

„...creative, enthusiastic, with new ideas...” [Ivan Tomek](#) Owner of MR.Think



How can we help your brand?

For over four years, we have been spreading messages, building images, supporting product trials and sales and creating relationships with customers, including companies in areas such as: telecommunications, fast moving consumer goods, the automotive industry, financial services and the media. From strategy through to execution and followed up by assessment

Bronze WOMMY!

We are the only Czech agency to have won a WOMMY Award bestowed each year in Las Vegas to the most effective campaigns creating customer engagement and word of mouth. In its career, our team has won dozens of awards in the Czech Republic and abroad (Louskáček, Portorož, Effie, Zlatá pecka)



Who are we?

Dan Farkaš strategic planner, founder



Dan began his long career in 1997 in Young and Rubicam, where he stood at the birth of the cult advertising campaign during the launch of Oskar mobile phones. In time, he found a new calling in the newly founded company Kaspén. He celebrated one success after another as strategic planner and account director in charge of the communications strategy for the brands Budweiser Budvar and Kofola. After formal and

commercial success of probably the first extensive word of mouth campaign in the Czech Republic perfectly implemented from A-to-Z (Pardál beer for Budějovický Budvar), Dan decided to focus solely on WOM. At the start of 2007, he founded with his colleague from Kaspén, Ivo Laurin, the agency Outbreak, the first word of mouth marketing consulting firm in the Czech Republic. Over his many years in the business, Dan has worked on local and foreign communications campaigns in fields from fast moving consumer goods to telecommunications, the automotive industry, financial services and even media. He has lectured on customer engagement and word of mouth marketing at the University of Economics, Prague VŠE, at a meeting of the European Marketing Confederation and at a number of local and international marketing conferences.

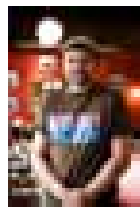
Ivo Laurin strategic planner, founder



This fifteen-year veteran of communications offers and puts to use his experience from both of marketing's riverbanks. That is, he has crossed and recrossed the communications river trying out various posts as agency and client alike. Ivo began honing his professional skills in 1996 at the client Unilever in the department of Client Service at Ammirati Puris Lintas. In 2000, he moved to the side of advertising custom-

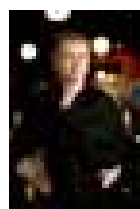
ers in the company Eurotel, where he led a team responsible for all above-the-line and below-the-line communications of the company's flagship brand. His enthusiasm for Brand Planning and experimental communications strategies led him in 2003 to Kaspén, where he was in charge of strategic planning and development of creative strategies for the Oskar mobile phone company. In 2007, after having spent eleven years in the business, he and Dan Farkaš launched Outbreak, the very first word of mouth consulting firm in the Czech Republic. Ivo has been involved in many local and foreign communications campaigns in fields from fast consumption goods to telecommunications, the automotive industry, financial services and even media. He has lectured on customer engagement and word of mouth marketing at the University of Economics, Prague VŠE, at the Czech Institute of Advertising and Marketing Communication and at a number of local and international marketing conferences.

Petr Hanousek creative director



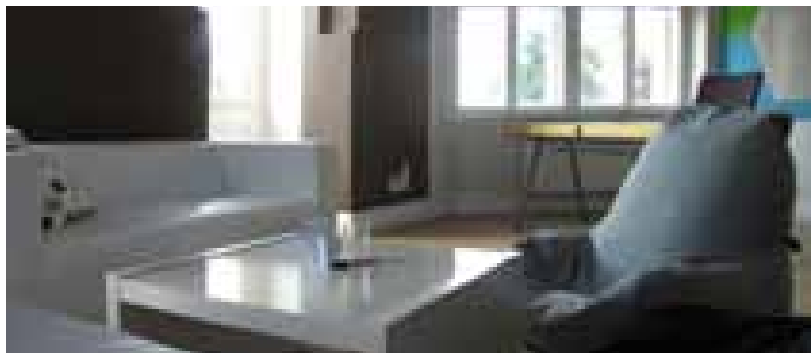
For years, Petr held the proverbial pen in his hand as an editor for the newspaper MF Dnes. He eventually traded the quill for the video camera when he became a reporter and editor in Czech Television. He was an original member of the publicist program Fakta and an author of a number of reports and documentary programs. After a controversial debate on his report where he compared the Czech Chamber of Deputies with a termite nest, his journalistic enthusiasm withered, and he decided to change professions. He left public television and entered the newly formed agency Kaspén. From a junior copywriter, he developed into the creative head of one of the groups, from which an independent team was formed aimed at alternative projects. Armed with experience, he readily engaged in a project for the communications studio YINACHI, with whom he had worked over the four years. He has worked on several brands from various fields...work that has been awarded such prizes as the Louskáček and the Effie. His brainpower has helped develop such brands as Kofola, Budvar, Kooperativa, Pribináček, Centrum, Nike and Vodafone, previously Oskar.

Katka Vokatá account director



Katka submerged herself in advertising in 1994 as an account manager assistant in a team exclusively managing the brand of the company Unilever. She aided in developing and implementing major advertisement campaigns for the brands Rama, Hera, Flora and Perla. In time, she took the helm of account management, from which she directed a collaborative team that garnered several Effie Awards and the Bubble Award in Portorož, Slovenia. In 1998, she found footing in the agency Lowe GRR as account director with a wide client portfolio including Chio Bohemia, Bramac, Peugeot, Mediatel and Johnson & Johnson. In 2008, she joined the crew in the agency Leo Burnett Advertising, where as group account manager she held the great responsibility of managing the brands Vitana, Coca-Cola, Jemča and ČSA. And she certainly did well, as proven for example by her work on a campaign for the Jemča tea brand that earned a bronze Louskáček Award. Since 2009, Katka with her rich experience has helped establish Word of Mouth on the Czech market in the agency Outbreak, where she runs a team of project managers comprised of [Jana Neuwirthová Šmýdová](#) and [Jan Novák](#), and bolstered by production manager [Radka Bohuslavová](#).

Where do you find us?



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